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JAMES COOK UNIVERSITY AUSTRALIA

Tourist Marketplaces in Southeast Asia: Key Profiles in the Experience Economy

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For the degree of Doctor of Philosophy

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Declaration on Ethics

The research presented and reported in this thesis was conducted within the guidelines for research ethics outlined in the National Statement on Ethics Conduct in Research Involving Human (1999) the Joint NHMRC/AVCC Statement and Guidelines on Research Practice (1997), the James Cook University Policy on Experimentation Ethics. Standard Practices and Guidelines (2001) and the James Cook University Statement and Guidelines on Research Practice (2001). The proposed research methodology received clearance from the James Cook University Experimentation Ethics Review Committee:

Approval number: H 4635 & H5340

_____ _____

Tini M Mohtar Date

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_____ _____

Tini M Mohtar Date

Abstract

This thesis explores the views of the key stakeholders, tourists and vendors, towards tourist marketplaces. In this research, tourist marketplaces in Malaysia, Thailand and Cambodia are the key sites for examining facets of the experience economy, sustainability, authenticity and the future. The growth of Southeast Asian tourism and cultural tourism form the context for this thesis research. To date, the Southeast Asian tourist marketplaces are understudied. Ultimately, this research will help to clarify tourists' and other stakeholders' views towards the future of these settings. Most of these marketplaces have been in existence for many years, and concerns about sustainability and the future of tourism marketplaces will be assessed. The central aims of the study were to understand how tourists and vendors view tourist marketplaces; most directly their present characteristics in terms of authenticity and experiences offered and their sustainability when looking towards the future.

The first study, which was concerned with understanding the language stakeholders employ to describe marketplaces, was conducted using Repertory Grid analysis devised originally by George Kelly (Stringer, 1974). The glossary of phrases constructed from this three country study identified a suite of relevant terms and then, by synthesising the frequency of occurrence of the common expressions and sorting them into categories, the work provided a holistic assessment of South East Asian tourist marketplaces. It was found that key terms to be used in describing tourist marketplaces were atmosphere, location, sensory qualities, spatial layout and product types.

The second stage of the research was conducted using a questionnaire based survey. The six page questionnaire for the tourists consisted of a section for travel motivation, shopping interest and behaviours, and analyses of views on authenticity, experience, sustainability and the future of the tourism marketplace. The work was conducted in Malaysia, Thailand and Cambodia at six marketplaces. The questionnaire was designed by operationalising the main concepts of experience from Pine and Gilmore (1999) and Schmitt (1999). Additionally, the authenticity concept was assessed by employing questions about long usage, genuineness, pristine character, sincerity, creativity and the flow of life (Cohen, 2012). The implementation of a Triple Bottom Line (TBL) framework to define the attributes of sustainability was used to ask social, economic and environmental questions (Elkington, 1998). The fundamental approach involved segmenting the sample with an a priori categorisation of respondents according to the level of importance they gave to shopping. The views discussed in this chapter represented a large sample of tourist

marketplace visitors drawn from the different kinds of markets in the three countries. Strong and positive relationships were found between the higher interest in shopping groups and perceived authenticity, positive scores for experience domains and concerns about sustainability.

In the next study vendors were asked questions identifying their type of trade, their reasons for doing business at the location, the length of time they had been operating the business and their reasons for selling at the marketplace. The study also considered their views on authenticity, their impression about the tourist experience, sustainability and the future. The key approach in this chapter was the assessment of the vendors as optimists or pessimists. Their attitudes towards authenticity, experience and the sustainability issues at the tourist marketplace were then considered. Optimists provided higher scores for perceived authenticity, the experience domains and concerns about sustainability.

An overview of the results used factorial analysis of variance tests and indicated much broad agreement amongst these two pivotal stakeholder groups on the themes of experience, authenticity and sustainability of these Southeast Asian tourist attractions. A contribution of the research was to study a range of markets in more than one country and construct a key dictionary terms of tourist marketplaces. Importantly, the present thesis was also to able establish effective and efficient operationalisation of authenticity, experience, sustainability and future concepts at these marketplaces. By using the constructs of level of shopping involvement for the tourists and optimism-pessimism for the vendors, differences and similarities across countries were compared effectively and shown to be relatively minor. The positive views of marketplaces in this thesis support their continued existence. Tourist marketplaces are arguably more than a historical relic but have a viable future for Southeast Asian visitors, the vendors who work there and the communities at these destinations.

Research Outputs from This Thesis

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CHAPTER 1: Introduction – Tourist Marketplaces

Chapter Structure

1.1 Introduction: Research Overview

1.2 The Global Outlook for the Tourism Industry

1.2.1 The Association of Southeast Asian Nations (ASEAN) Tourism Industry

1.2.2 The growth of tourism in Southeast Asia

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1.3 Cultural Tourism and the Cultural Tourist

1.4 Introduction to Tourist Marketplaces

1.5 Preliminary Directions

1.1 Introduction: Research Overview

This thesis explores the views of the key stakeholders, tourists and vendors towards tourist marketplaces. In this research, tourist marketplaces in Malaysia, Thailand and Cambodia are the key sites for examining facets of the experience economy, sustainability, authenticity and the future. Key contextual issues informing this research include the growth of Southeast Asian tourism and cultural tourism. To date, the Southeast Asian tourist marketplaces are understudied.

In tourism study the term markets is used extensively. Typically it refers to market segments (Morrison, 2013) . To avoid confusion about terms, in this thesis the expression tourist marketplaces will be used. The expression tourist marketplace is seen as focusing on both people and spaces, and should not be viewed as overemphasizing the place or physical component of the topic of interest. Marketplaces are seen as a basis for an authentic tourist experience. The tourist marketplaces may help sustain the local culture as they have rich elements portraying local cultural identity (Ivanovic, 2008). Tourism studies concerning the tourist marketplaces remain relatively low key in the research community. In order to understand why tourists/visitors frequent marketplaces it is important to determine the key attributes of the marketplace tourism experience. In this research, the point of view of domestic and international tourists will be documented in Malaysia, Thailand and Cambodia. Additionally, the views of those who work in the tourist marketplaces will be considered. Previous studies have been done only at specific locations, especially single markets in Taiwan and for a specific tourist profile (A.-T. Hsieh & Chang 2006; Chang & Chiang 2006). This limits the results of previous studies. A broader view of issues surrounding tourist marketplaces can be established in this thesis. One key interest in this research lies in the tourists' attitude towards authenticity and the factors contributing to the authenticity elements (Cohen, 2012). The authenticity issues have been widely discussed in tourism studies but not related to the idea of authenticity in marketplaces.

The tourist marketplaces are facing substantial challenges in maintaining their businesses. This research will help to clarify tourists' and other stakeholders' views towards the future of these settings. Most of these marketplaces have been in existence for many years, and concerns about sustainability and the future of tourism marketplaces will be assessed. In recent years the traditional tourist marketplaces are competing with 'imitation' tourist marketplaces, and air-conditioned malls. Therefore, it is necessary to address questions about the sustainability of these marketplaces and what are some of the factors that prompt tourists to continue shopping at these locations.

This first aim in this thesis is to consider tourists visiting marketplaces in Malaysia, Thailand and Cambodia. The initial views of these tourists towards selected key issues will identify how marketplaces are "seen" by tourists and will focus on the language they use to describe marketplaces. In the next part of the work, the key issues of experience, authenticity, sustainability and the future of the Southeast Asian marketplaces will be considered. Understanding the views of tourists towards these issues will occupy the central aim of this thesis. The final research aim will be to analyse views of additional stakeholders: business managers and owners of the marketplaces. The responses to the key issues may be inconsistent across Southeast Asian countries. As a result, a comparison of views will be employed to build a broad Southeast Asian perspective using the popular marketplaces in Malaysia, Thailand and Cambodia.

A key point of clarification:

In tourism study the term markets is used extensively. Typically it refers to market segments. To avoid confusion with this use of term, in this thesis the expression tourist marketplaces will be used. The expression marketplace is seen as focusing on both people and spaces and should not be viewed as overemphasising the place or physical component of the topic of interest. Importantly, tourist marketplaces are those which substantial members of either domestic or international tourist visit. Typically, these tourist marketplaces, unlike marketplace used predominantly by the local community, are featured in tourist guides and tourism promotion.

1.2 The global outlook for the tourism industry

The prospect of tourism is generally viewed as positive. Tourist arrivals worldwide are expected to escalate, reaching 1.8 billion arrivals internationally by 2030 (refer Figure 1) (UNWTO, 2014b). Asia and the Pacific has experienced robust growth for four consecutive years. Southeast Asia was again the fastest growing sub region in its own region and in the world, as reported by the UNWTO Tourism Highlights (2014). With the projected growth rate of 3.3% a year over the duration 2010 – 2030 worldwide, the tourism industry promises to be a key driver for the emerging economies in many Southeast Asian destinations. In this context it is valuable to undertake research on the resources and tourist attractions which underpin the appeal of Southeast Asian tourist destinations.

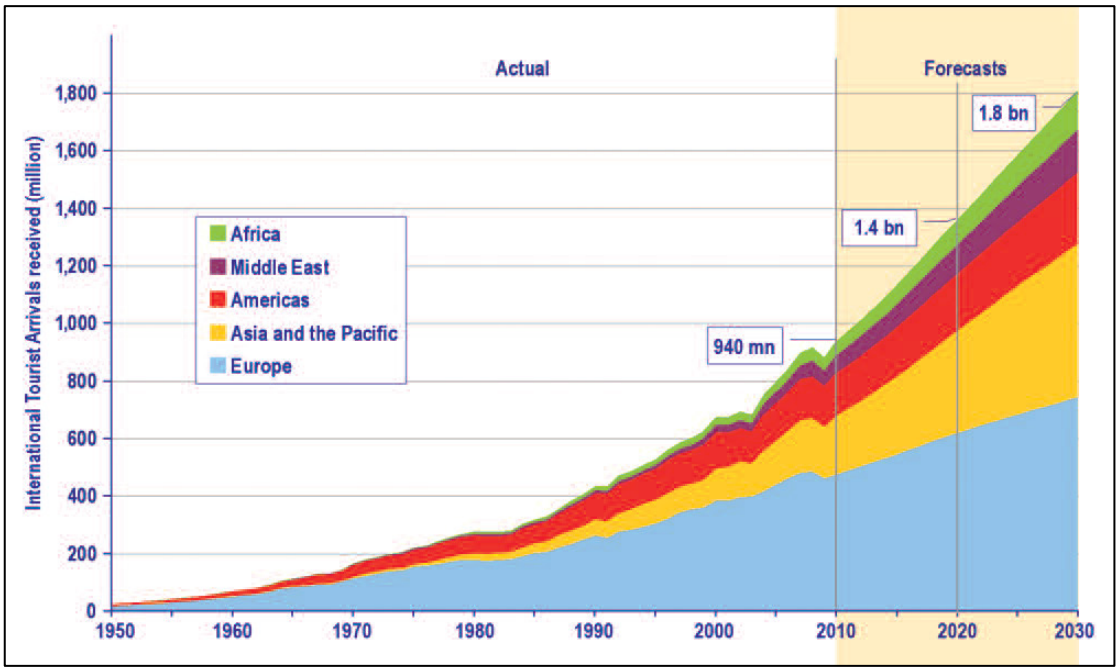

Figure 1.1 UNWTO trends and forecasts 1950 – 2030 p. 14

1.2.1 The Association of Southeast Asian Nations (ASEAN) Tourism Industry

Initially, the establishment of ASEAN was aimed at maintaining peace and stability in the Southeast Asian region through discussion and negotiation with fellow members.

The ASEAN, was established on 8 August 1967 in Thailand, with the signing of the ASEAN Declaration (Bangkok Declaration) by the five founding members of ASEAN, namely Indonesia, Malaysia, Philippines, Singapore and Thailand (Ravinder, 2008). As set out in the ASEAN Declaration, the aims and purposes of ASEAN are:

1. To accelerate the economic growth, social progress and cultural development in the region through joint endeavours in the spirit of equality and partnership in order to strengthen the foundation for a prosperous and peaceful community of Southeast Asian Nations;
2. To promote regional peace and stability through abiding respect for justice and the rule of law in the relationship among countries of the region and adherence to the principles of the United Nations Charter;
3. To promote active collaboration and mutual assistance on matters of common interest in the economic, social, cultural, technical, scientific and administrative fields;
4. To provide assistance to each other in the form of training and research facilities in the educational, professional, technical and administrative spheres;

5. To collaborate more effectively for the greater utilisation of their agriculture and industries, the expansion of their trade, including the study of the problems of international commodity trade, the improvement of their transportation and communications facilities and the raising of the living standards of their peoples;
6. To promote Southeast Asian studies; and
7. To maintain close and beneficial cooperation with existing international and regional organisations with similar aims and purposes, and explore all avenues for even closer cooperation among themselves. (Secretariat, 2003)

The ASEAN countries now include the majority of the nations in the Asian region. There are also various regional groupings of nations especially relevant to tourism growth. Regional groupings such as APEC (Asia–Pacific Economic Corporation) with 'the APEC Tourism Charter', PATA (Pacific Asia Travel Association), the ASEAN (Association of South East Asian Nations), the GMS (Great Mekong Sub region), the BIMP-EAGA (Brunei, Indonesia, Malaysia and the Philippines East Asia Growth Association) and the IMT-GT (Indonesia, Malaysia, Thailand- Growth Triangle) are all organizations of interest to this research and are connected through intra-regional tourism (Ravinder, 2008; Yeoman, Brass, & McMahon-Beattie, 2007)

The ASEAN members decided to focus on tourism in the late 1980s as the travel and tourism industry began to receive attention for its role as a mechanism for ASEAN economic development and social – cultural integration (Organization, 2010). Since then tourism has been one of the prominent sectors for ASEAN integration. Some figures highlighting the growth of ASEAN tourism are as follows:

- In 2010, ASEAN tourism attained a marked increase with total arrivals exceeding 73 million with a growth rate of 11 percent from a base of 65 million tourists in 2009. Thirty four million of the 65 million were Intra-ASEAN travellers, which reinforces the positive push to maintain an ASEAN Community in the years to come (Secretariat, 2010b).

Table 1.1: ASEAN Tourist Arrivals

Year	Tourist Arrivals
2005	52,811,170
2006	56,914,488
2007	62,272,270
2008	65,400,908
2009	65,680,330
2010	72,905,166
2011	81,229,000
2012	89,225,700
2013	98,000,000

Source: (UNWTO, 2014)

- Intra – ASEAN travel has become a key growth where total arrivals in 2000 increased from 41%-46% in 2008
- Singapore, Indonesia, Malaysia, and Thailand are the major sources of ASEAN markets.
- International tourism receipts for the ASEAN region rose from US$16.98 billion to US$54.6 billion 2008 (Organization, 2010)

Based on the forecasted information by PATA and ASEAN it is anticipated that by 2015 international arrivals into the ASEAN region will have grown close to 100 million tourist arrival representing a growth rate of over 25% since 2010. Travelling in ASEAN countries has been made easier from one ASEAN country to another. The first six ASEAN countries – Brunei Darussalam, Indonesia, Malaysia, the Philippines, Singapore and Thailand – have long had an arrangement for the visa-free entry for one another's nationals.

1.2.2 The growth of tourism in Southeast Asia

Undeniably, the prospective for developing the travel and tourism sector in the ASEAN region is immense. It is strategically located at the heart of Asia, the world's most economically dynamic region. Southeast Asia has been important in the greater region's dynamic growth in the tourism sector. Since the combined ASEAN countries format was established, the tourism industry in the ASEAN countries have recorded a total of 21.6 million tourist arrivals in 1992 to almost 90 million in 2012 (Statistics, 2012)

In Table 1.2, actual and predicted tourist arrivals to Asia and the Pacific from the year 1990 to 2020 are outlined. The ASEAN region received 21.5 million international tourists, in the year 2000, and 66.7 million international tourists in 2010 and an estimation of 135.8 million international tourists by the year 2020. From these statistics the ASEAN region will constitute 34-39% of the Asia Pacific market. Tourism in the ASEAN region can be understood by highlighting the numbers and receipts of specific countries. These data have influenced the choice of the three countries in this thesis.

Table 1.2 Tourists Arrival to Asia and the Pacific 1990 – 2020

Year				
Region	**1990**	**2000**	**2010**	**2020 (estimation)**
	(million)			
Asia Pacific	54.6	92.9	195.2	397.2
Far East	28.0	51.7	109.3	224.4
ASEAN	21.5	37.0	66.7	135.8
Australasia	3.2	6.2	12.0	22.9
Melanesia, Micronesia and Polynesia	2.0	3.6	7.2	14.1

Source: UNWTO, 2010

Table: 1.3 International Tourist arrival and Receipts for Southeast Asian countries

Destination South-East Asia	International Tourists Arrival				International Tourism Receipts				
	(1000)				US $Million				
	2010	2011	2012	2013	2010	2011	2012	2013	Share%
Brunei Darussalam	214	242	209	225	…	…	…	…	…
Cambodia	2,508	2,882	3,584	4,210	1,519	2,084	2,463	2,660	0.7
Indonesia	7,003	7,650	8,044	8,802	6,957	7,997	8,325	9,337	2.6
Lao	1,670	1,786	2,140	..	382	406	451	…	…
Malaysia	24,577	24,714	25,033	25,715	18,115	19,656	20,250	21,018	5.9
Myanmar	311	391	593	900	72	281	…	…	…
Philippine	3,520	3,917	4,273	4,681	2,630	3,190	4,061	4,683	1.3
Singapore	9,161	10,390	11,098	…	14,178	18,086	19,023	18,953	5.3
Thailand	15,936	19,230	22,354	26,547	20,104	27,184	33,826	42,080	11.7
Timor-Leste	45	50	55	78	26	21	21	…	..
Vietnam	5,050	6,251	6,848	7,572	4,450	5,710	6,830	7,503	2.1

Source: (UNWTO, 2014a)

The massive increase in international tourist arrivals to Asia Pacific are due to the development of the tourism industry in Asia, especially Southeast Asia as a result of new access and changing perceptions of Western tourists, the Middle Eastern visitor, and East Asian travellers to the region. Arguably, some of these tourists are drawn by cultural tourism interests, including the opportunity to see local ways of life (Severino, 2011). The development and growth of tourism in Southeast Asia has been strongly influenced by the new transport technologies. The introduction of wide-bodied aircraft, and increasingly fuel-efficient aircraft for long haul routes, has contributed to the development as well as the emergence of new airlines. The growth of low cost-carriers which introduce cost savings in flying, together with travel packages have further stimulated the expansion of mass tourism (Hampton, 2005). The competition between Singapore, Kuala Lumpur and Bangkok as aviation hubs of Asia has helped attract more airline traffic (UNWTO, 2010)

Tourism is now considered as one of the major industries for most of the Southeast Asian countries. The tourism industry has stimulated infrastructure development (at tourist destination and hospitality sites), foreign currency exchange, improvements in transportation and other benefits for economic development. Southeast Asia already boasts a number of world-class tourist destinations.

1.2.3 Selection of country study sites

The report "ASEAN Integration and Its Impact on Tourism" emphasized that several agreements have supported the travel and tourism industry. For example, ASEAN Community (2009-2015) emphasized three pillars of importance: - political and security community, economic community and socio-cultural community. The designated pillars ensure peace, stability and prosperity in the ASEAN region. The ASEAN Tourism Strategic Plan (2011-2015) was planned to further push tourism integration, industry promotion as well as travel facilitation and connectivity among ASEAN members (Secretariat, 2010b). Thailand which initially started the phenomenal event of Visit Thailand Year to celebrate the 60th birthday of King Bhumibhol Adulyadej has set an excellent model for countries like Malaysia and Cambodia to follow. Malaysia, Thailand and Cambodia have been very successful in branding their destination; Malaysia with "Malaysia Truly Asia; Thailand with "Amazing Thailand and Cambodia with "Kingdom of Wonder." Each of the countries offers a range of attractions that cater to cultural enthusiasts reflecting the country's unique resources, varieties of food and beverage and shopping environments.

The implications for this thesis are that the tourism developments and products in the ASEAN region are very relevant for the economic growth. ASEAN has also implemented a long-term tourism strategy to help the development of the tourism sector in the sub region. The continuing influence of the travel and tourism industry to attract visitors and tourists to the region and the success of events to attract local and foreign investors are all important contextual issues providing a rationale for this specific set of studies in South East Asia.

1.2.4 Overview on formal and informal economic activities in tourism

In this research, the focus will be on one of the most important economic activities in the tourism industry. In developing countries such as Malaysia, Thailand and Cambodia informal economic activity is significant in tourism destination areas. Dallen J. Timothy and Geoffrey Wall (1997) noted that the informal sector in the South East Asian region was not often studied

in the academic literature. As cited in Timothy and Wall (1997), Crick (1992) observed that the formal sector of the tourism economy was mostly recognised and supported by the government in terms of licensing and funding, whereas the informal tourism sector was generally beyond the enforcement of tourism authorities. Street markets, night markets, walking street markets, and open-air markets are part of the informal sector of the tourism economy. These kinds of markets help promote tourism at a local level (Kikuchi & Ryan, 2007;Timothy and Wall, 1997).

1.2.4.1 The Tourism growth in Malaysia

Malaysia has experienced a strong pace of tourism development and the country is a major tourist destination in Southeast Asia. In the worldwide rankings amongst the leading global destinations, Malaysia has a position among the top 10 in terms of the arrival of tourists (Malaysia, 2012). Table 1.2 shows that the industry is also a major contributor to the country's economy which was able to generate RM 60 billion in 2012 (approx.US19 billion). By 2020, the tourism industry is expected to contribute RM 103.6 billion (approx. US 30 billion), with an increase in the arrival of tourists from 24 million in 2009 to 36 million by the year 2020.

Geographically, Malaysia consists of Peninsula Malaysia and East Malaysia. Peninsular Malaysia (11 states and 2 federal territories; Kuala Lumpur and Putrajaya) is separated by the South China Sea from East Malaysia which includes the two states (Sabah and Sarawak on the island of Borneo) and a third federal territory, the island of Labuan. Peninsula Malaysia shares a border with Thailand to the north, and Singapore to the south. Peninsula Malaysia is connected by a causeway and a bridge (the 'second link') to the island state of Singapore. East Malaysia (Borneo) shares borders with Brunei and Indonesia.

With the positive growth of the tourism industry in the Malaysian economy, the government launched the Economic Transformation Programme (ETP) in 2012. The intent of this programme was to capture the growth potential of tourism and to realize the potential of Malaysia to become a high-income nation by 2020 ("Memperkasakan Industri Pelancongan," 2011). Tourism has been identified as one of the national key economic areas (NKEA) for this economic transformation. In this regard, Malaysia Tourism Transformation Programme (MTTP) was designed to achieve the target of attracting 36 million international tourists and generate RM168 billion in tourism revenue by 2020. This target translates to a 3-fold expansion of foreign exchange earnings, thereby contributing RM3 billion (US 1 billion) of income per week in 2020 ("Memperkasakan Industri Pelancongan," 2011). For this strategic ambition to be accomplished key entry point projects (EPP) under the proposed Tourism NKEA are based on the themes of

affordable luxury, family fun, adventures of nature, business tourism, and international events, spa and sports (2011).

At the same time, continuous marketing on product niches for Malaysia, notably ecotourism, agro tourism, shopping, homestay, Malaysia my second home programme, contemporary art tourism and a shoe festival are also target areas for attracting tourists. These are among the creative tourism products which are developed as part of the government's effort to promote a dynamic and vibrant tourism industry in Malaysia (Malaysia, 2012).

Table 1.4: Tourist Arrivals to Malaysia

Year	Arrivals (Millions)
2000	10.22
2001	12.78
2002	13.29
2003	10.58
2004	15.70
2005	16.43
2006	17.55
2007	20.97
2008	22.05
2009	23.65
2010	24.58
2011	24.71
2012	25.03
2013	25.72
2014	27.44

Source: Tourism Malaysia, 2015

Cultural tourism has always been as one of Malaysia's successful niche products and has been attracting both international tourists as well as Malaysian domestic travellers. Malaysia's cultural tourism assets are considerable and range from historical buildings to multicultural life styles. Malaysia has close competitors in the region with countries such as Thailand, Singapore, Indonesia and the Philippines. Nevertheless, with the famous tagline 'Malaysia Truly Asia' (Malaysia, 2008), Malaysia had been able to manage its identity and compete with other prestigious and well-known destination in Asia. The 'Malaysia Truly Asia' worldwide marketing campaign has essentially been successful in attracting tourists since 1999. The UNWTO forecast

that international tourist arrivals 1.8 billion by 2030, with the Asia and Pacific areas gaining most of the new arrivals (Network, 2012). This predicted growth suggests that Malaysia will continue to receive more tourist arrivals, and therefore tourism industry players need to give value to the tourists' experiences while they are in the country.

Malaysia is also a growing shopping hub with great potential to reach out to the high consumer market in Asia, particularly ASEAN countries. Shopping is one of the 12 key entry point projects under the National Key Economic Areas NKEA for Tourism. The aim of this EPP, which falls under the theme affordable luxury, is to increase the contribution of shopping receipts from 28% in 2009 to 35% by 2020. Towards this end, the average tourist shopping expenditure is targeted to increase from RM631 (approximately US$186 (US$1 = RM$3.40 in 2009)) to RM1, 636 by 2020 (approximately US$480 (US$1 = RM$3.40 in 2009)). In 2011, shopping accounted for 30% of the total expenditure of RM58.3 billion (approximately US$18.21billion (US$1 = RM$3.20 in 2011)). The growth in spending on shopping can be associated with a number of initiatives including:

- Removal of import duty for 328 items to enable Malaysia to offer duty free shopping;
- The formation of the Bukit Bintang - Kuala Lumpur Convention Centre (BB-KLCC) Shopping Precinct and BB-KLCC Tourism Association to enhance the shopping experience;
- Construction of the covered walkway from Bukit Bintang to KLCC for the comfort and convenience of tourists; and
- Mega sales and promotions throughout the year to provide value for money ("Memperkasakan Industri Pelancongan," 2011) .

As a result of the above initiatives, Kuala Lumpur was ranked the 4th best shopping destination by CNN Travel and 2nd Best Shopping Destination in Asia-Pacific by Global Shopping Index in 2012 (V. Kim, 2013) .

1.2.4.1.1 Marketplaces in Malaysia

In Malaysia, marketplaces are also known by other names such as morning market, night market, farmer's market (Pasar tani), Sunday market, bazaar, souq, flea market and cultural market. These marketplaces in Malaysia can be categorized as including those for tourist products (specialist) and non-tourist products (general). For the marketplace that caters to the tourists such as the cultural market, the existence of this type of marketplace intentionally exists to fulfill the shopping needs for the tourist. This differs from marketplaces that exist for non-tourist products, for example the regular market for the locals to buy food and basic products.

Farmer's market

Wet market

Kota Kinabalu Sunday market, Jalan Gaya

Figure 1.2: Types of marketplace in Malaysia

In the Asian region especially in the Southeast Asia countries such as Malaysia, Thailand and Cambodia, going to a night market is seen as a necessary part of everyday life. Malaysia in particular has several well-known markets especially night markets. The common concept of a night market in Malaysia is an open – air shopping area where the vendors set up their stalls at a designated area or street allocated to them.

The popularity of Malaysian markets especially night markets are undeniable. The most well-known night market in Malaysia based on the websites features is the Petaling street night market. Petaling street night market is located at Chinatown in Kuala Lumpur and is known as a tourist haven for its variety in the choice of souvenirs, notably imitation goods (watches, handbags, shoes etc.) (Penny, 2012). It is also a popular bargain location for the locals. Further specification of how the tourist marketplaces were chosen for this research are provided in the later chapters.

1.2.4.2 The Tourism growth in Thailand

The Kingdom of Thailand, formerly known as '*Siam*' is bordered to the north by Burma and Laos, to the south by Malaysia and to the east by Laos and Cambodia. Thailand has long been a favourite tourist destination for international tourists. Thailand is also well-known among tourists for its cultural heritage, beaches and warm hospitality. Tourist attractions in Thailand can be found throughout the country. For example, Chiang Mai and Chiang Rai in the north, are well-known for the indigenous hill tribes with mountains as the landscape. Colourful night markets and temples with very distinct northern Thai architecture are also featured in regional promotion. The south of Thailand offers tourists several famous islands; Phuket, Koh Li Pe, Koh Pa Nga and Koh Samui. Towards the east and northeast, there are archaeological sites and ancient ruins, while in the central region, including Bangkok, there is the grand palace, the temples (Wats), historical sites and also shopping at the floating markets. Owing to the abundance and variety of cultural and natural resources, Thailand is a favoured destination for cultural adventure seekers and ecotourists (Thailand, 2011).

Tourism in Thailand waned during the economic crisis in 1997 but has managed respectable growth since then. In particular, growth continued from the year 2000 due to the aggressive marketing and increases in the number of flights to Thailand (Thailand Tourism, 2003). Despite the economic downturn and the September 11 attack in New York, Thailand managed an increase of 5.8% that year due to its reputation as a safe and stable society. However, there have been other significant disruptions to tourism growth such as the SARS epidemic; the Tsunami at the end of 2004, global recession and political disturbances, and major floods; had an impact on international tourist arrivals (Thailand Tourism Statistics, 2012). In 2014, the Tourism Authority of Thailand (TAT) reported that East Asia remains the largest source of arrivals of 16.09 million 28.47%; rising from 2012. The countries that contribute to the growth of tourism industry to Thailand in 2013 were China, Malaysia, Russia, Japan, South Korea, India, Laos, Australia, the United Kingdom, and Singapore (Tourism Authority of Thailand, 2014) .

Table 1.5: Tourist Arrivals to Thailand

Year	Arrivals (Millions)
2000	9.58
2001	10.13
2002	10.87
2003	10.08
2004	11.74
2005	11.57
2006	13.82
2007	14.46
2008	14.58
2009	14.15
2010	15.94
2011	19.23
2012	22.35
2013	26.55
2014	24.78

Source: Office of Tourism Development, Tourism Authority of Thailand, 2015

The Tourism Authority of Thailand (TAT) cites as reasons for its growth the expansion of low-cost carriers in the region; the strong flow of tourists from China, India,, Japan and the Russian Federation; value-for-money products compared to other competitive destination markets; and a successful rebranding of the promotion tagline by the Governor of Tourism Authority of Thailand from "Amazing Thailand" to "Amazing Thailand: It Begins with the People" campaign throughout 2014. The main contributing markets for the future are likely be Asian countries and the launching of the ASEAN Community in 2015 will spur even further growth (Tourism Authority of Thailand, 2014).

1.2.4.2.1 Marketplaces in Thailand

Thailand marketplaces especially around Bangkok and Chiang Mai offer varied shopping experiences. Besides offering a good insight into local life and experiencing a unique shopping atmosphere, locals and tourists are able to go to various themed marketplaces in cities such as Bangkok and Chiang Mai. Marketplaces in Bangkok and Chiang Mai can be classified into several types; weekend market, night market, floating market, flower market, food market, craft market and vintage/ antique market (Thailand, 2014).

Damnoen Saduak floating market is perhaps the most publicised in the Thai tourist imagery. It offers a unique marketplace shopping experience with a different setting. Instead of setting up stalls, vendors use small boats to display their products which include fresh fruit, local delicacies for cooking and souvenirs. There are several tours which tourists in Bangkok can buy for Damnoen Saduak as a special experience (2014).

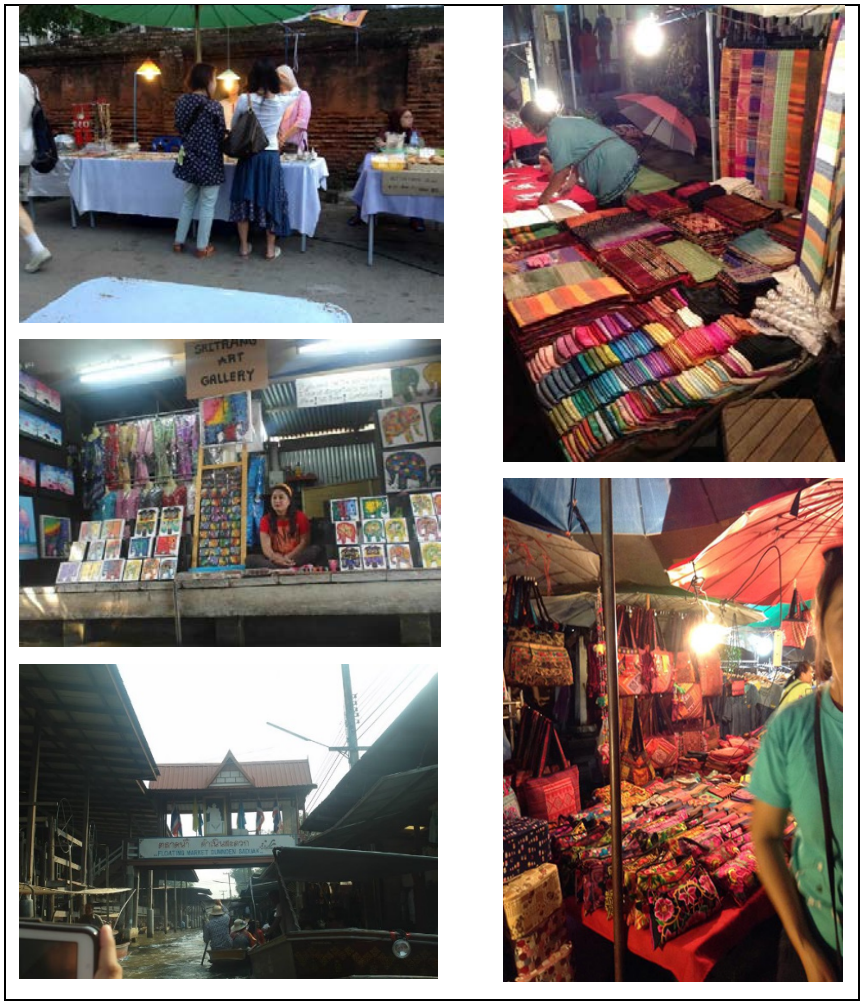

Figure 1.3: Tourist marketplaces in Chiang Mai and Bangkok

Other marketplaces that have reached a landmark status and a must-visit-place in Bangkok is the Chatuchak Weekend marketplace. The Chatuchak marketplace has over 8,000 market stalls. This weekend marketplace houses local Thai products from various categories. Products at the Chatuchak marketplace can be divided into 11 categories: clothing, handicrafts, ceramics, furniture and home decorations, food and beverage, plants and gardening, arts and gallery, pets and pet accessories, books, antiques and collectibles, used clothing and other miscellaneous sections.

Chiang Mai, in the northern part of Thailand, is also well known for its marketplaces. Chiang Mai Night Market is probably the most famous and popular tourism location and is considered one of the cheapest places for tourists to shop in Thailand, owing to its close proximity to the source of products and the lower cost of living in Chiang Mai (Reality, 2012)

The Thai Government implemented the Silom Street project as a problem solver for environment pollution at the one of the most congested streets in Thailand. The street was closed for public activities and was opened only for walking activities to educate road users about sustaining the environment in the city (Laosirihongthong & Pattaramunikul, 2004)). Based on the success story of “Bangkok Silom Road”, the project has been replicated in Chiang Mai. The ‘Walking Street’ project was intended to reduce the flow of traffic, air and noise pollution. Apart from promoting the tourism activities, the "Chiang Mai walking street” on Wualai Street was designed for local handicraft products and their vendors who traditionally sold their wares on the streets. The main idea of organising the “Walking street" project was to convert the nearby community into a hub for arts, cultural performances and displays of cultural tourism products. This street is accessible to domestic and international tourists (Tidtichumrernporn et al., 2010). The 'Walking Street' markets were formerly the Sunday Market along Ratchadamonoen Road (through the old town near Thape gate), and the Saturday evening market along Wualai Street which traditionally hosted the silversmiths and jewellery shops of the city.

1.2.4.3 Tourism growth in Cambodia

The Kingdom of Cambodia is situated to the northeast of Thailand, west of Vietnam and southeast of Laos. In the early years, Cambodia was once known as the ‘Farmland’ of Asia. In the 1960s Cambodia was one of the top tourist destinations in Southeast Asia especially for Westerners. During that era, Phnom Penh and the famous Angkor Watt in Siem Reap were among the major attractions. The Civil War that occurred in 1970 ended the glorious earlier years of Cambodian tourism (Leung, Lam, & Wong, 1996). The government of Cambodia has now prioritised the country’s tourism industry, specifically cultural and eco-tourism in order to develop and promote the expansion of Cambodia’s economy and help poverty alleviation.

Cambodia receives the most tourist arrivals between the months of November to April. In 2011, the Cambodian Ministry of Tourism reported the arrival of 2.88 million foreigners, first to Siem Reap Province and second to the Cambodian capital. The arrivals of tourists produced earnings of 1.9 billion US dollars, (12 % of the GDP).

During the first quarter of 2012, the Ministry of Tourism reported that most visitors – 51.6% (905,773 persons) - to Cambodia arrived by land and waterways and due to the improvement of land transport connections with Vietnam, Laos and Thailand. The second style of arrival was by air into Phnom Penh and Siem Reap international airports (850,879 persons, 48.4 %) (Rodas, 2012).

Further, the Ministry reports that although many Cambodians prepare for European visitors in reality it is Vietnam that is the number one provider of tourists for the Kingdom with a share of 21.5 % during the first quarter of this year. The second tourist provider was South Korea (12.9%), followed by China (8.6 %), Laos (5.9%) and Thailand (5.2%). These figures fluctuate annually according to the political tensions among the countries. In conclusion, Asians are the most important inbound tourists and United States citizens make up the 6th group of visitors (5.2 %), followed by Japan (4.9%), France (3.4%), Australia (3.3%) and the U.K. (3.3%).

Table 1.6: Tourist Arrivals to Cambodia

Year	Arrivals
2000	466,365
2001	604,919
2002	786,524
2003	701,014
2004	1,055,202
2005	1,421,615
2006	1,700,041
2007	2,015,128
2008	2,125,465
2009	2,161,577
2010	2,508,289
2011	2,881,862
2012	3,584,307
2013	4,210,165
2014	4,502,775

Source: (Cambodia, 2015)

The Director of Statistics Department of Ministry of Tourism also reported that the growth of foreign visitors has increased due to the country's growing political stability, supported

by effective marketing and promotion of the Kingdom of Wonders, convenient travelling documentation, and the constant opening of direct flights from different destinations.

1.2.4.3.1 Marketplaces in Cambodia

Most shopping takes place in the markets in Phnom Penh. In the capital, Central market and Psar Toul Tom Poung (Russian Market) are the acknowledged places to buy souvenirs. The markets of Phnom Penh are an exciting and at times exhilarating places to explore. There are many items to be found in any of these markets from fresh food and household items to clothing and trinkets (Cambodia, 2014) .

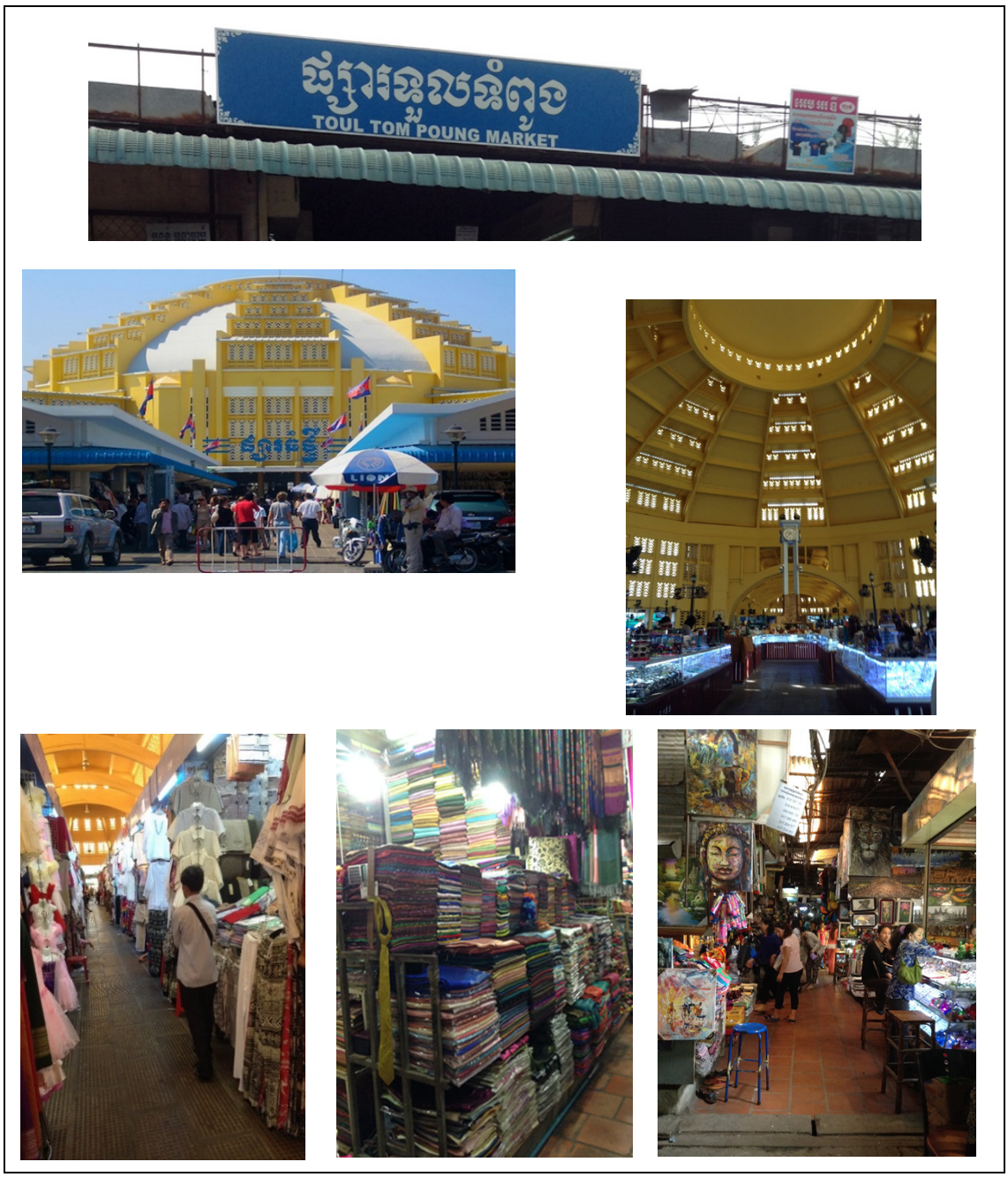

Figure 1.4 Situation at Central Market Phnom Penh and Russian Market, Phnom Penh

1.3 Cultural Tourism and the Cultural Tourist

One of the attractions for a trip to the Southeast Asia is cultural tourism. Cultural differences within a country and between countries motivate and stimulate tourists' interests. The United Nations World Tourism Organization (UNWTO) (cited in Richards, 1996) formulated a view of cultural tourism as "man-made" tourism centred outcomes. These attractions could be purposefully designed for tourists or arise because tourists are interested in existing "man-made" attitudes, structures and ways of life.

Sociologists such as MacCannell and Urry repeatedly link culture and tourism in their work. MacCannell (1973) emphasised that tourism is a cultural experience. In Chapter 2 of this thesis, a consideration of this view of culture and authenticity will be considered in more detail. Urry (1990) also explained that tourism is embedded as culture, both because the way tourists gaze on the world is due to their cultural background and what they see has its own cultural integrity and meaning. A visit to the marketplaces is one of the cultural tourism activities which offer an opportunity to gaze on a local scene and extract meaning and possibly value in terms of perceived authenticity

The terms 'cultural tourism' and 'cultural tourists' are widely utilised, and at the same time misinterpreted in the tourism industry. At present, most scholars and researchers employing the Cultural Tourism concept do so based on the definition by the UNWTO (United Nations World Tourism Organization). More specifically, Richards (1996) states that "Cultural tourism has been defined as the movement of persons to cultural attractions away from their normal place or residence, with the intention to gather new information and experiences to satisfy their cultural needs" (pg.9). To further clarify the relationship between the past and contemporary culture, Richards states that "cultural tourism is not just about the past but also covers the contemporary culture or 'way of life' of people or region" (2001).

Cultural tourism is also seen as a subset of tourism that is defined as a form of travel directed towards experiencing the traditional and/or contemporary culture, arts, as well as special character/s of a place such as visual and literary arts, language, museums, heritage, crafts, and architecture (Ivanovic, 2008). For many tourists travelling to other countries and encountering different cultures is synonymous with a cultural tourism experience.

In the early tourism studies, scholars such as Eric Cohen, Valene L. Smith, Ted Silberberg and Robert Stebbins, developed categorizations of types of tourism and the typologies of cultural tourists. Smith (1979) essentially segregated tourism into five categories; ethnic tourism, cultural tourism, history tourism, environmental tourism and recreational tourism. She then argued that cultural tourism refers to tourism activities that include culture elements as their attractions. This approach effectively includes entertainment, lifestyle, agriculture, food and beverage, culture heritage, architecture, handicraft products, and hospitality characteristics as all captured by the term cultural tourism. In 1989, Smith indicated that the cultural tourism concept has to be viewed from two perspectives: firstly, cultural tourism refers to the tourist interested in going to a certain destination due to cultural factors and cultural activities performed. At the sites, the desire is to experience being among the local communities. The second point is this is a cluster of products can be classified as 'cultural' at a certain destination.

Cohen (1979) also clustered tourists into four categories: Firstly, recreation tourists who emphasized relaxation in reviving their health and being peaceful. Secondly, the diversionary tourist who is 'running away' from the mundane. Thirdly, the experiential tourist category where people seek aesthetic values in other places. Finally, Cohen included an existential tourist category, in which tourists find enlightenment by admiring the culture at certain destinations. While all of Cohen's groups may have some contact with the visited culture, the existential tourists are arguably the most involved cultural visitors.

In another classification Silberberg (1995) identified four types of cultural tourists, ranging from the greatly motivated to the accidental, while Shifflet and Associates (1999) identified three types of heritage tourists: 'core', 'moderate' and 'low', with each of the segments demonstrating different behaviours and spending patterns. Stebbins (1996) suggests that the cultural tourist can be classified into two types: 'general' and 'specialized'. The general cultural tourist makes a hobby of visiting different geographic sites. Over time, as general cultural tourists increase their knowledge of different cultures, they may become specialized cultural tourists who focus on one or a small number of geographic sites or cultural entities.

A growing body of literature indicates that some people are more highly motivated to participate in cultural tourism than others. McKercher (2002b) suggests that cultural tourists can be understood by considering two issues: the main reason for a trip and the level of experiences at a certain destinations. There are a number of conceptual and empirical studies which have attempted to use these kinds of measures and explore the typology of cultural tourists.

Martin, Bridges, and Valliere (2004) have worked on visitor behaviours and assessed demographic profiles of visitors to Vermont, USA. They reported that cultural and general visitors are very different in terms of activities, expenditures, information sources used and lodging preferences. Their study established that cultural heritage visitors were different from other visitors on most measures, implying that heritage planners and marketers should take these differences into consideration when planning and promoting cultural heritage tourism.

