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Call for Papers

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Journal of Environmental Management and Tourism

Journal of Environmental Management and Tourism is an open access, peer-reviewed interdisciplinary research journal, aimed to publish articles and original research papers that contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences. The Journal publishes original research and seeks to cover a wide range of topics regarding environmental management and engineering, environmental management and health, environmental chemistry, environmental protection technologies (water, air, soil), pollution reduction at source and waste minimization, energy and environment, modelling, simulation and optimization for environmental protection; environmental biotechnology, environmental education and sustainable development, environmental strategies and policies.

Authors are encouraged to submit high quality, original works that discuss the latest developments in environmental management research and application with the certain scope to share experiences and research findings and to stimulate more ideas and useful insights regarding current best-practices and future directions in Environmental Management.

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Factors Influencing Decision Making to Revisit Japan of the Thai Bangkokian Millennial Tourists during Public Holidays

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Abstract: Even though Japan encounters several tourism issues including an epidemic like COVID-19, Japan is still among the pioneering countries when it comes to opening its doors to tourists. Currently, Japan tour packages are drawing high attention from Bangkokian millennials who prefer to travel during Thai public holidays due to diverse reasons. Hence, this study focused on identifying tourism marketing mix factors that influence Thai Bangkokian millennial tourists during Thai public holidays. Two hypotheses were set up. A verified questionnaire was used to collect the data from targeted 400 samples, then the data were analyzed into percentage, mean, and standard deviation. Also, Exploratory Factor Analysis (EFA) and regression analysis were used to test hypotheses and identify relationships and influences between variables. The results indicated that, in terms of demographic characteristics, gender, age, status, occupation, and income influence Thai millennial tourists to revisit Japan. Meanwhile, according to 12 tourism marketing factors, product and service quality factor, price factor, promotion factor, process factor, political factor, performance management factor, and presentation and public relations factor significantly affect the decision to revisit Japan of Thai millennial tourists in the Bangkok during public holidays.

Keywords: tourism marketing mix factors; decision making factors; revisitation; Japan tourism; Bangkokian millennial tourists; Thai public holidays.

JEL Classification: L80; L83; M31; Z32; Z33; Z39.

Introduction

The Japan National Tourism Organization (JNTO) announced that in December 2022, 1.37 million foreign tourists visited Japan, an increase of 1.5 times from November. It is the first time that more than 1 million foreign tourists have visited Japan since the outbreak of COVID-19. According to statistics, there were as many as 1,319,000 Thais visiting Japan last December, accounting for 4.1% of the total number of foreign tourists entering Japan,

ranking sixth after South Korea, China, Taiwan, Hong Kong and the United States, which generates revenue for Japan after opening the country at about 595.2 billion yen, which is only half of the period before the COVID-19 pandemic. But each tourist spent about 20% more, spending an average of 200,000 yen per person. In addition, according to 2023 statistics, the Japan National Tourism Organization (JNTO) estimated that throughout the year there should be up to 1 million Thai people visiting Japan due to the factors of increasing Thai-Japan routes (Go and Kang 2023). While purchasing foreign travel of Thai people for less tourism, Thai tourists therefore choose to travel to Japan instead of going to Europe as well as the price of tour packages to Japan in the second quarter from May this year, which enters the low season. Tour companies set prices starting at 25,000-29,000 baht or more, reduced by 20%, which was previously the starting price of a Japanese tour package was 40,000-50,000-baht, the price increase more than 30% (Ministry of Tourism and Sports 2023).

From the above data, it shows that even though Japan is facing many problems both inside and outside the country, or even a severe epidemic problem, COVID-19, when the country is opened for tourists to travel, Japan is still one of the early countries that Thai tourists, especially Thai people living in Bangkok, choose to travel, and it is one of the top countries that Bangkokian tourists choose to travel repeatedly without getting bored. It may be due to various factors, such as a short-time travel from Thailand to Japan, various cultures, high-quality products and services, good weather, etc. (Nakayama 2023, Yokota 2006).

A study of UNWTO found that "Urban or city-dwellers are more likely to travel than non-urban travelers especially Gen Y (aged 20-35) and Gen Z (under 20) travelers who have higher travel rates" (Romeo *et al.* 2021). This may be due to the factors due to the work pressure of the city people. They therefore often choose to travel or the behavior of the needs of this group of tourists who want to seek life experiences and create them along with work, or work life balance (Saito *et al.* 2023). Furthermore, the price is not very expensive, so it is preferred by Thai tourists who will choose to travel if they have the opportunities during their own holidays (Uzama 2012).

