

pISSN: 1906 - 3296 © 2020 AU-GSB e-Journal.
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Vandalism Problems in Tourism: A Case Study of Bangkok, Thailand

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Received: November 24, 2021. Revised: February 16, 2022. Accepted: February 18, 2022.

Abstract

As people's economic status improves, travel has gradually become a common thing. But many tourists frequently have vandalism behavior during their trips. Using Bangkok as a case study, the research objectives proposed this study were to find out the views of tourism industry managers on the vandalism behavior exhibited by the tourists; understand various types of vandalism behavior exhibited by the tourists visiting Bangkok City; study the provision of adequate rules and regulations on-site to avoid vandalism behavior and formulate reasonable legislation to improve vandalism behavior. This study used purposive sampling method to select 10 tourism practitioners for interview from 12 Oct to 25 Oct in 2021, which includes 5 managers, 3 tour guides and 2 Bangkok local people and makes analysis through their views on vandalism behaviors. Through the interview, it found that most of the tour guides, managers and local people think tourists' vandalism behavior is bad, comprehensive countermeasures should be made to prevent the recurrence of vandalism behavior. Finally, this study put forward solutions, presents a distributed to tourists with attractions rules printed the map; teach tour guides on vandalism behavior of related education, and informed tourists in advance such as vandalism should be fined and face punishment measures.

Keywords : Bangkok, vandalism behavior, tourist; manager, tour guide, local people

JEL Classification Code: Z31, Z32, Z38

1. Introduction¹²

With people's economic situation got better, traveling has become much easier than before, which means that traveling was no longer an activity for rich people or highly educated people, and ordinary people can travel around the world. While traveling the world can undoubtedly enrich the mind and broaden the horizon to other cultures, the rose of tourism also has some downsides. Many of the world's most famous natural wonders were in danger of being destroyed because they cannot meet the excessive demand of tourists.

Bhati and Pearce (2016) said nowadays the sustainable development of tourism has become a hot topic among

tourism professionals, and the vandalism behavior in travel, as the antonym of sustainable development of tourism, has also attracted much attention. Sustainable development of tourism refers to the sustainable development of the tourism economy based on environment, society and economy under the condition of protecting the existing resources and making rational use of tourism resources without damaging the local natural environment and existing and potential tourism resources. Therefore, how to improve the vandalism behavior in tourism should be carried out around these views, which has become an important issue.

Yilamz et al. (2020) said vandalism was one of the problems faced by almost every aspect of life. Common acts

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of vandalism include writing on walls, destroying scenic spot facilities, graffiti names in public areas, litter the garbage at will. Vandalism was considered to be a negative act, disrespect, and causes much financial loss due to damage in all respects. Checking and identifying these behaviors was not only harmful to public places but also important for tourism phenomena that use the natural environment as a resource. Vandalism was basically "illegal destruction of another person's property or intentional destruction of its appearance".

The most famous night market along the Chao Phraya River in Bangkok was called ASIATIQUE The River Front. Many tourists in the food street eating after buying food while walking, and often conveniently threw garbage on the ground. During the rainy season in Bangkok from July to October, there were strong winds at night, which can blow garbage into the Chao Phraya River and pollute the river. At the same time, if the bags was non-biodegradable plastic bags, were also a harm to nature? When taking boat across the Chao Phraya River, many plastic bottles and plastic bags can be seen floating on the river. These plastic products can cause great harm to the river, because according to the report, many local people still drunk filtered water from the Chao Phraya River. The water polluted by plastic products can be harmful to people's health. While tourists bring economic income for tourism, they also damage the environment. Environmental problems cannot be solved with economic, so it is a serious vandalism problem in Bangkok.

Om (2017) of The Universal Daily News has reported, 17,000 tons of garbage have been fished out of the Chao Phraya River in the past four years. And in just three days, 147 kilograms of garbage were fished out, which caused 40 million baht of damage to the river's fishing industry.

The Grand Palace was one of the tourist attractions to visit Bangkok, Yanlong (2014) of the China Daily News has reported Chinese tourists knocked over a railing in the Grand Palace, but luckily did not damage valuable murals on the walls. But instead of apologizing, the Chinese tourists shouted at the staff, leading to an argument between the two sides. Finally, staff said they had CCTV as evidence, the Chinese tourists' silent. This act was also a blatant vandalism of scenic facilities, but also contains some very valuable artifacts.

As one of the most attractive countries in Southeast Asia, Thailand attracted tens of thousands of tourists every day with its clear blue skies, sea before the Covid-19 outbreak. But with the increase of tourists, the improper behavior of many tourists will lead to the damage of some scenic spots, environments and cultures. There have been instances of unwanted behaviors that came to light, such as people camping on private land and in some cases using bolt cutters to get through gates, building fires, and leaving garbage around, including dirty diapers and human waste.

2. Research Objectives

RO1: To find out the view of tourism industry managers on the vandalism behavior of tourists.

RO2: To understand various types of vandalism behavior exhibited by the tourists visiting Bangkok city.

RO3: To study the provision of adequate rules and regulations (do and do not) on-site to avoid vandalism behavior.

RO4: To discuss how to formulate reasonable to improve vandalism behavior.

