An Analysis of Tourism Research in the Context of ASEAN Community

Supaphorn Akkapin[1,*] Nana Srithamasak[2]

Abstract

This qualitative research aims to study and analyze tourism research in the context of ASEAN (Association of Southeast Asian Nations). This study is based upon social science research data published from 2008 to 2014. Three aspects of research were analyzed, namely research titles, methods, and analysis trends. Sixty-nine research articles were characterized by a combination of analysis of Content Analysis and Thematic Analysis utilized through the computer software package NVivo10. The study's results revealed that research on tourism in the context of ASEAN was pursued in a wide range of analysis, for example, the collaboration and competitiveness between the member countries, marketing and branding, management and development, and policy and planning. In terms of the methods used to collect data, all quantitative, qualitative and mix methods were found. In the case of trends in tourism research in the ASEAN context, it has been forecast and analyzed by the standards of professional proficiency due to the effect of a policy of free-flow skilled labor between the ASEAN member countries.

Keywords: tourism research, ASEAN Community, thematic analysis, trend, NVivo10

[1,2] Department of Tourism, Faculty of Liberal Arts, Rajamangala University of Technology Krungthep, Bangkok, Thailand.

* Corresponding author. E-mail: supaporn.a@mail.rmutk.ac.th

ก การวิเคราะห์งานวิจัยด้านการท่องเที่ยวในบริบทประชาคมอาเซียน

สุภาพร อรรคพิณ[1,*] **นานา ศรีธรรมศักดิ์**[2]

บทคัดย่อ

การวิจัยเชิงคุณภาพนี้มีวัตถุประสงค์เพื่อศึกษาและวิเคราะห์งานวิจัยการท่องเที่ยวในบริบทของ
ประชาคมอาเซียน (Association of South East Asian Nations) บทความวิจัยที่ศึกษาเป็นบทความที่ได้รับ
การตีพิมพ์ในฐานข้อมูลงานวิจัยด้านสังคมศาสตร์ระหว่างปี ค.ศ. 2008 ถึง 2014 บทความวิจัย 69 บทความ
ได้นำมาวิเคราะห์สามด้าน ประกอบด้วย ชื่อเรื่องวิจัย ระเบียบวิธีวิจัยและแนวโน้มในการวิเคราะห์ในอนาคต
ด้วยวิธีผสมระหว่างการวิเคราะห์เนื้อหา (Content Analysis) และการวิเคราะห์จากการใช้โปรแกรมคอมพิวเตอร์
สำเร็จรูป NVivo10 ช่วยในการวิเคราะห์ จากผลการวิจัย พบว่า งานวิจัยด้านการท่องเที่ยวในบริบทของประชาคม
อาเซียนได้มีการศึกษาวิเคราะห์อย่างหลากหลาย อาทิ การสร้างความร่วมมือระหว่างประเทศสมาชิก
การแข่งขัน การตลาดและตราสินค้า การจัดการและการพัฒนา นโยบายและการวางแผน เป็นต้น ระเบียบวิธีวิจัย
และเครื่องมือที่ใช้ในการเก็บรวบรวมข้อมูลมีทั้งเชิงปริมาณ เชิงคุณภาพและรูปแบบผสม ประเด็นแนวโน้มงาน
วิจัยด้านการท่องเที่ยวในบริบทของประชาคมอาเซียนได้รับการคาดการณ์ว่าจะศึกษาวิเคราะห์เกี่ยวกับมาตรฐาน
อาชีพด้านการท่องเที่ยวและบริการมากขึ้น เนื่องจากผลกระทบนโยบายของประชาคมอาเซียนที่กำหนดให้แรงงาน
ที่มีฝีมือสามารถเคลื่อนย้ายระหว่างประเทศสมาชิกอาเซียนด้วยกันได้อย่างเสรี

คำสำคัญ: การวิจัยการท่องเที่ยว ประชาคมอาเซียน การวิเคราะห์แก่นเนื้อหา แนวโน้มการวิจัยการท่องเที่ยว
NVivo10

[1,2] สาขาวิชาการท่องเที่ยว คณะศิลปศาสตร์ มหาวิทยาลัยเทคโนโลยีราชมงคลกรุงเทพ กรุงเทพมหานคร