To sum up, the above are the sources of the study of factors affecting the decision to travel repeatedly in Japan through tour operators of Thai working-age tourists in Bangkok during holidays. This is an opportunity to strengthen Thai foreign tour operators and is an opportunity and important information for Thai tourism agencies to reconsider themselves, and to develop the tourism activities of Thailand to be as strong as Japan in order to attract these groups of tourists to choose to travel more domestically in the future.

This research was aimed to study the factors affecting the decision to travel repeatedly in Japan through tour operators of Thai working-age tourists in Bangkok during holidays.

Research Hypotheses

H1: The demographic factors of Thai working-age tourists in Bangkok differently affect the decision to repeat travel in Japan during holidays differently.

H2: Different tourism marketing mix factors affect the decision to repeat travel in Japan of Thai working-age tourists in Bangkok during holidays differently.

1. Literature Review

In the study of demographic factors based on this relevant literature, concept, and theoretical review, there are many people talking about population factors. Lötter *et al.* (2012) said that demographic studies must include basic information that is important to know: sex, age, status, education, occupation and income (Kumar and Muniandy, 2012). However, the study of demographic factors must be studied in which issues? There is no fixed principle, but it depends on the needs of the researchers in what areas of demographic factors are known and depends on the needs of the researchers and the scope of the study set by the researchers, etc. (Sinclair 2017).

In addition, the study of tourism marketing mix factors must take into account the tourism marketing mix factors related to the tourism dimension (Ciriković 2014, Armstrong *et al.* 2006). From the review of the literature, the researchers found that there are various aspects of the study of tourism marketing mix factors, but this study focuses on finding the tourism marketing mix factors that affect the decision to travel repeatedly in Japan of Thai working-age tourists in the Bangkok during holidays is important. From the extraction table of variables, it can summarize the tourism marketing mix factors related to this work, altogether 12 aspects are important (Payahour *et al.* 2020), such as: Product and Service Quality 2.) Price 3.) Promotion 4.) Place 5.) People 6.) Process 7.) Physical Evidence 8.) Politics 9.) Plan 10.) Performance Management 11.) Prioritize 12.) Presentation and Public relations (Semenova 2011).

2. Research Methodology

Sample random sampling was used to get 400 participants using a questionnaire as a tool to collect data (Peng *et al.* 2023). Data were analyzed using descriptive statistics through the statistical package program (SPSS) which exhibited percentage, mean, standard deviation and statistical methods. The hypotheses were tested using Exploratory Factor Analysis (EFA) and regression analysis to find relationships and influences between variables.

Scope of Study

Content Scope: The researchers conducted a study of factors affecting the decision to travel repeatedly in Japan through tour operators of Thai millennial tourists in Bangkok during holidays by using demographic factors and using the theory and concept of 12Ps as independent variables, namely 1.) Product and Service Quality 2.) Price 3.) Promotion 4.) Place 5.) People 6.) Process 7.) Physical Evidence 8.) Politics 9.) Plan 10.) Performance Management 11.) Prioritize 12.) Presentation and Public relations, and the decision to travel repeatedly as dependent variables, namely uncertainly coming back to travel again, not sure, and certainly coming back to travel again.

Population Scope: The researchers defined the population as Thai millennial tourists in Bangkok who had repeatedly travelled to Japan on holidays more than 3 times in the past 3 years and would like to revisit in the future.

Area scope: Bangkok area, 50 districts, 1,569 sq.km.

Timing Scope: April – June, 2023.

Research Instrument

The questionnaire was used for collecting data in this research and was built from the objectives and conceptual framework of the research by examining 3 experts and the results of checking the IOC values, more than 0.5 can be used, and take the questionnaire to test the reliability value with a sample of at least 30 samples, which is a sample group that is not the population sample used in the study but has similar characteristics, to test the understanding of the questionnaire of the sample, including collecting data and using the data to find the reliability of the best using the Cronbach's Alpha was greater than 0.75, which could be used in the next step. The questionnaire was tested with the reliability value of 0.85 (Roberts *et al.* 2006). The questionnaire was divided into 4 parts as follows:

