Swedish tourists’ perceptions, satisfactions and behavioral intentions toward Thailand Destination
A study based on the post-purchase stage

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Abstract

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PURPOSE OF THE STUDY To explore the destination images of Thailand as a tourist destination from the point of view of Swedish Generation X tourists in Västerås by examining their satisfaction/dissatisfaction and behavioral intentions after traveling to Thailand
To test the theoretical DI formation and interrelationships of those components

METHODOLOGY A qualitative research approach with in-depth interviews to collect empirical data derived from respondents’ first-hand experiences. Destination Image Theory was used as a background and Content Analysis Approach was used to analyze data.

Thailand was perceived positive and negative by Swedish generation X tourists in Västerås. They were satisfied with their stay at Thailand. After traveling to Thailand, most of them would like to revisit Thailand, but few of them want to travel to new destination. All of them are willing to tell friends or relatives about their experiences in Thailand.

CONCLUSION

KEY WORDS destination image, tourist satisfaction, tourist behavioral intention, Thailand tourism
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1. Introduction

Sweden is a civilized country which offers a high standard of living for all Swedish citizens. According to the Swedish Trade and Labor Unions Law, Swedish employees have the right to enjoy a minimum of five weeks of paid vacation per year, along with paid sick leave. They usually use their free time to do many different kinds of leisure activities such as travel and/or spend time with their families, etc. (Sweden, 2013). In fact, it has been found that most Swedes choose Thailand as a destination for their long trip outside Sweden in the past 10 years.

Thailand is located in South East Asia. Thailand won two times the prestigious Grand Travel Award in Sweden for "The World's Best Country 2010 and 2011". (TAT, 2011) Interestingly, Bangkok and Phuket were rated in the Top 5 tourism desired destinations, they were the most favored tourist destinations that Västerås residents loved to travel to during Christmas and New Year 2012. (Västerås Tidning, 22nd December 2012). Why do Swedish tourists prefer Thailand than other tourist destinations? How has Thailand become popular among Swedish tourists? These questions made the author curious and thus began the idea to conduct this research, an attempt to understand this phenomenon.

Nowadays, tourist destinations do not need spectacular attractions such as an Eiffel Tower, Big Bang Tower, or Leaning Tower to participate in today's tourism. The countries in Asia, for example: China, India, Pakistan, Myanmar and Thailand, were lacking spectacular attractions and are rapidly developing in the tourism industry and investing a huge amount of money to improve and promote their tourist destinations to attract foreign visitors. (Kotler et al., 2010, p. 503).

The number of Swedish tourists traveling to Thailand increased from 2001 (238,369) to 2012 (350,565). Specifically the amount in 2008 (392,274) is nearly double compared with 2001 (238,369) and decreased after 2008 because of the political conflict incident in Thailand (Tourism, 2013). The significant increase in Swedish tourist travel to Thailand reflected that Thailand received favored attention from Swedish tourists and became popular in last decade. It makes the Swedish tourist a considered attractive target consumer group and triggers Thai tourist destination/organizations to promote their product to the Swedish consumer, especially in tourism industry.

Thailand as a tourism destination will experience the product life cycle the same as another products and go into decline. Therefore, retaining and preserving the attributes that attract tourists’ travel to Thailand is a difficult task for Thailand tourism destination managers (Kotler et al., 2010, p.505). From supply perspective, it is therefore important for Thailand tourism destination marketer to understand their Swedish tourists’ attitudes and their behavior toward Thailand destination. From demand perspective, Swedish tourist characterized by multi-generation, four generations have been defined and acknowledged by scholars are known as the Silent Generation, Baby Boomers, Generation X, Generation Y; members of each generations are distinctive in terms of their traits, values and belief, interests and expectation; each generation is expected to display similar behavioral and consumption patterns that are similar among themselves but unlikely the previous and subsequent generations. (Strauss & Howe, 2007; Li et.al, 2013). For tourism research, insights gained through the lens of individual Swedish tourist generations could provide important practical implications for Thailand tourism destination. In recent years generational analysis in tourism literature increased interest among scholars (Li et.al, 2013). For simplicity, focus on issue and to acquire specific outcome, Swedish Generation X tourist had been taken into account in this research.
1.1 Problem statement

Over four decades ago, John Hunt (1971) introduced the term destination image (DI) into tourism literature. The tourist destination image (DI) topic became a single concept that was the most popular topic in both academic tourism research and practical tourism research (Hunt, 1975; Goodrich, 1977, 1978; Calantone et al., 1989; Gartner, 1989; Um & Crompton, 1990; Chon, 1990; Fakeye & Crompton, 1991; Echtner & Ritchie, 1991, 1993). In recent years, tourist DI, once again, still received a high level of interest from academic researchers (Dolnicar & Grün, 2012; Josiassen & Assaf, 2013).

The reason for the high level of interest in the tourist destination image is the acknowledgement of the importance of DI in related to the specific touristic image formation process development and its crucial effects to tourists' destination preference (Gartner, 1993; Hunt, 1975; Goodrich, 1977, 1978). DI evaluation also impacts the level of satisfaction and behavioral intentions such as intention to revisit and word-of-mouth (Chon, 1990; Ross, 1993; Chen & Tsai, 2007; Chi & Qu, 2008; Campo-Martinez et al., 2009; Bosnjak et al., 2010; Assaker et al., 2011; Mohamad et al., 2012).

From an academic perspective, the DI is a concept formed by the consumer’s reasoned and emotional interpretation which is the result of three interrelated components: cognitive, affective and conative (Gartner, 1994). There is general agreement that the cognitive component is an antecedent of the affective component, which means an evaluation of the perceived attributes of the object is an antecedent of the affective appraisals relating to an individual’s feeling towards the object (Beerli & Martin, 2004). Baloglu & Mc Cleary (1999) theorized that it is “the initial image formation stage before the trip that is the most important phase in a tourist’s destination selection process. However, Angela Phelps’ (1986) research revealed that there was a different DI held for first time and repeated tourist by empirical evidences at Menorca. Since there were changes in DI before and after the visit, there was the acknowledgement that the actual visitation creates more realistic, holistic images and differ between before and after the visit (Echtner & Ritchie, 1991, 1993; Gartner 1989, Tacsi & Gartner, 2007). Additionally, the image of a particular destination held by tourist is changed over period of time (Beerli & Martin, 2004; Gartner & Hunt, 1987).

Thailand’s image as the tourist DI perceived by Swedish tourists after their Thailand visit has not been updated yet in regards to academic nor empirical tourism research. Additionally, the concept of satisfaction and behavioral intentions in post-visit evaluation were added in this paper. It is an attempt to uncover Swedish tourists’ comprehensive DI assessments in post-visit stage and it was suggested in Dolnicar & Grün (2012) research. This research is based on the tourist DI theory in tourism and will examine the Thailand DI held by Swedish tourists in a tourism context and the role of DI as related to an individual Swedish tourist’s satisfaction/dissatisfaction with Thailand destination and their behavior intentions. Through an empirical study of this research, specific Thailand DI held by Swedish tourist were evoked and will advance DI research by relating to existing work of Bongkosh Ngamsom Rittichainuwat et al (2001).

From practical perspective, understanding tourists’ perception of a destination (DI) is one of the initial key factors that detract from or contribute to a successful tourism development. Understanding the image formation process is necessary to developing an image consistent with what a destination has to offer (Hunt, 1975; Gartner, 1994). Thus, tourism destination managers examine and measure frequently DI in empirical survey studies, an attempt to (1) assess how
tourist currently view a destination, (2) define how the destination would like to be perceived by tourists, (3) develop and implement marketing action to modify destination image, and (4) check if the intended change in destination image has occurred (Dolnicar & Grün, 2012).

1.2 Research question

What are Swedish generation X tourists from Västerås perception of Thailand as a tourist destination?

How are they satisfied with their stay in Thailand?

What behavioral intentions do they have regarding the after visiting Thailand?

How are Thailand images formed?

How will the interrelationships of those components determine Thailand touristic destination predisposition?

1.3 Purpose

The main purpose of this research is to explore the current phenomenon that is why and how Thailand became a popular tourist destination among Swedish tourists in last decade. Meanwhile, this research was carried out to test the theoretical DI formation and interrelationships of those components (Gartner, 1994; Jenkins, 1999; Phelps, 1986).

The results from this research with qualitative research approach and content analysis used in this paper provided a theory of the phenomenon of why and how Swedish generation X tourists from Västerås preferred Thailand as a tourist destination in last decade. From an academic perspective, this research seeks to contribute one more up-to-date study to academic tourism literature by examining the images of Thailand held by Swedish Generation X tourist in Västerås based on theoretical DI framework and the role of Thailand DI related to satisfaction/dissatisfaction and Swedish tourists’ behavioral intentions at post-visit stage. At the same time, this research provided a practical knowledge for empirical tourism researchers who are interested in Thailand DI held by Swedish generation X tourists and their evaluations, their behavioral intentions after travel to Thailand.

1.4 Target audience

Firstly, target audience will consist of academic researchers who are interested in studying DI in terms of Thailand DI held by Swedish tourists. Secondly, tourism organization managers, more or less, understand Swedish tourists how they perceived Thailand after their journeys, from there to fulfill their product, to satisfy current and potential tourists in future effectively and/or re-do destination positioning accurately. (Hunt, 1975)
2. Theoretical framework

What are tourist destination images?

Destination perception, or DI, is an image constructed through the complex individuals' destination evaluation process. DI evolves from pre-visit, participation at the destination, to post-visit stages. (Chon, 1990; Tasci & Gartner, 2007). Most of researchers avoid giving DI definitions, however, it depends on an individual researchers’ point of view on whether they will define DI differently than those in their same field. In the field of psychology, MacInnis & Price’s (1987) terms, DI is perceived both in terms of visual representations and holistic constructions. It includes all of the associated impressions, knowledge, emotions values and beliefs. In this sense, the DI is defined as the mental image that tourists hold in their mind related to a specific tourist destination (Clottey & Lennon, 2003; Echtner & Ritchie, 1993; Murphy, 1999). However, in the field of marketing, it refers to the attributes that underlie an image and relate that image to consumer behavior (Jenkins, 1999). Crompton’s (1979) definition of tourist DI was the most commonly cited in tourism literature, "an image as the sum of beliefs, ideas, impressions that a person has of a destination" (Crompton, 1979, p.18). This DI definition by Crompton (1979) relates to the individual, whereas the DI definition by Lawson and Baud Bovy (1977) states “the expression of all objective knowledge, impression, prejudice, imaginations, and emotional thoughts an individual or group might have of a particular place”. Lawson and Baud Bovys definition relates to both the image held by individual and the stereotyped image shared by a particular group. From the marketing point of view, it is important to understand those aspects of the image commonly held by other members of a particular group (Lawson and Baud Bovy, 1977 cited in Jenkins,1999; Jenkins, 1999)

Image components and Image formation

Most authors agreed that Hunt (1971) was the first person to introduce the DI concept into tourism studies (Echtner&Ritchie, 1991; Fakeye & Crompton, 1991; Pike, 2000; Josiassen & Assaf, 2013). Continuing to contribute to DI concept, Gunn’s (1972) seven-stage theory (see figure1) represents images that are built, modified and conceived which he calls organic image, induced image and modified-induced image. The organic images are formed and processed internally through naive non-tourist information about the destination (e.g. from television documentaries, books school lessons and stories of friends’ experiences). The induced image are images which one will have about a place without having been there, the induced image is formed from promoted information (e.g. advertising, news reports, travel brochures) and the modified-induced images which are the result of personal experience of the destination (Gunn, 1972 cited in Jenkins, 1999; Gartner & Hunt, 1987; Garner, 1989; Fakeye & Crompton, 1991, Echtner & Ritchie, 1991).

Phelps (1986) applied the DI concept to determine what effects images have on first-time and returning visitors towards the decision making process on whether or not to travel to Menorca. She argues that DI comprises primary and secondary images. The actual visiting experience at that place will result in the formation of primary images of that place, whereas secondary image relates to a new tourist to a destination. The secondary images are formed from non-tourist information and promoted information. In a sense, Phelps has combined Gunn’s two types of DI and merged the “organic image” and the “induced image” into one and created a separate one for her other type (Phelps, 1986; Gartner, 1994).
Based on the destination selection process framework of Goodall (1991), Gartner (1994) provided an image formation process theory that it presents how images are built, modified and conceived as induced, autonomous, organic formation agents. The induced image formation agents consist of direct and/or indirect information sources which are associated with a particular destination area (e.g. brochures, print media advertising, tour operators, articles, reports, celebrity and/or satisfied visitor as advertised spokesperson). Autonomous image formation agents consist of independently produced sources (e.g. reports, documentaries, movies, and news articles). Destination area promoters have no control over what appears in these kinds of image formation agents and the projected image is based on authors’ interpretation of what is happening in the area. It is assumed to have significant impact on the tourism image development because of its supposedly unbiased presentation. Organic image formation agents consist of word-of-mouth of friends and/or relatives who have been to an area and they know what exist there and individuals acquire information about a destination bases on previous travel to the area and/or participation/experience at the destination (Gartner, 1994).

Following Gartner’s theory, DIs are basically formed by three distinctly different but hierarchically interrelated components: cognitive, affective and conative. Cognitive image components (beliefs, attitudes of an object) refer to what we know or understand about a destination in an intellectual way that may be organic or induced. Affective image component (emotion) represents an individual’s feeling toward an object and conative image component (behavioral intentions) refers to how we act on all of these internal and external information is reached. Baloglu & Brinberg (1997) and Pike & Ryan (2004) followed the research of Russel & Pratt (1980)'s light and postulated that the affective component should be separated from cognitive component to better understand how tourists assess a place. They added that the affective evaluation depends on cognitive evaluation of objects, the affective responses are formed as a function of cognitive responses and they are interrelated (Gartner, 1994; Baloglu & Brinberg, 1997; Pike & Ryan, 2004; Tasci etal, 2007).

Echtner & Ritchie (1991) criticized most of previous studies paid attention to examining DI in terms of list of attributes (cognitive), and not in terms of holistic impression (affective). However, Um & Crompton (1990) described "the image of a place as a pleasure travel destination is a gestalt it is a holistic construct which is derived from attitudes toward a destinations perceived tourism attributes" (Um& Crompton, 1990, p.432). Rielly (1990) emphasized "total impression an entity makes on the mind of others" (Rielly, 1990, p.21). Additionally, Hunt (1975) postulated that the lure to visit a particular place is often a more visionary experience than tangible. Thus, Echtner & Ritchie (1991) concluded that examining the DI concept only relies on an attributes list and one would not capture the comprehensive DI. They recommended that DI should be envisioned as having two main components: those that are attribute-based and those that are holistic; each of these components contains functional characteristic (more tangible) that are directly observable or measurable (e.g. price, climate) and psychological characteristics (more abstract) that are difficult to measure (e.g. atmosphere, romance of the setting). On the other hand, images of destinations can also range from those based on "common functional” attributes including traits by which most destinations can be compared (e.g. price, climate); “unique functional” attributes consist of the icons and special events that form part of a destination image (e.g. Tower of London, Carnival in Rio); “common psychological” or abstract attributes consist of the friendliness of the locals, whereas “unique psychological” attributes which concern feelings associated with places of religious pilgrimage or place associated with historic places (e.g. Vatican, Nepal as mystic) (Echtner & Ritchie, 1991; Jenkins, 1999).
Since, there are changes in DI before and after visitation, it is believed that the actual visitation creates more realistic images than that those existing prior to visitation (Echtner & Ritchie, 1991; Gartner, 1989; Tasci & Gartner, 2007). Fakeye & Crompton (1991) studied DI derived from non-, first time and repeated visitors toward Lower Rio Grande Valley in Texas revealed that "the direct contact makes a more complex and differentiated image of a destination area more likely to develop when individuals have spent enough time at the destination to be exposed to its varying dimensions through developing contact with residents and using the destination's facilities" (Fakeye & Crompton, 1991, p.15). Fakeye & Crompton (1991)’s theory implies that the image held by non-, first time and repeated visitors will differ. The induced and organic image anchors and affects each other and they serve to modify DI. As a result of visiting a destination, more realistic, complex and differentiated images are formed through first-hand experiences, it is mix of induced and organic images and its incorporated experiences of a destination at post-visit stage (Gartner, 1989; Echtner & Ritchie, 1991; Fakeye & Crompton, 1991; Milman & Pizam, 1995; Tasci & Gartner, 2007). The first-hand experience reduces the destination image stereotyping (organic and reduced image), which influenced by various information sources and lead to a change in destination image before and after visitation. From the distinction of destination image between before and after visitation, it is desirable to separate the DI held by those individuals who have first time visited and those who have repeated into separated DI components: cognitive, affective and conative to better understand how tourists assess a particular destination (Fakeye & Crompton, 1991; Gartner, 1994).

Figure 1: Stage theories of destination image (source: Gunn, 1972, p.120 cited in Jenkins, 1999, p. 4)
**Destination Image, Satisfaction and Behavior Intentions**

Chon (1990) was using DI as a framework to understand traveler behavior and the author argued that primary image of the destination formed at the point when the pull and push factors co-exist. In this case hierarchy of needs as act as push factors and the attractiveness of destination functions as pull factors. He postulated that the primary image which formed at the anticipation stage which encompasses accumulated images, information search, modification of image and performance expectancy is crucial important because it influences the individual tourists decision to take a trip. However, DI will change over time and the direct contact experience with a destination results in reduction of stereotyping (primary image) and a change in image from simple black and white to amalgamated image. It could be more positive or negative, favorable or unfavorable (Hunt, 1975; Crompton, 1979; Gartner & Hunt, 1987; Gartner, 1989; Echtner & Ritchie, 1991). The effect of DI on post-visit behavior has been recognized, Mercer (1981) states that at the recollection stage, "the whole experience is reviewed and assessed and it is likely to be repeated to the extent that it gave satisfaction to the individuals involved... what ever the evaluation of the experience, the feedback into future decisions is inevitable” (Mercer, 1981 cited in Chon, 1990). Chon (1990) explained that the accumulated primary images which formed at the anticipation stage through direct or indirect, tourism or non-tourism information sources, those images will help determine his/her performance expectancy of the destination. The performance expectancy of the destination can be positive or negative depending on the strength of the images accumulated and modified. When he/she returns home, the DI are continually reconditioned through the process of evaluating what he/she actually experienced at the destination which is called the evaluation of performance outcome of the destination. The comparison between the performance expectancy of the destination and evaluation of performance outcome of the destination results in if he/she may feel satisfied or dissatisfied. Specifically, Baloglu & Brinberg (1997) and Baloglu & McCleary (1999) and Pike & Ryan (2004) argued that the overall DI is more likely influenced by affective evaluations rather than cognitive evaluations and affective evaluations determine whether he/she is satisfied or dissatisfied.

