

Public Confidence in Security Management in Pattaya City, Thailand

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Abstract

The objectives of this research are (1) to survey the public confidence and (2) to analyze the relationship between the confidence in security management in Pattaya City and personal factors. The sample group consists of 719 Thai and foreign tourists, professionals and people in Pattaya City. The survey method was applied through the use of a self-reported questionnaire in which 6 aspects: public hazard, environment, public health, traffic, life and property and tourism. The result demonstrates that foreign-tourist samples have a high level of confidence (with an average score of 3.56) while Thai samples have a moderate level of confidence (with an average score of 3.13). This shows that there is a statistical significance regarding nationality ($\chi^2 = 41.348$, $p\text{-value} = 0.000$). In addition, the difference in average level of confidence corresponds with 3 demographic characteristics: association with Pattaya City, age and occupation. People are most concerned about tourism and life and property security. They foresee that international standards should be applied, that businesses should align with the government's policies and that employee competency should be developed to be able to provide the quality goods and services.

Keywords: Confidence, Security Management, Pattaya City

Introduction

Pattaya City is located on the Gulf of Thailand coast, part of Chonburi province on the east of Thailand. It is equivalent to a municipal area, established in respect of Pattaya City Government Administration Act, 1978. The area is divided into 4 parts: North Pattaya, Central Pattaya, South Pattaya and Jomtien Beach (Pattaya City, 2015). Pattaya City is a resort city with internationally-famous beaches and coasts. Given its relatively high investment potential, Pattaya receives many Thai and foreign investors. Moreover, in Pattaya City there are various activities and festivals which help promote the city, especially on tourism, sports and recreation. Because of these reasons, Thai and foreign visitors come here for both tourism and leisure. This contributes to the people's income and well-being.

However, various development limitations exist. Despite Pattaya City's long-standing public health infrastructure, the city's limited land area has caused its environmental management capability, such as waste, wastewater, air pollution and coastal erosion management, to become inadequate. Another crucial limitation is that the city's revenue is not in balance with its expenses due to nonregistered population and foreign labors, which prevents a complete

organization of the city (Pattaya City, 2015) as addressed in issue reports regarding fake jewelry and adult shows (Ponprasert, 2006). According to Pattaya City's life and property security statistics in 5 categories, in 2016, the offenders in 1,489 out of 4,002 crimes committed to the state (related to firearm, gambling and drugs), 88 out of 107 bodily and sexual assault crimes, 264 out of 410 thefts and robberies, 9 out of 16 violent crimes, and 80 out of 90 interesting cases were arrested (Pattaya City Police Station, 2016). It is apparent that in 2016, there were many cases related to life and property security, causing Pattaya City residents along with Thai and foreign visitors to feel unsafe and worry about their life and property security. Confidence in security management is very important and influential to the tourism industry, which is Pattaya City's main source of income. Nicholas Imbeah and Zoltan Bujdoso (2018)'s study, titled Tourist Security and Security in the Central Region of Ghana-Overview and Case Study, stated that the security is some of the factors that affect the global tourism industry. Therefore, the security of tourists is highly crucial to the growth of tourism. Shu-Pin Chiu and Shih-Yen Lin (2011) conducted a study titled Study on Risk Perceptions of International Tourists in India and found that distress about crimes not only affects the desire to travel, but also hinders local tourism. Tourists' confidence in the destination's security is an important factor affecting the decision to visit and consequently the development of tourism industry. Moreover, Pattaya City's dense population brings traffic and other issues.

A study on security management in Pattaya City (Santad & Ratchadapunnathikul, 2018) showed that there is a consistently-internal improvement and clear responsibility assignment regarding the security management in Pattaya City. However, most issues are associated with the authority of the organizations. For example, lack of legal authority to arrest or administer certain businesses. As a result, responsible agencies have to depend on other authorized agencies. Budget and personnel are another main issue. Pattaya City does not have sufficient budget for up-to-date security equipment and specialized staff. Moreover, existing manpower is not enough to manage the operations. Apart from those problems, the people do not have adequate understanding on the matter and therefore do not cooperate. According to the Crime Victimization Surveys of 2016, only 38.63 percent reported criminal incidents to the police. And one of the reasons is that they did not believe that the offenders would be arrested (Suksamran, Trimek, Jernsittiprasert & Siriattakul, 2017).