1. Inquiring about demographic data of informants or participants, 6 questions, in which the questions are in the form of a check list.
2. Inquiring about the marketing mix factors of 7 items by selecting the item that best matches your own data by using the questionnaire as a rating scale. The answer is 5 levels: Strongly Agree, Agree, Neutral, Disagree, and Strongly Disagree according to the Likert scale.
3. The decision to travel repeatedly, 3 items, the questions will be in the form of a check list.
4. Additional Suggestions

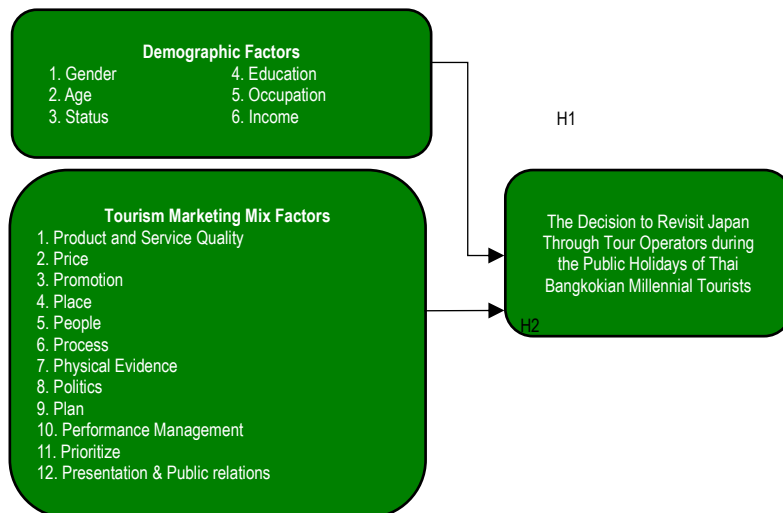
Population Identification

The population in the study was Thai millennial tourists in Bangkok who used to travel in Japan during holidays and wished to travel again, which the actual population is unknown. Therefore, the sample group was calculated by using the formula as follows: this study was research studying to find the population mean (Population Mean, p). The exact population size was unknown; therefore, the sample size formula was used to determine the population mean (Population Mean, p) of Khazanie. The confidence value was set at $(1 - \alpha)$ 100% with the estimated value from the sample mean (n) from the sample would not differ from the population mean (μ) by more than the specified amount of E (Roberts *et al.* 2006, Sangpikul 2008).

Data Analysis

1. Descriptive statistics were frequency, percentage, mean (\bar{x}), standard deviation (S.D.) to describe general information.
2. Exploratory Factor Analysis (EFA) and Regression Analysis.

Figure 1. Research framework



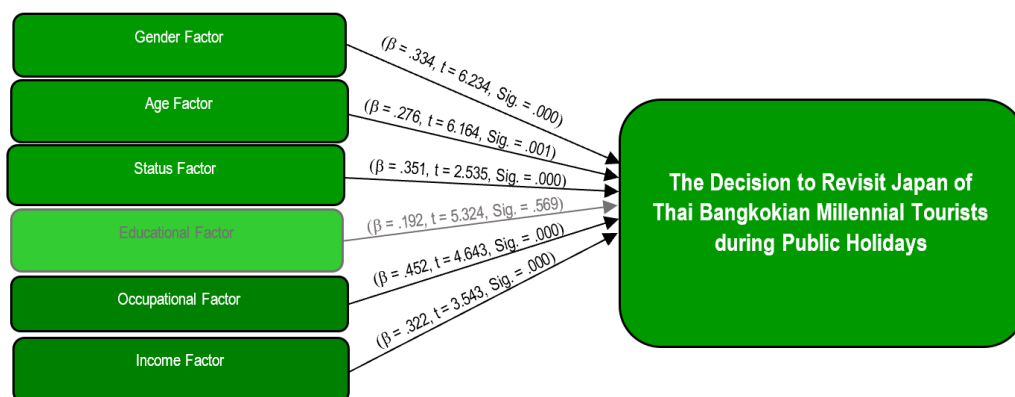
Source: Own illustration

3. Research Results

The result of Hypothesis Analysis 1 (H1): Different demographic characteristics of Thai working-age tourists in Bangkok affect the decision to repeat travel in Japan during holidays differently by using Multiple Regression Analysis (MRA), which can be described in detail as follows: 1.) Gender factor: when considering the F – Statistic value was 122.120 and $\beta = .334$, $t = 6.234$ and Sig. = .000, 2.) Age factor: when considering the F – Statistic value was 122.120 and $\beta = .276$, $t = 6.164$ and Sig. = .001, 3.) Status factor: when considering the F – Statistic value was 122.120 and $\beta = .351$, $t = 2.535$ and Sig. = .000, 4.) Occupational factor: when considering the F – Statistic value was 122.120 and $\beta = .452$, $t = 4.643$ and Sig. = .000, and 5.) Income factor: when considering the F – Statistic value was 122.120 and $\beta = .322$, $t = 3.543$ and Sig. = .000, these factors affect the decision to repeat travel in Japan of Thai working-age tourists in Bangkok during holidays.

