



TOURISTS' TRAVEL MOTIVATION, ACTIVITY PARTICIPATION AND
BEHAVIOR WHILE ATTENDING PHUKET VEGETARIAN FESTIVAL

by
LEI ZHANG

A Thesis submitted in partial fulfillment
of the requirements for the degree of

Master of Business Administration in Tourism Management

Graduate School of Business
Assumption University
Bangkok, Thailand

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ACCEPTANCE

This dissertation was prepared under the direction of the candidate's Advisor and Committee Members/Examiners. It has been approved and accepted by all members of that committee, and it has been accepted in partial fulfillment of the requirements for the degree of Master of Business Administration in Tourism Management in the Graduate School of Tourism Management of Assumption University of Thailand.

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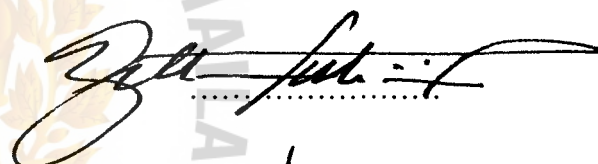
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ABSTRACT

The tourism industry has come to be one of the world's leading industries. Festival/event tourism is also among today's fastest growing tourism sectors. It is an important element of tourism for communities to showcase their diverse cultures, whereas tourists seek travel experience. The purpose of this study was to study the perspective of tourists who attended the Phuket Vegetarian Festival and to analyze the tourists' travel motivation, activity participation, and behavior towards the festival.

A set of more than 300 questionnaires were planned to be distributed to the tourists who attended the Phuket Vegetarian Festival in 2008 during the month of October, and 268 usable questionnaires were collected. Descriptive statistics along with One-way ANOVA, Independent sample T-test were performed to analyze the motivation, activity participation, and behavior, while Pearson's Correlation Coefficient was also used to test the relationship that supports the Hypothesis.

The results showed that people aged between 10-39 have a greater desire to seek entertainment and new experiences through different event activities of the festival than those whose age are 40 and above. The results also revealed that male visitors preferred to experience the real cultural activities, however female visitors found shopping and spending time with friends and family are more important. Local residents of Phuket showed strong interest in worshipping and essential activities of the festival, and domestic and foreigners are spending more money on the tourist-related goods and services. Foreigners also lacked of interest in religious-related activities, as it may conflicts their own religions. In addition, tourists' motivation for attending the Phuket Vegetarian Festival has strong relationship to their participation of activities. Moreover, based on the findings, marketing strategies and recommendations are discussed.

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TABLE OF CONTENTS

	Page
Abstract	
Acknowledgement	Ii
Table of Contents	Iii
List of Tables	Vi
List of Figures	Viii
 Chapter 1: Introduction	
1.1 Background of the Study	1
1.2 Statement of the Problem	6
1.3 Research Objectives	7
1.4 Scope of the Research	7
1.5 Limitation of the Study	8
1.6 Significance of the Study	9
1.7 Definition of Terms	9
 Chapter 2: Literature Review	
2.1 Festival Tourism	11
2.2 Cultural and Religious Tourism	13
2.3 Visitor Motivation to Festival	14
2.4 Tourists Behavior	19
2.5 Tourists Activities in General	21
2.6 Tourist Activities during Phuket Vegetarian Festival	23
2.7 Tourist Profile	24

2.8 Empirical studies26
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Chapter 3 : Research Framework

3.1 Theoretical Framework34
3.2 Conceptual Framework 36
3.3 Research Hypotheses38
3.4 Operationalisation of the Independent and Dependent Variables38

Chapter 4 : Research Methodology

4.1 Methods of Research Used 41
4.2 Respondents and Sampling Procedures41
4.3 Research Instruments/Questionnaire43
4.4 Collection of Data/Gathering Procedures45
4.5 Pretest and Reliability test46
4.6 Statistical Treatment of Data47
4.7 Statistical Tests Used48

Chapter 5 : Data Analysis and Findings

5.1 Data Processing and Analysis49
5.2 Hypothesis Testing57
5.3 Comments/Recommendations 74

Chapter 6: Summary, Conclusion and Recommendations

6.1 Summary of Findings 76
6.2 Conclusion of the Research study based on the objectives78

6.3 Recommendations	80
6.4 Suggestion and Further Research	84
Bibliography	85
Appendix A (Questionnaire – English Version)	95
Appendix B (Questionnaire – Thai Version)	100
Appendix C (Post Hoc Test-Hypothesis One)..	105
Appendix D (Post Hoc Test-Hypothesis Three)..	110
Appendix E (Pearson's Correlation Coefficient Analysis Results for Hypothesis Four)	112



LIST OF TABLES

	Page
Table 1.1 Number of Phuket Inbound Tourists from 1998 to 2007 and its growth	3
Table 2.1 Dimensions of Festival Attendance Motivation	16
Table 2.2 Comparison on Characteristics between Traditional and Modern Tourist	22
Table 2.3 Schedule for street processions	23
Table 2.4 Summary of Empirical studies	31
Table 3.1 Operationalisation of Dependent Variables	39
Table 3.2 Operationalisation of Independent Variables	40
Table 4.1 Pre-test Result	47
Table 4.2 Summary of statistical test used	48
Table 5.1 Age distribution of the respondents	50
Table 5.2 Gender distribution of the respondents	51
Table 5.3 Residency Status distribution of the respondents	52
Table 5.4 Descriptive Statistics of Visitor Motivation of attending Phuket Vegetarian Festival	53
Table 5.5 Interest in participation of various Tourism Activities	55
Table 5.6 Travel Behavior in attending Phuket Vegetarian Festival	56
Table 5.7 One-way ANOVA Test for Hypothesis 1	59
Table 5.8 Independent Sample t-test for Hypothesis 2..	64
Table 5.9 Compare Means for Hypothesis 2.	65
Table 5.10 One-way ANOVA Test for Hypothesis 3	68
Table 5.11 Pearson's Correlation Coefficient Analysis Results for	

Hypothesis 4. 72
Table 5.12 Open-ended Question Results 74
Table 6.1 Summary of Respondents' general characteristic 76
Table 6.2 Summary of Respondents' tourism characteristic 77
Table 6.3 Summary of Hypothesis testing results 78



LIST OF FIGURES

	Page
Figure 1.1 Thailand Map	2
Figure 1.2 Phuket Inbound Tourists from 1998 to 2007	3
Figure 1.3 Guest Arrivals by Nationality at Accommodation Establishments in Phuket 2007	5
Figure 3.1 Tourism product triangle	36
Figure 3.2 Conceptual Framework of the research study	37
Figure 4.1 Sequential Sampling	40
Figure 5.1 Frequency of respondents' characteristics distributed by Age	50
Figure 5.2 Frequency of respondents' characteristics distributed by Gender	51
Figure 5.3 Frequency of respondents' characteristics distributed by Residency Status	52

CHAPTER I

GENERALITIES OF THE STUDY

1.1 Introduction

The tourism Industry has come to be one of the world's leading industries. According to LeBlanc (1998), Cultural tourism has grown in recent years and become one of the most important forms of tourism. Most of the communities seek opportunities to attract tourists through expressions of their cultural heritage and local and regional traditions.

Festival/event tourism is also among today's fastest growing tourism sectors. It is an important element of tourism for communities to showcase their diverse cultures, whereas tourists seek travel experience. Festivals are regarded as "the cultural resources of an area that make possible the successful hosting of visitors" (Usyal, Gahan, & Martin, 1993, 5-10). Festivals often provide various experiences for attendees, including all kinds of events and activities in which to participate, and are freely accessed social gatherings open to the public involving a variety of media such as arts and crafts, performances and demonstrations (Goldblatt, 1990). They are seen as gatherings that collect people's wishes and dreams and provide an important occasion for a special experience in their social lives.

1.1.1 Festival's Contribution

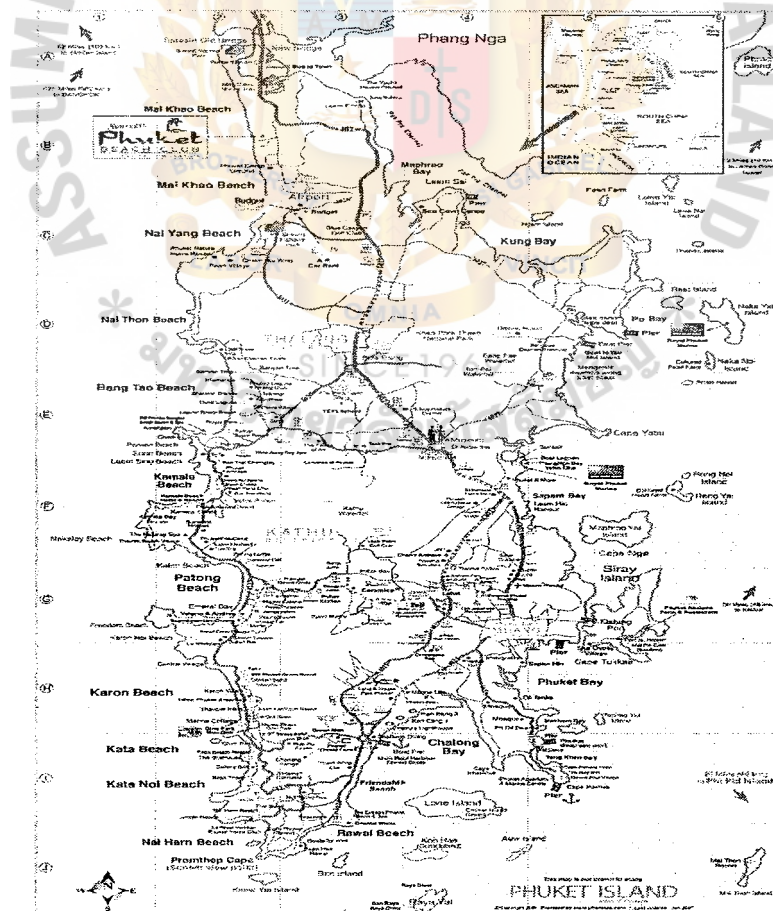
Festivals have three kinds of significant contributions on the host destination and the host communities; which are economic, socio-cultural, and political contributions. Festivals provide tangible economic benefits for the hosting communities, such as generating various business opportunities, increasing revenue and employment (Ritchie, 1984). Festivals help to reduce negative impact to tourism destinations, enhancing quality of life and community pride renewal, by tourism infrastructure development as well as

maintaining cultural resources and traditions. Politically, most of the governments are increasingly using festivals as a gateway to the world in order to produce a positive image of a tourism destination or region. Because of the benefits that festivals may bring, communities seek to form numerous kinds of festivals that express cultural heritage and local & regional traditions.

1.1.2 Phuket Tourism Industry

Phuket is the biggest island of Thailand which is well known as "the Pearl of the Andaman Sea". The current population is 313,955 people registered as living in Phuket (Phuket.net, 2008). It is located on the west coast of the southern region with an area of about 543 square kilometers and is about 862 kilometers from Bangkok (see Figure 1.1).

Figure 1.1: Thailand Map



Source: Phukhao Advertising Co., Ltd, 2007

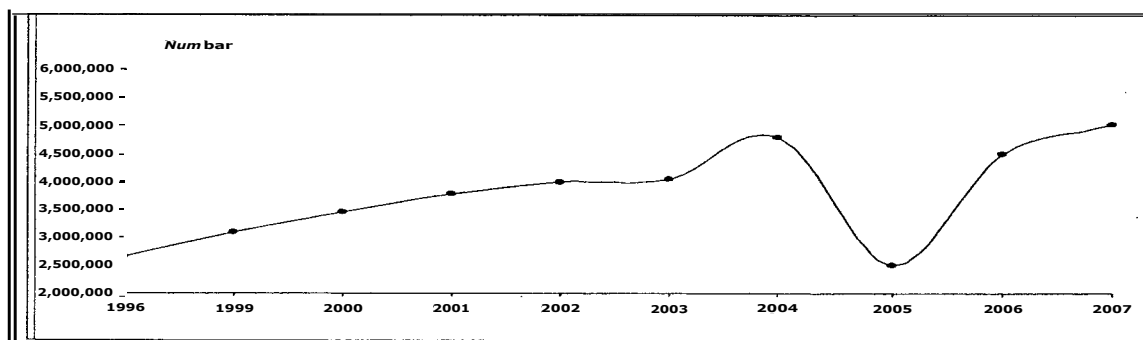
Phuket is famous for its beautiful beaches, clear crystal water and islands, and is well-known as vacation tourist destination worldwide. According to Table 1.1, the island hosted approximately 5 million visitors in the year 2007, an 11.25 percent increase from the previous year. The returning tourists over the past 24 months have allowed the island to recover and eventually reach the level before the tsunami crisis at the end of year 2004 (see Figure 1.2). Furthermore, most of Phuket's visitors express their intention to have another visit to Phuket in their future holidays. They also think to recommend Phuket to family relatives, friends, and colleagues back home for choice of destination.

Table 1.1: Number of Phuket Inbound Tourists from 1998 to 2007 and its growth

Year	Number	D (%)
1998	2,660,420	+ 10.78
1999	3,083,208	+ 15.89
2000	3,459,573	+ 12.21
2001	3,789,660	+ 9.54
2002	3,990,702	+ 5.31
2003	4,050,077	+ 1.49
2004	4,793,252	+ 18.35
2005	2,510,276	- 47.63
2006	4,499,324	+ 79.24
2007	5,005,653	+ 11.25
Average Growth rate 1998 – 2007		+ 7.28 %
Average Growth rate 2003 – 2007		+ 5.44 %

Source: Tourism Authority of Thailand Statistics, 2008

Figure 1.2: Phuket Inbound Tourists from 1998 to 2007



Source: Tourism Authority of Thailand Statistics, 2008

1.1.3 Phuket Vegetarian Festival

The Phuket Vegetarian Festival, generally known as “tesakarn kin che” or “phrapeni kin pak” in Thai, is an annual event that lasts for 10 days during the ninth lunar month of the Chinese calendar that began in the year 1825. It is believed that the festival can dispel people's illness as well as bring good fortune and purify one's mind. Annually, 80 percent of Phuket’s residents come to join this big celebration, which is considered the biggest festival on the island and is well-known as one of the world's popular events. During the 10 days, most of the residents strictly observe being vegetarian for the purpose of spiritual cleansing and merit making.

Thousands of people attend the festival and participate in the ritual events each year, both from Thailand and overseas. Many visitors come specifically for the festival. However there is no reliable figure on the festival attendees, as the regional Tourism Authority of Thailand (TAT) office does not collect festival visitors' data (Cohen, 2001). Hotels in Phuket attain 80 percent occupancy during the festival. The TAT statistics on Guest Arrivals at Accommodation Establishments in Phuket 2007 (see Figure 1.3) showed a rise in the total number of guest arrivals in the month of October. The number rated as the 3rd highest among the whole year, while December and April rated No. 1 and 2. The statistics also show that the guest arrival from domestic Thailand, Malaysia, China, as well as many European countries increased significantly in October 2007. The above numbers do not refer to the exact dates on which the festival was held, however the festival has experienced a huge increase in the number of attendees and popularity since Phuket has been promoted successfully as a leisure vacation destination.