Milman & Pizam (1995) concluded that positive images will lead tourists to make the first time visit and if satisfaction occurs following the first time visit, repeat visits will follow. The repeaters will become familiar with destination in terms of interaction directly with local residents and destination facilities and have more accurate/positive image of the destination and gain interest and are likely to revisit. Their study revealed that familiarity with destination had significant impact on future intentions. Hence, tourists’ satisfaction is the result of interaction between a tourists experience at the destination and the expectations tourists had about the destination. Pizam et al (1978) assert that "when the weighted total sum of experiences compared to the expectations result in feeling of gratification, the tourist is satisfied; when the tourists actual experiences compared his expectations result in feeling of distance, the tourist is dissatisfied" (Pizam et.al, 1978 cited in Chon, 1990).

Hunt’s (1975) study has illustrated that there is a positive relationship between destination image and behavioral intention. Ross (1993) examined DI derived from domestic and international backpacking visitors who went to the wet tropic of northern Australia. The research revealed that positive images result in desirability of re-visititation and definite plans to revisit. The willingness to recommend the destination to family and friends, was especially dependent upon the image of friendliness of local residents. Specifically, he emphasized on the authentic perceptions of tourists and he believed that tourists who seek authentic and genuine contact with the people and places they visit. He pointed out that few tourists seek superficial or contrived experiences that actually exist. He explained that the tourists seeking a higher level of authenticity or genuineness wished...
to achieve a higher level of personal fulfillment as reflected in concepts such as self-esteem or self-actualization and they were less satisfied with staged (setting-up beforehand) and/or inauthentic experiences; in contrast, a low level of interest in authenticity and genuineness was related to primary satisfying basic needs such as hunger, thirst or shelter.

Thus, a positive image of a destination positively affects a tourist’s intention to revisit that location in the future as well as positive word-of-mouth. Destination image also positively influences quality perception and satisfaction. Numerous studies have shown that a favorable image leads to greater tourist satisfaction. In turn, the evaluation of the destination experience influences the tourists’ image of the destination and positive satisfaction positively influences on tourist’s behavioral intentions (Echtner & Ritchie, 1991; Fakeye & Crompton, 1991; Assaker et al, 2011; Mohamad et al, 2012; Campo-Martinez et al, 2010; Chen & Tsai, 2006; Chi & Qu, 2008). Most researchers propose that destination image also affects the satisfaction and behavioral intentions in post-visit stage. According to Assaker et al (2011), the tourist’s intent to revisit a particular destination in the far future could become loyalty (infrequent) or cautious tourist. However, non-loyalty tourist, they tend to switch products even when satisfied with the results provided, namely variety and novelty seeking tourist or “risk-taker” (Assaker et al, 2011; Correia and Crouch, 2004)

![Diagram](source: author’s own illustration)

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**Figure 2:** The relationship between DI, satisfaction and behavioral intentions (source: author’s own illustration)
Measuring Destination Image

Echtner & Ritchie (1991, 1993) suggested that using both structured and unstructured approach is accurate in measuring DI. On one hand, the structure approach have used by almost all of previous studies to measure the attribute component of DI. The semantic differential and Likert scales, usually based on a set of standardized attributes, the structured approach was quite effective for measuring the various common and attribute-base components of image (cognitive), but no opportunity for capturing the holistic components and psychological characteristics of DI because respondent is forced to complete the prepared scale items. The structured approach easy to adminster, simple to code and the results can be analyzed using sophisticated statistical techniques. On the other hand, the unstructured approach such as open-ended question is most effective to capture the holistic components of DI along both functional and psychological dimension. Using the unstructured approach, the attributes of image are specified at the onset of the research. Meanwhile, the respondent is allowed to more freely to describe her/his impressions of a destination. Thus, unstructured approach is more conducive to measuring the holistic components of DI. (Reilly, 1990; Murphy, 1999; Jenkins 1999; Tasci et.al, 2007; Dolnicar & Grün, 2012).

However, the list of attributes used for developing scale items in Echtner & Ritchie (1991, 1993) research was derived from previous studies those were conducted by various researchers that it is considered limited and inadequate because different destinations have different images and those attributes were provided from supplier side (tourism organization, authorities). Echtner & Ritchie (1991) criticized that most of previous studies used structured approach to measure mostly the cognitive component of DI, with emphasis on lists of destination attributes and also used secondary sources such as general literature, brochures and interviews with authorities (supplier side) to develop image attribute lists, for example, Gartner (1989), Hunt (1975), Goodrich (1977), Crompton (1979) excepted Reilly (1990) used unstructured approach in DI measurement (Echtner & Ritchie, 1993; Murphy, 1999; Tasci et.al, 2007). Thus, Gartner (1989) postulated that those identified attributes especially those identified by researchers may not actually be the most important attributes to the individual, or important attributes may be missing. Tasci etal (2007) agreed with Echtner & Ritchie (1991, 1993) caution about the attribute lists used by different researchers might be incomplete or missing some relevant destination characteristics. Additionally, Echtner & Ritchie (1991, 1993) recognized the expensive nature of qualitative research in terms of time, monetary and effort costs, but they stressed that qualitative research approach is a must for capturing a relevant completed list of DI attributes and/or to find the constructs/dimensions relevant to the group being studied, and then using these in a structured way to investigate images. (Echtner & Ritchie, 1991, 1993; Jenkins, 1999; Tasci et.al, 2007)

The previous DI studies Crompton (1979), Baloglu & Brinberg (1997), Baloglu & McCleary (1999), Echtner & Ritchie (1993) employed student and/or faculty or travel agent as respondent, specially who involve in tourism program and those who have not visited destination is considered inaccurate to study DI. Student and faculty who involve in tourism program is likelihood providing biased answer and/or inaccurate DI. Hunt (1975) postulated that who had visited destination result in providing more accurate and actual DI than who had not visited. Additionally, Hunt (1975) and Milman & Pizam (1995) postulated that the perception of DI is may vary among different market segment (different group). After Echtner & Ritchie (1993) research, DI researchers started to pay attention to tourists (demand side) to study and measuring DI; Ross (1993), Murphy (1999) employed backpacker tourists as respondent to participate in their research. Recently, Josiassen & Assaf (2013) recruited actual consumers who did actual travel abroad in their research.
3. Methodology

3.1 Selection of Topic

According to Fisher (2010), there are several criteria that need taken into consider when choosing a topic to conduct a research study. These criteria for choosing a topic is interesting and relevance, durability, breathe of research questions, topic adequacy, access, micro-politics, risk and security, and resource. By these criteria, some of them will be explained and related to this research study.

The main reason to choose this topic is that I am interesting in travel and tourism. On the other hand, when I started to living in Västerås, most of my Swedish friends that they usually mentioned about traveling to Thailand via informal conversation. Meanwhile, I realized a lot of Swedish travel to Thailand for leisure purpose, some of them revisit in every one or two year, but some of them switch to new destination. By this research, it gives me a chance to understand why Swedish tourists prefer Thailand as tourist destination. Moreover, I am learning huge useful academic theoretical knowledge related to tourism industry.

From practical perspective, the result of this research gave some information to researchers who interested in examining Swedish tourists in tourism context. It also provides up to date Swedish tourists’ perceptions, satisfaction and their behavioral intentions toward Thailand as the tourist destination and it will be relevant in within a year. This topic was considered that not to be too big and able to finish and enough to sustain the work needed for Master's thesis. I believed that possible to get access to the Swedish respondents who can answer my research questions. The research issue was not related to political and also not causes danger to any parties who involve in this research. Name of all Swedish respondents were be kept anonymous to protect respondents who involved in this research.

3.2 Theoretical Data Collection

3.2.1 Theoretical data

According to Fisher (2010) the purpose of critical literature review is not to wound but to ensure that the concepts, theories and arguments that you take from the literature to help you with the thesis is robust, to take a broader perspective and is to remove the need to rediscover knowledge that has already been reported (Fisher, 2010, p. 92). Firstly, I started to search most relevant students' thesis in regards to Swedish consumer toward Thailand destination via Diva (a database provided by Mälardalen University library). It helps me to generate and refine my research ideas as well as to made sure what have been done by previous students and avoid reproduce the same knowledge that has already been reported. Secondly, I started to search for specific articles through scientific journals such as Annals of Tourism Research, Journal of Travel Research, Tourism Management, International journal of Tourism Research, Tourism Review (a database provided by ProQuest ABI/INFORM Global New Platform, SAGE Premier 2013, Elsevier SD Freedom Collection) as well as textbooks and e-books from library. It helps me to gain a good academic theoretical knowledge related to my research area and it helps me with the thesis is robust.
In order to find literatures, academic articles, text-books and e-books in regard to the topic of this research, the following search keywords was used: destination image, tourist satisfaction, tourist behavioral intention, Thailand tourism.

3.2.2 Secondary data

According to Saunders et al. (2007) the secondary data include both raw data and published summaries that have already been collected for some other purpose. Such secondary data can provide a useful source from which to answer, or partially to answer research questions (Saunders et al., 2007, p.246). The secondary data were used to provide overview about Thailand tourism, Västerås tourist, Swedish tourism and other information was mainly obtained via website, Västerås newspaper, Thailand tourism advertising books and Swedish TV program, e.g.: SOS Thailand on TV3 channel.

3.3 Primary data

3.3.1 Research method and data analysis

Related to my personal purpose to carry out this research, in generally, most of research method books’ authors proposed that for exploratory research, the qualitative method are most useful because they lead us to explanations or new insight. They also suggested that when "research problems focus on uncovering a person's experience or behavior, or when we want to uncover and understand a phenomenon about which little is known, the qualitative methods are most suitable and can provide intricate details and understanding” (Ghauri & Grønhaug, 2010, p.105; Saunders et al., 2007, p.313; Bryman & Bell (2011).

In order to identify the specific images of Thailand destination held by Swedish Generation X tourists in Västerås, I did qualitative research to explore the issue. In the light of Hunt (1975), Milman & Pizam (1995), Echtner & Ritchie (1991, 1993) suggested (see measuring DI part above) this research was conducted by using qualitative research approach. The 7 in-depth interviews (face to face) and 1 pilot in-depth interview were carried out to collect the primary data in Västerås. In the in-depth interview, the overall goal of conversation was to solicit input regarding experiences traveling to Thailand. The "scope" of this research covered only Västerås city in Västmanland area, Sweden and respondents participated in interview were Swedish who are living in Västerås, because of the expensive nature of qualitative research in terms of time, monetary and effort costs (Echtner & Ritchie, 1991, 1993; Ghauri & Grønhaug, 2010).

The respondent was defined as males and females aged between 40 and 55 (Generation X) who had been living in Västerås. The study used a sample of actual consumers who did travel to Thailand in the past (Ross, 1993; Murphy, 1999; Josiassen & Assaf, 2013). Respondents are employed status and have quite good occupation with medium and high income. Respondents’ hoppies are travel far away out-of Sweden and take long time vacation. However, this specific respondent group was considered limitation because the Thailand DI had just reflected through this respondents’ group and the DI is perceived likelihood different among different market segment. (Milman & Pizam, 1995)
By using the qualitative research method suggested by Echtner & Ritchie (1991), it allows opportunity to capture the holistic images which associated to individual functional and psychological characteristics of attributes of Thailand destination. It helps author explore further respondents ideas by asking them probe questions, the outcome revealed more affective images such as feeling and emotional notions and respondents got a chance to clarify meaning of ideas in their words (see 4.2 Clarification of respondents’ means) . Thus, the effective images of Thailand also derived from respondents and were put into a bundle, named effective image. (see 5.3 Affective images of Thailand) (Baloglu & Brinberg, 1997; Pike & Ryan, 2004, Tasci et.al, 2007)

**Data analysis**

Content analysis approach was employed to analysis the primary data. All of interviews were audio recorded in order to produce transcripts and to replay for content analysis. The audio recordings were also helpful to control my analyst’s personal biases intrude as little as possible in the analysis process (Echtner & Ritchie, 1991, 1993, Jenkins, 1999; Bryman & Bell, 2011, p. 289, 481; Fisher, 2010, p.184; Saunders et al., 2007, p.333). Specifically, the audio recording was played immediately after each interview when I was home in order to produce transcripts so that the information was still fresh in my mind. The transcription process took a large amount time to listen to and replay as well as typing word for word.

First, the author familiarized himself with data by reading and re-reading the transcriptions many times and noting the important ideas from the respondents. After reading the transcriptions many times, it became clear that the similarities and differences in Thailand perceptions existed in data. The second step involved coding the specific dimensions or themes contained in the transcripts by using a highlighter pen and marking the margins in scribbles to identify the useful themes, important dimensions, construct or attributes were extracted and were generated into categories by systematically collating data relevant to each category. In order easily analyze the data, I created a coding sheet by copying each relevant data in each transcript and pasted this data into a coding sheet using Microsoft Word Software, for example, all of specific themes associated with “weather” category contained in the transcripts were copied and pasted into a coding sheet named as “weather coding sheet” (Jenkins, 1999; Bryman & Bell, 2011; Fisher, 2010)

Compared to Echtner & Ritchie (1991, 1993) and finding of the existing work of Bongkosh Ngamsom Rittichainuwat et al (2001), each category was named reliance on Echtner & Ritchie (1991, 1993) and Bongkosh Ngamsom Rittichainuwat et al (2001)’s list of attributes, the list of attributes of Thailand DI were identified by Generation X respondents group shown as below (see figure 3).

In light of Fakeye & Crompton, 1991 and Gartner, 1994’s theory, the dominated images were emerged and were placed into separated DI components: cognitive, affective to better understand how Swedish tourists assess Thailand destination. There were 8 dominated categories which derived from meaning words of respondents "weather" "beach" "people" "food" "view" "transportation" "shopping" "sex industry" and 2 subcategories "Bangkok" "hotel". All of those dominated images were placed into positive image and negative images of Thailand (see figure 4, 5 below) (Hunt, 1975; Crompton, 1979; Gartner & Hunt, 1987; Gartner, 1989; Echtner & Ritchie, 1991, 1993)
The problem with coding approach in qualitative analysis is losing the context of what is said. By picking up chunks of texts out of the context within which they appeared, the social setting can be lost. The coding approach also results in a fragmentation of data, so that the narrative flow of what respondents say is lost (Bryman & Bell, 2011, p. 588). Thus, telling the respondents stories were considered accurate solution to address the problem of coding approach. The respondents’ stories were re-produced split into 3 main themes, namely Thailand destination images, satisfaction and behavior intention (word of mouth, revisit). Through all respondents’ story, the similarities and different ideas were emerged.

In fact, the process of data gathering, transcription, coding and material analysis cost author whole summer to accomplish in terms of time and monetary. Once again, Echtner and Ritchie recognized the expensive nature of qualitative research in terms of time and monetary costs was conformed.

3.3.2 Interview

The Seven In-depth interviews were carried-out, it means interview conducted on a one to one basic meeting, between I and a single individual respondents through informal conversation, the respondents were given opportunity to talk freely about their leisure activities, experiences, like/dislike, satisfaction/dissatisfaction, point of view, feeling, emotional in related to the Thailand travel topic. This type of interview is called "non-direction", thus during the interview, respondents led the direction of the interview (Fisher, 2010, p.175; Saunders et al., 2007, p.312; Bryman & Bell, 2011, p.467).

In order to explore in depth the DI concepts in this study and also to acquire the most relevant and valid primary data for this research study, all of respondents were asked to meet up at the most comfortable places such as private office room, at home, relaxing room at company in the most available timing such as lunch time, day-off, fika time, Thursday, Friday, from May 12th, 2013 until June 20th, 2013. Respondents were asked to spend about 30 minutes for interview, but the actual interviews varied from 1 hour to over 3 hours. It gives a chance to gain a more accurate and clear destination image derived from first-hand experience, because respondents were comfortable and free to say their own thinking and opinions and it prevents respondents’ biases intrude as little as possible in the interview process (Bryman & Bell, 2011, p.290).

However, the difficulty of in-depth interview is that it requires a skilled and cautious interviewer (moderator); the interviewer should have a complete understanding of research problem, its purpose and what information is being sought (Ghauri & Grønhaug, 2010, p.126). In this sense, I was aware the difficulties when playing moderator role, hence the first interview was conducted as the pilot in-depth interview, in order to test the concepts as well as to practice how undertake a quality interview.

How many in-depth interviews should be undertaken? Bryman & Bell (2011) argued that in-depth interview in qualitative research, it aims to generate an in-depth analysis, issues of representativeness are less important in qualitative research than they are in quantitative research. Once, able to evaluate data after completing interview with the numbers individual selected and concluded, we had reached theoretical saturation and no additional interviews were necessary (Bryman & Bell, 2011, p.489; Fisher, 2010, p.184).
### 3.3.3 Criteria choosing respondent

In lights of Lawson and Baud Bovy (1977)’s DI definition, Hunt (1975) and Milman & Pizam (1995), it is important to understand those aspects of image commonly held by other members of a particular group, which means the criteria to select participants such as age, gender, occupation, and profession were crucial. The age of respondents was received critical attention to avoid different “taste” between different generations such as generation X and Y. All of the respondents were middle age. Respondents are fully employed and have a quite good occupation ranging from medium to high income. Respondents’ hobbies are to travel far away out-of Sweden and to take long vacations (over 2 weeks vacation).

