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Demographic Factor Differences of Malaysian Tourists' Behaviour: Border Town of Danok, Thailand

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Abstract

Border Town Danok that is located 10Km from Sadao Town, Southern Thailand and about 2Km from border town, Bukit Kayu Hitam and 12 Km from Changlun has few building of shops in earlier years as a border shopping town. It has grown and flourished with developments such as hotels and night clubs. It is popular among Malaysian tourists seeking leisure and entertainment activities. Given that the border of Malaysia and Thailand thrives with tourism, commercial activities as well as illicit and illegal activities, thus, understanding the behaviour of Malaysians tourists visiting Danok is crucial. The purpose of this study is to look whether there are differences between demographics factors of Malaysian Tourist with actual tourists' behaviour in Danok, Thailand. This study used the survey data of Malaysian tourists who visited Danok and the data was analyzed quantitatively using Independent T-Test Analysis and One Way Analysis of Variance (ANOVA). Findings in this study revealed that there are no significant different among gender, age, ethnicity and marital status towards Malaysian tourists actual behaviour in Danok. On the other hands, there is significant different among education level, employment sector, income groups and number of travel partner towards Malaysian tourists actual behaviour in Danok. Findings of this study provides an insight to both Malaysia and Thailand government, authorities, related agencies and stakeholders in order to understand the preferred tourism activities as well as behaviour of Malaysian cross-border tourists in Danok

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Key-word: -border town, cross border tourism, demographic factor, tourist behaviour,

Introduction

The numbers of Malaysian travel to Thailand has increasing tremendously. According to Department of Tourism Thailand (2015), number of Malaysian Tourists that has entered Thailand has reached 3.4 Million in Year 2015. Malaysian has number two highest tourist arrival after China, followed by Japan and South Korea share same figures of 1.3 Million. Travelling to Thailand through Malaysian-Thailand Borders can be done through eight different locations throughout Malaysia. Malaysia-Thailand Border has several sites of Tourism attractions and products ranges from border shopping town to cater tourist need and interests Department of Immigration, State of Kedah shows that 1,106,993 Malaysian tourists' cross border to neighbouring country through border check points of Bukit Kayu Hitam, Kedah and Sadao District, Province of Songkhla, Thailand. The scenario shows triple from number of Thailand tourists entering Malaysia through the same immigration post. The border areas at both Malaysia and Thailand are thrived with tourism and commercial activities despite the similarities and differences in terms of taxation, economy, and policy regulating morality, cultural geography and diversity of religious or moral beliefs, language cultural compositions, political organization, history and facilities Rumley (1991). According to Tepsongkroh, (2007), previous study in the border areas of Malaysia and Thailand is limited.

Tourist behaviour study by previous researcher focus to tourist that visit kingdom of Thailand, therefore, the smaller scale which focused to cross-border travel behaviour is good to be done. Study by Habibah, et al.(2014) indicate that Tourist that visits Malaysia –Thailand Border Town share their experience in visiting the destinations to attract other tourist however there are some that share their bad experience during their visit that could be barrier to other tourists and create conflicts. Habibah et al. (2014) indicates ‘Nightlife activity’ or adult entertainment attract tourist to come to Thailand. In addition, according to Askew (2006) “the image of Southern Thailand border space had been transformed from one of danger to incorporation of both religious pilgrimage and sex-related-holiday making for tourist”. It can be described as transgressed, that Malaysian crossed border from home where sexual service are not permissible and expensive to a place where its easily find, affirming where certain groups crossed border for belief and pilgrimage and materialistic where less expensive consumers goods can easily be bought. Askew & Cohen(2004).

Furthermore, issues of Malaysian university and college students nearby border area spends their weekend at Danok for entertainment and commit somewhat illegal activities of smuggling drugs are worrying Bernama (2017). Therefore, there is imperative need of understanding Malaysian tourist’ behaviour visiting border town of Danok as supported by Habibah, et al, (2014), Malaysia –Thailand border, Bukit Kayu Hitam-Sadao Province has several sites of tourism attractions and products and it ranges from shopping town to a small scale and informal tourism services that filled with tourism providers and divergence of interests and needs of tourists. According to Huang & Xiao (2000), in the event of many research and multi findings of tourist behaviour study that based on destination, therefore it needs to further execute to understand behaviour in social and cultural context. Furthermore, Zoltan & Masiero(2012) indicate that, there is crucial need to combine duration of stay of tourists in a destination, intensity of activity consumption and activity typology in a study as the literature is about scarce. The most widely examined models are the theory of reasoned action (TRA) (Ajzen & Fishbein,1980; Fishbein & Ajzen, 1975) and the theory of planned behaviour (TPB) Ajzen(1991) The TRA proposes that behavioural intention is a function of two factors: namely, attitude toward performing the behaviour and subjective norms (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975). Therefore, the researcher will be using this model for the behaviour study of Malaysia Tourists’ visiting border town of Danok in terms of their activity participation. There is need to look the demographic factor differences of Malaysian tourists behaviour when visiting border town of Danok, Thailand