These unfavorable circumstances affect the people, visitors and business owners' confidence. A survey on confidence in different aspects conducted among Pattaya City population could provide some administration guidelines and build people's trust. This research aims to survey the public confidence in security management in Pattaya City and analyze the relationship between the confidence in security management and personal factors of Thai and foreign tourists, professionals and people in Pattaya City in all 6 aspects: public hazard, environment, public health, traffic, life and property and tourism. The results can be applied to plan and improve security management in Pattaya City in the future and foster the confidence of the people and visitors of Pattaya City.

Literature Review

Confidence is built on mutual trust. Confidence is composed of willingness, vulnerability and expectation (Mayer, 1995). The factors that contribute to confidence may include ethics, personal behaviors and capability to achieve the goal (Mayer, Davis & Schoorman, 1995, 709-734; Burke et al., 2007: 610-613; Dietz, & Hartog, 2006: 557-588). Confidence in security management is developed from the trust in public agencies' strategic planning, practical

measures, protection for local people and tourists from incidents and damages, and quality services from service providers. Pattaya City, as a special local administration organization under the Pattaya City Administrative Organization Act, 1999 which authorized the mayor of Pattaya City to be in charge of security management, environmental maintenance and improvement, garbage and waste handling, wastewater treatment, sanitary control in restaurants, theatres and other entertainment spots, tourism control and promotion and direct traffic management (Pattaya City Administrative Organization Act, 1999). Therefore, Pattaya City has a different safety management configuration compared to other provinces and the confidence in safety management is directly associated with the city.

There are only few documents and researched on the confidence in Pattaya City. And from the study result, despite the fact that advertisement is the key to tourism promotion in Pattaya City, security is also an important factor for tourists to consider visiting and returning to the city (Hoonjui, 1997; Ploysupapon, 2004). Confidence in security management is therefore considered a matter that needs attention as Pattaya City is Thailand's main destination. Reviewing relevant researches on security management, none focuses specifically on security management in Pattaya City but in other regions; such as, the study on life and property security management in Ban Mo sub-district administrative organization, Ban Mo district, Saraburi province by Panomsak Wilailert (2010). Atsawawut Kwanmueang (2016) studied the public confidence in the "Safely home with the municipal police" campaign in the Metropolis Bangkok area as a case study in North Thonburi and Bangkok. Waranai Yuwanateme (2015) studied the risk perception of foreign tourists in Thailand. A mutual finding from all studies is that security and life and property safety are an important factor essential for the good livelihood with no exposure to incidents, public hazard and public health security, environmental security, traffic safety and tourism security (Santad & Ratchadapunnathikul, 2018).

Thus, the factors in this study include the essential security management factors related to the daily life of the people and the tourists, including life and property security management, public hazard security management, traffic security management and public health security management. As a travel destination, the image of Pattaya City in regard to environmental and tourism security management should be addressed and define the authority of Pattaya City as it is directly related to Pattaya City's roles. And the outcome of the administration will reflect in the public confidence in Pattaya City.

Objectives

The objectives of this research are (1) to survey the public confidence in security management in Pattaya City and (2) to analyze the relationship between the confidence in security management and personal factors of the people in Pattaya City

Methodology

This research is a quantitative research in which the survey method is applied through the use of a self-reported questionnaire. Followings are the details on sampling, tool development, data collection and data analysis.