In terms of educational factor: when considering from the F – Statistic value of 423.112 and $\beta = .192$, $t = 5.324$ and Sig. = .569, it does not affect the decision to repeat travel in Japan of Thai working-age tourists in Bangkok during the holidays, the details are shown in Figure 2.

Figure 2. Summary of the analysis of the multiple regression analysis of demographic characteristics affecting the decision to revisit Japan of Thai millennial tourists in Bangkok during the public holidays



In addition, the results of the hypothesis analysis 2 (H2): Different tourism marketing mix factors affect the decision to repeat travel in Japan of Thai millennial tourists in Bangkok during holidays differently. According to the result of the Exploratory Factor Analysis (EFA), it was found that the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) was 0.916 and Bartlett's Test of Sphericity: Chi-square = 6354.12, $df = 354$, sig. = 0.000, indicating that variables were suitable for subsequent analyses. However, Principal Component Analysis (PCA) had the Eigen value greater than 1 by rotating the axis of Varimax method, which was divided into 5 components, 40 variables, with 4 variables being eliminated which was the reasonable prices of Japanese travel products offered by tour operators, the appropriate service process of tour operators in Japan tours, tour operators plan

their services in Japan tours very well, and the tour company has arranged the order of providing services in the tour step by step without confusion, because the weight is less than 0.50 (Barbara and Tabachnick, 2013). Furthermore, table 1 shows the extraction results of factors affecting the decision to repeat travel in Japan of Thai millennial tourists in Bangkok during holidays with EFA. The overall reliability value was 0.901 which was considered to be of high quality and high reliability according to the criterion (Roberts and Priest, 2006) and each component was between 0.701-0.890, with variable weights of each component as follows:

Table 1. The extraction of tourism marketing mix factors affecting the decision to revisit Japan of Thai millennial tourists in Bangkok during public holidays

Factors		Element Weight Values
Product and Service and Quality	High quality and reasonable price	.804
	Facilitate access to and use of services	.789
	The distinct identity and uniqueness	.783
Price	The price is not very high, which is very suitable for quality	.781
	The price commensurate with the quality	.760
	The price is not very high, which is very suitable for quality	.753
Promotion	Regularly promote all seasons	.798
	Thailand Holiday Promotion	.768
	Promote various forms	.721
	Promote attractiveness to all age and various groups	.644
Place	High-quality online channel, easy to access	.805
	Multiple channels	.753
	Convenient and time-saving channel	.747
People	Good understanding of the specific work route	.757
	The unique service and different from other places	.739
	Fair and equal services to all customer groups	.693
	Easy-to-understand and internationally standardized services	.681
Process	Uncomplicated process	.765
	Unique and standard processes	.654
Physical Evidence	Clean and beautiful tourist attractions and services	.765
	Safe tourist attractions and services	.865
	Tourist attractions and services provide decoration and design for the elderly and tourists in need of special assistance (disabilities) and infant	.676
	Tourist attractions and services create a good travel experience	.673
Politics	Japan's Peaceful Politics	.765
	Laws promoting tourism through travel agencies	.873
	The law on visa free travel between Thailand and Japan	.943
Plan	Good route planning	.876
	Plan a tourist route connecting Japan	.934
Performance Management	Good pre-trip facility management, such as reservations, payments, and deposits	.756
	Good management of travel facilities, such as routes, rest areas, emergency equipment, etc.	.624
	Good after-sales service, such as after-sales service, delivery, etc.	.698
Prioritize	Provide various services for tourists, such as VVIP, VIP or specific tour groups	.876
	The ranking of tourist attractions on Japanese tourist routes is very good	.673
Presentation and Public relations	Demonstration and promotion of various routes	.765
	Provide and promote various services	.873
	Introduced and publicized various activities and souvenirs	.912