3. Research questions

RQ1: How do managers in tourism industry view tourists' vandalism behavior during travel?

RQ2: What are the kind of vandalism behaviors of tourists during travel?

RQ3: Whether it is necessary to make regulations to regulate tourists avoid any vandalism behavior?

RQ4: How to avoid tourist vandalism behavior at a destination while traveling?

4. Literature Review

4.1 Theory of vandalism

Bhati (2021) said tourist vandalism was one of the problems that can be seen in each aspect of life. And the common behavior of vandalism includes graffiti on walls, destroying some public facilities, writing their names in public areas, and so on. Vandalism was generally regarded as a negative behavior by the managers of scenic spots, tour guides and travel agencies, because it will cause economic losses, not only to the scenic spots, but also to the reputation of travel agencies.

In many cases, tourists' vandalism behavior during tourism can be analyzed from many different perspectives and aspects, such as social norms and moral deviations. At the same time, the vandalism behavior of tourists can also be considered from the mood and attitude of tourists, as well as the education of tourists. Also, the management mode of tour guide and scenic spot manager was also one of the problems that need to be considered. But tourist vandalism also has a corresponding impact on the environment. Duneier and Molotch (1999) said the vandalism of the tourists behavior affected the cultural, social and natural. Therefore, scenic spots should formulated detailed and reasonable rules and regulations to regulate tourists' behaviors. The tour guide also needed to carry on the education aiming at this kind of behavior, so as to effectively prevent the occurrence of vandalism.

Tourist vandalism was neither a recent nor a sudden phenomenon. Vandalism has been going on for a long time. There were many different ways for tourists to act vandalism during travel. However, there was neither a fixed definition to explain what vandalism refers to, nor a specific solution to the occurrence of vandalism. Therefore, it should considered the maintenance of scenic spots from various aspects. Firstly, it should understood the reasons for tourists' vandalism behaviors and how other people regarded such behaviors. Then, Thirumaran (2013) said it should realize that these vandalism behaviors were divided into those. Finally, it should formulated effective rules and regulations to ensure that the scenic spot is guaranteed.

4.2 Review of related literature

4.2.1 Kang and Kim (2010), A Study on the Improvement of User Management for Decrease of Vandalism in Tourism Destinations

However, with the rapid development of tourism, the vandalism caused by tourism has become a common phenomenon in many tourist countries and resorts. This study found that tourist attractions did not clearly indicate the responsibility for vandalism behaviors and damage to public property, which indicates that there were important problems in the management of scenic spots, and scenic spots need to establish reasonable management plans for tourists' vandalism behaviors.

Therefore, the solutions proposed in this study mainly focus on tourists' vandalism to scenic spots, and put forward management measures on how to control tourists' behavior, prohibit tourists from doing any vandalism in scenic spots, and increase tourists' self-protection awareness at the same time.

4.2 Yilmaz et al. (2020), Nihat vandalism problem in tourism and solution proposals: The case of Nevsehir

The purpose of this study was to investigate the vandalism behaviors of tourists during travel. Based on the case study of Nevsehir province, the author further revealed the aspects of the vandalism behaviors of tourists by taking pictures and interviewing relevant personnel and analyzing them based on these. The author found that the graffiti phenomenon of tourists in scenic spots has become extremely serious. The graffiti left by tourists can be seen on the walls of almost every scenic spot, and there were many plastic bottles and packaging bags on the ground of scenic spots. These are the vandalism behaviors of tourists when they visit. Moreover, the author also found that the education level of tourists is uneven, and it is highly possible that the

low education level of tourists leads to these vandalism behaviors. In addition, scenic spots have low awareness of preventing tourists' vandalism behaviors, which is why tourists' vandalism behaviors always occur.

Finally, effective preventive measures were proposed to reveal how serious the impact of tourists' vandalism behavior on the environment is in this way. The main data in this paper were from in-depth interviews with representatives. The author analyzed the collected data based on the information obtained by the author through interviews, field visits and photography. Therefore, it was concluded that the vandalism of the tourists in the Nevsehir province was a common phenomenon, but it still caused great damage to the natural environment.

5. Methodology

5.1 Research Design

The research design of this study used the qualitative research method and a face-to-face semi-structured interview to collect data from target informants (Table 1). Initially, the authors had to read a variety of relevant literature, consult a large number of relevant cases on the Internet, and collect a large number of detailed information related to the topic. Finally, the author obtained data utilizing open dialogue interviews, to help the author carry out the later research.

The main research of this study was to analyze the vandalism behavior of tourists during travel and put forward corresponding measures to solve this problem. Therefore, an in-depth interview was a suitable way for this study to reflect the real views of people engaged in the tourism industry by using open method interviews. Through the interview, the author can obtain many novel views and opinions. At the same time, the authors will have a more comprehensive understanding of the vandalism behavior of tourists, as well as the problems encountered in practice, adopt the means of how to solved the problem, it not only helpful to the author's research but also conducive to the common development of tourism.

Since the research purpose of this study was the vandalism behavior of tourists in tourism, the research objects of this study are related people engaged in tourism industry and local people. In this research, through targeted sampling survey, the managers and tour guides of travel agencies were the interviewees, and 10 relevant people were deeply interviewed. Through this interview, it can help the author provide more effective and detailed letters for the study writing.