Many researchers have argued that contemporary tourists demand more than mere sightseeing and photographing local attractions. Arguably, many of today's tourists are generally more sensitive to local culture than some predecessors as they tend to be better informed about their target destination, and are regularly in search of new and genuine experiences. Bowen and Clarke (2009) state that contemporary tourists often seek satisfaction through direct and personal

experiences. In broad terms, cultural tourism is an appealing product for contemporary tourists as it offers special interest tourism based on the search for and participation in new as well as deep cultural experiences, whether aesthetic, intellectual, emotional, or psychological (Stebbins, 1996).

In determining the role of culture in destination attractiveness Ritchie and Zins (1978) defined cultural tourism as "the consumption by tourists of features resembling the culture of a society". All of the above statements are underpinned by a broad definition of culture but the main idea in cultural tourism is the word "culture" itself as it able to clarify the concept in multiple ways. The elements of culture which attract tourists to a particular destination include handicrafts, language, traditions, gastronomy, the history of a region, including visual reminders, types of work engaged in by residents and the technology used, architecture giving the area a distinctive appearance, religion including visible manifestations, educational systems, dress and leisure activities. These elements may be seen as everything of interest to tourists and hence the conclusion can be drawn that cultural tourism lacks a single meaning. In defence of cultural tourism, it can be argued that it provides an identifiable tourism which is not directed at standard hotels, resorts, and international attractions which may lack a sense of place and integration with the visited community. Many elements of cultural tourism mentioned by the researchers can be observed at the tourist marketplaces (Yoon, Spencer, Holecek, & Kim, 2000). One version of tourist marketplaces, the night market activity is a good example of involving tourists in local experiences.

1.4 Introduction to Tourist Marketplaces

Visiting a tourist marketplace can be considered as participating in a cultural tourism activity. The core tourist marketplace experience involves contact with the host community at these settings. Following McKercher and du Cros (2003), such settings must be posed in a mode that is consumable, entertaining and educative. As noted earlier in this chapter, the expression tourist marketplaces, indicates that the market has a regular, visible presence of tourists and is served by explicit promotion by the local tourist sector. The unusual atmosphere, unique products, and diverse characteristics of people that constitute markets often turns out to be one of the favourite destinations visited by tourists. Key cities in a range of countries boast about their markets. Guidebooks such as Frommers identify Guadalajara in Mexico, Provence markets in France, Grand Bazaar in Turkey, Bermondsey market in London, Souk El Gomaa in Cairo, Egypt, Temple street market in Hong Kong and Damnoen Saduak in Bangkok, Thailand, as favourite markets positively received by tourists. Each of the tourist marketplaces has their own unique

characteristic. McMillan (2003) describes Marakeech market in Morocco as “lies on narrow street teeming with shoppers..pungent smells of spice…gaudy colors goods for sale,… vendors offering food for sale. The market is well sectioned where craftspeople grouped by their product: pottery, shoes, brassware, woodwork, engravings, clothings, baskets, and mosaics” (2003: pg 41).

Anthropologist Clifford Geertz (1978) observed “the search for information is the central experience of life in the bazaar”. This statement refers to the idea that here at the tourist marketplace, tourists gain experience of people and places as well as protecting themselves from being over charged. Tourists spend time comparing the offerings of various merchants. Additionally, regular bazaar shoppers establish relationships with certain merchants to prevent themselves from being overcharged or cheated.

A marketplace has a long-established meaning and has been present in Southeast Asia and Europe for centuries as a trading place for regular utilitarian products. The marketplace is seen as an international phenomenon, but in the context of the retail business system, it varies according to cultural conditions and the local economy. In Southeast Asian countries, where there is competition with modern business systems, the importance of traditional marketplaces or public markets is now diminishing, but it still remains as an important element in the municipal business distribution system.

An assortment of product differentiates the goods offered in these locations. At the marketplace, products may include local food and beverages, traditional delicacies, local produce, jewellery, art, counterfeit goods to traditional handicrafts, second-hand good. All these items, according to Pottie-Sherman (2011) are imbued with components of local origins, quality, fakeness/authenticity, modernity/tradition, and familiarity/uniqueness. Marketplaces in the Southeast Asian countries such as in Malaysia, Thailand and Cambodia vary in appearance, time of the day, and are known by a variety of names. As quoted in PeÑA (1999), the marketplace can take a diversity of forms: market buildings, open-air market places, periodic marketplaces (weekday, weekends, night, morning, festival and so on), permanent and mobile marketplaces.

A bazaar or souq is a shopping space comprised of small shops, with its birth in the Middle East (Ahour, 2011). A bazaar has powerful, historical and specific associations and seems to be a relatively new phenomenon in the Southeast Asian region as they are meeting the demands of Middle-Eastern or Arab tourists. Both the bazaar and the marketplace are defined as areas of commerce, typically consisting of stalls and non-standard goods either brought in by merchants or hand-made (Poulsen & Sonne, 2004).

The night market as a form of marketplace is popular in the Southeast Asian region and most of the countries in this region have their own famous night market. Arguably a trip to any Asian destination is not complete without a visit to its night markets. A night market, usually commencing at dusk and often lasting until 11pm is a venue for local people to eat out, to shop and so forth.

More formally, tourist marketplace studies can be described in two ways. First some studies are concerned with the vendors, their livelihood and their interaction with tourists (Cukier & Wall, 1994; Ishii, 2012;Timothy and Wall, 1997). This set of studies is tangential to the present work although it confirms the importance and popularity of markets in certain economies, especially in Asia.

The second theme focuses upon the tourists in the markets and is particularly germane to the current study. For example, night markets have attracted the interests of a number of scholars. Chang and her colleagues in Taiwan have assessed the leisure motives of local residents for eating out in night markets (Chang & Hsieh, 2006) and also highlighted the attractiveness of night markets for international visitors. The motivations of American and Japanese tourists visiting Taiwanese night markets were explored and separated into segments, e.g. conservative tourists, moderate novelty-seekers, and well-prepared Japanese tourist explorers (Chang & Chiang, 2006; Chang, et al., 2007). They also examined the key motivations for Hong Kong Chinese visitors visiting Taiwanese night markets. The leading motives for this group were eating out, everyday shopping and novelty seeking (A.-T. Hsieh & Chang, 2006). Tourists' interests in night markets have also been explored in Singapore (Henderson, 2000; Ibrahim & Leng, 2003) and Thailand (Bishop & Robinson, 1999).

Chang & Hui Chiang (2006), Chang et al. (2007), A.-T. Hsieh & Chang (2006), Lee et al. (2008), all suggest that Taiwan night markets have become major tourism resources in the last decade. Night markets in Taiwan are capable of offering tourists 'a chance to experience new things and visit different environments'. It is a conglomeration of native culture and, applying Urry's well-known viewpoint on the tourists' gaze; street vendors perhaps become an appealing focus of tourists' viewing experiences (A.-T. Hsieh & Chang, 2006). Research suggests that food vendors especially, have successfully met tourists' novelty and authenticity-seeking motives through providing delicious local products (Chang & Hui Chiang, 2006; Chang et al., 2007; A.-T. Hsieh & Chang, 2006; Lee et al., 2008). It has also been suggested that tourists had more

positive experiences and stronger images than temporary residents when explaining night market experiences (Chang et al., 2007).

According to A.-T. Hsieh and Chang (2006), the tourist value of night markets is highly related to being with the local people, thus demonstrating the reality of local lifestyle and local culture. In addition, the main reasons that night markets attracted tourists in their study were novelty-seeking, exercising and experiencing local culture and customs. Eating out overwhelmingly dominated the leisure activities, followed by shopping and novelty-seeking. While there have been a number of research studies on specific regional marketplaces, remarkably little research focuses on the "authenticity" and the "sustainability" of those regional types of marketplaces and their future. The possibility of developing research comparing these issues for marketplaces in the region will be central to this thesis.

In the recent years the traditional marketplace have been increasingly under pressure. Specifically, they face competition and threats from big shopping malls, and new markets mushrooming in the local areas. This has affected the rate of user traffic or buyers to traditional markets. The marketplace sites selection (tourist presence, location, size, categorization and types (please refer page 68 for further clarification)) in this research is being determined by sources of information from the country's official tourism website, local website references, global website reviews, and worldwide referenced website for the selected three countries Malaysia, Thailand and Cambodia. These selections procedures fit the definition of tourist marketplaces used in this thesis. Once, the designated locations have been selected based on the websites features, further characteristics will be examined by determining the tourist presence, location, size and types of marketplace.

1.5 Preliminary Directions

The materials reviewed in this chapter shape the directions for the thesis. The pathway for developing the full context for this thesis in terms of major conceptual issues will be pursued in the next chapter.

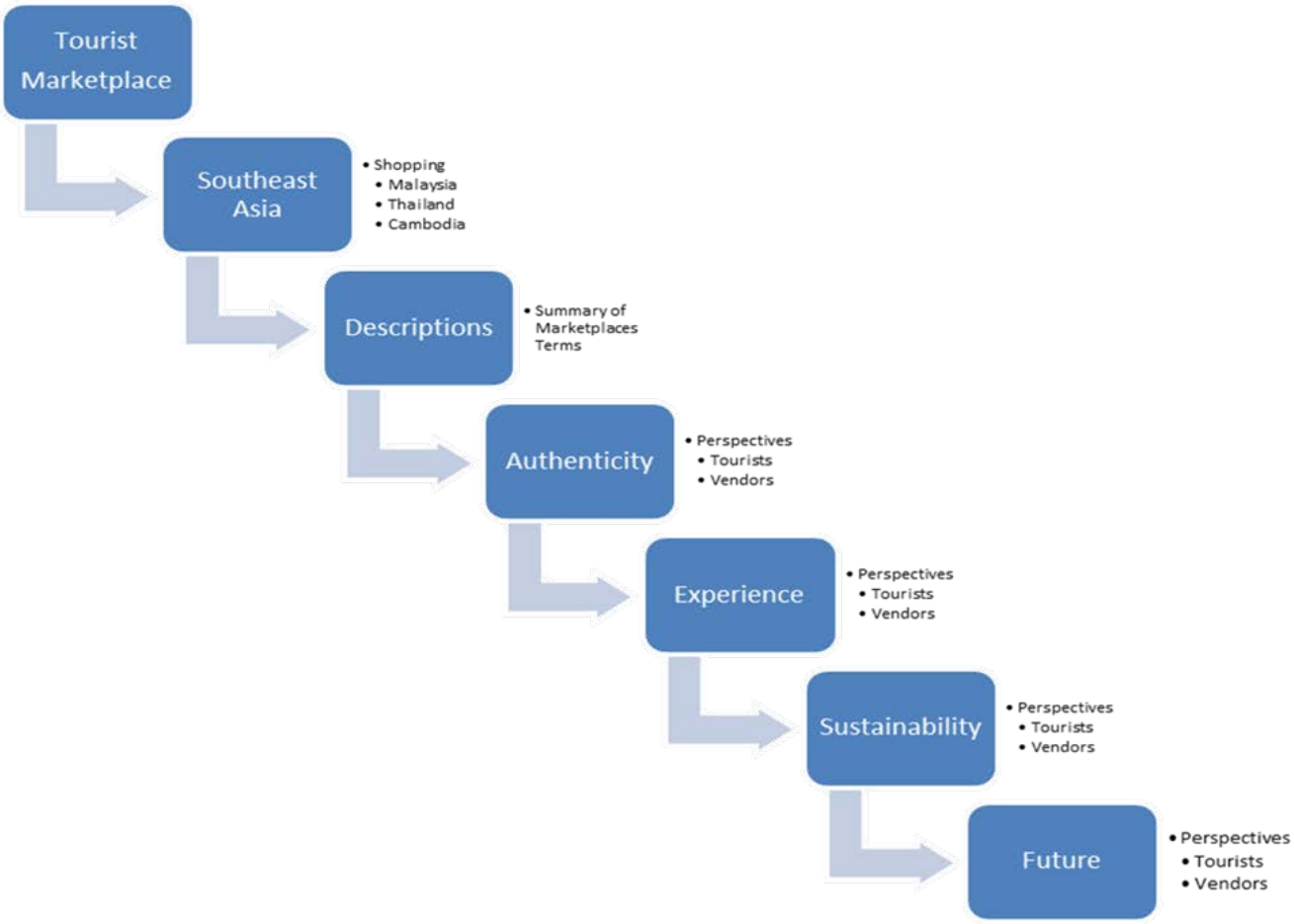

Figure 1.5 Flow of the study Tourist Marketplaces

CHAPTER 2 – Literature Review

Chapter Structure

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2.1.2 Shopping marketplaces

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2.3 Managing Experience and the Experience Economy

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2.1 Introduction

2.1.1 Shopping in General

Tourist destinations around the world have used shopping tourism as a key resources in attracting tourists to their areas (Fowler, Yuan, Meng, & Xu, 2012; A.-T. Hsieh & Chang, 2006; Jansen-Verbeke, 1991; Law & Au, 2000; Mak, Tsang, & Cheung, 1999; Timothy, 2005; Dallen J Timothy & Geoffrey Wall, 1997). Shopping can be seen as an essential part of tourists' experiences and being the main motive for travel and the entity are closely link (A.-T. Hsieh & Chang, 2006; Hsu, Tsai, & Wu, 2009; G. Moscardo, 2004 ; Wu, Wall, & Pearce, 2014).

Previous research findings have identified some key themes pertaining to shopping. There are the studies of tourists' shopping behaviours for craft souvenirs (Littrell et al., 1994; Littrell, Paige, & Song, 2004; Yu & Littrell, 2003); shopping as a destination attraction (G. Moscardo, 2004), shopping preferences from various nationalities and in various destinations (S. S. Kim, Timothy, & Hwang, 2011; Lehto, Cai, O'Leary, & Huan, 2004; Mak et al., 1999; Rosenbaum & Spears, 2005; Tosun, Temizkan, Timothy, & Fyall, 2007); and shopping satisfaction levels (LeHew & Wesley, 2007; Tosun et al., 2007; J. Wong & Law, 2003).

Littrell et al. (1994) and Yu and Littrell (2003), reported that tourists allocate one-third of their expenses on shopping spending. Oh, Cheng, Lehto, and O'Leary (2004), also observed that tourists have a tendency to spend a significant amount of their travel budget on shopping for souvenirs, presents and other memorabilia. As a result, shopping destinations have become increasingly interested in improving shopping opportunities at their locations to benefit from increases in tourist spending.

Cai, Lehto, and O'Leary (2001) conducted a comparative study of Chinese tourists to the United States. The study revealed that among the three types of Chinese travellers that went to the United States there is a specific group of Chinese leisure tourists, who spent the most on gifts at a destination with lodging, food and entertainment being secondary items of expenditure.

Shopping in tourism involves more than purchasing souvenirs, with multiple categorise of products for varied tourist uses being purchased. For souvenirs alone, Littrell, et al (1994) describe four segments built on buying profiles. The findings from Littrell et al. are summarised in Table 2.1 below:

Table 2.1 Souvenir buying profiles

Tourist Profile (interests)	Shopping preferences
Ethnic, Arts and People (Cultural)	Interested in local traditional crafts and arts as souvenirs
History and Parks	Interested in local craft from natural materials, painted products and printed products.
Urban Entertainment	Purchased souvenirs with symbols name or logo to be worn or displayed
Active Outdoor	Purchased souvenirs associated with outdoor activities

Dhokalia, cited in Moscardo (2004), identified three main motives for shopping: utilitarian, family or social interaction, and shopping as a pleasure activity and in its own right with social and relaxation dimensions. In further defining the relationship between tourist activities and shopping preferences, it is desirable to understand why people want to shop in the first instance, and more importantly, what relationships exist between the core tourism market for destinations and the products on offer by retailers. Moscardo (2004) discusses the role that shopping locations play in the development of a destination. These include:

- Shopping satisfaction and service quality
- aspects of souvenir purchase
- motivations for, and benefits of, shopping
- shopping as a tourist activity and time-occupying experience

An economic aspect of shopping, including shopping at markets, is only a part of the total view which needs to be considered.

From the above sample of shopping research, it can be concluded that tourist shopping is important in both developed countries and internationally renowned tourism destinations such as Hong Kong, Taiwan and Hawaii. Relatively little work has discussed tourist marketplaces. As a result, the shoppers' concepts, motives, and views towards tourist marketplaces including sustainability of the tourist market itself and the authenticity of the experiences are still largely unknown.

2.1.2 Shopping marketplaces

There is some specific shopping literature considering shopping at the local marketplaces in Asia; such as night markets, weekend markets, morning markets, Sunday markets, open-air markets, walking street markets and more (Abd.Aziz and Yeng (2011); Chang and Hui Chiang (2006); Chang, Min, Pearl Lin, and Chiang (2007); A.-T. Hsieh and Chang (2006); Ibrahim and Leng (2003); Lee, Chang, Hou, and Lin (2008); Tsang, Tsai, and Leung (2011)). Shopping at the local marketplaces offers tourists an exceptional environment. In these kind of environments there are different behavioural experiences, customs and culture contact (A.-T. Hsieh & Chang, 2006; Wu et al., 2014). As mentioned in A.-T. Hsieh and Chang (2006), and based on the report by Taiwan's Tourism Bureau statistical data, tourist night marketplaces in Taiwan have become one of the most popular tourism attractions for shopping, Furthermore, A.-T. Hsieh and Chang (2006) observed that the tourist night marketplace in Taiwan "is a gathering place that reflects authentic local culture and customs". These kinds of views make it worthwhile to explore shoppers' views and behaviour concerning tourist marketplaces. It can be argued that these studies have made an initial important contribution to studying tourist marketplaces in terms of documenting expenditure and type of products purchased. Nevertheless, the work undertaken is not connected in any detail to some of the main currents of thought in contemporary tourism research such as kinds of tourists, authenticity and sustainability. A review of this literature follows in the next sections. The intention of this review is to explore the value of these formative ideas in tourism for developing an insightful set of studies about Southeast Asian marketplaces.

2.2 Types of Tourists

The exact question "what types of "tourist" visit the tourist marketplace?" has yet to be answered. Cohen (1972), Smith (1972), Plog (1972), were some of the foundation tourist typologies researchers in the field. Table 2.2 summarizes these inductively derived categories:

Table 2.2 Tourist typologies – Foundation studies

Cohen (1972)	**Smith (1977)**	**Plog (1972)**	**Cohen (1979)**
-drifters- visiting area not yet known to them -explorer- organize own travel, like to be different in selecting tours - Individual mass tourist- tourist who handed control of his journey from travel agency and visited well-known tourist destination - Organized mass tourists-only visited familiar tourist destination, only want similar facilities available at home and being guided by travel agent.	-Explorer is an individual looking for a new journey and interact intensively with the local, accepting the makeshifts facilities and respected the locals norms and local values. -Elite is and individual visited unknown tourist destination but with proper arrangement and they departs in small groups -Off-beat individual who seeks own attraction, dislikes place that already visited. Also able to accept make-shifts facilities in local areas. -Unusual individual is tourists that constantly made the trip and took up additional activities, accept standard local facilities provided. -Incipient Mass is tourist who travelled individually or small groups, looking for standard facility at the same time retained authenticity. -Mass namely tourist that visited a tourist destination, which available facilities similar to the region of origin.	Tourist typologies model: Two major classifications: -Allocentric- tourist who visit unexplored destinations (adventure seeker), high self-confidence and accept standard facilities provided to them. -Psycho-centric - non-adventurous, traditionalist; preferring returning to familiar destination to avoid complications while travelling. -Mid –Centric character is positioned in between the both character.	Cohen distinguished tourist: 1) modern pilgrim and 2) search for pleasure. (The difference in this study according to Cohen, was based on the "meaning" which can only be attained through travelling). 1) Existential tourist - is the type who leaves daily routine life for spiritual needs and they joined intensively with the local communities; 2) Experimental tourist are those keen with different lifestyles and immersed and assimilates himself with the traditional local lifestyle; 3) Experiential tourist believes that authenticity of life can be obtained elsewhere 4) Diversionary, namely tourist love escapes from dull routine life and they hunt for international standard recreational facilities to enjoy themselves and 5) Recreational tourist who travel as part of an effort to entertain themselves (physically and mentally), and they look forward to

Cohen (1972)	**Smith (1977)**	**Plog (1972)**	**Cohen (1979)**
	-Charter is a type of tourist who visited the tourist destination with an environment similar to the region of origin, with fun and relaxing intention, usually they are travelling in large group and preferred international facilities.		pleasant environment without any other main concerned. With this classification, Cohen had grouped existential, experimental, and experiential in modern pilgrimage while diversionary and recreational belongs to the search for pleasure.

The typologies presented in Table 2.1 were conceived as personal summarises by the researchers of the patterns of the tourists they saw in the era of the 1970s. They are based on empirical data. The ideas have been used by a number of subsequent tourist researchers, but they are difficult to connect to specific tourist marketplace shopping interests and motivations. Perhaps the most relevant of these earlier classifications is the work of Cohen and his category of the explorer tourist who might be willing to engage in local cultural interaction. Similarly, Smith's explorer category portrays individuals who are willing to respect norms and values and keen to observe local ways of life. Nevertheless, it is also apparent that mass tourist visit tourist marketplaces and this is not entirely predictable from the suggested categories developed in this early work. It is appropriate therefore to move beyond the early typologies to more recent studies.

In more recent studies, Ryan (1991) suggested the following motives; escape, relaxation, play, strengthening family bonds, prestige, social interaction, romance, educational opportunity, self-fulfilment. McKercher and du Cros (2003) revealed that through the cultural tourism concept of typology, "the operationalization of the factors that motivate tourist to travel in the first place and the preferred type of experience they seek at a destination." Studying broad typologies of tourists appears to produce very general at "whole of holiday" approaches to classification. An alternate way of thinking about what kinds of tourists frequent visit to tourist marketplaces is to focus more specifically on the nature of experience itself.

2.3 Managing Experience and Experience Economy

There are many interpretations of the term 'experience' in the tourism literature. The importance of experience in the tourism sector was established in the early studies by (Cohen, 1979; Pearce, 1982; Pearce & Moscardo, 1985, 1986; Ryan, 2002). In related tourism literature, MacCannell (1973) started to write about tourist experiences and authenticity. Pearce and Moscardo (1985); Pearce and Moscardo (1986), linked tourist experience and authenticity in the travel career studies of motivation. Cohen (1988) emphasised the term 'experiential authenticity' which focused on the tourism destination. Sternberg (1997) also contributed to the clarification on tourist experiences and destination's experiential content. Wang's (1999) perspectives enhanced the view on tourist experience based on existential authenticity.

In 1998, Pine and Gilmore helped define and popularize the term "the experience economy" as the 'latest economic' era. They reasoned that in this era, consumers are seeking out unusual, remarkable and memorable experiences. The experience economy theory has become embedded in the business and tourism literature, but regardless of its growing recognition, there remains discussion of how to measure experience. The experience economy approach is progressively being utilized by researchers to explain how tourists want to discover, gain knowledge, and undertake unique experiences to make their trips worthwhile.

Experience from a business perspective according to Pine and Gilmore (1999:12) can be understood as: "events that engage individuals in a personal way". Additionally, they define experience from a consumer perspective as enjoyable, engaging, memorable encounters for those participating in these events. In business studies, Pine and Gilmore (1999) reviewed changes in the economy especially in the phases following manufacturing. They proposed a new kind of business –customer interface and labelled it the 'experience economy'. Their new term can be distinguished from that of the service economy. The concept of the service economy is when a consumer buys a set of intangible activities such as buying a Thai meal in an elegant restaurant. The service economy as mentioned by Pine and Gilmore involves the staff engaging the customer with the latter's needs being skilfully met. But when someone buys an experience by enrolling in Thai cooking classes, they will pay and spend time cooking and later enjoying the food. The critical issues to note here are that the experience economy involves greater engagement and usually a longer lasting and more expensive kind of time spent. Additionally, the experience economy perspective suggests that economic development should include value added consumer experiences offered by an array of small rural businesses (and marketplaces can be an example), such as retail, hospitality, tourism and restaurant establishments (Fiore et al., 2007).

In further explanation of the experience economy, Pine and Gilmore (1999) suggest there are four categories of experience differentiated by customer association with the business offerings. There is an active –passive axis of participation and an absorption immersion axis. Figure 2.1 represents the 4E's framework of the experience model of the experience economy.

These elements form penetrable quadrants which actually reflect their position on a two dimensional framework. This structure is secured by active versus passive and absorption versus immersion dimensions differentiated by stages and customer association in the business offerings. The passive customer participation axis represents the entertainment and the esthetic dimension in destinations or businesses. The active customer participation consists of the escapist and educational dimensions. The tourist that passively participates in destination activities does not directly influence the performance of the destination or the business.

With educational experiences, visitors absorb the events and actively participate mentally and physically. Some events are designed exclusively for creating an educational experience. For example, parents and children visiting the Living History Farm in Iowa, were educated about 300 years of farming history and attend demonstrations of historical farm skills, such as rope making, spinning, weaving, wood carving, and chair caning (Oh, Fiore, & Jeong, 2007). Visitors are expected to increase knowledge and skills in educational events through actively mental and/or physical participation (Pine & Gilmore, 1999).

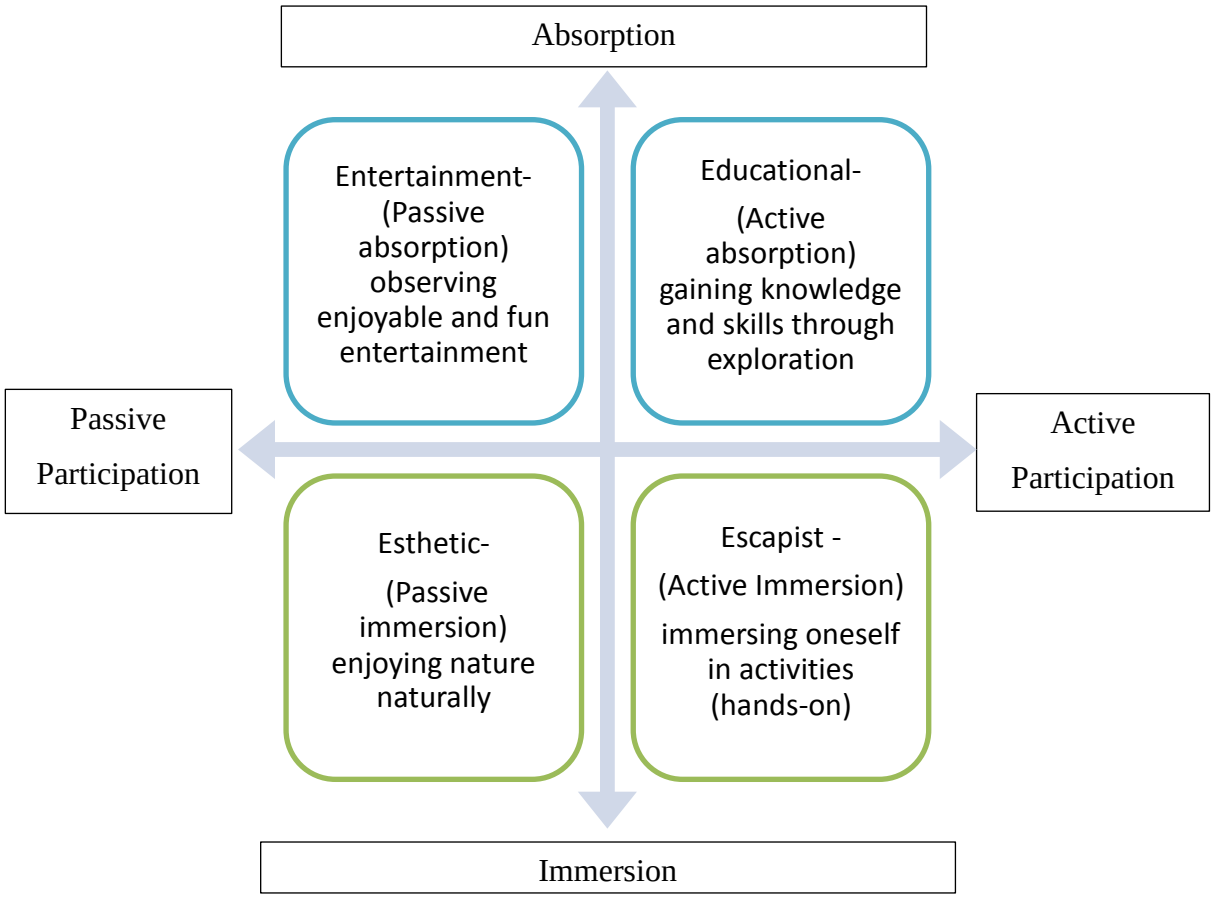

Figure 2.1: The four elements of the experience economy

Source: Pine and Gilmore (1999, p.30)

In esthetic experiences, visitors enjoy attending the event without affecting or changing the nature of the environment presented to them. For example, tourists may go to Cape Cod just to enjoy the serenity of the beach and rhythm of the Atlantic Ocean (Oh, Fiore, & Jeong, 2007).

Entertainment is one of the oldest forms of experience and the most developed and pervasive in the business environment (Pine and Gilmore 1999). The entertainment experience happens when visitors observe activities and the performances of others. Watching The Malay Cultural show that presents the Singaporean's Malay heritage of martial arts, forms of Malays dancing and music at The Malay Heritage Centre Singapore are good examples of the entertainment experience. Audience involvement in playing Malay musical instruments and wearing sarongs adds on the entertainment experiences (Pearce, 2008).

The Escapism experience requires that the visitors affect actual performances in the real or virtual environment (Oh, Fiore, & Jeong, 2007). For the escapism experience, visitors participate in an event to take a break from their everyday routine and escape for a while. All

the above experiences have different levels of physiological arousal but escapism has a high level of physical activity, for example bungy-jumping.

As mentioned earlier, Pine and Gilmore indicated that businesses needs to shift their paradigm from “delivery focused” business entity to the “staged experience” economy that creates a memorable consumption experience.

As well as the work of Pine and Gilmore, Schmitt, (1999) introduced Strategic Experiential Modules (SEMs). SEMs is a experiential marketing framework emphasising senses (sense), affective experience (feel), creative cognitive experiences (think), physical experiences and overall lifestyle acts or behaviours, as well as experience implicated due to the relationship of the reference group or particular culture (refer Table 2.3).

The experience economy theory has become embedded in the business and tourism literature, but regardless of its growing recognition, there remains discussion of how to measure experience. The experience economy approach is progressively being utilized by researchers to explain how tourists wish to discover, acquire knowledge, and endure exceptional experiences in making voyages worthy. Nevertheless, many of these ideas have not been fully used in a destination context.

These two formative sets of ideas about experiences which have been developed in the business literature can be considered more fully by relating them to existing tourism work on the same themes. This research will provide a focus on strategic ways of producing studies and experience in Malaysia, Thailand and Cambodia.

Table 2.3: Strategic experiential modules following by Schmitt

Module	Contents of Tourist Experience
SENSE	Sensory experience value that links to the five senses
FEEL	Emotional experience value that generates to feelings and moods
THINK	Intellectual experience value that involves creativity and cognitive functions
ACT	Behavioural experience value that requires physical behaviour
RELATE	A relationship experience value that links to individuals social and cultural groups

2.3.1 Measuring experience

Despite wide usage of the experience term, measuring experiences in the tourism industry is still very challenging (Pearce & Wu, 2014). One concern reported by Tung and Ritchie (2011) is that existing measures of experiences usually produce positive or special memories. It is possible that mundane experiences are being overlooked. Work by Pearce and Wu (2014) reported viewing tourist' experiences through an orchestrated approach combining the Schmitt feature highlighted components of the approach. The results from this study identified that for the Chinese tourists' who visited the Duomo, Milan the most memorable feature was the visual impact the historic cathedral. Nevertheless, the study also indicated that some mundane issues including the tourist concern over the relationship with Italian street sellers.

Tung and Ritchie (2011), considered the cognitive process that hinder a person from giving attention and retaining a memory of their experiences. Their study including in-depth interviews revealed that: affect, expectations, consequentiality and recollection were four key dimensions of measuring memorable experience.

In this thesis detailed attention on how to measure experience and the specific procedures adopted will be explained in the relevant research chapters. The approach taken builds on the business models as the orchestrated approach to experiences developed by Pearce and colleagues (Pearce & Wu, 2015).

2.4 The Tourist marketplace and Authenticity

Authenticity issues within cultural tourism studies have become one of the important themes to be considered in the literature. Many tourism researchers who have written about authenticity concept and relate it to the reality or the nature of settings, product merchandise and also experiences (Asplet & Cooper, 2000; Chhabra, Healy, & Sills, 2003; Cho, 2012; Cohen, 1979, 1988, 2002; Olsen, 2002; Pearce & Moscardo, 1986; Poulsen & Sonne, 2004; Reisinger & Steiner, 2006; Waller & Lea, 1999; Xie & Wall, 2002). MacCannell (1973) initially highlighted the concept and his work is still of value. He specifically introduced the authenticity concept through the tourist quest to experience authenticity in the tourism studies four decades ago. He authorised a view that captured that tourists seek authenticity. In this approach a fundamental component of tourists' motivation for travelling is their eagerness to

get to know the backstage characters where the "actual lives" of people they visit actually happened. In his analysis, he argued that certain tourist settings were pre-arranged (staged authenticity), so as to maintain the authentic experience tourists desired. Pearce and Moscardo (1986), established that authenticity was a contributing factor and a mediator for tourist satisfaction in deciding on a destination. To signify the importance of the authenticity element on tourism products, tourism stakeholders, tourism marketers and operators often used the terms "genuine" experience, "real experience" thus associating the element of authenticity with their marketing strategy (Timothy & Boyd, 2002). Although several studies have been conducted specifically on authenticity features and aspects of cultural tourism, none appear to exist on the authenticity perspectives towards a tourist marketplace.

Table 2.4 Summary of Authenticity topic researched

Authors	**Authenticity subjects**
Anderson and Littrell (1995); Asplet and Cooper (2000); Mary Ann Littrell, Anderson, and Brown (1993); Swanson and Timothy (2012); Trinh, Ryan, and Cave (2014); I. A. Wong and Cheng (2014)	Authenticity and souvenir purchases
Cho (2012); Kikuchi and Ryan (2007); G. M. Moscardo and Pearce (1986); Poulsen and Sonne (2004); Sedmak and Mihalič (2008); Trinh et al. (2014); Waller and Lea (1999); Xie and Wall (2002)	Concept of authenticity at tourist destination
Cohen (1979, 1988); MacCannell (1973); G. M. Moscardo and Pearce (1986); Ning (1999); Pearce and Moscardo (1985, 1986); Waller and Lea (1999); Xie and Wall (2002)	Role of authenticity in tourism Concept and origins of authenticity, experiences and perceptions.

As mentioned, typically tourists travel to a certain destination to explore and familiarise themselves with the local culture by doing what the locals do such as going to the marketplace. *So what does authenticity perception for marketplaces mean?*

The search for the signs of authenticity used by tourists has been examined by Waller & Lea (1999). They identified four markers of authenticity used by tourists. Firstly direct

contact with the distinctive cultural features of destinations such as historical buildings, traditional events and local language. Secondly, the number of tourists at a site is also a marker: here the experience will be considered inauthentic if the site has too many tourists. In the view of Waller and Lea, a third factor influencing authenticity is the level of independence while travelling; visitors who organized their own travel itinerary are seen as having more authentic experiences. Finally, there is the conformity to the stereotypes of the destination; in this approach, the confirmation of the tourists' pre-conceived images even though these images might be fictitious can be a sign of authenticity. The approach of Waller and Lea suggests that tourists will seek and use these key indicators to interpret the authenticity of their experience

A detailed analysis of the different facets or type of authenticity underpinning these matters or signs has been undertaken by several authors. The issue of multiple components of authenticity has been identified byReisinger & Steiner, 2006; Wang, 1999. For example Wang, posits that authenticity can be seen differently through objectivism, constructivism and post-modernism. Table 2.5, presents information offered by Wang (1999), and shows each category of authenticity in tourism experiences. The three approaches have resulted in three different types of authenticity in tourism experiences; objective authenticity, constructive and existential authenticity.

Objective and constructive authenticity are object related: the objective authenticity concept has focused more on origins of the materials/products/forms; while constructive authenticity focused much more on the authentic setting that the tourist has evaluated. By way of contrast, existential authenticity refers to a state of mind, sometimes involving change or transformative beliefs arising from travelling. It is not often linked to specific objects.

In general, Wang's typology has been frequently cited and received positive appraisals, but it is not all fully applicable to the concept of authenticity in the tourist marketplaces. Existential authenticity in particular is a more holistic concept that is less relevant to our immediate interests of how tourist marketplaces are seen. Among the most relevant authenticity issues for tourist marketplaces discussions are the authenticity of the location (surrounding environment), product authenticity sold by the merchants/vendors, the players, culture as in the attire, language, and behaviours including the authenticity of the selling and bargaining procedures.

Cohen (2007) also identifies multiple contemporary meanings of the concept authenticity. In this study, the idea of authenticity is being adapted to this study by using the work of Cohen. The measures used were built on Cohen's (2002) characterization of

authenticity: specifically he sees authenticity confirmed by, long usage, genuineness, pristine character, sincerity, creativity, and flow of life. These terms can be explained as follows:

Table 2.5: Wang (1999) types of authenticity in Tourism Experiences

Object Related Authenticity	***Activity-Related Authenticity***
-Objective authenticity- authenticity of the originals. Authentic tourists experience equates to an epistemological experience	***Existential authenticity****- refers to a potential existential state of Being that is activated by tourist activities.* *Correspondingly, authentic experiences in tourism activate this existential state of "being within the liminal process of Tourism." Existential authenticity is largely unrelated to the authenticity of toured objects.* *Activity related divided into two:* *-Intrapersonal-* *-Interpersonal-*
- Constructive authenticity - refers to the Authenticity projected onto toured objects by tourists or tourism producers in terms of their imagery, expectations, preferences, beliefs, powers, etc. There are various versions of objects' authenticity. Correspondingly, authentic experiences in tourism and the authenticity of toured objects are constitutive of one another. In this sense, the authenticity of toured objects is a symbolic authenticity.	

- Origins –addresses the notion of the backgrounds, roots and heritage of the tourism marketplace location.
- Genuineness – this term considers the feeling of how real or genuine the marketplace was seen to be.

- Pristine character – This term considers the environment of tourism marketplace by assessing whether the surrounding setting is spoiled or unspoiled and still maintain its cultural uniqueness.
- Sincerity – This terms refers to the representation of an emotional state including human affiliation.
- Creativity – This item addresses the creativity element involved in the production of ethnic or traditional products by artisans and which are sold at the marketplace.
- Flow of life – This term emphasises authenticity as a flow of life element: it highlights the daily rituals and activities at the marketplace especially of the vendors, their displays of items and any events or performances influenced by touristic purposes.

The application of some measures of judged authenticity, rather than existential or subjective authenticity can be assessed in certain kinds of tourism settings. Pearce, Wu, and Chen (2015) identified tourists interest in the "mundane authenticity" of an ordinary everyday location. Mundane authenticity according to Pearce (2012) is a non-transformative experience related to appreciating perceptions of everyday local places and culture. Pearce et al. revealed operations of mundane authenticity through Chinese tourist photographs of an Australian iconic landscape at the Great Ocean Road. The fact that the Chinese tourist photographed very common activities of Australian citizens and culture as well as the scenery offered support for the interest in the mundane. This findings were seen as informative especially in considering mundane consumption and behaviour based on the consumer behaviour literature by Gronow and Warde (2001), where they perceived that mundane consumption is "neither extraordinary nor dramatic" and routinely enacted (c.f. Holttinen (2014)).

Ooi (2002) states that many cultural products are bound up in the issue of authenticity. The author note that the quest for authenticity is a type of tourist practice. Therefore, authenticity seeking tourists love to "go native" and, appreciate and experience local cultures. Asplet and Cooper (2000) also stated that tourists are looking for authenticity when they are visiting a local culture. For example, tourists' visiting a night market or bazaar want to experience local cultural sites including the night markets' attractiveness, other shoppers, the kinds of shops and the carnivalesque atmosphere (Ooi, 2002).

The tourist marketplace is arguably a mundane authenticity site where local elements are not being modified, for example they only serve local delights, the taste of local food is not being modified to meet tourists' tastes, and the local language is used. The value of the tourist marketplace as a venue to explore the contemporary relevance of authenticity to tourists is considerable and helps shape the value and conceptual contribution of the thesis.

2.5 The Tourist Marketplace and Sustainability

There are numerous definitions of sustainability and sustainable development. It is important to be analytical and precise with these terms. The World Tourism Organization (UNWTO, 2001) offers the following definition of sustainable development as: "meeting the needs of present tourists and host region while protecting and enhancing opportunities for the future". Further sustainable development embraces managing all resources economic, social and natural while maintaining cultural elements, and lifecycle systems (2001).

Since the 1970s, sustainability or more specifically sustainable development has been seen as a common theme when discussing the progress in environmental and economic issues (Scoones, 2010). UNWTO (1993) outlined a view that sustainable development linked tourists and providers of facilities and services with supporters of environmental protection, community residents and their leaders who all desire improved quality of life. While the concept of sustainability has been interpreted and defined differently among various stakeholders, one of the more common themes concerns the most effective use of and balance in using resources. The sustainable tourism concept has been derived from the fundamental principles of sustainable development which includes the rewards to and the satisfaction of the community, tourists, and stakeholders (investors and managers). More specifically, the United Nation World Tourism Organization (UNWTO) conceptualised sustainable tourism as preserving resources while enhancing a region's opportunities for the future and at the same time meeting present tourists' needs (UNWTO, 1998).

Past studies of concepts, frameworks and measurement instruments have been used in the endeavour to assess destination well-being resulting from tourism development. Choi and Sirakaya (2006), Cohen (2002), Connell, Page, and Bentley (2009), Garrod and Fyall (1998), Hunter (1997), Hunter and Shaw (2007), Roberts and Tribe (2008), Hughes (2002), and Tosun (2001) have all viewed sustainability as a point of reference when referring to the impacts of progress and viability in a destination. Bramwell and Lane (1993) advocate sustainability in tourism as a concept for moderating pressures especially in difficult communications among the tourist, the tourism industry itself and the host communities

Studies which have been more specifically directed towards preserving cultural heritage, maintaining traditional values, and providing authentic experiences for tourists have also highlighted important elements of sustainable tourism (Croall, 1995). Agrusa (2010) in

his article “Integrating sustainability and Hawaiian culture into the tourism experience of the Hawaiian Islands” explained that “sustainable cultural tourism however, may be seen as a mutually beneficial partnership between tourism and the cultural heritage of the region”. Agrusa argues that conflict can exist while preserving the authenticity of cultural asset, but there will be also corresponding positive associations that can exist when the cultural assets are being governed efficiently. Besides contrasting challenges, decision makers need to value the link between preserving the authentic culture of the region while offering the optimal products for sustainable tourism (Argusa, 2010). The interest in sustainability in the present research lies in considering the future of the tourist marketplace particularly in maintaining visitors’ satisfaction, making best use of economic growth for the destination and at the same time reducing the cultural and environmental impact.

Building on the concept of sustainability, the concept of ‘the triple bottom line’ (TBL) was introduced in 1996 by John Elkington in his book *Cannibals with Forks: The Triple Bottom Line of 21st Century Business*. The report of the World Commission on Environment and Development (WCED) concurred that the concept of TBL is harmonious with the sustainable development thinking that appeared in the 1980s (WCED, 1987). The concept of TBL became a classic guide to sustainable business strategy. In ensuring business success, companies need to incorporate sustainable management. Specifically conducting business activity that concurrently is able to deliver financial, social and environmental benefits is desirable. In the Triple Bottom Line Approach, firms need to discover the connection or overlap between business interests and the interest of society and the environment before they can acquire a lifelong competitive edge (see Figure1.2). The usefulness of TBL as an evaluation tool for the sustainability of tourism developments has been supported by findings from Stoddard, Pollard, and Evans (2012), Tyrrell, Paris, and Biaett (2013), and Boley and Uysal (2013)

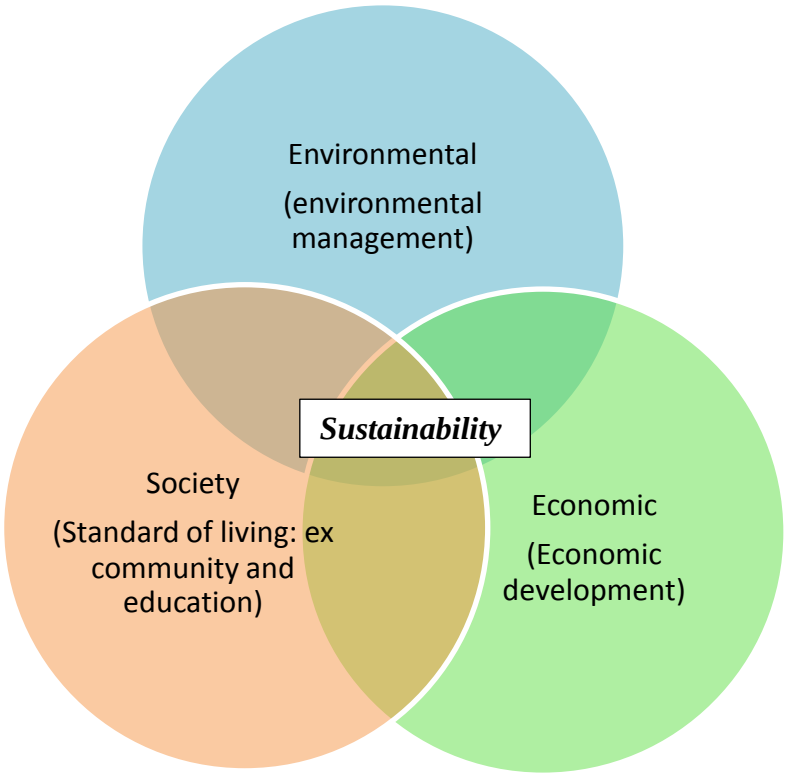

Figure 2.2: Elkington's Triple Bottom Line

Stoddard et al. (2012), have provided a conceptual article on developing specific measures to assess the TBL for tourism projects. The process discussed began by clearly explaining the notion of sustainability and sustainable development. The next step is identifying the pros and cons of the underlying concepts of TBL. Then the task is to outline emerging measures associated with the economic, social, and environmental dimensions. Finally, integrating TBL with sustainable tourism goals is needed to measure success. Though the researchers admit the main challenge related with TBL is measurement, the value added indicators are important and potentially useful.

Tyrrell et al. (2013) analysed the well-being of the community that can be influenced by the tourism industry activities. They used the TBL concept. The study applied a conceptual approach in measuring the Global Reporting Initiative list of sustainability indicators. The list was reduced by checking on irrelevancy resulting in a manageable number of measures. The selected items were then divided between economic, environmental and social dimensions. Results from this research established that the measured TBL proved to be a worthwhile tool in evaluating tourism impacts particularly in a community system seeking proactive sustainable tourism growth.