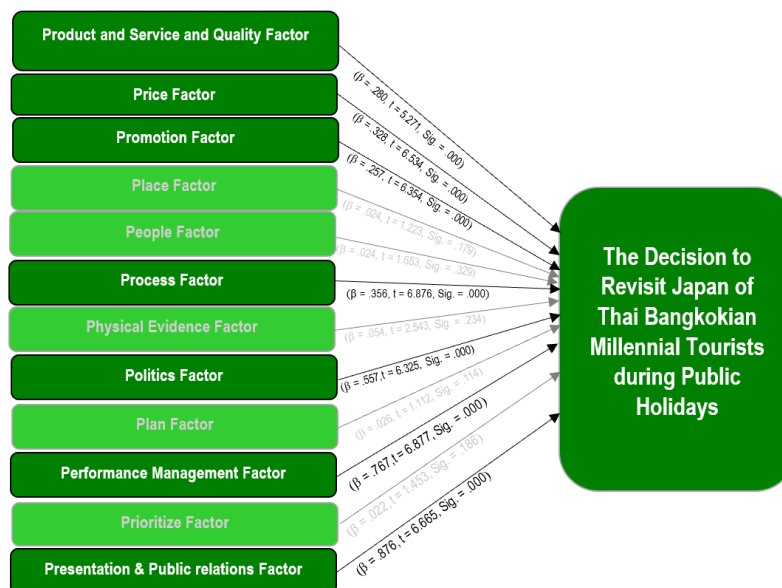
The product and service and quality factor has a weight value of 0.783-0.804, the price factor has a weight value of 0.753-0.781, the excellent service factor has a weight value of 0.584-0.798, the promotion factor has a weight value of 0.644-0.798, the place has a weight value of 0.747-0.805, the people factor has a weight value of 0.681-0.757, the process people factor has a weight value of 0.654-0.765, the physical evidence factor has a weight value of 0.673-0.865, the politic factor has a weight value of 0.765-0.943, the plan factor has a weight value of 0.876-0.934, the performance management factor has a weight value of 0.624-0.756, the prioritize factor has a weight value of 0.673-0.876, the presentation and public relations factor has a weight value of 0.765-0.912, as shown in Table 1.

In part of the results of the analysis of the influence of tourism marketing mix factors affecting the decision to repeat travel in Japan of Thai millennial tourists in Bangkok during the holidays, from analyzing data on the influence of factors affecting the decision to travel repeatedly in Japan of Thai millennial tourists in Bangkok during the holidays using multiple regression analysis (MRA), details can be described as follows:

Product and Service and Quality Factor: when considering the F – Statistic value is 118.123 and $\beta = .280$, $t = 5.271$ and Sig. = .000, Price Factor: when considering the F – Statistic value is 118.123 and $\beta = .328$, $t = 6.534$ and Sig. = .000, Promotion Factor: when considering the F – Statistic value is 118.123 and $\beta = .257$, $t = 6.354$ and Sig. = .000, Process Factor: when considering the F – Statistic value is 118.123 and $\beta = .356$, $t = 6.876$ and Sig. = .000, Politics Factor: when considering the F – Statistic value is 118.123 and $\beta = .557$, $t = 6.325$ and Sig. = .000, Performance Management Factor: when considering the F – Statistic value is 118.123 and $\beta = .767$, $t = 6.877$ and Sig. = .000, and Presentation and Public relations Factor: when considering the F – Statistic value is 118.123 and $\beta = .876$, $t = 6.665$ and Sig. = .000. All 3 factors have Sig. values less than 0.05, indicating that Product and Service and Quality Factor, Price Factor, Promotion Factor, Process Factor, Politics Factor, Performance Management Factor, Presentation and Public relations Factor affect decision to revisit Japan of Thai millennial tourists in the Bangkok during the public holidays.

In the term of Place Factor: when considering the F – Statistic value is 70.396, $\beta = .024$, $t = 1.223$ and the Sig. = .179, People Factor: when considering the F – Statistic is 70.396, $\beta = .024$, $t = 1.653$ and Sig. = .329, Physical Evidence Factor: when considering the F – Statistic value was 70.396, $\beta = .054$, $t = 2.543$ and Sig. = .234, Plan Factor: when considering the F – Statistic was 70.396, $\beta = .026$, $t = 1.112$ and Sig. = .114, and Prioritize Factor: when considering the F – Statistic was 70.396, $\beta = .022$, $t = 1.453$ and Sig. = .186. All 6 factors have a Sig. greater than 0.05. It shown that place factor, people factor, physical evidence factor, plan factor, prioritize factor do not affect the decision to repeat travel in Japan of Thai millennial tourists in Bangkok during public holidays (Figure 3).