Figure 1.3: Guest Arrivals by Nationality at Accommodation Establishments in Phuket

2007

Nationality	Total	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct	Nov.	Dec.
Thai	1,072,586	79,450	79,819	83,036	132,404	141,338	73,904	63,617	74,840	66,216	100,566	91,728	85,668
Malaysia	92,541	3,577	3,938	2,897	6,735	9,237	8,154	8,202	11,664	8,806	12,276	8,815	8,240
Singapore	73,917	2,642	2,972	3,235	5,865	6,503	8,542	6,298	8,383	7,180	6,647	6,654	8,998
China	168,707	12,537	26,062	10,912	12,845	13,579	7,981	11,382	21,071	13,650	13,974	12,509	12,201
Hong Kong	75,174	3,316	5,381	3,362	6,177	5,592	6,277	9,234	13,713	6,013	5,593	5,816	4,706
Japan	115,751	6,558	7,794	9,072	7,737	7,793	8,223	7,983	20,296	14,072	11,963	7,603	6,654
Korea	224,133	16,325	12,135	16,443	16,942	24,728	15,670	18,328	24,617	19,095	19,562	20,495	19,793
Taiwan	51,924	3,352	6,009	4,258	4,478	4,962	3,600	4,383	5,388	4,939	2,807	5,187	2,561
Austria	32,326	3,796	3,432	3,820	3,629	1,676	1,299	776	1,227	1,300	5,924	2,374	3,071
Belgium	34,872	3,550	2,937	3,868	4,353	2,403	1,340	1,290	2,062	861	1,881	5,208	5,115
Denmark	64,729	6,783	8,304	7,440	6,184	3,259	2,303	2,829	4,381	3,457	4,626	6,077	9,081
France	79,291	8,657	9,045	8,256	6,000	6,151	3,874	4,596	7,945	3,773	7,367	5,498	8,125
Generally	173,480	14,988	14,619	16,034	17,951	11,211	5,535	5,419	6,678	7,178	20,205	21,914	31,741
Italy	61,173	9,518	9,003	5,484	5,188	2,813	2,543	1,960	5,716	2,755	4,151	6,315	5,721
Netherlands	38,054	2,361	2,554	2,292	3,855	2,736	2,489	3,543	3,450	2,119	3,137	4,287	5,231
Sweden	228,746	25,783	25,651	26,737	19,237	7,982	4,521	4,192	3,366	3,773	17,379	35,763	54,362
Switzerland	69,839	7,905	8,086	7,629	8,731	4,715	2,226	2,126	3,368	2,567	5,270	7,522	9,694
U.K.	202,516	18,571	20,646	18,295	26,453	15,664	11,974	11,688	17,943	13,567	19,538	12,932	15,243
U.S.A.	95,942	7,082	7,003	5,162	9,043	8,806	7,781	6,292	5,824	6,035	13,719	10,618	8,577
Canada	29,765	2,864	2,453	2,653	2,515	2,556	1,807	1,935	2,430	1,631	3,347	2,763	2,811
Others Middle East	39,974	1,920	1,865	3,149	3,411	3,282	5,350	4,168	10,192	1,614	2,558	687	1,778
Australia	345,641	19,840	14,825	18,732	29,679	28,605	30,364	40,561	42,610	50,059	38,076	18,079	14,211
New Zealand	45,511	1,610	1,235	1,806	4,307	3,525	5,924	7,551	5,668	6,101	4,027	1,347	2,410
India	40,791	2,192	1,353	3,614	3,707	5,497	5,170	2,883	4,265	3,217	3,197	2,276	3,426
Russia	122,419	16,756	12,036	16,576	10,108	7,596	2,947	2,819	4,492	4,697	10,849	15,598	17,945
Others East Europe	32,219	4,207	3,742	3,034	2,022	2,959	1,059	1,039	1,746	961	3,343	4,195	3,911
Indonesia	8,745	377	401	339	820	627	883	866	1,153	444	1,489	481	861
Philippines	6,216	276	155	173	1,108	762	533	565	580	389	672	509	494
Finland	73,797	12,234	12,119	11,443	4,061	1,122	1,046	720	576	2,212	1,901	8,830	17,533
Norway	43,009	5,369	6,238	5,074	3,548	1,248	1,518	1,811	1,159	1,504	2,199	5,189	8,155
Spain	20,903	932	678	1,284	2,441	1,808	1,536	1,228	3,478	2,073	2,747	1,261	1,431
Africa	25,660	1,464	661	1,240	3,248	2,231	1,979	3,021	2,226	2,309	2,024	1,133	4,124
Myanmar	1,916	76	1,134	64	106	31	100	18	30	117	122	18	106
Israel	29,549	2,891	2,292	2,925	1,996	1,053	776	2,198	2,997	3,081	3,574	2,994	2,771
Laos	274	43	4		96	7	8	2	15	3	19	28	4
Vietnam	2,736	472	51	52	144	253	301	178	507	73	492	117	9
Brunei	1,154	25	183	75	87	225	46	38	110	104	89	42	130
Cambodia	298	6	11	11	76	28	12	15	12	25	60	14	21
Others	178,812	12,202	8,491	7,563	13,036	15,385	12,959	23,999	26,819	14,404	13,654	12,424	17,871
Total	• 005 090	322 507	325 317	318 044	390 323	359 948	252 744	269 753	352 997	282 374	371 024	355 300	407 941

Source: Tourism Authority of Thailand Statistics, 2008

1.1.4 Current Situation

Compared to some other major festivals in Thailand, such as the Songkran festival, the Loy Kratong Festival, etc, Phuket Vegetarian Festival is not well promoted by its organizers as a tourist event. The festival was listed as a "Major event and Festival" by TAT from the year 1989 onwards. However, the information given to the public or visitors was very little in the early years. Even the promotional poster of the festival was not updated on the website regularly. The reason was probably because Phuket is a leisure destination. Most of the tourists are westerners who wish to enjoy activities labelled as

"Sun, Sands, and Sea", and are not expected to take part in ritual events. In addition, the local TAT office used to receive complaints from many tourists about the sacred sight of rituals, which caused TAT to focus on the vegetarian cuisine in its promotional material instead of promoting the major events of the festival (Cohen, 2001).

Furthermore, the festival normally falls in the month of October which is the Low-Season for Phuket. Most of the significant events of the festival take place either in the early morning or late in the evening, making it difficult for tourists who stay in the beach resorts to participate. The current situation concerning the energy crisis is affecting worldwide travel, especially those intercontinental long-haul trips. In the year 2009, TAT will focus on less affected Asian markets such as Singapore, Indonesia, Malaysia, Hong Kong, Japan and China, and include emerging ones like India and the Middle East which will be mainly the target market of the Phuket Vegetarian Festival. The festival is also listed as one of the major products to promote tourism in the southern Thailand provinces (Tourism Authority of Thailand, 2008).

1.2 Statement of the Problem

The majority of previous research on activity preferences has been directed at assessing the needs of pleasure travelers or students, and has typically focused on differences based on demographic or trip characteristics. Research on preferred activities by different group of festival participants is needed to effectively target the festival market. The present study wishes to conduct a meaningful research in this field through a case study of Phuket Vegetarian Festival.

The Phuket Vegetarian Festival has been organized by efforts of organizers, professionals, and local and regional tourism entities. However, the objectives and goals of these groups and organizations may be very different. Some organizers might see festivals as recreational pursuits that should be managed on a somewhat loose and

informal basis. On the other hand, the festival is likely to survive and become financially more viable if it is marketed to visitors beyond the immediate local area. Therefore, it is imperative to ensure that the festival organizers understand their clients' underlying motivations for the vegetarian festival.

Moreover, the previous studies have not examined any differences in the activity dimensions of festival visitors across different groups of visitors and evaluated the validity of group classification. Thus there is a need for research to focus on revealing differences in activity preferences of festival goers by distinguishing homogenous groups attending a cultural festival. Motivation, participation in activities, and behavior elements seem to have stronger meaning for those interested in attending local festivals.

1.3 Research Questions & Objectives

- | | |
|---|---|
| ■ What motivates visitors to visit the Phuket Vegetarian Festival? | ■ To identify the profile of this " type " of tourist and investigate the activities and behavior of tourists during their trips. |
| ■ What do tourists want to do during their trip to the Phuket Vegetarian Festival? | ■ To explore motivations for attending a large, multi-day vegetarian festival. |
| ■ What type of experiences are visitors seeking during their trip to Phuket Vegetarian Festival? | ■ To examine the relationship between motivations and activities. |

1.4 Scope of the Research

To meet the objectives of this research which are to identify the profile of festival tourists as well as investigate the motivation, activities and behaviour of tourists during their trip to the multi-day "Phuket Vegetarian Festival", a set of 384 questionnaires

were to be distributed to domestic and foreign tourists, male and female. who participated in the Phuket Vegetarian Festival. A total of 268 surveys questionnaires were collected. The research was conducted by distributing the self-administered questionnaire to the festival attendees, at the Phuket International Airport as well as at the festival sites. The questionnaires were also handed out to group package tourists with the assistance of local tour operators who cater to group tours to Phuket and have included Phuket Vegetarian Festival as part of their itineraries.

1.5 Limitations of the study

In the context of the Vegetarian Festival, worshipping devotees of the gods for whom the festival is celebrated can be assumed to be the equivalent of "pilgrims". Those spectators who are attracted by the exotic character of some of the ritual events, but remain uninvolved, neither believing nor taking part in the ritual proceedings will be the equivalent of "tourists"; visitors who come to observe, but occasionally also worship, will be the equivalent of "religious tourists"(Cohen, 2001). However, these categories may to some extent overlap. This study focused only on the spectators which were "tourists" and "religious tourists" of the Phuket Vegetarian Festival.

The primary data collection might not represent all participants to the Festival. Visitors may have paid little attention to the questionnaire, as they do not want their private vacations to be disturbed or, they had insufficient time to answer the questions. The nature of the respondents towards the survey distribution may have caused a low degree of accuracy to some extent. Furthermore, the Phuket Vegetarian Festival is an annual festival, lasting just over a week. Therefore, the researcher had limited time to contact respondents. There are possibilities of having different results each year. Also, motivation includes both extrinsic and intrinsic which are hard to identify in this research.

1.6 Significance of the study

If the organization managers perceive the motivation of the participants and understand their needs and wants, the managers can produce more successful festival. Identifying the motivations of the tourists to the vegetarian festival allows managers to develop successful event every year when tourists' motivations are fully understood, decisions about the promotional efforts and expenditures can be more consistent and effective.

The findings of this research might help the Tourism Authority of Thailand (TAT) to have a better understanding on the motivation, interest, and behaviour of tourists who take part in the Phuket Vegetarian Festival, as well as increase awareness of the great impacts of the festival that may bring to Phuket's tourism industry as a whole. Phuket Vegetarian Festival is not just a cultural tradition, but also provides a unique experience to the tourists and benefits the local community. In this connection, the local community can use festival as a case study in order to improve and create new tourist-oriented events or performances to attract tourists to visit Phuket which will definitely boost the economy as well.

1.7 Definition of terms

Activity Participation: A person participates or gets involved in a leisure activity because "she or he finds it intrinsically interesting, for its own sake, out of sheer pleasure and enjoyment" (Iso-Ahola, 1999).

Festival: Festivals are celebrations of something the local community wishes to share and which involves the public as participants in the experience. Festivals must have as a prime objective a maximum amount of people participation, in which an experience is different from or broader than day to day living. It is not necessary to extend hands on

experience by more than one day, though it is often economically desirable (Arocodia & Whitford. 2006).

Motivation: those factors which make tourists want to purchase a particular product or service (Swarbrooke & Homer, 1999).

Phuket Vegetarian Festival (PVF): an event held over a nine day period during the ninth lunar month of the Chinese calendar to celebrate the Chinese community's belief that abstinence from meat and various stimulants (Phuketvegetarian.com, 2008).

Pilgrims: In the context of the Phuket Vegetarian Festival, the worshipping devotees of the gods for whom the festival is celebrated (Cohen, 2001).

Religious tourists: In the context of the Phuket Vegetarian Festival, visitors who come to observe, but occasionally also worship (Cohen, 2001).

Tourism: The activities of a person travelling outside his or her usual environment for a specified period of time whose main purpose of travel is other than for exercise of an activity remunerated from the place visited (Unwto.org, 2008).

Tourist: Anyone who travels to a place outside his/her own normal home area (Grangsjo, 2003). Visitor staying at least one night in the place visited (WTO, 1991).

Travel Behaviour: a study of people's activity and movement in the public realm by all modes for all purposes. For instance, commuting behavior, the means of travel (car, bus, train) the time of departure, and trip chaining or trip tours involving stops not related to work along the way are important aspects of travel behavior (www.travelbehavior.us, 2008)

Visitor: Any person travelling to a place other than that of his/her usual environment for up to 12 months and whose main purpose of the trip is leisure, business, pilgrimage, health, etc. other than the exercise of an activity remunerated from within the place visited or migration (Unwto.org, 2008)

REVIEW OF RELATED LITERATURE AND STUDIES

This chapter reviews the relevant literature and focuses on the following topics: Festival Tourism, Cultural and Religious Tourism, Visitor Motivation to Festival, Tourist Behaviour, Tourist Activities in General, Main Tourism Activities of the Phuket Vegetarian Festival that attract most tourists to participate as well as Variables of Tourist Profile. Empirical studies on relevant information are provided in the final part of this chapter.

2.1 Festival Tourism

The term 'festival' is derived from the Latin term 'festum' which had two meanings, namely, 'public joy or revelry' and 'abstinence from work in honor of the gods' (Falassi, 1987). The use of the term festival has expanded somewhat and ties with the religious aspects have all but disappeared. However, most festivals still embrace a celebratory aspect even if it is not related to any religious event or occasion. Festivals have also moved from being somewhat spontaneous celebrations that emanated from the community, to events that are more often organized by professionals and at times are suitable for the tourist market (Gauthier, 1987).

Festivals involve an inversion of the daily routine whereby during the festival, "people do something they normally do not; they abstain from something they normally do; they carry to the extreme behaviors that are usually regulated by measure; they invert patterns of daily social life" (Falassi, 1987). It is this inversion that gives festivals their meaning (Abrahams, 1987).

Anticipation is an important ingredient in daily life for most cultures, and festivals are a means of enhancing anticipation by introducing into the yearly calendar, a

range of events that the local population can look forward to as a break from their regular routine. Many festivals were based in agricultural communities and were, therefore, traditionally organized during "flat times of the year" when nothing essential to the production cycle was required. Abrahams (1987) also likened a festival to a firecracker in that they were both exciting and hence attracted attention, and both lasted only for a short period. This may explain the fact that fireworks are often an integral part of many festivals.

Festivals, as a form of special interest tourism, add vitality and enhance the tourist appeal of a destination. According to Zeppel & Hall (1992), festivals are held to celebrate dance, drama, comedy film and music, the arts, crafts, ethnic and indigenous cultural heritage, religious traditions, historically significant occasions, sporting events, food and wine, seasonal rites and agricultural products. Festivals are generally organized for a variety of reasons, 'including enhancing or preserving local culture and history, providing local recreation and leisure opportunities, and enhancing the local tourism industry' (Long & Perdue, 1990). Festivals can be essentially community-based, focused on 'local themes and values' largely aimed at attracting outside visitors or, increasingly, rely for their continued success on appealing to both outsiders and local visitors (Heenan, 1978).

Festivals can be categorized as either special events (Getz, 1989) or as hallmark events (Hall, 1989a). "Special events" was defined as 'A celebration or display of some theme to which the public is invited for a limited time only, annually or less frequently' by the Canadian National Task Force on Tourism Data. "Hallmark Events" are referred to as major, large-scale tourist events with an international status (Hall, 1989b). Hallmark events are major fairs, festivals, expositions, cultural and sporting events which are held on either a regular or a one-off basis (Hall, 1989a). These events normally have

significant economic, physical, socio-cultural, psychological and political impacts on the destination area and host group which organized the event (Ritchie, 1984).

Festivals are an important sector of event tourism. The positive tourism impacts of major festivals include promotional opportunities offered to the host region through media coverage and favourable responses generated in visitors attending the festivals. Festivals generally are viewed by the organizers and host communities as being social or cultural celebrations, and they are also considered as tourist attractions which have a considerable economic impact on the surrounding region (Frisby & Getz, 1989). Therefore, festivals represent an important tourist asset in the tourism market.