* Corresponding author. E-mail: supaporn.a@mail.rmutk.ac.th

Introduction

Research is recognized as an important source for national development, particularly developing countries, like Thailand, as the research yields new or creates a larger body of knowledge as well as discoveries which may improve the country in a number of ways. Tourism is one of the strongest drivers of world trade and prosperity (United Nations World Tourism Organization [UNWTO], 2010). It has significant potential as a driver for growth for the world economy. The tourism economy represents 5 per cent of world GDP, while it contributes to 6-7 percent of total employment. It currently accounts for 1 in 11 jobs worldwide (United Nations Environment Program [UNEP], 2011). The UN World Tourism Organization (UNWTO) reported that ASEAN has the highest growth of number of tourists by more than 10 per cent. In addition, ASEAN will continue cooperating and supporting to promote tourism as a single destination which means not only do tourists travel to one country but also to other countries in the ASEAN region. Not only will the number of tourists grow higher than other regions, but this will make the tourism development of ASEAN region more sustainable. With the aims of offering quality products and services through creative marketing, facilitating travel and transport links in ASEAN, the various working groups have been set up to accomplish the following objectives: 1) The Cooperation in ASEAN Human Resources Development has been initially carried out by the ASEAN MRA to facilitate the mobility of ASEAN tourism professionals; 2) ASEAN Tourism Standards as a destination for quality tourism as it is an important part of good tourism experience for tourists and it will make the destination growth more sustainable; 3) The ASEAN tourism product development agrees that it has the potential to become a regional sales hub, with products and services being grouped into packages covering 2-3 ASEAN countries to offer this package to tourists; and 4) ASEAN Marketing and Communications has agreed and promoted the ASEAN tourism market under the "Southeast Asia - Feel the Warmth" brand, offering ASEAN sales points with warm hospitality. ASEAN-oriented Tourism Promoted Products for Tourism (APCT) in Australia and India, as well as coordinated cooperation with other partner countries, including China, Korea, Japan by organizing tourism promotion activities in ASEAN in order to develop a tourism strategy after 2015. Preparing to make the region a global destination as a destination for quality tourism, ASEAN must offer the different travel experiences to diversify and focus on sustainable and responsible tourism development. Therefore, tourism will be the best interest of creating a good living for ASEAN citizens (Tourism Authority of Thailand [TAT], 2014).

With regard to Thailand's economy, the tourism industry makes a large contribution which accounts for about 8.5 percent of GDP (Chinese Tourists boost Thai economy but stir outrage, 2015). The estimates of tourism receipts increased the Thai GDP from 9 percent (1 trillion baht) in 2013 to 16 percent (12 trillion baht) (Government moves to head off tourist fears, 2015) and indirectly contributes to the Thai GDP, which accounted for 20.2 percent (2.4 trillion baht) (World Travel & Tourism Council [WTTC], 2015). However, making tourism more sustainable is more difficult than increasing its growth. Hence, research plays an important role in developing the national industry. According to McCool, Moisey and Nickerson (2001), tourism research is envisaged as leading to the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled, while maintaining cultural integrity, essential ecological processes, and biological diversity and life support systems. In addition, this includes not only primary research, but also secondary data or desk research is significant and should be taken into consideration. Hence, this research was secondary or desk research. It aims to analyze the tourism research in the ASEAN context, published between 2008 and 2014. The rationale underpinning this qualitative research is to provide the body of knowledge for academia and/or students to make use of the study in any way.

Research Objectives

This research comprises 3 objectives.

1. To analyze the tourism research in the ASEAN Context

2. To analyze the research methodology employed in tourism research; and

3. To forecast the research trends in tourism context.

Literature Review

1. ASEAN Community

The Association of Southeast Asian Nations, or ASEAN, was established on August 8th, 1967 in Bangkok, Thailand, by the original five member countries, namely Indonesia, Malaysia, Philippines, Singapore and Thailand. Later on, five more member countries joined, namely Brunei Darussalam, Vietnam, Laos, Myanmar, and Cambodia. With its motto, "One Vision, One Identity, and One Community," the community created opportunities and collaborations under three community pillars: Political-Security Community, Economic Community, and Socio-Cultural Community. It ascertains the goal of improving the lives of its people by reflecting on a region in terms of its economic and cultural development, social progress, regional peace and security, collaboration, mutual assistance in training and research, improvement of living standards, promotion of Southeast Asian studies and cooperation with regional and international

organizations (ASEAN Tourism Agreement, 2015). The continuous endeavor among the member nations has been the development of cooperation regarding tourism, an agreement with seven objectives: (1) To cooperate in facilitating travel into and within the ASEAN community; (2) To enhance cooperation in the tourism industry among ASEAN Member States in order to improve its efficiency and competitiveness; (3) To substantially reduce restrictions to trade in tourism and travel services among ASEAN Member States; (4) To establish an integrated network of tourism and travel services in order to maximize the complementary nature of the tourist attractions of the region; (5) To enhance the development and promotion of ASEAN as a single tourism destination with world-class standards, facilities and attractions; (6) To enhance mutual assistance in human resource development and strengthen cooperation to develop, upgrade and expand tourism and travel facilities and services in ASEAN; and (7) To create favorable conditions for the public and private sectors to engage more deeply in tourism development, intra-ASEAN travel and investment in tourism services and facilities (ASEAN History, 2012). However, this implementation has not been completed yet as mentioned in Article 9: (1) Member States shall draw up the necessary Protocols, Memoranda of Understanding or any other instruments to carry out the provisions of this Agreement.