Figure 3. The results of the multiple regression analysis of tourism marketing mix factors affecting the decision to revisit Japan of Thai millennial tourists in Bangkok during the public holidays



Conclusions

The aforementioned information would benefit tour groups and related agencies in Thailand in creating measures and designing tour packages that can support the needs and behaviors of millennial Thai tourists in Bangkok who

like to travel during the holidays and often choose to travel to Japan repeatedly. Relevant agencies and Thai travel agencies can use the research results to increase knowledge and formulate policies, strategies, and guidelines to strengthen the country's tourism activities and attract Thai millennial tourists in Bangkok to choose to travel on holidays in Thailand instead of traveling abroad. Additionally, this is an opportunity to expand business and redesign policies to attract this group of tourists to choose to travel more domestically by government agencies. Therefore, tour operators and relevant agencies need to pay attention to factors affecting the decision to travel repeatedly in Japan through tour operators of Thai millennial tourists in Bangkok during the holidays. It must pay more attention to organizing tour programs that are more specific programs, such as programs for single women traveling alone or programs for men that focus on nightlife, etc. According to research, it was found that each gender (male, female, etc.) affects the decision to travel repeatedly in Japan of Thai millennial tourists in Bangkok during holidays through tour operators as well as the age factor. Therefore, service providers or entrepreneurs must pay more attention to designing programs that are suitable for a wide range of ages and genders; for example, GEN Y who love to take pictures; so, travel programs may have to give time to take pictures and take the important places where this group of tourists can make content for reviews on social media, etc. As well as the status factor, the study found that married people and single people among Thai millennial tourists in Bangkok have different needs. Therefore, tour programs and travel activities must take into account family groups, couples, LGBT+ groups, or even singles who must choose from a variety of services. In addition, occupational and income factors also affect the decision to repeat travel in Japan of Thai millennial tourists in Bangkok during the holidays as well. For instance, high-paying occupations often require convenience, and in the middle-income group, they need for value for money in tourism, etc. Therefore, tour programs with a variety of prices for the tourists can choose, resulting in the tourists always choosing to travel repeatedly.

In terms of tourism marketing mix factors, entrepreneurs should focus on promoting tourism marketing for Thai millennial-age tourists in the Bangkok to encourage repeat tourism during the holidays by focusing on creating and promoting marketing through product quality and service quality that is easily accessible, suitable and worth the price paid, and it must have a distinctive identity and uniqueness enough to be attractive by focusing on creating a variety of quality products and services for people of different ages, genders, statuses, and incomes in line with the country's economic conditions as well as focusing on activities suitable for quality, etc. Moreover, marketing promotion must be developed for all groups of people, all ages and able to travel regularly in every season, variety of formats, both online and offline (Hybrid Promotion), focusing on the program schedule during long Thai holidays. The company's processes must not be complicated. If any process can be reduced to reduce the complexity, it should be accelerated. This should consider the size of the company and the context of the business and its unique standards. For program design, companies or entrepreneurs should also pay attention to the politics of the destination country with peace and safety, and having the laws to protect foreign tourists and laws to promote tourism from abroad, such as reducing visa fees, reducing taxes on goods and services for foreign tourists etc., because these laws are part of controlling and determining the income or profit of tour companies and operators of Thailand, both directly and indirectly. Moreover, performance management is an important part to measure the long-term survival of companies and entrepreneurs. These arrangements affect the future repeat service of Thai millennial tourists in the Bangkok. As for the last factor that should be paid attention to is marketing promotion through presentation and public relations which can be done by giving importance to the word "diversity", for example, presenting and publicizing travel packets on a variety of routes, presenting and promoting a variety of services or even presenting and promoting various activities and souvenirs, etc. Because at present, according to the study of Thai millennial tourists in the Bangkok who like to repeatedly travel to Japan during the holiday, it is often a diverse and niche group. Therefore, emphasizing activities and packages that are diverse and accessible to all groups will be an opportunity for operators to meet the needs and be able to sell new tour packages for the same group of tourists who have used the service to repurchase.

As mentioned above, it is therefore an important reflection that if tour operators and tour operators selling tours to Japan take guidelines or promote tourism marketing for Thai millennial tourists in the Bangkok who often travel in Japan in repeated holidays, in order to adapt and use as information in creating and designing the company's program, it may be an opportunity to build a customer base or Thai millennial users in the Bangkok to consider the provided service again the next possible occasions.