1.Literature Review

Some studies on cross border tourist behaviours have been done by researchers throughout the world. Tajtakova, Kopanikova, & Francova (2010) revealed that there are differences in Slovak and Austrian cultural tourist in terms of travel characteristics and motivations when crossing the border where Austrian audiences attend performing arts based on five factors which are traditionalism, nostalgia, price, tourism and curiosity. On the other hand, Slovak’s audience drivers to attend performances are experience, product, invitation, tourism and interest on culture. Vodeb (2010) in his studies focuses on tourism supply providers in the regions of Slovene and Croatia border where attitudes on tourism, regional competitiveness and potential tourism destination need strategic approach in planning and managing cross-border tourism destinations. In addition to border studies, Tomori (2010) indicate that economic and social activities has become very important in Debrecen and Oradea Hungarian and Romanian border as shopping tourism. Tomori (2010) added, foreigners from Debrecen and Oradea have showed behaviour and shopping habits with some interesting patterns. Bochaton (2015) studied on Laotians that have seek medical treatment along the Thai Border. Finding reveals that urbanites living along the border and patients from rural border areas are seeking healthcare services that are shape by economic resources. In addition to that, cross-border medical travel as patient frequently go to Thailand for a variety of reasons, shopping, tourism, family visits or business.

Borders are also well known with sex tourism activities as indicated by Berdychevsky (2014) highlighted multiplicity and intricacy of Euro American tourist women’s stories of cross border sex with local men in Puerto Viejo, Costa Rica. This supported by Rao (1999), some of the sex workers in India are migrant women from neighbouring states of neighbouring countries that have crossed the border. According to (Wassana, 2015), tourist behaviour includes how human reacts upon what they needed and demanded, decide whether travel or not to travel, satisfied or dissatisfies with facilities, service attraction during travel, return or not to return back to the specified destination and give reflection. International tourists behaviour study in Penang by Omar, Abooali, Mohamad, & Mohamed(2015) shows that most international tourists came from Asian region, age groups between 18-35 years old, professionals groups, most were married male travellers and single female travellers , educated backgrounds with most monthly income below RM5000. In addition the study shows that the purpose of visit to Penang is leisure, recreation and holidays, with an internet as the source of information and 80% are mostly free independent traveller.

Another tourist behaviour study by Hui, Wan, & Cheng (2015) investigates 452 international respondents that had visited Singapore and found that, half of the respondents were male, youth around 20-29 years old, mostly reside in Europe and factors that influence perception characteristics during their stay in Singapore which are variety and safety, attractions and culture and people and convenience. Enjoying great and quality food falls under variety and safety, urban sightseeing and, enjoying nightlife and enjoying cultural events falls under attractions and culture and enjoying shopping falls under people and convenience (Hui, Wan, & Cheng, 2015). In addition, recommendation and revisiting Singapore have a positive connection to total satisfaction.

Briggs & Turner (2012) studied 97 British tourists youth behaviours in Ibiza, aged 17 to 31 years old where the place are internationally very popular destination, party, easy access of illegal substances such as drugs. Briggs & Turner (2012) confirmed that youth tourists engaged in such behaviours because it was exciting and release their tension from work and family. Laesser, Beritelli, & Heer (2014) focused on differentiation of native language for cultural differences in travel behaviour in study based on outbound travel behaviour survey in Travel Market, Switzerland, where its insights from multilingual in Switzerland. Study revealed that there are differences in travel behaviour related to language such as choice of destination, types of accommodation choose length of stay and travel expenses. It gives evidence that the different spoken language can be reflected differently in travel behaviour, where German appears to more active and French group to be more sensitive during their trip.