In the implementation of these instruments, two or more Member States may proceed first, if other Member States are not ready to implement these arrangements; and (2) The ASEAN Tourism Ministers shall supervise, coordinate, and monitor the implementation of this Agreement. There are very few studies that examine ASEAN tourism collaboration. The majority of existing studies related to ASEAN economic cooperation deal with general framework agreements, namely ASEAN Free Trade Agreement (AFTA) and ASEAN Framework Agreement on Services (AFAS). Collaboration in specific economic sectors is largely overlooked by researchers (Wong, Mistilis & Dwyer, 2011). For this reason, this paper aims to analyze research in tourism in the context of ASEAN cooperation and collaboration in terms of the agreements which will be initiated in the near future.

2. Tendency of Analysis

There are a number of industry organizations which analyze tourism and travel trends. UNWTO (2014) annually publishes Tourism Highlights, which identifies arrivals and expenditure; while the World Tourism and Travel Council (2014) looks at short-term trends and the economic impact of tourism and publishes monthly updates (Tolkach, Kaye & Xiao, 2016). In 2014, the United Nations World Tourism Organization (UNWTO) (2015) highlighted that the Americas

were strongest (8%) in terms of international arrivals, followed by Asia, the Pacific, and the Middle East (both +5%). Furthermore, the three major factors in 2015 which influenced tourism included unusually strong exchange rate fluctuations, a decline in the price of oil and other commodities, and increased global concern about safety and security. Furthermore, UNWTO (2016) forecasts a long-term outlook for tourism, such as the fact that international tourist arrivals worldwide were expected to reach 1.4 billion by 2020 and 1.8 billion by 2030. The strongest growth by region will be seen in Asia and the Pacific, where arrivals are forecast to increase by 331 million to reach 535 million in 2030 (+4.9% per year).

Recently, trend analysis has been performed in a number of state-of-the-art reviews of tourism research (Tolkach, Kaye & Xiao, 2016). Moreover, Pearce (2004) has also identified major issues for tourism research and suggested embracing a variety of epistemological approaches to knowledge and methodologies as well as focusing on the development of conceptual schemes which would be beneficial for research in the region. Furthermore, Edgell (2013, 2014) has been continuously monitoring important issues and trends that affect tourism development by means of reviewing literature, conference themes and programs, forecasts, Delphi studies, and conversations with or comments from tourism academics and students. In addition,

Schuckert, Liu and Law (2015) analyzed the significant topical and methodological trends regarding hospitality and tourism online reviews. Recently, Tolkach, Kaye and Xiao (2016) presented the analysis of the current and emerging tourism trends in the Asia-Pacific region by utilizing mixed-method textual analysis and combining quantitative content analysis based on the frequencies between the qualitative analysis of the text, aimed at understanding the linkages between the categories and influences that shape identified themes.

3. Content Analysis

Content analysis is widely used in the social sciences to analyze various forms of communications, based on textual data. It is a research methodology which is used to examine textual data for patterns and structures, single out the key features that researchers want to pay attention to, develop categories, and aggregate them into perceptible constructs in order to seize the meaning of the text (Gray & Densten, 1998; Shoemaker & Reese, 1996). It is related to the interaction of two processes: the identification of characteristics of the content and the application of the theoretical concerns and empirical observation (Berg, 2009). This method allows the systematic analysis of text in order to conceptualize and identify important features of a given concept (Billore, Billore & Yamaji, 2013). Several tourism

researchers employ open-ended questions, promotional material, personal interviews, etc., and afterwards employ content analysis techniques to extract results from the rich textual data and content (Vitouladiti, 2014).

Berelson (1952), Merton (1968) and Berg (2009) proposed eight elements that must be undertaken for the consideration of research topic analysis: 1) Words are the smallest elements in content analysis. In general, the frequency of words or topics will be identified; 2) Themes are the most important and easiest elements to be considered and can be placed at any stage of writing a paper; 3) Characters are also important for analyzing the content. Researchers count the frequency of a specific person mentioned in a text, rather than the number of words or themes; 4) Paragraphs are elements that are used less in content analysis. They are more difficult to code and classify due to the fact that there are variations of and different ideas in a paragraph; 5) Items are the message from the sender. A single item can be an entire book, letter, speech, diary, newspaper, interview or others; 6) Concepts are involved groups of variables of a research hypothesis; 7) Semantic items are considered significant by researchers, as the number of and the kinds of words are affected by the objective of the analysis. The hardness and softness of words will be related to the rhythm of the sentence; 8) In many cases, the researchers will use a combination of the various elements mentioned

above to provide meaningful content analysis in terms of their research objectives. This research study focusing on tourism in the context of the ASEAN Community has applied content analysis combining with the thematic analysis to analyze the research titles. Focusing on those titles, words and/or phrases were identified and grouped into themes which were oriented by the researcher with regard to the literature reviews.