2.2 Cultural and Religious Tourism

According to World Tourism Organization (WTO, 1985), the nature of religious tourism was defined as the movement of persons due to essentially cultural motivations as study travels, travels to festivals and another artistic events, visits to places and monuments, travels to explore the nature, the art, the folklore and the pilgrimages'.

Religious tourism as a special interest event has a highly complex impact on local communities. According to Cohen (1984), during their stay in the destination, tourists interact with local residents and the outcome of their relationship is changes in the host individuals' and host community's quality of life, value systems, labor division, family relationships, attitudes, behavioral patterns, ceremonies and creative expressions. Religious minded tourists spend their money on a wide variety of goods and services. They purchase accommodation, food and beverage, transport, communications, entertainment services, goods from retail outlets and tour/travel services just to name a few (Gil & Curiel, 2008).

Cultural and religious tourism destinations are regularly dependent on cultural/heritage resources, which are linked to the economic strength of local

communities. Religious tourism can have wider longer-term benefits as a local development agent, both in the eyes of visitors and residents, and lead to a sustained enhancement of cultural and art facilities in the region. Richards (1993) mentioned cultural and religious tourism can develop as a local agent of development, the quality of life both in urban and rural settings.

2.3 Visitor Motivation to Festival

Getz (1997) states that motivations are considered as integral components of the customer decision-making process for attending a festival. Motivational factors can represent the personal psychological components, such as needs, expectations, benefits sought, and achievements that are likely to be satisfied through tourism activities. Facilities and types of entertainment programs are examples of attributes to be developed toward customer's motivations.

Visitor motivations for festival attendance include the five main elements of spectacle, ritual, games, shared experience and authenticity, which in the context of festivals means "an event which is community-based, so that visitors believe they are sharing in an authentic local celebration" (Getz, 1988). Festivals also seem to attract particular types of tourists, including 'high-contact travellers' who seek cross-cultural experiences, 'explorers' who mix with host society and 'allocentrics' with their cultural/educational motives and a search for the exotic (Pearce, 1982).

In the context of the Phuket Vegetarian Festival, the spectators, mostly domestic as well as western tourists will be attracted to the festival as an exotic spectacle, and remain uninvolved unbelievers, particularly doubting the allegedly supernatural powers of the spirit mediums. The "religious tourists", a category including part of the domestic visitors and of the Chinese from abroad, will be in an ambivalent position, often initially

approaching the festival as a spectacle, but sometimes, under the impact of its ambience, experiencing transformatory effects (Cohen, 2001)

The growing popularity of traveling to attend festivals and events (Boyd, 2002) has prompted researchers to examine this form of tourism with many authors giving attention to investigating the factors that motivate these tourists. Ralston and Crompton (1988) and later Kerstetter and Mowrer (1998) found that family and social benefits were the major motivators of why people choose to attend festivals. Formica and Uysal (1996) concluded that the festivals themselves, by their very nature, were major motivators for tourists. Scott (1996) added to this by suggesting that the type of festival, rather than its background, is a better indicator of success in attracting tourists, while Schneider and Backman (1996) located the motivation for festivals as part of a wider context of "escape" and seeking to experience change from daily routine. Uysal, Gahan and Martin (1993) identified Escape, Excitement/Thrill, Event Novelty, Socialization, and Family Togetherness as five major motivational factors. Later, Formica and Uysal (1998) came up with six motivation factors: Socialization and entertainment, Event attraction and Excitement, Group Togetherness, Cultural/Historical, Family Togetherness and Site Novelty. They also suggested that local visitors were more driven by socialization motivation while those who came from outside the region were most interested in entertainment activities. Later, "Relaxation" had been added as one of the factors by Backman, Backman, Uysal, and Mohr (1995).

Crompton and McKay (1997) identified motivations which attracted visitors to the festivals in the US with 31 motivation items into six categories: Cultural exploration, novelty, socialization, escape, and gregariousness. The analysis showed that visitors exhibit different motives based on the festival type. Nicholson and Pearce (2001) compared motivations for attendances at four events held in New Zealand. 20 motivations broke down into the following categories: Socialization, Novelty/Uniqueness,

Entertainment/Excitement. Escape, and Family. They also concluded that Socialization was important for all events. and the rests varied from different events.

Based on the above literatures, major motivations for festival attendance can be summarized as: General Socialization, Socialization with family or friends, Novelty/Excitement/Thrills, Entertainment, Cultural Exploration/Local Culture, Escape, Local Attractions, Gregariousness, and Variety (see Table 2.1) (Bowen & Daniels, 2005).

Table 2.1: Dimensions of Festival Attendance Motivation

	Formica & Uysal (1996)	Crompton & McKay (1997)	Nicholson & Pearce (2001)
General socialization	X	x	X
Socialization with family or friends	X	x	X
Novelty/Excitement/Thrills	x	X	X
Entertainment	X		X
Cultural exploration/Local culture		X	X
Escape/recover equilibrium		X	X
Ancillary activities			
Local attractions			
Gregariousness		X	
Variety			

Source: Modified from Bowen & Daniels, 2005

In this study on the Phuket Vegetarian Festival, 12 indicators for measuring festival attendees' motivational factors were developed based on empirical researches and studies as well as the festival itself.

- "To observe the other people attending the festival" – As tourists who are not intend to attend Phuket Vegetarian Festival according to their original travel plan can be attracted to participate this festival. Thus, when they are aware of this festival, they may be interested to take a look at the festival and witness how the other people behave during the festival.

- "So I could be with my family or friends" – Many tourists travel to different destinations with families or friends, as they want to spend their time with them. Vacation may be very previous occasion for them, as they are not able to do so often due to busy work or difficulty on gathering together.
- "Because I was curious"—The Phuket Vegetarian Festival has many different features which the other festivals lacked of. Tourist may be very interested to know what make this festival different from the others and how the activities have been performed. For example, the spirit mediums use needles, swords and other objects to pierce their bodies which tourists normally cannot even imagine, thus they cannot wait to know more about the festival.
- "Because it is stimulating and exciting"—the activities of Phuket Vegetarian Festival, such as Bladed-Ladder ceremonies, Fire-walking Ceremonies, and some superstition activities are actually very "extraordinary" , which many tourists considered as "Exciting" and have eager to observe them.
- "To see the entertainment" – Entertainment is always widely accepted as motivational factor for any kinds of festival. In Phuket Vegetarian Festival, the performance by Chinese opera entertainer and spirit mediums are also very attractive to the tourists.
- "To get away from the demands of life"—for people who live in more developed cities, the life is considered stressful because of different kinds of responsibilities to follow. There is pressure from the work, family and the society each day. Therefore, tourists who wish to attend the festival may wish to get rid of all the pressure and stress, and enjoy the festival.
- "To have a change from my daily routine" – Everyday people are repeating the same kind of routine, for example students study everyday, employees need work

everyday. Attend the festival is a chance for them to get away from their normal environment.

- "Because festivals are unique"—The Phuket Vegetarian festival is rare in terms of its exclusive activities that it offers. In addition, it is an annual festival and only happens to be held in Phuket.
- "To enjoy the food"—during Phuket Vegetarian festival, various kinds of vegetarian food are offered to the attendees, for example, all kinds of Vegetarian food in meat shape, sweets, noodles, snacks and beverage. Tourists especially travel with family and friends will always drop over for tasting or purchasing as souvenirs during the festival.
- "To experience new and different things"—the purpose of traveling to a new destination or festival for tourists is to find and experience what they have never seen or do before.
- "Because I like the variety of things to see and do"—tourists always like options and choices. They always expect the festival can offer them variety of activity for them to observe or participate in order to keep them busy. The longer time they can concentrate in festival, the more enjoyable memory they can get from the festival.
- "Because I enjoy festival crowds"—Tourists normally like to visit where others also visit, as this can be interpreted as that "the festival is popular or famous enough".
- "To be with people of similar interest" – According to previous researches, one of the important motivational factor for people attending festival is "Socialization", many people like to share their experience and ideas with those who has same or similar interests.

2.4 Tourists Behaviour

For many festivals, little additional infrastructure is required and they can be held in most regions. In principle, they can be scheduled at times and in places to reduce the impacts of seasonality or to reduce crowding and damage in more sensitive areas (Getz, 1991). Festivals may satisfy tourists' needs for "structured leisure experiences that are high in entertainment value". Robinson & Noel (1991), make the point that festivals are in fact an alternative to the highly structured leisure programs of the past.

"Although the majority of events have probably arisen for non-tourist reasons ...there is clearly a trend to exploit them for tourism and to create new events deliberately as tourist attractions" (Getz 1989). Festivals can be an important factor for travel behavior, both as day trips and overnight. Pleasure travel as a result of attendance at special events accounts for about three per cent of the total pleasure travel in the US but it is one of the fastest growing segments of the tourism industry (Backman et al. 1995). In a study conducted by Wicks & Fesenmaier (1995) that involved a survey of 2100 randomly selected households, it was found that 57 per cent of all pleasure trips in the previous year had included a special event. Of these, 55 per cent indicated that attendance at a special event resulted in an overnight stay, which demonstrated the importance that the field of special events has to the tourism industry.

An emerging trend in the tourism and leisure fields is that a growing number of people are tending to seek more participative experiences, and hence the increasing use of the term 'experiential tourism'. These people are no longer satisfied with simply looking at a tourist attraction and wish to be in some way involved with the experience. Tourists' satisfaction with a tourist attraction is enhanced with visitor participation (Pearce 1991). Special events, particularly festivals, are important from this perspective as they often provide the attendee with the opportunity for a participative experience. Participation can take many varied forms including the tasting of local produce and the involvement in

games and activities aligned to the theme of the event. There are some notable exceptions to this generalization, such as the Olympic Games, which is highly successful in terms of patronage, but does not really offer a great deal in the way of a participative experience.

Festival tourists have the potential to be classified as high 'quality tourists' (Getz, 1994) as they do not only increase the yield of the industry, but are also concerned about the social and environmental impacts of their travels. Not only can festivals minimize environmental and social impacts, but they can contribute to sustainable development (Uysal & Gitelson, 1994).

For the purposes of this study, the visitors who attended the festival have been divided into four major groups (locals, domestic visitors, Chinese visitors from Asian countries, and western visitors) with different kinds of behaviour (Cohen, 2001):

(1) Locals of the Phuket Island and adjoining provinces, most of whom tend to don white outfits at least during the last few days of the festival.

(2) Domestic Visitors, Sino-Thai as well as Thai, part of whom could be classified as "Religious tourists", combining a touristic as well as a religious concern with this festival. Some of them also don white garments, while others remain ordinarily dressed.

The locals and the domestic visitors constitute the bulk of the attendees at festival events and the majority of worshippers at the shrines during the course of the festival.

(3) Chinese Visitors from other Southeast Asian countries, Taiwan, and increasingly from mainland China. Most of these arrive with group tours, whether specifically for the festival or by chance as part of a tour of Thailand. The majority could be classified as "religious tourists", in that they visit the shrines, worship the gods and make donations, but are not pilgrims in a narrow sense of the word. They do not put on white garb and many do not keep the vegetarian precepts. The Chinese are the

principal foreign visitors to the festival, however, most come only for brief visits, often only for a night or two. In contrast to western tourists, the Chinese stay predominantly in the hotels in Phuket town, where they also take most of their meals. Members of the tour groups tend to stick together, visiting the shines and festival events as a group, and only rarely venturing around alone. During the processions they tend to stay in the immediate vicinity of their hotels and do not mix with the local public or follow the processions.

(4) Western tourists, most of whom happen to be vacationing in one of the resorts along the island's beaches during the festival period and appear to be unaware of the existence of the festival. Only a few western tourists come to Phuket specifically for the festival. Unlike the Chinese visitors from abroad, western tourists often move around the site of an event or following a procession part of the way. They usually carry cameras, video-cameras and even TV-cameras, seeking advantageous locations to take pictures and thus occasionally interfering with the ritual proceedings (Cohen, 2001).

2.5 Tourists Activities in General

According to Mannell & Isoahola (1987), individuals participate in amusing activities to suit unmet desires and as an opportunity to escape the routine life though experiencing activities. A person participates or gets involved in a leisure activity because "she or he finds it intrinsically interesting, for its own sake, out of sheer pleasure and enjoyment" (Iso-Ahola, 1999). This implies that by nature people participate in some activities to meet their individual preferences at destinations while travelling. Traditional tourism contained six elements: eating, accommodation, transportation, site-seeing, shopping, and entertainment which provide tourists elementary satisfactory and essential experiences. Modern tourism activity has been changed significantly as more spiritual and

cultural demands have been added to people's basic needs for traveling (Poon, 1993) (see Table 2.2).

Table 2.2: Comparison on Characteristics between Traditional and Modern Tourist

Traditional tourist	Modern tourist
Lack of experience	Seasoned
Standardized products & Can meet the needs	Individuated service, more flexibility, more choices
Only looking for a Feeling "paid a visit"	Pursuing truth, difference and interesting
Watching and recipients	Participation, dedication
Only gain a Superficial understanding through cursory observation	Gain an unadulterated understanding through earnest observation
Jointly tendency	Multiplex content
Be arranged, team	Own arrangements, FIT

Source: Poon, Tourism, Technology and Competitive Strategies, CAB International, 1993

Tourists' activities are based according to their travel types. Raaij & Francken (1984) showed seven types of activities preferred by travellers, which were adventure, experience, conformity, education, health, social contact, and status. Kim, Sun, Jogaratnam, and Oh (2007) examined 23 activity items and generated five major factors: Experiencing Culture, Events and Activities, Entertainment, Leisure, and Relaxation. The findings showed "Events and activities" rated the most preferred activity factor for festival visitors, while "Entertainment" was the least preferred activity factor. Since the majority of previous research on activity has been focused on differences based on demographic or trip characteristics, research on preferred activities by different groups of festival participants is needed to effectively target the festival market. Moreover, there is also need for research to focus on revealing differences in activity preferences of festival goers by different groups of visitors who attend a cultural festival.

2.6 Tourist Activities during the Phuket Vegetarian Festival

As demands for cultural or religious experience increase among festival tourists, more and more activities became part of the tourists' itinerary. The outstanding activities of the Phuket Vegetarian Festival are mentioned below:

2.6.1 The Tall Lantern Pole Raising and Invitation Rituals

One of the principal ritual events during the Phuket Vegetarian Festival is called "the Tall Lantern Pole Raising", and includes the invitation ceremonies for Yok Ong (the Jade Emperor) and the Kiu Ong (the Nine Emperor Gods). This takes place on the first night of the festival. Once the tall lamp is lighted and raised, it signifies the arrival of the Gods.

2.6.2 Street Procession

The biggest and most spectacular events of the Vegetarian Festival are the street processions conducted by the main shrines that pass through the streets of the Phuket town. Street Processions are the events that attract the largest number of spectators, including western tourists. The number of processions increased from six in the earlier days to nine in the recent years. They start on the third day of the festival and end on the last day. The order of processions in the year 2008 is listed in table 2.3.

Table 2.3: Schedule for street processions during Phuket Vegetarian Festival

Schedule for street processions of Chinese Shrines

SAT October 01, 2008	Sapam Shrine
SUN October 02, 2008	Samkong Shrine
MON October 03, 2008	Ban Tha Rye Shrine
TUE October 04, 2008	Bang Neow Shrine, Cherng Thalay Shrine
WED October 05, 2008	Jui Tui Shrine
THU October 06, 2008	Kathu Shrine, Yokkekeng Shrine
FRI October 07, 2008	Sui Boon Tong Shrine

Source: PhuketVegetarian.com (2008)

2.6.3 Superstitious Activities

The highlights of the festival are all kinds of superstitious activities performed by the spirit mediums. During the street processions, most of the mediums cut themselves with swords, axes and pierce themselves with needles and large skewers which are attached to various objects. Some of them cut their tongues and walk around the town without being hurt or tired. Fire walking and bladed-ladder climbing are also two well-known superstitious events during the festival. The spirit mediums walk barefoot over burning charcoal without being hurt in the Fire-walking festival. Barefoot mediums climb up one side of a ladder which is about 20 meters high and consist of more than 30 sharp knife steps until they reach the top without cutting themselves.