In relation with Malaysian tourist' behaviour study visiting border town Danok, there are needs to see past research on behaviour of tourists from other country visited Thailand. Sangpikul(2008) found that different demographics characteristics of Korean travellers would have different in trip characteristics, travel by tour company, first time traveller to Thailand, stayed six to eight days, accompanied by friends and relatives and involved mainly in sightseeing activities and visiting beaches and island. Korean travellers would love to recommend Thai culture and Thai food to others, preferred Pattaya, Samui and Phuket as their destination in Thailand, preferred to stay in four star hotels and got source of information to visit Thailand from the internet. (Sangpikul 2008).

Methodology

In this study, target population are Malaysian tourists' visiting Danok, through border checkpoint of Bukit Kayu Hitam in Kedah and Danok Sadao, Songkhla Province in Thailand. Statistics was obtained from Immigration Department State of Kedah showed that the total population of Malaysian crossing border to Danok in the year 2016 are about 1,106,993 people. Calculation of sample size done online by Raosoft.Inc (2017) showed that the recommended sample size is 384 with margin error of 5% and confidence level of 95%. Therefore, the researcher has 400 respondents for this study. Data were gathered from samples that were selected by using convenience sampling which is according to Saunders, Lewis, & Thornhill (2012), one of the types of non-probability sampling is random sampling that will use data collection from population group who are conveniently able to participate in the research. Sekaran, 2004 added that, convenience samplings mean to collect information from group of members that ready to contribute it. Thus, this type of sampling is used in the study of Malaysian tourists' visiting border town of Danok due to its practically convenience the study site just located after Bukit Kayu Hitam-Sadao Immigration post.

For measuring tourist behaviour, Isaac(2008) mentioned that specific behaviour of the tourist means their behaviour in participating in an activity. Laurent & Kapferer, (1985); Gursoy & Gavcar, (2003) suggested that, activity also being measured by Activity Involvement using Consumer Involvement Profile. Tang, Manthiou, Shin, & Chiang, 2012 mentioned that 'activity' has often investigated by exploring activity preference on a five point Likert scale. In addition, Brey & Lehto (2007) examining activity with activity frequency whether tourist are involved in the same activities every in their holiday. Thus, in this study, researcher combines actual behaviour measurement in terms of activity participation in Danok with three dimensions, which are activity preference, activity frequency and activity involvement.

Descriptive statistics were used to profile respondents' demographics characteristics such as gender, occupation, ethnicity and marital status (Babbie & Mouton, 2001). Meanwhile (Pallant, 2011) stated that relationship between on continuous dependant variable and a number of independent variable or predictor can be retrieved by using hierarchical multiple regression. Next, Independent sample T Test is used by comparing mean score for two groups on some continuous variable, which is actual behaviour variable in this study. To obtain any significant differences between the different groups with the variability within groups, the one way Analysis of Variance (ANOVA) is used (Pallant, 2011).

Data Analysis and Findings

Result and analysis showed descriptive analysis of demographics and trip characteristics of the respondents and T test and One Way Analysis of Variance (ANOVA). Out of 400 questionnaires that were distributed, only 366 were completely answered by the respondents, with 91.5% response rate.

Description of respondents Profile

Under the description of respondents' profile, this section presents frequency and percentage of respondent's gender, age, ethnicity, and marital status, state of residence in Malaysia, level of education, occupation sectors and their monthly income.

Table 1.0: Gender

	Frequency	Percentage
Male	200	54.6
Female	166	45.4
Total	N=366	100.0

Table 1.0 shows that respondents consists of 200(54.6%) male and 166 (45.6%) female. This is in line with Danok border town image that popular among male Malaysian tourists.

Table 1.1: Age

	Frequency	Percentage
18-20 years old	48	13.1
21-30 years old	173	47.3
31-40 years old	100	27.3
41-50 years old	29	7.9
51-60 years old	13	3.6
above than 60 years old	3	.8
Total	N=366	100.0

Table 1.1 showed, most respondents are between 21 to 30 years old (47.3%) and followed with 31-40 years old (27.3%). Next are aged 18-20 years old (13.1%) followed by 41-50 years old (7.9%).