Boley and Uysal (2013), working in a different context tested the TBL for a boutique hotel, a Caribbean Resort and a well-known hotel group's property. The results proved that the TBL approach was able to divert the attention away from short-term profit to all the hotel's long term economic, environmental and social performance. These kinds of studies in diverse contexts offer support for applying a TBL approach to the study of tourist marketplaces.

An interest in finding out how tourist marketplaces might evolve in sustainably is of concern to several stakeholders- including tourists, retailers and government policy and planning personnel. There exists an important related research opportunity in this field to explore the views about the future of tourist marketplaces. The main issues here are to discover whether the key issues essential to sustain the tourist marketplace quality of the environment, community and the business (economy)- are viewed as possible as the future is imagined and managed.

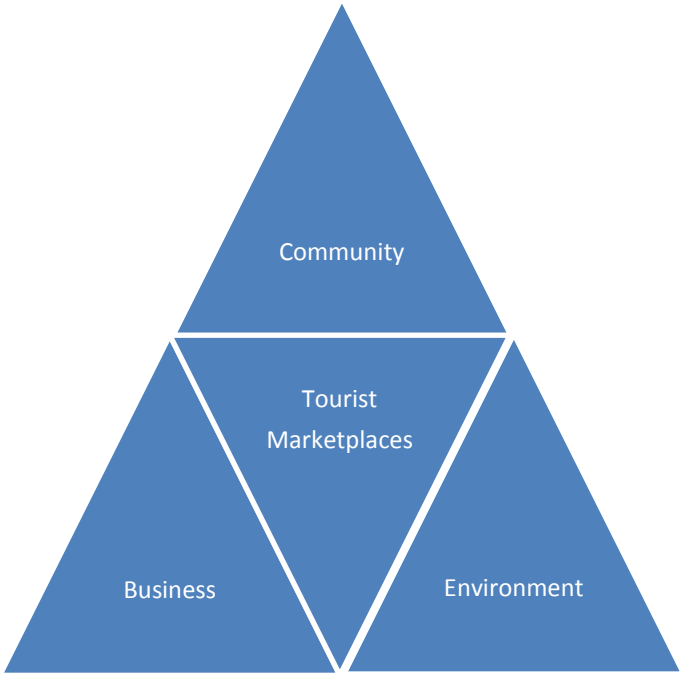

Figure 2.3: Interconnected relationship in sustainability elements

In summary, the core question arises can the future of the tourist marketplaces be sustained? Most of these marketplaces have been in existence for many years. The traditional tourist marketplaces have to compete with 'imitation' tourist marketplaces, and air-conditioned malls. A typical example is the famous Petaling Street in Malaysia which is known as Chee Cheong Kai (Starch Factory Street) because years ago it housed a tapioca mill. Petaling Street is so important and valuable as a national landmark that the government decided to give it a "facelift", carefully preserving its unique Chinatown characteristics. For this reason the Chinatown marketplace is looking revitalised and has been given a new lease of life

("Malaysian Night Markets," 1999-2012). More research information on the sustainability issues and marketplaces futures will be detailed in Chapter 4 and 5.

2.6 Vendors- The Characteristics of Street Enterprise

The tourism industry has provided a platform for street vendors to conduct entrepreneurial activities. The combined efforts of many vendors creates an image of the community. Visiting street markets, night markets, walking street markets, and open-air markets offers an introductory welcome to the culture of a destination in Southeast Asia. Chang and Hsieh (2006); Kikuchi and Ryan (2007) and Chuang, Hwang, Wong, and Chen (2014) observed that this kind of endeavor is a very widely accepted leisure activity for tourists and locals. Selling in a market is a pivotal business activity in many developing economies (Wongtada, 2014) especially in the Southeast Asian countries. In Timothy and Wall (1997), cited Davis observed that tourism industry in the developing countries can be segmented into formal and informal activities. Formal and informal activities vary in the "ease of entry and low requirements for educations, skills, technology and capital." (Relation, 2015). As identified by Timothy and Wall, the formal tourism sector tourism economy correspond with licensed business enterprises, income taxed by government and their existence is easily counted. For instance in accommodation sector: inns, motels, hotels; and for the transportation sector: airlines, and taxis; can all be recorded (1997). On the contrary, the informal tourism sector is generally beyond easy measurement and governance by the authorities (PeÑA (1999).

Studies funded by several NGOs have provided a recognition of the importance of the informal economy in developing countries. For example the International Labour Office (ILO) commissioned studies on street vendors specifically in Thailand and Cambodia in 2006. The work was conducted through interviews and focus groups. One comparative study was conducted by Kusakabe (2006) on Policy Issues on Street Vending: An Overview of Studies in Thailand, Cambodia and Mongolia. In this report, the researcher identified that street vendors in all the three countries were confronting similar challenges which included "insecure rights to work space or to selling space".

In the Southeast Asian countries small stalls, which are mostly not permanent, typically occupy an open allocated area along a specified main road or closed path. These sites often attracts the attention of overseas and domestic visitors and even locals. The bright lighting, loud local music, colourful marquees, tents, canvases, with noteworthy aromas welcome

visitors and characterise these scenes (Bhowmik, 2005; Kusakabe, 2006; Recio & Gomez, 2013)

A number of highlights and links to previous literature can be made. Core points to be reviewed are that the street enterprises are always associated with low income groups. That is, informal activity such as vending has always been associated with low income as a source of employment and constantly faces challenges from the authorities, as their existence may even be a nuisance to the country. Previous studies by Timothy and Wall (1997); Walsh (2010); Kusakabe (2006); Chuang et al. (2014); Chiu (2013) have described that, besides those challenges, the informal tourism mostly is built on craft related activities, and souvenirs sales (Michaud, 1991).

As markets are also popular attraction in the Asian region (Chua, 2002; A.-T. Hsieh & Chang, 2006; Kusakabe, 2006) most studies have focused on the perception and the economic value of street vending and its role as significant source of local income. An early study on Asian street vendors in Indonesia was a breakthrough research piece, on the street vending issues. Timothy and Wall (1997) examined the street vendors in Yogyakarta. The findings of their study revealed that street vendors who mostly served tourists came from a diverse group. Their profiles were common for the informal sector: small scale, operated by an individual or family owned, requiring high labor concentration and mostly full time.

A different study concerning vendors by Chuang et al. (2014), focused on the delivery of service by vendors at Shilin Night Market in Taiwan. Seven hundred and forty four service vendors were interviewed. The view offered by this study was that the attraction of night market originates from diverse services and local food, affordable consumption as well as service attributes.

A study from outside Asia, by Chhabra (2005) considered vendors' involvement in retailing Scottish merchandise in the United States and Canada. The work is noteworthy because it considered authenticity. The research was conducted through three phases and each phase used a different approach i.e. open ended questions, an interview and a survey. Findings indicated that authenticity was fairly well understood by the vendors. Authenticity was supply driven and that producers can be viewed as the agents controlling the feature leading to judgements. Vendors acted as liaisons between the producers and the consumers with the tourists being both perceivers and receivers of authenticity.

Trinh et.al (2014) wrote a paper revealing questions on the attitude of souvenir vendors towards the authenticity of the products they sold at the Vietnamese World Heritage of Hoi An. Since the vendors know that the source of product they sold came from outside of Vietnam they asked how the vendors respond to the scarceness of a local souvenir? Through thematic and content analysis the researchers were able to verify that souvenir vendors practically sold any souvenirs that represent Hoi An, not looking at it as a specific destination with specific traditions. Furthermore, vendors also perceived that their intention of selling souvenirs highlight an experience of Vietnam, not specifically Hoi An, as they acknowledged that Hoi An retains its own history. Finally, they perceived that selling souvenirs from other parts of the country was a slight issue, but what matters according to the vendors was that the retailers viewed tourists as 'prosumers' because tourist do contribute to the creation of the experience while visiting the World Heritage of Hoi An.

2.7 Gaps in the literature and opportunities for research

Five key research opportunities can be identified from the preceding literature. There are research gaps of conceptual and applied significance in terms of:

2.7.1 Southeast Asian tourist marketplaces:

The Southeast Asian tourist marketplaces are understudied. Previous relevant research conducted in Asia exists but has not specifically focused on Southeast Asia. The marketplaces in the countries such as Malaysia, Thailand and Cambodia have rich elements portraying local cultural identity. Marketplaces are seen as a basis of authenticity and may help sustain the local culture. Government and Tourism authorities need to have sustainable planning if they seek to retain the uniqueness of marketplace and foster local culture. The Southeast Asian tourist marketplaces context has been addressed in Chapter 1 along with the Southeast Asian tourism industry, cultural tourism context and the history of marketplaces. The present set of studies addresses this opportunity of conducting research in this region for these important tourism locations.

2.7.2 Cross-country comparisons and overviews of marketplaces perceptions:

As already suggested, tourism research concerning the tourist marketplaces remains relatively low key in the research community. In this research, the point of view of domestic and international tourists will be documented in Malaysia, Thailand and Cambodia. Previous

studies have been done only at a specific location especially Taiwan and from a specific tourist profile. This causes the results of previous studies only to apply to certain target groups and also for one specific location. Explanations of perceptions and comparisons will be clearly elaborated in Chapter 3 and Chapter 6.

2.7.3 The use of the experience theory Smith (1999) and Pine & Gilmore (1999)

Previous studies have examined the relevance of experience approaches in hospitality and some tourist attractions. The application of the experience economy evaluations and ideas to tourist marketplaces represent a conceptual extension and contribution of this thesis in an effort to explore whether the approaches add insights to the topic.

2.7.4 Attitude towards authenticity and factors/elements contributing to authenticity

Authenticity issues have been widely discussed but not related to the idea of authenticity in marketplaces. In the proposed research area, the tourist marketplaces are facing big challenges in maintaining their businesses. In the development of Southeast Asian destinations tourists may be confronted with new shopping environments which are less authentic. This research will help to clarify tourists' and other stakeholders' views towards authenticity. The authenticity factors will be further addressed in Chapter 4.

2.7.5 Concern about sustainability and the future of tourism marketplaces

Most of these marketplaces have been in existence for many years. The traditional tourist marketplaces have to compete with 'imitation' tourist marketplaces, and air-conditioned malls. Therefore, it is necessary to raise questions on how can we help in sustaining these marketplaces and what are some of the factors that prompt tourists to continue shopping at these settings? More research information on the sustainability issues and marketplaces futures will be detailed in Chapter 4 and 5.

2.8 Paradigm and Methodological approaches and considerations

2.8.1 Research paradigm

A paradigm is seen as the heart of a research study. Sarantakos (1998), defined paradigm *" as a set of beliefs, values and techniques which is shared by members of a scientific community, and which acts as a guide or map, dictating the kinds of problems scientists should address and types of explanations that are acceptable to them"* (p.32). A research paradigm explains how a research study is framed and the topics tackled.

A paradigm is demonstrated in four essential ways according to Jennings (2010): 1) *ontology* (the nature of reality/ how something is perceived); 2) *epistemology* (the relationship between the studied subject and how the facts are acquired); 3) *axiology* (type of valued knowledge and how it is valued) , and 4) *methodology* (how and what are the steps in conducting a research).

In tourism research studies, Hollinshead (2004) argued the key paradigms are positivism, post-positivism, critical theory, constructivism, feminism and pragmatism. It is argued that post – positivism has replaced positivism in much tourism research even though the early tourism research was often within the positivism line of enquiry (Franklin & Crang, 2001) . Pearce (2004), claims that positivism is fundamental in studying economics, psychology, geography, and sociology. Recent findings by Jennings (2010) observed a shift in tourism research from a positivist/post-positivist to a constructivist approach and using more qualitative tools to achieve better understanding of people relevant to "tourism and tourism experiences, events and phenomena (p.58).

This thesis applied both the constructivist paradigm and the post positivist paradigm. In this research, the constructivist view is the primary paradigm. For this research the constructivist paradigm for the thesis can be summarised as follows:

Ontology: In the terms of ontology, constructivist researchers employ the concepts in the study which are based on the responses from by the respondents (Guba & Lincoln, 2005). The questions developed in the second study of this thesis are, for example, language and based on the responses by tourists accessing their views of marketplaces.

Epistemology: The interviewer and the respondent are interconnected in an interactive process where the findings are literally the creation of the process of interaction between the

two (Jennings, 2010). This perspective is required by the researcher in dealing with language issues and personal involvement in the interviews.

Axiology: the Constructivist researcher is expected to adhere to basic principles of ethics prior to conducting the study. An approval from the James Cook University Human Ethics Committee was granted before the set of studies was carried out. In this study, the triad procedure (in Repertory Grid analysis) was used (Fransella & Bannister, 1977). This involves respondents distinguishing between a group of the three elements. This part is seen as essential in eliciting the constructs without leading to prejudice or bias from the researcher.

Methodology: Qualitative methods were applied by using the Repertory Grid Analysis approach. The Repertory Grid analysis, is an exceptional way of discovering people's opinions or beliefs on their selected images of tourist marketplaces in Malaysia, Thailand and Cambodia. Further details for this approach in Southeast Asia will be discussed in Chapter 3 of the thesis.

A second paradigm that partially guided some of this research was post-positivism. The basic assumptions in the post-positivist paradigm are as follows:

Ontology : Post –positivists hold that reality exists and that the researcher's job is to discover the reality (Guba & Lincoln, 2005). In this study, the researcher used authenticity, experience, sustainability and the future as the subjects of interest in getting the perspective from tourists and vendors. A structured approach to using scaled items is aligned with the post-positivist perspectives.

Epistemology: In a post-positivist view the researcher and the respondents in the study are independent and do not influence each other (Guba & Lincoln, 2005). In the present work, research assistants were sometimes used. These assistants were expected to follow exactly the same process in asking questions and recording their responses as the main investigator.

Axiology: Post-positivists view ethics as intertwined with methodology in that the researcher has ethical obligations to conduct "good research". Good research practice according to Jennings (2010), includes to honesty while collecting data, defeating personal prejudice, and accurate data reporting. These requirements were attended to carefully in the thesis studies.

Methodology: In this study, quantitative methods were applied- in the second study. The questions for tourists and vendors were generated through some of the constructs retrieved from the first study (Repertory Grid Analysis). The responses from the tourists and vendors were analysed separately and were discussed in Chapter 4 (tourists perspectives) and Chapter 5 (vendors perspectives.).

The constructivist and post-positivist paradigms jointly enrich the findings and discussion of the perspectives of tourists and stakeholders. The next section outlines the detailed methods applied in this research.

2.8.2 Mixed methods

The study utilised a mixed-method approach to explore the viewpoints of tourists and other stakeholders. The use of mixed methods applying qualitative and quantitative methodologies together has been seen as an appropriate research design and offers several of advantages (Tashakkori & Teddlie, 2010). The descriptive method of qualitative work is essential to encompass the different views on key issues of authenticity, experience, sustainability and the future of the tourist marketplace in the Southeast Asia. The data collection for the research is based on carefully selected marketplaces in Malaysia, Thailand and Cambodia. In this research, two research techniques will be applied: interviews and questionnaires. These three countries have been chosen due to tourism being among the countries' first top three income earners. The selected sites then will be further analysed based on several factors namely:

- Tourist presence (large or small presence of tourist at the marketplaces)
- Location (urban or suburban)
- Size (The size of the marketplaces large or small)
- Types (Types of marketplace whether it is general or specialist)

In this first study the qualitative study approach is a classic technique called the Repertory Grid Technique (1955) by George Kelly and was based on his personal construct theory. It is an approach for understanding how individuals (tourists) see the world, to understand their situation and their concerns (Fransella & Bannister, 1977). In this technique elements and constructs are key terms in Kelly's methodology. Elements are the items which are described or portrayed. In this case for the proposed research method elements will be the marketplace destinations. The elements (marketplace destinations) will be obtained through selection based on tourists' recent visits or previous experience in visiting marketplaces. The constructs are the traits that people assign to these objects. A construct is derived by assessing how two elements are similar and yet different from a third. For example an individual's personal construct system might identify Thailand and Cambodia as having the same type of food offered and Malaysia as having spicy food. The same person might also recognize that Thailand and Malaysia are being similar in the sense that they are well known for medical

tourism while Cambodia is more suitable for cultural tourism (Embacher & Buttle, 1989b**)** Multiple constructs are required to understand an individual's view of elements and topics.

In using the method, the tourist (respondent) is presented with three elements and the question is posed in what way two of the elements are similar and different from the third element. In the research specific marketplaces will be the elements. This set of processes will be reiterated until the person is unable to identify or classify any new constructs. At this point, researchers feel that a suitable set of constructs has been drawn out (Embacher & Buttle, 1989a). This technique will lead to a listing of keywords on how people describe marketplaces. This method will generate insights that lead to the saturation of language or set of ideas so we will know key ways people describe marketplaces. This personal construct theory and Repertory Grid Technique will be used in achieving the aim of Study 1 which is to "portray and profile the language of viewing marketplaces".

For achieving the second and further aims, Study 2 and Study 3, a questionnaire method will be applied to tourists and vendors. This is a more structural positivist method. The questions for the study will be based on checklists of words derived from the first study which is the common ways people describe and clarify marketplaces, in addition to framing questions for the key concepts; authenticity, experience, sustainability and the future of marketplaces. The survey respondent will be tourists (international and domestic) and the vendors at the tourist marketplaces. Further details about the survey technique will be discussed in Chapter 4 for tourists and Chapter 5 for the vendors' perspectives.

2.8.3 Emic and Etic

This research utilises a mixture of emic and etic perspectives. An emic viewpoint is the insider's view of reality where an etic viewpoint is the outsider's view of reality (cf.Cohen 1979). In conducting research, particularly in comparative studies, researchers need to know the objectives of the study, be well versed in getting to know how the topic is perceived, and the mode which it will be analysed (Rogers, Peterson, & Albaum, 2013).

Combining emic and etic approaches can benefit the quality of the research insights. For example the researcher (being an insider (emic)) may have participated as a tourist many times at the tourist marketplaces in Malaysia, Thailand and Cambodia. As an insider this gives the researcher an understanding of how tourists describe marketplaces in their own words and from different cultural backgrounds. The study can also benefit from a quantitative study to

capture etic explanations of how tourists and vendors view topics proposed by the researcher. Lu (2012) has noted that the mix of the emic and etic approaches avoids the research from being prejudiced by one dominant perspective.

In this study, the researcher believes that the emic study approach should be pursued initially to see the interpretations of people who visit marketplaces. A qualitative study will be applied whereby using a selection of images the researcher elicits words or terms, which the tourists associate with the pictures. The following illustration in Figure 2.4 illustrates the link between the emic and etic approaches in researching how marketplaces are seen by tourists.

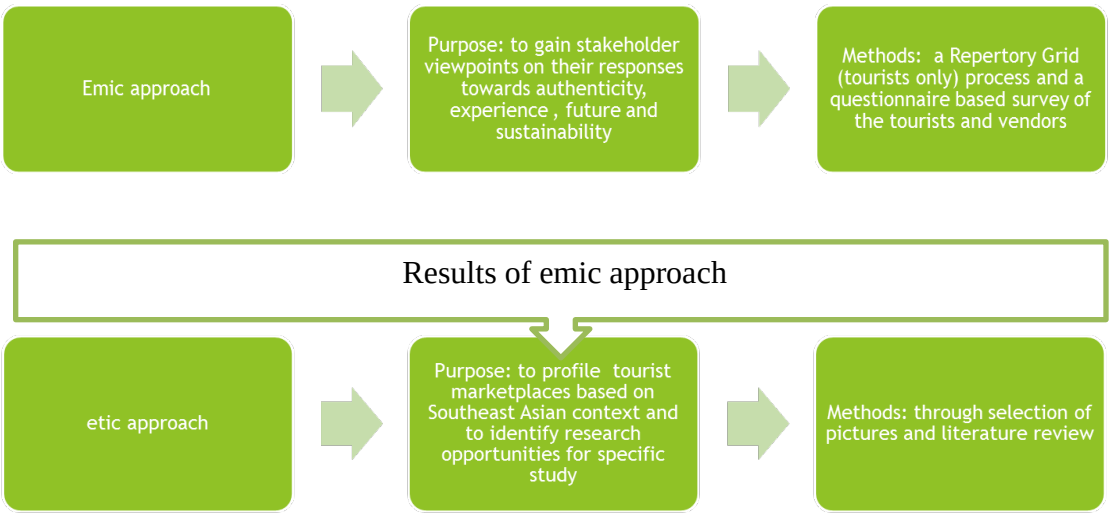

Figure 2.4: An application of the emic and etic approach in researching marketplaces

2.9 Key aims of this research

The first aim of this research is to undertake a profiling of tourist marketplaces and portray how marketplaces are "seen" by tourists. An all important issue to be explored is what kinds of terms are used to describe tourist marketplaces.

The second aim is to document tourists and vendors' ideas and views towards the authenticity, experiences sustainability, and the future issues of the marketplaces. Their ideas and views are needed to establish their contribution towards their respective communities.

The final aim is to relate and compare relevant key issues by pointing out the difference in perspectives of the tourists and vendors. The responses to the key conceptual issues may also be inconsistent across countries. In the broadest sense, this thesis will address how tourist

and vendors interpret and perceive their experiences, authenticity, sustainability and the future of tourist marketplaces.

2.10 Chapter Breakdown

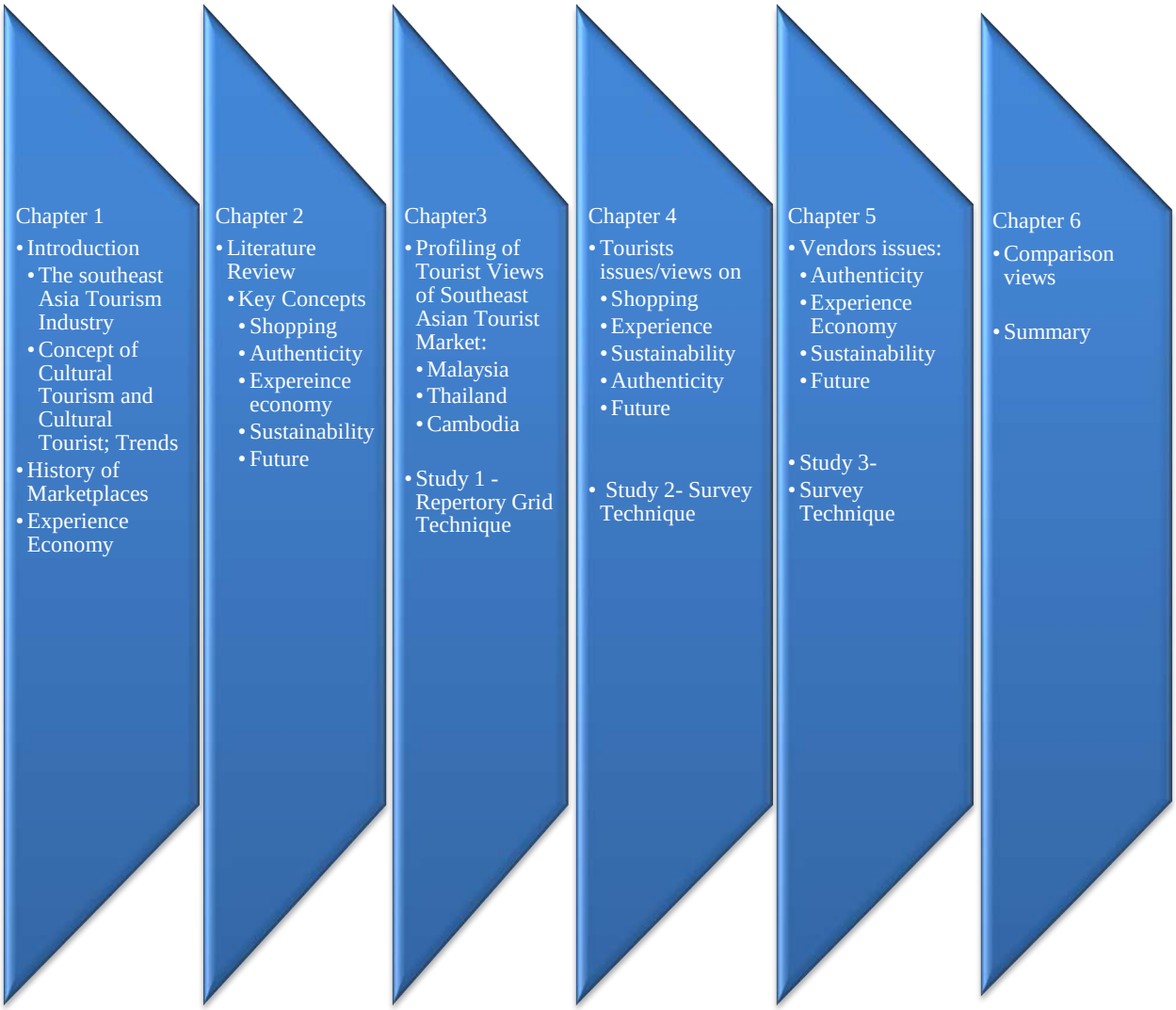

Figure 2.5: Chapter Breakdown

2.11 Chapter by chapter breakdown

- Chapter 1

In the introductory chapter, a detailed background of the Southeast Asia tourism industry is analyse. The cultural tourism concept was explained in the context of who is a cultural tourist and their role and characteristics. The activity of visiting marketplaces was categorised as a cultural tourism activity. Observable facts and trends on cultural tourism in Southeast Asian were addressed. An introduction to marketplaces was detailed. The types of marketplaces were briefly explained according to their theme, duration and regularity.

- Chapter 2

The literature review on the key concepts is included in this chapter. It discussed the concepts of tourist shopping in marketplaces in the context of key works on experience, authenticity, sustainability and the future of the marketplaces. The work led to the specification of the aims of the thesis.

- Chapter 3

Study 1, considers the profiling of tourist views on Southeast Asian marketplaces. From study 1, there are two ways to do profiling: method 1 is getting information from archives by means of using descriptive or visual materials. Method 2 is getting the respondents to comment, evaluate and appraise the materials. In study 1 a descriptive approach and visual resources use to achieve the aim of the work.

- Chapter 4

In Chapter 4 Study 2 will be conducted. The aim of Study 2 is to analyse consumers' and retailers' views of tourist marketplaces issues including shopping, sustainability, authenticity, and the future of marketplaces. Since limited research has been conducted on tourist marketplaces in Southeast Asia, the results of the tourist experiences, motives and views towards marketplaces should offer new insights. The results of this research are expected to clarify several ambiguities and unknown perspectives on Southeast Asian tourist marketplaces. Uncertainties and ambiguities arises whether tourists has a different shopping experiences, which country has the higher authenticity values while at these three Southeast Asian countries.

- Chapter 5

Study 3 will be conducted by employing in-depth semi- structured interviews with the stakeholders. The managers who organise the marketplaces, the owners of the businesses and the providers or the suppliers view will be documented. The results of this study 3 will assist various sectors, including government authorities (tourism) and destination planners. Again the themes identified in Chapter 2 and in Chapter 4 for the marketplace users will be considered in these interviews.

- Chapter 6

A comparative analysis will be conducted to summarise the findings of tourists' and stakeholders' views on the key concept issues. Additional research options and study limitations will be reviewed in this final chapter.

CHAPTER 3: The Dictionary of Marketplaces

Chapter Structure

3.1 INTRODUCTION

3.2 ON-SITE SURVEY: RESEARCH GAP AND AIMS, DATA AND METHODS

3.2.1 Research Gaps and Aims

3.2.2 Research Method

3.2.2.1 Sources of Information

3.2.3 Repertory Grid Analysis: Personal Construct Theory

3.2.3.1 The fundamentals of the technique

3.2.3.2 The Repertory Grid Process (Findings)

3.2.3.2.1 Selection of elements

3.2.3.2.2 Methods in eliciting the constructs

3.2.3.2.2 Triads

3.2.3.3 Analysis: Transcription of verbal data

3.2.3.3.1Commencing codes

3.2.3.3.2 Reviewing the themes

3.2.3.3.3Refining key theme constructs

3.2.4 Discussion and Conclusion

3.1 Introduction

The studies reported in this chapter attempted to discover constructs that tourist use when they depict marketplaces. A profiling study was undertaken to accomplish this first stage of the thesis research. The data collection for the research was based on carefully selected marketplaces in Malaysia, Thailand and Cambodia. These three countries were chosen due to tourism being among the countries' top three income earners. They are also some of the most visited ASEAN countries by tourists (ASEAN Report, 2012).

In this research, two research techniques were applied: interviews and questionnaires. The first part of the chapter introduces the study aims, objectives, and the methodology of the survey conducted in Southeast Asia; Malaysia, Thailand and Cambodia. The chapter then presents the findings in terms of the commonality of constructs elicited and constructs that were associated with tourist marketplaces in the three countries. Essentially, this study was analysed by applying Repertory Grid Analysis devised originally by George Kelly (Stringer, 1974). The geographic locations of the study areas are depicted in Figure 3.1.

Figure 3.1: The study sites, Thailand, Cambodia and Malaysia in the context of Southeast Asia

3.2 On-Site Survey: Research Gap and Aims, Data and Methods

3.2.1 Research Gaps and Aims

As mentioned in Chapter 2, there is inadequate information regarding the study of Asian marketplaces and tourists' views about the marketplaces that they have visited. At this point, the on-site study aims to:

1. Profile Asian marketplace tourists in Southeast Asia particularly in Malaysia, Thailand and Cambodia by noting some demographic and travel experiences (past or present);
2. Identify the key constructs of Asian marketplace tourist in Malaysia, Thailand and Cambodia by using the Repertory Grid Analysis. The important part of this study is to identify a "dictionary": effectively the words people use to describe marketplaces through constructs.

Other research using constructs offers guidelines on how to conduct Repertory Grid studies. Coshall (2000) used constructs to organise where the Tate Gallery lies in relation to other places. For the present study, the comparisons amongst markets are not addressed and the interest is in the words to describe all marketplaces. So it is slightly a different aim than some of the previous applications of construct theory in tourism.

3.2.2 Research Method

The data gathered for the studies were collected at carefully selected marketplace locations in Malaysia, Thailand and Cambodia (Fig.3.1) between September 2012 and November 2012. An approval from the Human Ethics Committee (James Cook University) was granted before the survey was carried out. The significance of the sites selected was extremely important as the entire thesis is based on the findings at these marketplace attractions. Several methods were applied in selecting the sites. Two principles should be considered when undertaking sample selection in social sciences studies; firstly, an exhaustive sample in order to ensure reasonable representation of the population and secondly an adequate sample just to achieve the goals of the study. In this study, the concept of saturation, that is the use of enough cases to exhaust the terms or meanings of a topic, is all important in choosing this number of sites (Krueger & Casey, 2000).

3.2.2.1 Sources of Information

The first step was to identify popular tourist marketplace attractions in Malaysia, Thailand and Cambodia. The identification of the marketplaces was conducted through retrieving information from the popular local tourism websites that were suggested by the state official tourism bodies for those respective countries. The sources can be seen as popular and trustworthy in providing information on well-known marketplaces. Four kinds of websites were examined: the country's official tourism website, local website references, global website reviews, and the worldwide referenced websites. The country's official tourism websites are run and monitored by the government of each country. This is where further information about local website references was obtained, since the local websites are actually registered under the Ministry of Tourism for each country. Table 3.1 lists the websites accessed in identifying the marketplaces in this study.

Table 3.1 Sources of information for tourist marketplaces selection

Website Features	**Malaysia**	**Thailand**	**Cambodia**
Country's Official Tourism Website	Tourism Malaysia Official Website www.tourism.gov.my/	Tourism Authority of Thailand http://www.tourismthailand.org	Tourism of Cambodia http://www.tourismcambodia.com/
Local website references	www.marimari.com http://www.virtualmalaysia.com/destination/fleamarket-cat.html	www.sawadee.com www.bangkok.com	Cambodia Travel www.cambodia-travel.com/phnompenh/market.htm
Global website reviews	Frommers http://www.frommers.com/destinations/malaysia	Frommers http://www.frommers.com/destinations/	Frommers http://www.frommers.com/destinations/cambodia
Worldwide referenced website	Lonely Planet www.lonelyplanet.com/Malaysia	Lonely Planet www.lonelyplanet.com/Thailand	Lonely Planet www.lonelyplanet.com/Cambodia

The second stage of the process was filtering of the information obtained from the selected sites. In order to produce variation in marketplace attributes, the selected sites then were further analysed based on several factors namely:

- Tourist presence (large or small presence of tourists at the marketplaces) – the tourist presence at a marketplace must be adequate to ensure enough international and domestic tourist respondents.
- Location (urban or suburban) – the locations chosen should not emphasize only urban areas. For example Damnoen Saduak the famous floating marketplace in Thailand is about a one and half hour drive outside Bangkok.
- Size (the size of the marketplaces large or small) – The size of marketplace is determined by the number of vendors conducting their business at a certain marketplace. The more vendors and sellers operating in the marketplace, the more variety of products there are available for selection. Again, a variety in size was a selection consideration.
- Categorization (general or specialist) – the categorization of a marketplace was then determined by the products that the marketplace sold. Specific marketplaces concentrate on handicraft products, delicacies, flowers, food or vintage items. General marketplaces basically sell standard items such as daily use items, groceries and clothing.
- Types (time) – There are several types of marketplaces that differ according to their time and duration of operation. There are weekend, night, daytime and daily marketplaces. Weekend marketplaces only occur on Saturday and/or Sunday, night marketplaces start around 5 p.m. till midnight, daytime marketplaces usually start as early as 6 a.m. until noon, and daily marketplaces start everyday usually from 10.a.m to 10 p.m.. Again, an attempt to include some of this diversity was seen as important for the study.

The filtering of information was conducted by verifying that the sites could be accessible by the researcher and achieved a balance among the attributes stated. There were 36 sites recognized in the first stage. The list was then reduced to a smaller list of 15 sites. The basis for this working number was built in part on qualitative sampling and the practice of selecting adequate numbers for case study comparisons (Gomm, Davies, & Open, 2000; Krueger & Casey, 2000; Pearce, 2011). The sufficiency of sample size in specific targeted surveys of topics also can be obtained by using Slovin's formula.

The equation for Slovin's formula:

$$n = \frac{N}{1 + N e^2} \qquad n = \frac{36}{1 + 36\,(0.2^2)} \qquad n = 14.75 \quad @\ 15 \text{ sample size}$$

n = is the sample size

N= is the population (total number of tourist marketplaces location)

e = estimated level of error

Table 3.2: Table of Sample size

Country	N = Population		n =
Cambodia	3	3/36(15)	1
Thailand	19	19/36 (15)	8
Malaysia	14	14/36 (15)	6
Total	36		n = 15

For Study 1, 15 marketplaces were identified. The number was seen as credible for coverage and cross country coverage. The basis for this working number was built in part on qualitative sampling and the practice of selecting adequate numbers for case study comparisons (Gomm, Davies, & Open, 2000; Krueger & Casey, 2000; Pearce, 2011). Further in achieving the aim of the first study in portraying the marketplaces, the two ways of presenting and evaluating the marketplaces were employed:

- Method 1- The first method used visual materials and descriptive information. The visual information was obtained through archives.
- Method 2 –The respondents were then asked to comment, evaluate and appraise the materials.

Table 3.3 The filtered sites selected for all three countries.

Location	Location	Location
MALAYSIA	**THAILAND**	**CAMBODIA**
Kuala Lumpur/ Central Market	Chatuchak Weekend Market	Psar Toul Tom poung, (Russian market) Phnom Penh
Kuala Lumpur/ Petaling Street	Pat Phong Night Markets	Central Market, Siem Reap
Lorong Tunku Abdul Rahman / Kuala Lumpur	Banglamphu Market	Psar Chas, Siem Reap
Little India(Jln masjid India) Kuala Lumpur	Floating markets: Bang Khu Wiang Damnoen Saduak DonWai	
Pekan Sehari/ Temerloh Pahang	Pak Klong Talad Flower market	
Penang/ Batu Feringghi	Pahurat – Little India	
Pekan Rabu/ Kedah	Sampeng Lane- Chinatown	
Sabah/ Kota Belud	The Sukhumvit Market- Little Arab	
Sarawak/ Kuching Main Bazaar	Anusarn Shopping Area	
Perak/ Cameron Highland	Kalare Night Bazaar	
Kelantan/ Pasar Besar Siti Khadijah	Karen Silver	
Melaka/ Jonker Street	San Kamphaeng	
Terengganu/ Pasar besar payang	Warorot Market	
Putrajaya Souq	Baan Tawai Muang Noi Market	
	Ton Lamyai Nong Mon (Pattaya)	

3.2.3 Repertory Grid Analysis: Personal Construct Theory

3.2.3.1 The fundamentals of the technique

For this research, the Repertory Grid Analysis (RGA) approach was selected as an established qualitative method (Stringer, 1974). The Repertory Grid analysis is a method for extracting data and analysis built on personal construct theory developed by George Kelly, which was developed in the 1950s. Kelly formulated the RG test as he tried to understand his clients. The method proposes that people make every effort to make sense of their surroundings by developing a personal construct system (Fransella & Bannister, 1977). The fundamental

emphasis of Personal Construct Theory emphasizes that individuals explain their experiences in their own terms. Coshall (2008) suggested that Repertory Grid analysis allowed people "to set their own parameters within their own meaning system". The expressive terms that people use to distinguish and describe topics and assist their categorizations are called constructs. The approach develops an understanding participants' language; it is an emic perspective. In tourism studies, it offers an approach for understanding how individuals (tourists) see the world, to understand what that situation means to them and their concerns (Fransella & Bannister, 1977; Pike, 2003; Walmsley & Jenkins, 1993)

Two concepts define the approach: elements and constructs. These are the base ideas in Kelly's methodology. Elements are the substances to be considered and examined. For our present interests the elements selected were the marketplace destinations. The elements (marketplace destination) were obtained through questions relating to tourist recent visits or previous experiences in visiting marketplaces. The constructs are the descriptions that people apply to these objects. A construct is revealed by stating how two elements are similar and yet different from a third (Hankinson, 2004; Kelly, 1991).

The tourists (respondents) were presented with three elements and questions were posed on which ways the two elements were similar and different from the third element. This set of questions was repeated until the person was unable to identify or classify any new constructs. At this point, researchers felt that a suitable set of constructs had been drawn out (Embacher & Buttle, 1989a). This technique led to a listing of keywords on how people describe tourist marketplaces.

3.2.3.2 The Repertory Grid Process (Findings)

Initially, the study focused on interviewing 22 people from each of the (66 in total) three countries, with 15 markets as the elements. The respondents were interviewed on site at the marketplaces chosen in a convenience sampling approach. Saturation of information was seen as the key to this selection. A further justification of these numbers is as follows. In order to access the full set of constructs describing tourist marketplaces, the triads (sets of three) offered to respondents need to mix diverse and similar elements. For example, if a respondent was given as elements 12 young ladies aged between 18-25, as a first triad and then repetitively asked to sort them again, the result would be a very focused set of the language that describe the people. If you provide a different age group as stimuli there would be different words. How much you vary the elements can influence the constructs evoked. The application of these ideas in the study was the way people were asked to compare the marketplaces. Some people have to compare three night markets, other people are asked to compare a day market in Bangkok, a night market in Malaysia and an open air market in Cambodia. In other words, the way the elements were put together was varied to improve the likelihood of exploring in full the "dictionary" of the tourist marketplace.

In this process, the respondents were given pictures to review. There were nine different pictures of sites that represented approaches and potential constructs. This Repertory Grid (RG) process followed four general steps:

3.2.3.2.1 Selection of elements:

The rules of thumb for elements in eliciting the constructs include being specific (tourist presence at marketplace), a similar theme or classification (categorization of marketplaces) and adequately describing the element (location of marketplace) (Fransella & Bannister 1977). For this selection of elements, further considerations for the site selection were added; size and type (time) of the tourists marketplaces.

3.2.3.2.2 Methods in eliciting the constructs

Early studies of photo- elicitation were conducted for investigating tourist personal experiences by Botterill and Crompton (1987, 1996), Jenkins (1999), and Cederholm (2004). Botterill and Crompton (1987) combined the used of Repertory Grid Technique by using personally photographed prints to explore tourists thought about the Mexican vacation. The tourists were asked to distinguished how two of the photos are similar and yet different from

the third. The resulting constructs from the triad process presented the individual perception of Mexico built on tourists' experiences. Photo elicitation was used by Cederholm (2004) was used differently as data collection and analysis method for her backpacker tourism study. In her study, respondents' were asked to use their own photographs in her in-depth interviews. The backpackers' storylines and experiences were analysed as a results of their experiences of travel photography. Jenkins (1999) analysed the concept and approached of tourist destination image. Jenkins argued that researcher needed to make available a valid image research in order easily extract the constructs relevant to the population being studied.

Botterill and Crompton (1996) stated that (based on work by Easterby-Smith (1981)), in eliciting personal constructs, there are four well-defined methods applied:1) supplying constructs, 2) eliciting from triads, 3) using card sorts; and 4) laddering. The triad procedure was used in the present work as it follows the original repertory grid approach closely. Three random examples from the initial set of nine pictures of sites selection were utilized. In total there were nine pictures labeled Picture 1, Picture 2, Picture 3, Picture 9. In order to classify these pictures into three sets, Set 1, Set 2 and Set 3, a simple random sampling was used using Excel (Random Sampling = RANDBETWEEN (1,9)). Results show the following classification. Each picture was labeled A, B and C, for each set as shown below:

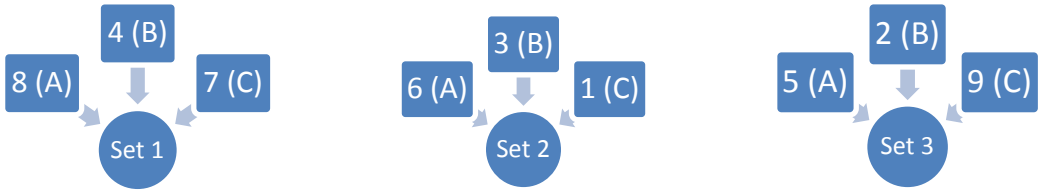

Figure 3.2: Set of Triads

Set 1, consisted of picture number 8, 4, 7, Set 2 consisted picture number 6,3,1 and Set 3 with picture number 5, 2, and 9. As mentioned earlier, the criteria for the location selections was based upon the factors of a tourist presence at the marketplace, urban or suburban location, size and types of marketplaces, and whether general or specialist.

Damnoen Saduak Floating Marketpalce

Warorot Flower marketplace

Chatuchak weekend Marketplace

Siti Khadijah Central Marketplace

Russian Marketplace, Phnom Penh

Petaling Street night marketplace

Figure 3.3 The types of marketplace that were selected to be used in the visual presentation to accompany the descriptive materials. (Thumbnail images used here)

3.2.3.2.3 Triads

In this study, the triad procedure was used (Fransella & Bannister, 1977).This involves respondents distinguishing among a group of the three elements. This is the part which is seen as essential in eliciting the constructs without leading to prejudice or bias from the researcher. At this point, the researcher specifically asked the respondent to identify how two of the elements were similar and different from the third according to the sets of picture below:

Table 3.4 An example of triad set up for the study.

Set 1 (Picture 8, 4 and 7)	How are pictures 8 and 4 different from picture 7? How are pictures 7 and 8 different from picture 4? How are pictures 7 and 4 different from picture 8?
Set 2 (Picture 6, 3 and 1)	How are pictures 6 and 3 different from picture 1? How are pictures 1 and 3 different from picture 6? How are pictures 6 and 1 different from picture 3?
Set 3 (Picture 5, 2 and 9)	How are pictures 5 and 2 different from picture 9? How are pictures 2 and 9 different from picture 5? How are pictures 5 and 9 different from picture 2?

Illustrative components:

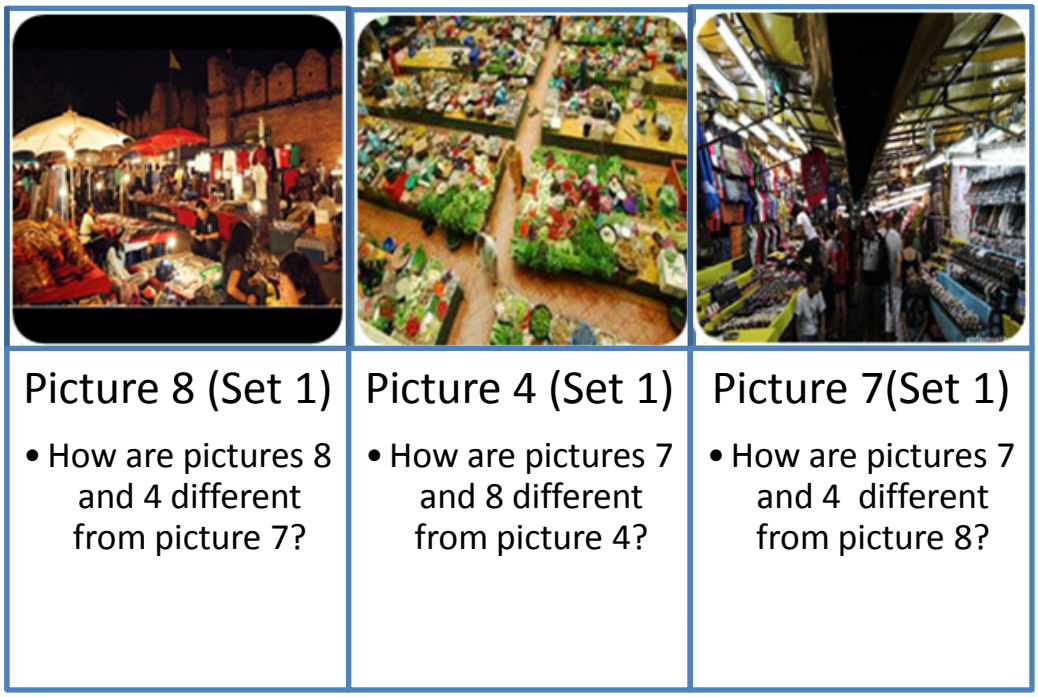

Figure 3.4 Illustrative components of Triads

Systematic triads of elements were given to each respondent until all combinations of the elements were exhausted (Botteril & Crompton, 1996). At this point, the researcher did not

provide a closing comment, but kept on questioning the respondent about the constructs. Every so often, additional constructs somewhat unrelated to what the researcher anticipated were added.

Each respondent worked independently, according to the different set of randomised pictures selection. A list of attributes were identified by the different participants. The attributes were then organized by frequency. The analysis revealed that specific dimensions were identified more frequently than others. The most frequent attributes are the focus of this research effort.

3.2.3.3 Analysis: Transcription of verbal data

The steps in the analysis process are illustrated in Figure 3.5.