Respondents involved in this research were selected through “snowball sampling technique”. Snowball sampling was used to access to respondents for interview. It begins by using personal contact to find respondents. I continued to ask people I had interviewed to suggest other potential respondents. The process then snowballs, collecting more and more respondents until the needed entire interviews have been done and theoretical saturation has occurred. (Bryman & Bell, 2011)

### 3.3.4 Interview implementation

Saunders et al. (2007) pointed out that the questions need to be phrased clearly, so that the respondents can understand them. Moreover, questions should avoid too many theoretical concepts or jargon and ensure that both you and respondent have the same understanding. Interviewer should ask them in the natural tone of voice and the use of "open question" should help to avoid bias (Saunders et al., 2007, p.324). In this sense, the interviews were undertaken with plain English question (see table 1 below) and theoretical concepts or jargon were not used during the interview.

In the warming stage, in order to create a comfortable, friendly, relax, believe/trust atmosphere and respondents got a good mood, interviewer was actively introduce private personal information (I come from Vietnam, I am student at MDH university, I am studying international marketing program, have a Vietnamese wife a son 2 years old, living at Vegagatan, living in Västerås 3 years) and the most importance thing was respondents right also mentioned (all you said is no right or wrong it just your idea/opinion/experiences/thinking and no one criticize them, all information will kept confidential, your name and private information will be anonymized, your information will not used for commercial purpose)

In the main stage, in the light of Echtner & Ritchie (1991, 1993), and my personal purpose is exploring this new area, the “open questions” (Would you please tell me about Thailand? Do you remember what happened when you were in Thailand?) were started and by "open question" it invites respondents to talk expansively and freely. The use of open question allowed respondents to recollect and described clearly single situations or events which they had experienced with Thailand traveling. The “open question” also encourages the respondents to reply as they wish and the respondents were allowed to more freely to describe her/his impressions of a destination.

During the interview, respondents freely descried and spoke out their Thailand travel stories, direct experiences, activities, feeling, thinking and opinion. Attention was drawn to evoking images and emotional reaction/feeling/impression associated to single individual images which held by respondents through first-hand experiences in Thailand were mentioned. By “probing questions” were used to probe (How is your feeling when you see that? What did you do when you feel or see that?) the affective images and conative images were emerged. At the same time, I also frequently asked respondents (would you please tell me more about? what do you mean when you say? why you say so? Can you give me some example? Would you tell more little bit). It
allowed to enhance understand respondents meaning or defined their meanings by respondents' words or to turn respondents to the right way regarding to the goal of this research (you've just mentioned about; would you please tell me more about that; some people tell me about this how about yours).

The concept of satisfaction is considered intangible and it was more likely feeling, in order to caught satisfaction level and creating ease of evaluation for respondents, thus Likert-type 5 point format was used, by (1) is minimum and (5) is maximum. Respondents were continually asked to give explanation (why you give that rate?). This practice gave respondents a chances to correlated to evaluation of their pre-visit destination images and his/her post-visit recollection of experiences (Chon, 1990). It also gave me an understanding why respondents were satisfied/dissatisfied accurately and examined whether with high satisfaction level, Swedish tourists will intention to revisit or switch to the new destination (Assaker etal, 2011; Correia & Crouch, 2004).

In terms of behavioral intention, only if respondents were not automatically mentioned, the specific questions were asked to understand their intentions (Do you plan to visit Thailand again in the future? Will you recommend Thailand to your friends or relatives?). Interestingly, few respondents showed the contract between they and Swedish tourist agencies (Apollo, Resia, Ving) for the next Thailand vacation. When “chat” with interviewer, respondents made conversation and told me about their Thailand travel stories as with a friend, thus it was seem to be the word-of-mouth concept reflected through this informal conversation.

In the warming-down stage, all of respondents in turn freely asked interviewer what respondents want to know or curious to know. Most of them asked (will you work in tourism industry when you finish study? would you tell me that my opinions/thinking are same with others or not? when you not clear something feel free to contact me anytime available, can you give me the result of research?)
<table>
<thead>
<tr>
<th>Concept</th>
<th>Theory</th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>DI</td>
<td>Cognitive Component (associated with attributes of destination)</td>
<td>Would you please tell me about Thailand?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Do you remember what happened when you were in Thailand?</td>
</tr>
<tr>
<td></td>
<td>Affective Component (associated with emotion/feeling toward attributes</td>
<td>How is your feeling when you see that?</td>
</tr>
<tr>
<td></td>
<td>of destination)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Conative Component (the reaction associated with attributes and impression of destination)</td>
<td>What did you do when you feel or see that?</td>
</tr>
<tr>
<td>Satisfaction/Dissatisfaction</td>
<td>Match/Mismatch between the image and expectations about a destination</td>
<td>Were you satisfied with your trip to Thailand?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Now we say, 1 is Dissatisfied and 5 is Satisfied, which number would you chose?</td>
</tr>
<tr>
<td>Behavior intentions</td>
<td>Overall DI evaluation as related to an individual tourist’s intention to revisit and recommend to others</td>
<td>Do you plan to visit Thailand again in the future?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Will you recommend Thailand to your friends or relatives?</td>
</tr>
</tbody>
</table>

Table 1: Concept’s Operationalisation (source: author’s own illustration)

3.4 Trustworthiness in qualitative research

According to Saunders et al. (2007), trustworthiness in qualitative research is related to issue of bias. The first type of bias related to "interviewer bias", it means the interviewer rely on own beliefs and frame of reference through the question that interviewer ask. It is also possible that researcher demonstrate bias in the way interpret responses. (Saunders et al., 2007, p.318). In order to avoid bias from interviewer perspective, I decided to keep objective stance when conducted interviews and also avoid the "self-reference criterion" when interpret responses and analysis data (Ghauri & Cateora, 2010).

Saunders et al. (2007) also noted that the second type of bias that should pay attention that is related to respondent or response bias. This type of bias causes by unwillingness respondent. They are willing to participate but may nevertheless be sensitive to the unstructured exploration of certain themes. They will not reveal and discuss an aspect of the topic that you wish to explore. So respondent provide a partial picture or inadequate information or ambiguous responses. At the same time, respondent's time constraint also reduces willingness to take part of an interview (Saunders et al., 2007, p.318). In order to address this issue, respondents’ comfortable matter was most important factor I was paid attention.
3.5 Research ethics

Respondents’ personal information who participated in this research was kept confidential and anonymized, an attempt to protect and not harm respondents who involved in this research. I respect and appreciate all respondents who engaged in this research to provide empirical data for this research, therefore, I explained clearly about this research and asked them permission to play voice-record from beginning interview and all respondents were treated fairly.

I were "telling it like it is" in this research study (Bryman & Bell, 2011). All information is presented in honest and objective way to avoid biased and plagiarism. The data were analyzed, ideas were discussed, mistakes were solved until satisfying results were reached in academic professional manner.
4. Finding

4.1 List of attribute images of Thailand

By using the qualitative research approach suggested by Echtner & Ritchie (1991, 1993) to examine Thailand DI held by Swedish Generation X comprising of two female and five male respondents in Västerås, the holistic images of Thailand held by respondents recalled such as “green/wild nature (Respondent A-B-D), beautiful woman in Thai traditional clothes seem to be very harmless (Respondent E), Buddhistic culture (Respondent C-D-E), same as my hometown in Sweden (feeling)(Respondent A-B), adventurous place (Respondent C-G), genuine/raw nature (Respondent A-B-C-D), amazing/wow impression (Respondent C-E-F-G)” and indicated attributive images of Thailand (figure 3) would specific DI research by existing work of Bongkosh Ngamsom Rittichainuwat et al (2001).

The specific list of attributes of Thailand destination that were identified by Swedish Generation X tourists in Västerås are shown below

<table>
<thead>
<tr>
<th>Functional</th>
<th>Psychological</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local/tourist</td>
<td>Helpfulness</td>
</tr>
<tr>
<td>Massage</td>
<td>Friendliness</td>
</tr>
<tr>
<td>Variety of tourist activities</td>
<td>Reliability</td>
</tr>
<tr>
<td>Nation parks</td>
<td>Familiar</td>
</tr>
<tr>
<td>Historical museum/temple</td>
<td>Expansion</td>
</tr>
<tr>
<td>Scenic natural attractions</td>
<td>Opportunity</td>
</tr>
<tr>
<td>Nightlife</td>
<td>for adventure</td>
</tr>
<tr>
<td>Shopping</td>
<td>Opportunity to increase knowledge</td>
</tr>
<tr>
<td>Availability of tourist information center</td>
<td>Family oriented</td>
</tr>
<tr>
<td>Beach</td>
<td>Quality of service</td>
</tr>
<tr>
<td>Bangkok</td>
<td></td>
</tr>
<tr>
<td>Hotel/restaurants</td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td></td>
</tr>
<tr>
<td>Weather</td>
<td></td>
</tr>
<tr>
<td>Crowded in big cities</td>
<td></td>
</tr>
<tr>
<td>Cleanliness</td>
<td></td>
</tr>
<tr>
<td>Urbanized development/affluence</td>
<td></td>
</tr>
<tr>
<td>Political stability</td>
<td></td>
</tr>
<tr>
<td>Easy access</td>
<td></td>
</tr>
<tr>
<td>A safe place to travel</td>
<td></td>
</tr>
<tr>
<td>Traditional customs/culture</td>
<td></td>
</tr>
<tr>
<td>Food</td>
<td></td>
</tr>
<tr>
<td>Helpfulness</td>
<td></td>
</tr>
<tr>
<td>Friendliness</td>
<td></td>
</tr>
<tr>
<td>Relaxing</td>
<td></td>
</tr>
<tr>
<td>Familiar</td>
<td></td>
</tr>
<tr>
<td>Opportunity for adventure</td>
<td></td>
</tr>
<tr>
<td>Opportunity to increase knowledge</td>
<td></td>
</tr>
<tr>
<td>Family oriented</td>
<td></td>
</tr>
<tr>
<td>Quality of service</td>
<td></td>
</tr>
</tbody>
</table>

Figures 3: Thailand destination attributes list (source: author’s own illustration)
### 4.2 Clarification of respondents’ means

Respondents were allowed to more freely describe her/his impressions of Thailand. The Thailand DI those respondents recollected was continually explained and clarified by respondents’ words. It provided interesting insights and it was also help interviewer accurately understand respondents’ meaning. All the meanings of words were clarified by respondents ‘original words as following.

<table>
<thead>
<tr>
<th>Respondent A</th>
<th>It is &quot;green&quot; I mean &quot;green&quot; is that place got the beach and behind that is the mountain with a lot of trees.</th>
</tr>
</thead>
</table>
| Respondent B | A nice person is they never angry and they always smile.  
It is "green" mean a lot of trees and they do not have burned grass  
Beautiful nature mean a lot of mountain and trees and a lot of water and you can fish there.  
Clean water ...you can see deep down seawater. |
| Respondent C | Beautiful mean they got what you need, e.g.: after 10 o’clock town really close, food, and sunbath.  
Nightlife means go out and eat late in the night.  
Sky train means easy to transport to another places in city.  
Pollution I mean the smoke from the engines motorcycle, moped, taktak and gasoline with oil.  
Clean I mean you do not see much negative about Bangkok...I mean you do not see baggers, poverty.  
Great infrastructure easy to book from one city to another city, you can go by train, bus and fly...Good infrastructure means all information about train busses... easily can find out lot information.  
Beautiful beach means clean water when you when you put on glasses the pipe and diving and looking at the fishes...you got possible to see long distance.  
Tourist area to me that is a lot of hotel, a lot of bars... a lot of tourists interact and Thai people working just for tourist.  
Bad area means where the poor people and factories.  
Lovely country means it is easy take into your heart and would like to come back and explore more. |
| Respondent D | Warm means hot around and hot water you can swim.  
Wild nature...wild elephants in the forest...dolphins turtle in the water.  
Nice beach means it is warm water a lot of fish in the water...many of fishes many color like aquarium.  
Green means a lot of jungle a lot of vegetable.  
Strong food means a lot of spicy in food.  
Nice people means they are kind and friendly and kind means they open and you can talk and also respect to each other. |
| Respondent E | Friendly people mean they were harmless, polite.  
Helpful people means when you got some problem they try to help you if you angry they try to came you down.  
Lovely weather means always sunny always warm.  
Warm weather means 35 degrees is warm.  
Beautiful beach I means it is long beach with sand ...not stone. |
4.3 Stories about Thailand journey: Swedish respondents’ explanation

After introduction of each other between researcher and respondents, Swedish respondents started to telling theirs journeys freely such as their experiences, thinking and feeling when they stayed in Thailand. They were seemed to be really interesting when talk about their experiences and said directly the issues about Thailand journey.

Respondents’ stories were split into 3 main themes, namely on-site destination images, satisfaction and behavior intention (word of mouth, revisit). Through all respondents’ story, the similarities and different ideas were emerged.

4.2.1 The respondents story, A- traveled to Thailand 20 times

A went there for 20 times and always fly with Thai airline because A bought business tickets and got the points and save the points when A fly. The last time A went to Thailand is on December 2012 and A stayed there around 3 weeks, A arrived Bangkok first and always stayed in the same hotel when A were in Bangkok because it is really near to shopping center and Sky train. The temperature was around 30-32 degree in December in Thailand but it was quite high temperature that A perceived:

... the weather around 30-32 degree at that time in December in Thailand but this is quite high in this month because usually 27-28 for me is ok...

Thai people was perceived "nice people" when A interacted with the owner of the shop in Thailand:

... nice people e.g. when you go to Italy they only want to make the price higher because they know you are tourist and when you do not buy things from them they are not friendly but in Thailand yes I know they already made the price up because they know I am tourist but when you not buy they still friendly and give you smile...

There are many restaurants, which offer variety of food, from Thai food to western food available in Thailand, and it is cheap price:

... you can go to a lot of restaurants in Bangkok and really cheap price Thai food on the street only around 10-15kr...Western food...beefsteak around 35-40kr...and luxury food in Bangkok around 120-200kr per dish...

After Bangkok, A continued went to Huahin it is 250 km far from Bangkok toward the south of Thailand. There are beach and mountain with a lot of trees at this place. A stayed there around 5-6 days in the 3 stars hotel. it was not luxury hotel but hotel have enough facilities such as swimming pool. A described this place:

... it is really green I mean green is...they got the beach and behind that is the mountain with a lot of trees that what I mean green...

The service of hotel in Huahin where A stayed that was perceived good:
...service that hotel there really good...over here Sweden breakfast they have only 3 person serve you but there got 20-22 person and everything really fast...when some thing over they fill up immediately really fast and when you need something they will do fast...

Thailand is also the place where A prefers for shopping, especially copy brand in Bangkok it is not expensive:

...Thailand for shopping... I mean shopping you can buy copy brand in Bangkok and it is really cheap and not much different with real brand, which is expensive, you can buy a lot of thing in Bangkok...

A remembered first time when A was in Bangkok, it was frustrated at the first time in Thailand. But now A know about the street and familiar with Bangkok and A feel better in Bangkok:

.... the first time when I go there really disappointed really make me crazy...everything really messy a lot of people traffic jam you do not know where it is... do not know about the street if you want to go there some place in Bangkok everything really slow I mean people slow make you really down...

Satisfaction: level 4

A explained: …every where in Thailand is the same you know Sweden every where you got H&M, Lindex, etc...everywhere in Sweden so Thailand also everywhere is the same now not different in different places in Thailand I want to see looking new thing see something else in another county…

Behavior intention:

A want to go to another country such as Burma, Vietnam but A do not want to fly directly from Sweden to Burma, A want to fly to Bangkok first and then go to Burma. A also willing to tell friends about Thailand when they want to travel to Thailand.

A explain: …now everywhere in Thailand already exposed a lot of people know about Thailand and I want to go somewhere another people do not know or not uncover yet new places...

4.2.2 The respondent’s story, B- traveled to Thailand 16 times in 16 years

B traveled to Thailand in this year 2013 and stayed there whole February. B always stayed only one place in 16 years, namely Krabi Ayunan and it takes 1 hour fly from Bangkok to that place. B always went there in winter and stay in Sweden in summer because B feel tired with winter and darkness in Sweden and want some place have sun and warm temperature such as Thailand and Turkey and when B come back Sweden it is warm temperature and spring.

… it is the best weather it is not so much rain...only 2 days rain...

B likes to chat with local people and also Swedish people who live in this town. Thai people were perceived "nice people". However, when B traveled only 1 time and spent 1 day in Phuket and local people was perceived different with local people who B meet at Krabi Ayunan.
nice people we like to talk and chatting with people there I mean Thai people and Swedish people who live there also...I only in Phuket only 1 day and I speak with people who in there and I do not like it...

One of the factors that B loves to travel to this town in 16 years is the beach, mountain and nature of this town. It made B feel the same of B hometown in North Sweden where mountain, trees and beach exist.

...it is green and mountain green means a lot of trees and they do not have burned grass...it is fine nature mountain there have elephants... it is beautiful nature, beautiful view...beach 3 km long...water beautiful clean not dirty sea water...I feel same as my home town when I was in Thailand...

The hotel where B stayed it was not including dinner therefore B always go out eating in the evening, the price of Thai food when B buy food at the beach or at small local restaurants and Western food in bigger restaurants were perceived cheap that compared with price in Sweden and other town such as Phuket and Fifi island. Significantly, the price of food is stable not changed in long time. The price of massage is perceived not expensive therefore B take massage everyday and also give some more extra tips.

...cheap the price is not change in long time... here they have the price stable...

B prefers to stay in private and small hotel rather than big hotel because the owner of private and small hotel familiar compared with big hotel where B stayed from beginning. The massage service preparation is good and gives B feeling as King and Queen.

...we stayed with big hotel from beginning but not familiar but in this hotel the owner is familiar and we also know them...they always prepare chair table for me towel pillow same as King and Queen....

The other reason why B loves to revisit this place in 16 years that is prostitution is not exist in this town. Swedish friend of B took B to Phuket only one time.

...I am not like Phuket because man with small children...I see many men with small boys and small girls I do not like that (2 times)...it is not acceptable I do not like that make me angry and not nice...