2.6.4 Vegetarian Food Cuisine

During the festival, the vegetarian dishes are sold along the streets and in various shops in Phuket, particularly along the parade routes. Not only is the food delicious, it is also extremely extensive in its varied cuisine and presentation of its appearance, especially the sweets. For example, the colourful puddings made of banana rice (Phuket.com, 2008)

2.7 Tourist Profile

2.7.1 Gender

According to Dittmar, there were several gender differences in choices (Dittmar, 1991). Male and female tourists might have different needs, attitudes, and perceptions towards various tourism products and services (Weaver & Lawton, 2000). According to previous research, males prefer historical and culture tourism, while females like man-made beauty more. LeBlanc (2004) mentioned unlike the majority of the

respondents who answered his survey were men, women outnumber men in the category of those who were interested in attending local festivals and special events.

2.7.2 Age

Mansfeld (1992) and Vogt (1978) have identified "age" as one of the important factors that affects tourists' choices on travel destinations and activities. Sirgy and Su (2000) found that elder tourists tend to be more practical and put emphasis on the facilities of a destination as they are concerned about satisfying their needs for self and self-esteem rather than social consistency and social approval, whereas younger tourists consider prestige, novelty and diversity of destination sites more important. The research findings of Uysal, Gahan, & Martin (1993) reveal that older visitors tend to place more importance on Event Novelty than the younger people. However, more and more studies on festival showed that event novelty was more important to the younger group. Raybould (1998) also confirmed that younger visitors have greater desire to seek entertainment and new experiences through event novelty and escape from their normal environment. Zyl and Botha (2004) found the age 18-30 year group appeared to be more motivated by entertainment and festival activities than the older groups.

2.7.3 Nationality

According to Cohen (2001), the Phuket Vegetarian Festival attendees can be classified into four types according to their nationalities, which are Locals, Domestic visitors, Chinese visitors, and Western tourists. Different nationalities are motivated or behave differently during special events, for example festivals. Locals and foreigners do have different perceptions towards festival activities.

2.7.4 Education

According to Harrington and Millar (1993), individuals' educational background is one of the intra-personal influence factors. Much of the literature on travel-tourist decision making has also been directly related to various aspects of intra-personal influence. The major focus has been on tourist motivation, satisfaction and consumer behavior (Pearce, 1982). Leblanc (2004) found from his study that there was significantly higher number of people with Education background "College or under" than the ones with "University or over" when attending local festivals.

2.7.5 Other Variables

Fakeya and Crompton (1991) found that the variable such as "length of stay" is slightly different between repeat visitors and first-time visitors, as the repeat visitors have high level of awareness and familiarity of the destination. First-time visitors showed higher interest on novelty-seeking. Oppermann (1997) mentioned that first timers visit more attractions and participate in more activities, whereas repeat visitors pay more attention on relaxation when visiting a destination. The motivation to visit or revisit a tourist destination is dependent upon one's desire for the novelty of new experiences or the relaxation of familiarity (Gitelson & Crompton, 1984). Mohr, Backman, Gahan and Backman (1993) found the repeat visitors reported the most with the festival initiatives.

2.8 Empirical Studies

LeBLANC (2004): Tourist Characteristics and their Interest in Attending Festivals and Events: An Anglophone/Francophone Case Study on New Brunswick, Canada

The purpose of this article was to examine the other interests and travel motivations and behaviours of this group and to outline any differences between French and English speaking respondents. This study was undertaken in 2001 between June and

October in the province of New Brunswick, Canada with 4990 tourists surveyed. Visitors at a number of tourism sites were randomly selected to participate in a telephone survey. Among them, 1101 (22%) were interested in participating in local festivals and special events. The main findings were firstly all groups surveyed had one common motivation among their top five: "rest, relax, and recuperate" which is one of the major travelling motivations. The other important motivation was to spend quality time with family away from home. Secondly the top priority for travelling consideration was "Customer Service". Lastly, the France speaking tourists felt that it is important to travel somewhere new each vacation, whereas English speaking tourist liked to be active during their vacation.

Boo and **Busser** (2006): Impact Analysis of a Tourism Festival on Tourists Destination Images

The fundamental purpose of this study was to examine whether a tourism festival makes contribution to the improvement of tourists' destination image as well as attract tourists to the destination. Jeju Island in Korea was selected for the survey place. The festival used in this study is the 2nd World Festival for Island Cultures held from May 19 to Jun 17, 2001. The first stage of the survey was administered in the Jeju International Airport over 5 consecutive days. Of 500 survey distributed, 385 usable questionnaires were returned for a 77% response rate. The overall results from the first stage of the research showed those tourists' images after the visit was not impacted positively. Moreover, festival participants' images were not changed favorably when compared those of non-participants' images. The second stage of the survey was conducted 2 weeks later; questionnaires were distributed at the exit of the festival during the last 5 days of the event. Of 500 surveys distributed, 428 usable questionnaires were returned for an 86% response rate. The results showed that the surveyed festival "World Festival for Island

Cultures" did not contribute significantly to the enhancement of the destination image among festival participants.

Kim, Uysal, and Chen (2002): Festival Visitor Motivation from the Organizers' Point of View

The purpose of this study was to solicit the organizers' perception of the attendees' motivations and to compare these results with those of attendees from literature. Data were collected from the festival and event organizers in the Commonwealth of Virginia in 1998. A list of over 600 festival and event organizers was generated to serve as the sampling frame for the study. A two-page survey was mailed to the entire population with a reply-paid envelope and a cover letter. A total of 124 useable questionnaires from festival and event organizations in Virginia were returned, representing an overall response rate of 20.67% of the survey population. The results showed that "Curiosity" and "Novelty seeking" are the two conceptual gaps. Organizers thought the visitors inadvertently look for something unknown whereas the visitors are more inclined to seek something new. Furthermore, the organizer perceived "to observe the other people attending the festival" as the most important visitor motivation whereas most of the visitors voted "to have fun" (Kerstetter & Mowrer, 1998) and "because it is stimulating and exiting" (Raybould, 1998) as the most important factors. Lastly, organizer viewed "Social/Leisure" as the most important factor for visitors' motivation. However, visitors viewed "escape from daily life" as one of the most important motivations.

Boo, Ko, and Blazey (2007): An Exploration of the Influence of Prior Visit Experience and Residence on Festival Expenditures

The purpose of this study was to identify the psychological mechanisms of tourist expenditure behavior by examining how visitors' prior visitation at and distance

traveled to an event influenced expenditures at the festival site. An intercept technique was employed to query festival attendees exiting the second World Festival for Island Cultures-Jeju, South Korea between May 19 and June 17 with a 1-week survey period between June 13 and 19. A total of 356 usable questionnaires was used for the analysis out of 420 questionnaires were distributed. The findings were firstly, first-time visitors who had no prior experience at the event spent more money at the festival site than experienced visitors. Secondly, local residents spent significantly less than visitors from outside the local area. Thirdly, novelty-familiarity experience showed a difference according to travel distance. Fourthly, whose companions were family spent much more money than those visiting with friends. Furthermore, age was the most important predictor and monthly income had no significant impact on expenditures.

Kim, Sun, Joraratnam, and Oh (2007): Market Segmentation by Activity Preferences: Validation of Cultural Festival Participants

The main purpose of this study was to determine the underlying dimensions associated with activity preferences of festival visitors and identify distinct clusters of visitors to assess any significant differences in the factors. Self-administered surveys were approached to every fourth vehicle entering the four main parking lots attending the Backje Cultural Festival during fall 2004. A total of 335 usable questionnaires out of 400 distributed were analyzed for the study. The significant findings were "Leisure and education" and "Events and activities" were most important factors associated with activities, whereas "Entertainment" as well as "Relaxation" was chosen as least important factors. According to the findings, the study also suggested the festival and event managers should focus on "Leisure and Education" and "Events and Activities" to develop products, services, and programs. Age, total spending, and past visit should also be considered in order to segment the festival market.

Zyl and Botha (2004): Motivational Factors of Local Residents to Attend the Aardklop National Arts Festival

The purpose of the study was to determine the motivational factors that push and pull the local residents of Potchefstroom to attend and participate in the Aardklop National Arts Festival, the festival activities they enjoy most as well as the factors discouraging them from attending the festival. The study also aimed to seek for strategies for marketing and communication for festival organizer as well as understand the needs of the host community. The study was conducted in regards to Aardklop National Arts Festival 2003 to be held in the city of Potchefstroom in South Africa. The data were collected by both interviews and questionnaires. Each interview lasted approximately 30-40 minutes. A sample of 240 questionnaires was distributed to the randomly selected households from both high socioeconomic areas and low socioeconomic areas. There were several findings drawn from the research. Firstly, high socioeconomic group had a greater interest in attending arts festival than low socioeconomic group. Secondly, Family Togetherness and Event novelty were the strongest overall push factors for attending the Festival, whereas "Atmosphere as the Festival" was the most important push factor for local residents. Finally, Information and marketing was the strongest overall pull factor and Food & Beverage ranked the second, whereas "Wide Variety of Activities and Entertainment" was the highest rated pull factor for local residents.

Table 2.4: Summary of Empirical studies

Name of the researchers (year)	Research Topic	Objectives of the Research	Research Methodology	Research Findings
LeBLANC (2004)	Tourist Characteristics and their Interest in Attending Festivals and Events: An Anglophone/Francophone Case Study on New Brunswick, Canada	To examine the other interests and travel motivations and behaviours and to outline any differences between French and English speaking respondents.	Randomly telephone survey in 2001 with 4,990 tourists	<p>"Rest, relax. and recuperate" is one of the major travelling motivations. The other important motivation was to spend quality time with family away from home.</p> <p>The top priority for travelling consideration was "Customer Service".</p> <p>Lastly, the France speaking tourists felt that it is important to travel somewhere new each vacation, whereas English speaking tourist liked to be active during their vacation.</p>
Boo & Busser (2006)	Impact Analysis of a Tourism Festival on Tourists' Destination Images	To examine whether a tourism festival makes contribution to the improvement of tourists' destination image as well as attract tourists to the destination.	Questionnaires administered in 2001 with 500 tourists	The surveyed festival "World Festival for Island Cultures" did not contribute significantly to the enhancement of the destination image.
Kim, Uysal, & Chen (2002)	Festival Visitor Motivation from the Organizers' Point of View	To solicit the organizers' perception of the attendees' motivations and to compare these results with those of attendees	Mailed out questionnaires in 1998 through the festival and event organizers	"Curiosity" and "Novelty seeking" are the two conceptual gaps.

Boo. Ko, and Blazey (2007)	An Exploration of the Influence of Prior Visit Experience and Residence on Festival Expenditures	To identify the psychological mechanisms of tourist expenditure behaviour by examining how visitors' prior visitation at and distance travelled to an event influenced expenditures at the festival site	Self-administere d questionnaires to 420 festival attendees	First-time visitors who had no prior experience at the event spent more money at the festival site than experienced visitors. Local residents spent less than visitors from outside the local area. Novelty-familiarity experience showed a difference according to travel distance. Festival attendees whose companions were family spent much more money than those visiting with friends.
Kim, Sun, Joraratnam, & Oh (2007)	Market Segmentation by Activity Preferences: Validation of Cultural Festival Participants	To determine the underlying dimensions associated with activity preferences of festival visitors and identify distinct clusters of visitors to assess any significant differences in the factors.	Self-administere d surveys distributed to 400 festival visitors	"Leisure and education and "Events and activities" were most important factors associated with activities, whereas "Entertainment" as well as "Relaxation" were chosen as least important factors.

Zyl & Botha (2004)	Motivational Factors of Local Residents to attend the Ardklop National Arts Festival	To determine the motivational factors that push and pull the local residents to attend and participate in the Ardklop National Arts Festival, and figure out the festival activities they enjoy most as well as the factors discouraging them	Both interview s and questionnaires were being used. Each interview lasted 30-40 minutes, and 240 questionnaires was distributed to randomly selected households	High socioeconomic group had a greater interest in attending arts festival than low socioeconomic group Family Togetherness and Event novelty were the strongest overall push factors for attending the Festival. "Atmosphere as the Festival" was the most important push factor for local residents. Information and marketing was the strongest overall pull factor "Wide Variety of Activities and Entertainment" was the highest rated pull factor for local residents.
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CHAPTER III

RESEARCH FRAMEWORK

This chapter contains the theoretical framework, conceptual framework, research hypotheses and operationalisation of the independent and dependent variables. Initially, a theoretical framework is described in order to support the conceptual framework. Conceptual framework is followed to show the relationship between independent and dependent variables and formulates the research hypotheses tested in this research. And, the last part of this chapter demonstrates the operationalisation of the independent and dependent variables.

3.1 Theoretical Framework

A theoretical framework is a conceptual model of how one theorizes the relationship among the several factors that have been identified as important to the problems. It clarified the questions and summarised the overall concepts being investigated (McDaniel & Gates, 1998). The literature of following two studies was analysed and modified to be used for drawing the conceptual framework of the present study.

The study of LeBlanc (2004), took a look at the interests and behavior of tourists interested in attending local festivals and special events. In the summer and fall of 2001, the province of New Brunswick surveyed 4990 tourists by telephone in order to understand the pattern of behavior better. The framework of tourism product triangle which was proposed by Chasse (1989) (see Figure 3.1) was adopted, and indicated the festivals and events in the province of New Brunswick was considered as "Services" level

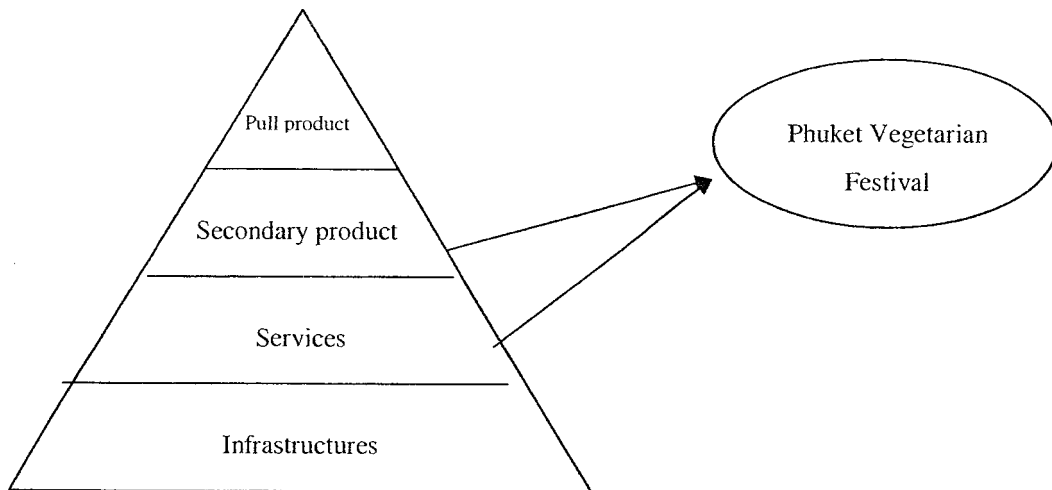
in the framework. as most of them are not sufficiently important to constitute a tourist's major motivation for visiting the province.