Table 1: Data Collection Technique

Methodology	# of interviews and function	Sampling frame	Key respondent Characteristics	Quantity
Face to face in-depth interview with YOU YOU THAI Manager	Manager	Manager in YOU YOU THAI CO.,LTD	Chinese, Female, has worked for 10 years	20 minutes
Face to face in-depth interview with JUMU TOUR Manager	Manager	Manager in JIMU TOUR CO., LTD.	Thai, Male, has worked for 11years	20 minutes
Face to face in-depth interview with JUMU TOUR Manager	Manager	Manager in JIMU TOUR CO., LTD.	Thai, Female, has worked for 4 years	20 minutes
Face to face in-depth interview with JIMU TOUR guide	Tour guide	Tour guide in JIMU TOUR CO., LTD.	Thai, Female, has worker for 4 years	20 minutes
Face to face in-depth interview with JIMU TOUR guide	Tour guide	Tour guide in JIMU TOUR CO., LTD.	Thai, Female, has worker for 4 years	20 minutes
Face to face in-depth interview with CCT Manager	Manager	Manager in CCT EXPRESS CO., LTD.	Thai, Female, has worked for 5 years	20 minutes
Face to face in-depth interview with JIANG FENG TOUR Manager	Manager	Manager in JIANG FENG (J.F.) TOUR CO., LTD.	Thai, Female, has worked for 8 years	15 minutes
Face to face in-depth interview with JIANG FENG TOUR guide	Tour guide	Tour guide in JIANG FENG (J.F.) TOUR CO., LTD.	Taiwan, Male, has worker for 6 years	15 minutes
Face to face in-depth interview with Local resident	Local resident	Local resident	Thai, Female, 31 years old, born in Bangkok and work in Bangkok	10 minutes
Face to face in-depth interview with Local resident	Local resident	Local resident	Thai, Female, born in Bangkok and work in Bangkok	10 minutes

5.2 Sampling Procedure

The scope of this study was vandalism activities under tourism. The researchers selected informants by using the purposive sampling method. The author collected 10 data related to the subject through in-depth interviews and interviewed 5 managers, 3 tour guides, and 2 residents. The interviews were conducted from October 12, 2021, to October 25, 2021. The samples selected in this study are closely related to vandalism tourism.

5.3 Data Analysis

The author used narrative analysis to obtain information from the in-depth interview. Narrative analysis can enable both the authors and the interviewee to better understand the

content of the research and to know the viewpoints and opinions of the interviewee more clearly. At the same time, the author analyzed the collected data by means of continuous comparison analysis. First, the interview collating the interview script of managers (Table 2), tour guides (Table 3) and local people (Table 4) in Bangkok were manually coded. Then, detailed analysis which was according to the interviewees' different positions, research questions and research objectives mentioned above. Through the codes collected by the author, the impacts of tourists' vandalism behaviors on society, culture and environment can be clearly and accurately understood, as well as the interviewees' interpretation of tourists' vandalism behaviors and suggestions and opinions on how to solve tourists' vandalism behaviors during travel.

Table 2: Managers of travel agencies

RQ1: How do managers in tourism industry view tourists' vandalism behavior during travel?			
RO1: To find out the impact of tourists' vandalism behavior on tourism managers and their view about it			
1. Which types of vandalism activities are noticed in Bangkok? (manager/tour guide/local people)			
2. Have there been any incidents of tourists vandalizing public scenic spot in your company? (manager)			
3. What do you think of tourists vandalism will affects which aspect? (manager)			
4. If tourists come back to Thailand after COVID-19, do you think it will be harder to manage vandalism as a manager after the number of tourists has increased significantly? (manager)			
No. Interviewee	Labelling	Open Coding	Axial Coding

1. Manager	1. Tourists damage public facilities and scenic spots. But no matter what country the tourists were from, they all have the habit of throwing cigarette butts everywhere after smoking, which was very bad. 2. When our company offered one-day Tours to tourists, many tourists dress inappropriately for the temple, and littering floating markets are examples of vandalism by tourists, who were often fined for such behavior. 3. It will affect the management of scenic spots, and tourists damage the public property of the scenic spot with historical significance, destroy its historical scientific nature, and also have some influence on our company 4. It will be much easier for managers to manage vandalism behaviors of tourists, and after experiencing such a serious virus, tourists will cherish life and pay more attention to the ecological environment.	Managers thought that the majority of tourist vandalism involves tourists littering and dropping cigarette butts. And tourist vandalism did not just affect attractions, it can also affect companies	Make tourists aware of the impact of their vandalism behavior on the entire tourism industry
2. Manager	1. Tourist throw the cigarette and throw rubbish, spit in the public attractions. 2. Some of tourist like to write something on the wall, put their name like that. Moreover, it was break some rules. 3. The beautiful culture got destroy by tourist that heart me, we also panic in the same time about that. 4. It would be easier, because while Thailand is closing, many things have changed ton restore.	Tourist vandalism behavior during travel has broken some of the rules, and he manager does not approve of the vandalism of tourists.	Tourism environment and tourism culture are destroyed by tourists vandalism behavior
3. Manager	1. Tourists littering, throwing cigarette butts, spitting and scribbling were vandalism behaviors. 2. It happens a lot. In the past, there were always one or two tourists who did not listen to the guide of our company and did some behaviors without permission. 3. Vandalism was not only a personal quality problem, but also indirectly reflects the national image, and it also brings trouble to the scenic spots and our travel company. Moreover, some behaviors of tourists will also affect the local society and the environment. 4. Management will become easier, because after COVID-19, many travel methods and rules have been overturned and re-formulated.	The vandalism behavior of tourists also reflected the personal quality of tourists,	Reformulation of travel rules after COVID-19
4. Manager	1. Throw the trash in public places, Spit in public places, Scratching at tourist attractions. 2. My work company have never had any incidents of tourists vandalizing public scenic spot, but I have heard some other tourists vandalism behavior which I watching tourism news. 5. Tourists vandalism will affects to tourist management system especially tourist police.	Most of the vandalism still took place in scenic spots, maybe COVID-19 can change tourist behavior.	/
5. Manager	1. Throw the trash in public places, Spit in public places, Scratching at tourist attractions. 2. My work company have never had any incidents of tourists vandalizing public scenic spot, but I have heard some other tourists vandalism behavior which I watching tourism news. 3. Tourists vandalism will affects to tourist management system especially tourist police.	Most of the vandalism still took place in scenic spots, maybe COVID-19 can change tourist behavior.	/