4. Thematic Analysis

Thematic analysis (TA) has been gradually used as a part of qualitative data analysis. It is one of a cluster of methods that focuses on identifying patterned meaning across a dataset (Thematic analysis, n.d.). Researchers identify and analyze the presence, meanings, and relationships of such words and concepts, then make inferences about the messages within the texts. While explicit terms are obviously easy to identify, coding for implicit terms and deciding their level of implication is complicated by the need to base judgments on a somewhat subjective system. By reducing the text to categories consisting of a word, set of words or phrases, the researcher can focus on, and code for, specific words or patterns that are indicative of the research question (Thematic analysis, 2016). Strauss (1987) suggests the open coding into four procedures: 1) Ask the data a specific and consistent set of questions; 2) Analyze the data minutely; 3) Frequently

interrupt the coding to write a theoretical note; and 4) Never assume the analytic relevance of any traditional variable.

Braun and Clarke (2006) suggest a six phase model of thematic analysis in a step-by-step guide, as follows: Phase 1: familiarizing yourself with your data, Phase 2: generating initial codes, Phase 3: searching for themes, Phase 4: reviewing themes, Phase 5: defining and naming themes, and Phase 6: producing the report. However, this writing-up stage needs to do more than merely provide data, but it also needs to be embedded within an analytic narrative that illustrates the story being told about the data and the analytic narrative.

Furthermore, the narrative needs to go beyond a description of the data, and make an argument in relation to your research question. Figure 2.3 below illustrates the step-by-step guide to thematicanalysis.

This research study analyzing in tourism research in the context of the ASEAN community has been applied the Content Analysis (CA) together with the Thematic Analysis (TA). The process of analysis starts from coding and naming the themes of the research topic identified and directed by the researcher in accordance with the literature reviews. Figure 1 below presents the sequence and process of thematic analysis.
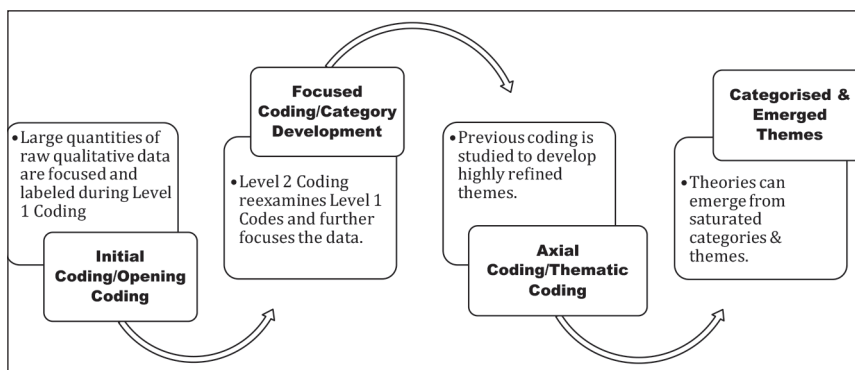
Figure 1 *Doing Thematic Analysis: A step-by-step guide*. Adapted from Hahn, 2008

Tourism and Hospitality Research (THR) published by SAGE Publications, United Kingdom, classifies the Research topics into 9 clusters. These areas comprise policy, planning, performance, development, management, strategy, operations, and consumer behavior, all of which are relevant to Tourism and Hospitality

Research.

Hence, with the assistance of computer package software called NVivo Version 10, a program designed for qualitative research (Qualitative Data Analysis - QDA), the content and thematic analysis was used to analyze research studies and tourism research in the

context of ASEAN Community. This is designed to be used in combination with content analysis:

> The data analysis involves the use of more analytic codes and categories derived from existing theories and explanations relevant to the research focus and objectives. In this case, the researcher immerses herself in the raw data, using these themes and those that may emerge from the data itself (Berg, 2009, p. 341).