In Bangkok, B spends only 3-4 days and that is enough for B to stay there. B explain:

... a lot of people... it is so tight and narrow...a lot of gas from car when a lot of people I feel tight...a lot of cars all time and they press horn so much I just want feel well the same here (Västerås)...

Satisfaction: 5 level (high voice, laughing, happy face)

B explain:...if I not like and satisfy I will not go there in many years because we were in India one time and we not like that.

Behavior intention:

B will go there again next year

4.2.3 The respondent’s story, C- traveled to Thailand 5 times every 3-4 years
C traveled to Thailand totally 5 times in every 3-4 years, only went there in wintertime and usually stay in Sweden summer. C went to Thailand in November, December or April because C wants to escape from cold temperature and the darkness in Sweden in wintertime. C has been different places in Thailand from north to south so C experienced the different of temperature between north and south of Thailand.

…weather quite good but rain some days not rain from morning to evening but little cloudy...the northern part like Sweden Swedish summer time...22-23 degree during the day and in the evening go down 8-9-10 degree...Bangkok quite hot...32-33 degree it is not really hot when you go to the south 34-35 degree but humidity you will wet and just put a hat and drink a lot water...I sit under coconut trees or some shadow I would love Thailand more when it under 30 degree...

When C stayed in Thailand C prefer to eat at the same places Thai people eating because when C see where a lot of Thai people sitting and eating it means good food and where a lot of tourist sitting and eating C know that restaurant offer western food such us schnitzel steak. C recognized that local people who sitting in Thai restaurant is interesting in C and want to talk with C, even the owner of the restaurant is also curious to know about C so C really like to eat at the same place with Thai people eating that is the easy way to make conversation and interaction to know each other.

…it is friendly people...they religious they do not adjudge you can live the way you living that is between you and your God religious they accept other religious they do not fight you...Buddish is good religious country they quite open and quite forgiving...Thailand is the most asia country they should not must angry someone if you angry they still smile on their lips I mean you should not lose face...

The cleanliness of the sea water varies according to month in the year and different beaches in Thailand because C have been at different beaches in Thailand and C also did scuba diving so C experience different kind of sea water. When C stayed in fishing village this area is not for tourist, the area for tourist they will clean the beach every morning and night by picking up trash on the beach.

…the water is not clean and the beach a little bit dirty because nobody pick trash up...if you go to the south it is more clean you can see 30-40 meter long depth and near Bangkok not clean like Pataya you can see 10 meter and water little brown color...dust from river to the sea..

C usually went to local Thai restaurant to eat because C likes to make conversation with local people and the owner in the restaurant. The food in those restaurants perceived well and C also prefer spicy food and seafood in Thailand.

…excellent food...Thailand the food is good and we like spicy food really quite fond of seafood...

C have been in the northern part of Thailand such as Chiangrai Chiangmia to visit the Gold Triangle and also went cross to the border of Puma but C not went cross to border between Thailand and Cambodia because they were fighting causing conflicting of temple at border so C cancel that plan. C did not want spend too much time staying at the beach, instead would like to visit some Buddhist temples, museum, nigh market where Thai people eating and shopping during the night time and big market it is wholesaler not retailer such as clothes, food, pet in Bangkok. Bangkok city has been never closed it means when all shops closed in the evening, after that small entrepreneurs came and started their business by putting their offering like as T-
shirts, watches and copies of everything on the street; putting some chairs and tables, little trolley with beers, alcohol and soft drink, some easy cooked food. Bangkok now air pollution is better than 10-15 years ago it means the smoke from motorcycles, cars, buses, tuktuks engines.

…Bangkok now is better than before you do not have so much pollution from motor engines today you have 10-15 years ago...Bangkok today I think it is little bit cleaner now...

The center of Bangkok was perceived clean during the day time, it means you can not see so much negative of Bangkok such as poverty baggers who is in situation and ask visitors give them some money, drug and the girls working in prostitution. However, at the big temples, tourists easy to see professional baggers, gang who try to ask tourist money or cheating tourist by offering cheap gold, fooling people to buy something overprice. C do not want to give them money, C think it is better to give money to build school rather than for drinking because C not trust them they are real poor people or they are professional baggers or gang.

…baggers. please give me some money I have father I have problem...people try to fool you to buy something over prices or buying cheap gold...I really do not like this...

The first week, C stayed in friends house at Bangkok, after that C started to make the plan what C would do next in Thailand. C only bought fly ticket from Swedish travel agencies in Sweden and fly directly from Arlanda to Bangkok. Thailand is good and great infrastructure it means all information of hotel, visiting places, and transportation available on Internet, Bangkok there is Sky train, boat and taxi always available and cheap. Hotel always have available room and do not need to book in advance so C usually go directly to hotel to book room there, it is also cheaper when going directly to hotel, but except the peak period such as Christmas.

… it is easy to travel... easy to book from one city to another city you can go by train, bus, fly it is quite cheap to book taxi really cheap...easy to book hotel and it works...if tomorrow I want scuba diving just to there and arrange...in Bangkok...the boat stop everywhere and easy for you to buy ticket and transportation easy from side to side and 24 hours when you travel around...Sky train...it excellence because it is quickly to move to another place...taxi also good way to travel in Bangkok...

Thailand also have old culture it mean there have their own culture and traditional. When London was just small village with 8-12 thousand people and developing, Phitsanulok the old capital of Thailand it had developed and became great kingdom with high stand infrastructure such as road and around 1 million people living. This area is the same Angkowat in Cambodia. C was interesting in visiting this area.

Nowadays, Thailand become more cleaner it means tourist and their family will not see much prostitution, topless dancing girls outside the bars, clubs because police and government regulated and not allow they dance outside the bar, they have to be behind or inside the bars or clubs. It was compared with 15 years ago.

…if you come as tourist with your wife and children will never see that you have to enter the club so it little cleaner now…

Satisfaction: 4 strong or five (satisfy)
C explain:...I never ever book trip go to Canaria island because I know when I exist in this area nothing to see or risk area like Haiti...I want to be free to do what I want because this area arrange for tourists and make comfortable only for tourists and out side is no and have trouble when you getting out side...you have everything in Thailand.

Behavior intention:

C willing to tell friend about Thailand such as sunbathing, scuba diving, big city, museum, temperature and humidity. Next time, C would like to revisit Thailand because C want to explore East West of Thailand where poorest area with low income and their culture and Eastern near Laos and some other island with clean water and scuba diving there in Thailand, but will combine with traveling to Vietnam, Cambodia, China.

4.2.4 The respondent’s story, D- traveled to Thailand 4 times

First time when D traveled to Thailand it is 2000 and then 2006, 2008, 2012 and next 2014, D always bought tour packet for 2-3 weeks in Thailand including flying ticket, accommodation, food and drink from tourist agency in Sweden such as Ving, Apollo, Fritid resor when D traveled to Thailand. D has never been in Bangkok and flies directly from Arlanda airport to Phuket and stayed in different beaches in Phuket, namely Kata beach, Patong beach, and Khaolak beach. In 2000 and 2006, D and family usually traveled to Thailand in October and November in autumn holiday but because the weather has changed after Tsunami it became more rain and high level of humidity so D decided to change the schedule to February for the following times.

...the most important thing is the warm means hot around and hot water you can swimming...weather is hot you like to get sun burn and lie down on the beach and bath...

...when I take out my bag put down stuff in it was a lot of like when something get wet and something start to grown on it and all my bags were covered like mushroom all my bags after 2 weeks I take it our in wardrobe it cover all mushroom and when I take shower and my pillow get wet...not dry out more then 2 weeks...it make everything really wet you never feel dry...

The first 2 times 2000 & 2006 and the fourth time 2012, D satisfied but the third time 2008 were unsatisfied cause of interaction between D and tourists, hotel’s employees, retailers and the price went up because D was asked to pay more for each food and drink during D stayed in hotel. For interaction with tourists.

...too many Russian they very unpleasant people... they come and take all and they eat some and they through away and another person did not get food and drink at all because all the food and drink run out on the boat and even in the restaurant in hotel...

For interaction with hotel's employee, D feel not connect with people in the third times it means when D connect with people D feel people really care for D and they treat/serve D in the nice way such as when D got massage they put some more oil on D skin and did not ask D pay more money.

...people were like we are member (laughing)...they know what we want and often when we will come and they almost have thing ready...
...you did not get connect with Thai people...all of us have to pay for each thing and they told us like you have been forced to do that...

D was able to distinguish the different between retailers who come from Thailand and who come from another countries by the way they approach D and the way they welcome D into their stores. The retailers come from Thailand they not approach so close to D when they want to sell something and they do nature welcome to there shops, but retailers not come from Thailand they approach D so close and seem be to "jump on" D and beginning with very warm welcome and unnatural friendly technique such as showing Stockholm pictures, say some Swedish words, an attempt to sell their products. It made D misunderstand that D thought they want and interesting to chat and talk with D about Sweden but after a while D found out that was just technique to sell product and D became sad when D understand what they want. Thai retailers were perceived.

...people they are very friendly...they come in and we discuss price but if we can not got along and decide the price it is ok they do not get oohh...

Compared with Marocko trip where D experienced many incidents such as D's children were given cookie from strangers and D was asked to pay 5 dollars for 1 cookie or putting snake around children neck and taking photos. It made D must to keep eyes on children all time and D get very angry and feel upset. D always feels people come to D to scare/terrify D. D feel unrespected. A Thai person when they give tourists something it means they give and not ask money. It is different with Marocko people.

...nice people means they are kind and friendly...kind means they open and you can talk and also respect to each other...

The first time 2000, D liked the beach in Phuket but the following times 2006&2008 D did not like so much the Patong and Kata beach in Phuket, D feel not "genius" it means so many tourists all over the world travel to Thailand and the area were built up and designed for tourists it was not look like wild nature any more. However, 2012 in Khaolak beach made D was really satisfy and it was also reason D will travel again to Phuket in 2014.

...the first time we were in Thailand it was so relax not so much tourists...for each year become more to much tourists...you feel it is not genius...too many people...
...nothing else on the beach so you very alone on the beach it was very nice beach no water ski natural water ski do not hurt the nature cleaning water...it is quite calm and very nice...in the evening we went down to the beach just sat there and sunset and quiet...

After 2 weeks, D become boring with the same or some small changed buffet food served in hotel, D went out to have dinner out side hotel.

...really strong food means spicy a lot spicy in food and quite cheap to eat...

Khaolak was describe as national park it means natural jungle where wild elephants exist and a lot of trees, it is also natural sea water park where water ski and fast speed boat were not allowed in this area, an attempt to protect wild environment, people can see dolphin, turtle and many kind of other sea animal.

...very happy when I see that the turtle stop near the boat and turtle come and swim with us...it was really nice...dolphin we only see not swim with...we can see wild elephants from out hotel to the top of forest...I
feel you become happy...a lot of fish in the water...many kind of fish many color like aquarium...it is really green means a lot of jungle a lot of vegetable...

Transportation in Phuket was perceived quite good and easy and the price for shopping in Phuket was perceived cheap.

...we always do ourselves about transport from airport to hotel because we can do that and it quicker...it is quite cheap you can buy you can buy a lot of thing...

However, D did not like the sex industry in Thailand. D did not criticize Thai girls or boys who working in sex industry but D means the Western tourists who came to Thailand to involve in sex industry.

...you see the old man with young boys and girls...we get in favorite restaurant. have a man he like 60 and she is 20 year old he sit there disgusting and the little young Thai girls feed him you feel not nice and you feel he had control on her you feel she not like him you get angry why people do that how can people the man can have control over the people...made me feel dirty somehow...

Satisfaction:

Satisfaction level. The 2012 is 5 level (that is the best I got ever had) but in the third time 2008 is 3 level (unsatisfied)

Behavior intention:

D have already booked and paid for next trip to Thailand 2014 in winter. D talk about Thailand experiences to D relatives therefore they will travel with D to Thailand next year.

4.2.5 The respondent’s story, E- traveled to Thailand 3 times

E traveled to Thailand in summer holiday July-August and stayed in Thailand one month. The last time E traveled to Thailand is 4-5 years ago and last year E went to Egypt. The weather was quite good it means when E stayed there for 3 weeks it was 2 weeks and half was sun shine everyday and even it was rain the temperature still warm it is not like Sweden after raining the temperature will go down in summer.

...weather is beautiful sunshine everyday...lovely weather always sunny and always warm...

when E was ask about Thailand destination, the first image E remember about people, before E went to Thailand E had heard a lot about Thailand people from people in Sweden.

...friendly people they really friendly people... they were harmless, polite, very helpful means when you got some problem they try to help you if you angry they try to calm you down...I imagine beautiful woman in Thai clothes very harmless...
Most of time E were in Huahin and Kohsamui. E stayed in the bungalow resort near the beach and private swimming pool. The fee of resort was including breakfast and E went out for dinner but E was not satisfy with food in Thailand because it is always same food and hard to find western food such as steak or international food. E did not like swimming at the beach, E prefer to swim in the swimming pool because do not want sand apply to body.

…Hau him, Kohsamui is delicate but the beach is not so nice...a lot of big rocks so it is not beautiful because we like the beach only with only sand...it is not so expensive...
...I am not fine with the food...it is always chicken chicken chicken and rice rice it is really difficult to find like a steak or something international food in everywhere in Thailand...

E stayed in Bangkok around 2-3 days and just went around city and visited market places and did shopping such as clothes, watches, sunglasses, shoes, bags at those markets too.

….cheap…it is not original but anyway some of them is really good quality even though it is copy...

E always buys fly ticket from travel agency in Sweden and fly directly from Arland to Bangkok. After that, E went around city to looking for hotel and negotiated the price by Self and never booked hotel from travel agency in Sweden because agency in Sweden always do double price of hotel to get profit. E used airplane to travel different places in Thailand.

….Thailand easy to travel by airplane from different parts in the country...we arrange the hotel room when we arrived Bangkok you can to different hotels to negotiate the price...they do not have airplane to Huahin and take bus for 5 hours to go there it is long travel...

The price for flying ticket to Thailand is more expensive than go to Egypt but the price of food, beverage and shopping it was cheaper than in EU or Turkey or Syprus. Turkey, Syprus or Egypt perceived more expensive than Sweden.

…Thailand…cheap…food drink clothes...

For prostitution, E did not like that.

….with the problem with the entire prostitute…it is everywhere…I do not care but they scream and shout…the prostitute is everywhere…they stand at the corner 20 girls they shout and grasp you...

Satisfaction: 4+ (problem with food and prostitution)

E explained: … we can say 5 but 5 is perfect and it is difficult to find some thing absolutely perfect.

Behavior intention:

E wants to go Thailand again to another places in Thailand where E have not been such as Phuket, Khaolak. The flying hour from Arland to Bangkok was considered, because it takes longer hours than flying to Egypt. E also want to travel to Mexico next time but criminality, mafia in Mexico, drug, kidnapping, killing and shooting on the street that is reason E do not want to go there. E willing to tell friends about experiences about Thailand.
4.2.6 The respondent's story, F- traveled to Thailand 4-5 times in a year and last time 2 weeks in January

F only want to go to Thailand in winter because it is really cold winter in Sweden and want to go some place warm such as Thailand, if Sweden only have summer season F will never go anywhere because Swedish summer is so beautiful. F was in Pattaya 2 weeks and stayed at 5 start hotel.

…the weather 22 degree it is really cold for me not warm…

Most of time F stayed inside hotel and hotel area was kept clean compared with outside hotel area.

…about Thailand only shit crowded people and a lot fuckers really dirty and a lot of trash on the road…

The first time when F was in Thailand is "wow" reaction but after every time went there F became boring with Thailand.

…it is really boring and no thing to do there whole Thailand is the same thing elephants, beach, bar, restaurant you can find in variety of places in Thailand and it is not different thing in different places in Thailand they got the same that such thing…

Satisfaction: over 5 level

F do not want to go Thailand next time, F will travel to America Miami because F can drive motor cycles in Miami and motorcycles available for rent there.

4.2.7 The respondent’s story, G- traveled to Thailand 1 time

G traveled to Thailand only one time five years ago because G has heard a lot about Thailand and made decision travel to Thailand. G were there for 1 month and traveled to a lot of places in Thailand from the North to the South of Thailand because G would like to see the different thing and visit different places in Thailand not just only Bangkok.

…all places in Thailand is the same not different…they got the same activities only different places in Thailand…
…Bangkok really busy a lot of people you never know where you are now…

Tourist activities service and offerings like as scuba diving in Thailand was available at all time in everywhere in Thailand and easy to find those kinds of service and offerings. The living cost in Thailand was perceived not expensive in generally.

…the service there really easy when you want to diving they got thousand of company offer you only one kind of service you want...you do not have to prepare a lot from Sweden everything you can buy in Thailand…cheap not so much expensive…

Satisfaction: over 5 level
G explained: I was really satisfy when I was in Thailand because service was really good…

Behavior intention.

Next time G does not want to go to Thailand again. G wants to travel to USA because G has never been there before. G willing to suggest another person who want to travel to Thailand.
5. Analysis data

Based on Gunn (1972)’s seven stage theory framework and Gartner (1994)’s DI theory, Thailand DI were formed by the cognitive component (positive and negative images) and the affective component which is associated with the cognitive component. The direct contact experiences with Thailand destination results in reduction of stereotyping (organic and induced image at pre-visit stage) and a change in Thailand images from simple black and white to amalgamated image when Swedish tourist participated and experienced at Thailand destination that it is modified-induced images. It was both positive or negative, favorable or unfavorable images at post-visit stage (Hunt, 1975; Cromptton (1979); Gartner & Hunt, 1987; Gartner, 1989; Echtner & Ritchie, 1991)

5.1 Positive images of Thailand

By asking respondents about what they most remembered about Thailand, it is indicated the most satisfied experiences about Thailand, the first words from their stories were "weather" "beach" "people" (Respondent A-B-C-D-E-F-G) and after that was the following other positive dominant images of Thailand were continued recalled. Each of these positive images has a number of specific physical features and tangible characteristics were associated to Thailand destination, derived from their mind. For example, if respondents mentioned about "weather", they were continued to ask would they specified about this and the answer was "warm" "sun".

