



THE SAFETY CONCERN TOWARDS TOURISM AMONG GENERATION Z: THE CURRENT ISSUES OF HUMAN TRAFFICKING IN THAILAND



HUMAN TRAFFICKING IS A TYPE OF MODERN-DAY SLAVERY THAT INVOLVES THE ILLEGAL TRANSPORTATION OF INDIVIDUALS BY FORCE OR DECEPTION FOR THE PURPOSE OF WORK, SEXUAL EXPLOITATION, OR ACTIVITIES IN WHICH OTHERS PROFIT FINANCIALLY.

- Respondents generation Z, students from the University Malaysia Sabah (UMS) ranging in age from 18 to 26.
- To ensure whether or if human trafficking in Thailand affects the visit intention of Generation Z.

LITERATURE REVIEW

The research studies the relationship between Generation Z's visit intention to Thailand and the factors that impact it. The factors include perceived safety related to human trafficking, social risk, influence of information sources, and the trust in Thai authorities.

Perceived Safety Related to Human Trafficking

With the issue of human trafficking, perceived safety becomes an important factor in determining the intention of Generation Z to visit Thailand.

Social Risk

Generation Z's visit intentions to Thailand are strongly influenced by social risk, which is based on the perceptions of friends, family, and society.

Influence of Information Sources on Visit Intention

Information sources impact Generation Z's perspectives on human trafficking.

Trust in Thai Authorities

Generation Z's trust in Thai authorities becomes a crucial factor influencing their visit intentions, especially in terms of human trafficking prevention.

Results

- Surveyed 330 Generation Z respondents aged 18 to 26, ensuring diversity across genders, races, and ethnicities.
- Our respondents represent a broad demographic spectrum. Majority fall in the age range of 19-22, mostly UMS Students.
- Conducted a reliability test on a pilot study with 30 participants, with Cronbach's alpha values exceeding 0.70, validated the consistency and reliability of questionnaire.
- Key findings: Respondents expressed notable concern about the risk of physical harm from human trafficking in specific areas of Thailand.
- Visit Intentions: As we explore visit intentions, we find a spectrum of responses. However, Perceived Safety Related To Human Trafficking and Influence of Information (II) does not significantly affects Visit Intention.
- Social risk (SR) and Trust in Thailand authorities (TIT) reflect a significant affect on Visit Intention.
- SEM & Fit Statistics: SEM reveals intriguing insights Perceived Safety exhibits a non-significant positive coefficient. Fit statistics indicate a moderate fit, emphasizing the need for model refinement
- In conclusion, our study provides a good understanding of Generation Z's perceptions and attitudes towards safety and human trafficking in Thailand

METHODOLOGY

1. Measurement

Quantitative structural evidence study (Joel Michell, 2005). This study employs quantitative research methods. Utilized a six-part questionnaire covering demographics, perceived safety related to human trafficking, social risk, influence of information sources on visit intention, trust in Thai authorities, and visit intention to Thailand. Ensured data accuracy with a range of 0.70 to 0.95 for Cronbach's alpha (Lee Cronbach, 1951).

2. Data Collection

Critical for the validity and accuracy of conclusions (Glaser and Strauss, 1967). Used simple random sampling (Bhardwaj, 2019). It was originally an English version of the questionnaire, but later it was added in Malay to make it easier for everyone to understand. Conducted a pilot study for clarity with 30 respondents.

3. Analysis

Employed STATA 14 software and used descriptive analysis and structural equation modeling (SEM). Utilized SEM to investigate direct, indirect, and total effects. Tested hypotheses to determine effects on the research question.

Discussion and Conclusion

- The perceived safety related to human trafficking exhibits a non-significant positive coefficient.
- Social risk carries a significant and negative influence
- Influence of information sources on visit intention bears a non-significant positive coefficient.
- Trust in Thailand Authorities emerged as a highly significant positive factor