Methods

Desk research can be defined as a qualitative research approach. It is particularly focused on research studies in the ASEAN context. The data collected from the research was published on a research database between 2008 and 2014. It is a keyword-driven search of a social science database, i.e., EBSCO host, Elsevier, Emerald, ProQuest, SAGE journal, SceienceDirect, Taylor & Francis Online, Wiley Online Library. Content analysis is combined with thematic analysis utilized by a software package, NVivo Version 10. Data Analysis was focused in three categories: research topic/title, research methodology, and research trend (year published, methodology). Content analysis is employed to look through the research titles and those words on titles were grouped by the application of the thematic analysis. The research had those themes with regard to the literature reviews. The research conceptual framework is illustrated below.
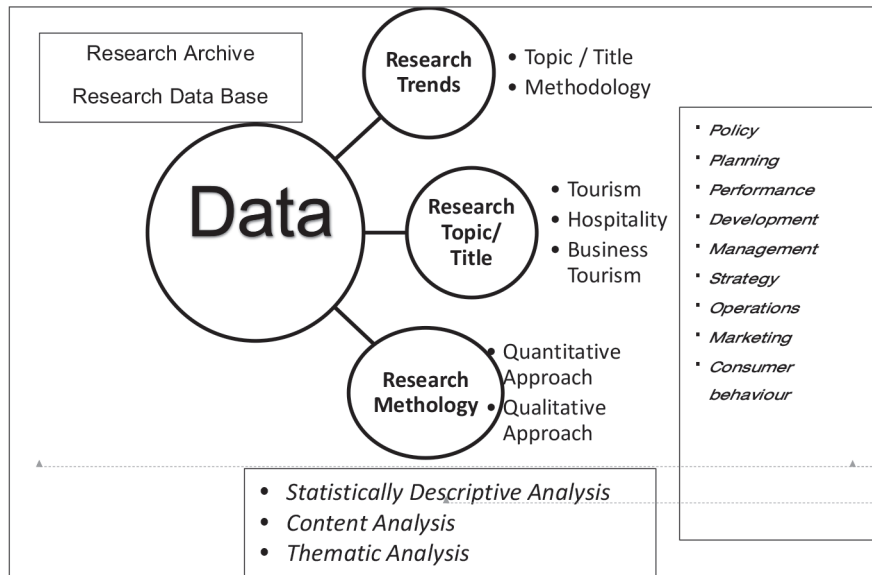
Figure 2 Conceptual Framework of the Research Codes and nodes were created with regard to thematic analysis as presented in the figure below
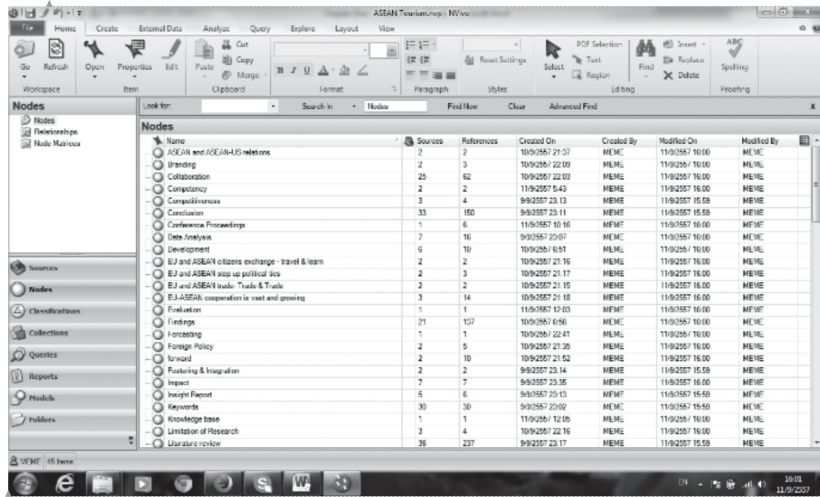
Figure 3 Nodes Created According to Thematic Analysis (NVivo10, n.d.)

Analytical Results

With the combination of the content analysis and thematic analysis, the research titles were analyzed and presented. Sixty-nine research titles were analyzed, and the results indicated that the majority of this research was published in 2012, followed by 2010 and 2009. There were very few research titles published in 2013 and 2014. Significantly, the smallest number of research titles was published in 2008.
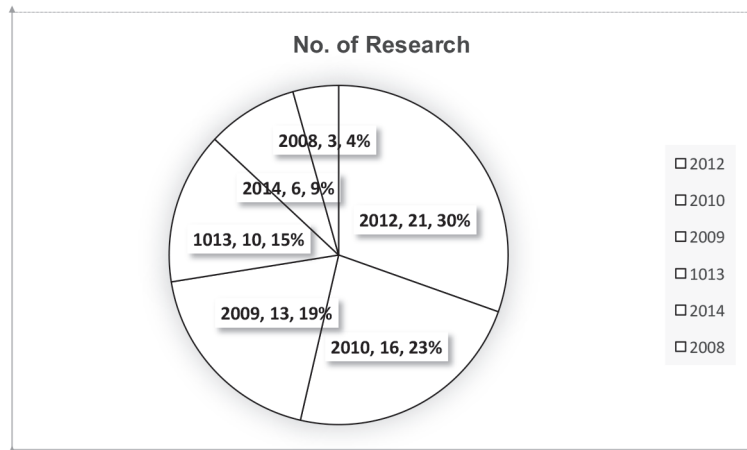