There were 8 dominated categories extracted from the transcripts and they were namely from meaning words of respondents "weather" "beach" "people" (Respondent A-B-C-D-E-F-G) "food" (Respondent A-B-C-D-E) "view" (Respondent A-B-C-D-E-F-G) "transportation" (Respondent A-C-D-E-G) "shopping" (Respondent A-C-D-E) "sex industry" (Respondent B-C-D-E) and 2 subcategories "Bangkok" (Respondent A-C-E-G) "hotel" (Respondent D-B-F). The first 3 categories "weather" "beach" "people" function as images of Thailand at pre-visit stage and ‘performance expectation’ of Thailand destination (Gunn, 1972 cited in Jenkins, 1999; Gartner 1993, Chon, 1990). These 3 images were the main factors driving the Swedish tourist’s choice of Thailand for their vacation and these factors were conformed again when Swedish tourist experienced their performances in Thailand (Chon, 1990). It is indicative of influence of word or mouth on tourist decision-making process because respondents "always heard a lot about this from others" (Respondent A-B-C-D-E-F-G) before traveling to Thailand. The rest ones "food" "view" "transportation" "shopping" "sex industry" and "Bangkok" "hotel" were formed during the period of time they had stayed in Thailand which they learned, interpreted and remembered after their Thailand trip.

In Thailand, “Western, international, Thai food, seafood” (Respondent A-B-C-D-E) were available everywhere. Food in Thailand perceived taste good and cheap price and spicy. By interaction with “retailer” and “local resident” (Respondent A-B-C-D-F), respondent perceived they are “honest, forgiving, friendly, kind, open, helpful, harmless” (Respondent A-B-C-D-E). Thailand was perceived as a shopping heaven where all kind of “copy brand” (Respondent A-E) was available and offered in cheap price. The national transportation comprised “airplane, taxi, tuktuk, bus, boat, Sky train” (Respondent A-C-D-E-G) perceived convenient and available all time. Most of hotel those respondents stayed were perceived good in service, no need to book in advance, however small hotel’s employee was perceived more friendly than big (high standard) hotel’s employee. Thailand sustainable preserved nature such as “nature with green grass/trees, mountain with elephant, sea nature with much kind of fish, dolphin, turtle, and coral reef”(Respondent A-B-C-D-E-F-G) perceived beautiful; specially “Golden Triangle”
(Respondent C) was perceived as must-see sight. In Bangkok, respondents were interested in visiting "giant market, Buddhist temples, museum" (Respondent A-B-C-E-G); especially experienced nightlife in Bangkok was perceived quite interesting and different with Sweden. All of respondents really loved Thailand beach, the beach was perceived "warm and clean water, uncrowned, no water-ski" (Respondent B-C-D-E-F), especially "quiet and sunset" (Respondent B-D) gave them romantic feeling. The positive dominant images of Thailand and subcategories as shown below.
Figure 4: Positive images of Thailand (source: author’s own illustration)
5.2 Negative images of Thailand

While most tourists reported positive perception, whereas some reported negative perceptions and most negative image of Thailand help by Swedish Generation X tourists in Västerås mentioned is about "sex industry" (Respondent B-C-D-E). It was the most disliked notion of Thailand. The "sex industry" was perceived not nice and negative by most of respondents, respondents supposed perhaps "sex industry" is the initial factor attracts another tourists and driven factor influenced another tourists chose Thailand for vacation and not in their case. Respondents disliked seeing old tourists have been with young boys or young girls; respondents also thought it is not normal to pay money for sex or used money to control over another people. Respondents try to avoid seeing that. The beach was perceived "crowded" (Respondent B-D-E) which means too many tourists existing at the beach at the same time and "dirty" (Respondent B-C-D-E-G) cause of trash was everywhere on the beach, except hotel’s beach area was kept clean. The fluctuation of weather it was "rain" "cloudy" "low/high temperature" "humidity" (Respondent B-C-D-F-G) which is uncontrollable factor was another source of dissatisfactoriness. For interaction with people, respondents disliked "grab" "shout" (Respondent B-C-D-E) attitude of "hooker" which respondents interpreted it was interruption, "dishonest" behaviors of "retailers" (Respondent B-D-C-F) who want cheating tourist to buy false offerings with high price or for purpose of selling products, interaction with "unpleasant" tourists (Respondent B-D-F) who stayed same hotel or chatting with also led to dissatisfaction. The view was perceived "same in everywhere" given that respondents feel "boring" nothing new to explore and/or “everything were exposed” (Respondent A-F-G). Hotel's employees were perceived “unfamiliar” and "impolite" (Respondent D-B) attitudes when they asked tourist to do something, as shown below.
Figure 5: Negative images of Thailand (source: author’s own illustration)
5.3 Affective images of Thailand

Using qualitative research approach with in-depth interview in measuring DI suggested by Echtner & Ritchie (1991, 1993), the holistic components of destination image along with functional and psychological characteristics were captured. Those were the “green/wild nature” (Respondent A-B-D), “beautiful woman in Thai clothes and very harmless” (Respondent E), “Buddhist culture” (Respondent C-D-E), “same as my home town” (feeling) (Respondent A-B), “adventurous” (Respondent C-G), “genuine/raw” (Respondent A-B-C-D), “amazing/wow” (Respondent C-E-F-G).

The similarities of criteria for choosing respondents such as age and nationality is given that they got approximate thinking and interpreting, from their cognitive images of Thailand revealed a variety of emotions and feelings, respectively, related to each positive images and negative images of Thailand. Additionally, by using the qualitative research method in measuring DI (Echtner & Ritchie 1991, 1993), it allows opportunity to continue asking respondents’ ideas and impressions, the outcome revealed more affective images such as feeling and emotional notions and respondents had chance to clarify meaning of idea.

The Thailand DI is as a concept formed by Swedish Generation X tourists’ reasoned and emotional interpretation as the result of three interrelated components: cognitive, affective and conative and the cognitive component (positive and negative) was an antecedent of the affective component, it means an evaluation of the perceived attributes of Thailand destination was an antecedent of the affective appraisals relating to an individual’s feeling towards the object (Gartner, 1994; Beerli & Martin 2004).

Positive affective images which related to positive images of Thailand were "easy to relax" "easy to travel" "easy take into your heart" (Respondent A-C-D-E-G) "happy" "lonely" "calm" "familiar" "connection" "respect" (Respodent B-C-D). It indicated that Thailand was providing pleasurable experiences to respondents. The feeling "Easy to relax" "lonely" "calm" "familiar" were related to "beach" "hotel" "view"; "easy to travel" was related to “transportation” and booking hotel and other services; "respect" "connection" were related to "people" and "easy take into your heart" was feeling for Thailand destination with positive revisit intentions

Negative affecting which associated with negative images of Thailand, namely "sad", “angry”, “upset”, “unfamiliar” (Respondent B-C-D-E-F) emotions were linked to "people"; "bothering, irritated, dirty" respondents recalled when they mentioned about "sex industry"; "boring" (Respondent A-F-G) caused by "same view"; “not dry" ( Respondent C-D) caused by high level of humidity and "not genius" ( Respondent D) it means too many tourists traveled to Thailand.

From the satisfaction evaluated by respondents above, all respondents were satisfy with their trip and Thailand fulfill their expectations, while the positive images which were related to Thailand destination as the place attractive attributes, positive effective images were associated with positive images of Thailand were contributed to positive revisit intentions. For the negative ones, respondents seem to be "cognitive dissonance" it means the positive ones were over-weighted negative ones by avoiding to see, looking for new places in Thailand where negative ones not existed, stick with the preferential places in Thailand. (Baloglu &Brinberg, 1997; Baloglu & McCleary, 1999; Pike & Ryan, 2004 confirmed)
All of respondents gave high level of satisfaction of their journeys and willing to revisit Thailand but will combine to visiting another countries near Thailand such as China, Vietnam, Puma, and Cambodia. However, few of them do not want to revisit Thailand, instead going to another countries such as USA or another countries which are near Sweden because they are not willing to take long hours flying.
6. Discussion

Following Gunn’s (1972) seven–stage theory (see figure 1), most of respondents got Thailand organic images before visit Thailand which images were formed through word-of-mouth from their friends and relatives’ stories. These organic images were crucial important because they triggered respondents to further step, at this stage the induced images were formed, that is continually collected information from other sources like news literature, television, internet and specially tourism brochures and advices from tourist agencies and advertising from Thailand tourist organization played important role to desire respondents made final decision that it is actual Thailand visitation. The Thailand modified-induced images those are result of Swedish tourists’ personal experience of the destination were formed when they participated at Thailand. (Gunn, 1972 cited in Jenkins, 1999; Gartner 1994; Gartner & Hunt, 1987; Gartner, 1989; Fakeye & Crompton, 1991; Echtner & Ritchie, 1991).

As direct interaction with destination’s entities, the first-hand experiences reduced the destination stereotyping (secondary images), the primary images had changed on-site destination and lead to developing a more complex and differentiated image of destination if respondents spent enough time at Thailand and to be exposed to its varying dimension of destination. Respondents who had numerous times repeat visiting Thailand, they got deeper social relationship with locals residents and known well about Thailand attributes as well as holistic imageries which is more holistic than who were first time visiting or short time staying at Thailand that they only were able to rely on physical attributes when recollected (Phelps, 1986; Gartner, 1989; Fakeye & Crompton, 1991; Echtner & Ritchie, 1991; Milman & Pizam, 1995).

The qualitative research approach was suggested by Echtner & Ritchie (1991, 1993) given chances those respondents to express their idea more clear rather than force to tick on the set questionnaires of quantitative research approach. The emerged destination images of Thailand derived from Swedish tourists were similar with Echtner & Ritchie (1991) proposed, the outcome once again conformed the theory of DI concept which developed by Echtner & Ritchie (1991) about destination image components such as attribute-based images of Thailand along with functional characteristic and with psychological characteristic were listed above; meanwhile, holistic images of Thailand “green/wild nature, beautiful woman in Thai clothes and very harmless, Buddhist culture, same as my home town (feeling), adventurous, genuine/raw, amazing/wow”. Specially, the holistic images contained psychological characteristics were able emerged “same as my home town (feeling), adventurous, genuine/raw, amazing/wow” in this research.

Additionally, qualitative research approach allowed interviewer moved deeper under ‘iceberg’ to explore issues, the affective images (emotion/feeling) of Thailand were able to collected from Swedish respondents (Echtner & Ritchie, 1991). The affective evaluations were depending on cognitive evaluation of each destination attributes and affective responses were formed as function of cognitive responses and they were interrelated. Respondents’ emotions and feelings also were associated to physical images which in their mind. Both affective evaluations and cognitive evaluations effect to how respondents act on all of these internal and external evaluation is reached (Gartner, 1994; Baloglu & Brinberg, 1997; Pike & Ryan, 2004). In light of Gartner’s (1994) theory, the Thailand destination images are basically form by three distinctly different but hierarchically interrelated components: cognitive, affective and conative. The central postulation was once again confirmed through the out-come of this research.
There are actually changes in DI; the actual visitation gave respondents more realistic images compared with before visitation (Echtner & Ritchie, 1991; Gartner, 1989; Tasci et al., 2007). All of respondents were satisfied with staying in Thailand by weighting between the performance expectancy (pre-visit) and performance outcome (post-visit) (Chon, 1990). Specially, the respondents who had traveled many times to Thailand, the affective images were likely result in their satisfaction levels and the overall image were likely influenced by affective evaluation than cognitive evaluation and affective images were likelihood result in revisit. In this sense, it was conformed Hunt (1975) postulated that the lure to visit a particular place is often more visionary than tangible. The respondent even were not satisfied with first and second time visitation, they still made decision to re-visit Thailand again. In contrast, some of respondents were satisfied with their stay in Thailand but they will not re-visit Thailand and would like to switch another destinations for seeking novelty, namely novelty seeking tourist or “risk-taker”. In this sense, Milman & Pizam (1995)’s postulation was not confirmed (Chon, 1990; Milman & Pizam, 1995; Baloglu & Brinberg, 1997; Pike & Ryan, 2004; Assaker et al., 2011; Correia & Crouch, 2004).

Positive as well as negative Thailand DI was derived from respondents, those influenced to Swedish tourist behavioral intentions (Hunt, 1975; Crompton, 1979; Gartner & Hunt, 1987; Gartner, 1989; Echtner & Ritchie, 1991). In terms of word-of-mouth, Swedish tourists will willing to recommend to friends and relatives in both negative and positive images. In terms of re-visit Thailand, positive images were much result in desirability of re-visititation (Echtner & Ritchie, 1991; Fakeye & Crompton, 1991; Assaker et al., 2011; Mohamad et al., 2012; Campo-Martinez et al., 2010; Chen & Tsai, 2006; Chi & Qu, 2008). However, the negative images considered low important or able to addressed and they seem to be "cognitive dissonance" it means the positive ones were over weighted negative ones and lead to decision to revisit in future. Significantly, the outcome of this research revealed that respondents who had sought authenticity and genuineness were related desire to reach self-esteem or self-actualization or superficial/contrived experiences. They preferred to enjoy genuiness/raw/wild attributes at Thailand such as raw beach, wild nature, places were not built for tourist (Ross, 1993). The respondents who were intent to revisit Thailand or particular place (Krabi) in long time (20 and 16 years) could become loyalty and/or cautious tourists and they were familiarity with destination had significant impact on future intentions. (Assaker et al., 2011; Milman & Pizam, 1995)

Most of respondents had traveled to Thailand in winter because they want ‘escape’ Swedish cold temperature and darkness, function as “push” factors. On the other hand, the attractiveness of Thailand such as “warm weather, beach, sunny” function as “pull” factors. When both two factors co-exist, primary image of Thailand were constructed and triggers Swedish tourist made decision to travel. Few respondents travel to Thailand in summer because uncertainty of Swedish sunny summer, function as “push” factor; they want to travel some places provide certainty of warm and sunny weather, thus Thailand was considered qualify to fulfill this needs of Swedish tourist (Chon, 1990). The fluctuation of climate is considered uncontrollable one, it was rain only few days when respondents stayed in Thailand but temperature was perceived “still warm” compared with Swedish rain which the temperature “go down and cold”. Thus, Swedish tourists were still satisfied with their stay in Thailand.

Prostitution in Thailand was perceived negative in this study. Sex industry could maybe not the crucial attractive attribute for this specific Swedish generation X tourist segment considered when making decision to travel to Thailand. All of respondents in this study were satisfied in general, but only few items were the source of discontentment that caused negative emotions and feelings to Swedish tourists such as on-site tourists’ negative attitude, prostitutors’ attitude and impolite hotel’s employees attitude.
7. Conclusions and Recommendation

This paper has provided a chance to test the theoretical DI formation and interrelationship of those components. By using qualitative research approach suggested by Echtner & Richie, (1991, 1993), Thailand destination image were captured in terms of attribute-based components along with functional and psychological dimensions (see figure 3 above); meanwhile, the qualitative research approach provided opportunity to capture the holistic components with functional characteristics “green/wild nature, genuine/raw nature, beautiful woman in Thai traditional clothes seem to be very harmless, and psychological characteristics Buddhistic culture, same as my hometown in Sweden (feeling), adventurous place, amazing/wow impression”. It means that the interrelationship between these components will determine Thailand touristic destination predisposition. The Thailand DIs were constantly conceived, built and modified from pre-visit, participation at destination and post-visit stage, which are conceived as being made up of organic or friends/relatives’ stories about Thailand, induced or promoted information from travel agencies, brochures, Thailand destination advertisements and modified-induced images which are the result of personal experience of the Thailand destination. (Jenkins, 1999; Garntner, 1994; Gunn, 1972 cited in Jenkins, 1999; Phelps, 1986)

Swedish Generation X tourists from Västerås perceived Thailand as a tourist destination in both positive and negative. All of respondents were satisfied after stay in Thailand despite of negative experiences have occurred when they stayed in Thailand or mismatch between pre-visitation and on-site stage; however, most of them revisit Thailand whether the previous visit was success or not; few of them will not revisit Thailand even they were satisfied with their stay in Thailand. All of them are willing to tell friends or relatives about their experiences about Thailand.

The list of attribute images of Thailand held by Swedish Generation X tourists in Västerås above is considered limited because those identified attributes and other components images of Thailand were represented by this specific Swedish Generation X tourist segment in Västerås. The "scope" of this research covered only Västerås city in Västmanland area, Sweden and respondents participated in interview were Swedish who are living in Västerås, another research should be carried-out in order to continue to uncover images of Thailand held by Swedish Generation X segment in other cities. It will provide more comprehensive Thailand DI and complete the specific list of attributes images of Thailand held by this particular tourist group as well as it is important to understand those aspects of images of Thailand commonly held by other members of Swedish Generation X tourists group (Lawson and Baud Bovy, 1977 cited in Jenkins,1999; Jenkins, 1999; Echtner & Ritchie, 1991, 1993; Milman & Pizam, 1995).

Additionally, because of the qualitative nature of the data, statistical analyses of the results are limited in this research and in order to measure accurately DI, a combination of structured and unstructured approach should be used to measure DI (Echtner & Ritchie, 1991, 1993). Hence, the following research with quantitative research approach should be continually carried-out, it will be conducive to provide rich of statistical outcome. The insights as well as perceived images from this research outcome were considered useful for potential following research.

From practical perspective, the controllable negative notions should put into account and considered by Thailand destination marketers to solve these problem. For uncontrolled negative notions such as the fluctuation of climate in Thailand, it should be recommended by Swedish travel agencies or Thailand travel authorities to inform tourists in advance, an attempt to avoid source of unexpected or dissatisfaction of tourist.
References

Articles


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Appendix

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Interview transcriptions

Respondent A (130513, 14:45-13:20)

I go to Thailand because my business, visit friend and for leisure. oh, I go there for 20 times and I always fly with Thaiairline, because I and my buy business ticket and they got the points I mean we can save the point when you fly. I usually buy from agency in Stockholm just call them and they send me ticket. price around 10,000 kr and I think this is ok price, only business ticket you got the point and other kind of ticket you not got the point. I usually fly direct from Arlanda airport to Bangkok.