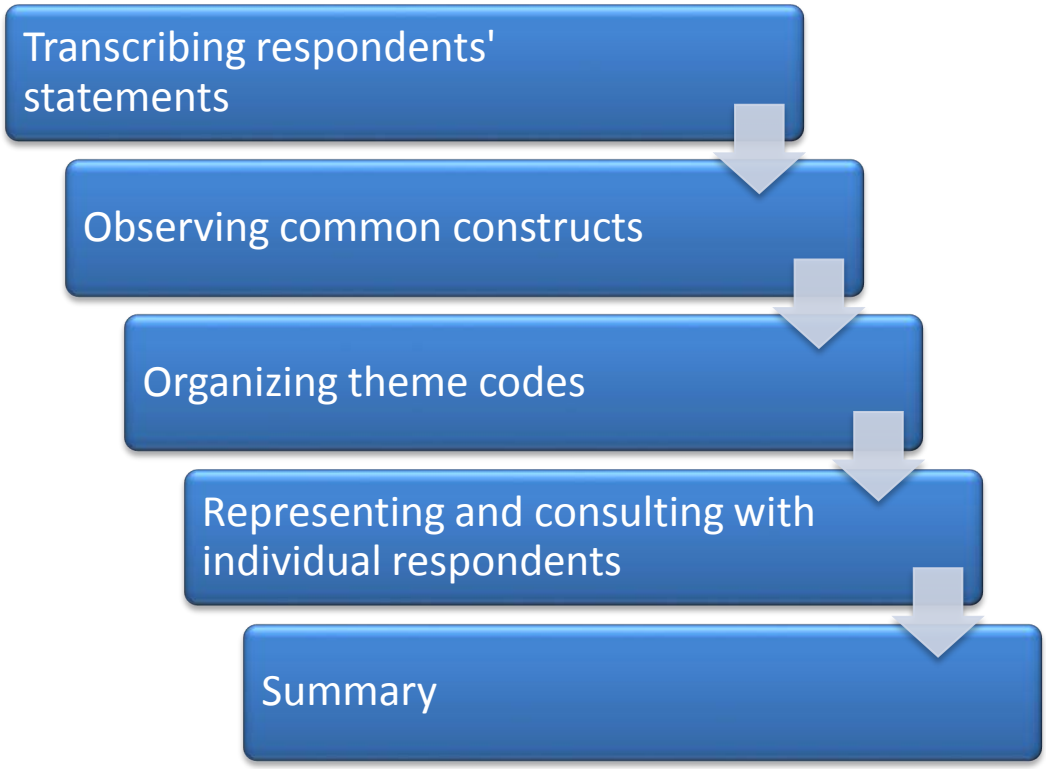

Figure 3.5 A representation of the steps in the data analysis.

Significant value from the study was derived through qualitative analysis. Qualitative analysis can be insightful in developing a good understanding of the constructs that are important to the target audience (Stringer, 1984). Audiotapes were reviewed and analyzed from the triad sessions in order to assess the various respondents' constructs and language use. In the

transcription process, the researcher was able to get acquainted with the interview information and immerse herself in the data collected. While writing down the interview information, what the researcher observed was an array of common constructs (words) used by the respondents in describing the marketplaces. The key characteristic being examined was the commonality of dominant, frequently occurring constructs including synonyms as alternative forms of expression. Research on the words to describe all the marketplaces elicited 192 constructs. From that material the researcher captured and identified repeated themes. A theme denotes an essential statement and represents a particular repeated response derived from the transcription (Braun & Clarke, 2006, 2014)

Table 3.5 An example of the nature of the responses being coded.

Picture 7 set up their stalls to display their product, night market very crowded, packed, not very appealing to me	Crowded, packed
Picture 8 hundreds booths selling good quality tourist stuff from clothes to wood carvings, fun evening, crowded but nice experience. Picture 4 similar to picture 8 is where local comes to shop and sell local produce where picture 7 is more touristy	Crowded (touristy)
Picture 7 and 8 is crowded outdoor market but nice experience. Picture 4 is daily market.	Crowded

In the example provided in Table 3.4, the dominant construct crowded was identified with the potential to see another less used construct of touristy-local as noteworthy if used by other respondents.

3.2.3.3.1 Commencing codes

Once researchers are familiar with the respondents' interview statements, subsequent analysis involves constant reading to identify constructs for further thematic coding (Braun & Clarke, 2006). In this study and at this stage, the number of themes elicited from the constructs was wide-ranging. Next, the process involved categorizing different constructs into possible themes (Tuckett, 2005). Themed constructs were developed to form useful all-encompassing summaries. Constructs that had been themed were then written on cards. Further reduction of constructs occurred in order to reduce redundancy.

One of the methods for improving the reliability of this kind of research was to implement precise coding rules. The work of Kerlinger and Lee (2000) was used as a guide.

The rules offered by Kerlinger and Lee specify that researchers should build their categories according to the research problem and purpose, make sure the categories are exhaustive, structure the categories so that they are mutually exclusive and independent, use a clear single category principle to identify each category and be wary of employing different levels of discourse in the category scheme. These principles were useful in concentrating attention on the descriptive content of the photographs rather than mixing symbolic and descriptive codes. A checking stage was employed to support these requirements (p.194).

Ten higher degree students familiar with the marketplaces were shown, written cards with constructs and instructed to group constructs into common clusters of themes. Then the individuals were asked to identify a word that best described each cluster. Table 3.5 provides examples of constructs based on similarities or "synonymous" terms mentioned by the respondents and grouped by the researcher into the 'atmosphere' key theme.

3.2.3.3.2 Refining key theme constructs

At the end of this phase, the themes appeared to be in coherent groups. The researcher decided to stop and finalize the themed constructs related to the marketplaces. Table 3.7 shows the final edited version of themed constructs and their organization for the major theme of atmosphere.

Table 3.6 The key theme of atmosphere and its supporting constructs

ATMOSPHERE	crowded, noisy, dyspneoa, packed, gloomy, chaotic, warm, lovely, great , wonderful, colourful atmosphere, lively atmosphere, vibrant, attractive, unique ambiance, peaceful, very picturesque, beautiful view, less busier, clean, comfortable, dirty, swarming with people, not appealing covered setting, closed setting, exciting, ancient surrounding, overcrowded very touristy, casual, hustle and bustle, congested

Table 3.7 The major theme of atmosphere and its supporting constructs organized into sub-themes

ATMOSPHERE	**Pleasant:** relax, warm, at ease, comfortable, peaceful **Level of excitement:** lively, casual exciting, crowdedness, hectic, **Touristy:** unique, touristy, very picturesque, ancient surrounding, attractive, gloomy, level of noise, not appealing	**Mood:** Relax, pleasant, peaceful, exciting, not appealing, attractive, boring, lively, level of excitement, at ease, very picturesque, mood. **Comfort level:** hectic, warm, casual, comfortable, comfort level, crowdedness, level of noise **Touristy:** Touristy, unique, very touristy, ancient surrounding, unique ambiance	**Not appealing:** level of noise, crowdedness, hectic boring , gloomy **Touristy:** unique ambiance, very picturesque, ancient surrounding, very touristy, attractive **Pleasant:** warm, at ease, cleanliness, comfort level, level of excitement, comfortable, relax, lively, casual exciting

The overview of all the constructs from the 66 respondents were analysed, grouped and themed. Six key themes characterized the labels that respondents used to describe tourist marketplaces. In this study, themes commonly associated with marketplace categorisation in the Southeast Asian region were: atmosphere, spatial arrangement, sensory (senses), product description (product), and location, each of the key themes encompassed sub-themes.

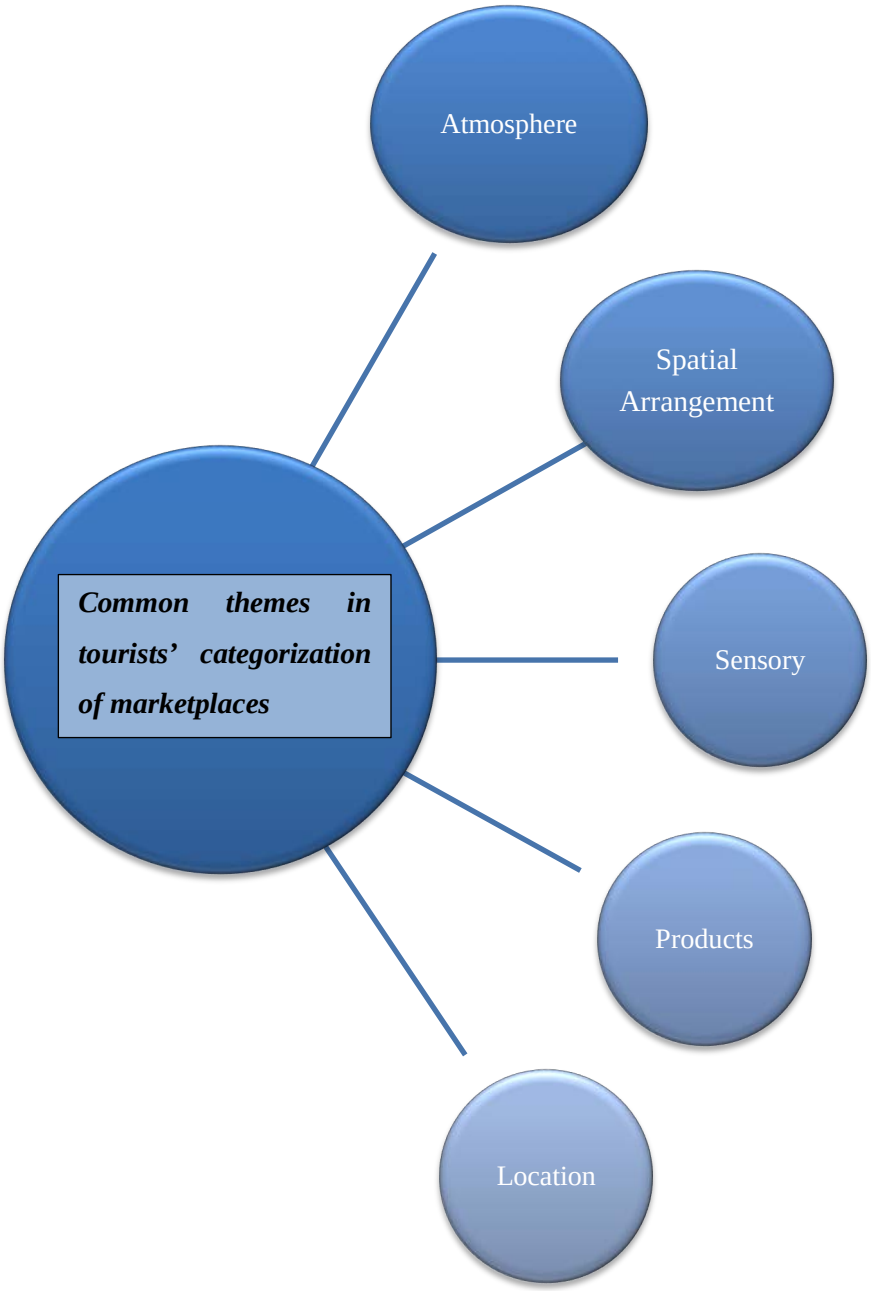

Figure: 3.6: Overview of themes from the construct elicitation process.

3.2.3.3.3 Investigating and Explaining the Dominant Themes

Atmosphere stands out as the most frequent set of constructs associated with marketplaces. There were 30 dictionary items which can be seen as defining this superordinate construct. Atmosphere refers to the "the pervading tone or mood of a place, situation, or creative work" (Oxford Dictionary, 2008) of the marketplace. Within this atmosphere theme, two sub-themes were identified as positive features relevant to the marketplace: pleasant, and touristy or touristic. Not appealing was seen as the negative connotation in describing the atmosphere at the marketplace.

The theme is illustrated by a tourist from the Netherlands in the responses to the similarities of pictures 7 and 8.

Table 3.8 Illustrative responses describing atmosphere

Picture 7 (Pat Pong Nightmarketplace)	Pic 7 market is not special to me, it is crowded, noisy, and dyspneoa.
Picture 8 (Wualai Walking Street marketplace)	Pic 8 has great old city wall as background, typical weekend market in Thailand, temporary booths and warm atmosphere and casual, visit there for local souvenirs and talk with local people, get to know the culture. Special market.

The second most frequently mentioned key - themed construct is the spatial arrangement of the marketplace with 12 items. The space at the marketplace is seen as "an area as commercial space" by the tourist respondents. Some of the sub-theme constructs observed by the respondents are the organization as in the orderliness of the marketplace, the total and spatial area or scale of the marketplace. Further explanations about the spatial arrangement construct are illustrated in the example below:

Table 3.9 An illustration of the spatial arrangement theme

Triad 1:

Picture 6- Petaling Street Night Market, Malaysia

Picture 3 - Chatuchak weekend Marketplace, Bangkok

Picture1 - Damnoen Saduak Floating Marketplace, Bangkok

	The surrounding ambiance 6, 3 is the same compared to 1 more exciting , floating on water, use boat to move around things sold most cooked food, very unique location, only market in Asia using boats, just wonderful the structure and layout are different, sellers move around where the other sellers are static.
	pic 6 shows that the area has been set up well, now they have overhead canopy running down the stretch of Petaling Street to protect from rain, haven for shoppers who love imitation branded items
	Picture 3 area assigned stalls, spread out in a really big area in central Bangkok, a lot of stuff for tourist but locals go there too

The label sensory summarizes the next most emphasized category of terms in the respondents' statements. While at the marketplace tourists take pleasure in their experience of the five senses while being in the setting: *"Lots of cultural goods available, tourist item, eye catching local kites…"*; some are associating their visits with attractive and tasty food available. Some illustrative comments were:

"Pic 8 (Wualai Walking Street Marketplace) I have been here, love the setting at historical background, good local food there, not only tourist but local do there, there is live music by the blind people and religious group, very lively, cheap and tasty local food available"

In addition to the positive remarks, the unpleasant noise and the experience of rude and ill-mannered vendors at the marketplace were noted. Tourists remarked such as *"..Sellers do not favour tourists to bargain ...some locals come here just for pickpocketing"*.

Tourists sometimes were able to elaborate on and distinguished types of marketplaces by location with (N=7), that is whether they were on the street, in a building or on waterways. Floating marketplaces were seen as a great marketplace experience due to the different style of shopping. "Very unique location" "exciting market location", were among the statements about the floating marketplaces.

Besides being able to elaborate and distinguish types of marketplaces be it on the street, building and waterways, a further key-themed set of constructs was the description of the products at the marketplace. (N=8) Tourists tend to associate marketplaces with cheaper pricing and highlighted the originality of the products. Most respondents were keen on finding local

cultural products for souvenirs or to consume. Local food, fruits, and local handicraft were often mentioned and the authenticity of products appeared to be part of the search process.

Overall, this synthesis of the array of constructs elicited demonstrates considerable language saturation in terms of how tourists view marketplaces in the three different countries. These commonalities were achieved despite some language barriers (researcher is not a native speaker of Thai and Khmer. Researcher getting help from interpreter in translating the task) and unfamiliar destinations being rated, though six respondents were unable to complete some of the ratings required.

In summary, this study synthesizes a broad array of constructs and demonstrates language saturation on how tourists view marketplaces.

3.2.4 Discussion and Conclusion

This chapter described the application and analysis of the Repertory Grid Analysis when applied to the analysis of tourists' descriptions of selected marketplaces in Malaysia, Thailand and Cambodia. The first objective of this study was to identify key expressions` employed by visitors to these kinds of attractions. A second and subsequent objective sought to sort these descriptions into common themes integrating individual terms. The glossary constructed from this three country study with a model sized sample from each country identified a suite of relevant terms and then, by synthesizing the frequency of occurrence of the common terms and sorting them into categories, the work also provided material on which future studies can be built. That is, in building a holistic assessment of Southeast Asian tourist marketplace, it is vital to include items describing atmosphere, location, sensory qualities, spatial layout and product types.

The terms identified in the glossary and integrated as reported in Figure 1, are linked to but not identical with assessments of the appeal of other tourism shopping destinations. For example in their study of tourist shopping villages, Murphy, Moscardo, Benckendorff, and Pearce (2011) report the importance of the location and layout of the village (Chapter 4) and also emphasize the theme of atmosphere and product distinctiveness. The sensory qualities of Asian tourist shopping experiences appear in the studies of the importance of food in Taiwanese and Singaporean markets (Chang & Hsieh, 2006; Henderson, 2000). The themes of attractiveness and safety as sub components of atmosphere are, however, particularly prominent expressions in the present glossary of tourists' descriptions.

The Repertory Grid has been used only occasionally in the tourism field. Nevertheless, grid based work can elicit considerable detail from respondents because it facilitates information access through asking respondents to make comparisons. The future of all existing tourist marketplaces in developing countries in Southeast Asia is not assured. Contemporary pressures from other shopping formats and potentially some pressure from governments to concentrate tourist spending in select zones and avoid inflationary pressures in local markets can influence future activity. As these assessments and policy decisions are formulated, it is potentially possible to use the thematic issues developed through the repertory grid approach, and presented here as a glossary to understand tourists' responses to the future of these tourism attractions. Additionally, the work presented from this study can also be regarded as a preliminary tool to guide further work in this thesis based on questionnaire and interview methods.

CHAPTER 4- Tourists' Views of Tourist Marketplaces

Chapter Structure

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4.2.2 Translation issues

4.2.3 Pilot testing

4.2.4 Survey locations

4.2.5 Sample

4.2.6 Coding and data analysis processes

4.2.7 Creating the Shopping Index.

4.2.8 Respondent profile

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4.3.2 Analysis of the future

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4.4 Discussion

4.1 Introduction

The second stage of the research was conducted using a questionnaire based survey. The quantitative assessment used included calculating the percentages, means, and constructing a key index. The questionnaire was prepared in two versions; one for the tourists and a second version for the vendors. In the six page questionnaire for the tourists the questions consisted of a section for travel motivations, shopping interest and behaviours, and analyses of views on authenticity, experience, sustainability and the future of the tourism marketplace. The questionnaire for the vendors will be explained in Chapter 5.

The questionnaire was designed by operationalising the main concepts of experience from Pine and Gilmore (1999) and Schmitt (1999). Additionally, the authenticity concept was assessed by employing questions about long usage, genuineness, pristine character, sincerity, creativity and the flow of life Cohen (2012). The results from previous interview studies in this thesis (the Repertory Grid analysis) were also taken into account in designing the questionnaire.

The detailed aims of this chapter are:

1. To identify and categorise tourists who are highly involved, moderately involved and less involved in shopping at the tourism marketplaces in Malaysia, Thailand and Cambodia. These categories are subsequently referred to as the shopping groups.
2. To identify the characteristics of the shopping groups by cross-tabulating these interest levels with other demographic information.
3. To examine the shopping groups' perspectives on authenticity, aspects of experience, and their perspectives on sustainability and the future of the tourist marketplaces.
4. To examine the links in assessing the adaptations of Schmitt's analysis and Pine and Gilmore's work

4.2 Methodology

In implementing the survey, the questionnaires were organized by the following phases; the key steps were the questionnaire design, translation, pilot-testing the material, modifying the questions, deciding on survey locations and sampling.

4.2.1 The questionnaire design

The construction of the questionnaire was developed by incorporating material about the authenticity elements from Cohen (2012), the five elements of the Schmitt (1999) experience view, the four elements in Pine and Gilmore (1999) experience economy concept, and items about sustainability and future issues. These questions were designed for the context of the Southeast Asian marketplace. It was anticipated that this new context and the direct interpretation of authenticity, experience and sustainability and future would all help in adding to the knowledge of shopping at marketplaces. Table 4.1 defines the links between the main aims of the chapter and the material provided in the questionnaire.

Table 4.1 Tourism marketplace questionnaire design plan

Questions	**Main aims of thesis**	**Method of measurement**
Part A: *Where would you be most likely to go when you first arrive in a city on holiday?*	Aim 1(a) – to undertake a profiling of tourist marketplaces and portray how important marketplaces are for tourists	-Structured questionnaire
Part B: *-What are the main motives of your travelling here?* *-The importance of shopping at the tourism marketplace when travelling*	Aim 1(b) – to undertake a profiling of tourism marketplaces and portray how important shopping is for tourists.	-Structured questionnaire -Likert Scale 5=strongly agree 4=agree 3=neutral 2=disagree 1= strongly disagree
Part C: *Rank the authenticity statements on the origins,*	Aim 2(a)- analyse tourist consumers, and retailers'	-Likert scale 5=strongly agree 4=agree

Questions	**Main aims of thesis**	**Method of measurement**
genuineness, pristine character, sincerity, creativity and flow	ideas and views towards the authenticity of marketplaces	3=neutral 2=disagree 1= strongly disagree
Part D: *Rank the statements linked to the tourist experience and on sense, feel, think, act, education, esthetic, entertainment and escapism*	Aim 2(b) - analyse tourist consumers', and retailers' ideas and views towards the experience of marketplaces	-Likert scale 5=strongly agree 4=agree 3=neutral 2=disagree 1= strongly disagree
Part E: *-View of the lifespan of the marketplace in the future* *-View on the existence of the marketplace in the future*	Aim 2(c)- analyse tourist consumers' and retailers' ideas and views towards sustainability and the future of marketplaces	-Structured questionnaire - Likert scale 5=will definitely help 4=will help 3=neutral 2=will not help 1= will definitely not help

In this second study of the thesis, the questionnaire consisted of six pages of questions subdivided into six parts. Part A of the question assessed travel motivations and interests. The questions focused on where the tourists would go when they first arrived in a city for their holidays. Part B of the questionnaire employed questions on the value of shopping in the marketplace, where the importance of shopping was measured by using Likert scales for each question (Veal, 1997) (please refer to the English version of the questionnaire at Appendix 4.2). For this component, the questions were targeted towards all three aims of the thesis concerned with key features of the tourism marketplaces focus. Part C specified the value of authenticity in the eyes of the tourists. This section benefitted from the ideas reviewed in Chapter 2. In particular, Cohen's overview of the concept of authenticity was seen as enabling a set of specific, authenticity linked items to be phrased as questions. Respondents were asked to

consider authenticity in terms of the following themes for the tourism marketplace. Authenticity was rated in terms of:

- Origins –addresses the notion of the backgrounds, roots and heritage of the tourism marketplace location. The statement applied here was "This market has a long history". As with the other items, respondents were asked to rate this statement on a Likert scale from 1 to 5 (see Table 4.1).

- Genuineness – this term considers the feeling of how real or genuine the marketplace was seen to be. The statements used were "The market seems to you to be genuine in style" and "The product sold by the merchants and the vendors here is original".

- Pristine character – This term considers the environment of the tourism marketplace by assessing whether the surrounding setting is spoiled or unspoiled and still maintains its cultural uniqueness. The statement incorporated in the questionnaire to verify pristine character was "The marketplace has retained its cultural uniqueness".

- Sincerity – This terms refers to the representation of an emotional state including human affiliation. The sincerity element was asked through the statement "All the merchants and vendors at the marketplace are sincere".

- Creativity – This item addresses the creativity element involved the production of ethnic or traditional products by artisans and which are sold at the marketplace. Visitors were asked "The marketplace has its own identity".

- Flow of life – This term emphasises authenticity as a flow of life element: it highlights the daily rituals and activities at the marketplace especially of the vendors, their displays of items and any events or performances influenced by touristic purposes. For the flow of life element visitors had to answer whether "This marketplace has maintained /is still practising cultural values through customary elements, attire and/or language."

Part D of the questionnaire specifically explored the experience economy approach. In this context, the interest in the experience economy was used by the researcher to explain how tourists want to discover, gain knowledge, or sense unique experiences to make their trip meaningful. Questions in this part of questionnaire were built on Schmitt (1999) and his five experience modules of sense, feel, think, relate and act as well as the analysis of experience

realms from Pine and Gilmore (1999). In more detail, Schmitt's five components are senses – sensory experience, feel – affective experience, think – creative cognitive experience, relate – social identity experience, act – physical experiences, behaviours and lifestyles. All elements were assessed using a 5-point scale.

Specifically, for the sensory element, the item that was asked related to the tourist senses; vision, hearing, smell, taste, and touch. Usually the sensory elements increase the joyfulness and mood during shopping at the marketplace. Specific statements were:

- I find that marketplaces engages my senses

While shopping at the tourist marketplace, in the feel element, tourists were asked about their underlying feelings from the interaction with the setting and the people. The questionnaire statement was:

- I find marketplaces create strong moods for me

For the think element, tourists were asked to apply their intellectual side to construct an understanding of the experience. The questionnaire entry was:

- I find marketplaces make me think about societies and culture

Related elements offer the chance to convey tourists' thoughts for personal development through communication. Further, tourism marketplaces may actually develop interesting relationships with the locals. The question asked was:

- I find marketplaces offer the chance to develop interesting relationship with locals

The final element involves acts, or the "physical experiences" of tourist. The statement used was:

- I find marketplaces require me to be physically active

The second component measuring experience employed the realms of experience developed by Pine and Gilmore. The purpose was to explore visitor's participation in the tourism environment. The Pine and Gilmore dimensions of experience were adapted to suit the shopping experience at the marketplace. Measurement items for experience were entertainment, education, esthetic, and escapism.

Entertainment according to Pine and Gilmore is a key form of experience and is common in the business world. Entertainment experience in this context occurred when the

tourist felt delighted while passively observing activities or performance at the marketplaces (Oh , et.al, 2007). The entertainment statement was:

- I find marketplaces are very entertaining

For the educational experiences, tourists may learn through vicarious participation or by any specific engagement in an activity at the tourism marketplace. For example, tourists can take the initiative to learn how to make the local papaya salad in Thailand called "SomTam". As a result, tourists may be able to prepare the salad when at home.

The research measured "Education" with the following statement:

- I find that marketplaces offer a great educational opportunity

Esthetic experience signifies a situation whereby the tourist appreciates the atmosphere that they are in, and the manner in which the environment appeals to their senses. The esthetic statement tested was:

- I think marketplaces have a very special visual and environmental atmosphere

The escapist experience reflects being involved in a world which is different from the tourists' daily experiences. The escapism statement employed was:

- I think that the marketplaces help me escape from other daily activities

Part E of the questionnaire assessed the sustainability concerns pertaining to the existence of the tourism marketplace in the future. This set of statements was examined by the researcher through the statements about the well-being of the environment, the community and business viability. These elements comprised part E of the questionnaire. Respondents' perspectives on these three components were used to meet the sustainability objectives of the study concerning tourism marketplaces. These questions were built on the writings of a number of researchers (Tosun, 2001; Turcu, 2013), and considered the positive and negative aspects of the sustainability. Visitors were asked question on "What will make tourism marketplaces exist in the future" from the above themes.

For the environment theme, the statements to be assessed described the conditions of the marketplace. The items here included management of resources; the organization of the marketplace; and the shopping atmosphere including the preservation of cultural identity and appearance of the setting.

The community statements explored the dimensions of socio-cultural sustainability. This issue is continuously developing and is a challenging concept to examine (Roberts & Tribe, 2008). Community statements in the questionnaire included community awareness, safety and crime awareness, and the satisfaction of basic needs in the tourist area.

The third essential elements in sustainability were business statements or the economic ability of the vendors to survive in the economy locally and nationally. To this end, business ability indicators such as local business activities, product availability, vendors' skills and impressions of marketplace were regarded as useful sustainability indicators applied to measure the viability of the tourism marketplace.

Part F of the questionnaire consisted of basic demographic questions seeking information on gender, age, marital status, education level, region of origin, mode of travel, trip purpose, travel party, length of trip, future visit planning, expenditures, types of items purchased, travel experiences, and satisfaction level.

4.2.2 Translation issues

The questionnaire was translated into the Malay language for Kota Kinabalu, Malaysia, into the Thai language in ChiangMai, and the Khmer language in Phnom Penh, Cambodia. The questionnaire had to be translated into the native language of the selected countries to facilitate completion by domestic tourists. In order to ensure the verisimilitude of the questionnaire items translated into languages other than English, back-translation was performed (see pilot study section for checks). Back translation is the most frequent technique used to check the accurateness of translation in survey research (Douglas & Craig, 2007). Back translation should be utilised when the researcher is not familiar with the language. It can be considered as one of the tools for assurance in checking the reliability of foreign language questionnaires (Harkness, 2004). In this study, the questionnaire was sent to a bilingual native speakers in the respective countries to be translated to the target language then translated back to the source language. Then the original questionnaire and the translated versions were compared for any dissimilarities. Once the accuracy of the translated questionnaires was established, the documents were ready for the respective countries (Douglas & Craig, 2007).

4.2.3 Pilot testing the material

A pilot study for the tourist marketplace questionnaire was employed. The purpose of the pilot study was to obtain data from a small group of individuals who had visited the marketplace before. The purpose was to assess how well respondents understood the items and questions. Fifteen respondents were used partly because of the complexity of language and translations in this study. The responses were then analysed in terms of consistency, understanding and the ease of respondents answering the survey. Modifications to the working questionnaire based on the feedback were made. It took the respondents around 10 minutes to complete the questionnaire. The task of the researcher was to provide the questionnaire sheets to the respondents and gather them back at the same location when completed.

4.2.4 Deciding on survey locations

In distributing the survey, the questionnaires were distributed in the same cities as the first study, specifically at Jalan Gaya Sunday market, Kota Kinabalu, and Central Market area Kuala Lumpur, Malaysia; Kalare Night Bazaar, and Wualai Street market, Chiang Mai, Thailand; and the Russian Market and Central Market, Phnom Penh, Cambodia. The aim in selecting these cities was to assure geographic diversity and the ability of the whole research program to produce findings relevant to multiple Southeast Asian contexts.

4.2.5 Sampling

The target samples for the study included domestic and international tourists who specifically shopped at the marketplaces. The approach can be described as opportunistic but it is also purposive sampling because respondents had to be participating in the core activity of interest (Mason, 2002; Ritchie & Lewis, 2003).

The questionnaire respondents were anonymous. An information sheet was provided to outline the intention of the study and the researcher's interest to encourage the respondents to complete the questionnaire (see Appendix 4.1). The questionnaire surveys translated into the different languages are provided in Appendix 4.2.

4.2.6 Coding and Data Analysis Processes

The Statistical Package for Social Sciences (SPSS) and Excel were utilised in processing the data (refer to Table 4.2 for the analysis plan). The data analysis involved descriptive statistics to identify the profiles and the respondents' perspectives. One-way

ANOVA, Chi-Square analysis, factor analysis and indices were used when the appropriate assumptions for these tests were in place.

Table 4.2: Questionnaire studies and data analysis plan

Chapter Aims	Analysis methods
To identify and categorize tourists who are highly involved, moderately involved and less involved in shopping at the tourism marketplaces in Malaysia, Thailand and Cambodia. These categories are subsequently referred to as shopping groups.	Construct indices and frequencies in SPSS
To identify the characteristics of the shopping groups by cross-tabulating with other demographic information.	Construct indices and frequencies in SPSS Chi-Square and Cross -tabulations
To examine the shopping groups' perspectives on authenticity, aspects of experience, and their perspectives on sustainability and the future of tourism marketplaces.	One-Way ANOVA with shopping index as the independent variable
To examine the elaboration of experience through key terms from Schmitt and Pine and Gilmore	One-Way ANOVA with shopping index as the independent variable

4.2.7 Creating the Shopping Index.

Index construction integrates items to produce a more powerful assessment tool. In explaining how to interpret the index data, the creation of the index follows the steps of data cleaning and the construction/analysis. In this study the fundamental a priori segmentation of the sample was the level of importance of shopping. This approach was consistent with ideas in the literature (G. Moscardo, 2004 ; Murphy et al., 2011) and in the approaches to contemporary market segmentation (Morisson, 2013).

Table 4.3 The core material available for building an interest in tourism marketplace shopping index.

#	Importance of shopping at a marketplace when travelling statements:	Strongly Disagree				Strongly Agree
2 a	o The opportunity to shop at marketplaces is the **main reason** I travel	1	2	3	4	5
b	o The opportunity to shop at marketplaces plays an **important** role in my travel decisions	1	2	3	4	5
c	o The opportunity to shop at marketplaces **sometimes** plays an important role in my travel decision	1	2	3	4	5
d	o The opportunity to shop at marketplaces **occasionally** plays an important role in my travel decisions	1	2	3	4	5
e	o The opportunity to shop at marketplaces **rarely** plays an important role in my travel decisions	1	2	3	4	5

The researcher summarised the single variables from the shopping questions together which take into account the values from a number of different items in the shopping questionnaire.

The Index for shopping = 5(MAIN REASON) + 4(IMPORTANT) + 3 (SOMETIMES) + 2(OCCASIONALLY) + 1 (RARELY) = 15.
2a = (5 x 5) + 2b = (4 x5) + 2c (3 x 5) + 2d (2 x 5) + 2e (1 x 5) = 75. The new shopping variable had a score lying between 15 and 75 (max).

As stated in the questionnaires data analysis plan, the histogram (Fig. 1.1) presents the results from the index construction. The figure shows a normal or near normal distributions. The shopping index statistic varied from 15 to 75. The mean score for all respondents was 46.94. From this analysis the next step was to apply the shopping index as the basic organiser of the information for the other topics in this chapter.

In this part of research, the sample was split into three groups - high, moderate, and low. Following the clear breaks in the histogram (refer Figure 1.1), the researcher was able to construct the organizing variable and levels of involvement of shopping involvement.

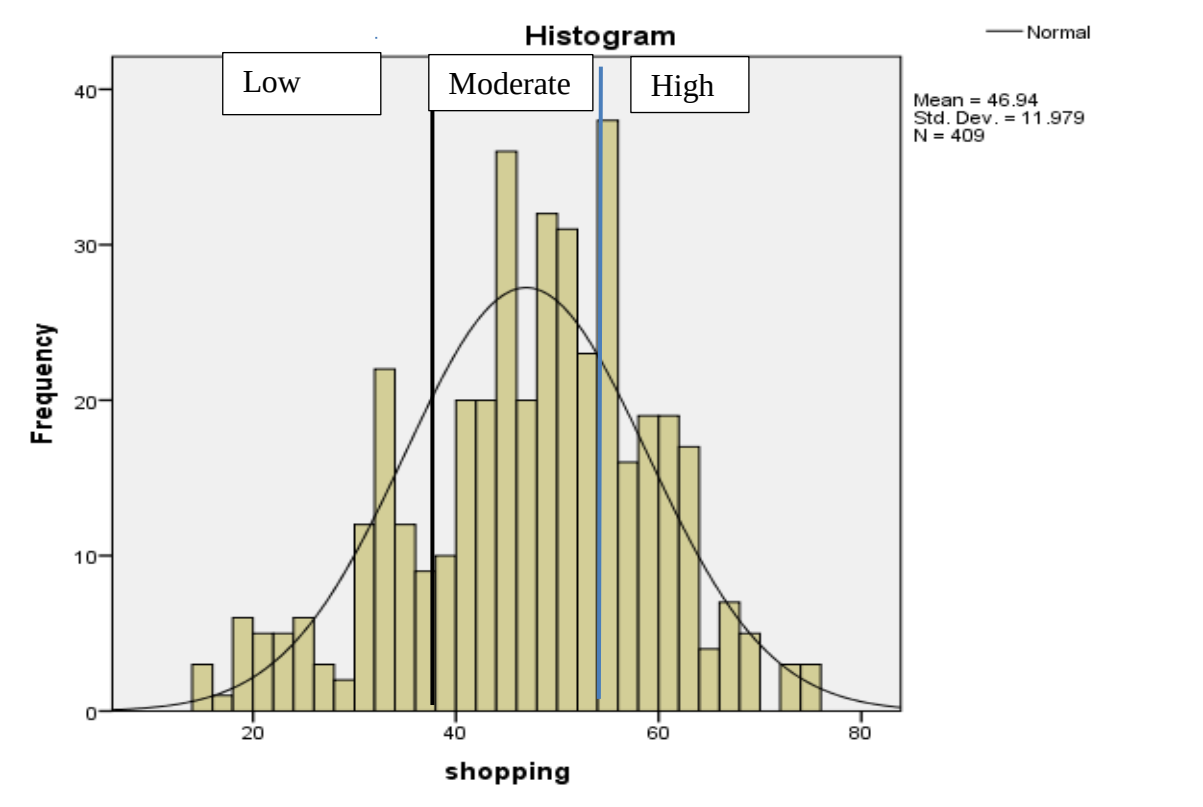

Figure 1.1: Shopping histogram: importance of shopping index.

The low level of shopping involvement rating was less than 40, the moderate level of shopping involvement was from 40 to 54, and the high level of shopping involvement group had scored 54 or more. The cut-off point was determined by closely considering the break points for each category on the distribution histogram. The all important issue in using this a priori categorisation is to ensure that the research understands how tourists who differ in their involvement with shopping at marketplaces.

4.2.8 Respondent Profile

Table 4.4 introduces the profile of the respondents. The core information collected in the demographic section of the questions provided the following material about the tourists.

Table 4.4 Demographic Profile of Respondents

	Frequency	Percentage
Status:		
Resident	108	26.4
Domestic	93	22.7
International tourist	208	50.9
Gender:		
Male	168	41.1
Female	241	58.9
Age:		
Under 20	46	11.2
21-30	168	41.1
31-40	125	30.6
41-50	58	14.2
51-60	10	2.4
Above 60	2	.5
Marriage Status:		
Single	213	52.1
Married	161	39.4
Divorce	34	8.3
Education level:		
High School	89	21.8
University Degree	211	51.6
Master degree/PhD degree	109	26.7
Origin:		
Southeast Asia	246	60.1
China	50	12.2
Europe	63	15.4
United States	25	6.1
Australia	19	4.6
Others	6	1.5
Travel Mode:		

	Frequency	Percentage
Packaged tour	102	24.9
Independent traveller	263	64.3
Others	44	10.8
Trip Purposes:		
Business	53	13.0
Visiting Friends Relatives	64	15.6
Pleasure	241	58.9
Others (e.g. Conference)	51	12.5
Travel Party:		
Alone	70	17.1
With spouse or partner	101	24.7
With family member	98	24.0
With a group of friends	140	34.2
Length of trip:		
Less than 1 week	113	27.6
1week	132	32.3
2 weeks	84	20.5
3 weeks	36	8.8
Over 4 weeks	44	10.8
Planning to visit again:		
Yes, within 12 months	83	20.3
Yes, within 5 years	65	15.9
Yes, but not sure when	187	45.7
Not sure	65	15.9
No	9	2.2
Expenditures:		
Under US$20	65	15.9
US$21-US$50	128	31.3
US$50-US$100	108	26.4
US$101-US$200	74	18.1
US$201-US$500	34	8.3

In this study 2, a total of 409 questionnaires were completed from the three countries. The data were coded in Excel and then analysed by SPSS. Table 4.4 presents the single variable demographic information about the respondents. There were 168 (41.1%) male and 241

(58.9%) female respondents. Forty one percent of them were between 21 and 30 years (n=168) and comprised the largest age group, while 30.6% of them and were between 31- 40 years of age making up the second largest age range. Two hundred and thirteen (52.1%) were single travellers, 39.4% (n=161) were married and 8.3% were divorced. In terms of travel mode, most of the tourists were independent travellers (64.1%, n=263) compared to tourists travelling on tour packages, (24.9%, n= 102). The number of tourists sampled in Thailand was N=172, in Malaysia N=109, and in Cambodia N=128. Further cross-tabulation and comparisons describing the overall sample are reported in Appendix 4.1.4.3 Results.

4.3.1 Analysis of destination motives

In line with the first aim of the study, Table 4.5 describes the motivation to travel to the country visited. A Chi-square analysis identified differences in the resources attracting tourists according to the country where they were surveyed. The local market was assessed as the second most important factor that respondents considered as a motivation when travelling to Cambodia (N=57, 44%), Thailand N=54, 31.4%), and Malaysia (N=22, 20.6%) with an overall Chi-Square = 37.29, df= 6, $p < 0.05$. Examining the cross-tabulations of the data, the attraction for the local markets was notably more pronounced for Thailand and Cambodia.

Table 4.5: A Cross-tabulation of destination motives and the country visited

Travel motivation, Country Visited			
Destination		N	% within country visited
City's most famous attraction	Malaysia	60	56.1
	Thailand	65	37.8
	Cambodia	56	43.8
	Total	181	44.5
The beach	Malaysia	6	5.6
	Thailand	31	18.0
	Cambodia	5	3.9
	Total	42	10.3
The local marketplace	Malaysia	22	20.6
	Thailand	54	31.4
	Cambodia	57	44.5
	Total	133	32.7
Local fauna and flora (nature)	Malaysia	19	17.8
	Thailand	22	12.8
	Cambodia	10	7.8
	Total	51	12.5

4.3.2 Analysis of the future

The data collected on the perceived future of the tourist marketplaces was cross-tabulated with the respondent's location when they completed the survey. The data are reported in Table 4.6.

Table 4.6: Chi Square results on the operation of marketplaces in the future

Do you think a market like this :	Malaysia	Thailand	Cambodia	Total
Will still operate in 5 years' time	84.4%	70.9%	82.8%	78.2%
Will operate in a reduced way in 5 years' time	11.0%	19.2%	13.3%	15.2%
Will not operate in 5 years' time	4.6%	9.9%	3.9%	6.6%

Chi-Square = 10.30, df=4, p=0.036

Overall the information in Table 4.6 indicated that 78.2% of all visitors mentioned that the marketplace that they visited will still be operating in five years' time. The Chi-Square results revealed that visitors to Thailand were somewhat less likely than visitors to Cambodia and Malaysia to indicate continuous existence of the market in five years time.

The material collected on visitor satisfaction levels is provided in Table 4.7.

Table 4.7: Satisfaction level for visiting markets in Southeast Asia

Your satisfaction with various markets in general in Southeast Asia:	Malaysia	Thailand	Cambodia	Total
Very dissatisfied	1.8%	0.0%	1.6%	1.0%
Dissatisfied	0.9%	2.9%	3.1%	2.5%
Neutral	24.8%	25.1%	23.4%	24.5%
Satisfied	64.2%	64.9%	56.2%	62.0%
Very Satisfied	8.3%	7.0%	15.6%	10.0%

Chi-Square= 11.34, df=8, p=0 .183

Table 4.7 reveals overall high level of satisfaction of the visitors for marketplaces in Southeast Asia. The outcome from this Chi-square analysis indicated that 62% of the tourists/ visitors who visited the marketplace were satisfied. There was no significant difference ($p>0.05$) in the satisfaction level for the three countries.

4.3.3: Demographics of shopping groups

Table 4.8 presents the information connecting demographic characteristics of the sample and the level of shopping involvement. Group one is the high level of shopping involvement; group two is the moderate level of shopping involvement; and the third group is the low level of shopping involvement.

Table 4.8: Relationship between demographic variables and the level of shopping involvement

	Shopping group and gender			
	High level of shopping involvement	Moderate level of shopping involvement	Low level of shopping involvement	Total
Male	31	90	47	168
Female	54	128	59	241
	Shopping group and age			
Under 30	37	114	63	214
Above 30	48	104	43	195
	Shopping group and marital status			
Single	39	117	57	213
Married	36	84	41	161
Divorce	10	17	7	34
	Shopping group and region of origin			
Southeast Asia	53	143	50	246
China	12	23	15	50
Europe	12	26	25	63
United States	4	17	4	25
Australia	3	5	11	19
Others	1	4	1	6
	Shopping group and trip purpose			
Business	15	23	15	53

VFR	16	32	16	64
Pleasure	45	132	64	241
Others-Conference	9	31	11	51
	Shopping group and travel party			
Alone	12	31	27	70
With spouse or partner	21	52	28	101
With family members	30	58	10	98
With group of friends	22	77	41	140
	Shopping group and length of trip at destination			
Less than 1 week	22	64	27	113
1 week	32	71	29	132
2 weeks	18	42	24	84
3 weeks	8	19	9	36
Over 4 weeks	5	22	17	44
	Shopping group and planning to visit again			
Yes, within 12 months	24	42	17	83
Yes, within 5 years	15	35	15	65
Yes, but not sure when	36	108	43	187
Not sure	10	30	25	65
No	0	3	6	9
	Shopping group and expenditures			
Under US$20	10	34	21	65

US$21-US$50	19	64	45	128
US$50-US$100	24	64	20	108
US$101-US$200	16	44	14	74
US$201-US$500	16	12	6	34
Total	85	218	106	409

The key characteristics of: the high level of shopping involvement group are as follows. It consists of 31 males out of 168 male respondents and 54 females out of 241 female respondents. Thirty seven of them are under thirty years of age and 48 are above thirty years of age. It can be observed that the breakdown for the single status traveller (n= 39) and the married status traveller (n= 36) are almost equal. In Table 4.8 the main origins of the high level of shopping group involvement are identified as from Southeast Asia (n=53), China (n=12), and Europe (n=12), with only a few respondents from the United States (n=4), and Australia (n=3). Predominantly, the pleasure trip purpose (n=45) principally characterised the high level of shopping involvement group, followed by the VFR (n= 16), business trip (n= 15) and conference attendance motives (n=9). The high level of involvement shopping group were mostly travelling with a companion; either family members (n=30), a group of friends (n=22), or a spouse or partner (n=21) compared to travelling alone (n=12). It was also observed that the high level of shopping involvement spent less than two weeks at a destination; the key times were two weeks (n= 18), one week (n=32), and less than one week (n= 22), compared to longer time periods such as three weeks (n=8) and over four weeks (n=5). Most of this shopping group planned to visit again. In terms of spending, the majority of the tourists in this group spent in the range of US$50 – US$100 (n= 24), while 18.8% of the group spent equally between US$101 -US$200 and US$201 – US$500.

The second group, those in the moderate level of shopping involvement classification, comprised the majority of the shopping group respondents. The moderate level of shopping involvement group included 90 males out of all 168 male respondents and 128 females out of a total of 241 female respondents. In this group, the majority of the shoppers (N=114) were under the age of thirty, rather than above thirty (N=104). It was revealed that the breakdown for the single status traveller (N= 117) provided the highest number of respondents compared to the married traveller (N= 84) and the divorced traveller (N=17). In common with the high involvement group, the main origins of the moderate level of shopping group involvement were Southeast Asia (N=143), Europe (N=26), and China (N=23). Primarily, the pleasure trip purpose again contributed to the highest count for the moderate level of shopping involvement

(N=132), followed by VFR (N= 32) conference delegates (N=31) and business trip reasons for the travel (N= 23). The moderate level of involvement shopping group were mostly travelling with a companion, family members (N=52), or a group of friends (N=77). The duration of stay at the destination shows that the moderate level of shopping involvement spent less time with only a week at a destination compared to the high level of shopping involvement. Similarly, most responses from this shopping group, were planning to visit again. In terms of spending, the most frequent categories were US$21-US$50 and US$50 – US$100.