RQ2: What are the kind of vandalism behaviors of tourists during travel?

RO2: To find out the reasons underlying tourists vandalism behavior

1. Do you think it is the moral duty of tourists themselves or the management responsibility of scenic spots? (manager)

No. Interviewee	Labelling	Open Coding	Axial Coding
1. Manager	1. Scenic spots management have most of the responsibility, but both the managers of scenic spots and companies like me should be responsible for tourists' vandalism behavior.	No matter the management of scenic spots, companies or individuals, all needed to be responsible for the behavior of tourists.	Everyone should be responsible for vandalism behavior
2. Manager	1. They needed to learn, needed to respect other people, keep reminding, it is not belong to anyone, also needed to share all the things	Tourists should continue to learn tourism knowledge and respect when traveling.	Scenic spot has responsibility to popularize appropriate tourism knowledge to tourists and prevent
3. Manager	1. From the manager's point of view, I think both the tourists and the manager are responsible.	Either party has an obligation and responsibilities.	Responsibility was equal and impartial.
4. Manager	1. Management responsibility it more important than the moral of tourists themselves if we have a good management such as have strictly rules, arrangements training tour guides and man power who concerns of scenic spots	Scenic spots have more management responsibilities. If scenic	Scenic spots need to make more detailed rules and

	to them followed.	spots make strong rules, the occurrence of vandalism can be greatly reduced.	regulations to regulate tourists' behavior.
5. Manager	1. It was the moral issues, because if they were polite and reasonable, there will be no vandalism behavior.	The ethical responsibility of tourists were more important.	Tourists also need to manage themselves well, and should not only blame scenic spots for vandalism.

RQ3: Whether it is necessary to make regulations to regulate tourists avoid any vandalism behavior?

RO3: To discuss how to formulate a reasonable legislation to improve vandalism behavior

1. Do you think the vandalism of tourists would have improved if regulations were regulate it, or still not? (manager)

No. Interviewee	Labelling	Open Coding	Axial Coding
1. Manager	1. If properly regulated, the vandalism behavior of tourists will be improved	Whether there will be vandalism by tourists is related to the management of scenic spots.	Management of scenic spots can restrict the behavior of visitors.
2. Manager	2. Still need to regulate, the rules are important to follow	There will still be vandalism behavior.	Make reasonable management objectives.
3. Manager	3. Tourists' behavior in general will improve. After formulating the relevant rules, it will certainly be improved	Tourist behavior may change, but vandalism still remain.	It is essential to make rules to regulate tourists' behavior.
4. Manager	1. Yes, Still have.	Vandalism by tourists still remains.	/
5. Manager	1. In the future it will still have, but we will try our best to solve it.	Tourist vandalism will still exist, even if there are rules and regulations, which will reduce it, but it will still exist.	The importance of making regulations.

RQ4: How to avoid tourist vandalism behavior at a destination while traveling?

RO4: To study about the importance of solutions proposals for tourists' vandalism behavior during travel

1. After developing some strategies, do you think there will be a decrease in tourist vandalism when tourists return to Thailand after COVID-19? (manager)