Table 1.2: Ethnicity

	Frequency	Percentage
Malay	174	47.5
Chinese	111	30.3
Indian	72	19.7
Others	9	2.5
Total	N=366	100.0

Table 1.2 shows majority of the respondents among other ethnicity is Malay with 47.5%, Chinese (30.3%), Indian (19.7%) followed by others (2.5%)

Table 1.3 Marital Status

	Frequency	Percent
Single	243	66.4
Married	100	27.3
Divorced/Widowed	23	6.3
Total	N=366	100.0

Table 1.3 shows that more single tourists responding to this survey with 66.4% followed by married 27.3% and 6.3% divorced/widowed.

Table 1.4 State of Residence

	Frequency	Percentage
Perlis	54	14.8
Kedah	131	35.8
Pulau Pinang	64	17.5
Perak	32	8.7
Pahang	15	4.1
Terangganu	3	.8
Kelantan	7	1.9
Selangor	9	2.5
Wilayah Persekutuan Kuala Lumpur	21	5.7
Wilayah Persekutuan Putrajaya	2	.5
Negeri Sembilan	5	1.4
Melaka	8	2.2
Johor	9	2.5
Sarawak	3	.8
Sabah	2	.5
Wilayah Persekutuan Labuan	1	.3
Total	N=366	100.0

As shown in Table 1.4, highest respondents come from Kedah state 35.8%, followed by Pulau Pinang state 17.5% and Perlis state 14.8%. There were 8.7% from Perak state, followed by Kuala Lumpur 5.7% and Pahang 4.1% and other states below 4% each. As Kedah and Perlis states situated nearby border of Bukit Kayu Hitam-Danok number of respondents of this are among highest. Respondents from Pulau Pinang are Perak were flourished too as the state situated in northern of Malaysia and nearby border.

Table 1.5: Highest Education

	Frequency	Percent
Degree/Postgraduate	46	12.6
Certificate/Diploma	192	52.5
Secondary School	112	30.6
Primary School	6	1.6
Non formal education	10	2.7
Total	N= 366	100.0

Table 1.5 shows that respondents with Certificate/ Diploma holders have a highest percentage (52.5%). It is followed by secondary school level (30.6%). The third highest education level is Degree/Postgraduate (12.6%), followed by non-formal education (2.7%) and primary school (1.6%)

Table 1.6: Occupation sectors

	Frequency	Percentage
Public Sector/Government Employee	47	12.8
Private Sector	30	8.2
Self-Employed	62	16.9
Businessperson	90	24.6
Student	119	32.5
Housewife	14	3.8
Unemployed/Retired	4	1.1
Total	N=366	100.0

As shown in table 1.6, students are the highest group of respondents at 32.5% followed by businessperson at 24.6%. This is followed by self-employed at 16.9%, public sector at 12.8% and private sector at 8.2%. The two lowest group of respondents are housewife (3.8%) and unemployed /retired at 1%.This is in line with current trends that college and universities students nearby Bukit Kayu Hitam-Sadao border spend their semester break and weekend by crossing border to Danok, Thailand which less than 20Km.

Table 1.7: Monthly Income

	Frequency	Percentage
Less than RM1000	54	14.8
RM1001- RM3000	154	42.1
RM3001-RM5000	34	9.3
RM5001-RM10000	21	5.7
RM10001-RM30000	5	1.4
More than RM30000	21	5.7
No Income	77	21.0
Total	N=366	100.0

Table 1.7 shows that respondents gained monthly income from RM1001 to RM 3000 are the most participants in the survey (42.1%). Second highest respondents with no income (21%) followed by salary range of less than RM 1000 (14.8%). Respondents with salary range RM 5000- RM 10000 and more than RM 30000 both at 5.7% and 1.4% respondents with salary range RM 10001 to RM 30000.

Description of Trip Characteristics

Under the description of trip characteristics, this section presented in the form of frequency and percentage involving respondents' mode of transportation, number of visit to Danok in a year, traveling partner, number of partners traveling together, length of stay, type of accommodation and source of travel information. Furthermore, its involved respondents' plan on revisit and estimated expanses of total during visit, food, accommodation transportation, shopping, entertainment and others expenses.

Table 1.8 Mode of Transportation

Mode of Transportation	Frequency	Percentage
Private Car	209	57.1
Taxi	18	4.9
Bus	42	11.5
Others	97	26.5
Total	N=366	100.0

Table 4.9 presents the mode of transportation used by respondents to Danok. Respondents who used private car were the most (57.1%), 26.5% used other transportation such as motorcycle, 11.5% respondents used bus as transportation and 4.9% used taxi.