The key characteristics for the third group; the low level of shopping involvement group were collected from of 47 males and 59 females. The majority of this group were under thirty years of age. The single status traveller (N= 39) and those who were married (N= 36) were the dominant groups. Just like other shopping groups, the main origins from this low level of shopping group involvement were mainly from Southeast Asia (N=50), and Europe (N=25), with a few respondents from China (N=15), Australia (N=11), and the United States (N=4). Again this group (N=64) shared the same purpose of travelling to this destination for pleasure. This was also found for the high and moderate level of shopping involvement groups. The low level of shopping group involvement share the same pattern with the moderate level of shopping involvement in terms of travelling with their group of friends (N=41) followed by travelling with spouse or partner (N=28) and travelling alone (N=27). It was also observed that the low level of shopping involvement spent only a week at a destination (N= 29); almost certainly for a short break holiday. The revisit intention was high with over 75% of respondents in this group anticipating that they will return. In terms of spending, for the low level of shopping involvement group, majority of the tourists in this group spent in the range US$20-US$100 (n= 86).

4.3.4 The shopping groups and the views of authenticity

A one–way ANOVA was conducted to explore the respondents' impression of authenticity. The level of shopping involvement was the independent variable. This one-way ANOVA test explores the third aim of the chapter - the perspectives of the shopping groups towards authenticity. A composite authenticity score was initially used as a dependent variable. This score was a simple sum of all the authenticity items described in the questionnaire.

There was a significant difference between the extent of shopping involvement and the overall authenticity score, where the high level of shopping involvement was clearly different

from the moderate shopping involvement which in turn was different from the low level of shopping involvement.

Table 4.9: Mean scores for overall authenticity by level of shopping group involvement (N=409)

Mean Authenticity scores		
	N	Mean
High level of shopping involvement	85	37.67[a]
Moderate level of shopping involvement	218	35.76[b]
Low level of shopping involvement	106	32.04[c]
F Value	24.39	
Significance	.000	

a b c – Different superscripts indicates significant differences among the scores using Tukey Post hoc Test

The ANOVA statistics revealed that there were differences among the three groups at the significance level of $p < 0.000$, $F=24.39$, $df=2$. The range for the authenticity rating was between 10-50. The Post hoc analysis showed the differences in the overall mean scores for the authenticity by level of shopping group involvement. The information demonstrated that the three groups were significantly different for the high (M= 37.67), moderate (M= 35.67) and the low (M= 32.04) levels of shopping involvement. A further breakdown of the perceptions of authenticity are provided in Table 4.10 which shows the results for the components of authenticity.

Table 4.10: Mean scores and analysis of variance results for authenticity components by the shopping group level of involvement (N=409)

Shopping group level involvement						
Statements	High	Moderate	Low	df (between groups)	F	Sig.
Origins **This market has a long history**	3.94[a]	3.71[a]	3.36[b]	2	10.80	0.000*
Genuineness **The market seems to you to be genuine in style**	3.87[a]	3.61[b]	3.05[c]	2	20.69	0.000*
The product sold by the merchants and the vendors here is original	3.24[a]	3.16[a]	2.78[b]	2	6.51	0.002*
Pristine character **The marketplace has retained its cultural uniqueness**	3.98[a]	3.80[a]	3.30[b]	2	17.04	0.000*
Sincerity **All the merchants and vendors at the marketplace are sincere**	3.37[a]	3.19[a]	2.73[b]	2	11.16	0.000*
Creativity **The marketplace has its own identity**	3.96[a]	3.78[a]	3.38[b]	2	11.30	0.000*
Flow of life statements **This marketplace maintained /still practicing cultural values:**	3.77[a]	3.72[a]	3.26[b]	2	13.69	0.000*
Customary elements	3.78[a]	3.60[a]	3.24[b]	2	10.73	0.000*
Attire	3.76[a]	3.42[b]	3.25[b]	2	8.30	0.000*
Language	3.95[a]	3.72[b]	3.64[b]	2	3.17	0.043*

*the significance level was set at 0 .05

a b c – different superscripts indicate significant differences in all Tukey Post hoc Test

The information in Table 4.10 demonstrated that the three groups were significantly different over all authenticity items for the high, moderate, and low levels of shopping involvement. The measures used were built on Cohen's (2002) characterization of authenticity, through long usage, genuineness, pristine character, sincerity, creativity, and flow of life. Overall, the group with the high level of shopping involvement had the highest score on all the

authenticity variables compared with the moderate and low level of shopping group involvement. The ANOVA statistics revealed that there were differences among the three groups on most of the items, at the significance level of $p < 0.001$, except for language ($p=0.043$).

For all of the items where there were significant F test differences these results were further explored by Tukey analyses. Using the Tukey test as a tool, this type of Post hoc data exploration revealed some differences at the 0.05 level. The low level of shopping involvement mean scores show the lowest continuing interest scores and were always significantly different to at least one of the other groups. By way of contrast, the majority of the authenticity mean scores were high for the high shopping involvement group. In general the high and the moderate shopping involvement group scores were significantly higher than the low involvement score. The high and medium involvement groups were significantly different for genuineness, attire and language. Overall, the largest mean differences were consistently between the high and low involvement shopping groups.

A further insight into Table 4.10 is provided by considering the actual value of the authenticity level for these shopping groups. Specific examples included the pristine character elements; the high shopping group level of involvement mean score ($M= 3.98$) and the moderate shopping group level of involvement score ($M = 3.80$). It is apparent that these are already high mean scores for the authenticity components.

4.3.5 The Shopping group and perspectives on experience

4.3.5.1 The Schmitt based analysis of experience

A composite score for experience was built by summarising the value for all the Schmitt based items. The summarised experience values for the elements were between five to 25. The findings from the one way ANOVA with the level of shopping involvement as the independent variable and the mean experience scores as the dependent variable are reported in Table 4.11.

Table 4.11: Mean scores for the Schmitt derived experience total score by level of shopping involvement

Mean Experience- Schmitt derived scores		
	N	Mean
High level of shopping involvement	85	19.55[a]
Moderate level of shopping involvement	218	18.40[b]
Low level of shopping involvement	106	16.63[c]
	F = 21.43, p < 0.000	

a b c – different superscripts indicate significant differences according to Tukey Post hoc Test

The results of the ANOVA test from the Table 4.11 indicated there were significant differences among the shopping groups and the respondents' overall opinion of the experience. The Tukey Post hoc test revealed the mean score for high level of shopping involvement (M=19.55) was significantly higher than the moderate mean score (M=18.40) which in turn was significantly higher than the low level shopping involvement.

4.3.5.2: The Pine and Gilmore categories

The overall results for experience as assessed by the Pine and Gilmore categories total score and the level of shopping involvement are reported in Table 4.12.

Table 4.12: Mean score for Pine and Gilmore experience by level of shopping involvement

Mean score for Experience - Pine and Gilmore category		
	N	Mean
High level of shopping involvement	85	15.45[a]
Moderate level of shopping involvement	218	14.17[ab]
Low level of shopping involvement	106	13.10[c]
	F = 15.17, p < 0.000	

a b c – different superscripts indicate significant differences according to Tukey Post hoc Test

Table 4.12 indicate that for the Pine and Gilmore experience category, the range of rating was from 4 to 20. As identified by the Tukey Post hoc table, the high level of shopping involvement mean scores once more were linked to a more involved experience. The higher mean score of (M=15.45) than the median (M=14.17), and the moderate were higher and close to the low (M= 13.10) level shopping involvement. The results of the ANOVA test from the Table 4.12 indicated there were significant differences among the shopping groups' ranges and the respondents' overall opinions of the experience while shopping at the tourist marketplaces ($p < .005$).

Additional analyses of the components of experience were undertaken for both the Schmitt and Pine and Gilmore derived scores.

Table: 4.13 Mean scores, analysis of variance results for experience components and shopping group level of involvement

		Shopping group level involvement					
	Schmitt (1999)	High	Moderate	Low	df (between groups)	F	Sig.
Senses	I find that marketplaces engages my senses	3.87[a]	3.69[a]	3.18[b]	2	19.55	0.000*
Feel	I find marketplaces create strong moods for me	3.88[a]	3.70[a]	3.13[b]	2	22.05	0.000*
Think	I find marketplaces make me think about societies and culture	4.04[a]	3.84[a]	3.55[b]	2	7.63	0.001*
Relate	I find marketplaces offer the chance to develop interesting relationship with locals	3.90[a]	3.59[b]	3.49[b]	2	5.60	0.004*
Act	I find marketplaces require me to be physically active	3.84[a]	3.57[a]	3.26[b]	2	10.10	0.000*
	Pine and Gilmore (1999)						
Education	I find that marketplaces are a great educational opportunity	3.91[a]	3.45[b]	3.25[b]	2	12.12	0.000*
Esthetics	I think marketplace have a very special visual and environmental atmosphere	3.88[a]	3.64[ab]	3.48[b]	2	4.35	0.014
Entertainment	I find marketplaces are very entertaining	3.95[a]	3.62[b]	3.39[b]	2	8.84	0.000*
Escapism	I think that the marketplaces help me escape	3.70[a]	3.45[a]	2.97[b]	2	12.45	0.000*

	from other daily activities				

* the significance level was at 0.05

a b c – different superscripts indicate significant differences according to Tukey Post hoc Tests

The results reported in Table 4.13 provide a set of findings linking experience levels and shopping group level of involvement. All five elements in the Schmitt settings revealed a significant relationship among the shopping level as indicated by the F test. As further explored by the Tukey analyses, again the low level of involvement shopping group showed the lowest scores and were significantly different to at least one of the groups. On all of the five elements, consistent high mean scores for the high level of shopping involvement group were found. In general the high and moderate shopping involvement groups mean scores were significantly higher than the low involvement score, but there were not uniform statistical differences between the high and the moderate groups. For the relate element the high shopping involvement score remained high, and the moderate and low level of shopping involvement were both significantly lower than the scores for the high involvement shopping group.

As documented in Table 4.13, for the Schmitt experience elements, the highest mean score (M=4.04) was for the think component. That is the marketplaces made them think, observe and learn about the societies and the culture of the current community. This highest score was followed by the relate mean score (M = 3.90) and feel mean score of (M= 3.88). To conclude, the results of the ANOVA tests from Table 4.13 indicated there were not any significant differences among the high and the moderate level of shopping groups for overall opinion of the experience (feel, senses, and act) ($p < 0.000$). Additionally, the remaining two elements describing experience score (think and relate) were significant among the high, the moderate and low levels of shopping involvement.

All of the four Pine and Gilmore elements indicated consistent high mean scores for the high level of shopping involvement. The high and moderate groups mean scores were typically significantly higher than the low involvement ratings. For the esthetics elements, the mean scores identified were not statistically different between the high and moderate and moderate and low level groups. In addition, for the education and entertainment elements, the high shopping involvement scores remained high, with the moderate and low level of shopping involvement both significantly lower.

In terms of the level of the scores the entertainment experience obtained the highest mean score of (M=3.95) among all shopping groups. Education (M= 3.91), esthetic (M=3.88),

and escapism (M= 3.70) were also relatively high scores on the rating scales. These data reinforce the view that the tourist marketplaces are rated as “rewarding” experiences with positive values for all the experience elements studies.

4.3.6 Shopping group views on sustanability

4.3.6.1 Shopping groups and overall views on sustainability

In the literature review in Chapter 2, it was suggested that the implementation of a Triple Bottom Line (TBL) framework to define the attributes of sustainability may possibly be operationalised by asking social, economic and environmental questions (Elkington, 1998). The approach was supported in part in study one, where the dimensions were shown to occur in the results compiled through the Repertory Grid Analysis. The intention was to maintain between these three segments and decrease the indicators to a convenient number by eliminating indicators with common characteristics. The selection of statements for the sustainability TBL were divided into two parts. The selection of indicators for positive and the negative sustainability perspectives denoted how the statements support elements in the core themes. The content of these items was identified in Section 4.2.1. Themes from the Repertory Grid Analysis in developing this listing. The positive sustainability statement consisted of the following items in Table 4.14:

Table 4.14: The positive statements of sustainability

Environment statements
Organized and clean marketplaces area
Marketplace keep local cultural identity

Community Statements
A safe place to shop
The existence of the marketplace contributes to the satisfaction basic needs in the local tourist area
The existence of the marketplace helps poorer citizen

Business Statements
The existence of the marketplace helps local economic growth
More common copies of products

Strong sense of market for tourists only
Ability to communicate well by vendors
Great attitude of sales person staff

The negative statements about sustainability consisted of a similar set of items as follows:

Table 4.15 The negative statements of sustainability

Environment statements
More tourists buying from shopping complexes
No proper guidelines in planning and development from the local authority

Community Statements
More foreigners work in the marketplace

Business Statements
More common copies of products
Strong sense of market for tourists only

These positives and negative views about sustainable elements were assessed for the levels of shopping involvement. The results are presented in Table 4.16 and subsequently Table 4.17.

Table 4.16: Mean score for future positive and negative views on sustainability by level of shopping involvement

Mean sustainability	Positive		Negative
	N	Mean	Mean
High level of shopping involvement	85	31.70[a]	16.97[a]
Moderate level of shopping involvement	218	30.94[ab]	15.61[b]
Low level of shopping involvement	106	29.34[b]	13.51[c]
	F = 5.05		F= 25.54
	p < 0.000		p <0.00

a b c – different superscripts indicate significant differences according to Tukey Post hoc Test

The range of the scores was from 8 to 40 for the positive items. The results of the ANOVA test from the table above indicated there were significant differences among the shopping groups and the respondents' overall views of positive sustainability while shopping at the tourism marketplaces (F= 5.05, df= 2, p < 0.007). As identified by the Tukey post hoc

results, the high level of shopping involvement mean score once again provided high mean scores for their positive sustainability views. However, the higher mean score of (M=31.70) was not significantly different from the moderate score (M=30.94), and this moderate value was not significantly different from the rating (M= 29.34) for the low level shopping involvement.

For the negative items on sustainability (Table 4.16) the range of the rating was from 5 to 25. For negative sustainability, there were significant differences across all three mean scores. The mean score for high level of shopping involvement group was M= 16.97, the moderate level of shopping involvement was M= 15.61 while the low level shopping involvement perspectives was M= 13.51. The F value (25.54) from the ANOVA indicated that there were significant differences among these groups. The level of shopping involvement was related to positive and negative views of sustainability among the shopping groups but strongly so for the negative sustainability views. The overall Post hoc results for negative sustainability revealed that the high level of shopping involvement were in greater agreement. That is they agreed more strongly that the elements were undesirable**.** The higher mean score of (16.97) was given compared to the moderate and low level shopping involvement in giving their feedback (13.51). The content of these answers indicated that the high level of shopping involvement group agreed more with the negative aspects of sustainability for tourist marketplaces.

4.3.6.2 Shopping groups and specific statements about sustainability

Table 4.17 presents the breakdown of results for the overall questions on the positive and negative aspects of sustainability (the latter are the **bold** and *italicized* statements).

Table 4.17: Mean scores, Analysis for Variance results for Environment component of sustainability and the shopping group level of involvement

Environment Statements					
	Level of Shopping involvement				
	High	Moderate	Low	F	Sig.
Organized and clean marketplace area	4.03^{a}	3.86^{ab}	3.58^{b}	4.33	.014
More tourists buying from shopping complexes	***3.40^{a}***	***3.16^{a}***	***2.70^{b}***	***10.17***	***.000*****
No proper guidelines in planning and development from the local authority	***3.17^{a}***	***2.93^{ab}***	***2.66^{b}***	***4.41***	***.013***

Marketplaces keep local cultural identity	3.88[a]	3.93[a]	3.79[a]	.707	.494

the mean significance level was at 0 .05

a b c – different superscripts indicate significant differences in all Tukey post hoc tests

The Post hoc comparisons using the Tukey HSD test indicated that the mean score for positive views on sustainability and the environment for the item "organized and clean marketplace area" was significantly different compared for the high level (M= 4.03, SD=4.33) to that of the low level of shopping involvement (M= 3.58). The moderate level of shopping involvement (M=3.86) score did not differ significantly from either the high or low level of shopping involvement result ($p<0.05$). The high involvement mean scores for "more tourists buying from shopping complexes" did not differ significantly from the moderate group but did differ significantly from the low level of shopping involvement. The statement "no proper guidelines in planning and development from the local authority" revealed that the moderate level of shopping involvement did not differ significantly from either the high or low levels of shopping involvement.

In Table 4.18 the outcomes for community statements indicated that the high level of shopping involvement group had higher mean scores. Two out of three positive views on the community statements showed significant differences. The post hoc Tukey HSD test identified that the high level of shopping involvement (M= 4.04) did not differ significantly from the moderate mean score (M=3.88) for the statement "contributes to satisfying basic needs in the local tourist area", but did significantly differ from the low level of shopping involvement mean score (M=3.44). Analysis of the statement "the existence of marketplace helps poorer citizens" revealed that the moderate level of shopping involvement (M=3.74) did not differ significantly from either high (M=4.03) or low (M=3.61) levels of shopping involvement.

The outcome for negative views on community statements about sustainability revealed that the high mean scores (M= 3.23) for "more foreigners working in the marketplace" did not differ significantly from the moderate group scores (M=2.98) but did differ significantly from the low level of shopping involvement (M=2.34).

Table 4.18: Mean scores, ANOVA results for Community component of sustainability and the shopping group level of involvement

Community Statements					
	Level of Shopping involvement				
	High	Moderate	Low	F	Sig.
More foreigners work in the marketplace	***3.23[a]***	***2.98[a]***	***2.34[b]***	***16.05***	***0.000****
A safe place to shop	3.90[a]	3.92[a]	3.84[a]	.194	0.824
The existence of marketplace contributes to the satisfaction of basic needs in the local tourist area	4.04[a]	3.88[a]	3.44[b]	13.03	0.000**
The existence of marketplace helps poorer citizens	4.03[a]	3.74[ab]	3.61[b]	4.535	0.011

the mean significance level was at 0.05

a b c – different superscripts indicate significant differences in all Tukey Post hoc Test

Table 4.19 for business statements component revealed that the high level of shopping involvement consistently had higher mean scores for both positive and negative views.

Two of the positive statements revealed significantly different results at ($p<0.05$). The post hoc Tukey HSD test indicated that for "the existence of marketplace helps economic growth" and "ability to communicate well by vendors" the high level of shopping involvement group did not differ significantly from the moderate mean score, but did differ significantly from the low level of shopping involvement mean score.

For the statement "more common copies of product" at the marketplace, the moderate level did not differ significantly from the high level of shopping involvement, but did again differ significantly from the low level of shopping involvement mean score. This was in contrast to the statement "strong sense of marketplace for tourist only", where the moderate level group differed significantly from the high level of shopping involvement but did not differ significantly in relation to the low level of shopping involvement.

Table 4.19: Mean scores, ANOVA results for business component in future and sustainability and shopping group level of involvement

Business Statements					
	Level of Shopping involvement				
	High	Moderate	Low	F	Sig.
The existence of the marketplace helps local economic growth	4.09[a]	4.00[ab]	3.78[b]	2.989	0.050
More common copies of products	***3.50[a]***	***3.26[a]***	***2.76[b]***	***14.520***	***0.000*****
Strong sense of market for tourists only	***3.65[a]***	***3.27[b]***	***3.02[b]***	***10.07***	***0.000*****
Ability to communicate well by vendors	3.88[a]	3.79[ab]	3.58[b]	3.09	0.046
Great attitude of sales person staff	3.82[a]	3.79[a]	3.69[a]	.457	0.633

**the mean significance level was at p< 0.05

a b c – different superscripts indicate significant differences in all Tukey Post hoc Test

4.4 Discussion

Chapter 4 has presented the purpose, methods, instruments, analysis of data, and the outcome of 409 usable questionnaires. The six parts of the questionnaire were analysed separately and an index was created to produce an integrated score to help explain variations in the data. Three groups based on the importance of shopping were considered. The analysis was able to distinguish the three groups of tourists that comprise the dominant group who shopped at the relevant tourist marketplaces. The low level of shopping involvement rating was from less than 40, the moderate level of shopping involvement from 40-54, and the high level of shopping involvement scored more than 54. The cut-off points for the groups were determined by closely considering the histogram.

The shopping groups were used as levels of the independent variable and ANOVA, and Chi-square analysis examined how the shopping groups were described by their demographics, and how these groups viewed the topics of authenticity, experience and the future of marketplace sustainability.

There were consistent patterns in the significant differences between the level of shopping involvement and authenticity. Means on all three groups for the six items were significantly ordered from high>mid> low. The elements portrayed were categorized as objective authenticity where “the situation may be appraised using etic or external criteria” (Pearce, 2011, p.266).

The pristine character statement describing how pristine the sector was seen to be received the highest mean score (M= 3.98) across the shopping level involvement groups. The authenticity embedded in the creativity element, encompassing the production of ethnic or traditional products by artisans sold at the marketplace, received the second highest score (M= 3.96) and the markets' origins background, roots and heritage had the third highest mean score of M= 3.94. These three elements had strong relationships indicating that the high level of involvement shopping group responded in a similar way when viewing the objective authenticity of a tourism marketplace. While there has been much discussion about the components of authenticity in the tourism literature, it is argued here that the application of some scales assessing objective authenticity, rather than existential or subjective authenticity, can be assessed in certain kinds of tourism settings. Further, the approach used here and the high level of consistency and agreement among the measures supports the procedure and speaks to the "mundane" authenticity of an everyday tourist locations.

Examining the results from Schmitt's experiential elements, "think" elements showed the highest mean score. The think elements describe a cognitive appraisal and evolution of the marketplace. While shopping in the marketplaces, tourists are likely to interact with the locals in buying local products, consume local food and drinks and through these processes understand a little of the local culture and customs (cf. Hsieh & Chang, 2004; Lee, et al. 2008). The results of the present study indicated that the four realms of experience put forward by Pine and Gilmore (1999; Gilmore and Pine 2002a, 2002b) are reasonable and can be added to the study of tourist experiences at the tourism marketplaces. However, the findings revealed that experiential factors were rated differently in this context. The entertainment elements of the tourism marketplace experience received the highest mean score (M= 3.95) for all of the shopping groups. It seems that respondents chose the marketplace as a place of entertainment where the experience can be observed passively (Oh et al., 2007). The finding is consistent with the value of entertainment at markets noted by A.-T. Hsieh and Chang (2006). The education elements were given the second highest mean score. The educational elements have also been noted in previous work specifying learning about local cultural activities (Henderson et al., 2012; Lee et al., 2008; A.-T. Hsieh & Chang, 2006).

For the sustainability scales, the high shopping involvement group agreed more with both the positive and the negative items. It might be argued that this finding is a contradiction or a result produced by a yes saying response set where those surveyed tend to readily agree to all items in the questionnaire. Another explanation of these response can also be offered. High involvement respondents may simply care more about the future of tourist marketplaces and in

rating the negative items highly they are agreeing that there are problems to be managed in this setting. Viewed in this way, the high negative and positive responses to the sustainability questions are not a contradiction, since they are not representing a simple pole in a one-dimensional view. Instead the responses elicited revealed the level of concern to endorse the positive values and possibilities of the environment, socio-cultural and economic dimensions for the future while recording perspectives that negative consequences also exist, and implicitly, need to be managed for the long- term viability of these settings.

Some specific issues affecting sustainability at the tourism marketplace in the three domains of environment, community and business statements were revealed. First, reflecting on the environmental statements, the problem of tourists buying from shopping complexes has become an issue at these popular local tourism marketplaces especially in Chiang Mai, Thailand. Most of the shopping complexes designate a whole level of their shopping complex to sell the same items as can be found at the tourism marketplaces for example, local handicrafts, weaved materials, and t-shirts. This duplication of product lines threatens the viability of some tourist marketplaces. Secondly, the community statement about more foreigners working at the tourism marketplaces, supports the work of Tosun (2001) who noted that local governments often failed to address such issues. Finally, it can be seen that in the prime local tourism marketplaces around Chiang Mai, Phnom Penh and Kuala Lumpur, the products sold are similar. Additionally, these local popular tourist marketplaces do not implement product and pricing guidelines and this has become an important problem since guidelines about quality may help in controlling the situation. This problem has been noted by Tosun as follows “In the absence of pro-active, comprehensive and integrated planning approaches, development has been concentrated in an unbalanced manner” (2001: 295).

The views discussed in this chapter represents a large sample of tourist marketplace visitors drawn from different kinds of markets in three countries. The study of tourist marketplaces also needs to consider the views of the vendors. The perspectives of this group occupies the next chapter of this thesis.

CHAPTER 5 – Vendors' Views Of Tourist Marketplaces

Chapter Structure

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5.4 Discussion

5.1 Introduction

The second part of the second study employed a questionnaire based survey examining the views of vendors towards the marketplaces. Again a quantitative assessment approach was used here, and involved establishing a new organising variable, comparing means and analysing within group differences using t-tests.

Vendors may be categorised under the headings of small micro-tourism business operators. Abundant research on micro tourism businesses has been done in Western and European countries. Studies of specific niche sectors in the hospitality industry have included such sectors as farm tourism (Busby & Rendle, 2000; Oppermann, 1995), accommodation (Vallen & Rande, 1997; Weaver & Kaufman, 1998) and the small firms in tourism (Ateljevic, 2007; Reichel & Haber, 2005; Thomas, Shaw, & Page, 2011).There has been less engagement by tourism researchers relating to the vendors' performance and in some studies their views were not always considered. For example, Li (2008) acknowledged the scarcity of entrepreneurship topics in tourism journals. In over two decades he was only able to identify 40 papers with that theme.

In this study, the vendors were asked questions identifying their type of trade, reasons for doing business at the location, the length of time they had been operating the business and reasons for doing business at the marketplace. The study also considered their views on authenticity, impressions about the tourist experience, sustainability and the future. The study also collected data about the vendors' current financial situation. It can be noted that the terms vendors, operators and retailers are used as synonyms in this study. This approach is employed to avoid repetition of any one term. It can be noted that the vendors are not always the store owners, but in the Southeast Asian marketplaces this is usually the case.

5.1.1 Choosing an a priori classification

The effectiveness of segmentation has long been recognized (S. Hsieh, O'Leary, Morrison, & Chiang, 1997; Loker & Perdue, 1992; Morrison, Yang, O'Leary, & Nadkarni, 1996; G. Moscardo, 2000; G. Moscardo, Pearce, & Morrison, 2001). There are diverse segmentation variables adapted in the tourism and hospitality literature. One of the frequent methods of tourist segmentation consists of criterion segmentation or an a priori approach. There are also cluster approaches and a posteriori ways of segmenting. In this study, a priori segmentation was applied. An assessment was made that the present special interest in the future of tourist marketplaces might be well served by considering the connections to the literature on optimism and pessimism.

The a priori approach used in this study can be compared with other selected approaches. In the existing tourism literature, a great number of studies have used psychographic segmentation variables in identifying markets. Among the selected variables here have been trip motivations (Ignatov & Smith, 2006; Loker & Perdue, 1992; Park & Yoon, 2009), behavioural features (Nella & Christou, 2014; Pearce, 2005; Petrick & Sirakaya, 2004),and activities pursued by tourist (Nella & Christou, 2014; Tsung-Chiung, Chyong-Ru, & Wan-chen, 2012; Ward, 2014; Yan, So, Morrison, & Sun, 2007). An a priori approach has the advantage of highlighting a feature of the market likely to be of researcher or commercial interest.

An essential feature of the present study lies in, determining the classification of optimists and pessimists. Pearce (2005) established a simple classification method that had power for understanding the public's perception on environmental perspectives and orientation towards the Australian environment and the Great Barrier Reef. In that study the sample was almost evenly divided (52% Pessimists and 48% Optimists). Specifically, there are two important factors in determining the successful use of this technique sufficient data to divide the two groups and how they are allocated from the overall sample. If an adequate sample is available, the division into optimists and pessimists can be made by analysing the connection between the current view of an entity or topic and its anticipated future.

There has been limited literature on segmenting views of vendors. The a priori approach adopted here was seen as a way to link the topic to theory (Morrison et al., 1996; G. Moscardo, 2000; Moscardo et al., 2001). In addition, the classification – optimists and pessimists suits the context since respondents were asked how they feel about the future of their business, a topic likely to be important to them. Finally, the cross-classification approach is easy to implement since it is efficient and elegant for survey work in natural settings.
The defining approach for both groups is presented later in Table 5.2.

5.1.2 Aim of the chapter

The detailed aims of this chapter are:

1. to assess and categorise vendors who are optimists and pessimists in the tourism marketplaces in Malaysia, Thailand and Cambodia.
2. to identify the attitude of the optimists and pessimists in terms of their reasons for doing business.

3. to examine vendors' views concerning authenticity, tourists' experience, sustainability and the future.

5.2 Methodology

In implementing the survey, the questionnaires were organised by the following phases:

1) Designing the questions
2) Translation issues
3) Pilot-testing the material
4) Conducting the survey in the selected locations

5.2.1 Designing the questions

The structured questionnaire was developed by reviewing previous interrelated research and key themes for this setting.

Table 5.1 provides the details of the structure of the questionnaire given to vendors. The instrument consisted of four pages of questions subdivided into four parts; Section A focused on the type of trades undertaken by the vendor, reasons for doing business at the location, duration of operating the business, and questions seeking their reasons for doing business at the marketplace. The level of agreement statements evaluated the perspectives of vendors on issues such as the ambience of the market, the role of the location to promote culture and local products, local interaction, the selling of bargain items and a place to make money.

In the same way as these topics were explored in the tourist questionnaire; the authenticity, experience, sustainability and future issues were examined to acquire the views of the vendors (see Chapter 4). To conclude the questionnaire, vendors were asked to evaluate their current and future business at the marketplace.

Table 5.1: Questionnaire design developed for assessing vendors' views

Questions	Main aims of thesis	Method of measurement
Part A Vendors/perspectives: **-Types of trade** **-Reason for doing business** **-Duration operating business** **-Reasons for doing business at the marketplace**	Aim 3 - to analyse stakeholders: business, owners of marketplaces	-Structured questionnaire --Likert Scale 5=strongly agree 4=agree 3=neutral 2=disagree 1= strongly disagree
Part B: Authenticity **- Rank statements based on authenticity statements on the origins, genuineness, pristine character, sincerity, creativity and flow of life statement**	Aim 3 - to analyse stakeholders: business, owners of marketplaces	-Likert Scale 5=strongly agree 4=agree 3=neutral 2=disagree 1= strongly disagree
Part C: Experience **Rank the statements based on the tourist experience and perspectives statement: sense, feel, think, act, education, esthetic, entertainment and escapism**	Aim 2- analyse tourist consumers, and retailers' ideas and views towards the authenticity, experience, sustainability and the future of marketplaces	-Likert scale 5=strongly agree 4=agree 3=neutral 2=disagree 1= strongly disagree
Part D: Future and sustainability **-factors that help the existence of marketplace in future** **-View on the lifespan of the marketplace in the future** **-View on the existence of the marketplace in the future**	Aim 2- analyse tourist consumers', and retailers' ideas and views towards the authenticity, experience, sustainability and the future of marketplaces	- Likert scale 5=will definitely help 4=will help 3=neutral 2=will not help 1= will definitely not help -Structured questionnaire

5.2.2 Translation issues

The set of questionnaires for the vendors was translated into the Malay language for distribution in Kota Kinabalu, Malaysia, the Thai language in Chiang Mai and the Khmer language in Phnom Penh, Cambodia. The same procedure was implemented for the questionnaire to these vendors, as for the study of tourists' views. The material had to be translated into the native language, and back translation procedures were used to ensure that the translated versions were truly comparable.

5.2.3 Pilot testing materials

Several trial respondents were asked to complete the questionnaire. The questionnaire was tested to gain feedback on the adequacy of the instructions, respondents' interpretation of all questions, and the time taken to complete the questionnaire. Eight vendors from a Malaysian local market were tested. There were some problems with the level of agreement questions as misunderstandings occurred when the vendors answered the questions. Further observation also revealed that the demographic questions were often skipped due to time constraints. The researcher was then alerted to these practical problems and the points clarified for respondents during questionnaire delivery.

5.2.4 Conducting the survey in the selected locations

Specific locations were again chosen for the collection of the vendors' data; Jalan Gaya, Sunday market, Kota Kinabalu and around Central Market, Lebuh Hang Kasturi, Kuala Lumpur, Malaysia; Night Bazaar Chiang Mai, Thailand; and Russian market and Central Market, Phnom Penh, Cambodia. As noted in Chapter 4, these markets represent a range of important tourist marketplaces, effectively sampling these type of operators with a combination of scale, and market type at regional locations.

Some appropriate measures were taken in order to reduce non-completed responses. In Cambodia, four management trainees from the Cambodian Ministry of Tourism were appointed as research assistants. It was an advantage to have the trainees work with the researcher as they were able to speak Khmer and English fluently. Research assistants were given explanations in this context about conducting a survey, explaining the importance of the vendors' role to participate and asking that respondents fully completed the sections. Small gifts were distributed to those vendors that participated in the survey session. This approach was also applied to other locations.

5.2.5 Creating new variable

Transforming data was a key process needed to achieve the study aims. The transformation process was as follows: -

1. Adding specific items to produce a new variable.
2. Changing the data for further analysis that required normally distributed data, and
3. Classifying data variables connected to the smaller group,

In this approach, after transforming the data to produce a new variable, the recode procedure was applied. The recode statements in SPSS 20 were used to construct a new variable (optimists – pessimists). The vendors were asked two questions which enabled these business perspectives to be determined. The questions were: considering your business now, is it in good financial status or not in a good financial state and, looking at your business in five years' time, do you think it will be worse than now, it will be the same as now on or it will be better than now?

A priori segmentation was employed to divide the vendors into optimists and pessimists' Vendors with optimistic views appear as category (1) and vendors with pessimistic views (2). The approach is illustrated in Table 5.2.

Table 5.2: Construct table of the Optimist and Pessimist

Business financial status

Future of business in 5 years	It will be worse	It will the same	It will be better
Good financial status	2	1	1
Not good financial status	2	2	1

1 = Optimists

2 = Pessimists

5.2.5.1 The Optimistic and the pessimistic vendor

The core part of this chapter was the assessment of the optimists and pessimists in relation to their perspectives and attitudes towards authenticity, experience and the sustainability issues at the tourist marketplaces. In the present data, analysis, the optimists were seen as those who always anticipated a positive future. Contrasting with optimists, pessimists looked at the current condition of their businesses as unprofitable, and anticipatednegative circumstances in the future. These ideas form a major link to the discussion of optimists and pessimists and associated literature in Chapter Two of this thesis.

The first aim of this chapter was achieved since there was enough variability in the responses to utilise the Optimists–Pessimists classification. The expected results on the overall vendors' responses analysis (N=119) showed a fairly positive view with the optimists being 2/3 (N=83) compared to 1/3/ (N= 36) of the sample.

5.3 Results

5.3.1 Vendors' perspectives

Information on the types of products offered by vendors at the marketplace were recorded. Table 5.3 identified that souvenir/mementoes of the location or attraction were the most common types of product sold at the marketplaces (29%), followed by t-shirts, or other clothing with location names and logos. This type of souvenir style stall markets the tourism site and at the same time has helped tourists recall the places they have visited (Mary Ann Littrell, 1990; Wallendorf & Arnould, 1988).

Table 5.3 Frequency scores on types of merchandise sold by vendors

Type of Trade	Frequency	Percentage
Postcards and booklets about sites visited	14	11.9
T-shirts, sweatshirts other clothing with location names and logo	33	27.7
Crafts	30	25.2
Local food products (not meals)	21	17.6
Souvenir/Mementoes of the location or attraction (pens, key chain etc)	35	29.4
Antiques	12	10.1
Items to add to a collection	27	22.7
Books about the area, state, people, history , attractions	6	5
Food/drinks/snacks	10	8.4

Table 5.4 indicated that more than half of the vendors who were interviewed had their business at the marketplace as their main income. The frequencies for the duration of their business demonstrated that 54 had opened their business for more than seven years. Generally, operating businesses in the marketplaces in Malaysia, Thailand and Cambodia are well accepted ways to earn a living as well and a way of life (A.-T. Hsieh & Chang, 2006)

Table 5.4 Frequency scores on length and reason for operating the business

How long have you opened your business here	Frequency	Percentage
Less than 3 years	20	16.8
3-4 years	20	16.8
5-7 years	25	21.0
More than 7 years	54	45.4
Reason for doing business		
Main income	84	70.6
Part-time	35	29.4

Statements identified in Table 5.5, expressed the vendor's opinion as to why they operated their business at the marketplace. The majority of the vendors agreed with the provided reasons. Vendors specifically agreed that marketplaces were a good place to promote local products; this item had the highest mean score of 4.06. Marketplaces were also seen as a good place to have social interaction with locals and tourists (M= 4.05), and a good place to make money (M=4.02).

Table 5.5 Frequency results on reasons for doing business at the marketplace

Frequency

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean Score
Good marketplace ambiance/environment	32	58	25	4	0	3.99
Good place to promote local culture to tourist	37	43	32	5	2	3.90
Good place to promote about local products	34	63	18	4	0	4.06
Good place to have social interaction with locals and tourists	40	49	26	4	0	4.05
Good place to sell products at bargain/cheap price	32	46	39	1	1	3.89

Good place to make money	44	40	32	0	3	4.02

5.3.2 T- test analysis

The second and third aims for this chapter were realized through the analysis of t-tests; specifically t-tests for independent samples. In these analysis the t- tests were conducted to established differences between key attributes and those in the optimists or pessimists groups.

5.3.3 Vendors' views on authenticity

Results in Table 5.6 reveal that the optimists were constantly more enthusiastic about most of the statements asked. Independent t- tests support these differences for the items of genuineness or the originality of the product sold, the identity of the marketplace as well as exercising cultural values through the attire and language.

Table 5.6: Mean differences for the vendor groups (optimists-pessimists) and authenticity statements.

Authenticity Statement	(Mean) Optimist N=83	Pessimist N= 36	t-test	df	Sig (2-tailed)
Origins -This marketplace has a long history	4.32	4.11	1.37	117	0.173
Genuineness - This marketplace seems to you, to be genuine in style in this part of Malaysia/Thailand/Cambodia	3.65	3.44	.932	117	0.353
- The product sold by the merchants and the vendors here is original	3.49	3.13	1.94	117	0.053**
Pristine - This marketplace has represents its cultural uniqueness	3.89	3.58	1.55	117	0.122
Sincerity - All the merchants and vendors in the marketplace are sincere	3.61	3.50	.551	117	0.583
Creativity - This marketplace has its own identity	4.06	3.47	3.19	117	0.002**
Flow of life - This marketplace maintained/still practising cultural values as in the	3.57	3.19	1.85	117	0.066
o Customary elements	3.20	2.94	1.31	117	0.192

o Attire	3.40	2.91	2.45	117	0.016**
o Language	3.85	3.41	1.96	117	0.052**

** if Sig. (2-tailed) <0.05 there is a significance difference

The data reported in Table 5.6 demonstrated that the optimists' ratings of components of authenticity had higher mean scores compared to the pessimists. The t-test indicated that there were significant differences in scores comparing the genuineness element for authenticity. The optimist and pessimist vendors perceived the difference for the genuine statement for the item that the product sold by the vendors at the tourist marketplace is original, with scores for optimists (M = 3.49, SD = 0.831) and pessimists (M =3.13, SD = 1.07); t(117)= 1.95, p= 0.05.(two tailed). The magnitude of the differences in the mean score was .35 (eta squared = 0.003). This value as proposed by Cohen (1988) was considered a small effect.

Next, vendors agreed with the statements that each marketplace has its own identity. Similarly the t-test indicated that there were significant differences in scores comparing the creativity element in authenticity. The optimistic vendors mean score (M = 4.06, SD =0 .801) differed from the pessimists result (M = 3.47, SD = 1.15); t (117) = 3.19, p=0.05 (two tailed). The magnitude of the differences in the mean score was .58 (eta squared = 0.008) which was interpreted as a moderate effect.

Another essential elements in the authenticity statements was the flow of life. The vendors differed in their view that the marketplace where they operated their business was still practising cultural values in terms of local attire- (the optimists'= 3.40, SD= 1.00) and the pessimists (M= 2.91, SD= 1.02) (t (117) = 2.45, p=0.016 (two tailed). The magnitude of the differences in the mean score was 0.49 (eta squared = 0.05), which represented a moderate effect. The vendors view the spoken language as part of the local style; the mean score for the optimists was (M= 3.85, SD=1.11) and the pessimists (M= 3.41 SD= 1.13) (t (117) = 1.96, Sig. (2-tailed) =0.52. The magnitude of the differences in the mean score was 0.35 (eta squared = 0.0032) which was viewed as a small effect. Other vendor's statements where there were no significant differences were for genuineness (t value of 0.932, Sig. (2-tailed) =0.353); pristinity (t value = 1.55, Sig. (2-tailed) =0.122); cultural values (with t value = 1.85, Sig. (2-tailed) = 0.066 and customary elements with the scores of t- test = 1.31, Sig. (2-tailed) =0.192. A visual summary of these relationships is provided in Figure 5.1.

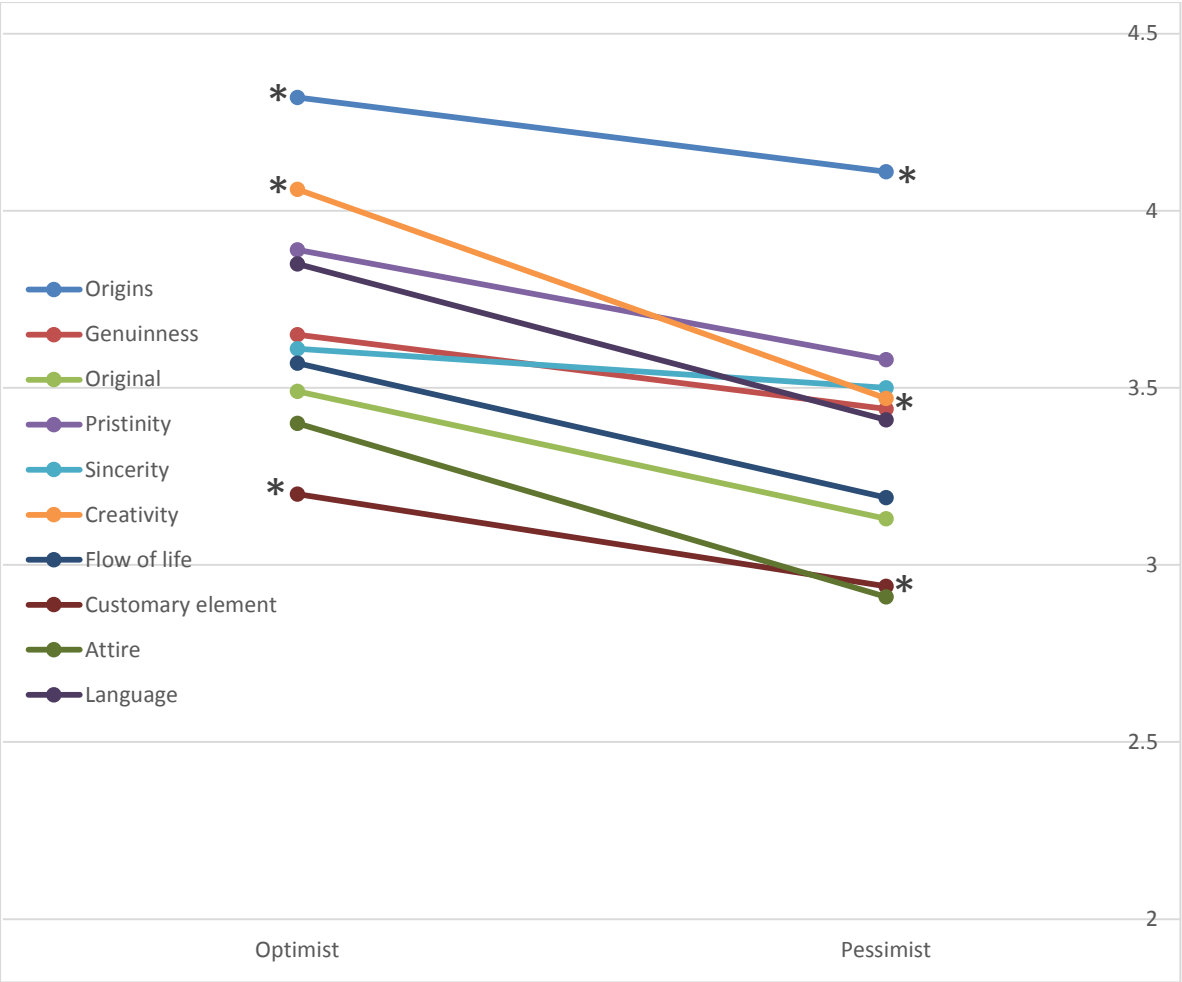

Figure 5.1 Visual summary of the significant mean score differences among the authenticity elements
*Significant relationships are indicated

5.3.4 Vendors' views on the Schmitt Experience Statements

The vendors' responses to the Schmitt experience statements are reported in Table 5.7. Additionally the views of the tourists and the vendor were compared.

Table 5.7: Vendors' views on the aspects of tourist experience (Schmitt categories) by the Optimists-Pessimists categorisation

Schmitt Experience Statement	(Mean) Optimists 83	Pessimists 36	t-test	df	Sig (2-tailed)
Feel - I find marketplaces create strong moods for tourists	4.19	3.66	3.65	117	0.000*
Senses- I find that marketplaces engage tourists' senses	4.03	3.63	2.33	117	0.021*
Think - I find marketplaces make tourists think about societies and culture	3.90	3.36	2.81	117	0.006*
Relate - I find marketplaces offer the chance to develop interesting relationships with tourists	3.77	3.25	2.52	117	0.013*
Act - I find marketplaces require the tourists to be physically active	3.53	3.52	.012	117	0.990
Pine and Gilmore Experience statement					
Esthetic - I think the marketplaces have a very special visual and environmental atmosphere	3.92	3.19	4.778	117	0.000*
Education - I think that marketplaces are a great educational opportunity for tourists	3.85	3.22	3.734	117	0.000*
Entertainment - I find marketplaces are very entertaining for tourists	3.83	3.33	2.51	117	0.013*
Escapism- I think that the marketplaces help tourists escape from other daily activities	3.46	3.27	.935	117	0.351

*Significant p value at p <0.05.

Referring to Table 5.7, the feeling element had the highest mean score overall for the optimists. Their mean score of 4.19 differed from the pessimists (M= 3.66) with the t-test value 3.65, df =1, p <0.000. For the sensory element, the second highest mean score for the optimists, (M= 4.03 SD= 0.75) different to that of the pessimists (M=3.63, SD 1.04): t (117) = 2.33, p =0.021, eta 0.04.

Other results reported in Table 5.7 reveal significant differences between the optimists and pessimists for their responses about the meaning of the places, and the relationships in the setting. By way of contrast there was no difference on the perceived levels of required physical activity for the tourists. Again optimists gave higher scores for these components.

5.3.5 Vendor's views on Pine and Gilmore categories

For the Pine and Gilmore categories, there were significant differences and positive views on all of the scores except for the item "I think that marketplaces helps tourists escape from other daily activities" (Optimist M= 3.46 SD= 1.08, Pessimist M= 3.27, SD 1.03 with t-test score 0.935 and Sig (2 tailed) = 0.351). The other results show that the optimists are significantly more likely to view the marketplaces as offering education, an aesthetic experience and entertainment.