Population and Samples: The samples were chosen from Thai and foreign tourists, professionals and people in Pattaya City using the accidental sampling method calculated using W.G. Cochran's formula (Cochran, 1963) as stated below:

$$n = \frac{P(1-P)Z^2}{d^2}$$

n is the sample size, while P is the proportion of sampled population (usually 30% or 0.3) and Z is the predetermined level of confidence or statistical significance. In this research, Z equals to 1.96 at a statistical significance level of 0.05 (95% confidence level). d is the allowable error, 0.05 in this research. Substituting all parameters in the equation,

$$n = \frac{(0.3)(1-0.3)(1.96)^2}{(0.05)^2} = 322.$$

Therefore, at least 322 samples were chosen in this research.

Data Collection: The tool for data collection includes a questionnaire on the public confidence in security management in Pattaya City. The questionnaire has 2 parts. The first part is related to general information, such as association with Pattaya City, age, nationality, religion, marital status, education, occupation and income. The second part involves the rating scales that measure the people and visitors' confidence in the 6 aspects of security management in Pattaya City. The data collection process can be separated into 2 processes. The first process is determining the validity. The researcher developed the questionnaire and it has been reviewed by an expert for content validity. The next action is determining the reliability using the internal consistency method. The revised questionnaire was tested among a sample group with similar characteristics to the research population-30 residents of Pattaya City, Chonburi province. Then, the reliability was calculated using Cronbach's α , or Alpha in short (Kajonsilp, 1990). The calculate reliability is 0.809 which is considered acceptable.

Data Analysis: The data analysis involves using SPSS to report the findings in the form of descriptive statistics, such as percentage, means and standard deviation. The analysis was conducted with respect to the research objectives. First, the data was analyzed using descriptive statistics to survey the public confidence in security management in Pattaya City. Next feat was to analyze the comparison of the study results using the chi-squared test and test the differences among group means (using both t-test and One-way ANOVA) to further analyze the relationship between the confidence in security management and personal factors of the people in Pattaya City.

The sample group's confidence in security in Pattaya City is defined in a scale of 5. There are 5, 4, 3, 2, 1 represent the highest, high, moderate, low and the lowest levels of confidence respectively. The average level of confidence between 4.50-5.00 means highest level of confidence, 3.50-4.49 high level of confidence, 2.50-3.49 moderate level of confidence, 1.50-2.49 low level of confidence, and 1.00-1.49 lowest level of confidence respectively.

Results

The study of public confidence in security management in Pattaya City was conducted among Thai and foreign tourists, professionals and people in Pattaya City. The sample size is 719 people, over twice the minimum sample size. The samples consist of 100 foreigners (13.90%) and 619 Thai nationals (86.10%). The results are explained in the following sections:

Results of the Public confidence in security management in Pattaya City survey: The survey was divided into two parts: for foreigners and Thai nationals.

Foreign samples: From the survey among 100 foreigners, 87% are traveling or on vacation in Pattaya City. Only 12% work here. Out of 100, 56.30% are male and 43.70% are female. The samples include foreigners from 19-77 years old with an average age of approximately 37 years

old. The majority (64.00%) is between 21-40 years old, followed by samples of 41 years old and over at 34% . 28.30% are Chinese tourists. Almost half the samples are atheist or hindu (44.80%), followed by Christians (32.30%). Over 50% are married and have graduated with a bachelor' s degree (58.00% and 61.20% respectively) . In addition, the majority are merchant/ business owners and employees in private companies (37.00% and 33.00% respectively) . The monthly income ranges between 8,000-200,000 baht with an average of approximately 57,615 baht (S.D. = 35,744.818 baht). The samples have confidence in different aspects as shown in Table 1.

Table 1 Averages and standard deviations (S.D.) regarding the confidence of foreign samples

No.	Aspect of security management	Average	Standard deviation (S.D.)
1	Public hazard	3.65	0.583
2	Environment	3.68	0.658
3	Public health	3.68	0.694
4	Traffic	3.53	0.819
5	Life and property	3.52	0.840
6	Tourism	3.33	0.770
Overall confidence		3.56	0.576

From the above results, the level of overall confidence in security management in Pattaya City is high, with an average confidence score of 3.56 (S.D. = 0.576) . Comparing to the level of confidence in all aspects, the confidence is highest in environmental and public health security management at 3.68, followed by public hazard, traffic, life and property and tourism with average scores of 3.65, 3.53, 3.52 and 3.33 respectively. Among the foreigners, only the confidence in tourism security management is in a moderate level while the confidence is high and highest in other aspects.