2. What management solutions proposal do you think are most appropriate for solve tourism vandalism? (manager)

No. Interviewee	Labelling	Open Coding	Axial Coding
1. Manager	1. There will be a decrease in tourist vandalism to some extent, with the new rules, the vandalism of tourists will be curbed and reduced. 2. Much greater penalties for tourism behavior and for explanation of tourists is a good plan in advance, so they should be informed of the specific punishment measures in advance to give tourists a psychological hint that they are not allowed to do such behavior, it is better and fairer.	When tourists return to Thailand with detailed regulations, they will be less vandalism but more restrained if effective penalties are set up.	Consider whether to increase penalties to constraint tourist behavior.
2. Manager	1. It won't not be happen in the future, the tourist needed to notice or looking for the warning or suggestions. At the place, they were going to visit, or the tour guide must take good care of tourists to avoid any mistake happen or complain 2. Company should train tour guides to make them simple requirements or constraints for tourists, it was also easy for the tour guide to report the situation to the company.	Vandalism may not happen in the future, but companies will still need to tell tour guides maybe it still happen in the future.	Company provides training for tour guides to prevent vandalism behavior of tourists.
3. Manager	1. Reduce the vandalism of the tourist behavior is inevitable 2. Mandatory management was required and it was necessary to make relevant rules of conduct. Because in this way, any tourist who violates the rules of conduct will be punished, so there will be strong pressure on tourists to follow the prescribed way in the scenic area.	Tourist vandalism was impossible to avoid completely.	Tourists who break the rules will be punished.
4. Manager	1. COVID-19 will can be decrease in tourist vandalism. 2. Most appropriate for solved tourist vandalism was strictly rules and highest penalty charge.	During the COVID-19 period, tourists have been traveling less, and it was possible that during this period, tourists have learned not to do things that are vandalism.	The necessary for rules and fine penalty.
5. Manager	1. A bit confusing but if it was a team, it will be easier to control with a tour guide, and management problems will moderate a lot. 2. Maybe online platforms was a good way. Colleagues also posted some	Group travel was easier to manage and online management measures can	Make tourists known the seriousness of the

previous bad previous to tourists and inform the consequences in advance.

be developed.

consequences of vandalism behaviors more intuitively.

For the managers of travel agencies, in addition to clearly knowing what the specific destructive behaviors of tourists refer to, they also need to know how to manage such behaviors when they happen. According to the interview with the author, the manager of the travel agency is very concerned about the influence caused by tourists' destructive behaviors, because tourists' destructive behaviors not only damage the scenic spots of the tourist destination, but also damage the culture of Bangkok. For example, tourists were

not properly dressed when entering temples mentioned in the table above. Not only that, tourists' destructive behavior has caused certain damage and influence to the social industry. But travel agency managers believed that during COVID-19, tourists were not allowed to go out, and long waiting times may change the disruptive behavior of tourists, but this was just speculation. After the tourism industry responds, the tourism industry needed to review and formulate new rules of travel.

Table 3: Tour guides of travel agencies

RQ1: How do managers in tourism industry view tourists' vandalism behavior during travel?			
RO1: To find out the impact of tourists' vandalism behavior on tourism managers and their view about it			
1. Which types of vandalism activities are noticed in Bangkok? (manager/tour guide/local people)			
No. Interviewee	Labelling	Open Coding	Axial Coding
1. Tour guide	1. Such as painting on public transportation, can understand vandalism is creating in to violence.	Destroy the public facilities was one of the vandalism behavior.	All acts of travel vandalism are incorrect.
2. Tour guide	2. Many tourists habitually spit when they come to Bangkok. Some tourists throw rubbish everywhere. These are all very bad behaviors.	A series of behaviors caused by the low moral level of tourists are also vandalism behaviors.	Ethical issues of tourists can also lead to vandalism.
3. Tour guide	3. Normally people came to Thailand they will like vandalism touch some art and museum or they make the something bad, or also throw some rubbish when the in island	Littering and touching public property were both vandalism behavior which were not good.	The vandalism behavior was happen at various scenic spot.
RQ2: What are the kind of vandalism behaviors of tourists during travel?			
RO2: To find out the reasons underlying tourists vandalism behavior			
1. What are the consequence of vandalism on the tourist destination? (tour guide)			
2. Which kind of vandalism has the worst influence on tourist during travel? (tour guide)			
3. What do you think of tourists from other countries damaging public scenic spot while visiting Thailand? (tour guide)			
4. Why do tourists exhibit vandalism behavior? (tour guide)			
No. Interviewee	Labelling	Open Coding	Axial Coding
1. Tour	1. Tourists should regret doing so at the first time after breaking the behavior, when I take tourists to travel, their first reaction when they are fined is regret, but regret cannot reverse the occurrence of mistakes. 2. Littering vandalism behavior of tourists has the biggest impact on tourism. Thailand also advocate sustainable development and environmental protection tourism now, the behavior of littering has seriously affected our environment in Thailand. 3. It was a very bad behavior to destroy scenic spots. It was a very serious problem that we must pay attention. Vandalism was not only a problem for tourists, but also for our Thai environment and tourism industry. 4. Tourists have vandalism behavior maybe just out of curiosity, they touch some things, they did not known it was wrong to touch these things.	Tourists' ignorance and curiosity sometimes lead to their vandalism behavior, but no matter what the reason, the vandalism behavior is wrong.	Paid more attention to tourists' vandalism behavior in order to better solve it.
2. Tour guide	1. Vandalism of tourist destinations has many negative effects on tourism. Throw litter, which seriously affects the environment of Thailand. 2. Graffiti has the greatest impact on tourism, because Thailand is a Buddhist country, and we attached great importance to faith. Many tourists' graffiti in public places has seriously affected our facilities in Thailand, which was disrespectful to us.	The vandalism behavior of tourists has different effects on Thailand's environment, culture and society, Especially many young tourists, their destructive behavior was very serious.	Further confirms the importance of tourism education.