5.3.6 Vendors' views on Future and Sustainability statements

The vendors' views on the future and the sustainability statements were also analysed. Table 5.8 reports the results for the three facets of sustainability considered in the questionnaire. For the environment statement, there was a significant difference between the optimists' and pessimists' responses, specifically for two environment statements and business two statements. Optimists (M= 4.16, SD.838) and Pessimists (M= 3.80, SD 1.03) were different in their views on the layout of the marketplace, especially agreement on the organised and clean marketplace area (t = 2.01, df = 117, p = 0.046). Another statement with significantly different responses for the optimists (M= 4.15, SD.788) and the pessimists (M=3.30, SD= 1.11) was the cultural identity of the marketplace (t = 4.14, df = 117, p<0.000)

Table 5.8: Group views on sustainability statements

Environment Statement	(Mean) Optimist 83	Pessimist 36	t-test	df	Sig (2-tailed)
Organized and clean marketplace area	4.16	3.80	2.01	117	0.046*
More tourists buying from shopping complexes	3.87	3.61	.662	117	0.509
No proper guidelines in planning and development from the local authority (disorganized)	2.62	2.75	-.559	117	0.578
Marketplaces maintain local cultural identity	4.15	3.30	4.14	117	0.000*
Community statement					
More foreigners work in the marketplace	2.53	2.86	-1.31	117	0.192
A safe place to shop	3.75	3.52	1.16	117	0.247
The existence of marketplace contributes to the satisfaction of	3.84	3.55	1.50	117	0.136

basic needs in the local tourist area					
The existence of the marketplace helps poorer citizens	3.68	3.63	.259	102.1	0.796
Business statements					
The existence of marketplace helps local economic growth	4.16	3.91	1.60	117	0.111
More common copies of products	3.00	3.11	-.503	117	0.616
Strong sense of market for tourists only	3.50	3.22	1.43	117	0.154
Ability to communicate well by vendors	4.06	3.50	3.10	117	0.002*
Great attitude of sales person staff	4.08	3.72	2.07	117	0.040*

** if Sig. (2-tailed) <0.05 there was a significanct difference

The business statement about sustainability were also rated differently by the optimists and pessimists. The optimists (M= 4.06, SD.874) and pessimists (M= 3.50, SD=.971) were significantly different for the statement about their ability to communicate with the tourists (t=3.10 df =117, p<0.002, eta = 7.6). A further difference existed between optimists (M= 4.08) and pessimists (M= 3.72), for their ratings of the attitude of sales staff (t=2.07, df =117, p<0.040, eta=3.53). There were no significant differences for the business sustainability item concerned with views on local economic growth, product copies and tourist only use of market.

5.4 Discussion

In Chapter 5, the details of purpose, methods and data analysis steps and the results of 119 vendors were considered. The overall perceptions were described based on the first aim of the study which was to provide a classification of vendors as optimists and pessimists. The a priori classification was viewed as an integrating way to interpret cross-national vendor perspectives on the key issues of authenticity, experience, sustainability and the future. Using a simple cross-classification of questions, a clear and useful division of vendors into two groups was possible with 83 optimists and 36 pessimists. This division can be compared with other classifications of optimists and pessimists by Pearce (2005), who successfully employed a divided 52% Pessimists and 48% Optimists classification for understanding public's perception on environmental perspectives on towards the Australian environment and the Great Barrier Reef. In other work Chen (2012) segmented Taiwanese consumers into three clusters of consumers who were pessimistic, neutral, or optimistic about food safety. From the 592 respondents, 22.64 per cent had a pessimistic attitude, 29 per cent were optimistic about food safety, and 47 percent were "Neutral". By considering these comparisons, the division between optimists and pessimists in the present study was seen as viable for further analysis.

The second aim of the study was to identify the attitude of the optimists and pessimists in terms of their reasons for undertaking the business. From the perspective of vendors, they observed that the marketplace was the place to promote local products, and this contributed the highest mean score of (M= 4.06); a good place to have social interaction with locals and tourists (M= 4.05); and a good place to make money (M=4.02). The perspectives on the marketplace as a focal heart of a community was thus reinforced in this study. Furnham (1997), reviewed the literature on economic beliefs of optimistic and pessimistic adults about their economic future. In his study five factors were associated with pessimistic views on the economic future. Such views were more common among those who were older, less religious, and richer who "strongly believed in the humanistic work-belief system", and were not keen on leisure ethic. In the present study, the not particularly affluent group of marketplace vendors in the Southeast Asian context provide an altogether more optimistic view towards their work environment and future.

For the final aim, the discussion of the issue of authenticity from the vendors' perspective, there were significant differences between the optimists and the pessimists that were linked to the genuineness as in the sense of originality and the uniqueness of product sold and the identity of the marketplace - especially in terms of attire and language. The finding is consistent with the study conducted by Trinh et al. (2014) where souvenir vendors in Hoi An, Vietnam perceived that any souvenirs especially lanterns that had been supplied locally and manufactured in the area were authentic.

This view was reinforced if the products were associated with a local heritage or cultural occasion. By way of contrast, in another study conducted by Chhabra (2005), it was found that the vendors selling Scottish merchandise did understand Scottish heritage but were still unclear on authenticity. When asked about the products they were selling in terms of authenticity they deferred to the manufacturers. Chhabra believes that disseminating knowledge about authenticity could be done better to enhance the shopping environment and build closer interaction with tourists.
Analysing the vendors' responses about their views of tourists' experience, significant differences were seen in seven out of nine statements.

The optimists and pessimists differed in their views of the experience elements of marketplaces by Schmitt (1999). The optimists perceived that by visiting marketplaces tourists were able to involve their senses, form strong moods, be thoughtful about societies and culture, and build relationship with others. Similarly, optimists considering on Pine Gilmore (1999) experience elements stressed the value of marketplace in providing tourists with pleasurable experience through esthetic, education and entertainment which allowed for encounters with the local cultural atmosphere. On this point the optimists were significantly more favourable than the pessimists. The two non-significant differences are linked to statements which itemised tourists' levels of physical activity and the marketplace as an escape from everyday activities. A.-T. Hsieh and Chang (2006) referred to exercising as an 'unexpected factor'.

The outcomes of this study agree with the findings of one notable previous study, which indicated that the atmosphere of the night market causes a "vivid impression" (Lee et al., 2008) In this view, markets stimulate the senses and create strong moods for tourists, and "vibrant interaction" (Chuang et al., 2014). Wu et al. (2014) and A.-T. Hsieh and Chang (2006), also asserted that markets deliver important experiences and can be part of the international appeal of destinations to tourists not only for the array of goods but also because they offer the special experiences of novelty and contact with local culture and customs.

Results concerning sustainability and the future suggested that the optimists and pessimists were occasionally similar in their views. There were some significantly different scores in environment statements especially about the organisation of the marketplace and the marketplace as contributing to local identity. The finding about the spatial organisation echoes who identified spatial divisions in Indonesian marketplaces, especially according to the key product types (Timothy and Wall, 1997).

Two out of five statements were significant in the business domain where the mean score for the optimists were higher for being able to communicate well and exhibiting good attitudes of

salesperson. Such favourable business practices have been characterised as an attribute to improve profitability. In this kind of context (Walsh, 2010) noted that vendors in Vung Tau, Vietnam tended to build rapport by issuing discounts to boost profit and to have more sustainable operations. The attitudes of salesperson matter especially in bargaining. As an example, bargaining is considered as “fun” at the Beijing Silk Market and this helps build the regulation of the setting as well as producing sales (Wu et al., 2014). Links between these views of the vendors and the perspectives of the tourists are provided in the next and final chapter of this thesis. These links serve as a summary of the achievements of the work but also provide information about the limitations of the work and the prospects for additional studies.

CHAPTER 6: An Integrated Overview: Thesis Summary

Chapter Structure

6.1 Introduction

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6.5 Thesis Summary

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6.6 CONCLUSION

6.1 Introduction

The aims of Chapter 6 are to integrate the previous studies and to summarise the achievements, and the limitations of the research. Additionally an outline of some further research directions to assist in the understanding and management of Southeast Asian marketplaces will be offered.

6.2 Methodology: Towards an Integrated Overview

Specifically, the advantage of using a two –way factorial ANOVA test is to identify the core effect of each independent variable and also identify the possibilities of interaction effects (Pallant, 2004). The data for this integrative study and the respondents involved have already been considered in Chapters 4 and 5. It must be noted that the larger the numbers of tourists compared to vendors has a strong influence on the mean scores when the data are aggregated at the country level. This point is important when interpreting the figures in this chapter. That is the overall means will trend towards the tourists mean rather than the vendor mean scores.

6.2.1 Factorial combination of independent variables

As explained by Pallant (2004) in this research, a factorial ANOVA between group designs, can be separated into three sources of variance:

1. Firstly variance can be due to the main effect of Element A (Types of people)
    - Types of people differences in this study will be between the two groups vendor vs tourists
    - evaluated by comparing the *column marginal means*
2. Secondly, variance can be due to the main effect of Element B (Countries)
    - country differences between the three groups of categories
    - evaluated by comparing the *row marginal means*
3. Finally, variance can be due to the A x B interaction effect (types of people* countries)
    - differences between the six groups of combinations of tourists and vendors
    - evaluated by comparing the *cell means* of the factorial combination

In summary, the first main effect is the tourist vs vendor, the second main effect compares countries and interaction is the cross-over between these effects.

6.3 Results

6.3.1 Results for the views on authenticity

A two-way between groups ANOVA was conducted to explore the impression of vendors and tourist and countries on views of authenticity. There was a statistically significant difference for the country where respondents were interviewed F (2, 522) = 3.29, p =0 .038; however the effect size was small (partial eta squared = 0.012). Descriptive statistics indicated that the mean score for Thailand (M=36.15, SD = 7.49) was significantly different from Cambodia (M= 34.04, SD = 5.06). Malaysia (M = 35.67, SD = 5.03) did not differ significantly from the other groups. The main effect for tourist and vendors, F (1, 522) = 1.91, p =0 .167, did not reach statistical significance. The interaction effect between the country visited and tourist/vendors was not statistically significant F (2, 522) = 0.715, p = 0.490.

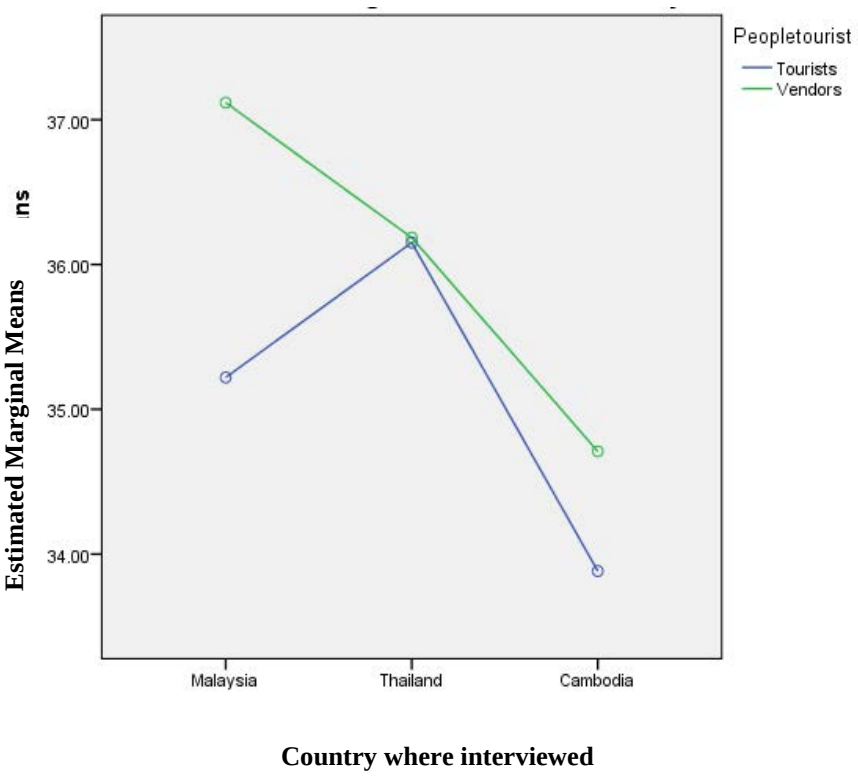

Figure 6.1 Main scores for authenticity (overall) according to the type of respondents (tourist and vendors) and the country where they were interviewed.

6.3.2 Results for the view on experience by Schmitt

There was a statistically significant difference for the main views of vendors and tourists towards the Schmitt experience element F (2, 522) = 4.51, p =0.034. The effect size was small (partial eta squared = 0.009). For this variable, the descriptive statistics indicated that the total mean score for Thailand was the highest (M=18.69, SD = 3.66) and significantly different from Cambodia (M= 17.59, SD = 3.08). Malaysia (M = 18.57, SD = 2.89) did not differ significantly from the other groups. The main effect for tourist and vendors, F (1, 522) = 1.91, p =0.167, did not reach statistical significance. The interaction effect on the view of experience between the countries and tourist/vendors again was not statistically significant, F (2, 522) = 1.93, p =0.007.

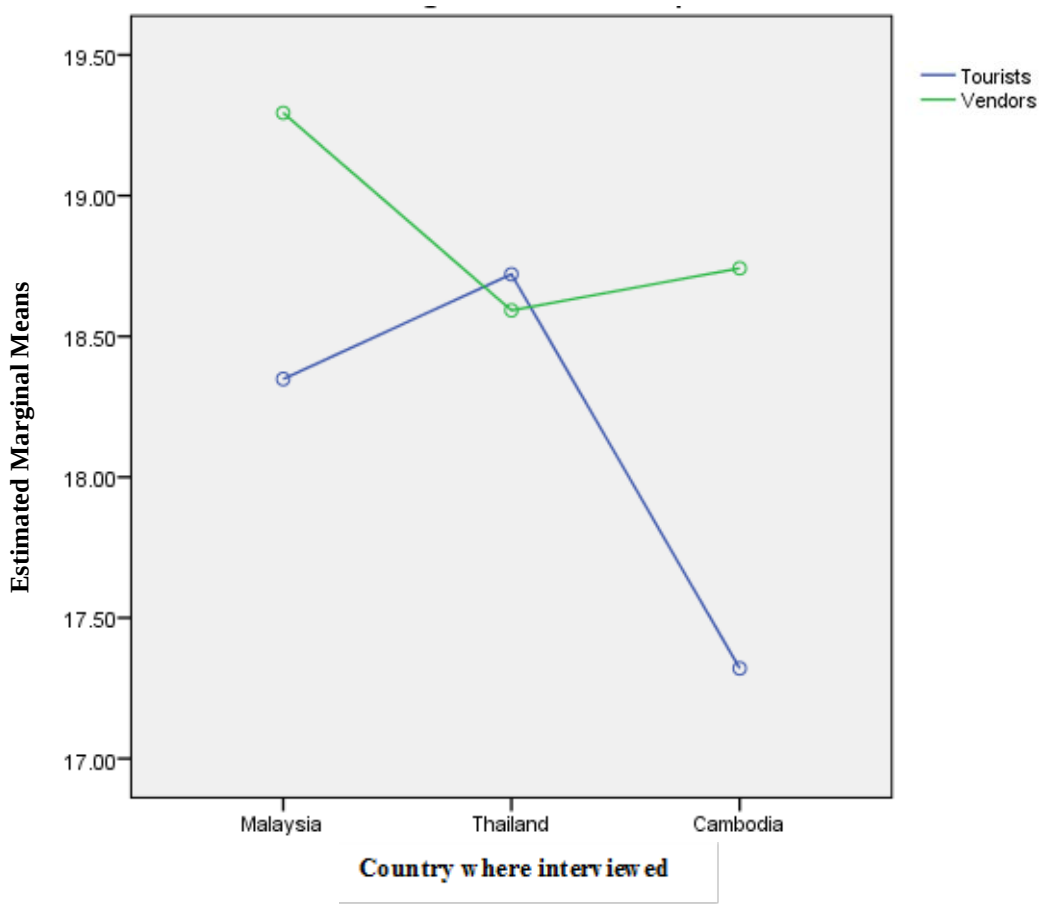

Figure 6.2 Main scores for experience by Schmitt (overall) according to the type of respondents (tourist and vendors) and the country where they were interviewed.

6.3.3 Results for the view on experience by Pine and Gilmore

There was a statistically significant difference for the main views of vendor and tourist towards the Pine and Gilmore experience element F (2, 522) = 5.41, p = 0.005. The effect size was moderate (partial eta squared = 0.020). The results of the interaction effect on the view on experience between the countries and tourist/vendors again was not statistically significant, F (2, 522) = 1.78, p = 0.17. In this variable, the descriptive statistics indicated that for the total mean score for experience with Pine and Gilmore elements, Thailand had the highest value (M=14.55, SD = 3.17) which was significantly different from Cambodia (M= 13.60, SD = 2.54) Malaysia (M = 14.42, SD = 2.89) did not differ significantly from the other groups. Again, the main effect for tourist and vendors, F (1, 522) = 1.78, p = 0.17, did not reach statistical significance.

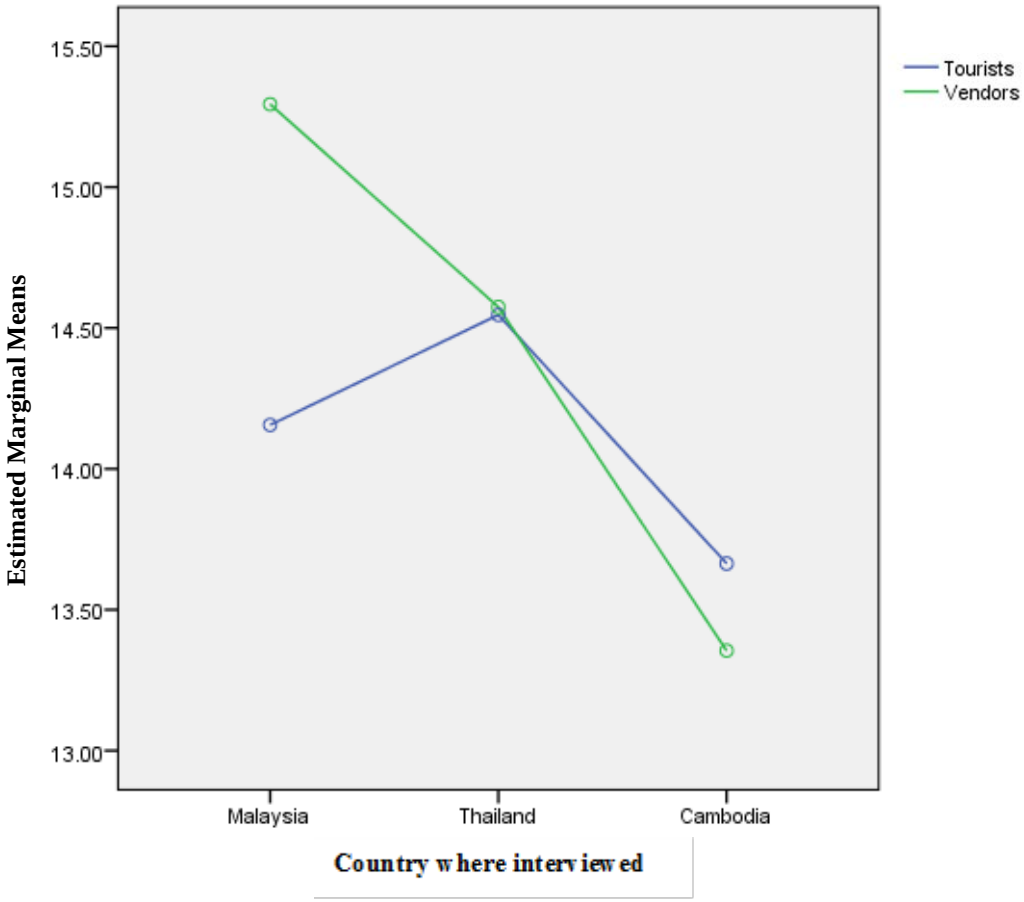

Figure 6.3 Main scores for experience by Pine and Gilmore (overall) according to the type of respondents (tourist and vendors) and the country where they were interviewed.

6.3.4 Results for Positive views on Sustainability

There was a statistically significant difference on the country by country views towards the positive sustainability measures F (2, 522) = 4.42, p =0.012, with a moderate effect size (partial eta squared = 0.017).The results of the interaction effect on the positive views on Sustainability between the countries and tourist/vendors again was not statistically significant, F (2, 522) = 0.90, p =0.40. For this variable, the descriptive statistics indicated that the total mean score for views on Sustainability revealed that Malaysia had the highest value (M=31.89, SD = 5.05) which was significantly different from Cambodia (M= 31.08, SD = 4.84) and Thailand (M = 29.83, SD = 5.42). The main view of tourist and vendors towards sustainability F (1, 522) =0.38, p = 0.53, did not reach statistical significance.

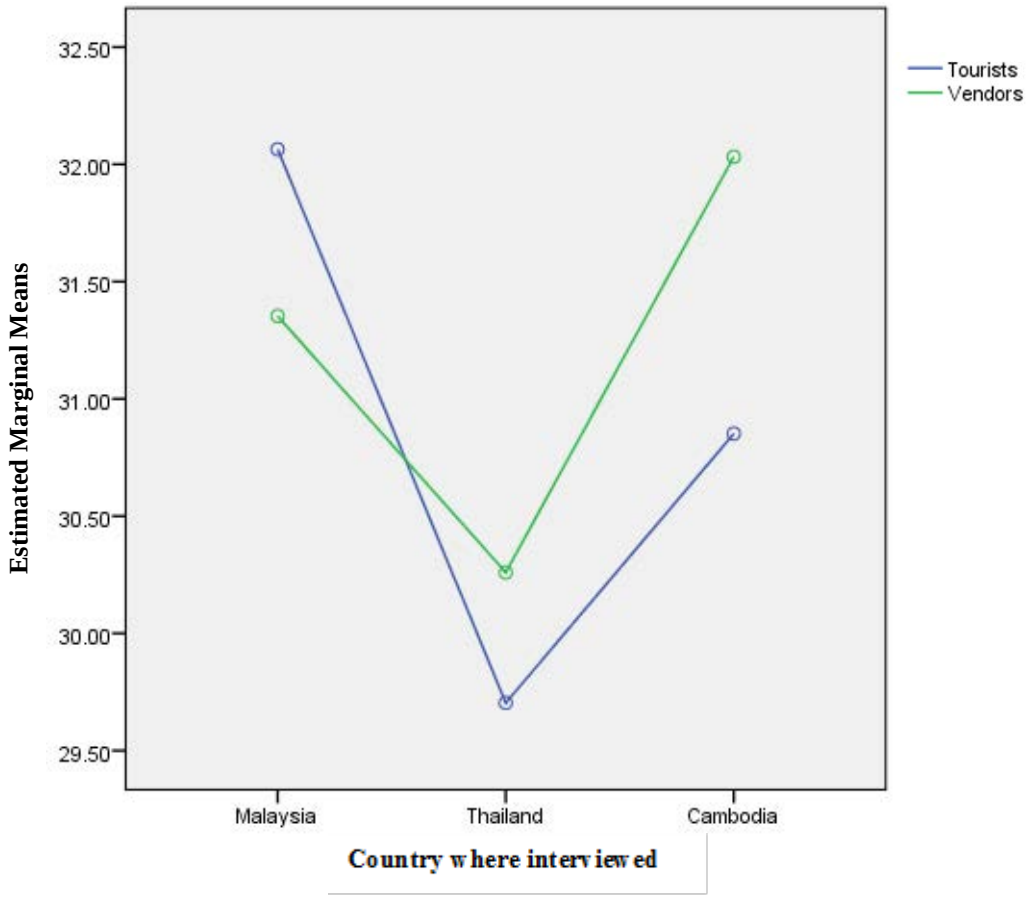

Figure 6.4 Main scores for positive views on sustainability (overall) according to the type of respondents (tourist and vendors) and the country where they were interviewed.

6.3.5 Results for Negative views on Sustainability

There was a significant result for the country by country views towards the negative sustainability elements F (2, 522) = 22.30, p =0.000, with the largest effect size (partial eta squared = .079). Comparing the results of the interaction effect on the negative views on sustainability between the countries and tourist/vendors it was established that this result was not statistically significant, F (2, 522) = 2.16, p = 0.11. For this variable, the descriptive statistics indicated that the total mean score for views on sustainability supported the view that Thailand is the highest (M=16.56, SD = 3.61) and was significantly different from Malaysia (M= 14.39, SD = 3.38). Cambodia (M = 14.64, SD = 3.39) did not differ significantly from the other groups. The main view of tourist and vendors towards negative sustainability F (1, 522) =0.04, p = 0.95, did not reach statistical significance.

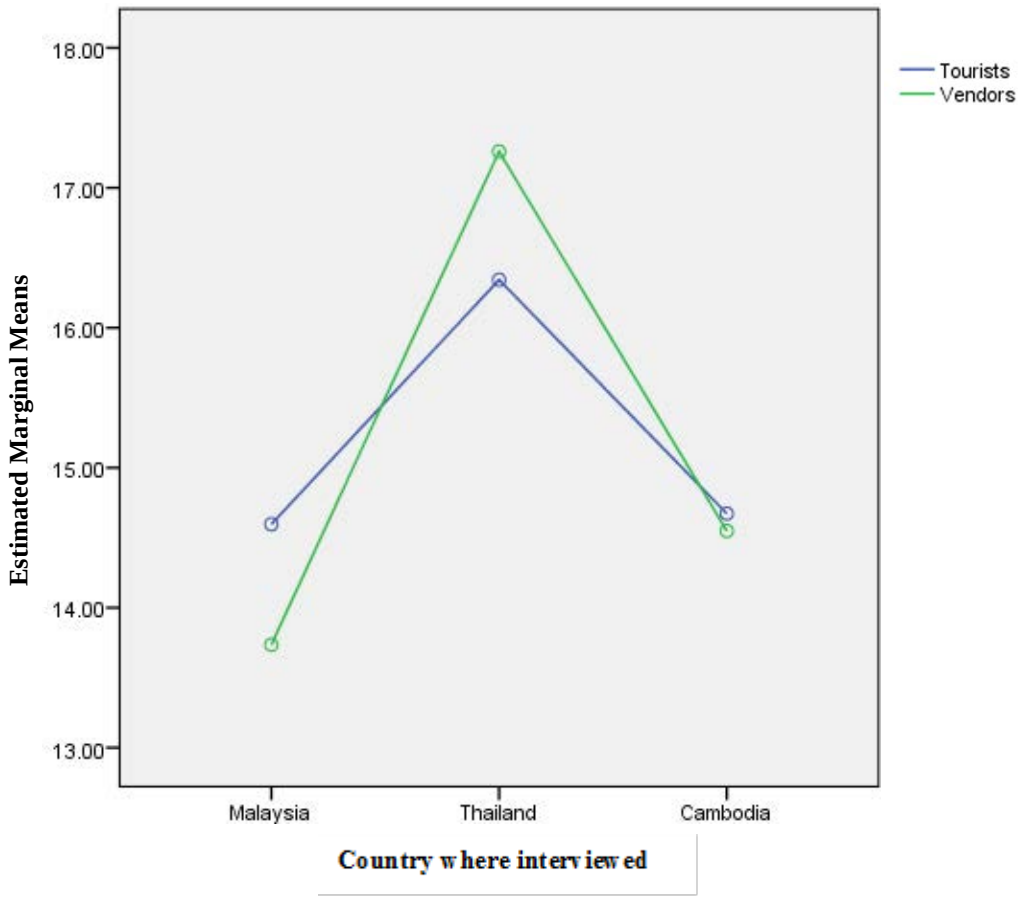

Figure 6.1 Main scores for negative views on sustainability (overall) according to the type of respondents (tourist and vendors) and the country where they were interviewed.

6.4 Discussion

The overview of the results from the factorial analysis of variance tests provided a consistent findings for the stakeholders' views of tourist marketplaces. Importantly, the views of tourists and vendors did not differ significantly for nearly all the topics explored. This indicates much broad agreement amongst these two pivotal stakeholder groups on the themes of experience, authenticity and sustainability of these Southeast Asian tourist attractions.

Secondly, there was some further consistency in the results according to where respondents were interviewed. The common finding is that respondents in Thailand tended to be somewhat different in their views than respondents from Malaysia and Cambodia. The latter two locations where respondents were interviewed tended to produce a similar pattern of findings, being likely to give lower scores for authenticity, experience and sustainability. On some topics, Malaysian respondents were grouped with those interviewed from Thailand. The views of respondents from Cambodia were constantly different from those obtained in Thailand. Nevertheless, most effect sizes were small to moderate indicating a broad level of similarity of views across the wider interest area of study.

6.5 Thesis Summary

6.5.1 Achievements

Several accomplishments in the context of the existing literature were realised through this thesis research. Firstly, the work was conducted successfully in Southeast Asia, thus extending previous studies on tourist marketplaces in East Asia and building on the limited works in Indonesia. The overall significance of tourist marketplaces to tourists and to vendors in the region was confirmed, thus highlighting the contemporary relevance of the whole thesis project. A more specific contribution of the work was the focused effort to study a range of types of markets and to do so in more than one country. Both of these features of the work required considerable planning, travel and efforts in translation of the materials to underpin this achievement of providing results relevant to a regional scale of analysis.

One notable contribution of the studies was to identify through the Repertory Grid Analysis procedure the kind of words and language used to discuss tourist marketplaces. There is no previous parallel work on this topic and the usefulness of these key "dictionary" terms may extend beyond the present study. This kind of work is in keeping with the philosophical research position of initially emphasising a strong emic approach to the research design.

Studies of stakeholders in tourism development work typically find differences among key groups (cf. Pearce et al. 1996). In this study the views of tourists and vendors were closely aligned. This result, which was specifically tested in factorial ANOVA procedures, indicates that further studies may build on these common views to plan and manage the issues involved in these tourist settings. In establishing these commonalities of points of view, the present thesis also achieved an effective and efficient operationalisation of the concepts of authenticity (objective authenticity), experience, and sustainability. Respondents understood these items and were able to complete them. The internal consistency of sub-items in these measures reinforced their effective use. Further the topic of optimism and pessimism and level of involvement were shown to have value in distinguishing among the views of the vendors and tourists respectively. This achievement adds value to the further use of these constructs in tourism studies. In the relatively unexplored space of tourist marketplaces, these multiple points of success in structuring this study offer directions for further analysis and understanding.

6.5.2 Study Limitations

This study has several limitations which need to be noted. The most significant challenge was to secure interviews with the managerial level stakeholders and tourism authorities in all three countries. Several emails were sent to set dates for appointments. Either the email failed to get any response or email replies responded that the individuals were no longer responsible for the issues. Letters and e-mails has been sent out as early as conducting the first study in December 2012. The next step was impromptu phone calls while at the location, but even when an appointment was secured the officers did not turn up at the planned meetings. This situation caused a huge loss in time and a planned additional study on the managers of these sites was not completed. These difficulties underline the achievements and challenges in working across multiple Asian countries where research studies are unfamiliar exercise to local officials.

Unavoidable political issues arose during the implementation of project in Phnom Penh due to the general election at the end of July 2013. They were many political demonstrations at the Freedom Park in Phnom Penh, (close to the Central markets) at the time of data collection. These events affected data collection with businesses reluctant to be surveyed and interviewed. The researcher had to visit sites several times in order to conduct the surveys which was financially challenging. While conducting questionnaires at Phnom Penh Cambodia, the researcher was also challenged on two questions stated in Part B of the authenticity (origins statements) questionnaire. There were concerns from the vendors about the history and product sold questions (genuineness statement). Some vendors declined to give any answer due to a misconception that the answers might result in them having their business taken away from them. Other limitations of the work can be acknowledged as the use of new forms of

operationalising key, a priori variables and assessing authenticity and experience. While successful, it is appreciated that these were novel efforts and need confirmation in other studies.

6.5.3 Further directions

As mentioned earlier, this thesis was designed to develop a conceptual understanding of stakeholders' responses in preserving the tourist marketplace due to the threat from rising modern shopping complexes. Since this study focused on marketplaces as one form of destination attraction, obtaining managerial perspectives is really relevant in creating a sustainable environment for the vendors and tourist. Furthermore, the knowledge of the stakeholders especially the managerst of the marketplaces, and government authorities will help in providing strategic management for the destination attractions. This study topic is the first recommended future direction for further research.

For other research directions, there may be a chance to choose a different method for collecting the data. There are several methods that can be seen as able to provide answers with minimal bias. Focus groups, blog studies and observation are the other methods that are reliable in seeking opinions. Focus group methods will be an advantage in seeking in-depth opinions and perspectives from a smaller number of respondents (cf. Gray, 2004). A blog study especially travel blogs which are hosted on tourism related–sites such as Lonely Planet guidebooks (www.lonelyplanet.com/blogs) and travel services such as TripAdvisor (www.tripadvisor.com) are gaining more prominence on the internet (Schmallegger & Carson, 2008). Blog studies are able to capture a wider audience of netizens where one can study their perspectives, opinions and comments for specific attractions. Work done in this way could be compared with results from the present study.

Observation is another method that can be considered. The type of observation method suitable for future research could be a physical audit of tourist marketplaces of selected sites in other Southeast Asian countries which could add value or a different perspectives towards these attractions. In this type of study, time spent at the marketplaces and movement or buying patterns could be monitored and observed.

6.6 Conclusion

Marketplaces have evolved into many different types. Wet markets, wholesale markets, flea markets, night markets, and farmers' markets are among the types of markets available in the towns in Southeast Asia. The market is not only a necessity for local residents but is a definite must visit for many tourists. Markets essentially bring together traders, ordinary people and tourists, either for a simple errand or a journey to discover delicious food and local goods. In order to experience local culture, visiting a market offers a contact and experience of value. Many markets are seen as

representative of a region's culture and as representative of a state's culture and the lifestyle of its citizens. In Southeast Asian countries such as those studied in this thesis, the activities of cultural tourism do include focusing on the tourist marketplaces. The role of marketplaces has been decreasing due to the growth of big shopping complexes that are taking over the shopping opportunities. Wide-ranging studies about tourist marketplaces help in focusing on the tourist marketplaces system as the heart of the traditional business activities.

The ways domestic and international tourists shop changes as a country rapidly modernises. The rapid growth of the economy and technology, as well as efforts of governments in building modern facilities for tourists, can also lead to dramatic changes in the structure of marketplaces and their position (Maruyama & Trung, 2007). Developing countries such as Malaysia, Thailand, and Cambodia are at the stage where they have to achieve positive economic growth and at the same time protect the environment while specifically managing cultural change and community benefits. The positive views of marketplaces in this thesis supports their continued existence. Tourist marketplaces are arguably more than a historical relic but have a viable future for Southeast Asian visitors and the vendors who work there.

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Appendix: 1

Demographic High of shopping group

High-spent Shopping group demographic profiles			
	Malaysia	Thailand	Cambodia
Gender			
Male	9	14	8
Female	17	26	11
Age			
< 30 years old	11	14	12
> 30 years old	15	26	7
Nationality:			
Southeast Asia	20	17	16
China	3	9	0
Europe	3	6	3
United States	0	4	0
Australia	0	3	0
Others	0	1	0
Length of trip:			
< 1 week	9	6	7
1 week	6	16	10
2 weeks	7	10	1
3 weeks	0	8	0
Over 4 weeks	4	0	1
Trip purpose:			
Business	1	11	3
VFR	7	9	0
Pleasure	16	19	10
Others:	2	1	6
Expense:			
Under US$20	3	5	2
US$21-US$50	7	7	5
US$50-US$100	5	12	7
US$101 –US$200	4	7	5
US$201 – US$500	7	9	0
Intention to visit:			
Yes, within 12 months	9	13	2
Yes, within 5 years	3	10	2
Yes, but not sure when	11	14	11
Not sure	3	3	4
No	0	0	0

Appendix 2

Demographic Moderate of shopping group

Moderate- spent Shopping group demographic profiles			
	Malaysia	Thailand	Cambodia
Gender			
Male	19	44	27
Female	41	55	32
Age			
< 30 years old	31	43	40
> 30 years old	29	56	29
Nationality:			
Southeast Asia	48	63	32
China	9	10	4
Europe	1	10	15
United States	1	12	4
Australia	0	4	1
Others	1	0	3
Length of trip:			
< 1 week	21	27	16
1 week	25	28	18
2 weeks	4	29	9
3 weeks	4	9	6
Over 4 weeks	6	6	10
Trip purpose:			
Business	2	10	11
VFR	8	20	4
Pleasure	45	64	23
Others:	5	5	21
Expense:			
Under US$20	11	6	17
US$21-US$50	18	26	20
US$50-US$100	17	34	13
US$101 –US$200	9	28	7
US$201 – US$500	5	5	2
Intention to visit:			
Yes, within 12 months	7	22	13
Yes, within 5 years	6	25	4
Yes, but not sure when	42	39	27
Not sure	5	2	13
No		1	2

Appendix 3

Demographic Low of shopping group

Low- spent Shopping group demographic profiles			
	Malaysia	Thailand	Cambodia
Gender			
Male	6	17	24
Female	17	16	26
Age			
< 30 years old	12	17	34
> 30 years old	11	16	16
Nationality:			
Southeast Asia	19	14	17
China	2	8	5
Europe	1	5	19
United States	0	2	2
Australia	1	3	7
Others	0	1	0
Length of trip:			
< 1 week	13	5	9
1 week	5	15	9
2 weeks	5	5	14
3 weeks	0	1	8
Over 4 weeks	0	7	10
Trip purpose:			
Business	1	2	12
VFR	1	10	5
Pleasure	21	19	24
Others:	0	2	9
Expense:			
Under US$20	5	2	14
US$21-US$50	13	13	19
US$50-US$100	1	9	10
US$101 –US$200	2	6	6
US$201 – US$500	2	3	1
Intention to visit:			
Yes, within 12 months	6	3	8
Yes, within 5 years	1	8	6
Yes, but not sure when	13	14	16
Not sure	3	7	15
No	0	1	5

Appendix 4

Tourist's Questionnaire (English)

PART A: Travel motivation

Tip to tourist marketplace motivations: |

Country visited (select one) : Malaysia /Thailand /Cambodia Location:_____

1	Where would you be most likely to go when you first arrive in a city on holiday? (Please select one) o The city's most famous tourist attractions o The beach o The local markets o Into nature to visit the local fauna and flora o Others: Please specify _____

PART B: Shopping

1	What are the main motives of your travelling *here*: Rank 3 best activities: o Shopping o Destination o Food o Entertainment o Culture
	Please circle only one response for each statement. Using the scale below, **"1" means "strongly disagree"** **"2" means "disagree"** **"3" means "neutral"** **"4" means "agree"** **"5" means "strongly agree"**

#	The importance of shopping at the tourist marketplace when travelling statements:	Strongly Disagree				Strongly Agree
2	o The opportunity to shop at tourist marketplaces is the main reason I travel	1	2	3	4	5
	o The opportunity to shop at tourist marketplaces plays an important role in my travel decisions	1	2	3	4	5
	o The opportunity to shop at tourist marketplaces sometimes plays an important role in my travel decision	1	2	3	4	5
	o The opportunity to shop at tourist marketplaces occasionally plays an important role in my travel decisions	1	2	3	4	5
	o The opportunity to shop at tourist marketplaces rarely plays an important role in my travel decisions	1	2	3	4	5

PART C: Authenticity

Please rank the following:

- Using the scale below, "1" means "strongly disagree" and "5" means "strongly agree".
- Please circle only one response for each statement.

#	Origins Statements:	Strongly Disagree				Strongly Agree
1	This tourist marketplace has a long history	1	2	3	4	5

#	Genuineness Statements:	Strongly Disagree				Strongly Agree
1	This tourist marketplace seems to you, to be genuine in style in this part of Malaysia/Thailand/Cambodia	1	2	3	4	5
2	The product sold by the merchants and the vendors here is original	1	2	3	4	5

#	Pristinity Statements:	Strongly Disagree				Strongly Agree
1	This tourist marketplace has represents its cultural uniqueness	1	2	3	4	5

#	Sincerity Statements:	Strongly Disagree				Strongly Agree
1	All the merchants and vendors in the tourist marketplace are sincere	1	2	3	4	5

#	Creativity Statements:	Strongly Disagree				Strongly Agree
1	This tourist marketplace has its own **identity**	1	2	3	4	5

#	Flow of life Statements:	Strongly Disagree				Strongly Agree
1	This tourist marketplace maintained/still practicing cultural values as in the	1	2	3	4	5
.	o Customary elements	1	2	3	4	5
	o Attire	1	2	3	4	5
	o Language	1	2	3	4	5

PART D: Tourists Experience and perspective

- Using the scale below, "1" means "strongly disagree" and "5" means "strongly agree".
- Please circle only one response for each statement.

#	Senses Statements:	Strongly Disagree				Strongly Agree
1	I find that tourist marketplaces engages my senses	1	2	3	4	5

#	Feel Statements:	Strongly Disagree				Strongly Agree
2	I find tourist marketplaces create strong moods for me	1	2	3	4	5

#	Think Statements:	Strongly Disagree				Strongly Agree
3	I find tourist marketplaces make me think about societies and culture	1	2	3	4	5

#	Relate Statements:	Strongly Disagree				Strongly Agree
4	I find tourist marketplaces offer the chance to develop an interesting relationship with locals	1	2	3	4	5

#	Act Statements:	Strongly Disagree				Strongly Agree
5	I find tourist marketplaces require me to be physically active	1	2	3	4	5

Measurement items for experience:

#	Education Statements:	Strongly Disagree				Strongly Agree
1	I think that marketplace is a great educational opportunity	1	2	3	4	5

#	Esthetics Statements:	Strongly Disagree				Strongly Agree
2	I think the marketplace have a very special visual and environmental atmosphere	1	2	3	4	5

#	Entertainment Statements:	Strongly Disagree				Strongly Agree
3	I find marketplaces are very entertaining	1	2	3	4	5

#	Escapism Statements:	Strongly Disagree				Strongly Agree
4	I think that the marketplaces help me escape from other daily activities	1	2	3	4	5

PART E: Future and Sustainability

1.	Do you think market like this: (Please tick) o Will still operate in 5 years' time o Will operate in a reduced way in 5 years' time o Will not operate in 5 years' time

2.	What will make tourist marketplace exist in the future? **Environment Statements:**	**Will Definitely Not Help**	**Will Not Help**	**Neutral**	**Will Help**	**Will Definitely Help**
	o Organized and clean marketplace area	1	2	3	4	5
	o More tourists buying from shopping complexes	1	2	3	4	5
	o No proper guidelines in planning and development from the local authority (disorganized)	1	2	3	4	5
	o Marketplace keep local cultural identity	1	2	3	4	5
3.	**Community Statements:**					
	o More foreigners work in the marketplace	1	2	3	4	5
	o A safe place to shop	1	2	3	4	5
	o The existence of marketplace contributes to the satisfaction of basic needs in the local tourist area	1	2	3	4	5
	o The existence of marketplace helps poorer citizen	1	2	3	4	5
4.	**Business Statements:**	1	2	3	4	5
	o The existence of the marketplace helps local economic growth	1	2	3	4	5
	o More common copies of products	1	2	3	4	5
	o Strong sense of market for tourists only	1	2	3	4	5
	o Ability to communicate well by vendors	1	2	3	4	5
	o Great attitude of sales person staff	1	2	3	4	5

PART F: Demographic

1	Are you a resident ___ domestic tourist___ International tourist____
2	Gender: Male___ Female ____
3	Age: ○ Under 20 ___ ○ 21-30 ___ ○ 31-40 ___ ○ 41-50 ___ ○ 51-60 ___ ○ Above 60
4	Marriage status : Single:____ Married____ Divorce _____
5	Education level: ○ High School ○ University Degree ○ Master degree/ PhD degree
6	Region of Origin ○ Southeast Asia ○ China ○ Europe ○ United States ○ Australia ○ Others _____
7	Travel mode: ○ Packaged tour ○ Independent traveler ○ Others, please specify:_____
8	Trip purpose: ○ Business ○ Visiting Friends Relatives ○ Pleasure ○ Others, please specify: _____
9.	Travel party: ○ Alone ○ With spouse or partner ○ With family members ○ With a group of friends
10.	Length of trip at this destination ○ Less than 1 week ○ 1 week ○ 2 weeks ○ 3 weeks ○ Over 4 weeks

11.	Planning to visit again o Yes, within 12 months o Yes, within 5 years o Yes, but not sure when o Not sure o No
12.	Expenses spent at marketplace: o Under US$20 o US$21-US$50 o US$50 – US$100 o US$101- US$200 o US$201-US$501
13.	Type of items look for: (√) as many as applied: o Postcards and booklets about sites visited o T-shirts ,sweatshirts other clothing with location names and logo o Crafts o Local food products (not meal) o Souvenir/Mementous of the location or attraction (pens, key chain etc) o Antiques o Items to add to a collection o Books about the area, state, people, history , attractions o Snack food or drinks
14	Travel experience: Number of domestic holidays take in the last 5 years _____ Number of overseas holidays take in the last 5 years _____
15	Your satisfaction with various markets in general in Southeast Asia:

Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very Satisfied 5

Appendix 5

Tourist's Questionnaire (Bahasa Malaysia)

BAHAGIAN A: Motivasi perjalanan

1	Ke manakah anda akan paling suka untuk pergi apabila pertama kali tiba di sebuah kota sewaktu percutian?(Pilih satu sahaja) ○ Tarikan utama pelancong di Kota tersebut ○ Pasar tempatan ○ Ke alam semulajadi untuk menikmati flora dan fauna ○ Lain lain : Sila nyatakan _____

BAHAGIAN B: Membeli- belah

1	Apakah motif utama perjalanan anda ke *sini:* Susun 3 aktiviti utama anda: ○ Memebeli-belah ○ Destinasi ○ Makanan ○ Hiburan ○ Budaya					
	Tolong bulatkan satu sahaja jawapan bagi setiap penyataan menggunakan skala di bawah: **"1" bermaksud "sangat tidak bersetuju"** **"2" bermaksud "tidak bersetuju"** **"3" bermaksud "neutral"** **"4" bermaksud "setuju"** **"5" bermaksud "sangat bersetuju"**					
#	**Kenyataan kepentingan membeli belah di pasar pelancongan apabila melancong:**					
2	○ Peluang untuk membeli belah di pasar pelancong adalah sebab utama saya melancong	1	2	3	4	5
	○ Peluang membeli belah di pasar pelancong, memainkan peranan yang penting dalam menentukan destinasi pelancongan saya	1	2	3	4	5
	○ Peluang membeli belah di pasar pelancong kadang kadang boleh memainkan peranan penting dalam menentukan destinasi pelancongan saya.	1	2	3	4	5
	○ Peluang membeli belah di pasar sekali sekala memainkan peranan penting dalam menentukan destinasi pelancongan saya	1	2	3	4	5
	○ Peluang membeli belah di pasar pelancong jarang memainkan peranan penting dalam menentukan destinasi pelancongan saya	1	2	3	4	5

Bahagian C: Ketulenan (Authenticity)

Sila nilaikan penyataan berikut menggunakan skala di bawah. Bulatkan hanya satu jawapan, bagi setiap pernyataan.