Figure 4 Number of Research Classified in Year Published

1. Methodological Analysis

Research methodology was found in a wide range of employment. However, the majority of the research was the quantitative research utilized by the questionnaire survey to collect the data. Some of these methods included qualitative research by using an interview or a focus group to obtain the data. For example, the researcher used in-depth-interviews to collect important data from ASEAN representatives, who collaborated in creating an ASEAN Brand for other member countries for the purpose of communication and to promote tourism to attract investors, people, and public. Yet, the mixed methods used both a questionnaire survey and interview to collect their data to study are also popular. For example, the study of how to maintain service quality with the five Gaps of SERVQUAL concept. Firstly, the researcher started with a qualitative study by using an in-depth interview to collect qualitative information from professional housekeepers from Four Seasons Resort Hotel, Chiang Mai Hotel, Banyan Tree in Phuket and Siam Kempinski Bangkok. Secondly, the quantitative study was initiated and the satisfaction and expectation levels regarding cleaning service quality were also examined. The 250 questionnaires were in both Thai and English and were distributed to collect the data from research samples who had never stayed in these hotels. Means and

Standard Deviation (SD) were used to rearrange and compare each service quality aspect. ANOVA was used to analyze the expectation of guests, based on their different purposes. The research was completed by merging the means of both qualitative and quantitative techniques, commonly used in data collection. The questionnaire was developed after the study of relevant literature. The satisfaction came after the service quality and the gaps between the expectations and perceptions of actual service experience. The service-oriented theory offered by Parasuraman, Zeithaml, and Berry (1994); and Lovelock and Gummesson (2004) stated that the nature of these services should be understood by people who work in the service industry and the quality of services provided by them are intangible. Differences and discrimination cannot be understood in order to study the quality of a service.

Some other research projects were based on secondary data analysis of bilateral trade relations between China and ASEAN. The article cites the case of the collaboration between China and Singapore to build the Suzhou Industrial Park in order to illustrate the cooperation between these two countries. In terms of the research design, the methodology and approach were created from a literature review on the basis of secondary data analysis about the process of political and economic reform in China which has brought about an

improvement in the economic relationship between China and the ASEAN Community. The approach, design and methodology were created for the purpose of analysis in econometric standards. The roots of the long-term experiment were also studied in order to test the causal and the dependence of revenues between ASEAN-5 and China.

The case study was used to examine the events that the work involved could not encompass the evidence collected from observation. Yin (2003) pointed out that the research related to contemporary social phenomena could not be handled by investigators and case studies are an optional strategic research for some research projects.

The qualitative research approach was considered to be appropriate for certain types of studies. A series of in-depth interviews was conducted with key informants from five ASEAN countries. Respondents were drawn from a range of organizations involved in branding their country. The investigation of the study was examined from the perspective of the official representatives of ASEAN member nations with regard to branding. The data collected in the study consisted of a series of semi-structured, face-to-face interviews with key data from five ASEAN countries.

2. Topical Analysis

According to data collection, a wide variety of methods were identified, ranging from questionnaire surveys, in-depth interviews, focus groups and mixed-methods research, which has become increasingly popular. The analytical topic of the article was divided into two phases: the first step was to identify the content of the subject or the topic or subject research, divided into nine broad areas viz. 1) Policy, 2) Planning, 3) Performance, 4) Development, 5) Management, 6) Strategy, 7) Operations, 8) Marketing, and 9) Tourist Behavior.

The subject of the research study could be classified into the following categories. A Research article (Research Article) Number 62 on a report of performance (Performance Report) and reported drill (Insight Report) includes at least five stories together, including the Conference Proceedings and Newsletter. Each one consisted of a total of two or more subjects. Total recall was based on 69 together and by subject article or topic all of them could be remembered. This can be identified by the context of the content below.

Collaboration, Fostering & Maintaining Relationships

The majority of tourism research in ASEAN context studied the collaboration between Thailand and other member countries in various ways. The creation of a joint venture between the member countries of ASEAN, as well as

the establishment of cooperation between the ASEAN countries, ASEAN as the ASEAN + 3 or + 6. The cooperation areas of 10 ASEAN countries with the countries in other regions include the USA, the EU Member States or the People's Republic of China. Twenty-five research topics relevant to creating partnerships with other countries were found.