	3. Tourists like to let their children scribble on scenic spots, which makes us think that there is something wrong with parents' education of children, so that children have such behaviors. this has seriously affected our Thai attractions, every attraction needs to be taken seriously, tourism is also a sacred act, should be taken seriously		
3. Tour guide	1. The most effective consequence was to be fined, because this will make the tourists remember that this behavior was wrong. The most serious one is that the scenic spot calls the police and takes the tourists to the police station 2. The biggest one was the tourist throw rubbish which influence the environment, they always go to somewhere attractions, but always throw rubbish, after throw, never take it back. 3. Think these behaviors are wrong, Traveling was a very happy thing, and the purpose of traveling is to see the scenery, not to destroy it 4. With the improvement of economic level, ignorant tourists can also come to travel, and curiosity makes them do vandalism behaviors.	A lot of vandalism happens because of ignorance of tourists, and tourists have to pay for their ignorance and accept the compensation demands of scenic spots.	The popularization of tourism education is becoming more and more important.

RQ3: Whether it is necessary to make regulations to regulate tourists avoid any vandalism behavior?

RO3: To discuss how to formulate a reasonable legislation to improve vandalism behavior

1. How do you handle tourists oriented vandalism behavior? (tour guide)
2. How did you set up regulations for tourists who have vandalism? (tour guide)
3. As a tour guide, what measures do you think can be taken to effectively avoid the vandalism of tourists? (tour guide)

No. Interviewee	Labelling	Open Coding	Axial Coding
1. Tour guide	1. When tourists did damage, we will explained to them the consequences of doing so, and they will probably be fined by the staff of the scenic spot, which was the best solution. 2. Tell the tourists not to do anything vandalism in advance, and there will be a slogan on the map explaining that they will be fined if there is any vandalism behavior. If the tourists observe carefully, there will not be serious vandalism behavior. 3. The most important thing was the popularization of tourism education knowledge, because sometimes some tourists were a little ignorant, because they did not know what the consequences of these things are, if tourists clearly know the consequences of such things, they would not try any vandalism again.	The slogan of the scenic spot will play a good role in reminding the tourists, but if the tourists still break the rules, they should be punished accordingly, such as fine.	Tourists should be clearly informed of the consequences of vandalism.
2. Tour guide	1. Simply gave a warning if there is not serious vandalism. If the management of the attraction asks for compensation from the tourists, we will also explain the situation to the tourists because of their behavior. If the tourist's behavior is serious, it was necessary to contact the tourist police. Serious vandalism involves the safety of the attraction and cannot be solved privately. 2. Tell the tourists what they can do and what they can't do, and will also give them some papers printed with these rules so that they can watch them at any time. Cannot restrict the behavior of tourists, but can inform them of the consequences in advance to prevent accidents. 3. It was the best way to inform tourists of the consequences of such behavior in advance. Because of the serious consequences sometimes our guide cannot solve. The most important thing was the promotion of tourism knowledge. It would be better if the National Tourism Administration could publicize it. At the same time, scenic spots can also posted some punishment measures to warn tourists, which was more effective.	Explain to the tourists in advance, informed them of the rules and regulations for entering the scenic spot, and arranged with the scenic spot management personnel if there was any vandalism behavior.	Set up the most effective measure for the maintenance of scenic spots.
3. Tour guide	1. As a qualified tour guide, should tell the tourists what they can do and what they can't do before they enter the scenic spots, in order to prevent bad damage. The duty of a tour guide is to guide the tourists around the scenic spots, also include these.	Printing and distribution of tourist instructions manuals can make tourists aware of the consequences and losses of behavior of vandalism.	Making rules were must and the best way to restrain tourists' behavior at present.

2. As a tour guide, should do our duty as a tour guide and inform tourists of everything about the scenic spots. Company should also provide us with solutions on how to deal with tourists' vandalism behaviors at work. It would be better if the company could print some travel instructions manuals and distribute them to tourists, together with our guide's explanation, so that tourists can more intuitively guide the seriousness of the vandalism behavior.
3. Do not think so they will be good, maybe be worse before. We have to teach again when tourist come here in Thailand.

The rules and regulations of scenic spots were very important for tourists. Without a good and comprehensive rules and regulations and management measures, scenic spots will be seriously damaged by tourists, because most tourists were curious and a little bit ignorant. When tourists commit behavior of vandalism, the tour guide should also make sure that the tourists have been informed in advance of the consequences of these behavior, and if the tourists' behavior of vandalism are not serious, the management of the scenic spot will give the tourists a verbal warning. If it was a very serious behavior of vandalism that has caused huge losses to the economy of the scenic spot, the tourists

also needed to cooperate with the managers of the scenic spot to compensate. Compensation was the most effective way to let tourists remember their wrong behavior, so that tourists can always remember what kind of behavior is not allowed in the tour. Such management measures were not only good for scenic spots, but also more convenient for tour guides to manage tourists, because the behavior of tourists was not completely restricted by tour guides, but must be able to let tourists listen to the arrangement of the orderly system.