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Credit Authorship Contribution Statement

Nattada Srimuk: conceptualization, investigation, methodology, software, formal analysis, writing - original draft, visualization, supervision, data curation, writing - review and editing and funding acquisition.

Therdchai Choibamroong: conceptualization, investigation, methodology, software, supervision, data curation, validation, writing - review and editing.

Chayapoj Lee-Anant: conceptualization, investigation, literature review, software, methodology, data curation, project administration, validation, writing - review and editing.

Vorada Panpeng: investigation, methodology, data curation and validation.

Wallop Thongon: investigation, methodology, data curation and validation.

Declaration of Competing Interest

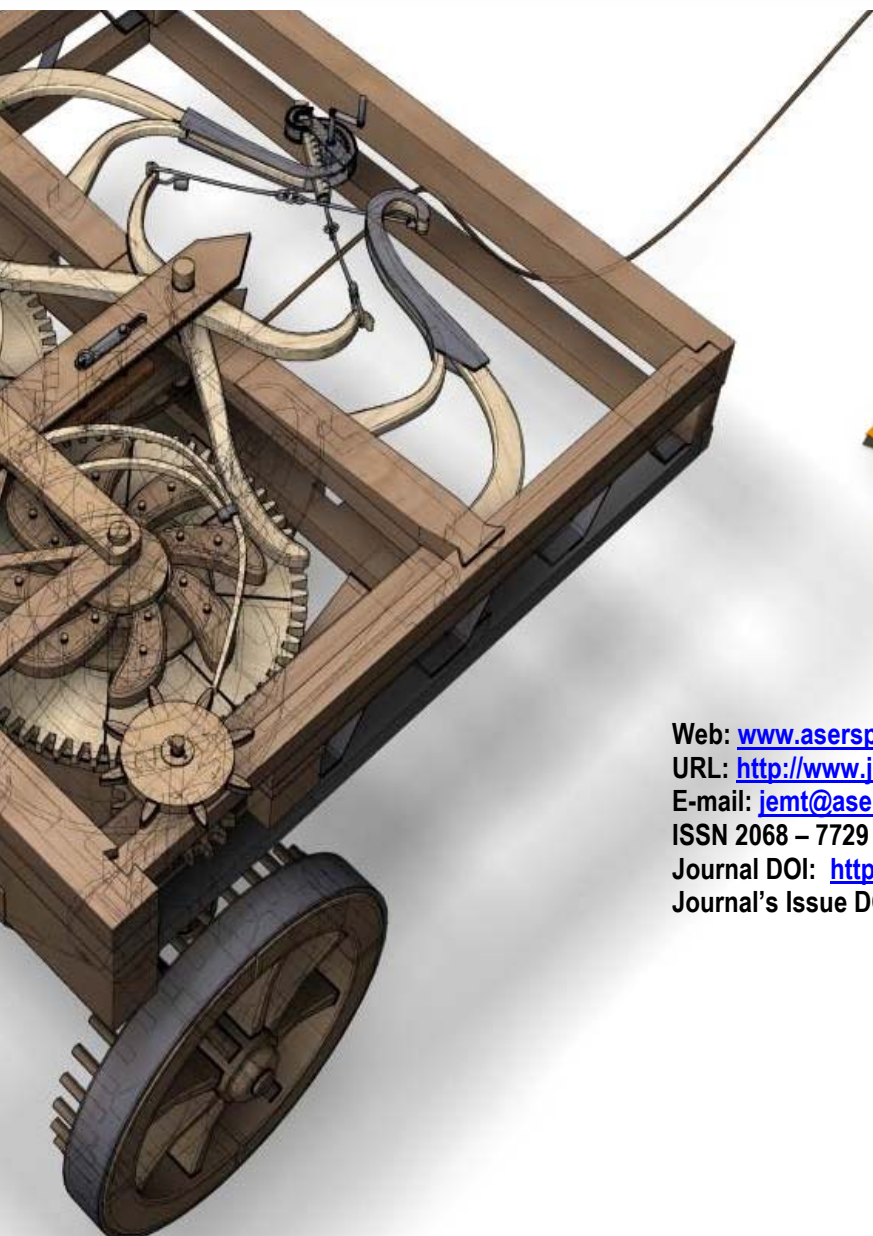
The authors declare that it has no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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