The four elements of tourism product triangle of Chasse are shown below:

1. Pull product: This product represents the main reason or motivation for visiting a destination.
2. Secondary product: These products may be attracted to become a pull product on their own, but normally they are just attractions, festivals, and events which are part of tourists' vacation.
3. Services: These are the recreation activities that decorate the tourists' journey, as numerous tourism studies undertaken showed "Customer Service" was the main consideration for festival visitors during their trips.
4. Infrastructures: These products represent the facilities, transportation, accommodation, restaurants, equipment, and etc.

In this thesis, the model of tourism product triangle is adopted as the interests and behavior of tourists interested in attending Phuket Vegetarian Festivals is being studied. Phuket as a world-wide famous "Vacation / Leisure Destination" itself can be considered as the "Pull Product". Phuket Vegetarian Festival as one of the major festivals in the region can be identified as both "Secondary product" and "Service" Level (from Chasse, 1989).

Figure 3.1: Tourism product triangle



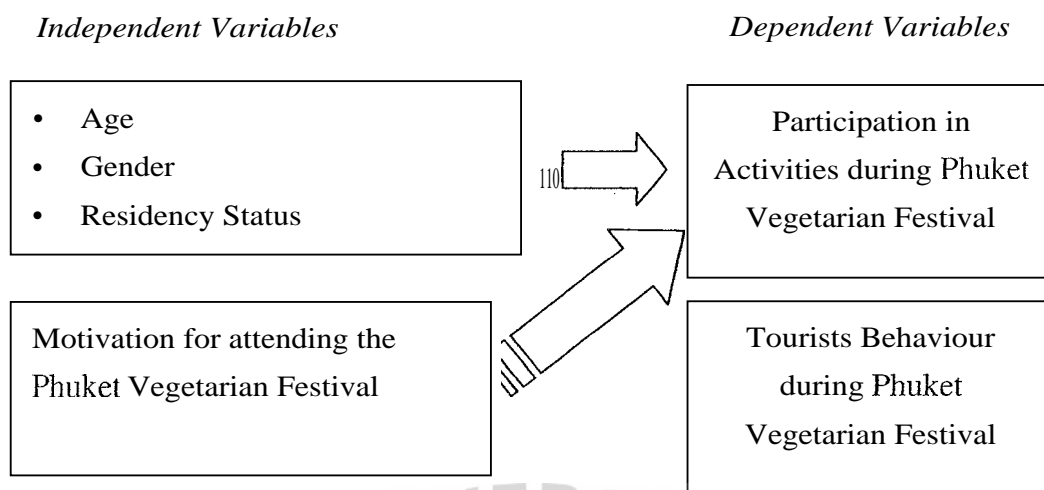
Source: Chasse (1989)

The study of Kim et al. (2007) stated that festival managers and marketers need to target the festival market based on the different types of visitors because they are not homogenous according to their activity preferences and socio-demographic characteristics. Significant activity factors and characteristics can be used to identify and develop powerful marketing strategies for attracting more participants to cultural festivals if they are appropriately designed and developed based on different activity preferences.

3.2 Conceptual Framework

In this research, the socio-demographic information, such as age, gender and residency status, as well as Motivation for attending the Phuket Vegetarian Festival are represented as independent variables while Participation in Activities and Tourist Behaviour during Phuket Vegetarian Festival are the dependent variables as illustrated in Figure 3.2.

Figure 3.2: Conceptual Framework of the research study



Source: Adopted from the studies of Leblanc (2004) and Kim et al. (2007)

Independent Variables

The independent variable is a variable that is expected to influence the dependent variable. Its value may be changed or altered independently of any other variable (Zikmund, 2003). In this research, the Socio-demographic characteristics (age, gender and residency status) of people who attended Phuket Vegetarian Festival and Motivation for attending the Phuket Vegetarian Festival are the independent variables.

Dependent Variables

The dependent variable is a criterion or a variable that is to be predicted or explained, it is expected to be dependent on the experimenter's manipulation of the independent variable (Zikmund, 2003). In this research, Participation in Activities and Tourist Behaviour during Phuket Vegetarian Festival are the dependent variables.

3.3 Research Hypotheses

H1:	The difference among tourists' participation in activities during Phuket Vegetarian Festival in terms of age is not significant
H _{a1} :	The difference among tourists' participation in activities during Phuket Vegetarian Festival in terms of age is significant.
H2:	The difference among tourists' participation in activities during Phuket Vegetarian Festival in terms of gender is not significant.
H _{a2} :	The difference among tourists' participation in activities during Phuket Vegetarian Festival in terms of gender is significant.
H3:	The difference among tourists' participation in activities during Phuket Vegetarian Festival in terms of residency status is not significant.
H _{a3} :	The difference among tourists' participation in activities during Phuket Vegetarian Festival in terms of residency status is significant.
H4:	Tourists' motivation for attending the Phuket Vegetarian Festival is not related to their participation of activities.
H _{a4} :	Tourists' motivation for attending the Phuket Vegetarian Festival is related to their participation of activities.

3.4 Operationalisation of the Independent and Dependent Variables

The operational definition gives meaning to a concept by specifying the activities or operations necessary in order to measure under investigation. Two major forms of operationalisation of variables, namely Operationalisation of independent variables and Operationalisation of dependent variables will be mentioned in this part.

Table 3.1: Operationalisation of Dependent Variables

Dependent Variables	Conceptual Definition	Operational Components	Level of Measurement	Question No.
Participation in Activities	The tourists' involvement in the participation various Tourism Activities during Phuket Vegetarian Festival	<ul style="list-style-type: none"> -Live performance -Lighting and raising of lamps -Attending and viewing ceremonies -Watching and participating in Street Procession -Watching superstition activities -Variety of Entertainment -Local food and drinks -Looking at or purchasing local arts and crafts 	Interval Scale	25-34
Tourists Behavior	Behavior of Respondents interested in attending Phuket Vegetarian Festival	<ul style="list-style-type: none"> -To stay at accommodation near the festival -The festival supports belief of Vegetarian -Experience "Vegetarian Cuisine" -I enjoy introducing an element of dangerous "Superstitious Performance" into my life -Join the crowds once the performance begins -Always active on vacation by being here during the festival -Similar Religious Views -Experience unique festival -I enjoy experiencing different cultures, traditions and ways of life -I spend my time together with family/ friends during the festival -Visit other famous sites and attractions in Phuket along with the festival 	Interval Scale	35-45

Table 3.2: Operationalisation of Independent Variables

Independent Variables	Conceptual Definition	Operational Components	Level of Measurement	Question No.
<i>Socio-demographics</i> Age	The length of time that one has existed; duration of life	10 – 19 years old 20 – 29 years old 30 – 39 years old More than 40 years old	Ordinal Scale	1
Gender	Classification of gender	Male/Female	Nominal Scale	2
Residency Status	The place or country where respondents from	Local (Phuket) Domestic Thailand Others	Nominal Scale	4
Motivation	Tourists' purpose for attending Phuket Vegetarian Festival	-To observe the other people attending the festival -Because I enjoy festival crowds -To get away from the demands of life -Because I was curious -To enjoy the food -Because festivals are unique -To have a change from my daily routine -To be with people of similar interest -So I could be with my Family or friends -To see the entertainment -Because it is stimulating and Exciting	Interval Scale	12 - 24

CHAPTER IV

RESEARCH METHODOLOGY

This chapter presents the methodology to be used in the research study. Method of research used is discussed in the introductory part, and then followed by Respondents and Sampling Procedures, Research Instrument/Questionnaire, Collection of Data and Gathering Procedures. The last section presents pre-test and reliability and Statistical Treatment of Data.

4.1 Methods of Research Used

Descriptive Research is used as the method of research in this study. According to Zikmund (2003), descriptive research describes characteristics of a population or phenomenon. It seeks to determine the answers to who, what, when, where, and how questions. It often helps segment, target markets, and determine the extent of differences in the needs, perceptions, attitudes, and characteristics of subgroups.

4.2 Respondents and Sampling Procedures

4.2.1 Target Population

Individual males or females, either international visitor, domestic Thai visitors or local Phuket people who attended Phuket Vegetarian Festival were target respondents of this study. Convenience Sampling which refers to sampling by obtaining units or people who are most conveniently available was used in this study, as the researchers generally use convenience samples to obtain a large number of completed questionnaires quickly and economically (Zikmund, 2003).

4.2.2 Sample Size

As there is no prior information on the festival population of Phuket Vegetarian Festival in the past couple of years, the research applied sequential sampling to determine the sample size. According, to the formula, the sample size for this study should be 384 (see Figure 4.1) (Zikmund, 2003).

Figure 4.1: Sequential Sampling

$$n = \left\{ \frac{ZS}{E} \right\}^2$$

Z=the confidence interval at 95 percent (Z-value=1.96)

S=assume 0.5 as standard deviation

E=assume the range of error to be 0.05

4.2.3 Sampling Procedures

This research studies the motivation, activity participation, and behaviour of the tourists who attended the Phuket Vegetarian Festival. Therefore, the target respondents were obviously the tourists who come to attend the Phuket Vegetarian Festival. A set of 384 questionnaires was planned to be distributed to the target respondents.

This year 2008, the Phuket Vegetarian Festival was held from 28th September to 7th October, 2008. The questionnaires were distributed the respondents from September 29th onwards by five assistants of the researcher who in fact are Phuket residents and had sufficient communication skills in English language. The researcher introduced her study to the five assistants in details via telephone conversation. The researcher visited Phuket from October 3rd to October 8th along with other two assistants personally and joined the team for survey distribution and site visits. Respondents were required to fill-in the questionnaire as well as reveal their contact information such as e-mail addresses to be

contacted later for any additional questions. Due to the limited time duration, festival duration was (nine days), total of 243 survey questionnaires were collected during the Phuket Vegetarian Festival. Another 25 survey questionnaires were returned after the festival via email. All 268 questionnaires were considered qualified samples.

The questionnaires were distributed at the following locations, Sapam Shrine, Samkong Shrine, Kathu Shrine, Jui Tui Shrine, Phuket Bus terminal, and Phuket international airport. Most of the respondents were contacted while taking rest during the festival, having meals in restaurants, observing while performance or events took places, or shopping at the street markets near the shrines. Approximate 50 survey questionnaires were turned before and on October 3, the first 5 days of the festival. From Oct 4 onwards, on an average 50 questionnaires were collected each day. The reason was because it was obviously noticed that there were more participants during the last few days of the festival. The Jui Tui shrine was the location where collected most questionnaires. The problems while distribution or making contact with respondents were firstly, many respondents who were observing or who do not their private times to be disturbed would refuse immediately though the researcher had not introduced her purpose yet. Secondly, the respondents who were travelling with family refused to answer because the other family members did not seem like to wait. Lastly, as there are total 4 pages of the questionnaires, there were respondents who filled only 1 or 2 pages and were asked to complete the whole questionnaire.

4.3 Research Instruments/Questionnaire

In this research, the researcher used a structured questionnaire to investigate the motivation, activity participation, and tourist behaviour of the people who attended Phuket Vegetarian Festival.

The questionnaire was developed from the studies of Leblanc (2004) and Kim et al. (2007) to identify key motivation, activity participation, and tourist behaviour factors of tourists who attended Phuket Vegetarian Festival. Furthermore, demographic variables such as age, gender and residency status will be examined.

The closed-ended questionnaire has six parts:

Part I: General Profile of Respondents

The first part of the questionnaire asked the general demographic information and background of the respondents. A total of three multiple-choice questions were formulated in this part.

Part II: Tourism Profile of Respondents

The second part of the questionnaire asked the travel characteristics of the respondents. A total of eight multiple-choice questions were formulated in this part.

*Part III: Motivation for attending **Phuket** Vegetarian Festival*

In this part, the respondents' level of importance of motivation statements for attending Phuket Vegetarian Festival on a 5-point Importance scale will be used to study 13 questions, where 5-Very Important, 4-Important, 3-Neither or not, 2-Not Important, 1-Not at all important.

Part IV: Interest in participation of various Tourism Activities

This part consists of ten questions which asked the respondents about their level of interest in their participation of various tourism activities at Phuket Vegetarian Festival

on a 5-point Likert Scale, where 5-Very Interested, 4-Somewhat interested, 3-Neither or not, 2-Not Interested, 1-Not at all interested.

Part V: Travel Behavior of Respondents

Eleven questions on the respondents' travel behaviour for attending Phuket Vegetarian Festival were formulated on a 5-point Likert Scale, where 5-Strongly agree, 4-Somewhat agree, 3-Neither agree nor disagree, 2-Somewhat disagree, 1-Strongly disagree.

Part VI: Comments and Recommendations

Two open-ended questions are inserted for respondents to provide more useful information from their own.

4.4 Collection of Data/Gathering Procedures

4.4.1 Secondary Data

The researcher obtained informative data to support this research study from many sources such as textbooks, newspaper articles, academic tourism research journals, e-news, statistics from The Tourism Authority of Thailand's website and library, Assumption Huamak library, computerized databases, on-line research articles, and brochures and text information from Chinese Shrines where the festival took places.

4.4.2 Primary Data

In this study, the researcher intends to collect the primary data. A survey method was used to collect the primary data. 40 questionnaires have been used for pre-test. Most of the respondents were intercepted while they were free from the various

festival activities or while they were taking a rest. The process was carried out during 28th September to 7th October 2008. The questionnaires for Pre-test were assessed using Statistical Package of Social Science (SPSS) program to analyze and interpret the output data.

4.5 Pre-test and reliability test

Pre-test is a small-scale study to test a questionnaire in order to minimize the likelihood of respondents having problems in answering the questions and of data recording problems as well as to allow some assessment of the questions' validity and the reliability of the data that will be collected, according to Saunders, Lewis and Thornhill (2003). Cronbach's alpha is a reliability coefficient that reflects how well the items in a set are positively correlated to one another. It is computed in terms of the average intercorellations among the items measuring the concept. Reliabilities less than .60 are generally considered to be poor, acceptable for those in the .7, and over .8 to be good. Hence, the closer the reliability coefficient gets to 1.0, the better (Sekaran, 1992).

The researcher conducted a pre-test by distributing 40 sets of questionnaire to visitors who attended Phuket Vegetarian Festival from September 28 to Oct 7, 2008 at various locations where the festival took place to assess the reliability of the questionnaire. Raw data obtained from the pre-test study were decoded and processed by the Statistical Package of Social Science (SPSS) programme, to find validity and reliability level.

Reliability assessment was carried out by using the Cronbach's Coefficient Alpha Scale. Since the outcome of reliability analysis-scale or alpha of 21 items was greater than 0.6(see Table 4.1). Hence, it could be considered that the questionnaire was reliable and met the research objective.

Table 4.1: Pre-test Results

10 Items on Activity Participation

Case Processing Summary				Reliability Statistics	
		N	%	Cronbach's Alpha	N of Items
Cases	Valid	40	100.0	.80c	10
	Excluded ^a	0			
	Total	40	100.0		

a. Listwise deletion based on all variables in the procedure

11 Items on Behavior

Case Processing Summary				Reliability Statistics	
		N	%	Cronbach's Alpha	N of Items
Cases	Valid	40	100.0	.795	11
	Excluded ^a	0	0		
	Total	40	100.0		

a. Listwise deletion based on all variables in the procedure

4.6 Statistical Treatment of Data

4.6.1 Descriptive Statistics

Descriptive Statistics is used for Exploratory Data Analysis to describe and compare variables numerically. The aspects of frequency distribution, Central Tendency (Arithmetic Mean, Median and Mode), Dispersion (Range, Mean Deviation and Standard Deviation) and correlation are measured (Zikmund, 2003).

4.6.2 Inferential Statistics

Inferential Statistics are used for Confirmatory Data Analysis to investigate questions, models and hypotheses.