Thai samples: From the survey, out of 619 Thai samples, 84.10% work in Pattaya City. Only 15.40% are traveling or on vacation. 55.40% are male and 44.60% are female. The samples are between 19-71 years old with an average age of approximately 30 years old. The majority (46.00%) is between 21-40 years old, followed by samples under 20 years old at 30.40% . Almost all samples are Buddhist (96.20%), 2.60% and 1.00% are Christian and Muslim respectively. 70.10% of the samples are single and 24.40% are married. The majority (75.30%) has received less than a bachelor' s degree and 43.70% are students, followed by merchant/ business owners and employees in private companies (14.20% and 14.10% respectively) . The monthly income ranges between 1,000-200,000 baht with an average of approximately 20,000 baht (S.D. = 23,726.400 baht). The samples have confidence in different aspects as shown in Table 2.

From Table 2, the level of overall confidence in security management in Pattaya City is moderate, with an average confidence score of 3.13 (S.D. = 0.708). Comparing to the level of confidence in all aspects, the confidence of Thai samples is highest in public hazard security management at 3.25 (moderate), followed by traffic, tourism, public health, environment and life and property with average scores of 3.24, 3.13, 3.11, 3.07 and 3.05 respectively.

Table 2 Averages and standard deviations (S.D.) regarding the confidence of Thai samples

No.	Aspect of security management	Average	Standard deviation (S.D.)
1	Public hazard	3.25	0.741
2	Environment	3.07	0.838
3	Public health	3.11	0.797
4	Traffic	3.24	0.808
5	Life and property	3.05	0.864
6	Tourism	3.13	0.854
Overall confidence		3.13	0.708

Analysis results regarding the relationship between the confidence in security management in Pattaya City and personal factors: The results from Thai and foreign samples are compared across different factors as follows:

Comparison of level of confidence (in percentage) among Thai and foreign samples: From the chi-squared test results expressed in Table 3 which shows the difference in percentages of level of confidence in security management among Thai and foreign samples, the majority (47.80%) has a moderate level of confidence, followed by high and low (35.70% and 16.40% respectively). The percentage of Thai samples with moderate level of confidence is higher than foreign samples (50.70% against 30.00%) while the percentage of foreign samples with high level of confidence is twice as high as Thai samples (64.00% against 30.00%) and the percentage of Thai samples with low level of confidence is three times that of foreign samples (18.10% against 6.00%).

The result of each aspect is similar to that of the overall confidence. That is, the majority of the samples have moderate, high and low confidence respectively. Thai people have moderate and low confidence more than foreigners, while foreigners have high confidence more than Thai people.

From the test of relationship between nationality (Thai and foreign) and level of confidence, it can be observed that nationality is related to the level of confidence in security management in Pattaya City with statistical significance ($\chi^2 = 41.348$, p-value = 0.000).

Table 3 Comparison of level of confidence (in percentage) among Thai and foreign samples

Security management	Level of confidence	Samples		Overall
		Thai	Foreign	
Public hazard	Low	15.20	3.00	13.50
	Moderate	47.80	32.00	45.60
	High	37.00	65.00	40.90
	Overall	100.00	100.00	100.00
	$\chi^2 = 30.711$, p-value = 0.000 *			
Environment	Low	26.80	4.00	23.60
	Moderate	44.30	27.00	41.90
	High	28.90	69.00	34.50
	Overall	100.00	100.00	100.00
	$\chi^2 = 65.187$, p-value = 0.000 *			

Table 3 (Con.)