Table 1.9 Traveling Partner

Travel partner	Frequency	Percentage
Alone	24	6.6
Group Tour	56	15.3
Family	106	29.0
Friends	167	45.6
Colleague	10	2.7
Others	3	.8
Total	N=366	100.0

Table 1.9 shows respondents travelling partner to Danok. Most of the respondents travel with friends (45.6%), second highest respondents travel with family (29%) followed by group tour (15.3%), travelling alone (6.6%), travel with colleague (2.7%) and others (.8%)

Table 1.10 Number of travel partner

No. of travel partner	Frequency	Percentage
Alone	24	6.6
1-3 persons	183	50.0
4-6 persons	105	28.7
7-9 persons	29	7.9
10 persons and above	25	6.8
Total	N=366	100.0

Table 1.10 reports about number of travel partner of the respondents. Half of those surveyed reported that they travel with 1-3 persons of travel partner (50%) followed by 4-6 persons of travel partner (28.7%). Those surveyed also report that they travel with 7-9 persons (7.9%), 10 persons and above (6.8%) and lastly travelling alone (6.6%)

Table 1.11 Type of accommodation in Thailand

Type of Accommodation	Frequency	Percentage
Luxury hotel	53	14.5
Budget hotel	196	53.6
Resort	72	19.7
Guest House	32	8.7
Friends/Relatives House	7	1.9
Others	6	1.6
Total	N=366	100.0

Table 1.11 shows type of accommodation of respondents in Thailand. Approximately half of those surveyed stayed in budget hotel (53.6%), 19.7% stayed in resort, 14.5% stayed in luxury hotel and 8.7% stayed in guest house. Minority of respondents stayed in friends/relatives house (1.9%) and lastly others (1.6%)

Table 1.12 Descriptive analysis for Tourist Behaviour (Activity Preference) (n=366)

Activity Preference	Mean	Std. Deviation
I engaged with seeking local food in Danok	3.81	.756
Eating in interesting restaurant in Danok	3.77	.751
Sightseeing in Danok	3.64	.756
Visiting cultural village in Danok	3.67	.792
Visiting recreational park	3.62	.744
Attending religious place (i.e Temple)	3.58	.883
Spa and wellness service (i.e massage/ beauty treatment) in Danok	3.63	.792
Attending events /festival activity in Danok	3.75	.841
Gambling and gaming activity in Danok	3.56	1.051
Fabulous Night entertainment (i.e. nightclubs and dancing) in Danok	3.21	1.018
Shopping in retail local stores	3.63	.776
Visiting malls	3.67	.785
Visiting Night Market	3.69	.765
Visiting friend and relatives	3.55	.895

Table 1.12 shows the result actual behaviour in activity preference. The mean range of this section between M=3.81 to M=3.21. The results show that Malaysian tourists most preferred was “I engaged with seeking local food in Danok (M=3.81, SD=.756)” followed by “Eating in interesting restaurant in Danok(M=3.77, SD=.751)” and “Attending events /festival activity in Danok(M=3.75,SD=.841). The lowest activity preference was “Visiting friend and relatives (M=3.55, SD=.895)” and “Fabulous Night entertainment (i.e. nightclubs and dancing) in Danok(M=3.21,SD=1.018). Results on mean for activity preference

Independent –samples T-Test

Table 1.13: Significance of Gender on tourist actual behaviour

	F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	15.782	.000	1.660	364	.098	-.08157	.04914	-.17821	.01506
Equal variances not assumed			1.622	306.972	.106	-.08157	.05030	-.18055	.01740

Table 1.13 shows an independent sample T-Test that was conducted to compare tourists’ actual behaviour to Danok. There was no significant different in scores for males (M=3.5889, SD =.4099) and females (M=3.6704, SD=.5296) =t (364) =1.66, p=.098, two tailed. The magnitude of the differences in the means (mean difference=.08, 95% CI:-015 to -.174) was very small (eta squared=.008)

One Way Analysis of Variance (ANOVA)

Table 1.14 ANOVA: Significance of Age and tourists’ actual behaviour

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.023	5	.405	1.860	.101
Within Groups	78.313	360	.218		
	80.336	365			

P=0.05, N=366

Table 1.14 shows that there is no significant different among age groups towards Malaysian tourists actual behaviour in Danok.