If you ask me only for leisure or tourist purpose. I would say Thailand for shopping, and food. I mean shopping you can buy copy brand in Bangkok and it is really cheap and not much different with real brand which is expensive. you can buy a lot of thing in Bangkok.

About Food , I mean you can go to a lot of restaurant in Bangkok and really cheap price, Thai food on the street only around 10-15kr we say in Swedish kr for you easy understand and Western food you know beefsteak around 35-40 kr. If you ask me about luxury food in Bangkok yes they also got that around 120-200kr per dish.

You know last time we go to Thailand around 3 weeks and in December last year, we fly to Bangkok first , we always stay at the same hotel when we were in Bangkok because It is really to near centrum, sky subway, shopping centrum, etc…they quite good service and ok. I mean standard ok not too much low not too much high.

And you know we also go to Huahin that is far around 250km to the south from Bangkok, it is really Green I mean Green is you know that place they got the beach and behind that is the mountain with a lot of trees. that what I mean Green. I stay in 3 starts hotel, around 300kr/night, it is ok not too luxury but everything they got e.g swimming pool, facilities etc…I stay there 1 week no around 5-6 days. I only lie down on the beach and relax. The weather around 30-32 degree at that time in December in Thailand but this is quite high in this month because usually 27-28 degree, for me is ok, but you mean hot wow it is around 40-45 degree and usually in Summer it is really hot. (voice record) GREEN: trees, the beach and mountain in the back. after that go back Bangkok.

Service that hotel there really good, I mean you know over here Sweden breakfast they have only 3 person serve you but over there they got 20-22 person and everything really fast I mean when some thing slut they fylla på immediately really fast and when you need something they will do fast.

We did not do anything just stay in hotel and relax and I lie down on the beach. not luxury but that hotel ok for me
About satisfy, I would say level 4. if you ask me next time I travel? I will go to another place such as Burma, Vietnam if they start to open (political reason) but I will not fly direct from Sweden to Burma, I will fly to Bangkok first and then go to Burma (can explain why because He got point from Thaiairline everytime he fly). Why I go to Burma yes you know because now every where in Thailand already expose, a lot of people know about Thailand and I want to go some where another people do not know or not uncover yet, new places but I will fly to Bangkok first. and every where in Thailand is the same e.g you know sweden every where you got HM, Lindex, etc… at everywhere in Thailand is the same so in Thailand also everywhere is the same now not different in different places in Thailand. I want to see looking new thing see something els in another country.

oh, if you ask me about Thailand picture, oh the first time when I go there really really disappointed, really make me crazy, you know only after 2-3 day in Bangkok I mean Bangkok. (negative) Everything really messy, a lot of people, traffic jam, you do not know where it is I mean I do not know about city the street if I want to go there some place in Bangkok, everything really slow I mean people slow make you really down. But now I know about the street and familiar with Bangkok and I got friends there so now it is better in Bangkok now.

Overall picture of Thailand, I would say Cheap I mean everything Cheap until now I still think is Cheap not expensive price. And Nice People I mean e.g when you go to Italy they only want to make the price higher because they know you are tourist and when you do not buy things from them they not friendly, but in Thailand yes I know they already made the price up because they know I am tourist but when you not buy they still friendly and give you smile.

I feel save there if you say vacinera, I do not need that.

yes I will tell my friends about Thailand when they want to travel to Thailand (WOM)

**Respondent B (fika pause time)**

In this year whole february I go to Thailand. why you to to thailand this period of time? that is right time to go and not so much tourists in thailand. I go to thailand in 16 years in one place in thailand. why you like to go to thailand in 16 years? I think thailand is nice, glad, and helpful country so we go to thailand in 16 years and nice people and we like to talk chatting with people there I mean thai people and Swedish people who live there also. we go together to thailand.

we regular fly from Arlanda Bangkok and then Craby

what you you mean nice people, helpful ? they come to me with a lot of thing and they massage we usually there with 14 person but now 2 person and they set table with food on the beach and really friendly way. Nice person is they never angry they always smile.

about weather, it is the best weather is not so much rain (in last time february when I go there) only 2 days rain and I stay there in 4 weeks, the name is Krabi Ayunan is half hour from Krabi it is between Bangkok and we take 1 hour fly from Bangkok.

how it look like? it is city but it is outside maybe half an hour we go car to Ayunan. Ayunan is a place with many hotels.

Why you go only to that town. I am not like Phuket, because man with small children, I have seen in Phuket and I go there with the car I see many man with small boys and small girls I do not like
that. I see that in Phuket and many prostitution but nothing in Ayunan. what make you feel when you see that? I do not like that, I not it is not acceptable I do not like that, make me angry and not nice. I only in Phuket only 1 day and I speak with people who in there and I do not like it. I like Ayunan and I have friend there also.

I like there because beach, warm weather I were there with my husband, we sleep eating and spend time together and with thai people.

we stay in the private hotel really small hotel not big hotel we start with big hotel from beginning but not family but in this hotel the owner is family and we also know them (owner) and we like that because it is small hotel.

Beach with 3 km long that is national park and we also take boat to Fifi island. the beach with people sell food and you can buy food direct from them. we go to thailand we like people there but also cheap the price is not change in long time, maybe 50 kr for 2 person eating in evening but if we go to Phuket or Fifi island that is so much expensive and here they have the price stable. I mean eat dinner only for 50kr for 2 person but if you eat on the beach it is more cheap around 3 -5 kr but in the evening and we go out eating, but we always go to one restaurant in 16 years and other restaurants they have changed so much but they are not so narrow (tight it means another restaurant bigger space) and we stay in near big road for car can drive and you do not need to buy food we just go to restaurant near there. 50kr including all thing . we not only go to that restaurant everyday we change a little bit like go to another restaurant also for 100 kr and you can eat big beef file and cheap is thai food and when you go to bigger restaurant they got more like lamb file fisk file pork fläsk file and that is little bit expensive more. but in all it still cheaper than Sweden.

we usually there around 4 weeks or 5 weeks or 3 weeks but only the same place. it was 13 or 16 years ago my husband he never go out of Sweden and then we decided to go out of Sweden and we open newspaper and we decided to go there and it was thailand Ayunan and there only one hotel named Cranahin hotel and made by Bamboo and we stayed there 2 weeks and we were there so many times and we payed around 150kr-night double room and we stay there and it near beach and hotel is really near beach and also mountain and we can go out to another places there also. we were in Egypt Turkey but we like thailand and we also go to thailand after tsunami also but the trip cancel and we go to India I mean I already booked go to thailand but it cancel and we go to India and we can not go there because all thing destroyed so much and Ayunan also there but after that we go there again.

we take massage every days we know massage there really famous and we take everyday and we also give some tips money and we also know they not rich and we always give some more extra money , just say 200 path massage and we give them 1000 path everyday so they will got 50000 bath when we were there. so they always prepare chair table for me, towel pillow same as King and Queen (feeling) and I have 3 children and my grand children also were there and my friends also there so that why we are 14 persons that time. we know one boy there he sell water for drinking and he was 8 year old but now he 25yearold and he go around beach sell drink all time.

when I buy ticket I buy through internet my daughter take care about this and we just sit and check it from Arlanda to Bangkok and to Ayunan sometimes it 8000 kr and sometime 12000kr 1 person but including every thing drinking eating on plan so I think it is ok. I not worry about the ticket price.

I usually go there 1st march but my husband say no no 1st February because he working and he got Spring holidays.
No we stay in Sweden in Summer because we got summer house here. I always go there February March because I am tired with winter and darkness and people want some sun and sometimes I also go 1 weeks to Turkey for summer but often I stay home because I got big garden with fruit and trees and I must take care of them.

Expectation before you go there? I satisfy with that and then we come back sweden and sun and become spring, because so dark in December and I am so tired and then we go to there for the sun and then we come back here and sun again.

if I say 1-5 level. ( she laughing and say 5 and 10 ) means she really love ( loyalty) travel to thailand if I not like and satisfy I will not go there in many year, because we were in India one time and we not like that.

yes nextime we go there again but we discuss maybe we go to Vietnam in this Winter or Burma in 2 weeks. why you want to go to vietnam or burma? because we hear and meet from one person in restaurant in thailand and and he said Vietnam is same with Thailand before before thailand grown up and vietnam is like that and we a little curious about this and we looking after this in 2 weeks but we do not know where we go to Vietnam and we have to check it or some tips from you, the criteria is we like stay near the beach.

describe thai picture? it is Green and mountain, green means a lot of trees and they do not have burned grass, it like natural fine. Mountain there have elephants also and I have seen sometime, it have a lot of thing to see in Thailand ( sightseeing) and I buy a lot of pictures they painted in thailand because it is really cheap so I buy a lot painted picture from thailand. it is beautiful nature means because I grown up from North of Sweden and there have a lot of nature and mountain and then I come here and liv here and North land lot of mountain and trees compared with Västerås and I feel same as my home town when I was in thailand because they have mountain, beautiful view and clean water in my home town a lot of water and you can fishing there and you can see lot of animals there. Water means beautiful clean not dirty water and you can see water when you swimming I mean sea water. Clean water when you here in Mälardalen water is not clean it is brown water but there in thailand you can see long deep down water sea water.

we also go to Bangkok but only for 3 or 4 days that is enough because lot of people in Bangkok it is so tight and narrow (trång) and lot of gas (pollution) from car. when lot of people I feel tight ( negative, irritate, uncomfortable) and in Bangkok lot of cars all-time and they press horn so much I just want feel well the same here when you living in Västerås and when you living in mountain is different I do not like living in big city. I feel (trång) chat troi chat hep chen chac when you go to store if so tight you have to press or squeeze your body.
Respondent C

I usually stay in Sweden summer, usually take long trip to Asia Thailand in Winter every 3-4 year 1 time travel far. 1 and half year ago travel to Thailand. just booking ticket and moving from hotel to hotel, first week stay in friend home in Thailand in central of Bangkok. hotel in Bangkok nightlife.

Stay in fishing village East Part of Thailand not far away Changmai island. They fight there for temple at border so we stay in Thailand not go through border, we cancel plan. no fighting is nice to travel. I spend time in 4 different places.

Buy ticket from agents and fly to Bankok, taxi pick me up and first week beautiful means they got what we need, after 10 o'clock town close really close, relax, food. weak up morning breakfast, sun bath, this town alit bit sleep and I want to move more action town nightlife, the water not clean and beach a little dirty because nobody pick trash up, e.g the area a lot tourism they clean every morning and night, pick the trash up.

Move to another place KoSamui island. stay 3nights in medium hotel not expensive hotel, near beach, just bed and toilet because we do not need stay in hotel, service not really good hotel, you will got better service if you stay in really expensive hotel, we do not need to spend time in tourist area, just eat go around. book on the website when we were in Thailand it will cheaper when you go directly to hotel. we take from date to date, checking whether good weather or not, do we need small or big, what we gonna do next, we do not arrange before, we decided date to date.

Weather, around April, quite good but rain someways, not rain from morning to , but little clowndy, travel another place against, we never been here before, Huwahin Sam 200 km to the South of Bangkok we have never explored before, early we have been Norther part Central of Thailand Pitsanulok Ayataya up to city Chaingrai Chaingmai and Gold Trail Angel and go to border of Puma and cross to another border, some South Part close to Phuket

Nightlife go out and eat quite late in the night, during daytime we stay in the beach, go back to hotel or apartment and relax or reading alittle bit and we prefer to go out and eat not so hot in the evening, I and my wife would like sitting up and have a drink beer talking with people. in the tourism area they open till 3-4 o'clock in the morning. If you are in Bangkok the city never close, the main street in Bangkok just change the look day time they have the shops late in the evening you have those people putting stuff on the street outside the shop Tshirt, watches, and copy of everything we explore a lot last time 1-2 o'clock in the night those shop close what happen the next entrepreneurs came with the bar put out some chairs tables a little trolley with alcohol beer soft drink some easy cook food and serve from 2 o'clock in the night to 5 o'clock in the morning. and of course you have the bars and clubs and restaurants.

I stayed in Bangkok 5 nights stay in the hotel got breakfast, we book hotel in central area because Bangkok quite hot, we explore the city during the day time go back to hotel relaxing and taking bath and cooling off and then and 7-8 o'clock exist to the hotel and checking where should we eat and what should we do. The reason to chose that hotel because it close to Sky Train that means easy to transport to another places in city, it have a pool, that is the criteria to chose hotel, it is big hotel but not so expensive, and not far walking, 400kr/night, this hotel quite nice, we use website to booking hotel, Agoda website. I booked in Thailand.

Bangkok now is better than before, you do not have so much pollution from motor engines today you have 10-15 years ago, the Sky Train when we were last time the Sky Train just have ready to start but it excellence because it is quickly to move to another places and just buy ticket for 1 or 2
or 3 days it is the way to traveling and taxi also good way to traveling in Bangkok. Pollution I means the smoke from the engines motorcycle, moped, taktak, and gasoline with oil, I think they thinking more about environment, and even in Bangkok today I think it is little bit cleaner now perhaps than 10-15 years ago I means air pollution. the city in central part is quite clean I mean because you have people walking around and talk and you do not see so much negative about Bangkok when you are in the central part I mean you do not see baggers, poverty I means a lot of baggers, professional baggers you can see and Västerås, London everywhere when you travel I mean poor people in the central of Bangkok. I am not trust that they really poor people or they are professional baggers or gang. Baggers I mean please give me some money I have a father I have problem. You will see them in tourists area or big temples, you see a lot of people try to fool you to buy something over prices or buying cheap gold or what ever they want a litte much of these and this is the same thing in big city all over the world. I really do not like this, should I help someone? this is not they way the helping just give money for a day and just better to give them a tool to make a little bit for the long run, if possible make some contribution to make some kind of foundation it is better to give money to build school than give money to someone for drinking.

In Bangkok, we have seen some of temples, travel around some they have big market, just gigantic market from food to clothes in one place in open area, they not sale pieces to pieces or one by one but they sales kilo 20 pieces,they sale them not by pieces but they sale them by the way. I am interesting to hear about this earlier and we have some friends who bought from that market some clothes and you can buy everything from pet , hundreds of jean shop, 40 football field and I go there by Sky Train. 15 minutes from sky train go

I bought flying ticket from travel agency here in Västerås, just buy 40 days before we go, cheaper buy ticket from them than you buy from website from Thai air line website more expensive because I checked the website and comparing where I can got cheaper, I payed 5500 kr/person for ticket, we do not like fly and landing in Soviet union or China we want to direct fly about 9 hours or 9 hours and half, if you fly cheaper you have to take more 3 hours waiting at the port, if you got direct fly it more convenience. that time I fly with Ving Travel airline or something the name is Premiär or something like that. I fly from Arlanda direct to Bangkok

Describe the whole picture : Thailand is quite big country, it is from the North to South part , the Northen part you know when you living in the high attitude hight above amount in the small villages among people something like that you have the evening or the evening like Sweden Swedish summer time I mean 22-23 degree during the day and in the evening go down 8-9-10 degree you do not have ocean.

If you travel down to the Southen part you have beaches, salt water, diving.

Thailand is so much you have the old culture. the most I really like Thailand because it easy to travel, you have great infrastructure easy to book from one city to another city you can go by train, bus and fly it is quite cheap to book a taxi really cheap 1and half year ago we book a taxi and pick us up at the airport and drive us to the house we book far around 200km-260km in 400-500kr so extremely cheap. so Traveling it easy, easy to book hotel and it works because we never go to that hotel and they say sorry we have not got your reservation something like that it is always works. I mean they depend on tourist industry I mean. we really like the country.

The People living there are interesting in you, if you out of the mean street and you see a lot of thai people sitting and eating, it is probably good food and if you see the place just for tourists you know Snitcheal Steak you can have in Sweden. When I stay in Thailand I prefer eat at the same places Thai people eating and it easy to interact what you doing there what you gonna do back home how you living in Sweden It is friendly people it is nice way when you eating in the
small restaurants maybe not first time maybe the second time the lady there interesting you who you are where you from and so on…it is easy got contact. they religious, they do not adjust you you can live the way you living that is between you and your Gud religious and they accept other religious they do not fight you can not do that or this in other countries, Budish is good religious country they quite open and quite forgiving, I think Thailand is the most asia country they should not must angry someone, if you angry they still smile on you slips I mean you should not lose face.

Thailand for us is re-creation it is easy to relax, beside you have re-creation such as swimming, bathing, scuba diving, excellence food, you also have culture I mean Thailand has high standard culture Phitsanulok is around 1 million people they have own culture have a lot of tradition I mean it is thousand years ago that is the great kingdom still have the infrastructure and the road, 1000 or 800 years ago the capital Thailand it is 1 million people they living there at that time London is small village with 8-12 thousand people living. I mean when we growing they already have high standard culture. today you have that area like Angkowat in Cambodia or Vietnam. so you have same type of that place in Thailand, old culture it is quite nice to experience that.

I can spend some days on the beach but I can not spend 1or 2 week in the beach I wan to do something I want to go to museum, to see what behind, I am not person just interesting lying down on the beach and sunbath I need to do something else.

Last time we traveling around booking hotel, we do have 1or 2 weeks on the beach in the short trip and then we start from Bangkok and go to Northen part with the guide some years ago with booking trip we have 1and half week it was beautiful trip really really nice and we arrange before go to Thailand in Sweden and traveling and we go to the North departing from Bangkok and go to Golden TriAngles back to Bangkok it take 9-10 days and we go to Sam Koquahin for couple weeks all booked from agency from Sweden.

Thailand easy to relax : easy to find beautiful area nice beaches beautiful nature good food We love asia food if you are in Malaysia or Thailand the food is good and we like spicy food really quite fond of sea food, eat well it is easy to travel you do not need make reservation but if you travel in Christmas everything have booked but if you travel alitle bit off season it is really easy to find good hotel good price if you not satisfy just move on to the next place.

Beautiful beach means clean water perhaps when you put on glasses the pipe and diving and looking at the fishes.