Table 4: Local people of Bangkok

RQ1: How do managers in tourism industry view tourists' vandalism behavior during travel?			
RO1: To find out the impact of tourists' vandalism behavior on tourism managers and their view about it			
1. Which types of vandalism activities are noticed in Bangkok? (manager/tour guide/local people)			
No. Interviewee	Labelling	Open Coding	Axial Coding
1. Local people	1. Most of the people who came across and heard the news were those who did not care about the local rules and the vandalism behaviors caused by some selfish behaviors. Littering, spitting, jumping in line casually, personally think that these behaviors are one of the behaviors that destroy the environment.	Vandalism is also one of the behaviors that destroy the environment. Littering and spitting will cause environmental harm.	Environmental issues also need to be considered if vandalism is to be managed.
2. Local people	1. Graffiti also destroys monuments. And the historical sites were damaged by tourists with lettering, graffiti, trampling. Some tourists lack travel experience or travel common sense, unconsciously made "vandalism travel behavior."	Tourists' lack of tourism knowledge also contributes to their vandalism behavior.	There are a lot of travel vandalism, and have many causes.
RQ4: How to avoid tourist vandalism behavior at a destination while traveling?			
RO4: To study about the importance of solutions proposals for tourists' vandalism behavior during travel			
1. How to prevent tourists from vandalism behaviors? (local people)			
2. What do you think of tourists from other countries damaging public scenic spot while visiting Thailand? (local people)			
1. Local people	1. This requires severe penalties, and tourists who came with a tour group can use the method of advance warning. In addition, can hang warning signs or things that need attention in special locations. 2. As a native Thai, certainly felt dissatisfied. After all, this issue requires the cooperation of all parties and departments. For a good environment and to maintain the comfort of the scenic spot, I personally hope that everyone can cooperate more.	A good solution can prevent travel vandalism as much as possible.	Reflects the importance of tourism rules and measures in the tourism industry.
2. Local people	1. Improve the tourism information system and improve the ability of tourist behavior management is a better way. Appropriate management personnel should be arranged in the scenic area to promote environmental protection knowledge and scenic area management regulations to tourists, so as to restrict, regulate and guide tourists' uncivilized behavior in the scenic area in a timely manner.	The publicity method after the formulation of rules is also very important, with an accurate and clear way to let tourists improve their awareness of tourism environmental protection.	Educate tourists to improve their own quality and accomplishment so that tourists did not made vandalism behavior in travel.

2. Damage public attractions was an act that does not respect Thai culture and was a low-quality behavior. We should consciously took ethical standards as the lowest bottom line. This not only helped everyone to maintain our living environment together, but also improves our self-cultivation to a certain extent, which is one for our souls.

The two local people interviewees interviewed by the author only have a one-sided understanding of vandalism behaviour during travel, and they have not had a detailed understanding, which may be because they do not have a sufficient understanding of tourism. But local people in Bangkok have access to tourists from all over the world every day, so their views and opinions are also an important part of it. Local people in Bangkok paid more attention to the damage and influence of tourists on Thai culture and environment, because as a Buddhist country, Thai people attach great importance to culture, and with global warming, Thai people also need to take the environment into consideration. Local people in Bangkok hope to maintain the development of tourism economy and tourism environment together, without damaging the environment on the premise of ensuring the tourism economy. They also thought that tourism regulations and tourism penalties were a more reasonable way at present.

6. Results and Discussion

The researchers obtained answers to the four main objectives of the study which were:

6.1 View of tourism industry managers on the vandalism behavior of tourists

Travel agency managers have the right and obligation to manage tourists and restrict their behavior. Managers' perception of vandalism is important because managers played a very important role in the duration and tourism of visitors. According to the above analysis, most tourism managers believe that tourists' vandalism behaviors were caused by their ignorance and lack of education, and their previous management of tourists is not strong, which were the reasons for tourists' vandalism behaviors. Of course, tourism managers have some thinking wrong about the vandalism behaviors of tourists, but tourism managers themselves also have responsibility. If the rules and regulations can be made more perfect, and the attention of tourists can be more detailed, some vandalism behaviors can be eliminated.

Managers view of tourists vandalism behavior mainly concentrated in the tourists in the event of vandalism, tourist's attitude was not so good, for example, in the

interview, the manager mentioned, tourists enter the temple did not took off their shoes, this was very impolite behavior, and tourists did not mind, when a lot of tourists did not admit that their behavior was wrong, As a result, tourists will be fined or warned, which will also affect the tourism company. As the manager of the company, it was bound to receive certain influence. Therefore, the manager did not approve of the vandalism behavior of tourists, and must formulate a more perfect way to manage tourists.

6.2 Types of vandalism behavior exhibited by the tourists visiting Bangkok city

There were many kinds of vandalism behaviors committed by tourists in Bangkok. Through the interview, the authors learned that the most common vandalism behaviors in tourism are spitting, littering, and made graffiti on the walls or monument or whatever they found a space. Spitting was a deadly act of vandalism, especially now that the COVID situation is serious. Littering also damaged the scenic environment and beauty of scenic spots. Nowadays, environmental problems were global problems, and every country was advocating green and sustainable development tourism. Littering was not in line with the theme of sustainable development tourism. Painting or graffiti was also a kind of serious damage to the property of the scribble.

In a Buddhist country such as Thailand, it was not only the tour guide or the managers of tourism businesses, the Thai people were very paying attention to the Buddhist tradition, a lot of attractions also belonged to the holy land of Buddhism, while tourist drew the disorderly threw of severe damaged to public facilities, that did not look good and has drawn criticism from all quarters in the society.