Table 1.15 ANOVA: Significance of Ethnicity and tourists’ actual behaviour

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.431	3	.477	2.189	.089
Within Groups	78.904	362	.218		
Total	80.336	365			

P=0.05, N=366

Table 1.15 shows that there is no significant different among ethnicity groups towards Malaysian tourists actual behaviour in Danok

Table 1.16 ANOVA: Significance of Marital status and tourists’ actual behaviour

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.608	2	.304	1.383	.252
Within Groups	79.728	363	.220		
Total	80.336	365			

P=0.05, N=366

Table 1.16 shows that there is no significant different among marital status groups towards Malaysian tourists actual behaviour in Danok

Table 1.17 ANOVA: Significance of Highest Education and tourists’ actual behaviour

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	5.293	4	1.323	6.366	.000
Within Groups	75.043	361	.208		
Total	80.336	365			

P=0.05, N=366

Table 1.17 shows that there is significant different among Highest Education groups towards Malaysian tourists actual behaviour in Danok. This means, Malaysian tourists with different level of education would perform slightly different actual behaviour in Danok.

Table 1.18 ANOVA: Significance of Employment sector and tourists' actual behaviour

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.895	6	.483	2.237	.039
Within Groups	77.441	359	.216		
Total	80.336	365			

P=0.05, N=366

Table 1.18 shows that there is significant different among employment sector groups towards Malaysian tourists actual behaviour in Danok. This means, Malaysian tourists with different employment sector would have different actual behaviour in Danok

Table 1.19 ANOVA: Significance of Monthly Income and tourists' actual behaviour

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	9.839	6	1.640	8.351	.000
Within Groups	70.497	359	.196		
Total	80.336	365			

Table 1.19 shows that there is significant different among Income groups towards Malaysian tourists actual behaviour in Danok. This means, Malaysian tourists with different income groups would have different actual behaviour in Danok

Table 1.20 ANOVA Significance of No. of person travelling and actual tourists' behaviour

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.445	4	.861	4.043	.003
Within Groups	76.891	361	.213		
Total	80.336	365			

Table 1.20 revealed shows that there is significant different among number of travel partner groups towards Malaysian tourists' actual behaviour in Danok. This means, Malaysian tourists with number of partner groups would have different actual behaviour in Danok

Conclusion

The research meets the objectives to study the demographics and profile and the characteristics of Malaysian tourists' actual behaviour in Danok. This research also being enriched by looking whether demographics of the Malaysians tourist and trip characteristics have a significant different with Malaysian tourists actual behaviour. It revealed that gender, age, ethnicity and marital status do not have significance different where their behaviour in Danok which kind of activity they engaged would not have so much different. Contradict to this findings show that level of education, occupation sectors, monthly income and number of person travelling in group of Malaysians have significant difference toward actual behaviour that lead to different behaviours among groups of demographics

Results from this study would benefit stakeholders from both sites, Malaysia and Southern- Thailand that involved in tourism business and cater Malaysian tourists that cross border through Bukit-Kayu Hitam, Sadao checkpoint. Findings and understanding demographics and trip characteristics and on site behavioral of Malaysian tourist in this study is very beneficial for the hotel and guest house operators, transportation company, restaurant owners and tourism providers such as marketing and manage their pilgrimage and cultural site. It would help Malaysian and Thai government authority such as customs and immigrations to look closer and any issues regarding the border area. As study by (Habibah, et al., 2014), managing border of Malaysia –Thailand could be cohesion or conflicts. There are illicit activities issues highlighted especially in Danok site, smuggling activities, criminals, drugs and sex service that would affect the image or border tourism in northern Malaysia and in Danok- Sadao District. As current trends reported in Bernama(2017), authority revealed that teenagers as early as 19 years old do just entertained themselves with night entertainment in Danok but also associated with drug activities that give bad impression to tourism sectors.

Information of such study would help future tourists to look at the bright sight of tourism in Southern Thailand. Southern Thailand Dannok offers, varieties of places to eat, for leisure and sightseeing, spa and wellness service and visiting recreational and cultural parks. As current tourists that have visited Danok would always remarks and write in blogs about their experience in Danok as palace for gambling activities where sex-trade offers open for publics as 'heaven for Malaysian Men' and at the same time rich with pilgrimage activities

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