

# COMPLETION REPORT

## Research Summary

### **Research title:**

Long-stay of the Japanese in Chiangmai: Analysis of Determining Factors in Pre- and Post Period of Coming

### **Summary:**

Number of the Japanese who are making a long-stay abroad is evidenced to have been increasing since 1991. At least three contributing factors to this phenomenon, as considered as “internal determinants”, are including i) situation of fast growing ageing society, ii) recent appreciation of Yen resulting in higher purchasing power of the Japanese abroad, iii) changing social and family structure in the country. Thailand is considered as one of the high-ranked destinations, in this regards. This study is aimed to investigate about “pulling factors” that determine and influence on the decision of making a long stay in Thailand of these Japanese. This is designed to be as a retrospective analysis of the pre- and post period of coming, considering the importance and comparing influence of the factors between prior expectation and faced experiences after having been living for some period in the country. Chiangmai is selected as the study site; as the reason that it is one of the most favorite destinations for a long stay among the Japanese and that it is targeted as a pilot province to promote long-stay tourisms by the TAT with coordination from local governmental and non-governmental organizations. A self-administered questionnaire with structure of questions on personal information and backgrounds, relevant life experiences, views and opinions towards their decision of making a long stay in Thailand is employed as a main data collecting tool. Totally, 68 questionnaires are responded and returned.

From the analysis, some key findings can be briefly summarized as followed. Most of the Japanese long-stayer are living with the spouse (nearly three-fourth of the respondents), having an incentive to take Thai language lesson (nearly three-fourth had ever taken Thai language class but just only half of those currently can understand Thai), more than 8 out of 10 are living on retirement’s public or private pensions and having no burden in term of family responsibilities in Japan. Ranked by the level of importance to their decision making of long-stay in Chiangmai, “pulling factors” include cost of living (as compared to the standard of living), Thai people (friendliness and generosity), safety and security, attractive and beautiful tourism sites, food and culture, language, presence of relatives or friends living in Thailand, and promoting campaign and supports for long-stay.

About these factors, in the aspect of prior expectation as compared with faced experiences, all get a higher score for experience than expectation except the factor on safety and security. Some issues relevant to living environments in the province; especially about enforcement of traffic safety, seem negatively affect their senses of feeling saved and secured in this regards. The presence of relatives or friends living in Thailand, followed by Thai language are viewed as the factors with highest contribution to satisfaction of the long stay experienced by the Japanese as compared with what they expected.

From the findings, this study provides policy recommendations on more intensive campaigns and promotions of long stay among the Japanese who are the target groups. This is emphasized in terms of provisions of necessary information and supports both prior to and after making long stay in the country. Advocacy to the long-stayer networking and participating in social works or cultural activities are other recommended actions to be taken from the policy perspectives in order to promote long stay tourisms and improve quality, as well as satisfaction, of living in Thailand of the Japanese long-stayers.

Publication of the Results of Research Project:

Verbal Presentation (Date, Venue, Name of Conference, Title of Presentation, Presenter, etc.)

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Name of Conference: The 5<sup>th</sup> National Conference of “Japanese Studies Network- Thailand”

Title: Long-stay of the Japanese in Chiangmai: Analysis of Determining Factors in Pre- and Post Period of Coming

Presenter: Chalernpol Chamchan, Ph.D. Mahidol University

Thesis (Name of Journal and its Date, Title and Author of Thesis, etc.)

The paper is to be submitted for publishing as the “Japanese Studies Network- Thailand” conference proceeding.

Book (Publisher and Date of the Book, Title and Author of the Book, etc.)