You still have new and old living side by side it is easy to find both. I like to see Budish temples or something like that, it nice to go to market and see what happen the night market and the food market in the evening just take part of ordinary life in Thailand means where thai people eating during the night and shopping take part of that also

It is interesting to go to small shop and it is easy for example if tomorrow i want scuba diving just to there and arrange you do not have plan so long time ago.

For Sweden it is not so expensive

Tourist area to me that is a lot of hotel, a lot of bar so on that is tourist area a lot of tourist interact and thai people working just for tourist, i mean if you go to Patong, that is tourist area, but in Bangkok a big city so tourist is just small in that city, you have everything not just tourist. when you are in Bangkok you are central part of Bangkok you not in the bad area it means where the poor people the factories, tourist area they keep clean and nice. you have problem with big city and drugs you do not see or you can see in the night with some Thai people with drugs but during
the day they not allow to visit the central part because police aware of this and they should not been seen in this area that is the problem so keep them away from central part or keep them away from tourist area or have business man and so on , but during the night of course you can see all the girls working prostitution and of course some of them have drugs problems.

Prostitute is sex tourist industry is quite big thing, you have quite big bar area with bar huger club strip clubs whatever you want to call them you have street prostitution block at least in Bangkok you can see during evening and the night. I think for some this is reason for them to travel to Thailand. it is easy to get access to girls or boys whatever you looking for. you can see drugs problems there in the central part of Bangkok in the night. quite easy to see that girl is prostitute all girls in that area is for sale they everyone is ready for sale just enter a bar and say a man you get a offer quite quickly, some tourist go there and get girlfriend 1 or 2-3 weeks you give them gift and it is part of prostitute or you can get half an hour or something like that. a lot of tourists when they go there they have boy or girl friends during the time they are there. in EU you just pay for half or 1 hour and bye-bye. Boys change turn to girls, they quite nice good looking most really good looking girls but they little bit bigger hands bigger but they easy to recognized they showing too much tit the real girls they does not show breasts so much in puplic but those boys they show up boobs what they have payed for. 15 year ago they show more on the street but today polices and government not allow them to dance topless and you have to have bikini or something or inside the bars, now you have to go inside the bars to see that. 15 years ago some girls dance outside topless and attract people to go to the bars and sale expensive drink but now they have some regulation and you have to make decision I want to see it and go in and you not see it when you passing the bars today.

when I was Thailand first time my Son was 3 years old, second time 6 years old, that time topless girls out side today if you come as tourist with your wife and children will never see that you have to enter the club so it little cleaner now.

Satisfaction 1-5 level: 4 strong or five but we satisfy

Next time we will go back to Thailand but should we combine with Vietnam, China, I mean start a week in Thailand and take 5 days or week to China or Vietnam and see something else and go back last week in Thailand.

Would you like to travel direct to Vietnam for example? yes that possible just to to Vietnam and then because I heard some people they travel to Vietnam and Campodia they said there do not have well infrastructure like Thailand and it not easy to travel you have some government as Thai government friendly and they communist I do not want to go some place only for tourist, I never ever book a trip go to Canaria island because I know when I exist in this area nothing to see or this just risk area like Haiti or something like that . I want to have be free to do what I want because you have this area arrange for tourists and make comfortable only for tourist and out side no and have trouble when you getting out side, I am not interesting with that kind of travel.

WOM willing to tell friend about Thailand, sunbathing, scuba diving, big city museum, you have everything in thailand, you have humidity and temperature, northern part more hot.

First time why you go to Thailand, a lot people go to thailand and we heard a lot positive about Thailand is beautiful country clean water news paper from friend and why not try it and come back perhaps after 3or 4 years and try to make longer trip and coming back and explore more about Thailand where we never been before. total 5 times go to Thailand. we have been another places also during last time, but we go there in winter long trip and my wife and children they also go to Canaria island but I never go there with them and they go there in winter and summer
we stay here in Sweden. escape from cool weather and the dark and we also go there November , December, or April.

you have a lot information on website and good infrastructure means all information about train busses and they quite good marketing themselves you have maps on the web and easily can find out and lot information and starting using your browser and make your own plan, last time I got a lot information about that place before we go there this villages island there and there when I start traveling, in Bangkok you have the river and boat and stop every where and easy for you to buy ticket and transportation easy from side to side and 24 hours when you travel around when you see nothing here you can go to the next and continue to buy ticket another place

32-33 degree, it is not really hot, when you go to South 34 35 degree but humidity. you will wet and just put a hat and drink a lot water. My wife love sunbath, I sit under coconut tree and some shadow. I would love thailand more when it under 30 degree.

Lovely country means it is easy take into your heart and would like to come back and explore more because we not been east west and every culture and poorest area low income and interesting to see and book mini van and go there to see because never been there. but to the Eastern near Laos would like there to see and Bangkok is just big city, I want to go Thailand spend few days in Bangkok and go some island with clean water with scuba diving. clean water you got possibility to see long distance, depend on where you are it is different water if you go to the south it more clean you can see 30-40 m long depth and near Bangkok not clean Pataya you can see 10 m and water little brown color it would vary which month you travel and dust from river to the sea.

Coral reef spend couple hours to see the coral reef and I can not go deep just go far 50 meters from the beach.

Respondent D (lunch time)

The reason why we travel to Thailand is the water the food the people they are very friendly and then warm and it is also quite cheap you can a lot of thing but I think the most important thing is the warm it warm means hot around and hot water you can swimming and we have such cold winter and we love some heat and we have traveled to many places we love travel but for us thailand have everything, another place you can not like the food, the heat or the water but in thailand you have it all some how.

And the important thing is it influence us very much because they have tsunami I think in 2005 then we have been in thailand 2000 and it was 5 year before tsunami that is the first time we were in thailand. and then 2006, 2008, 2012, next 2014. like couple a year you have to save some money.

We were in Khao lak you know Phuket when you travel to thailand from sweden it like Phuket like an island or you will travel to Bangkok, if you travel to Phuket it is the biggest places directly and the first time we went to Phuket and this island like Patong beach Kata beach but for each year become more more to much tourists, what do you mean too much tourist means you feel it is not genius that were so much people not from Thailand before you know that is people from Thailand and the approach when they want to sell some thing and this people from Puma and you can see the different how they approach you and we are from Sweden and we do not like people come to us so close. you know I would come to you and you not come to me a little like that. and
that is the one thing we like the Thai people because they come in and we can discuss price but if we can not get along and decide the price it is ok they do not get oh ok like that and it so different every time we went last time we were in Khao Lak and it was more the first time we were in Thailand it was so relax and not so many tourists and people were like we are member (laughing) so oh now we found thailand again. the time before that we did not like so much, because the 2 first is ok the 3 is we do not like because too many people and too many Russian they very unpleasant people, if you talk with the people work in traveling industry they hate the Russian and now we were in Scotland last week and we talk to the hotel owner that he come from Poland and we talk about history and thing with him and he also tell us he do not like Poland anymore because so many Russian and he also do not like, the 3 third time is Kata beach and the third time is we not feel genius and not so nice, make me a little bit sad , and the soul I feel disappear and not found it again.

I like to talk and when we living in the hotel and I usually talk with people in hotel work there and talk to the bartenders they know what we want and often when we will come and they almost have thing ready and we have to talk with them many time but it was not like that at the third time, you did not get connection with Thai people the third time. and before we go out with the boat and ok you can eat how much you want and you can drink how much you want you can do that I can do that everything has gone and all of us have to pay for each thing and they told us like you have been force to do that because and Russian again ok they come and take all and they eat some and they throw away and another person did not get food or drink at all because all the food and drink run out or something, e.g in the boat they got 50 beers and Russian they take all 50 beers and with the food they also take all and it is not enough food for every body and it is not nice.

we live in the hotel and a lot of Russian and then you pay and you have free food for the whole week all inclusive and then they take all on their table eat some and then leave it and they have to throw away a lot.

Russian they are like that if some thing is free e.g 100 usd you can eat and drink everything but they take all and through away even on the boat and in the hotel, every where. when thing all inclusive and they do the same way.

How they solve this problem, now they do not have all inclusive and you have to pay for what you eat and drink . not inclusive, one boat they take food in your plate and serve.

After tsunami, a lot of Swedish people die in Thailand 2005 I think around 3000 tourists Swedish a lot of people, it affected the whole Swedish community everybody know someone have been in Thailand and have noted something, we were very involved, on TV news everyday and It was really bad and hurt period I remember during watch TV all days and see how many people alone, children, and people looking for family and many many Swedish talk about oh Thai people so wonderful even they do not have something sell they also gave and come and I help you and I think Swedish people in love with Thailand, we have been before love Thailand but become even more because these people report to home about how much help they get and how they care. It like become more bond and I know many many Swedish people want to adopt children from after tsunami and want to help with give money to help them. I think many people in Thailand and know someone in Thailand and can relate and it is very very strong.

I think now Vietnam is like the new, many Swedish start to go to Vietnam instead Thailand because too much tourists in Thailand I mean the whole world travel to Thailand but before is not so many, now Swedish people start to go to Vietnam because not so many people go to Vietnam. why? I think because we like when it not like we can see wild nature and culture it more like visit a
family like you want to see the country like it is not something have been done for your tourist we want genius enough and I also think many swedish have quite afford travel and see country where another people from another country can not afford to travel (TREND) we have talk about this and next time we will go to Vietnam, because I have a husband like everything is dangerous, and because he have 2 daughters and he always be careful so I have to train him like visit or go out comfort zone and try new thing and he feel came when he was in Thailand like new country and I do not know how people what happen and new thing and how is the food and now he know about Thailand and he know what he will get but now our children are bigger so do not have control needs any more but before he always scare and now he ok with adventure.

the first 2 we travel family (husband wife and 2 children) the third time we were 3 weeks and with husband sisters family and they have 2 children and father in law he also with us 3 weeks but my husband sister only with us 2 weeks and then my husband sister husband parents and brother also come 2 weeks it was a little bit over and we like big group my family, my husband sister family and my father in law 9 person go together and the same plane, and next time 2014 my husband sister family also travel with us and we have to order early before February next year because children will free from school (sport lov) and if we go back one more week it is really difficult to get fly because everybody want to go and you not allow have children away from school, a friend with us also want to travel with us they want to travel in the end of Jan but not possible.

why you want to go Thailand 2014? we talk (discuss) want to go to another country but then we are like 8 people and we are like Khao Lak last time so then my husband sister also want to go to Khao Lak again so no problem we do it.

do you remember what happen in the last time when you were in Khao Lak. why you like that. it was very good hotel and it lie just on the beach and the hotel named Apsara, it is have regular bar like som bungalo, beside hotel and nothing else on the beach so you very alone on the beach (positive) and it was very nice on the beach, no water sky, natural, and water sky do not hurt the nature, cleaning water, hotel on the beach and have swimming pool, when you want to shop or have restaurant you have to take taxi it was quite calm and very nice, we were in the evening and we went down to the beach and just sat there and sunset and quiet, take 20 min tikitok from hotel to shopping center, that town only 2 week, and fly directly from Arlanda to Phuket and take a taxi 1 hour to Khao Lak from airport. I used to buy when go to Phuket not so much cheap when you buy ticket to Bangkok and more company to Bangkok and Buy tour at fritid resort or Apolo always I look around and I know what I want (buy packet tourist in 2 weeks) we always do ourself about transport from airport to hotel because we can do that and it quicker and you have can a lot contact with agency in Thailand we can get danger so we always fix ourself from here first. last time quite expensive, it was more expensive than this time, that was because we ordered later that time, and hotel is very very good and we have some luck because they said you have describe wrong on internet it was like two rooms but we want to reduce price 5000 kr, they give me a room with swimming pool access with cheaper price and we check that room more expensive 8000 but this time we want to go same but it much expensive I think they change the owner and I try to book all by my self but they do not have the room available thing like that, I try connect direct to hotel owner by email but it not impossible to do that and we have to book it through agency here. and they have a big reservation so we go another hotel in Khao Lak but this time cheaper price hotel, i think this time 2012 5 stars hotel now we think we go to 4 starts hotel and this time like apartment we will have 2 bedroom and living room but we have breakfast in hotel because my daughter is 15 and other is 10 and they can not sleep in same beds and we do not want they in our room and they in the other room so we want a little bit control so the apartment is good like lägenhet but this time cheaper price.
how much for this time? she look at contract between she and agency. 58.000 kr for 4 person/2week. last time 2012 was 71.000 for 4 person. 71 is to much but we have to go (screaming a little)

before we went in october and november in höst lov but it changed the weather after tsunami that become more rain and we have changed to february, last time we were there in october in 3 weeks and then when I take out väska put down stuff in, it was a lot like when something get wet and something start to grown on it and all the bags were covered like mushroom all my bags and after 2 weeks I take it out in gadarope (tu dung do) it cover all mushroom and when I take shower and my pillow get wet and my pillow not try out more than 2 weeks (NEGATIVE) so much moisture and they told us before the season ended in november but now in december and that happen after tsunami and they do not how to explain that. this is 2012 and it make everything really wet. you never feel try i do not like that.

in 2009 Kata beach the third time and it make me disapointed 55000 kr. last time with Appolo and this is fritid resort and before also fritid resort and time before that was Ving because of weather change so you change the month to go there or? yes. (she show me the map over Phuket) and some fly go to Kata beach and Khao lak like national park if in the water and in the jungle it is national park they all wild and before that I was in Kata and Karon and Patong.

why you want to go to Khao lak? it was a little bit, we did not like that first time, and then we said try it 1 more so we not go to phuket and we go to Khaolak and much of that if you go to Bangkok you have to switch plan and then go this one and we little lazy and we do not want to sit in the airport and waiting for next fly and we go directly to this. the first 3 times we also directly from Arlanda to phuket and the last time also phuket to Khao lak and next year also to phuket and take taxi to Khao lak. but I would like go to another island like Ko samui or Ko lanta but last time we have no problem but before the children a little bit young so we more care we go to Bangkok and go by boat and children have to bring more clothes and children not ready for that but now I think my husband sister only have one children is 5 year old.

we have order seat on the plan and we have the better seat on the plan that is bigger seat and you have more space and they email they have release the seat and this seats will go really quick and I see the internet and I can see on the map these seat is bigger but in economy area they also have bigger seat, not only in business it quite expensive for us, but in economy area they also have bigger seat but just little expensive. this time I arrange for both family so I want arrange really good.

Khao Lak (national park) you have national park here in Wangfors and they have wild elephants and also natural park in water you not allow to water sky. fast boat if you travel with fast boat here you can but some island you not allow drive on and you have a lot of animals in the water and in the forest because the nature not has been destroy, e.g when we on the boat trip we see dolphin, turtler, everything animals. that make you feel? very happy when I see that, the turtler stop near the boat and turtle come and swim with us and the leader told us you are not allow to touch do not touch it was really nice and you swim and they come then they come under you and look at you like what you doing here like animals near you. I am very like elephant and dolphins, dolphin we only see it not swimming with. I usually to go Nyköping to see dolphins, I really like this animals. Elephants I mean wild elephants they told us when we go up there and one elephant cross the way and bus have to wait like 10 hours to wait for elephants but this story from our leader she tell us and we can see wild elephant from our hotel to the top of forest. in Thailand if some one can give birth for elephant you will get 1 million bath for each elephant. and boy or family family will connect to elephant and they will the same age with elephant. what make you
feel when you see the elephant in jungle? I feel you become happy because they still wild elephant and you feel alittle small in nature and you human destroy thing in the world and you become happy because they still happen and act in the wild behavior you feel happy. the thing make me happy because when you go to Thailand you can so wild animals everywhere and miljön but animals in thailand is different with animal here, some kind of animal is new for you and i got big respect for animal because they big but they really gently even they are so big. e.g last time we were in thailand and Amanda we go wild elephant and after that we buy banana to feed elephant and we give banana elephant take like that ( really strong and quickly) but with Amanda elephant take really slow and gently . elephant know this is kid and this is vuxen so can do this. they are intelligent they can not make express them self. I think also dolphins is the same elephant they can communicate with us they are that kind of animals.

do you know there before or? Khao lak is the most destroyed by tsunami so most of swedish know phuket Khao lak because most destroy and die people and the sea not so deep, and the wave really hight. Khao lak near Patong and near airport so one thing is want to see how is worst and we read on the news paper is Khao lak tourists have not come back after tsunami and tourists still afraid and that they have big economic problem because on that and some people told us not the same after tsunami , so what can we help them so help them by this way , if we spend our money there so we help them. (EMOTIONAL)

how you describe thailand picture? I think the beach is very nice beach, what you mean nice beach, it is warm water, a lot of fish in the water you can if you have some like many kind of fish many color and like aquarium and then you can see it is very GREEN , means a lot of jungle a lot of vegetable where is green, but some people tell me depend on the time you were there sometime it can be burned the grass is burned not green but I remember it is Green most of the time I been there.

the FOOD, really strong food means spicy a lot spicy in food and quite cheap to eat , e.g me and my husband take like 3 dishes and eat and drind 2 big beers and drink coke and after rätt outside hotel like 200 kr and if thaifood is more cheaper, and when you go out side in Kata have a man how have moped with little box and grill with chicken spet and it was very nice and almost nothing because it was really cheap so nice. in Kata hotel only including breakfast but when in Khao lak only the hotel and we eat in hotel and all inclusive in hotel and all of these include in 71.000 kr drink and eat including but we go out for outside restaurant because in hotel they got some kind of food every time and you go out you can order you want this want that some (alacate) not all including. it is really nice but you got often the same food on the buffet and after 2 weeks you little bit boring, small different but most the same and we go out eating 4 times and out side still cheap.

satisfaction, 1- 5 , the last time, I say number 5 because that is the best I got ever had , but in 2009 maybe 3. it was so nice.

what do you mean warm? the weather is hot, you like to get sun burn and lie down on the beach and bath, the rest of the time we stay in the hotel ( mean hotel area)