In this research, the researcher applied three statistical treatments of data, which are *Independent Sample t-test*, *ANOVA (Analysis of Variance)*, and *Pearson's Correlation Coefficient*. Independent Sample t-test is a univariate hypothesis test using the t-distribution rather than the Z-distribution. It is used when the population standard deviation is unknown and the sample size is small. Analysis of Variance (ANOVA) is the analysis of the effects of one treatment variable on a n interval-scaled or ration-scaled

dependent variable; a technique to determine if statistically significant differences in means occur between two or more groups. Pearson's Correlation Coefficient is a statistical measure of the covariation, or association, between two variables (Zikmund, 2003).

4.7 Statistical Tests Used

Table 4.2: Summary of statistical tests used

Hypothesis	Statement	Statistical Test
Hypothesis 1	The difference among tourists' participation in activities during Phuket Vegetarian Festival in terms of age is significant.	One-way ANOVA
Hypothesis 2	The difference among tourists' participation in activities during Phuket Vegetarian Festival in terms of gender is significant.	Independent Sample t-test
Hypothesis 3	The difference among tourists' participation in activities during Phuket Vegetarian Festival in terms of residency status is significant.	One-way ANOVA
Hypothesis 4	Tourists' motivation for attending the Phuket Vegetarian Festival is related to their participation of activities.	Pearson's Correlation Coefficient

CHAPTER V

DATA ANALYSIS AND FINDINGS

This chapter demonstrates the data analysis and findings of this research study. There are two parts; the first part is the presentation of the data analysis that summarizes the findings from the data collection of 268 questionnaires. The other part illustrates the hypothesis testing results by use of independent and dependent variables.

5.1 Data Processing and Analysis

Data was analyzed and summarized in a readable and easily interpretable form. The Statistical Package for Social Science (SPSS) version 16 was utilized to summarize the data. Descriptive analysis was acted upon to derive the frequency tables and percentage in order to observe the distribution of variables within the population. The variables were classified by age, gender, residency status, and motivation among the dependent variables, namely 1) participation in activities and 2) tourists behaviour.

5.1.1 Frequency Distribution of Independent Variables: Respondent's Demographic characteristics

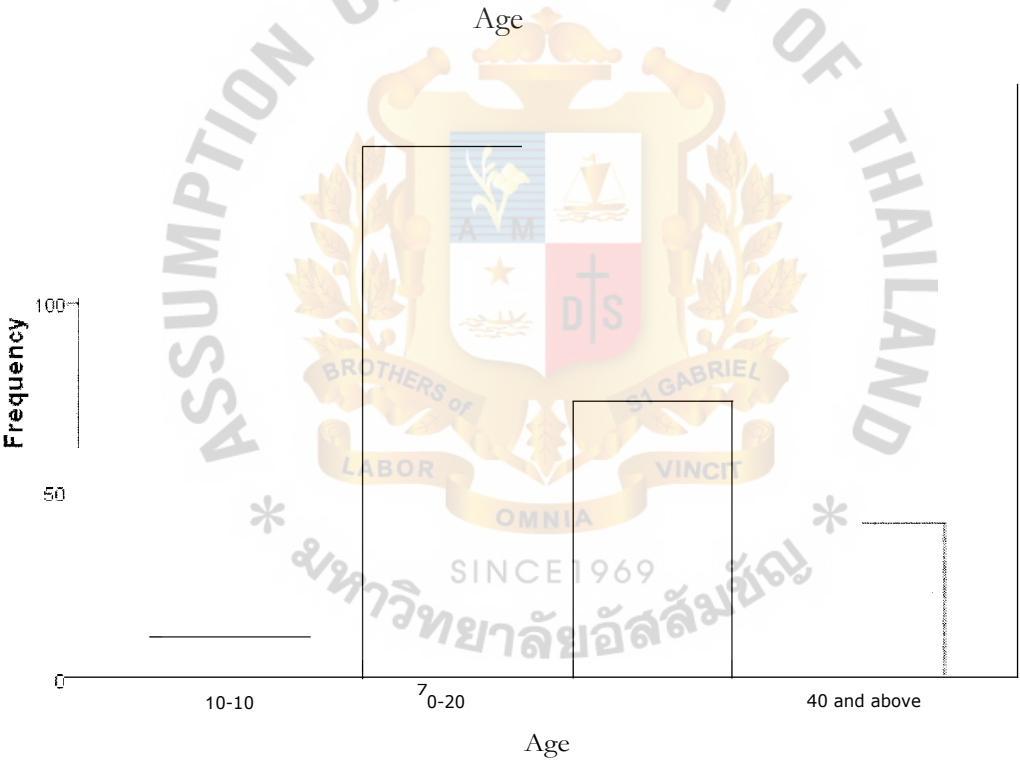
5.1.1.1 Age

Table 5.1 and Figure 5.1 demonstrate that the majority of the respondents' ages in this research study is in the range of "20-29 years old" group (142 respondents or 53%), followed by the "30-39 years old" group (74 respondents or 27.6%), "40 and above" group (41 respondents or 15.3%) and "10-19 years old" group (11 respondents or 4.1%) respectively.

Table 5.1 Age distribution of the respondents

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10-19	11	4.1	4.1	4.1
	20-29	142	53.0	53.0	57.1
	30-39	74	27.6	27.6	84.7
	40 and above	41	15.3	15.3	100.0
Total		268	100.0	100.0	

Figure 5.1 Frequency of respondents' characteristics distributed by Age



As the convenience sampling was used in this study, the age group from 20-29 was the easiest group to start to talk with and were most pleased to answer the questionnaires. Since the respondents were in the same age group as the researcher, this led to a better understanding and cooperation. The age group 10-19 was mostly influenced by parents or family to attend the festival while as the age group 40 and above

normally did not want their private time to be disturbed and refused to fill-in the questionnaire.

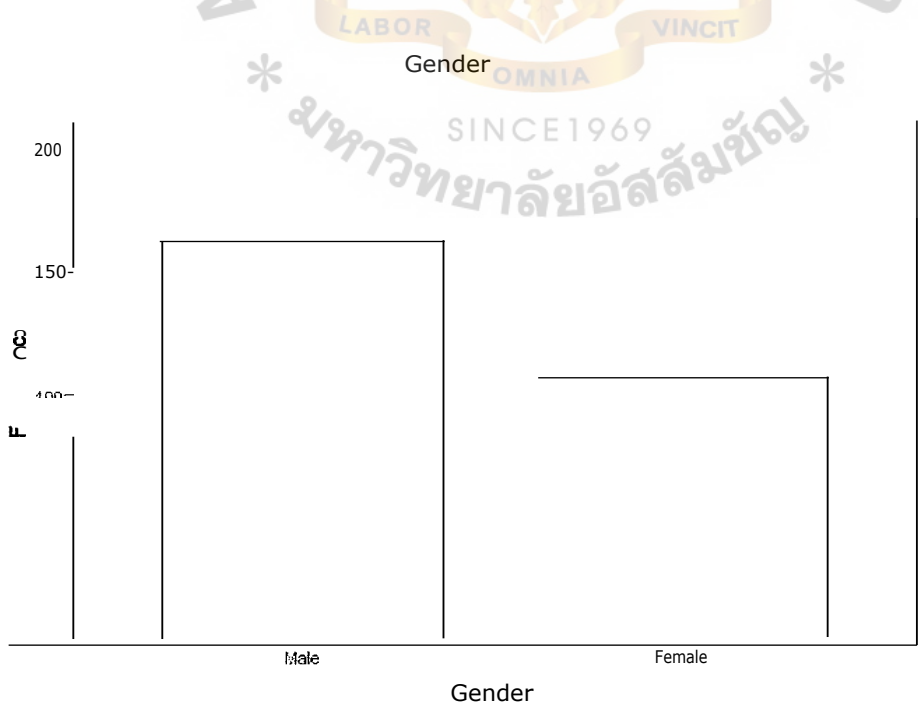
5.1.1.2 Gender

Table 5.2 and Figure 5.2 demonstrate that out of 268 respondents, the largest proportion of the respondents were "male" (162 respondents or 60.4%). The remaining 106 respondents, accounting for 39.6%, were "female".

Table 5.2 Gender distribution of the respondents

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	162	60.4	60.4	60.4
	Female	106	39.6	39.6	100.0
	Total	268	100.0	100.0	

Figure 5.2 Frequency of respondents' characteristics distributed by Gender



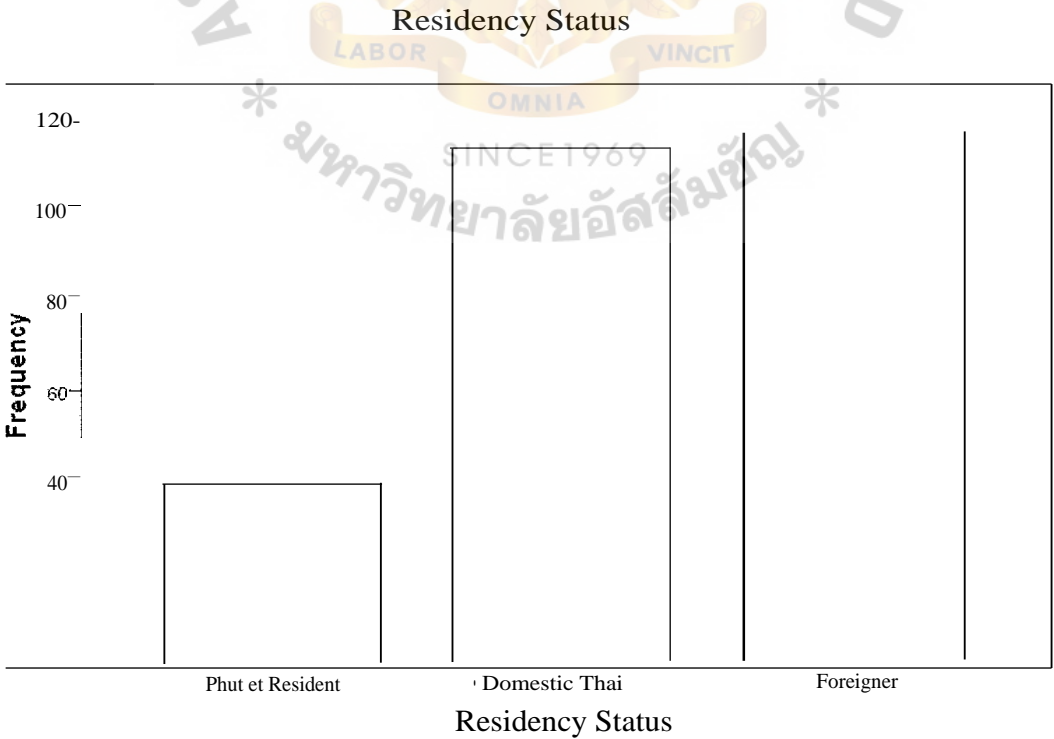
5.1.1.3 Residency Status

Table 5.3 and Figure 5.3 demonstrate that out of 268 respondents, 116 respondents (43.3%) were "foreigners", 113 respondents (42.2%) were "domestic Thais" and the remaining 39 respondents (14.6%) were "Phuket Residents".

Table 5.3 Residency Status distribution of the respondents

Residency Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Phuket Resident	39	14.6	14.6	14.6
	Domestic Thai	113	42.2	42.2	56.7
	Foreigner	116	43.3	43.3	100.0
	Total	268	100.0	100.0	

Figure 5.3 Frequency of respondents' characteristics distributed by Residency Status



5.1.1.4 Motivation

Table 5.4 Descriptive Statistics of Visitor Motivation of attending the Phuket Vegetarian Festival

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
To observe the other people attending the festival	268	2	5	3.75	.905
Because I enjoy festival crowds	268	1	5	3.49	1.083
To get away from the demands of life	268	1	5	3.88	1.145
Because I was curious	268	3	5	4.03	.746
To enjoy the food	268	2	5	4.11	.944
Because festivals are unique	268	2	5	4.01	.805
To have a change from my daily routine	268	1	5	3.88	1.102
To be with people of similar interest	268	1	5	3.49	1.103
So I could be with my family or friends	268	1	5	3.75	1.221
To see the entertainment	268	1	5	3.82	.970
Because it is stimulating and exciting	268	2	5	4.04	.831
To experience new and different things	268	2	5	4.04	.949
Because I like the variety of things to see and do	268	2	5	4.14	.812
Valid N (listwise)	268				

From Table 5.4, motivation items for attending the Phuket Vegetarian Festival should be interpreted using the criterion: 5=Very Important, 4=Important, 3=Neither or not. 2=Not Important, and 1=Not at all Important.

Based on above criterion, the importance of various motivation items for attending the Phuket Vegetarian Festival could be interpreted positive. The mean score of all items range between 4.2 and 3.4 which is "Important". The details of motivational items are as follow: "Because I like the variety of things to see and do" (4.14), "To enjoy the food" (4.11), "To experience new and different things" (4.04), "Because it is stimulating and exciting" (4.04), "Because I was curious" (4.03), and "Because the festival is unique" (4.01) are important motivations. Then followed by "To have a change from my daily routine" (3.88), "To get away from the demands of life" (3.88), "To see the entertainment" (3.82), "So I could be with my family or friends" (3.75), "To observe the other people attending the festival" (3.75), "To be with people of similar interest" (3.49), and "Because I enjoy festival crowds" (3.49).

According to the motivation factors mentioned in Chapter Two, the results showed that "Novelty/Excitement/Thrills", "Cultural exploration/Local culture", and "Variety" were the most important factors for the visitors who attended the Phuket Vegetarian Festival.

5.1.2 Dependent Variable Frequency

5.1.2.1 Activity Participation

According to the outcome shown in Table 5.5, respondent's interest in participation of various tourism activities during the Phuket Vegetarian Festival is positive. The mean score in the range between 3.4 and 4.2 could be interpreted as "Interested" as indicated as the following. The interest of "Having local food and drinks" got the highest mean score which is 4.18, followed by the interest of

"Entertainment through sound of drums, gongs, cymbals and fire-crackers" (4.05), "Attending and viewing ceremonies" (4.02), "Watching Street Procession" (3.99), "Watching superstition activities" (3.95), "Visit to Taoist temple as part of ceremonies of vegetarian festival centers" (3.91), "Lighting and raising of lamps as part of rituals" (3.86), "Looking at or purchasing local arts and crafts" (3.85), "Participation in Street Procession" (3.56), and "Performance by Chinese opera entertainers" (3.47).

According to the information gathered during the festival and previous research, the local TAT office emphasizes primarily the vegetarian cuisine in its promotional materials instead of the exotic sight of pierced medium, as they believe the vegetarian cuisine is more widely acceptable, and the results showed "Food" rated highest among all interest items. Additionally, for "Street Procession", the score for "Watching" is much higher than "Participation".