"1" bermaksud "sangat tidak bersetuju"
"2" bermaksud "tidak bersetuju"
"3" bermaksud "neutral"
"4" bermaksud "setuju"
"5" bermaksud "sangat bersetuju"

#	**Penyataan Asal:**					
1	Pasar pelancong ini mempunyai sejarah yang **lampau**	1	2	3	4	5

#	**Penyataan ketulenan:**					
1	Pasar pelancong ini bagi anda, menampakkan ciri ciri ketulenan di bahagian Malaysia /Thailand/Cambodia.	1	2	3	4	5
2	Produk yang dijual oleh peniaga dan vendor di sini adalah tulen	1	2	3	4	5

#	**Penyataan keaslian (Pristinity):**					
1	Pasar pelancong ini telah mempamerkan keunikan budayanya. This tourist marketplace has represents its cultural uniqueness	1	2	3	4	5

#	**Penyataan keikhlasan**					
1	Semua peniaga dan vendor di pasar pelancong ini adalah ikhlas.	1	2	3	4	5

#	**Penyataan kreatif:**					
1	Pasar pelancong ini mempunyai identiti sendiri.	1	2	3	4	5

#	**Penyataan aliran kehidupan:**					
1	Pasar pelancong ini masih mengekalkan dan mengamalkan nilai-nilai budaya seperti dalam					
.	○ Penggunaan alat harian	1	2	3	4	5
	○ Pakaian /Attire	1	2	3	4	5
	○ Bahasa /Language	1	2	3	4	5

BAHAGIAN D: Perspektif dan pengalaman pelancong

- Menggunakan skala di bawah, "1" bermaksud "sangat tidak setuju" dan "5" bermaksud "sangat setuju".
- Sila bulatkan hanya satu jawapan bagi setiap pernyataan.

#	**Penyataan Deria:**					
1	Saya mendapati bahawa pasar pelancongan ini melibatkan deria saya	1	2	3	4	5

#	**Penyataan perasaan:**					
2	Saya mendapati pasar pelancongan ini adalah tempat yang boleh merangsang jiwa.	1	2	3	4	5

#	**Penyataan pemikiran:**					
3	Saya mendapati pasar membuat saya berfikir tentang masyarakat dan budaya	1	2	3	4	5

#	**Penyataan berkaitan:**					
4	Saya mendapati pasar pelancongan ini menawarkan peluang untuk membina hubungan yang menarik dengan penduduk tempatan	1	2	3	4	5

#	**Penyataan tindakan :**					
5	Saya mendapati pasar pelancongan ini memerlukan saya untuk menjadi aktif secara fizikal	1	2	3	4	5

Item pengukuran untuk pengalaman:

#	**Penyataan pendidikan:**					
1	Saya berpendapat bahawa pasar pelancongan memberi peluang pendidikan yang baik	1	2	3	4	5

#	**Penyataan estetika:**					
2	Saya berfikiran bahawa pasar pelancongan ini mempunyai suasana visual dan alam sekitar yang sangat istimewa	1	2	3	4	5

#	**Penyataan hiburan:**					
1	Saya mendapati pasar pelancong ini amat menghiburkan	1	2	3	4	5

#	**Eskapisma Statements:**					
1	Saya berfikiran bahawa pasar pelancong ini membantu saya mengelakkan diri dari aktiviti-aktiviti harian yang lain.	1	2	3	4	5

Bahagian E: Masa depan dan kemampanan

1.	Adakah anda fikir pasar pelancong seperti ini: (Sila tandakan) ○ masih akan beroperasi dalam masa 5 tahun ○ akan beroperasi dengan cara yang berkurangan dalam masa 5 tahun ○ tidak akan beroperasi dalam masa 5 tahun					
	Sila nilaikan penyataan berikut: Menggunakan skala di bawah. **"1" bermaksud "sangat tidak membantu"** **"2" bermaksud "tidak membantu"** **"3" bermaksud "neutral"** **"4" bermaksud "membantu"** **"5" bermaksud "sangat membantu"**					
2.	Apa yang akan membuat pasar pelancongan wujud pada masa hadapan? **Penyataan Alam Sekitar:**					
	○ Kawasan pasar yang bersih dan teratur.	1	2	3	4	5
	○ Lebih ramai pelancong membeli dari kompleks membeli-belah.	1	2	3	4	5
	○ Tidak ada garis panduan yang betul dalam perancangan dan pembangunan daripada pihak berkuasa tempatan (tidak teratur)	1	2	3	4	5
	○ Pasar pelancong mengekalkan identiti budaya tempatan	1	2	3	4	5
3.	**Penyataan komuniti:**					
	○ Ramai warga asing bekerja di pasar pelancong	1	2	3	4	5
	○ Pasar pelancong merupakan tempat yang selamat untuk berbelanja	1	2	3	4	5
	○ Wujudnya pasar pelancong, telah menyumbang kepada kelengkapan dalam penyediaan keperluan asas di kawasan pelancongan tempatan.	1	2	3	4	5
	○ Kewujudan pasar pelancong dapat membantu warga miskin.	1	2	3	4	5
4.	**Penyataan perniagaan:**					
	○ Kewujudan pasar pelancong telah membantu pertumbuhan ekonomi tempatan.	1	2	3	4	5
	○ Lebih banyak produk salinan diwujudkan (telah	1	2	3	4	5

	wujud).					
	○ Pengaruh imej 'pasar pelancong hanya untuk pelancong' amat kuat	1	2	3	4	5
	○ Keupayaan berkomunikasi dengan baik oleh penjual /vendor.	1	2	3	4	5
	○ Sikap yang baik oleh staf jurujual	1	2	3	4	5

BAHAGIAN F: Demografik

Sila tandakan (√) pada ruang yang berkenaan:

1	Adakah anda berstatus penduduk ___ pelancong tempatan ___ pelancong antarabangsa____
2	Jantina: Lelaki___ Perempuan ____
3	Umur: ○ Bawah 20 ___ ○ 21-30 ___ ○ 31-40 ___ ○ 41-50 ___ ○ 51-60 ___ ○ Atas 60
4	Status perkahwinan: Belum berkahwin:____ Berkahwin____ Berpisah _____
5	Tahap pendidikan: ○ Sekolah Menengah ○ Ijazah Sarjana Muda/University Degree ○ Ijazah Sarjana / PhD
6	Asal: ○ Asia Tenggara ○ China ○ Europe ○ United States ○ Australia ○ Lain lain _____
7	Mode perjalanan: ○ Pakej pelancong ○ Pengembara bebas ○ Lain – lain, sila nyatakan :_____
8	Tujuan perjalanan: ○ Perniagaan ○ Melawat sahabat dan saudara (Visiting Friends Relatives) ○ keseronokan ○ Lain lain , sila nyatakan: _____
9.	Melancong secara:

	○ Bersendirian ○ Bersama pasangan atau rakan 'partner' ○ Bersama ahli keluarga ○ Bersama sekumpulan kawan
10.	Jangkamasa percutian di destinasi ini: ○ Kurang dari satu minggu ○ Satu minggu ○ Dua minggu ○ Tiga minggu ○ Lebih dari empat minggu
11.	Merancang untuk melawat destinasi ini lagi? ○ Ya, dalam masa 12 bulan ○ Ya, dalam masa 5 tahun ○ Ya, tapi tidak tahu bila ○ Tidak pasti ○ Tidak
12.	Perbelanjaan dibelanjakan di pasar pelancong: ○ BawahRM$50 ○ RM51-RM150 ○ RM$151 – RM$250 ○ RM$251- RM$350 ○ RM$351-RM$450
13.	Jenis barang yang dicari : Tandakan (√) sebanyak mana yang berkenaan: ○ Poskad dan buku kecil mengenai tempat yang di lawati ○ T-shirt ,baju panas atau pakaian lain yang mempunyai nama lokasi dan logo ○ Kraf ○ Jenis produk makanan (bukan jenis masakan) ○ Cenderamata / momento tarikan lokasi (pen, rantai kunci) ○ Barangan antik ○ Item tambahan untuk koleksi ○ Buku mengenai sesuatu kawasan,sesebuah daerah, orang perseorangan, sejarah, dan juga tempat tarikan ○ Kudapan dan minuman
14	Pengalaman Melancong: Jumlah percutian domestik yang dilakukan pada lima tahun yang lepas _____ Jumlah percutian antarabangsa yang dilakukan pada lima tahun yang lepas _____
15	Tahap kepuasan dengan pelbagai pasar pelancong secara amnya di rantau Asia Tenggara :

Sangat tidak berpuashati 1	Tidak berpuashati 2	Neutral 3	Berpuashati 4	Sangat Berpuashati 5

Appendix 6

Tourist's Questionnaire (Thailand)

PART A: Travel motivation ส่วนที่ 1 (สิ่งจูงใจในการท่องเที่ยว)

1	Where would you be most likely to go when you first arrive in a city on holiday? (Please select one) สิ่งคุณอยากไปมากที่สุดเมื่อคุณมาถึงสถานที่ท่องเที่ยวในช่วงวันหยุด (กรุณาเลือกเพียงหนึ่งคำตอบ) o The city's most famous tourist attractions (สถานที่ที่ท่องเที่ยวที่มีชื่อเสียงในเมือง) o The beach (ทะเล) o The local markets (ตลาดท้องถิ่น) o Into nature to visit the local fauna and flora (เยี่ยมชม/ดูสัตว์ประจำท้องถิ่นหรือพันธุ์พืชต่างๆ) o Others: Please specify _____ (อื่นๆ กรุณาระบุ)

PART B: Shopping Part B ส่วนที่ 2 การช็อปปิ้ง

1	What are the main motives of your travelling *here*: Rank 3 best activities: อะไรคือสิ่งจูงใจที่สำคัญในการท่องเที่ยวของคุณ (กรุณาลำดับความสำคัญที่สุด 3 ระดับ) o Shopping การช็อปปิ้ง o Destination สถานที่ท่องเที่ยว o Food อาหาร o Entertainment สิ่งบันเทิง o Culture วัฒนธรรม					
	Please circle only one response for each statement. กรุณาวงกลมคำตอบในแต่ละประโยคเพื่อแสดงความสำคัญของคำตอบของคุณ Using the scale below, ใช้ระดับของความคิดเห็นดังกล่าวข้างล่างแสดงความคิดเห็นต่อคำถาม **"1" means "strongly disagree"** 1 ไม่เห็นด้วยอย่างมาก **"2" means "disagree"** 2 ไม่เห็นด้วย **"3" means "neutral"** 3 ไม่แน่ใจ **"4" means "agree"** 4 เห็นด้วย **"5" means "strongly agree"** 5 เห็นด้วยอย่างยิ่ง					
#	**Importance of shopping at marketplace when travelling statements:** ความสำคัญของการช็อปปิ้งที่ตลาดท้องถิ่น	**Strongly Disagree** (ไม่เห็นด้วยอย่างยิ่ง)			**Strongly Agree** (เห็นด้วยอย่างยิ่ง)	
2	o The opportunity to shop at marketplaces is the main reason I travelโอกาสในการช็อปปิ้ง	1	2	3	4	5

	ที่ตลาดท้องถิ่นเป็นเหตุผลหลักในการมาท่องเที่ยวของคุณ					
	○ The opportunity to shop at marketplaces plays an important role in my travel decisions โอกาสในการช็อปปิ้งที่ตลาดท้องถิ่นมีบทบาทสำคัญในการตัดสินใจมาท่องเที่ยวของคุณ	1	2	3	4	5
	○ The opportunity to shop at marketplaces sometimes plays an important role in my travel decision โอกาสในการช็อปปิ้งที่ตลาดท้องถิ่นบางครั้งถือว่ามีบทบาทในการตัดสินใจมาท่องเที่ยวของคุณ	1	2	3	4	5
	○ The opportunity to shop at marketplaces occasionally plays an important role in my travel decisions โอกาสในการช็อปปิ้งที่ตลาดท้องถิ่นถือว่าไม่ค่อยมีบทบาทสำคัญในการตัดสินใจมาท่องเที่ยวของคุณ	1	2	3	4	5
	○ The opportunity to shop at marketplaces rarely plays an important role in my travel decisions โอกาสในการช็อปปิ้งที่ตลาดท้องถิ่นแทบจะไม่มีมีบทบาทสำคัญในการตัดสินใจมาท่องเที่ยวของคุณ	1	2	3	4	5

PART C: Authenticity ความเป็นแบบฉบับดั้งเดิม

Please rank the following: กรุณาให้ระดับความคิดเห็นของคุณ

- Using the scale below, "1" means "strongly disagree" and "5" means "strongly agree".
- ลำดับที่ 1 หมายถึง ไม่เห็นด้วยอย่างยิ่ง และ 5 หมายถึง เห็นด้วยอย่างยิ่ง
- Please circle only one response for each statement.
- กรุณาวงกลมเพียง หนึ่งคำตอบในแต่ละข้อ

#	**Origins Statements:** ข้อความต้นฉบับ	**Strongly Disagree** (ไม่เห็นด้วยอย่างยิ่ง)				**Strongly Agree** (เห็นด้วยอย่างยิ่ง)
1	This marketplace has a long history ตลาดท้องถิ่นนี้มีประวัติศาสตร์ที่ยาวนาน	1	2	3	4	5

#	**Genuineness Statements:** ข้อความที่แท้จริง					
1	This marketplace seems to you, to be genuine in style in this part of Malaysia/Thailand/Cambodia สำหรับคุณแล้วตลาดท้องถิ่นนี้เป็นตลาดที่ให้ความรู้สึกเหมือนตลาดท้องถิ่นที่มาเลเซีย ไทย และ กัมพูชา	1	2	3	4	5

2	The product sold by the merchants and the vendors here is original ของที่ขายโดยพ่อค้าที่นี่คือของท้องถิ่นจริงๆ	1	2	3	4	5

#	**Pristinity Statements:** ประโยคที่คงรักษาไว้ซึ่งความดั้งเดิม	**Strongly Disagree** (ไม่เห็นด้วยอย่างยิ่ง)				**Strongly Agree** (เห็นด้วยอย่างยิ่ง)
1	This marketplace has represents its cultural uniqueness ตลาดท้องถิ่นนี้แสดงถึงวัฒนธรรมและความเป็นเอกลักษณ์	1	2	3	4	5

#	**Sincerity Statements:** ข้อความแสดงถึงความเป็นกันเอง	**Strongly Disagree** (ไม่เห็นด้วยอย่างยิ่ง)				**Strongly Agree** (เห็นด้วยอย่างยิ่ง)
	All the merchants and vendors in the marketplace are sincere พ่อค้าในตลาดท้องถิ่นทั้งหมดเป็นกันเอง	1	2	3	4	5

#	**Creativity Statements:** ข้อความแสดงถึงความสร้างสรรค์	**Strongly Disagree** (ไม่เห็นด้วยอย่างยิ่ง)				**Strongly Agree** (เห็นด้วยอย่างยิ่ง)
1	This marketplace has its own **identity** ตลาดท้องงถิ่นนี้แสดงถึงความเป็นตัวตนที่ชัดเจน	1	2	3	4	5

#	**Flow of life Statements:** ความต่อเนื่องของข้อความ	**Strongly Disagree** (ไม่เห็นด้วยอย่างยิ่ง)				**Strongly Agree** (เห็นด้วยอย่างยิ่ง)
1	This marketplace maintained/still practicing cultural values as in the	1	2	3	4	5

	ตลาดท้องถิ่นนี้ยังคงไว้ซึ่งวัฒนธรรมและคุณค่า					
-	○ Customary elements ประเพณี	1	2	3	4	5
	○ Attire การแต่งกาย	1	2	3	4	5
	○ Language ภาษา	1	2	3	4	5

PART D: <u>Tourists Experience and perspective</u> <u>ประสบการณ์ในการท่องเที่ยวและมุมมองของคุณ</u>

- Using the scale below, "1" means "strongly disagree" and "5" means "strongly agree".

  ลำดับที่ 1 หมายถึง ไม่เห็นด้วยอย่างยิ่ง และ 5 หมายถึง เห็นด้วยอย่างมาก

- Please circle only one response for each statement.
- กรุณาวงกลมเพียง หนึ่งคำตอบในแต่ละข้อ

#	**Senses Statements:** ข้อความที่แสดงถึงการรับรู้	**Strongly Disagree** (ไม่เห็นด้วยอย่างยิ่ง)				**Strongly Agree** (เห็นด้วยอย่างยิ่ง)
1	I find that marketplaces engages my senses ฉันพบว่าตลาดท้องถิ่นกระตุ้นความรู้สึกของฉัน	1	2	3	4	5

#	**Feel Statements:** ข้อความที่แสดงถึงความรู้สึก	**Strongly Disagree** (ไม่เห็นด้วยอย่างยิ่ง)				**Strongly Agree** (เห็นด้วยอย่างยิ่ง)
2	I find marketplaces create strong moods for me ฉันพบว่าตลาดท้องถิ่นกระตุ้นความต้องการในการซื้อของฉัน	1	2	3	4	5

#	**Think Statements:** ข้อความที่แสดงถึงความคิด	**Strongly Disagree** (ไม่เห็นด้วยอย่างยิ่ง)				**Strongly Agree** (เห็นด้วยอย่างยิ่ง)
3	I find marketplaces make me think about societies and culture ฉันพบว่าตลาดท้องถิ่นทำให้ฉันคิดถึงเกี่ยวกับสังคมและวัฒนธรรม	1	2	3	4	5

#	**Relate Statements:** ข้อความที่แสดงถึงความสัมพันธ์					
4	I find marketplaces offer the chance to develop interesting relationship with locals ฉันพบว่าตลาดท้องถิ่นทำให้ฉันคิดถึงเกี่ยวกับการพัฒนาความสัมพันธ์กับคนในพื้นที่	1	2	3	4	5

#	**Act Statements:** ข้อความที่เกี่ยวกับการปฏิบัติ					
5	I find marketplaces requires me to be physically active ฉันพบว่าตลาดท้องถิ่นทำให้ฉันมีความกระตือรือล้น	1	2	3	4	5

Measurement items for experience: เครื่องมือวัดประสบการณ์

#	**Education Statements:** ข้อความที่เกี่ยวกับการศึกษา	**Strongly Disagree** (ไม่เห็นด้วยอย่างยิ่ง)				**Strongly Agree** (เห็นด้วยอย่างยิ่ง)
1	I think that marketplace is a great educational opportunity	1	2	3	4	5
	ฉันคิดว่าตลาดท้องถิ่นเป็นแหล่งข้อมูลในการศึกษาที่ดี					

#	**Esthetics Statements:** ข้อความที่เกี่ยวกับสุนทรีย์ศาสตร์	**Strongly Disagree** (ไม่เห็นด้วยอย่างยิ่ง)				**Strongly Agree** (เห็นด้วยอย่างยิ่ง)
2	I think the marketplace have a very special visual and environmental atmosphere ฉันคิดว่าตลาดท้องถิ่นให้ภาพของบรรยากาศและสิ่งแวดล้อมที่ดีมาก	1	2	3	4	5

#	**Entertainment Statements:** ข้อความที่เกี่ยวกับความบันเทิง	**Strongly Disagree** (ไม่เห็นด้วยอย่างยิ่ง)				**Strongly Agree** (เห็นด้วยอย่างยิ่ง)
1	I find marketplaces are very entertaining ฉันพบว่าตลาดท้องถิ่นให้ความบันเทิงอย่างมาก	1	2	3	4	5

#	**Escapism Statements:** ข้อความที่เกี่ยวกับการมองหาสิ่งใหม่	**Strongly Disagree** (ไม่เห็นด้วยอย่างยิ่ง)				**Strongly Agree** (เห็นด้วยอย่างยิ่ง)
1	I think that the marketplaces help me escape from other daily activities ฉันพบว่าตลาดท้องถิ่นทำให้ฉันหลีกหนีจากชีวิตประจำวันที่จำเจ	1	2	3	4	5

PART E: Future and Sustainability อนาคตและการพัฒนาแบบยั่งยืน

1.	Do you think market like this: คุณคิดว่าตลาดลักษณะนี้ (กรุณาเลือกคำตอบของคุณ) (Please tick) o Will still operate in 5 years' time ยังคงดำเนินต่อไปใน 5 ปี o Will operate in a reduced way in 5 years' time จะลดลงภายใน 5 ปี o Will not operate in 5 years' time จะหมดไปภายใน 5 ปี

2.	What will make marketplace exist in the future? อะไรที่จะทำให้ตลาดท้องถิ่นดำเนินต่อไปในอนาคต? **Environment Statements:** ข้อความเกี่ยวกับสิ่งแวดล้อม	ไม่ช่วยอะไรเลย/ไม่ได้ช่วยอะไร/ไม่แน่ใจ/มีส่วนช่วย/มีส่วน ช่วยอย่างมาก **Will Def. Not Help**	**Will Not Help**	**Neutral**	**Will Help**	**Will Def Help**
	o Organized and clean marketplace area o มีการจัดการช่วยกันทำความสะอาด	1	2	3	4	5
	o More tourists buying from shopping complexes o บรรดานักท่องเที่ยวช่วยกันซื้อของในตลาด	1	2	3	4	5
	o No proper guidelines in planning and development from the local authority (disorganized) o ไม่มีคำแนะนำจากหน่วยงานท้องถิ่นในการจัดการวางแผนและพัฒนา	1	2	3	4	5
	o Marketplace keep local cultural identity o มีการรักษาไว้ซึ่งเอกลักษณ์ของตลาดท้องถิ่น	1	2	3	4	5
3.	**Community Statements:** ข้อความเกี่ยวกับชุมชน					
	o More foreigners work in the marketplace o มีชาวต่างชาติจำนวนมากทำงานในตลาดท้องถิ่น	1	2	3	4	5

	o A safe place to shop o ตลาดท้องถิ่นปลอดภัยในการช็อปปิ้ง	1	2	3	4	5
	o The existence of marketplace contributes to the satisfaction of basic needs in the local tourist area o การอยู่รอดของตลาดท้องถิ่นทำให้เกิดความพอใจของนักท่องเที่ยวในพื้นที่นั้นๆ	1	2	3	4	5
	o The existence of marketplace helps poorer citizen o การอยู่รอดของตลาดท้องถิ่นมีส่วนช่วยผู้ยากไร้หรือผู้มีรายได้น้อย	1	2	3	4	5
4.	**Business Statements:** ข้อความเกี่ยกับธุรกิจ	1	2	3	4	5
	o The existence of marketplace has helps local economic growth o การอยู่รอดของตลาดท้องถิ่นมีส่วนช่วยกระตุ้นเศรษฐกิจในพื้นที่นั้นๆ	1	2	3	4	5
	o More common copies of products o มีการเพิ่มขึ้นของการขายของที่ลอกเลียนแบบหรือของที่ไม่ได้จดลิขสิทธิ์	1	2	3	4	5
	o Strong sense of market for tourists only o ตลาดท้องถิ่นในห้ความรู้สึกที่ดีต่อนักท่องเที่ยวเท่านั้น	1	2	3	4	5
	o Ability to communicate well by vendors o พ่อค้าแม่ค้าในตลาดท้องถิ่นมีความสามารถในการสื่อสารที่ดี	1	2	3	4	5
	o Great attitude of sales person staff o พ่อค้าแม่ค้าในตลาดท้องถิ่นมีทัศนคติที่ดีในการขายของ	1	2	3	4	5

PART F: Demographic ข้อมูลของผู้ทำแบบสอบถาม

1	Are you a resident ___ domestic tourist___ International tourist____ อาศัยอยู่ในพื้นที่..... นักท่องเที่ยวชาวไทย.....นักท่องเที่ยวชาวต่างชาติ
2	Gender: Male___ Female ____ เพศ ชาย..... หญิง.....
3	Age: อายุ o Under 20 ___ น้อยกว่า 20 ปี o 21-30 ___ อายุระหว่าง 21 ถึง 30 ปี o 31-40 ___ อายุระหว่าง 31 ถึง 40 ปี o 41-50 ___ อายุระหว่าง 41 ถึง 50 ปี o 51-60 ___ อายุระหว่าง 51 ถึง 60 ปี o Above 60 อายุมากกว่า 60 ปี

4	Marriage status : Single:____ Married____ Divorce _____ สถานภาพ โสด ..... แต่งงาน..... หย่าร้าง.....
5	Education level: ระดับการศึกษา o High School มัธยม o University Degree ปริญญาตรี o Master degree/ PhD degree ปริญญาโท หรือ ปริญญาเอก
6	Region of Origin ภูมิภาคที่มา o Southeast Asia ตะวันออกเฉียงใต้ o China ประเทศจีน o Europe ยุโรป o United States อเมริกา o Australia ออสเตรเลีย o Others _____ อื่นๆ

7	Travel mode: ท่องเที่ยวแบบ o Packaged tour แพคเก็จทัวร์ o Independent traveler ท่องเที่ยวแบบอิสระ o Others, please specify:_____ อื่นๆ โปรดระบุ
8	Trip purpose:จุดประสงค์ของการท่องเที่ยว o Business เพื่อธุรกิจ o Visiting Friends Relatives เยี่ยมเพื่อนหรือญาติ o Pleasure เพื่อความสำราญ o Others, please specify: _____อื่นๆ โปรดระบุ
9.	Travel party: มาท่องเที่ยวกับใคร? o Alone คนเดียว o With spouse or partner กับแฟน/ สามีหรือภรรยา o With family members กับสมาชิกครอบครัว o With a group of friends กับกลุ่มเพื่อน
10.	Length of trip at this destination ระยะเวลาในการท่องเที่ยว o Less than 1 week น้อยกว่า 1 อาทิตย์ o 1 week 1 อาทิตย์

	○ 2 weeks 2 อาทิตย์ ○ 3 weeks 3 อาทิตย์ ○ Over 4 weeks มากกว่า 4 อาทิตย์
11.	Planning to visit again คุณมีการวางแผนที่จะกลับมาท่องเที่ยวที่ตลาดท้องถิ่นอีกหรือไม่? ○ Yes, within 12 months ใช่ภายใน 12 เดือน ○ Yes, within 5 years ใช่ภายใน 5 ปี ○ Yes, but not sure when ใช่ แต่ไม่แน่ใจว่าเมื่อไหร่ ○ Not sure ไม่แน่ใจ ○ No ไม่มาแล้ว
12.	Expenses spent at marketplace:ค่าใช้จ่ายที่ตลาด ○ Under US$20 น้อยกว่า 20 ดอลล่าร์ ○ US$21-US$50 อยู่ระหว่าง 21 ดอลล่าร์ -50 ดอลลาร์ ○ US$50 – US$100 อยู่ระหว่าง 50 ดอลล่าร์ -100 ดอลลาร์ ○ US$101- US$200 อยู่ระหว่าง 101 ดอลล่าร์ -200 ดอลลาร์ ○ US$201-US$501 อยู่ระหว่าง 201 ดอลล่าร์ -501 ดอลลาร์
13.	Type of items look for: (√) as many as applied: ชนิดของสินค้าที่เลือกซื้อ (สามารถเลือกได้มากกว่า1คำตอบ) ○ Postcards and booklets about sites visited โปสการ์ดและหนังสือเกี่ยวกับการท่องเที่ยวที่ตลาด ○ T-shirts ,sweatshirts other clothing with location names and logo เสื้อยืด เสื้อกันหนาว เสื้อผ้าอื่นๆ ที่บ่งบอกถึงการมาเที่ยวที่ตลาดท้องถิ่น ○ Crafts งานฝีมือ ○ Local food products (not meal) อาหารท้องถิ่น (ไม่ใช่อาหารจานหลัก) ○ Souvenir/Mementous of the location or attraction (pens, key chain etc)ของที่ระลึกของตลาดท้องถิ่น เช่น ปากกา ที่ห้อยกุญแจ ○ Antiques ของหายาก ○ Items to add to a collection ของที่สามารถสะสมได้ ○ Books about the area, state, people, history , attractions หนังสือเกี่ยวกับ สถานที่ท่องเที่ยว หรือเกี่ยวกับคน หรือเกี่ยวกับประวัติศาสตร์ ○ Snack food or drinks อาหารว่างหรือเครื่องดื่ม
14	Travel experience: ประสบการณ์การท่องเที่ยวของคุณ Number of domestic holidays take in the last 5 years _____ จำนวนครั้งของการท่องเที่ยวภายในประเทศ Number of overseas holidays take in the last 5 years _____

	จำนวนครั้งของการท่องเที่ยวต่างประเทศ
15	Your satisfaction with various markets in general in Southeast Asia: ระดับความพอใจของคุณกับตลาดท้องถิ่นในภูมิภาคเอเชียตะวันออกเฉียงใต้

Very dissatisfied พอใจอย่างมาก 1	Dissatisfied ไม่พอใจ 2	Neutral ไม่แน่ใจ 3	Satisfied พอใจ 4	Very Satisfied พอใจอย่างมาก 5

Appendix 7

Tourist's Questionnaire (Khmer)

PART A: Travel motivation

ផ្នែក A: [illegible]

Tip to tourist marketplace motivations
[illegible]

Country visited (select one)
[illegible]

- Malaysia / [illegible]
- Thailand / [illegible]
- Cambodia / [illegible]

1	Where would you be most likely to go when you first arrive in a city on holiday? (Please select one) [illegible] ([illegible]) o The city's most famous tourist attractions [illegible] o The beach / [illegible] o The local markets / [illegible] o Into nature to visit the local fauna and flora [illegible] o Others: Please specify _____ [illegible] _____

PART B: Shopping

ផ្នែក B: ការណែនាំទិញ

1	What are the main motives of your travelling *here*: Rank 3 best activities: តើកត្តាចំបងក្នុងដំណើរទេសចរណ៍ដែលលោកអ្នកមកកាន់ទីនេះ (សូមចាត់ចំណាត់ថ្នាក់ជូនសកម្មភាព ៣ ដាច់ដោយឡែកតាមលំដាប់លំដោយ) ○ Shopping ការណែនាំទិញ ○ Destination ទេសចរណ៍ទេសចរណ៍ ○ Food ម្ហូបអាហារ ○ Entertainment កន្លែងកំសាន្ត ○ Culture វប្បធម៌
	Please circle only one response for each statement. សូមកត់សម្គាល់ជម្រើសតែមួយសម្រាប់ការចម្លើយ ទៅលើការប្រឹក្សាក្នុងនាមជាភ្ញៀវ ដូចខាងក្រោម៖ **"1" means "strongly disagree"** "១" មានន័យថា "មិនយល់ស្រប៖ទាំងស្រុង" **"2" means "disagree"** "២" មានន័យថា "មិនយល់ស្រប" **"3" means "neutral"** "៣" មានន័យថា "អព្យាក្រិត" **"4" means "agree"** "៤" មានន័យថា "យល់ស្រប" **"5" means "strongly agree"** "៥" មានន័យថា "យល់ស្រប៖ទាំងស្រុង"

#	**The importance of shopping at the tourist marketplace when travelling statements:** **សារៈសំខាន់នៃការណែនាំទិញ ទៅកាន់ទីផ្សារទេសចរណ៍**	**Strongly Disagree** **មិនយល់ស្រប ទាំងស្រុង**			**Strongly Agree** **យល់ស្រប ទាំងស្រុង**	
2	○ The opportunity to shop at tourist marketplaces is the main reason I travel ឱកាសក្នុងការទិញទំនិញនៅទីផ្សារទេសចរណ៍គឺជាមូលហេតុចម្បងដែលធ្វើដំណើរកំសាន្ត	1	2	3	4	5
	○ The opportunity to shop at tourist marketplacesplays an important role in my travel decisions ឱកាសក្នុងការទិញទំនិញនៅទីផ្សារទេសចរណ៍ ដែលដើរតួនាទីសំខាន់ក្នុងការសម្រេចចិត្តសម្រាប់ដំណើរកំសាន្តរបស់ខ្ញុំ	1	2	3	4	5
	○ The opportunity to shop at tourist marketplaces sometimes plays an important role in my travel decision ឱកាសក្នុងការទិញទំនិញនៅទីផ្សារទេសចរណ៍ ជួនកាល មានតួនាទីសំខាន់ក្នុងការសម្រេចចិត្តសម្រាប់ដំណើរ កំសាន្តរបស់ខ្ញុំ	1	2	3	4	5
	○ The opportunity to shop at tourist marketplaces occasionally plays an important role in my travel decisions ឱកាសក្នុងការទិញទំនិញនៅទីផ្សារទេសចរណ៍ឈ្មោះ ម្តងម្កាលតួនាទីសំខាន់ក្នុងការសម្រេចចិត្តសម្រាប់ដំណើរ កំសាន្តរបស់ខ្ញុំ	1	2	3	4	5
	○ The opportunity to shop at tourist marketplaces rarely plays an important role in my travel decisions ឱកាសក្នុងការទិញទំនិញនៅទីផ្សារទេសចរណ៍ក្រមានតួនាទីសំខាន់ក្នុងការសម្រេចចិត្តសម្រាប់ដំណើរកំសាន្ត របស់ខ្ញុំ	1	2	3	4	5

PART C: Authenticity

ផ្នែក C: លក្ខណៈ

Please rank the following:

- Using the scale below, "1" means "strongly disagree" and "5" means "strongly agree".
- Please circle only one response for each statement.

សូមក្រុមហ៊ុនចុះហត្ថលេខាលើយោបល់ខ្លួន យោងក្រៅពីការក្រុមហ៊ុន "១" មានន័យថា "មិនយល់ស្របទាំងស្រុង" និង "៥" មានន័យថា "យល់ស្របទាំងស្រុង" ។

#	Origins Statements:	Strongly Disagree				Strongly Agree
		មិនយល់ស្របទាំងស្រុង		យល់ស្របទាំងស្រុង		
1	This tourist marketplace has a long history	1	2	3	4	5

#	Genuineness Statements:	Strongly Disagree				Strongly Agree
		មិនយល់ស្របទាំងស្រុង		យល់ស្របទាំងស្រុង		
1	This tourist marketplace seems to you, to be genuine in style in this part of Malaysia/Thailand/Cambodia	1	2	3	4	5
2	The product sold by the merchants and the vendors here is original	1	2	3	4	5
#	PristinityStatements:	Strongly Disagree				Strongly Agree
		មិនយល់ស្របទាំងស្រុង		យល់ស្របទាំងស្រុង		
1	This tourist marketplace has represents its cultural uniqueness	1	2	3	4	5

#	Sincerity Statements:	Strongly Disagree				Strongly Agree
		មិនយល់ស្របទាំងស្រុង		យល់ស្របទាំងស្រុង		
1	All the merchants and vendors in the tourist marketplace are sincere	1	2	3	4	5

#	Creativity Statements:	Strongly Disagree				Strongly Agree
		មិនយល់ស្របទាំងស្រុង		យល់ស្របទាំងស្រុង		
1	Thistourist marketplace has its own **identity**	1	2	3	4	5

#	Flow of life Statements:	Strongly Disagree				Strongly Agree
		មិនយល់ស្របទាំងស្រុង		យល់ស្របទាំងស្រុង		

1	This tourist marketplace maintained/still practicing cultural values as in the ទីផ្សារទេសចរណ៍នេះរក្សាទុក ឬ បន្តប្រកាន់យកនូវតម្លៃវប្បធម៌របស់ខ្លួនតាមរយៈ					
	○ Customary elements ប្រពៃណីទំនៀមទំលាប់	1	2	3	4	5
	○ Attire ការស្លៀកពាក់	1	2	3	4	5
	○ Language ភាសា	1	2	3	4	5

PART D: Tourists Experience and perspective

ផ្នែក D : បទពិសោធន៍របស់ភ្ញៀវទេសចរ និងទស្សនៈវិស័យ

- Using the scale below, "1" means "strongly disagree" and "5" means "strongly agree".
- Please circle only one response for each statement.

សូមកត្រណាមួយចំណុចតាមជម្រើសរបស់អ្នក ។ យោងលើមាត្រដ្ឋាន "១" មានន័យថា "**មិនយល់ស្របទាំងស្រុង**" និង "**៥**" មានន័យថា "**យល់ស្របទាំងស្រុង**" ។

#	**Senses Statements:** **ការយល់អារម្មណ៍**	**Strongly Disagree** មិនយល់ស្របទាំងស្រុង				**Strongly Agree** យល់ស្របទាំងស្រុង
1	I find that tourist marketplaces engages my senses ខ្ញុំឃើញថាទីផ្សារទេសចរណ៍នេះទាក់ទាញការយល់ឃើញ របស់ខ្ញុំ	1	2	3	4	5

#	**Feel Statements:** **អារម្មណ៍**	**Strongly Disagree** មិនយល់ស្របទាំងស្រុង				**Strongly Agree** យល់ស្របទាំងស្រុង
2	I find tourist marketplaces create strong moods for me ខ្ញុំយល់ឃើញថាទីផ្សារទេសចរណ៍នេះ មានការទាក់ទាញ យ៉ាងខ្លាំងសម្រាប់ខ្ញុំ	1	2	3	4	5

#	**Think Statements:** **ការគិត**	**Strongly Disagree** មិនយល់ស្របទាំងស្រុង				**Strongly Agree** យល់ស្របទាំងស្រុង
3	I find tourist marketplacesmake me think about societies and culture ខ្ញុំយល់ឃើញថាទីផ្សារទេសចរណ៍នេះ បានធ្វើឲ្យខ្ញុំគិតអំពីសង្គម និង វប្បធម៌	1	2	3	4	5

#	**Relate Statements:** **ទំនាក់ទំនង**	**Strongly Disagree** មិនយល់ស្របទាំងស្រុង				**Strongly Agree** យល់ស្របទាំងស្រុង
4	I find tourist marketplaces offer the chance to develop an interesting relationship with locals	1	2	3	4	5

	ខ្ញុំយល់ឃើញថាទីផ្សារទេសចរណ៍នេះ ផ្តល់នូវ លទ្ធភាពក្នុងការអភិវឌ្ឍនូវទំនាក់ទំនងក្នុងន័យទាក់ទងជាមួយប្រជាជន					

#	Act Statements:	Strongly Disagree				Strongly Agree
		មិនយល់ស្រប		យល់ស្រប		
		ទាំងស្រុង		ទាំងស្រុង		
5	I find tourist marketplaces require me to be physically active	1	2	3	4	5

Measurement items for experience:

#	Education Statements:	Strongly Disagree				Strongly Agree
		មិនយល់ស្រប		យល់ស្រប		
		ទាំងស្រុង		ទាំងស្រុង		
1	I think that marketplace is a great educational opportunity	1	2	3	4	5

#	Esthetics Statements:	Strongly Disagree				Strongly Agree
		មិនយល់ស្រប		យល់ស្រប		
		ទាំងស្រុង		ទាំងស្រុង		
2	I think the marketplace have a very special visual and environmental atmosphere	1	2	3	4	5

#	Entertainment Statements:	Strongly Disagree				Strongly Agree
3	I find marketplaces are very entertaining	1	2	3	4	5

#	Escapism Statements:	Strongly Disagree				Strongly Agree
4	I think that the marketplaces help me escape from other daily activities	1	2	3	4	5

PART E: Future and Sustainability

ផ្នែក E: អនាគត និង និរន្តរភាព

1. Do you think market like this: (Please tick)

- ○ Will still operate in 5 years' time
- ○ Will operate in a reduced way in 5 years' time
- ○ Will not operate in 5 years' time

2.	What will make tourist marketplace exist in the future? **Environment Statements:**	Will Definitely Not Help	Will Not Help	Neutral	Will Help	Will Definitely Help
	○ Organized and clean marketplace area	1	2	3	4	5
	○ More tourists buying from shopping complexes	1	2	3	4	5
	○ No proper guidelines in planning and development from the local authority	1	2	3	4	5

	(disorganized) មិនមានការសហការណ៍លែងតាំងរណៃ ក្នុងការធ្វើវិនិយោគនិងការអភិវឌ្ឍពីសំណាក់ អាជ្ញាធរមូលដ្ឋាន (ក្រុងសៀម)					
	○ Marketplace keep local cultural identity ទីផ្សារទេសចរណ៍ក្សាកត្តសម្ភាសណីយ្ជនម៍ក្នុងប្រុក	1	2	3	4	5
3.	**Community Statements:** សហគមន៍					
	○ More foreigners work in the marketplace មានជនបរទេសការងារនៅតាមទីផ្សារ ដោយសារតែការងារ ទីផ្សារទេសចរណ៍	1	2	3	4	5
	○ A safe place to shop ការធ្វើដំណើរសុវត្ថិភាពសម្រាប់ទិញទំនិញ	1	2	3	4	5
	○ The existence of marketplace contributes to the satisfaction of basic needs in the local tourist area ការកើតមានទីផ្សារ បានរួមចំណែកផ្តល់ការតម្រូវ អាហារ ដូចជាតម្រូវការចាំបាច់នៅក្នុងតំបន់ទេសចរណ៍ ក្នុងប្រុក	1	2	3	4	5
	○ The existence of marketplace helps poorer citizen ការកើតមានទីផ្សារបានជួយដល់សម្ព័ន្ធ្ធ	1	2	3	4	5
4.	**Business Statements:** ការណ្ជាំ / ការណ្ជាំ					
	○ The existence of the marketplacehelps local economic growth ការកើតមានទីផ្សារបានជួយដល់ការកើតមានសេដ្ឋកិច្ចក្នុងប្រុក	1	2	3	4	5
	○ More common copies of products មានការចម្លងផលិតផលសារមានតាមទីផ្សារ	1	2	3	4	5
	○ Strong sense of market for tourists only មានការយល់ដឹងពីទីផ្សារកម្ពុជាតែសម្រាប់ភ្ញៀវទេសចរ	1	2	3	4	5
	○ Ability to communicate well by vendors សមត្ថភាពក្នុងការគ្រប្រស់ពាក្យសម្ដីល្អ របស់ឆ្លាស់	1	2	3	4	5
	○ Great attitude of sales person staff ឥរិយាបទនិស្សិតរបស់ប្ដូរលក់ផ្ទាល់	1	2	3	4	5

PART F: Demographic

ផ្នែក F: លក្ខណៈប្រជាជ

1	Are you a resident ___ domestic tourist___ International tourist____ អ្នកជា អ្នករស់នៅទីនេះ____ អ្នកទេសចរក្នុងប្រុក____ អ្នកទេសចរបរទេស_____
2	Gender: Male___ Female ____ ភេទ ប្រុស____ ស្រី _____

3	Age: អាយុ ○ Under 20 ___ យកតិច 20 ឆ្នាំ ___ ○ 21-30 ___ 21-30 ឆ្នាំ ___ ○ 31-40 ___ 31-40 ឆ្នាំ ___ ○ 41-50 ___ 41-50 ឆ្នាំ ___ ○ 51-60 ___ 51-60 ឆ្នាំ ___ ○ Above 60 ___ លើស 60 ឆ្នាំ ___
4	Marriage status : Single:____ Married____ Divorce _____ ស្ថានភាពគ្រួសារ នៅលីវ:_____ រៀបការ_____ លែងលះ _____
5	Education level: កម្រិតការសិក្សា ○ High School វិទ្យាល័យ ○ University Degree សញ្ញាបត្រវិទ្យាល័យ ○ Master degree/ PhD degree អនុបណ្ឌិត / បណ្ឌិត
6	Region of Origin ប្រភពដើម / តំបន់កំណើត ○ Southeast Asia អាស៊ីអាគ្នេយ៍ ○ China ប្រទេសចិន ○ Europe អឺរ៉ុប ○ United States សហរដ្ឋអាមេរិក ○ Australia ប្រទេសអូស្ត្រាលី ○ Others _____ ផ្សេងៗ _____
7	Travel mode: ប្រភេទនៃការធ្វើដំណើរ ○ Packaged tour ដំណើរកំសាន្តជាក្រុម ○ Independent traveler អ្នកធ្វើដំណើរដោយឯកជន ○ Others, please specify:_____ ផ្សេងទៀត សូមបញ្ជាក់ _____
	Trip purpose គោលបំណងនៃដំណើរកំសាន្ត ○ **Business** ការងារជួញដូរ / អាជីវកម្ម ○ **Visiting Friends Relatives** សួរសុខទុក្ខ/លេងមិត្តភក្តិ បងប្អូន ○ **Pleasure** ការកំសាន្ត ○ **Others, please specify:** _____ ផ្សេងទៀត សូមបញ្ជាក់ _____
9.	Travel party បក្ខពួកនៃអ្នកធ្វើដំណើរ ○ Alone ម្នាក់ឯង ○ With spouse or partner ជាមួយនឹងប្រពន្ធ ឬ ប្តី ○ With family members ជាមួយសមាជិកគ្រួសារ ○ With a group of friends ជាមួយក្រុមមិត្តភក្តិ

10.	Length of trip at this destination រយៈពេលនៃការទំនេរសម្រាប់ទស្សនាកន្លែងនេះ ○ Less than 1 week ក្រោម១ សប្តាហ៍ ○ 1 week ១ សប្តាហ៍ ○ 2 weeks ២ សប្តាហ៍ ○ 3 weeks ៣ សប្តាហ៍ ○ Over 4 weeks លើសជាង៤ សប្តាហ៍
11.	Planning to visit again មានការគ្រោងនឹងមកទស្សនាម្តងទៀត ○ Yes, within 12 months បាទ/ចាស មានការគ្រោងក្នុងរយៈពេល១២ខែ ○ Yes, within 5 years បាទ/ចាស មានការគ្រោងក្នុងរយៈពេល ៥ ខែ ឆ្នាំ ○ Yes, but not sure when បាទ / ចាស មានការគ្រោងប៉ុន្តែមិនដឹងពេលណា ○ Not sure មិនច្បាស់ច្បាស់ ○ No មិនដែលទេ
12.	Expenses spent at marketplace ការចំណាយលុយនៅលក់ដូរ ○ Under US$20 ក្រោម ២០ ដុល្លារ ○ US$21-US$50 ពាក់កណ្តាល ២១-៥០ ដុល្លារ ○ US$50 – US$100 ពាក់កណ្តាល ៥០-១០០ ដុល្លារ ○ US$101- US$200 ពាក់កណ្តាល ១០១-២០០ ដុល្លារ ○ US$201-US$501 ពាក់កណ្តាល ២០១-៥០១ ដុល្លារ
13.	Type of items look for: (√) as many as applied: ស្វែងរកមុខសញ្ញា ✓ ដូចតទៅនេះ ដែលអ្នកចាប់អារម្មណ៍ ○ Postcards and booklets about sites visited ការតុ៊ីស្លាស់ និងសៀវភៅតូចតាមតំបន់ដែលស្រាវជ្រាវ ○ T-shirts ,sweatshirts other clothing with location names and logo ឈុតយីហ,ឈុតរងា និងសម្លៀកបំពាក់ផ្សេងទៀតដែលមានបញ្ជាក់ពីឈ្មោះទីកន្លែង និងមុខសញ្ញា ○ Crafts ក្រាហ ○ Local food products (not meal) ផលិតផលម្ហូបអាហារក្នុងស្រុក (មិនមែនអាហារប្រចាំថ្ងៃ) ○ Souvenir/Mementoes of the location or attraction (pens, key chain etc) វត្ថុអនុស្សាវរីយ៍/អនុស្សាវរីយ៍ពីទីកន្លែង ដូ វត្ថុតាក់តាង(ប៊ិច,បន្ទាត់ ករណ ។ល។) ○ Antiques វត្ថុបុរាណ ○ Items to add to a collection វត្ថុដែលអាចនាំចូលជាបណ្តុំអនុស្សាវរីយ៍ ○ Books about the area, state, people, history , attractions សៀវភៅអំពីតំបន់, រដ្ឋ, ប្រជាជន, ប្រវត្តិសាស្ត្រ, ការទាក់ទាញ ○ Food/drinks/snacks ម្ហូបអាហារ/ភេសជ្ជៈ/អាហារសម្រន់

14	Travel experience: បទពិសោធន៍ធ្វើការងារ Number of domestic holidays take in the last 5 years _____ ចំនួនថ្ងៃសម្រាកលក់ដូរសម្រាកដោយយល់សប្រាកដសម្រាប់រយៈពេលកន្លងមកក្នុងប្រទេស ក្នុងរយៈពេលរយៈផ្លាំកន្លងមក _____ Number of overseas holidays take in the last 5 years _____ ចំនួនថ្ងៃសម្រាកលក់ដូរសម្រាកដោយយល់សប្រាកដសម្រាប់រយៈពេលកន្លងមកនៅបរទេស ក្នុងរយៈពេលរយៈផ្លាំកន្លងមក _____
15	Your satisfaction with various markets in general in Southeast Asia: ការពេញចិត្តជាទូទៅចំពោះទីផ្សារផ្សេងៗក្នុងតំបន់អាស៊ីអាគ្នេយ៍

Very dissatisfied មិនពេញចិត្ត ទាំងស្រុង	Dissatisfied មិនពេញចិត្ត	Neutral អព្យាក្រិត	Satisfied មិនពេញចិត្ត	Very Satisfied ពេញចិត្ត ទាំងស្រុង
1	2	3	4	5

Appendix 8

Vendor's Questionnaire (English)

PART A:Vendors/Traders perspective: (Please tick √ the following)

1. Type of trade:
   - Postcards and booklets about sites visited
   - T-shirts ,sweatshirts other clothing with location names and logo
   - Crafts
   - Local food products (not meal)
   - Souvenir/Mementoes of the location or attraction (pens, key chain etc)
   - Antiques
   - Items to add to a collection
   - Books about the area, state, people, history , attractions
   - Food/drinks/snacks
   -

2. Reason doing business at the location:
   - Main income
   - Part-time

3. How long have you operated your business here?
   - Less than 3 years
   - 3-5 years
   - 5-7 years
   - More than 7 years

Please indicate your level of agreement with the following statements and circle only one response for each statement.