Although there were many kinds of tourists' vandalism behaviors during travel, these vandalism behaviors were generally classified as environmental damage, social impact and cultural impact. As long as relevant behavioral rules can be correctly formulated to restrain tourists, the vandalism behaviors of tourists will definitely be reduced. In addition, through the interview, the author learned that most tourism managers believed that after the COVID period, when tourists returned to Thailand, their behavior would be restrained and the vandalism behavior of tourists would be greatly reduced.

6.3 Need of adequate rules and regulations on-site to avoid vandalism behavior

The most important thing in managing tourists was to make rules to restrain tourists' behavior, which was the most important task for managers. As the manager of the company, the manager must provide strong rules for the behavior of tourists to restrain them such as telling them the consequences are fines, to prevent the recurrence of such vandalism behavior. Meanwhile, for the vandalism behavior of tourists during the travel, effective measures were also one of the things that the manager needed to consider and solved, such as carrying out simple tourism education for tourists and distributing some travel brochures printed with travel rules to tourists.

Set up enough rules was necessary, although did not guarantee that after reading the rules and regulations will follow, but the establishment of the relevant rules and regulations are needed, as for the tourists still choose to continue to make vandalism or is strictly abide by the rules and regulations of the various attractions this was tourists choose way, managers can not interfere.

6.4 Solutions for tourists' vandalism behavior during travel

It has become an urgent problem to solve the vandalism behavior of tourists in travel. As mentioned above, sustainable development and green and environmental protection tourism were recommended all over the world, and the vandalism behavior of tourism has become a very serious problem, which must be paid attention to. Although the investigation in this study was only limited to Bangkok, However, there was also a lot of vandalism in scenic spots of other Cities in Thailand, so it was necessary to solve the problem of tourists' vandalism in the travel effectively.

As for how to solved the problem of tourists' vandalism behavior during the travel, it was necessary to re-formulate the rules for the behavior of tourists during the travel and how to compensated for tourists' vandalism behavior, which needed to be considered and formulated in advance. If tourists can reduce the occurrence of vandalism behaviors as much as possible, the environment of scenic spots and the management of scenic spots will become better.

6.5 Finding

A) Both tourism industry managers and tour guides agreed that most of the vandalism involved spitting, littering and graffiti.

B) The tour guide thought that after the tourists' vandalism behavior, not only the tourists themselves are responsible, as the company responsible for the tourists, the

travel agency should also took responsibility.

C) Most tourism managers agreed that during the period of experienced COVID, tourists cannot come to Bangkok, so if tourists return to Thailand at the end of the COVID, they won not just as before to make a lot of vandalism, at the same time, managers also thought that after the COVID, the vandalism of the tourists behavior will be easier to manage than before.

D) Both managers and tour guides agreed that rules must be made to regulate tourists' behavior. They also believe it was the ignorance and poor education of some tourists that leads them to vandalism behavior.

E) Curbing tourists' vandalism behaviors requires not only tour guides and managers, but also the joint maintenance of scenic spots. Scenic spots should also hang appropriate slogans to warn tourists not to do acts that may damage public property.

F) Local people in Bangkok also thought that a series of behaviors such as damaging public homes or destroying the environment by foreign tourists are vandalism behaviors, and they think that as a Buddhist country, the vandalism behaviors of tourists are a serious problem for them.

6.6 Conclusion

This study was based on Bangkok for themes associated with vandalism on tourist sites by interviewing the travel agency manager and tour guide of Thai local travel agency with their opinion of the vandalism behavior of tourists, and what they thought was the better solution to prevent the vandalism activities. At the same time, the authors also interviewed two residents of Bangkok to ensure the adequacy of the interview. Whether it was travel agency managers, tour guides, or residents of Bangkok, they all believed that tourists' vandalism behavior during travel is a way of causing great damage to the environment and society. Therefore, it was very important to develop effective measures. Duneier and Molotch (1999) said tour guides need to educate tourists and increase their knowledge of tourism. At the same time, Thirumaran (2013) said it was necessary to timely inform the rules and regulations of scenic spots, as well as the means of punishment in case of vandalism. Yilmaz and Samur (2020) said posting noticed of scenic spots is also an effective way to restrict tourists' behavior. Wu et al. (2020) said through these ways, Thailand's tourism industry will develop vigorously and promote the development of tourism economy and tourism environment.

6.7 Recommendations

For how to make effective measures that the tourists

who came to Bangkok and make vandalism behavior, I have the following suggestions so that to help the tourism industry in Bangkok:

A) The manager of the travel agency ensured that the tour guide has been given detailed training, has been taught how to behave and has been told what to do when visiting.

B) Make sure the tour guide has explained all the precautions in detail before entering the scenic spot, double check that the tourists know all the precautions and promise to bear the consequences if anything happens to them.

C) Scenic spots and travel agencies jointly print some paper or brochures printed with tourist rules and regulations, so that tourists can consciously and independently see the rules and regulations of scenic spots while propagating the scenic spots. It can also be printed on a map of a scenic spot, so that when tourists look at the map, they are sure to see the rules about the scenic spot.

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