Table 5.5 Interest in participation of various Tourism Activities

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Performance by Chinese opera entertainers	268	1	5	3.47	1.182
Lighting and raising of lamps as part of rituals	268	1	5	3.86	.909
Attending and viewing ceremonies	268	1	5	4.02	.848
Watching Street Procession	268	2	5	3.99	.828
Participation in Street Procession	268	1	5	3.56	1.081
Watching superstition activities	268	1	5	3.95	1.181
Entertainment through sound of drums, gongs, cymbals and fire-crackers	268	2	5	4.05	.828
Having local food and drinks	268	2	5	4.18	.924
Looking at or purchasing local arts and crafts	268	2	5	3.85	.919
Visit to Taoist temple as part of ceremonies of vegetarian festival centers	268	1	5	3.91	1.044
Valid N (listwise)	268				

5.1.2.2 Tourists Behaviour

Table 5.6 Travel Behavior in attending the Phuket Vegetarian Festival

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I like to stay in an accommodation near the festival	268	1	5	3.70	1.263
Being a vegetarian, attending this festival supports my beliefs	268	1	5	3.47	1.325
I wish to experience delicious "Vegetarian Cuisine"	268	1	5	4.05	.976
I enjoy introducing an element of dangerous "Superstitious Performance" into my life	268	1	5	3.20	1.256
I often join the crowds once the performance begins	268	1	5	3.37	1.148
I like to be active on vacation by being here during the festival	268	1	5	3.82	.888
Attending Vegetarian Festival shares similar views of my religion	268	1	5	3.50	1.096
It is important for me to see or experience this unique once in a year festival	268	2	5	4.03	.854
I enjoy experiencing different cultures, traditions and ways of life	268	1	5	4.11	.863
I want to spend my time together with family/friends during the festival	268	1	5	4.12	.986
I intend to visit other famous sites and attractions (beach, nightlife, shopping) in Phuket along with this festival	268	1	5	4.12	1.069
Valid N (listwise)	268				

In accordance with the outcome in Table 5.6. the range of mean values of all below statements is between 4.2-3.4, this should be interpreted as "Somewhat agree", which include "I intend to visit other famous sites and attractions (beach, nightlife, shopping) in Phuket along with this festival" and "I want to spend my time together with family/friends during the festival"(4.12), followed by "I enjoy experiencing different cultures, traditions and ways of life" (4.11), "I wish to experience delicious Vegetarian Cuisine" (4.05.), and "It is important for me to see or experience this unique once in a year festival" (4.03), "I like to be active on vacation by being here during the festival" (3.82), "I like to stay in an accommodation near the festival" (3.70), "Attending Vegetarian Festival shares similar views of my religion" (3.50), "Being a vegetarian, attending this festival supports my beliefs" (3.47).

The remaining tourists' behaviors mean values are in the range of 3.4-2.6 and should be interpreted as "neither agree nor disagree", which include the statements "I often join the crowds once the performance begins" (3.37), and "I enjoy introducing an element of dangerous "Superstitious Performance" into my life" (3.20).

5.2 Hypothesis Testing

According to Lind, Marchal, & Wathen, 2005, a hypothesis is a statement about a population parameter developed for the purpose of testing. Hypothesis testing is a procedure based on sample evidence and probability theory to determine whether the hypothesis is a reasonable statement. The hypothesis which is developed for the purpose of testing is called the *null hypothesis*, designated H_0 . The *alternate hypothesis* is the statement that is accepted if the sample data provide sufficient evidence that the null hypothesis is false, which is designated H_1 (Lind, Marchal, & Wathen, 2005).

Level of Significance is the probability of rejecting the null hypothesis when it is true. It is designated α (Lind, Marchal, & Wathen, 2005). If the probability of

occurrence of the observed data is *smaller than* the level of significance, then the data suggests the null hypothesis should be rejected (Zikmund, 2003).

This research study consists of four hypotheses. One-way ANOVA, Independent sample t-test, and Pearson's Correlation Coefficient were used to test the hypotheses. The significance level used in this research study is 0.05 or 95% level of confidence.

5.2.1 Hypothesis 1

H ₀ 1:	The difference among tourists' participation in activities during the Phuket Vegetarian Festival in terms of age is not significant
H _a 1:	The difference among tourists' participation in activities during the Phuket Vegetarian Festival in terms of age is significant.

5.2.1.1 One-Way ANOVA Analysis of Hypothesis 1

The One-Way ANOVA analysis in Table 5.7 reveals the only items "Watching superstition activities" and "Visit to Taoist temple as part of ceremonies of vegetarian festival centers" have significant values, 0.579 and 0.151 which are more than 0.05. Therefore, the null hypothesis failed to reject for this item. This means that the difference among tourists' participation in "Watching superstition activities" and "Visit to Taoist temple as part of ceremonies of vegetarian festival centers" during the Phuket Vegetarian Festival in terms of age is not significant.

However, the other eight items reveal significance values less than 0.05. They are "Entertainment through sound of drums, gongs, cymbals and fire-crackers" (.002); "Participation in Street Procession" (.001); "Performance by Chinese opera entertainers" (.000); "I Lighting and raising of lamps as part of rituals" (.000); "Attending and viewing ceremonies" (.000); "Watching Street Procession" (.000); "Having local food and drinks" (.000); and "Looking at or purchasing local arts and crafts" (.000). Therefore, the null hypothesis is rejected for these eight items. This means that there are significant

differences in these items among tourists' participation in activities during Phuket Vegetarian Festival in terms of age.

Table 5.7 One-way ANOVA Test for Hypothesis 1

		ANOVA				
		Sum of Squares	Df	Mean Square	F	Sig.
Performance by Chinese opera entertainers	Between Groups	51.294	3	17.098	14.041	0.000
	Within Groups	321.467	264	1.218		
	Total	372.761	267			
Lighting and raising of lamps as part of rituals	Between Groups	54.304	3	18.101	28.735	0.000
	Within Groups	166.308	264	0.63		
	Total	220.612	267			
Attending and viewing ceremonies	Between Groups	29.485	3	9.828	15.979	0.000
	Within Groups	162.381	264	0.615		
	Total	191.866	267			
Watching Street Procession	Between Groups	19.653	3	6.551	10.59	0.000
	Within Groups	163.314	264	0.619		
	Total	182.966	267			
Participation in Street Procession	Between Groups	19.972	3	6.657	6.02	0.001
	Within Groups	291.95	264	1.106		
	Total	311.922	267			
Watching superstition activities	Between Groups	2.759	3	0.92	0.657	0.579
	Within Groups	369.61	264	1.4		
	Total	372.369	267			
Entertainment through sound of drums, gongs, cymbals and fire-crackers	Between Groups	10.311	3	3.437	5.246	0.002
	Within Groups	172.958	264	0.655		
	Total	183.269	267			
Having local food and drinks	Between Groups	52.173	3	17.391	26.106	0.000
	Within Groups	175.868	264	0.666		
	Total	228.041	267			
Looking at or purchasing local arts and crafts	Between Groups	23.685	3	7.895	10.337	0.000
	Within Groups	201.64	264	0.764		
	Total	225.325	267			
Visit to Taoist temple as part of ceremonies of vegetarian Festival centers	Between Groups	5.778	3	1.926	1.783	0.151
	Within Groups	285.248	264	1.08		
	Total	291.026	267			

5.2.1.2 Post Hoc Tests Results of Hypothesis 1

Post-hoc tests (or post-hoc comparison tests) are used at the second stage of the analysis of variance (ANOVA), the null hypothesis is rejected. The question of interest at this stage is which groups significantly differ from others in respect to the mean (Statistics.com, 2008). In this section, Post Hoc Test were used to identify the differences for the eight items where their significance values were less than 0.05 in term of age (see appendix C).

- Performance by Chinese opera entertainers

The Post Hoc Test demonstrates $I(10-19) - J(40 \text{ and above}) = 1.627^*$, $I(20-29) - J(40 \text{ and above}) = 1.170^*$, and $I(30-39) - J(40 \text{ and above}) = 1.158^*$. The results reveal that the visitors who attended the Phuket Vegetarian Festival between ages 10-19, 20-29, and 30-39 have stronger interests in "Performance by Chinese opera entertainers" than the visitors whose age are 40 and above.

- Lighting and raising of lamps as part of rituals

The Post Hoc Test demonstrates $I(10-19) - J(30-39) = .681^*$, $I(10-19) - J(40 \text{ and above}) = 1.692^*$, $I(20-29) - J(30-39) = .227^*$, $I(20-29) - J(40 \text{ and above}) = 1.238^*$, and $I(30-39) - J(40 \text{ and above}) = 1.011^*$. The results reveal that the visitors who attended the Phuket Vegetarian Festival between age 10-19, 20-29, and 30-39 have stronger interests in "Lighting and raising of lamps as part of rituals" than the visitors whose ages are 40 and above. Also the visitors between 10-29 years old have stronger interest than those whose age group is 30-39.

- Attending and viewing ceremonies

The Post Hoc Test demonstrates $I(10-19) - J(20-29) = .552^*$, $I(10-19) - J(40 \text{ and above}) = 1.180^*$, $I(20-29) - J(40 \text{ and above}) = .627^*$, $I(30-39) - J(20-29) = .372^*$, and $I(30-39) - J(40 \text{ and above}) = .999^*$. The results show that the visitors with ages 30-39 and 10-19 have the strongest interests in "Attending viewing ceremonies", followed by 20-29, then 40 and above group.

- Watching Street Procession

The Post Hoc Test demonstrates $I(10-19) - J(40 \text{ and above}) = .579^*$, $I(20-29) - J(40 \text{ and above}) = .417^*$, $I(30-39) - J(20-29) = .422^*$, and $I(30-39) - J(40 \text{ and above}) = .839^*$. This implies that the visitors' age group is 40 and above has the least interests in "Watching Street Procession" in comparison to other groups, and the age group 30-39 has stronger interest in this activity than the age group 20-29.

- Participation in Street Procession

The Post Hoc Test demonstrates $I(20-29) - J(40 \text{ and above}) = .777^*$ and $I(30-39) - J(40 \text{ and above}) = .722^*$. This implies the age group of 20-29 and 30-39 visitors show stronger interests in "Participation in Street Procession" than the visitors over 40 years old.

- Entertainment through sound of drums, gongs, cymbals and fire-crackers

The Post Hoc Test demonstrates $I(30-39) - J(10-19) = .752^*$, $I(30-39) - J(20-29) = .255^*$, and $I(30-39) - J(40 \text{ and above}) = .517^*$. This implies that visitors between 30-39 years old have the strongest interests in "Entertainment through sound of drums, gongs, cymbals and fire-crackers" than other age groups.

- Having local food and drinks

The Post Hoc Test demonstrates $I(10-19) - J(40 \text{ and above}) = 1.375^*$, $I(20-29) - J(40 \text{ and above}) = 1.259^*$, and $I(30-39) - J(40 \text{ and above}) = 1.045^*$. This implies that all the visitors who attended Phuket Vegetarian Festival with age below 40 have stronger interests in "Having local food and drinks" than the ones whose ages are 40 and above.

- Looking at or purchasing local arts and crafts

The Post Hoc Test demonstrates $I(10-19) - J(20-29) = .545^*$, $I(10-19) - J(30-39) = .735^*$, $I(10-19) - J(40 \text{ and above}) = 1.302^*$, $I(20-29) - J(40 \text{ and above}) = .756^*$, and $I(30-39) - J(40 \text{ and above}) = .567^*$. This implies that the visitors whose age ranges between 10-19 has the stronger interest in "Looking at or purchasing local arts and crafts", followed by the 20-29 and 30-39 group, while the age group "40 and above" was shown to express least interests.

5.2.1.3 Discussions for Hypothesis 1

From the Post Hoc Test, the youngest group (10-19) showed a greater desire to enjoy most of event activities during the Phuket Vegetarian Festival than the slightly older groups did, except the item "Participation in Street Procession". The youngest group was more or less accompanied by their parents or relatives during the festival. They were curious about the festival and wish to discover everything they want to know, thus this group expressed strongest interests in most activities. As the joining the procession was considered as "dangerous elements" by most elders point of view. The youngest group was not able to participate though they may wish to, as they were controlled by the adults.

The age group 30-39 shows strongest interest in activities "Attending and viewing ceremonies", "Watching Street Procession", "Participation in Street Procession", and

"Entertainment through sound of drums, gongs, cymbals and fire-crackers". These age group respondents normally focus more on their careers in their daily routine; however they also wish to enjoy the atmosphere at special events when they have got chance. As above four items are the highlight activities of the festival, they might display greater curiosity to them.

For item "Looking at or purchasing local arts and crafts", during the festival there were shops selling different kinds of fashion clothes in white color, vegetarian food and drinks, and **Phuket** souvenirs in wood and shells, however the age group 40 and above did not show much interest in it as the other groups. As people get older, they tend to conserve more on money for their families, not spending money without plan carefully like the younger groups.

The significant differences between younger group and older group interest in activity participation mentioned above confirm the findings of Raybould (1998) that younger visitors have a greater desire to seek entertainment and new experiences through different event activities.

5.2.2 Hypothesis 2

H02:	The difference among tourists' participation in activities during Phuket Vegetarian Festival in terms of gender is not significant.
H _a 2:	The difference among tourists' participation in activities during Phuket Vegetarian Festival in terms of gender is significant.

5.2.2.1 Independent Sample t-test analysis of Hypothesis 2

As shown in the Independent Sample t-test Analysis Table 5.8, the results reveal that the items "Participation in Street Procession" ($p=.011$), "Watching superstition activities" ($p=.000$), and "Looking at or purchasing local arts and crafts" ($p=.000$) have

significance value less than 0.05. Therefore the null hypothesis is rejected in this case. This means that difference in gender has significant difference in perception toward these four items.

However, the other seven items reveal the significance value more than 0.05. They are "Watching Street Procession"(p=.978), "Performance by Chinese opera entertainers"(p=.538), "Lighting and raising of lamps as part of rituals"(p=.888), "Attending and viewing ceremonies"(p=.087), "Entertainment through sound of drums, gongs, cymbals and fire-crackers" (p=.151), "Having local food and drinks" (p=.116), and "Visit to Taoist temple as part of ceremonies of vegetarian festival centers' (p=.729). Therefore, the null hypothesis failed to reject for these seven items. This means that the difference among tourists' participation in activities during **Phuket** Vegetarian Festival in terms of gender is not significant in these items.

Table 5.8 Independent Sample t-test for Hypothesis 2

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Performance by Chinese opera entertainers	Equal variances assumed	.842	.360	.616	266	.538	.091	.148	-.200	.382
	Equal variances not assumed			.622	231.065	.535	.091	.147	-.198	.380
Lighting and raising of lamps as part of rituals	Equal variances assumed	2.157	.143	-.141	266	.888	-.016	.114	-.240	.208
	Equal variances not assumed			-.136	193.942	.892	-.016	.118	-.250	.218
Attending and viewing ceremonies	Equal variances assumed	1.779	.183	-1.720	266	.087	-.181	.106	-.389	.026
	Equal variances not assumed			-1.669	201.846	.097	-.181	.109	-.396	.033

Watching Street Procession	Equal variances assumed	14.099	.000	-.028	266	.978	-.003	.104	-.207	.201
	Equal variances not assumed			-.027	195.115	.978	-.003	.108	-.215	.209
Participation in Street Procession	Equal variances assumed	15.806	.000	-2.364	266	.019	-.316	.134	-.580	-.053
	Equal variances not assumed			-2.558	265.778	.011	-.316	.124	-.560	-.073
Watching superstition activities	Equal variances assumed	47.016	.000	4.950	266	.000	.700	.141	.422	.979
	Equal variances not assumed			4.587	168.898	.000	.700	.153	.399	1.001
Entertainment through sound of drums, gongs, cymbals and fire-crackers	Equal variances assumed	.276	.600	1.441	266	.151	.149	.103	-.055	.352
	Equal variances not assumed			1.441	224.516	.151	.149	.103	-.055	.352
Having local food and drinks	Equal variances assumed	.033	.856	-1.575	266	.116	-.181	.115	-.408	.045
	Equal variances not assumed			-1.598	235.257	.111	-.181	.114	-.405	.042
Looking at or purchasing local arts and crafts	Equal variances assumed	10.580	.001	-3.971	266	.000	-.444	.112	-.664	-.224
	Equal variances not assumed			-4.132	252.006	.000	-.444	.107	-.655	-.232
Visit to Taoist temple as part of ceremonies of vegetarian festival centers	Equal variances assumed	.990	.321	.347	266	.729	.045	.131	-.212	.303
	Equal variances not assumed			.351	233.965	.726	.045	.129	-.209	.299

5.2.2.2 Compare Means of Hypothesis 2

Table 5.9 Compare Means Report for null hypothesis that is rejected in Hypothesis 2

Gender		Participation in Street Procession	Watching superstition activities	Looking at or purchasing local arts and crafts
Male	Mean	3.75	4.23	3.68
	N	162	162	162
	Std. Deviation	.814	.941	.957
Female	Mean	3.44	3.53	4.12
	N	106	106	106
	Std. Deviation	1.210	1.375	.789
Total	Mean	3.56	3.95	3.85
	N	268	268	268
	Std. Deviation	1.081	1.181	.919

As shown in the Table 5.9, all three items of activity indicated that there are positive effects on both genders. For items "Participation in Street Procession" and "Watching Superstition Activities", demonstrate that male has stronger interests than female visitors. For item "Looking at or purchasing local arts and crafts", obviously female visitors counts stronger interest than male visitors during Phuket Vegetarian Festival.