Security management	Level of confidence	Samples		Overall
		Thai	Foreign	
Public health	Low	16.80	7.00	15.40
	Moderate	51.10	22.00	47.00
	High	32.10	71.00	37.60
	Overall	100.00	100.00	100.00
	$\chi^2 = 54.417$, p-value = 0.000 *			
Traffic	Low	18.60	10.00	17.40
	Moderate	43.10	31.00	41.40
	High	38.30	59.00	41.20
	Overall	100.00	100.00	100.00
	$\chi^2 = 15.674$, p-value = 0.000 *			
Life and property security	Low	27.10	12.00	25.00
	Moderate	43.50	26.00	41.00
	High	29.40	62.00	33.90
	Overall	100.00	100.00	100.00
	$\chi^2 = 41.235$, p-value = 0.000 *			
Tourism	Low	21.20	11.00	19.70
	Moderate	43.10	43.00	43.10
	High	35.70	46.00	37.10
	Overall	100.00	100.00	100.00
	$\chi^2 = 6.961$, p-value = 0.031 *			
Across all 6 aspects	Low	18.10	6.00	16.40
	Moderate	50.70	30.00	47.80
	High	31.20	64.00	35.70
	Overall	100.00	100.00	100.00
	$\chi^2 = 41.348$, p-value = 0.000 *			

* Statistical significance level: P-value < 0.05

Comparison of average level of confidence by demographic characteristics of the samples:

According to Table 4, 3 demographic characteristics—association with Pattaya City, age and occupation—are related to or affect the average level of confidence in security management in Pattaya City with statistical significance ($P < 0.05$).

On the contrary, other demographic characteristics—gender, marital status and education level—do not affect the level of confidence with statistical significance ($P > 0.05$).

Table 4 Summary of the relationship between demographic characteristics and level of confidence

Demographic characteristic	N	Level of confidence	S.D.
Association with Pattaya City			
Work	520	3.10	0.701
Vacation/tourism	180	3.45	0.654
t = -5.833; P = 0.000 *			
Gender			
Male	395	3.22	0.747
Female	317	3.16	0.649
t = 1.278; P = 0.202			
Age (years)			
Under 20	190	3.22	0.642
20-40	349	3.25	0.700
41 and over	180	3.06	0.767
F = 4.453; P = 0.012 *			
Marital status			
Single	467	3.23	0.692
Married (living together)	208	3.17	0.740
Widowed/divorced/separated	38	2.96	0.679
F = 1.943; P = 0.121			
Education level			
Lower than Bachelor's degree	493	3.20	0.692
Bachelor's degree	166	3.26	.0747
Higher than Bachelor's degree	51	3.00	0.645
F = 2.475; P = 0.060			
Occupation			
Farmer	6	3.73	0.757
Government officer/ state enterprise employee	30	2.80	0.600
Merchant/business owner	123	3.16	0.696
Housewife/husband	22	3.00	0.633
Student	269	3.31	0.674
Staff/ employee of public organization	44	3.16	0.601
Staff/ employee of private company	118	3.26	0.750
F = 4.321; P = 0.000 *			
Monthly income (baht)			
Low income	327	3.20	0.730
Moderate income	89	3.09	0.693
High income	303	3.21	0.684
F = 1.018; P = 0.362			

* Statistical significance level: P-value < 0.05

A post hoc test was conducted to test the difference in average scores among each age group (Table 5) and occupation (Table 6). The results are shown in the tables below:

Table 5 The difference in average level of confidence across age groups

(I) Age group	(J) Age group	Difference (I-J)	Std. Error	Sig.
<20	21-40	-.02971	.06337	.896
	>40	.15909	.07311	.094
21-40	<20	.02971	.06337	.896
	>40	.18880*	.06450	.014
>40	<20	-.15909	.07311	.094
	21-40	-.18880*	.06450	.014

* The difference is significant at a significance level of 0.05.

Table 5 shows a statistically significant difference in the average level of confidence ($P < 0.05$) between the 21-40 and over 41 groups ($P = 0.014$).

Further investigation in each occupational group, it can be observed that there is a statistically significant difference in the average level of confidence between the student and government officer/state enterprise employee groups ($P = 0.038$), as shown in Table 6.