In addition, ASEAN countries have also created the ASEAN Multilateral Agreement with air carriers. The need for an ASEAN free trade area by excluding the FTAs, which are not only Member States, but also have this agreement with some countries in the European Union. Furthermore, ASEAN countries also have an agreement on the standards of tourism professionals. They cooperated to define the standard of the core competencies of a professional tour guide. This includes the development of the MICE industry in the region.

The strengthening, integrating and building of relationships of the member countries in the ASEAN community were also examined. The fostering of prosperity and regional integration through travel and tourism was also surveyed. The building of relationships were investigated in two aspects: bilateral and multilateral collaboration. Bilateral collaboration in tourism involves cooperation between two ASEAN member countries. The creation of multilateral cooperation studies established two forms: 1) the creation of a joint agreement

between all ASEAN countries; and 2) state members establish agreements in terms of tourism with countries from other regions, e.g., ASEAN countries and the EU state members, the ASEAN nations and the US, the ASEAN nations and China, Japan, etc., were found and twenty-five research studies had been pursued.

Competitiveness, Assessment & Performance Report

Measuring the levels of competitiveness in terms of tourism and travel between ASEAN members were found in various aspects. Competition for income and receipts among ASEAN members in the East-Asian market, as well as between China and ASEAN-5 countries, was analyzed. Examining the existence of long-term relationships between East-Asian economic integration and ASEAN tourism exports were also disclosed. Reassessing the need for the development of regional standards for the MICE sector for the ASEAN and Asia-Pacific region included a report on competitiveness in the ASEAN tourism and travel market were also investigated. A review of performance report on tourism revealed two different findings: 1) a report on strategic planning and conditions, including a competition in terms of tourism and travel among member countries, and 2) a report on tourism and travel performance and receipts of the member states. There were thirteen research studies identified.

Marketing & Branding

Marketing in ASEAN member states, in term of branding and integrated marketing communications and tourism marketing strategy for the ASEAN community, was also studied. However, only two research studies had been disclosed. The study of the branding of ASEAN member countries found two aspects; 1) marketing communications to create a national brand throughout the country; 2) marketing to increase knowledge of the country as a brand in other ASEAN countries in the context of tourism. Moreover, only a few studies investigated about the orientations and perspectives of an individual country in terms of tourism connection. Also, comments and ideas were raised about a joint ASEAN region to create a climate of ASEAN tourism. Eight research studies were found related to the branding of ASEAN nations.

Impact on Borderless ASEAN Community

The impact of the official inauguration of the borderless ASEAN community, and its influence on tourism was studied and six research questions were revealed. In terms of policy implications, the impact of the liberalization policy on competition between airlines, low-cost airline policies that allow workers in some professions to move between state members (Labor Free Flow) is considered

to be the aim of combining the community. This applied policy would affect the economics of tourism in the Asian-Pacific region using the Tourism Satellite Account (TSA). The challenge for ASEAN nations after the community policies were imposed was also analyzed. The impacts of Visa Facilitation in ASEAN Member States, including the seven dominant forces affecting Asia-Pacific travel and the ASEAN tourism industry, have yet to be investigated.

Management & Development

Seven out of the 69 research subjects studied tourism management and development. A variety of topics were disclosed, including dealing with and management in the crisis of manpower in the ASEAN tourism industry, including the study of competency in standard service management of human resource were reviewed. A few studies investigated the mobility of labor in ASEAN nations. Studies on sustainable tourism, development and discerning travelers in the ASEAN region were also found. It was also discovered that there was a need to develop the regional standards for the MICE industry sector in ASEAN and the Asia-Pacific region.

Tourism Forecasting & Demand

There have only been a few examples of research into tourism forecasting and demand. To date, only six studies have been published, e.g., an orientation of management aapproaches

in order to combine the forecasting of tourism demand, including the demand for international tourism interdependence and volatility in the top destinations of the region. Furthermore, flexible reporting and analysis are required for the needs of international tourism. A meta-analysis of international tourism and demand was also published. In terms of tourism demand forecast, only the Malaysia Tourism Department published a material on this aspect.

Policy, Strategy & Planning

Research studies on policy were also found in a variety of aspects. The ASEAN Free Trade Areas (FTAs) with the EU and Southeast Asian approaches to service development, as well as the impact of liberalization policies on competition between low-cost airlines have been reviewed. Few studies of tourism strategy and planning relevant to both market segments and government policies have been published. There were six studies revealed.

In the near future after the ASEAN tourism standards for facilities, services and destinations implemented and expanded, the policy the ASEAN tourism standards certification system into the policy and regulatory and tourism HRD framework of the member states must be adopted. It is predicted that more studies will be focused on this issue.

3. Tourism Trend Analysis

Only a limited number of studies on ASEAN tourism trends were found. In turn, they were found to be limited to studies of trends in marketing, advertising and distribution, including emerging trends of intra-ASEAN tourism. Two studies have been disclosed so far. Figure 4.2.1 below illustrates nodes coded by the NVivo 10 software program.