(go inside house to see pictures in Thailand trip)

nice people means they are kind and friendly and kind means they open and you can talk and also respect to each other and you feel sometime when you are in some country like I was in Marocko you always feel ok they always come to scam me , overtime you have to be careful but sometime you also do that with thai people but you do not feel that , e.g Maria nice to see you it like they mean it and you feel this, I am not stupid and I know I am account money for them so most
amount but i feel it from the heart, that make you want connect with people, when you connect with people you feel they really care for me and they do nice way e.g: when they do massage and you get burn and they say oh you will really hurt skin and we have some aloe oil here and will put little bit on your skin and they do not expect that you will pay more or they will get more when you decide the price is 60 or 300 bath 1 hour and they want to do some thing more is it is up to them and they want to do that and they do not ask me money when they do more. but in another country you always do n o no no because you always afraid of scam , e.g when we were in Morocko my sister child was giving a cookie and he was not so old and he oh cookie for me and then sale man come to my sister and say I want 5 dollars for the cookie, a lot of that in Middle East area, you get very angry and you feel very upset but it was not in Thailand that is in Morocko. in thailand if they give you something they give you something and it is up to you if you want to buy from them or not. you do not have to be, when Amanda in really young and you always have to check she did not any cookie or someone come and put snake around her and take photos and you have to say no no no everywhere , make me angry, it is respectlös, they do not care about me they just want my money that is respeklös and angry. that is one of thing we like thai people and

that is also the other thing when you go down street and a lot of retailers you know who is from thailand and you know who is not from thailand when they say we have nice custom here ok and if you not from thailand they say ohm come in, käarna, come in you are in Stokholm and then try this and you know they try so much jump on that way to get you in the shop. they say ohm you from stokholm and swedish and I have been in Stokholm, they guess I am swedish, are you swedish are you finnish norway and often they know we are swedish and they show us the picture they took from stokholm someone took for them and first time you not know that is the way they want to get you in the store so you think they want to talk about Sweden ohm it really nice (like this) but after this you are really sad because it just the way to get you inside the shop he not interesting what you are really. you can see that. I think they from Puma

I and my husband like to talk with people and watch people, I like to analysis how much my gen from parents, from myself and from my friends what had make me I am behavior, that also make you when you meeting another people you can think of course this way but you take decision on your experience and on your way to see things. one of other thing I have learned when I was in thailand one thing I do not like thailand NEGATIVE is the sex industry.

sex industry I do not like it and I was talking to quite young girl in thailand why you doing this and she said and I also taking with me the other things that when I look up the country when I was in thailand, she said why you come here with your western life style and you adjust (dôma) (phe phan) us, why you just come from western country and bring your thinking come here to dôma dem. and then she told me in thailand a lot of girls work in sex industry and this is they did for short time to save money for went to collage or support family or to get enough money open their own store or company or something so it not like hugger in Stokholm, because the hugger in Stokholm is the bottom of social and in here nobody dôma mig because they know I do it for better life and do money for family then I think all of boys and girls in Thailand is like the same hugger in stokholm because they take all money for the bad stage they in the bad mood and they use a lot of drug and thing like that then they also like huggers the same as she told me this one who want better life and solve this way to get better life , 2 different way have been huggers you do the same job but 2 different thinking and 2 different cause why you do it , if you do it for better life you will not start with drug you do it for short time and you have the goal and you know when people have the goal people will do everything to get the goal, they will never destroyed because they have to goal and these woman do not have the goal so they just get in sex
industry and they getting used by (PIM) the person who control them. and now my way thinking
has changed I do not döma the girls and the boys who are getting used in this industry. I despite
most the man used young girls and boys in this industry and I have changed the thinking and I do
not have the right to döma dem the way they change their life but I can really despite western
man who come with big wallet and pay for sex, e.g when we were and Kata beach we get in
favorite restaurant and near that have a german man really fat and he had young thai girl with
him, like he 60 and she is 20 year old, he sit there and disgusting and the litle young thai girl feed
him you feel not nice and you feel he had control on her, you feel she did not like him, you get
angry why you have to do that, how can people the man can have a need control over the people I
do not like what can you do like that

and also Katong is the city most very much club and huggers in sex industry really big in this city
and the first time we went to Katong and my husband with children only 3 and nobody touch him
but when he go out alone, a lot of girls came to him and say come on and they want to offer him
service like you can pay for hour, day, week or half hour sex and in thailand have a lot of man
change to woman and they really open with this they are beautiful and the only way you can see
is their hand and the neck and tall so they must be man and sometime want to make sure this is
man or girls, once they dance in Kata beach and they quite open because window but not window
and then they standing there and change the clothes in empty restaurant and Alina she was 3 year
old and she said mama they have puppies and it is difficult to explain, I like they are open they
are like they are if they feel more girl than man so it is up to them, that I like in thailand is you are
and you do what you want and what you are that I like. you just little bit sock when you see that
but because I quite open so no problem when my children see it.

you see sex industry in thailand, it really open and i can not see it, you see the old man with
young boys or girls they are like 18 19 20 and with the really old man they come from the whole
western like US Australia EU and you try to avoid this because I do not like sex industry, I think
this is something wrong when you pay for sex and sex is between 2 people that you like each
other not something you should pay for and I do not like sex industry, make me feel dirty
somehow, ärligt, they are trying to get strict with sex industry and they try to hide them, we were
there for many times so we noticed that they try to do something better. the Hotel we stayed
before they not allow single stay in the hotel, they really afraid when you stay in the hotel and
you take thai girl inside because hotel have contract with Ving or fritid resort and they do not
want to hotel damage the image and they do not want involve in sex industry and this guy kicked
out because he bring thai girl inside hotel and because this hotel for family and children. in hotel
is not only swedish but all over the world

in Khaolak you did not see so much sex industry like you see in phuket, Patong is bigger sex
industry, a lot of girls waiting in the bars and waiting for assessment and not see this much in
Khaoak. but I know thai police now more strict on children involve in sex industry. and now they
start to catch you if you involve in children sex industry and you can be in prison even you are
foreigners. and young boys and girls not used in this way.

I think the men more interesting in Thailand then women, every time we were there my husband
was asked are you marriage, do you want thaiwife many thai women want EU husband because
thai man quite shine (barnsligt) and thai women get stuck with children economy and EU man
they got equal and big economy means when I get marriage with swedish so I can go to sweden
and get better economic and after I divorce him and it is the way to go to sweden and then many
want to meet EU man and one girl said to me love you not fall in love she said you only fall in
love with the man who can give you what you need If I met a man and I love him may be I not in
love with him but he nice to me and he give me economic support and he can give me good life
so I will love him, too many women have been crazy in love and they have consequences, she
means got got pregnant and she have stay with the child and have no support and no job and it is better looking for another thing first and then looking for love later. but if both of them understand each other so it is really good to grown up love but most of real relationships is unbalance. if we thinking after 50 or 80 years ago Sweden also like that woman first priority is how we like get children support and then come love a little bit and there is many situation and I think I also think the same way if someone can give my children better life, they just have thai boyfriend and they got pregnant i think thailand is the most single mom country, (ensam mammor)

I like talking with people and like to understand what made us to become what we are, why you are here, what made you. I often easy to talk with them and some of them bad in english but someone you can talk and they like to talk in the bar or by the pool restaurant but not in the shop because they want to sell you not time to talk.

we read a lot and play cards when we are in thailand and now we looking for the next one 2014 and my sister also have a child same our child and other is 5 years old.

Respondent E (lunch time interview)

First go to South East Asia as tourist, that is thailand several times, one time go to vietnam combine with tourist and business, thailand 4-5 years ago, last time go to Egypt. All swedish thinking Thailand and Vietnam is Beautiful weather, beautiful nature, beaches and cheap cheap means food drink clothes e.g you can buy the tailor suit for 10% cheaper it cost in Sweden , cost less money than EU. To paid for the trip more expensive you go to Thailand and Vietnam than you go to the trip to Egypt but if you stay there for 14 days you will then do less money than you live in EU or Turkey or Syprus and it is more expensive than Sweden if you eat and drink in Turkey Syprus or Egypt I think. Lastime I go to Thailand in summer holiday, we went there on July August for almost one month and different places in Bangkok Kowahin and the island I do not remember the name.

Thailand easy to travel by airplane from different parts in the country and once when I came to Bangkok I also took the plane to Hochiminh and you can take the local airplane to travel different in vietnam too. I fly directly from Arlanda to Bangkok first . I always buy the ticket from travel agency, I do not trust the internet and we arrange the hotel room when we arrived Bangkok and you can to different hotels to negotiate the price, we never book hotel from Sweden because you know the agency always do double price and they earn some money. some time we arrange the hotel for 2 first night and then looking for another hotel

what criteria when you chose the hotel in Bangkok? we like to have at least 4 or five start hotel with the swimming pool, near the beach but not in Bangkok but my wife love to swimming in the ocean but I like swimming in the swimming pool no sand in the body

In Bangkok we stayed around 2-3 days but in Thailand around 4 weeks and we go to Hua hin, Ko samui Ko samui is delicate but the beach is not so nice but no the beach in Hua hin is a lot of big rocks so it is not beautiful because we like the beach only with the sand when we were in Vietnam but I do not remember but the beach mile after mile the beach really clean no cocacola box , cigarette really clean and it is wonderful. we stayed in Ko samui 1 week or 10 days and we
stayed in really nice like Bangalo resort near the beach and private swimming pool everything. it not so expensive it is around 350 kr/night including breakfast and we go to different restaurant when we were there.

why you chose that area? because we hear a lot from friends that is really nice and recommendation. the first time we went to Thailand 10 years ago because a lot of people go to vietnam and thailand because beautiful weather and beaches.

what you expectation before you go to thailand? we hear a lot about the people, about the food for instant my wife love the Thai food, we hear about friendly people very friendly people. what you mean friendly ? they were harmless, polite, very helpful means when you got some problem they try to help you if you angry they try to came you down, we hear about the weather , the prices, the nature, weather is beautiful sunshine every day, if you go there for 3 weeks that is 2 and half weeks sun and even it rain it is still warm weather, like in Sweden if it start to rain temperature is go day but not in Vietnam and Thailand . people like warm weather.

when we were there it is always fulfill our expectation. as good as we found as good and the only thing we want to go there again but the problem is takes really long time airplane to go there it takes around 10 or 20 hours, and another problem is they do not have airplane to Hua hin and you have to land in Bangkok and take the bus for 5 hours to go there and it is a long travel, it is hesitate alittle bit because e.g if you go to Egypt take about 4 hours and you land, and if take long time to fly it is heavy.

satisfaction 1-5 level, I think 4+, because we can say 5 but 5 is perfect and it is difficult to find some thing absolutely and if you make the degree from 1 -10 it could be 9, I am not fine with the food, my wife is ok with the food but not me. It is always chicken chicken chicken and rice rice, it is really difficult to find like a Steak or something international food in everywhere in thailand. and with the problem with all the prostitute sometime it is bothering it is everywhere and I do not care but they scream and shout *come on baby*, the prostitute is everywhere, it is illegal but the police do not care, we do not care prostitute but sometime they stand in the conner 20 girls and they shout and grasp you *come on come on* and it is irritated and if you take away them and stay on your way it would be fine.

1 week in Hua hin and 10 days in Ko Samui,

if I ask you about Thailand destination as a picture, how and what can you describe this picture? I imagine beautiful woman in thai clothes, very harmless, and I think of lovely weather, lovely weather (both wife and Lennart) always sunny, always warm, and the beach. Because we have 7 months winter in Sweden, snow cold so Swedish people always want to go to warm countries and people have from 4 to 5 weeks vacation in Sweden but they do not want to take the chance just look last summer it was raining all summer along so want to make a vacation about 2 weeks in summer I mean coming summer we want to make 2 weeks.

Warm weather means 35 degree is warm, for me 28 is perfect, last time we go to Egypt it was 40 degree every days and that is too much for me , for me 30 or 35 is ok

one more thing I love Thailand and Vietnam is you can go out and eat when 8-9-10 o'clock in the evening, just a T-shirt and it still 25 or 28 degree and it is very nice I love this moment only this moment.

The beach in thailand is most beautiful it is long long beach with sand I like sand not stone
because my wife can lie down in the sun for hours and at the mean time I can walk down in the beach and it nice to take some exercise just relax in the beach and after 10 mins you go back swimming pool and back up again that I means beautiful beach

Bangkok I like different way I mean no beach in Bangkok but it a huge and big big city and it interesting to go around and looking around the market places, buy clothes, buy watches, sun glasses, shoe and bags my wife I think she got 30 or 40 hand bags 30 or 40 shoes not original but anyway some of them is really good quality even though it is copy.

I go to Thailand 3 times , first time 10 year ago and after 2 or 3 years between and last time 5 year ago.

if next time do you will go to thailand again or not? Yes, it is very possible. because 5 years ago we go there and was really interesting and we want to go there again and to go to another places in thailand where we have not been, and we have not been most popular tourist area like Phuket, Khaolak we want to go there also. and we also hear from friend

we got a friend eat food there everyday because he married with Thai woman and he maybe go there 100 times and he got a big experience so he tell us about different places where to go where the best beaches and everything

what thing make you consider when you travel? e.g vaccine before you go. no we not take vaccine. but how about risk. no this is not risk. wherever we go we only try be careful with the food because Swedish stomach really sensitive to. Egypt last time my wife have diarrhea for 1 week and she have to go infection clinic because vomit throughing up and everything, we got food poison in Egypt.

we also want to go Mexico ( from wife), we hear a lot about Mexico, her brother go to Mexico last year and he said it was wonderful but 1 thing that is big criminality, a lot of mafia in Mexico with drug mafia, kidnapping killing and shooting on the street but I think the area in the hotel is safe. I read the satistic that is 12 people kidnapping every day and 4000 people every years.

I willing to tell my friend about my experience in Thailand.

**Respondent F (8:30-9:30)**

Last time I go there 2 weeks in January. I stayed in Pataya and in 5 start hotel 5000/ a night. I stayed 1 week there. the weather 22 degree and it is really cold for me not warm but maybe another person it will be warm when 22 degree in thailand. hotel including only breakfast. why I living in the expensive and luxury hotel, you see just thinking the life is so short and I just want to enjoy life. I usually buy flying ticket on internet and on internet they got variety of price and airline company for you to chose, I just take some cheap fly but last time I fly with thaiairline and cheap price ticket around 6000 kr. when you talk about thai land only shit, crowded people and a lot of fucker, really dirty and a lot of trash on the road. I mean negative. you know in my hotel I stayed last time, only inside hotel I mean the area belong to hotel they keep it clean but when you just go out hotel it is really dirty and shit e.g just thinking in Sweden when your car broken you
will bring it to garage to fix it but in Thailand they just leave there and buy new car and they through the broken car on the road. when I was in Pattaya last time I only stay in hotel and go out with my wife friend and fun to drinking with them. All hotel in Thailand they give you same service, e.g nice, treat you well, and always smile but the different between 100 kr and 5000 kr is the facilities in hotel e.g sauna, garden, beach, jacuzzi, restaurant and food in hotel, just thinking you driving Audi car now do you think when you do service or fix your car I will treat you different, no ha. only your car expensive and you got more thing in your car compare another car.

Before I mentioned I go there 4-5 times in 1 year only because I want to looking for wife and because my wife there and last time when I go to Thailand also because of my wife, but you ask me if I am the person who making decision I will not go to Thailand, you know because you never be there so if you go there the first time and second time you will think Wow Thailand is amazing but if you keep continue to go there it really boring and no thing to do there, whole Thailand is the same thing e.g elephant, beach, bar, restaurant you can find in variety of places in Thailand and it is not different thing in different places in Thailand, all those kind of thing you can find in the one place in Thailand and all places in Thailand they got the same that such thing. If for nextime travel I will go to America or Miami because I can drive motor cycle in Miami and can rent motor cycle there, you ask me why and how I know that, just looking on internet man, all information on internet. (asking satisfy from 1 to 5) I will say over 5 but I will not go to Thailand next time if I am making decision and I go to Thailand only because my wife she want to go there not me. you know when before you go thailand you think you can do everything in Thailand but when you there you will know that they got own rule and not can do everything in Thailand and he have to follow their rule and you will got their respect, otherwise you will be really bad situation I can tell you that if you want to go to Thailand for holiday (WOM). I only want to go to Thailand in Winter in Sweden because you see really cold here and I just want to go some place warm such as Thailand and my wife she also want to visit her friend, I always stay in hotel when I there my wife she does not have house in Pattaya. if Sweden always summer I will stay in Sweden and not go anywhere els that is why in summer I stay here in Sweden not go anywhere.

And when I was in Thailand last time I just go out have fun with people I mean drinking wife my wife friend, go to the garden to see the flowers trees etc. it is big same as half of the Västerås city size and it is not free you have to buy ticket, in Thailand nothing free man. I just can tell you that about Thailand but next time I will go to Miami not Thailand.

Respondent G (8:30-9:30 only 1 time go to Thailand)

I go to Thailand only 1 time 5 year ago in summer time in Sweden when I take vacation. when I go there I looking for cheap ticket on the internet and I was fly with Thaiairline that time and ticket price around 6000 kr, ( asking how about 8000kr) no it is quite expensive to fly. I were there around 1 month and I travel a lot of places in Thailand because I want to see different things in Thailand not only in Bangkok city or only the beach. oh man in Bangkok really busy and a lot of people you never know where you are now because they build up the city all different place in Bangkok and really busy city you know you only recognize where you are in another place in Bangkok when you see the name of the place shown on the board. If you want to see the beach and see just go to the south of Thailand, and the service there really easy for example when you want to diving they got thousand of company offer you only one kind of service you want but in hotel this is area and all service in here belong to one person and just really near that place other side is belong to another owner and you do not have to prepare a lot from Sweden everything you can buy in Thailand I mean when you are tourist you do not need book all that thing in advance. I just want to go to Thailand because I curious I never know there before, but Thailand is beautiful and cheap not so much expensive I think. I really satisfy when I was in Thailand can say over 5
level and the service is really good but next time I will not go to Thailand I want to go to USA because I never go there before but I know a lot USA through internet, social media, etc... but never go there before. All places in Thailand is the same not different. I mean they got the same activities only different places in Thailand. (when he tell me that is WOM he tell me just go there if you never go there before, suggestion)