Table 6 The difference in average level of confidence across occupational groups

(I) Occupation	(J) Occupation	Difference (I-J)	Std. Error	Sig.
Student	Farmer	-.41082	.28507	.955
	Government officer/ state enterprise employee	.51369*	.13294	.038
	Staff/ employee of public organization	.15959	.11231	.959
	Merchant/business owner	.15470	.07517	.752
	Staff/employee of private company	.05645	.07626	.999
	Housewife/husband	.31601	.15314	.749

* The difference is significant at a significance level of 0.05.

From the analysis of the relationship between demographic characteristics and confidence in security management in Pattaya City, generally it is found that nationality, association with Pattaya City, age and occupation are significantly related to confidence.

Discussion and Recommendations

Discussion

According to the survey results regarding confidence in security management in Pattaya City, the level of overall confidence among the foreign samples is high in almost every aspect. This corresponds with a study conducted by Pajaree Ponprasert et al. (2006) shows that foreign tourists are highly satisfied with the overall services provided by the tourist police. Similar results can be observed in Waranai Yuwanateme (2015)'s study stating that foreign tourists see that tourism in Thailand is excellent and security in Thailand is very good. The results reflect the improvement in tourism in Pattaya City, with 51% of foreign tourists having a high level of confidence in life and property security in Pattaya City and only 13% indicating a low level of

confidence. Comparing against the results Piti Hoonjui (1997) indicated a relatively high level of concern in life and property security among foreign tourists and various issues regarding tourist services.

As the confidence in security management in Pattaya City among Thai nationals, the results indicate a moderate level of confidence in all 6 aspects, with the highest level in public hazard security management, followed by traffic, tourism, public health, environment and life and property security. From the average level of confidence in life and property security management, which is the lowest and significantly lower than the rest, the result corresponds with Nittaya Ngoenprasert et al. (2005) on the people's expectation on the police's performance, in which the people's demand regarding different aspects of police duties was studied. It is observed that the people expect the police to handle life and property security the most. This also corresponds with various other studies that reflect the moderate level of public confidence in the performance of government officers and personnel in Thailand. Such studies include Atsadawut Kwanmueang (2016)'s work that shows a moderate level of overall public confidence in the activity "Safely home with the municipal police" held in Bangkok. Looking at each aspect, it is found that the level of public confidence is moderate regarding process and procedures, officials/personnel, public relations and public engagement and facilities/technology.

Inspecting age and occupation, which are factors that contribute to statistically significance difference in confidence, the results of this study shows both similarities and differences to that of Suwat Kraissakul and Jutaporn Kongrakkawin (2015) on people's satisfaction in the performance of officials in the Police Station for the People project organized by Bangsrimueang Police Station, Nonthaburi province. The study shows that in general the people are highly satisfied in every aspect. The satisfaction of people of different genders and ages are different without statistical significance, but different education levels and occupations contribute to difference in satisfaction with statistical significance.

Recommendations

- 1) From the study, the tourists' concern is being taken advantage of when purchasing products and services from vendors in Pattaya City. Business owners should work closely with public and private organizations and the community to improve various tourism standards to meet international standards and take serious accountability for security. They should improve and adapt to align with the policies enforced in each area, develop their personnel's language skills, knowledge and service mind attitude in order to deliver quality products and services.
- 2) Some findings about tourism security management in the foreign samples' perspective indicate the inadequate points of service for tourists in Pattaya City. This could be due to inadequate personnel. Therefore, it is recommended to set up a collaboration between the public and private sectors along with the people to help facilitate tourism.
- 3) Transportation should be improved according to standards. Connect various means of public transportation and promote security improvement in touristic areas, advertise new attractions and arrange collaboration between the community and business owners.
- 4) From the study, the overall public confidence in security management in Pattaya City in the 6 aspects is high and moderate. The relevant personnel and agencies should work together to improve in every aspect in order to build confidence among tourists and people. One example is to organize activities to engage the people and built trust.

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