•Using the scale below, "1" means "Not at all important" and "5" means "Very important".

4.

#	Reasons for doing business at this marketplace statements:	Strongly disagree		Neutral		Strongly Agree
1	Good marketplace ambiance/ environment	1	2	3	4	5
2	Good place to promote local culture to tourist	1	2	3	4	5
3	Good place to promote about local products	1	2	3	4	5
4	Good place to have social interaction with locals and tourists	1	2	3	4	5
5	Good place to sell product at bargain/cheap prices	1	2	3	4	5
6	Good place to make money	1	2	3	4	5

PART B: Authenticity

- Please rank the following circle only one response for each statement using the scale below:
  "1" means "strongly disagree"
  "2" means "disagree"
  "3" means "neutral"
  "4" means "agree"
  "5" means "strongly agree"

#	Origins Statements:	Strongly Disagree				Strongly Agree
1	This marketplace has a long history	1	2	3	4	5

#	Genuineness Statements:	Strongly Disagree				Strongly Agree
1	These marketplace seems to you, to be genuine in style in this part of Malaysia/Thailand/Cambodia	1	2	3	4	5
2	The product sold by the merchants and the vendors here is original	1	2	3	4	5

#	Pristinity Statements:	Strongly Disagree				Strongly Agree
1	This marketplace has represents its cultural uniqueness	1	2	3	4	5

#	Sincerity Statements:	Strongly Disagree				Strongly Agree
1	All the merchants and vendors in the marketplace are sincere	1	2	3	4	5

#	Creativity Statements:	Strongly Disagree				Strongly Agree
1	This marketplace has its own **identity**	1	2	3	4	5

#	Flow of life Statements:	Strongly Disagree				Strongly Agree
1	This marketplace maintained/still practicing cultural values as in the o Customary elements	1	2	3	4	5
2.	o Attire	1	2	3	4	5
	o Language	1	2	3	4	5

PART C: <u>Tourists Experience and perspective</u>

#	Senses Statements:	Strongly Disagree				Strongly Agree
1	I find that marketplaces engages tourist senses	1	2	3	4	5

#	Feel Statements:	Strongly Disagree				Strongly Agree
2	I find marketplaces create strong moods for tourists	1	2	3	4	5

#	Think Statements:	Strongly Disagree				Strongly Agree
3	I find marketplace make tourist think about societies and culture	1	2	3	4	5

#	Relate Statements:	Strongly Disagree				Strongly Agree
4	I find marketplaces offer the chance to develop interesting relationship with tourist	1	2	3	4	5

#	Act Statements:	Strongly Disagree				Strongly Agree
5	I find marketplaces requires the tourist to be physically active	1	2	3	4	5

#	Education Statements:	Strongly Disagree				Strongly Agree
1	I think that marketplace is a great educational opportunity for tourist	1	2	3	4	5

#	Esthetics Statements:	Strongly Disagree				Strongly Agree
2	I think the marketplace have a very special visual and environmental atmosphere	1	2	3	4	5

#	Entertainment Statements:	Strongly Disagree				Strongly Agree
1	I find marketplace is very entertaining for tourist	1	2	3	4	5

#	Escapism Statements:	Strongly Disagree				Strongly Agree
1	I think that the marketplaces help tourist escape from other daily activities	1	2	3	4	5

PART D: Future and Sustainability

1.	Do you think market like this: (Please tick) o Will still operate in 5 years' time o Will operate in a reduced way in 5 years' time o Will not operate in 5 years' time

2.	What will make marketplace exist in the future? **Environment Statements:**	**Will Definitely Not Help**	**Will Not Help**	**Neutral**	**Will Help**	**Will Definitely Help**
	o Organized and clean marketplace area	1	2	3	4	5
	o More tourists buying from shopping complexes	1	2	3	4	5
	o No proper guidelines in planning and development from the local authority (disorganized)	1	2	3	4	5
	o Marketplace keep local cultural identity	1	2	3	4	5
3.	**Community Statements:**					
	o More foreigners work in the marketplace	1	2	3	4	5
	o A safe place to shop	1	2	3	4	5
	o The existence of marketplace contributes to the satisfaction of basic needs in the local tourist area	1	2	3	4	5
	o The existence of marketplace helps poorer citizen	1	2	3	4	5
4.	**Business Statements:**	1	2	3	4	5
	o The existence of marketplace has helps local economic growth	1	2	3	4	5
	o More common copies of products	1	2	3	4	5
	o Strong sense of market for tourists only	1	2	3	4	5
	o Ability to communicate well by vendors	1	2	3	4	5
	o Great attitude of sales person staff	1	2	3	4	5

Evaluation of the current and future business

1	Considering your business now, would say it is: o In a good financial status o Not in a good financial status
2.	Looking at your business in 5 years' time, do you think; o It will be worse than now o It will be the same o It will be better than now

Appendix 9

Vendor's Questionnaire (Bahasa Malaysia)

Bahagian A Perspektif penjual: (Sila tandakan √ pada yang berikut)

1.	Jenis barang yang dijual: Tandakan (√) sebanyak mana yang berkenaan: ○ Poskad dan buku kecil mengenai tempat yang di lawati ○ T-shirt ,baju panas atau pakaian lain yang mempunyai nama lokasi dan logo ○ Kraf ○ Jenis produk makanan (bukan jenis masakan) ○ Cenderamata / momento tarikan lokasi (pen, rantai kunci) ○ Barangan antik ○ Item tambahan untuk koleksi ○ Buku mengenai sesuatu kawasan,sesebuah daerah, orang perseorangan, sejarah, dan juga tempat tarikan ○ Kudapan dan minuman
2.	Tujuan menjalankan perniagaan di lokasi ini: ○ Pendapatan utama ○ Secara sambilan
3.	Berapa lamakah telah menjalankan perniagaan ini: ○ Kurang dari 3 tahun ○ 3-5 tahun ○ 5-7 tahun ○ Melebihi 7 tahun
	Sila nilaikan penyataan berikut menggunakan skala di bawah: **"1" bermaksud "sangat tidak bersetuju"** **"2" bermaksud "tidak bersetuju"** **"3" bermaksud "neutral"** **"4" bermaksud "setuju"** **"5" bermaksud "sangat bersetuju"**

4.

#	Penytaan tujuan menjalankan perniagaan di kawasan ini:					
1	Persekitaran pasar yang baik	1	2	3	4	5
2	Tempat yang bagus untuk mempromosi budaya tempatan kepada pelancong	1	2	3	4	5
3	Tempat yang bagus untuk mempromosi keluaran tempatan	1	2	3	4	5
4	Tempat yang sesuai untuk bersosial dan dengan bersosial dan dengan berinteraksi dengan pelancong dan orang tempatan.	1	2	3	4	5
5	Tempat yang sesuai untuk menjual produk pada harga yang boleh ditawar.	1	2	3	4	5
6	Tempat yang sesuai untuk mendapatkan pulangan yang baik.	1	2	3	4	5

Bahagian B: Ketulenan

Sila nilaikan penyataan berikut menggunakan skala di bawah. Bulatkan hanya satu jawapan, bagi setiap pernyataan.

"1" bermaksud "sangat tidak bersetuju"
"2" bermaksud "tidak bersetuju"
"3" bermaksud "neutral"
"4" bermaksud "setuju"
"5" bermaksud "sangat bersetuju"

#	**Penyataan Asal:**					
1	Pasar pelancong ini mempunyai sejarah yang **lampau**	1	2	3	4	5

#	**Penyataan ketulenan:**					
1	Pasar pelancong ini bagi anda, menampakkan ciri ciri ketulenan di bahagian Malaysia	1	2	3	4	5
2	Produk yang dijual oleh peniaga di sini adalah tulen	1	2	3	4	5

#	**Penyataan keaslian (Pristinity):**					
1	Pasar pelancong ini telah mempamerkan keunikan budayanya. This tourist marketplace has represents its cultural uniqueness.	1	2	3	4	5

#	**Penyataan keikhlasan**					
1	Semua peniaga dan vendor di pasar pelancong ini adalah ikhlas.	1	2	3	4	5

#	**Penyataan kreatif**					
1	Pasar pelancong ini mempunyai identiti sendiri.	1	2	3	4	5

#	**Penyataan aliran kehidupan:**					
1	Pasar pelancong ini masih mengekalkan dan mengamalkan nilai-nilai budaya seperti dalam: ○ Penggunaan alat harian	1	2	3	4	5
2.	○ Pakaian	1	2	3	4	5
	○ Bahasa pertuturan	1	2	3	4	5

Bahagian C: Pengalaman dan perspektif pelancong.

#	**Penyataan deria**					
1	Saya mendapati bahawa pasar pelancongan ini menawan deria pelancong	1	2	3	4	5

#	Penyataan perasaan					
2	Saya mendapati pasar pelancongan ini adalah tempat yang boleh merangsang jiwa pelancong.	1	2	3	4	5

#	Penyataan pemikiran					
3	Saya merasakan bahawai pasar pelancong ini membuatkan pelancong berfikir tentang masyarakat dan budaya.	1	2	3	4	5

#	Penyataan berkaitan					
4	Saya mendapati pasar ini memberi peluang menjalinkan silaturahim dengan pelancong	1	2	3	4	5

#	Penyataan tindakan					
5	Saya mendapati pasar pelancongan ini memerlukan pelancong menjadi aktif secara fizikal	1	2	3	4	5

#	Penyataan pendidikan					
1	Saya berpendapat bahawa pasar ini dapat mendidik pelancong dengan baik.	1	2	3	4	5

#	Penyatan estetika					
2	Saya berfikiran bahawa pasar pelancongan ini mempunyai suasana visual dan alam sekitar yang sangat istimewa pada pelancong	1	2	3	4	5

#	Penyataan hiburan					
1	Saya mendapati pasar pelancongan ini amat menghiburkan pada pelancong	1	2	3	4	5

#	Penyataan eskapisma					
1	Saya berfikiran bahawa pasar pelancong ini membantu pelancong mengelakkan diri dari aktiviti-aktiviti harian.	1	2	3	4	5

Bahagian D: Masa depan dan kemampanan

1.	Adakah anda fikir pasar **pelancong** seperti ini: (Sila tandakan) ○ masih akan beroperasi dalam masa 5 tahun ○ akan beroperasi dengan cara yang berkurangan dalam masa 5 tahun ○ tidak akan beroperasi dalam masa 5 tahun					
	Sila nilaikan penyataan berikut: Menggunakan skala di bawah. **"1" bermaksud "sangat tidak membantu"** **"2" bermaksud "tidak membantu"** **"3" bermaksud "neutral"** **"4" bermaksud "membantu"** **"5" bermaksud "sangat membantu"**					
2.	Apa yang akan membuat pasar pelancongan wujud pada masa hadapan?					
	○ Kawasan pasar yang bersih dan teratur.	1	2	3	4	5
	○ Lebih ramai pelancong membeli dari kompleks membeli-belah	1	2	3	4	5
	○ Tidak ada garis panduan yang betul dalam perancangan dan pembangunan daripada pihak berkuasa tempatan (tidak teratur)	1	2	3	4	5
	○ Pasar pelancong mengekalkan identiti budaya tempatan	1	2	3	4	5
3.	**Penyataan Komuniti**					
	○ Ramai warga asing bekerja di pasar pelancong ini	1	2	3	4	5
	○ Pasar pelancong merupakan tempat yang selamat untuk berbelanja	1	2	3	4	5
	○ Kewujudan pasar pelancong, telah menyumbang kepada kelengkapan dalam penyediaan keperluan asas di kawasan pelancongan tempatan	1	2	3	4	5
	○ Kewujudan pasar pelancong dapat membantu warga miskin.	1	2	3	4	5
4.	**Penyataan perniagaan**	1	2	3	4	5
	○ Kewujudan pasar pelancong telah membantu pertumbuhan ekonomi tempatan.	1	2	3	4	5
	○ Lebih banyak produk salinan diwujudkan (telah wujud).	1	2	3	4	5
	○ Pengaruh imej 'pasar pelancong hanya untuk pelancong' amat kuat	1	2	3	4	5
	○ Keupayaan berkomunikasi dengan baik oleh penjual /vendor.	1	2	3	4	5
	○ Sikap yang baik oleh staf jurujual	1	2	3	4	5

Bahagian E: Penilaian kini dan masa hadapan

1	Dengan mengambil kira keadaan perniagaan masa kini, anda menilainya sebagai: ○ Berada didalam tahun kewangan yang baik ○ Tidak berada di dalam tahun kewangan yang baik
2.	Pada pandangan anda melihat pada perniagaan ini dalam masa 5 tahun akan datang, anda merasakan bahawa perniagaan ini : ○ Menjadi lebih teruk keadaannya ○ Melalui keadaan yang sama ○ Menjadi lebih baik dari sekarang

Appendix 10

Vendor's Questionnaire (Thailand)

Vendor's Questionnaire แบบสอบถามสำหรับผู้ค้า/ผู้ประกอบการ

PART A:Vendors/Traders perspective: (Please tick √ the following)มุมมองของผู้ค้า/ผู้ประกอบการ

1.	Type of trade: ชนิดของของที่นำมาจำหน่าย o Postcards and booklets about sites visited โปสการ์ดและหนังสือเกี่ยวกับสถานที่ท่องเที่ยว o T-shirts ,sweatshirts other clothing with location names and logo o เสื้อยืด เสื้อกันหนาว เสื้อผ้าอื่นๆ ที่บ่งบอกถึงการมาเที่ยวที่ตลาดท้องถิ่น o Crafts o งานฝีมือ o Local food products (not meal)) o อาหารท้องถิ่น (ไม่ใช่อาหารจานหลัก) o Souvenir/Mementoes of the location or attraction (pens, key chain etc) o ของที่ระลึกของตลาดท้องถิ่น เช่น ปากกา ที่ห้อยกุญแจ o Antiques o ของหายาก o Items to add to a collection o ของที่สามารถสะสมได้ o Books about the area, state, people, history , attractions o หนังสือเกี่ยวกับ สถานที่ท่องเที่ยว หรือเกี่ยวกับคน หรือเกี่ยวกับประวัติศาสตร์ o Food/drinks/snacksอาหารว่างหรือเครื่องดื่ม
2.	Reason doing business at the location: เหตุผลของคุณในการประกอบธุรกิจที่นี่ o Main income เป็นรายได้หลัก o Part-time เป็นงานพิเศษ
3.	How long have you operated your business here? คุณได้ทำธุรกิจที่นี่มานานเท่าใด? o Less than 3 years น้อยกว่า 3 ปี o 3-5 years 3-5 ปี o 5-7 years 5-7 ปี o More than 7 years มากกว่า 7 ปี
	Please indicate your level of agreement with the following statements. กรุณาระบุความคิดเห็นของคุณเกี่ยวกับข้อความต่อไปนี้ • Using the scale below, "1" means "Not at all important" and "5" means "Very

	important". 1 หมายถึง ไม่มีความสำคัญแลย และ 5 มีความสำคัญมากPlease circle only one response for each statement. กรุณาวงกลมคำตอบในแต่ละประโยคเพื่อแสดงความสำคัญของคำตอบของคุณ						
4.	#	**Reasons for doing business at this marketplace statements:เหตุผลในการทำธุรกิจที่ตลาดที่นี่**	**Strongly disagree** (ไม่เห็นด้วยอย่างยิ่ง)		**Neutral** (ไม่แน่ใจ)		**Strongly Agree** (เห็นด้วยอย่างยิ่ง)
	1	Good marketplace ambiance/ environment เป็นตลาดที่บรรยากาศและสิ่งแวดล้อมดี	1	2	3	4	5
	2	Good place to promote local culture to tourist เป็นสถานที่ที่ดีที่จะประชาสัมพันธ์วัฒนธรรมท้องถิ่นให้แก่นักท่องเที่ยว	1	2	3	4	5
	3	Good place to promote about local products เป็นสถานที่ที่ดีที่จะประชาสัมพันธ์สินค้าท้องถิ่นให้แก่นักท่องเที่ยว	1	2	3	4	5
	4	Good place to have social interaction with locals and tourists เป็นสถานที่ที่ดีที่มีการพบปะระหว่างคนในพื้นที่และนักท่องเที่ยว	1	2	3	4	5
	5	Good place to sell product at bargain/cheap prices เป็นสถานที่ที่ดีที่มีการขายของราคาที่คุ้มค่าต่อการซื้อ	1	2	3	4	5
	6	Good place to make money เป็นสถานที่ที่ดีต่อการทำธุรกิจ	1	2	3	4	5

<u>PART B: Authenticity</u><u>ความเป็นแบบฉบับดั้งเดิม</u>

- Using the scale below, "1" means "strongly disagree" and "5" means "strongly agree".
- ลำดับที่ 1 หมายถึง ไม่เห็นด้วยอย่างยิ่ง และ 5 หมายถึง เห็นด้วยอย่างมาก
- Please circle only one response for each statement.กรุณาวงกลมเพียงหนึ่งคำตอบในแต่ละข้อ

#	**Origins Statements:** ข้อความดั้งเดิม	**Strongly Disagree** (ไม่เห็นด้วยอย่างยิ่ง)				**Strongly Agree** (เห็นด้วยอย่างยิ่ง)
1	This marketplace has a long history ตลาดท้องถิ่นนี้มีประวัติศาสตร์ที่ยาวนาน	1	2	3	4	5

#	**Genuineness Statements:** ข้อความที่แท้จริง					
1	These marketplace seems to you, to be genuine in style in this part of Malaysia/Thailand/Cambodia สำหรับคุณแล้วตลาดท้องถิ่นนี้เป็นตลาดที่ให้ความรู้สึกเหมือนตลาดท้องถิ่น ที่ม มาเลเซีย ไทย และ กัมพูชา	1	2	3	4	5
2	The product sold by the merchants and the vendors here is original ของที่ขายโดยพ่อค้าที่นี่คือของท้องถิ่นจริงๆ	1	2	3	4	5

#	**Pristinity Statements:** ประโยคที่คงรักษาไว้ซึ่งความดั้งเดิม					
1	This marketplace has represents its cultural uniqueness ตลาดท้องถิ่นนี้แสดงถึงวัฒนธรรมและความเป็นเอกลักษณ์	1	2	3	4	5

#	**Sincerity Statements:** ข้อความแสดงถึงความเป็นกันเอง					
1	All the merchants and vendors in the marketplace are sincere พ่อค้าในตลาดท้องถิ่นทั้งหมดเป็นกันเอง	1	2	3	4	5

#	**Creativity Statements:** ข้อความแสดงถึงความสร้างสรรค์					
1	This marketplace has its own **identity** ตลาดท้องถิ่นนี้แสดงถึงความเป็นตัวตนที่ชัดเจน	1	2	3	4	5

#	**Flow of life Statements:** ความต่อเนื่องของข้อความ					
1	This marketplace maintained/still practicing cultural values as in the ตลาดท้องถิ่นนี้ยังคงไว้ซึ่งวัฒนธรรมและคุณค่า o Customary elements ประเพณี	1	2	3	4	5
2.	o Attire การแต่งกาย	1	2	3	4	5
	o Language ภาษา	1	2	3	4	5

PART C: Tourists Experience and perspective ประสบการณ์ในการท่องเที่ยวและมุมมองของคุณ

Using the scale below, "1" means "strongly disagree" and "5" means "strongly agree".
ลำดับที่ 1 หมายถึง ไม่เห็นด้วยอย่างยิ่ง และ 5 หมายถึง เห็นด้วยอย่างยิ่ง

- Please circle only one response for each statement.
  กรุณาวงกลมเพียง หนึ่งคำตอบในแต่ละข้

#	**Senses Statements:** ข้อความที่แสดงถึงการรับรู้	**Strongly Disagree** (ไม่เห็นด้วยอย่างยิ่ง)				**Strongly Agree** (เห็นด้วยอย่างยิ่ง)
1	I find that marketplaces engages tourist senses ฉันพบว่าตลาดท้องถิ่นกระตุ้นความรู้สึกของนักท่องเที่ยว	1	2	3	4	5

#	**Feel Statements:** ข้อความที่แสดงถึงความรู้สึก					
2	I find marketplaces create strong moods for tourists ฉันพบว่าตลาดท้องถิ่นกระตุ้นความต้องการในการซื้อของนักท่องเที่ยว	1	2	3	4	5

#	**Think Statements:** ข้อความที่แสดงถึงคิด					
3	I find marketplace make tourist think about societies and culture ฉันพบว่าตลาดท้องถิ่นทำให้นักท่องเที่ยวคิดถึงเกี่ยวกับสังคมและวัฒนธรรม	1	2	3	4	5

#						
4	I find marketplaces offer the chance to develop interesting relationship with tourist ฉันพบว่าตลาดท้องถิ่นทำให้ฉันคิดถึงเกี่ยวกับการพัฒนาความสัมพันธ์กับนักท่องเที่ยว	1	2	3	4	5

#	**Act Statements:** ข้อความที่เกี่ยวกับการปฏิบัติ					
5	I find marketplaces requires the tourist to be physically active ฉันพบว่าตลาดท้องถิ่นทำให้นักท่องเที่ยวมีความกระตือรือล้น	1	2	3	4	5

#	**Education Statements:** ข้อความที่เกี่ยวกับการศึกษา	**Strongly Disagree** (ไม่เห็นด้วยอย่างยิ่ง)				**Strongly Agree** (เห็นด้วยอย่างยิ่ง)
1	I think that marketplace is a great educational opportunity for tourist ฉันคิดว่าตลาดท้องถิ่นเป็นแหล่งข้อมูลในการศึกษาที่ดี	1	2	3	4	5

#	**Esthetics Statements:** ข้อความที่เกี่ยวกับสุนทรีย์ศาสตร์	**Strongly Disagree** (ไม่เห็นด้วยอย่างยิ่ง)				**Strongly Agree** (เห็นด้วยอย่างยิ่ง)
2	I think the marketplace have a very special visual and environmental atmosphere ฉันคิดว่าตลาดท้องถิ่นให้ภาพของบรรยากาศและสิ่งแวดล้อมที่ดีมาก	1	2	3	4	5

#	**Entertainment Statements:** ข้อความที่เกี่ยวกับความบันเทิง	**Strongly Disagree** (ไม่เห็นด้วยอย่างยิ่ง)				**Strongly Agree** (เห็นด้วยอย่างยิ่ง)
1	I find marketplace is very entertaining for tourist ฉันพบว่าตลาดท้องถิ่นให้ความบันเทิงอย่างมากสำหรับนักท่องเที่ยว	1	2	3	4	5

#						
1	I think that the marketplaces help tourist escape from other daily activities ฉันพบว่าตลาดท้องถิ่นทำให้นักท่องเที่ยวหลีกหนีจากชีวิตประจำวันที่จำเจ	1	2	3	4	5

PART D: Future and Sustainability อนาคตและการพัฒนาแบบยั่งยืน

1.	Do you think market like this: (Please tick) คุณคิดว่าตลาดลักษณะนี้ (กรุณาเลือกคำตอบของคุณ)

	○ Will still operate in 5 years' time ยังคงดำเนินต่อไปใน 5 ปี ○ Will operate in a reduced way in 5 years' time จะลดลงภายใน 5 ปี ○ Will not operate in 5 years' time จะหมดไปภายใน 5 ปี					
2.	What will make marketplace exist in the future? อะไรที่จะทำให้ตลาดท้องถิ่นดำเนินต่อไปในอนาคต? **Environment Statements:** ข้อความเกี่ยวกับสิ่งแวดล้อม	ไม่ช่วยอะไรเลย/ไม่ได้ช่วยอะไร/ไม่แน่ใจ/มีส่วนช่วย/มีส่วน ช่วยอย่างมาก				
	○ Organized and clean marketplace area ○ มีการจัดการช่วยกันทำความสะอาด	1	2	3	4	5
	○ More tourists buying from shopping complexes ○ บรรดานักท่องเที่ยวช่วยกันซื้อของในตลาด	1	2	3	4	5
	○ No proper guidelines in planning and development from the local authority (disorganized) ○ ไม่มีคำแนะนำจากหน่วยงานท้องถิ่นในการจัดการวางแผนและพัฒนา	1	2	3	4	5
	○ Marketplace keep local cultural identity ○ มีการรักษาไว้ซึ่งเอกลักษณ์ของตลาดท้องถิ่น	1	2	3	4	5
3.	**Community Statements:** ข้อความเกี่ยวกับชุมชน					
	○ More foreigners work in the marketplace ○ ตลาดท้องถิ่นปลอดภัยในการช็อปปิ้ง	1	2	3	4	5
	○ A safe place to shop ○ ตลาดท้องถิ่นปลอดภัยในการช็อปปิ้ง	1	2	3	4	5
	○ The existence of marketplace contributes to the satisfaction of basic needs in the local tourist area ○ การอยู่รอดของตลาดท้องถิ่นทำให้เกิดความพอใจของนักท่องเที่ยวในพื้นที่นั้นๆ	1	2	3	4	5
	○ The existence of marketplace helps poorer citizen ○ การอยู่รอดของตลาดท้องถิ่นมีส่วนช่วยผู้ยากไร้หรือผู้มีรายได้น้อย	1	2	3	4	5
4.	**Business Statements:** ข้อความเกี่ยกับธุรกิจ	1	2	3	4	5
	○ The existence of marketplace has helps local economic growth ○ การอยู่รอดของตลาดท้องถิ่นมีส่วนช่วยกระตุ้นเศรษฐกิจในพื้นที่นั้นๆ	1	2	3	4	5

	○ More common copies of products ○ มีการเพิ่มขึ้นของการขายของที่ลอกเลียนแบบหรือของที่ไม่ได้จดลิขสิทธิ์	1	2	3	4	5
	○ Strong sense of market for tourists only ○ ตลาดท้องถิ่นในห้ความรู้สึกที่ดีต่อนักท่องเที่ยวเท่านั้น	1	2	3	4	5
	○ Ability to communicate well by vendors ○ ความสามารถในการสื่อสารที่ดีโดยพ่อค้าแม่ค้าในตลาดท้องถิ่น	1	2	3	4	5
	○ Great attitude of sales person staff ○ พ่อค้าแม่ค้าในตลาดท้องถิ่นมีความสามารถในการสื่อสารที่ดี	1	2	3	4	5

Evaluation of the current and future busuiness
ส่วนของการประเมินผลขอวงธุรกิจในปัจจุบันและอนาคต

1	Considering your business now, would say it is: คุณมีความคิดเห็นต่อธุรกิจของคุณอย่างไรในปัจจุบัน ○ In a good financial status ธุรกิจให้ผลตอบแทนที่ดี ○ Not in a good financial status ธุรกิจไม่ได้ให้ผลตอบแทนที่ดีเท่าที่ควร
2.	Looking at your business in 5 years' time, do you think; คุณมองธุรกิจของคุณอย่างไรในอนาคต ○ It will be worse than now ธุรกิจจะแย่กว่านี้ ○ It will be the same ธุรกิจไม่มีอะไรเปลี่ยนแปลงเหมือนที่เป็นอยู่ในปัจจุบัน ○ It will be better than now ธุรกิจจะดีขึ้นกว่าที่เป็นอยู่ในปัจจุบัน

Appendix 11

Vendor's Questionnaire (Khmer)

PART A: Vendors/Traders perspective: (Please tick √ the following)

ផ្នែក A: សម្រាប់លក់លក់ជាលក់ជាផ្លូវការ (សូមធីក √ នូវចំណុចខាងក្រោម)

1.	Type of trade: ប្រភេទពាណិជ្ជកម្ម ○ Postcards and booklets about sites visited ក្រដាស្លាប់ និងសៀវភៅអំពីកន្លែងដែលភ្ញៀវទស្សនា ○ T-shirts ,sweatshirts other clothing with location names and logo អាវយឺត,អាវធ្ងន់ និងសម្លៀកបំពាក់ផ្សេងទៀតដែលមានឈ្មោះទីតាំង និងរូបសញ្ញា ○ Crafts សិប្បកម្ម ○ Local food products (not meal) ផលិតផលម្ហូបអាហារក្នុងស្រុក (មិនមែនអាហារប្រចាំថ្ងៃ) ○ Souvenir/Mementoes of the location or attraction (pens, key chain etc) វត្ថុអនុស្សាវរីយ៍/អនុស្សាវរីយ៍ពីទីតាំង ២ វត្ថុតាក់តាង(ប៊ិច,បន្ទាត់ សោ ។ល។) ○ Antiques វត្ថុបុរាណ ○ Items to add to a collection វត្ថុដែលអាចបន្ថែមទៅក្នុងការប្រមូលអនុស្សាវរីយ៍ ○ Books about the area, state, people, history , attractions សៀវភៅអំពីតំបន់, រដ្ឋ, ប្រជាជន, ប្រវត្តិសាស្ត្រ, ការទាក់ទាញ ○ Food/drinks/snacks ទឹកអាហារ/អាហារ:/អាហារសម្រន់
2.	Reason doing business at the location: មូលហេតុក្នុងការធ្វើពាណិជ្ជកម្មនៅទីតាំងនេះ: ○ Main income ប្រាក់ចំណូលសំខាន់ ○ Part-time ការងារក្រៅម៉ោង
3.	How long have you operated your business here?ចម្លើយ:តើលក់ជូនានេះរយៈពេលប៉ុន្មានឆ្នាំ? ○ Less than 3 years តិចជាង ៣ ឆ្នាំ ○ 3-5 years ៣-៥ ឆ្នាំ ○ 5-7 years ៥-៧ ឆ្នាំ ○ More than 7 years ច្រើនជាង ៧ ឆ្នាំ
	Please indicate your level of agreement with the following statements and circle only one response for each statement. Using the scale below, "1" means "Not at all important" and "5" means "Very important".

	សូមចម្លើយសំណួរពីការជ្រើសរើសទីតាំងការលក់ផ្សារ និង ការប្រើប្រាស់ទីតាំងនេះ ដោយសរសេរកត្រាមួយ ដោយប្រើមាត្រដ្ឋាន "១" មានន័យថា "មិនសំខាន់ណាស់" និង "៥" មានន័យថា "សំខាន់បំផុត" ។						
4.	#	**Reasons for doing business at this marketplace statements:** លក្ខណៈសម្រាប់ការធ្វើការជ្រើសរើសកន្លែងនេះ	**Strongly disagree** មិនយល់ប្រកាន់ខ្លាំង		**Neutral** យល់ស្រប		**Strongly Agree**
	1	Good marketplace ambiance/ environment មជ្ឈដ្ឋាន/បរិស្ថានទីផ្សារល្អ	1	2	3	4	5
	2	Good place to promote local culture to tourist កន្លែងល្អសម្រាប់លើកកម្ពស់ប្រពៃណីក្នុងប្រជុំ ដល់ភ្ញៀវទេសចរ	1	2	3	4	5
	3	Good place to promote about local products កន្លែងល្អសម្រាប់លើកកម្ពស់ផលិតផលក្នុងប្រជុំ	1	2	3	4	5
	4	Good place to have social interaction with locals and tourists កន្លែងល្អដែលមានអន្តរកម្មជាមួយជនជាតិ ក្នុងប្រជុំ និងភ្ញៀវទេសចរ	1	2	3	4	5
	5	Good place to sell product at bargain/cheap prices កន្លែងល្អសម្រាប់លក់ផលិតផលដែលមានតម្លៃបាន/តម្លៃថោក	1	2	3	4	5
	6	Good place to make money កន្លែងល្អសម្រាប់រកប្រាក់ចំណូល	1	2	3	4	5

PART B: Authenticity

ផ្នែក B: យថាភាព

- Please rank the following circle only one response for each statement using the scale below:
- សូមដាក់ចំណាត់ថ្នាក់ខ្ញុំស្ថានតែមួយ១ យោងយកប៊ីត្រាស់ខាងក្រោមនូវបានកំណត់ ខាងក្រោម:

"1" means "strongly disagree" "១" មានន័យថា "មិនយល់ស្របទាំងស្រុង"

"2" means "disagree" "២" មានន័យថា "មិនយល់ស្រប"

"3" means "neutral" "៣" មានន័យថា "អព្យាក្រិត"

"4" means "agree" "៤" មានន័យថា "យល់ស្រប"

"5" means "strongly agree" "៥" មានន័យថា "យល់ស្របទាំងស្រុង"

#	**Origins Statements:** ដើមកំណើត	**Strongly Disagree** មិនយល់ស្រប ទាំងស្រុង				**Strongly Agree** យល់ស្រប ទាំងស្រុង
1	This marketplace has a long history ទីផ្សារនេះមានប្រវត្តិដ៏យូរលង់មកហើយ	1	2	3	4	5

#	**Genuineness Statements:** ការពិតប្រាកដ ឬ ការធ្លាក់ចិត្ត	**Strongly Disagree** មិនយល់ស្រប ទាំងស្រុង				**Strongly Agree** យល់ស្រប ទាំងស្រុង
1	These marketplace seems to you, to be genuine in style in this part of Malaysia/Thailand/Cambodia ចំពោះអ្នក ទីផ្សារទាំងនេះហាក់ដូចជា មាន លក្ខណៈជ្រកក្នុងទីផ្សារនៅប្រទេសម៉ាឡេស៊ី /ថៃ/ កម្ពុជា	1	2	3	4	5
2	The product sold by the merchants and the vendors here is original ផលិតផលលក់លក់ដោយពាណិជ្ជករ និង អ្នកលក់ផ្លូវ នៅទីនេះ ជាផលិតផលដើមមានគុណភាពខ្លាំង (ផលិតផលសុទ្ធ)	1	2	3	4	5

#	**Pristinity Statements:** ការហ្វឹកហ្វឺនការដើម	**Strongly Disagree** មិនយល់ស្រប ទាំងស្រុង				**Strongly Agree** យល់ស្រប ទាំងស្រុង
1	This marketplace has represents its cultural uniqueness ទីផ្សារនេះកំណត់ជម្លៃវប្បធម៌ទាំងសងខ្លួនតែមួយគត់ របស់ខ្លួន	1	2	3	4	5
#	**Sincerity Statements:** ការសប្បុរសធ្លាប់	**Strongly Disagree** មិនយល់ស្រប ទាំងស្រុង				**Strongly Agree** យល់ស្រប ទាំងស្រុង
1	All the merchants and vendors in the marketplace are sincere ការពិតប្រាកដ និងអ្នកលក់ផ្លូវទាំងអស់នៅក្នុងទីផ្សារ មានភាពស្មោះត្រង់	1	2	3	4	5

#	**Creativity Statements:** ការច្នៃប្រឌិត	**Strongly Disagree** មិនយល់ស្រប ទាំងស្រុង				**Strongly Agree** យល់ស្រប ទាំងស្រុង

1	This marketplace has its own **identity** ទីផ្សារនេះមានអត្តសញ្ញាណផ្ទាល់ខ្លួនរបស់វា	1	2	3	4	5

#	**Flow of life Statements:** លំហូរជីវិត	**Strongly Disagree** មិនយល់ស្រប យ៉ាងខ្លាំង				**Strongly Agree** យល់ស្រប យ៉ាងខ្លាំង
1	This marketplace maintained/still practicing cultural values as in the ទីផ្សារនេះ នៅកាន់ក្បួន ឬ បន្តប្រកាន់ខ្ជាប់ក្នុងតម្លៃវប្បធម៌ ដូចជានៅ: ○ Customary elements ប្រពៃណីទំនៀមទំលាប់	1	2	3	4	5
2.	○ Attire ការស្លៀកពាក់	1	2	3	4	5
	○ Language ភាសា	1	2	3	4	5

PART C: Tourists Experience and perspective
ផ្នែក C: បទពិសោធន៍របស់ភ្ញៀវទេសចរ និងទស្សនៈ

#	**Senses Statements:** ការយល់ឃើញ	**Strongly Disagree** មិនយល់ស្រប យ៉ាងខ្លាំង				**Strongly Agree** យល់ស្រប យ៉ាងខ្លាំង
1	I find that marketplaces engages tourist senses ខ្ញុំឃើញថាទីផ្សារទាក់ទាញការយល់ឃើញរបស់ភ្ញៀវទេសចរ	1	2	3	4	5

#	**Feel Statements:** អារម្មណ៍	**Strongly Disagree** មិនយល់ស្រប យ៉ាងខ្លាំង				**Strongly Agree** យល់ស្រប យ៉ាងខ្លាំង
2	I find marketplaces create strong moods for tourists ខ្ញុំឃើញថាទីផ្សារមានការទាក់ទាញខ្លាំងសម្រាប់ភ្ញៀវទេសចរ	1	2	3	4	5

#	**Think Statements:** ការគិត	**Strongly Disagree** មិនយល់ស្រប យ៉ាងខ្លាំង				**Strongly Agree** យល់ស្រប យ៉ាងខ្លាំង
3	I find marketplace make tourist think about societies and culture ខ្ញុំឃើញថាទីផ្សារធ្វើឲ្យភ្ញៀវទេសចរគិតអំពីសង្គមនិងវប្បធម៌	1	2	3	4	5

#	**Relate Statements:** ទំនាក់ទំនង	**Strongly Disagree** មិនយល់ស្រប				**Strongly Agree** យល់ស្រប

4	I find marketplaces offer the chance to develop interesting relationship with tourist ខ្ញុំឃើញថាទីផ្សារផ្តល់នូវវិធីសាស្ត្រដើម្បីអភិវឌ្ឍទំនាក់ទំនង ល្អជាមួយភ្ញៀវទេសចរ	1	2	3	4	5

#	Act Statements: សកម្មភាព	Strongly Disagree មិនយល់ស្រប ទាំងស្រុង				Strongly Agree យល់ស្រប ទាំងស្រុង
5	I find marketplaces requires the tourist to be physically active ខ្ញុំឃើញថាទីផ្សារទាមទារ: តម្រូវឲ្យភ្ញៀវទេសចរមានសកម្មភាព ខាងកាយ	1	2	3	4	5

#	Education Statements: ការអប់រំ	Strongly Disagree មិនយល់ស្រប ទាំងស្រុង				Strongly Agree យល់ស្រប ទាំងស្រុង
1	I think that marketplace is a great educational opportunity for tourist ខ្ញុំគិតថាទីផ្សារគឺជាឱកាសនៃការអប់រំដ៏ល្អសម្រាប់ភ្ញៀវ ទេសចរ	1	2	3	4	5

#	Esthetics Statements: មនសិការណ៍	Strongly Disagree មិនយល់ស្រប ទាំងស្រុង				Strongly Agree យល់ស្រប ទាំងស្រុង
2	I think the marketplace have a very special visual and environmental atmosphere ខ្ញុំគិតថាទីផ្សារនាំមកនូវបរិយាកាស មិនល្អបានយ៉ាង ពិសេស	1	2	3	4	5

#	Entertainment Statements: ការកំសាន្ត	Strongly Disagree មិនយល់ស្រប ទាំងស្រុង				Strongly Agree យល់ស្រប ទាំងស្រុង
1	I find marketplace is very entertaining for tourist ខ្ញុំឃើញថាទីផ្សារផ្តល់ការកម្សាន្តយ៉ាងសប្បាយរីករាយ សម្រាប់ភ្ញៀវទេសចរ	1	2	3	4	5

#	Escapism Statements: ការបំភ្លេចចុងក្រោយ	Strongly Disagree មិនយល់ស្រប ទាំងស្រុង				Strongly Agree យល់ស្រប ទាំងស្រុង
1	I think that the marketplaces help tourist escape from other daily activities ខ្ញុំគិតថាទីផ្សារជួយឲ្យភ្ញៀវទេសចរគេចផុតពីការងារប្រចាំថ្ងៃផ្សេងទៀត	1	2	3	4	5

PART D: Future and Sustainability
ផ្នែក D: អនាគត និងចីរភាព

1.	Do you think market like this: (Please tick) **លោកអ្នកគិតថាទីផ្សារ : (សូមធីកសញ្ញា ✓)** ○ Will still operate in 5 years' time នឹងនៅតែដំណើរការក្នុងរយៈពេល ៥ឆ្នាំខាងមុខ ○ Will operate in a reduced way in 5 years' time នឹងការកាត់បន្ថយដំណើរការក្នុងរយៈពេល ៥ឆ្នាំ ○ Will not operate in 5 years' time នឹងមិនមានដំណើរការក្នុងរយៈពេល ៥ឆ្នាំ					
2	What will make marketplace exist in the future? តើកត្តាអ្វីធ្វើឲ្យទីផ្សារសកលកើតមានតាមរយៈអនាគត? **Environment Statements:** **បរិស្ថាន**	**Will Definitely Not Help** ទាមិនជួយ	**Will Not Help** ទាមិន	**Neutral** សព្វ	**Will Help** ជួយ	**Will Definitely Help** ជួយ
	○ Organized and clean marketplace area ម្យ៉ាងទៀត ទាមិនសំអាតនៅទីផ្សារ	1	2	3	4	5
	○ More tourists buying from shopping complexes ភ្ញៀវទេសចរកាន់តែច្រើន ទិញទំនិញពីទីផ្សារទំនើប	1	2	3	4	5
	○ No proper guidelines in planning and development from the local authority (disorganized) មិនមានការណែនាំសមស្របក្នុងការធ្វើផែនការនិងការអភិវឌ្ឍពីសំណាក់អាជ្ញាធរមូលដ្ឋាន (ត្រានម្យ៉ាង)	1	2	3	4	5
	○ Marketplace keep local cultural identity ទីផ្សារអាចរក្សាសញ្ញាណវប្បធម៌ក្នុងស្រុក	1	2	3	4	5
3	**Community Statements:** **សហគមន៍**					
	○ More foreigners work in the marketplace ជនបរទេសកាន់តែច្រើនធ្វើការនៅក្នុងទីផ្សារ	1	2	3	4	5
	○ A safe place to shop កន្លែងមានសុវត្ថិភាពសម្រាប់ទិញទំនិញ	1	2	3	4	5
	○ The existence of marketplace contributes to the satisfaction of basic needs in the local tourist area ការរក្សាឲ្យមានទីផ្សារ បានរួមចំណែកសម្រាប់ការផ្គត់ផ្គង់ ទេសចរិកក្នុងតម្លៃការទាក់ទាញនៅក្នុងតំបន់ទេសចរណ៍ ក្នុងស្រុក	1	2	3	4	5
	○ The existence of marketplace helps poorer citizen ការរក្សាឲ្យមានទីផ្សារបានជួយដល់សម្ព័ន្ធក្រីក្រ	1	2	3	4	5
4.	**Business Statements:** **ការណែនាំ / អាជីវកម្ម**	1	2	3	4	5
	○ The existence of marketplace has helps local economic growth ការរក្សាឲ្យមានទីផ្សារបានជួយដល់កំណើនសេដ្ឋកិច្ចក្នុងស្រុក	1	2	3	4	5
	○ More common copies of products មានការចម្លងផលិតផលកាន់តែច្រើន	1	2	3	4	5

	○ Strong sense of market for tourists only មានការយល់ដឹងពីទីផ្សារឲ្យតែជនទេសចរ	1	2	3	4	5
	○ Ability to communicate well by vendors សមត្ថភាពក្នុងការប្រាស្រ័យទាក់ទងល្អរបស់អ្នកលក់	1	2	3	4	5
	○ Great attitude of sales person staff អាកប្បកិរិយាល្អរបស់បុគ្គលិកផ្នែកលក់	1	2	3	4	5

Evaluation of the current and future business
ការវាយតម្លៃអំពីការងារបច្ចុប្បន្ននិងអនាគត

1	Considering your business now, would say it is: ការពិនិត្យសាកល្បងពីការងាររបស់អ្នកបច្ចុប្បន្ន, អាចនិយាយว่าថាស្ថិតនៅ: ○ In a good financial status ក្នុងស្ថានភាពហិរញ្ញវត្ថុដ៏ល្អមួយ ○ Not in a good financial status មិននៅក្នុងស្ថានភាពហិរញ្ញវត្ថុដ៏ល្អមួយទេ
2.	Looking at your business in 5 years' time, do you think; ការប្រមាណមើលទៅការងាររបស់អ្នកនៅក្នុងរយៈពេលនៅ ១ ០ ០ ០