With regard to research topics and titles, eight themes which are illustrated below in Figure 5 emerged and were grouped into twelve areas.
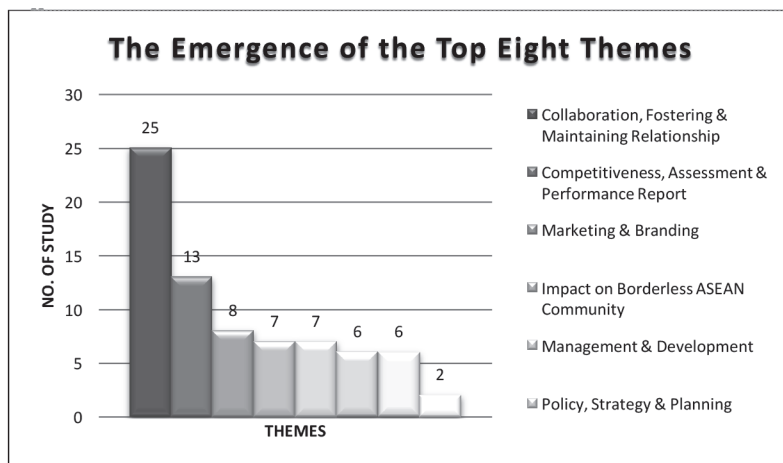
Figure 5 The Emergence of the Top Eight Themes

Discussion

ASEAN member countries received 56 million tourist arrivals in 2006, an increase of 7.2 percent compared to 2005. With regard to the statistics from 2002 to 2006, more than 46 million of tourist arrivals were from ASEAN countries and travelled intra-regionally. The majority of international tourist arrivals travelled to Thailand were from Malaysia, followed by Singapore. While the majority of international tourists outside ASEAN were from Germany, France, United Kingdom, Japan, China, Korea, USA, Australia, Taiwan, India and Hong Kong. Malaysia, Singapore, Thailand and Indonesia are the major exporters of tourists from ASEAN.

The main factors enhancing the travelling demands of people are increased personal income, business expansion and growth, low-cost airlines, the growth of media and advertisement, the growth of hotels and other accommodation, the development of facilities and infrastructure, and the friendliness of locals and their welcoming attitudes to tourists. The policy of open sky and the freedom of air among the ASEAN country members is also a significant factor that facilitates travel, making it both easier and faster. However, the main challenge in the future will be to reinforce the collaboration and maintain the relationship between members. The virtue of the ASEAN region and single market is the policy of single visa. In addition, the convenience, safety, and security of tourists must be taken into account, including monitoring the potential for terrorist activities as well as controlling the spread of epidemic diseases. ASEAN Member States are required to jointly adopt measures or mechanisms to control the previously mentioned problems. Consequently, ASEAN tourism growth has high potential for continued growth and success.

Research studies on tourism in the ASEAN context should be held in the near future, with a focus on trends and partnerships in the core competencies of a professional tour guide. Due to the factor of labor mobility, 11 professional fields, including professional tour guides, are pending. However, it is predicted that in the near future, with regard to the agreement of integration policy of the ASEAN Community, all workers can move between the Member States. Therefore, labor mobility in tourism would have to happen in the future, as well as other professional fields.

For this reason, researchers tend to study and define performance standards to guide the professional conduct of the people involved. Universities that train students for the workforce must teach undergraduates to be qualified in accordance with the performance required by those enterprises. In addition, other trends in tourism research, in the context of ASEAN, yet to be forecasted and undertaken includes research on the standards of professional

proficiency due to a policy of free-flow skilled labor between the ASEAN member countries.

Conclusion and Recommendations

Research in tourism published between 2008 and 2014 in the ASEAN context was conducted to analyze in a variety of areas and employed a wide range of methods, i.e., quantitative and qualitative approach and mixed-methods research. Nonetheless, the amount of research is inadequate to contribute to the knowledge into Thai academic world; therefore, an analysis on tourism research in every area onward the year 2014 is recommended. In addition, this research intended to analyze the research on tourism within the ASEAN context, disclosed between 2008 and 2014. In this period of time, Thailand faced political turmoil which led to social unrest. Therefore, a small amount of research in the ASEAN context contributed knowledge to Thai academic society. Furthermore, it is not clear that ASEAN Community is/will be officially run in 2015 according to its commission. Nonetheless, currently, Thailand is calmer politically and socially; therefore, the analysis of research in tourism onward the year 2014 is recommended. In addition, tourism research trends in the context of ASEAN was studied that should be predicted and researched, in particular the research on professional competence standards due to the voluntary labor mobility policy among ASEAN Member Countries.

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