5.2.2.3 Discussions for Hypothesis 2

Male visitors are more likely than female visitors to "see cultural attractions" as an opportunity to experience something authentic or simply for something to do. Female visitors, on the other hand, are more likely than males to "visit cultural attractions" as a means of spending time with their friends or relatives, regardless of whether they are interested in the attraction. Street procession as well as superstition activities, such as cut oneself with swords, axes, and pierce oneself with needles during Phuket Vegetarian Festival are the most exotic events of the festival, whereas most of male visitors like to seek for things they have never seen or different from their normal environment. Female visitors usually are scared of the dangerous activities, especially when the spirit medium pierced their faces or bodies with blood, female visitors normally seek to do other things instead of watching them. Female prefer shopping instead, including vegetarian festival, as there are many things they can may bring back home for memory or as gifts for friends, conversely male visitors have less interest in shopping regardless of the destination.

5.2.3 Hypothesis 3

H ₀₃ :	The difference among tourists' participation in activities during Phuket Vegetarian Festival in terms of residency status is not significant.
H _{a3} :	The difference among tourists' participation in activities during Phuket Vegetarian Festival in terms of residency status is significant.

5.2.3.1 One-Way ANOVA Analysis of Hypothesis 3

The One-Way ANOVA analysis in Table 5.10 reveals the significance values for items "Performance by Chinese opera entertainers"(.157), "Lighting and raising of lamps as part of rituals"(.391), "Watching superstition activities"(.06), "Entertainment through sound of drums, gongs, cymbals and fire-crackers"(.084), and "Looking at or purchasing local arts and crafts"(.291) are more than 0.05. Therefore, the null hypothesis failed to reject for this item. This means that the differences among tourists' participation in these items during Phuket Vegetarian Festival in terms of residency status are not significant.

There are other five items reveal a significance value less than 0.05. They are "Attending and viewing ceremonies"(.004); "Watching Street Procession"(.003); "Participation in Street Procession"(.000); "Having local food and drinks (.000); and "Visit to Taoist temple as part of ceremonies of vegetarian festival centers"(.000). Therefore, the null hypothesis is rejected for these five items. This means that there are significant differences in these items among tourists' participation in activities during Phuket Vegetarian Festival in terms of residency status.

Table 5.10 One-way ANOVA Test for Hypothesis 3

ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
Performance by Chinese opera entertainers	Between Groups	5.179	2	2.59	1.867	0.157
	Within Groups	367.582	265	1.387		
	Total	372.761	267			
Lighting and raising of lamps as part of rituals	Between Groups	1.559	2	0.779	0.943	0.391
	Within Groups	219.053	265	0.827		
	Total	220.612	267			
Attending and viewing ceremonies	Between Groups	7.709	2	3.854	5.546	0.004
	Within Groups	184.157	265	0.695		
	Total	191.866	267			
Watching Street Procession	Between Groups	8.036	2	4.018	6.087	0.003
	Within Groups	174.931	265	0.66		
	Total	182.966	267			
Participation in Street Procession	Between Groups	30.779	2	15.389	14.506	0
	Within Groups	281.143	265	1.061		
	Total	311.922	267			
Watching superstition activities	Between Groups	7.821	2	3.91	2.843	0.06
	Within Groups	364.548	265	1.376		
	Total	372.369	267			
Entertainment through sound of drums, gongs, cymbals and fire-crackers	Between Groups	3.388	2	1.694	2.496	0.084
	Within Groups	179.881	265	0.679		
	Total	183.269	267			
Having local food and drinks	Between Groups	24.342	2	12.171	15.834	0
	Within Groups	203.699	265	0.769		
	Total	228.041	267			
Looking at or purchasing local arts and crafts	Between Groups	2.087	2	1.044	1.239	0.291
	Within Groups	223.237	265	0.842		
	Total	225.325	267			
Visit to Taoist temple as part of ceremonies of vegetarian festival centers	Between Groups	22.699	2	11.35	11.209	0
	Within Groups	268.327	265	1.013		
	Total	291.026	267			

5.2.3.2 Post Hoc Tests of Hypothesis 3

In this section, Post Hoc Tests were used to identify the differences for the five items which their significance values were less than 0.05 in terms of residency status (see appendix D).

- Attending and viewing ceremonies

The Post Hoc Test demonstrates I (Phuket Resident) - J (Domestic Thai) = .501*, the results show that Phuket Residents have the stronger interest in "Attending viewing ceremonies" than the Domestic Thais.

- Watching Street Procession

The Post Hoc Test demonstrates I (Phuket Resident) - J (Domestic Thai) = .526* and I (Phuket Resident) - J (Foreigner) = .402*. This implies that Phuket Residents have stronger interest in "Watching Street Procession" than Domestic Thais and Foreigners.

- Participation in Street Procession

The Post Hoc Test demonstrates I (Phuket Resident)- J (Domestic Thai) = .960* and I (Phuket Resident)- J (Foreigner)= .962*. This implies that Phuket Residents have stronger interest in "Participation in Street Procession" than Domestic Thais and foreigners.

- Having local food and drinks

The Post Hoc Test demonstrates I (Domestic Thai) - J (Phuket Resident) = .838*, I (Domestic Thai) - J (Foreigner) = .461*, and I (Foreigner) - J (Phuket Resident) = .376* . This implies that Domestic Thais have stronger interest in "Having local food and drinks" than foreigners and Phuket Residents, while Foreigner also have stronger interest than Phuket Residents.

- Visit to Taoist temple as part of ceremonies of vegetarian festival centers

The Post Hoc Test demonstrates I (Phuket Resident) - J (Domestic Thai) = .656* and I (Foreigner) - J (Domestic Thai) = .563*. This implies Domestic Thais have the least interest in "Visit to Taoist temple as part of ceremonies of vegetarian festival centers" than the foreigners and Phuket Residents.

5.2.3.3 Discussions for Hypothesis 3

From the Post Hoc Tests, Phuket Residents have the stronger interest in "Attending and viewing ceremonies", "Watching Street Procession" and "Participation in Street Procession" than the Domestic Thais and Foreigners. Street Procession and various ceremonies are the essential for nine-day Phuket Vegetarian Festival, and normally take place either the early morning (street processions), or late in the night (bladed-ladder ceremony, fire-walk ceremony, and etc). For the local Phuket Residents, they are familiar with the festival itinerary and know where and when each procession take place so that they can follow properly. As for the domestic and foreign visitors, since it could be that they were by chance to be in Phuket during the festival, thus lack prior knowledge about it, but with very limited information that they can search or be given for the festival schedule from the website or travel guide books. Moreover, there are geographic and logistic constraints, as many of them were staying in the hotels near the beaches, therefore it was difficult for them to travel early morning to at night from their resorts to the festival sites.

Domestic Thais have stronger interest in "Having local food and drinks" than foreigners and Phuket Residents, while Foreigner also have stronger interest than Phuket Residents. Obviously, visitors who come from outside Phuket, like to taste traditional local Phuket food, especially when there were hundreds of restaurants and shops selling various types of delicious Vegetarian food. Even the visitors were not vegetarian, they

wish to try the taste of the vegetarian food which look alike the pork meat, fish or beef. The perception of people towards "Vegetarian Food" need to be tasteless, however at the festival, both domestic Thais and the foreigners, were amazed how local suppliers can make use of limited raw materials but produce delicious vegetarian cuisines.

Domestic Thais have the least interest in "Visit to Taoist temple as part of ceremonies of vegetarian festival centers" than the foreigners and Phuket Residents. Foreigners can be divided into two types as: Asian Visitors (Chinese, Malaysian, Hong Kong, and etc) and Westerners. Most of the western tourists, observe, take photos or video-films of passing procession, but rarely take part in worship. In contrast to the westerners, the Asian visitors from abroad do not show that much interest in the extraordinary highlights of the festival which attract the westerners. Most of the Asian Visitors worship the images of the gods in the shrines and the mediums possessed by them in the processions, in the hope of deriving some merit or good fortunes from these acts.

5.2.4 Hypothesis 4

H04:	Tourists' motivation for attending the Phuket Vegetarian Festival is not related to their participation of activities.
H _a 4:	Tourists' motivation for attending the Phuket Vegetarian Festival is related to their participation of activities.

5.2.4.1 Pearson's Correlation Coefficient Analysis of Hypothesis 4

In accordance with the Pearson's Correlation Coefficient Analysis shown in Appendix E, the results can be summarized as in below table 5.11.

Table 5.11: Pearson's Correlation Coefficient Analysis Results of Hypothesis 4

Motivation Items	Results
To observe the other people attending the festival	Rejected all activity items
Because I enjoy festival crowds	Rejected all activity items
To get away from the demands of life	Rejected 7 activity items
Because I was curious	Rejected 7 activity items
To enjoy the food	Rejected 8 activity items
Because festivals are unique	Rejected 6 activity items
To have a change from my daily routine	Rejected all activity items
To be with people of similar interest	Rejected 9 activity items
So I could be with my family or friends	Rejected 4 activity items
To see the entertainment	Rejected 5 activity items
Because it is stimulating and exciting	Rejected 7 activity items
To experience new and different things	Rejected 5 activity items
Because I like the variety of things to see and do	Rejected 6 activity items

5.2.4.2 Discussions for Hypothesis 4

There are significant relationship between the visitors whose motivation of attending Phuket Vegetarian Festival is **"To observe the other people attending the festival"**, **"Because I enjoy festival crowds"**, and **"To have a change from my daily routine"** and all the activities available during the festival. Both motivation items "To observe the other people" and "Enjoy festival crowds" belong to the motivation factor "Gregariousness", visitors with these two kinds of motivation, like to be with people, all the time either only observing or involving. Therefore, they have strong interest in all kinds of activities. The motivation item "To have a change from my daily routine" means the visitors wish to experience new things that are different from their normal environment, while in the festival all activities can be considered as "NEW" and "Different".

The other item **"To get away from the demands of life"** can be explained as visitors with such motivation may more want to relax instead of too much "extraordinary" activities, thus it failed to rejected "Entertainment through sound of drums, gongs, cymbals and fire-crackers" and "Visit to Taoist temple as part of ceremonies of vegetarian festival centers" as there were no significant relationship.

The motivation item **"Because I was curious"** rejected seven activity items, which means there is relationship between this motivation and those seven activities. The only three items failed to reject are "Performance by Chinese opera entertainers", "Lighting and raising of lamps as part of rituals", and "Looking at or purchasing local arts and crafts". For people who are curious of a special festival like Phuket Vegetarian Festival, above three activities may be too common that they can also find them somewhere else, not specially to this festival alone. They are more attracted by the highlighted activities, such as the street procession, superstition activities, and ceremonies.

Both **"Because it is stimulating and exciting"** and **"To experience new and different things"** have significant relationship with the activities, such as "Attending and viewing ceremonies", "Watching Street Procession", "Watching superstition activities", "Entertainment through sound of drums, gongs, cymbals and fire-crackers" and "Visit to Taoist temple as part of ceremonies of vegetarian festival centers".

"To be with people of similar interest" failed to reject only one item which is "Having local food and drinks", shows that the motivation is not related to such activity. **"So I could be with my family or friends"** rejected four activity items, include "Looking at or purchasing local arts and crafts". From the previous study of Boo, Ko, & Blazey, 2007, visitors who travel with family or friends spent much more money than those visiting alone. Thus, there is significant relationship between "Family Togetherness" motivation and activities like "Purchasing and shopping".

The remaining four motivation items **"To enjoy the food"**, **"Because festivals are unique"**, **"To see the entertainment"**, and **"Because it is stimulating and exciting"** rejected "Watching superstition activities" and "Entertainment through sound of drums, gongs, cymbals and fire-crackers", showed positive relationships.

5.3 Comments / Recommendations

The results from two open-ended questions in the questionnaire are summarized as below. The comments (1 to 8) are not in a particular sequence or ranking.

Table 5.12: Open-ended Question Results

Most attractive features	<ol style="list-style-type: none"> 1. Meeting people of different nationalities 2. Cultural significance 3. Street Stalls for shopping are interesting 4. Variety of vegetarian food 5. The fire crackers were incredible. 6. Very different from other festivals. 7. Inimitable superstitious activities 8. Very exciting for the whole family.
Unfavorable response	<ol style="list-style-type: none"> 1. No information when each individual event in the festival was taking place was provided for tourists. 2. The weather is too hot. 3. Too much crowded. 4. Traffic Jam 5. Noise 6. Smoke 7. Some of the activities are very scary for the kids. 8. Not enough information given on the website or from tourist bureau in foreign countries.

According to above Table 5.12, most attractive features for the visitors include meeting people from different countries, cultural significance, variety of food, incredible activities, and etc. Visitors noticed there were several negative environmental impacts,

such as noise, smoke, and traffic jams. They also commented that if there are more information given prior to their visit, they would have well-prepared themselves for the festival, as they found it was not convenient for them to stay in the hotels near the beach side and they in fact wish to take part in most of the festival activities. Many western tourists also mentioned that if the local TAT office the foreign countries could have promoted the festival in different channels or road shows, there should be more visitors came for the festival, as many of them were not aware of this festival before they planned their trip to Phuket (see table 5.12).



CHAPTER VI

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter presents the summary of the study, which comprises three parts. The first part is the summary of findings; the second part is the conclusion of the research outcome, and the last part is the recommendations and the suggestions for further research.

6.1 Summary of findings

6.1.1 Sample profile

Out of 268 respondents of this research study who attended Phuket Vegetarian Festival, the majority of the respondents were male in the age range between 20 and 29 years old, with university background as their educational qualification (see Table 6.1).

Table 6.1 Summary of Respondents' general characteristic

Demographic characteristics	The majority group of respondents (%)	The minority group of respondents (%)
Gender	Male (60.4%)	Female (39.6%)
Age	20-29 (53%)	10-19 (4.1%)
Education	University (65.7%)	Vocational School (8.6%)

6.1.2 Tourism profile

Out of 268 respondents of this research study, the majority of the respondents were foreigners, stayed in Phuket for 3 nights or less, in a travel group size of 3-4 with friends, repeat visitors, the decision of attending the festival was made by everyone in the group, the purpose was for the heritage/culture/tradition, and the source of information about this festival was from friends and relatives (see Table 6.2).

Table 6.2 Summary of Respondents' tourism characteristic

Tourism characteristics	The majority group of respondents (%a)	The minority group of respondents (%)
Residency status	Foreigner	Phuket Residents
Total nights away from home	3 nights or less (27.2%)	7- 9 nights (9.7%)
Travel Group Size	3-4 (37.3%)	5 or more (10.1%)
Prior Visitation	Yes (Repeat Visitor) (54.5%)	No (First-time Visitor) (45.5%)
How you decided to come to this festival?	It was a joint decision (43.7%)	Respondent was primarily responsible for choosing the festival/destination (16.0%)
Reason for visitation	Heritage/Culture/Tradition (54.5%)	Socialization (9.7%)
Type of Accompaniment	With Friends (51.1%)	Miscellany (3.7%)
Source of information	Friends and relatives (35.8%)	TV and radio (5.2%)

6.1.3 Hypothesis testing results

The research study on the topic of "Tourists' Travel Motivation, Activity Participation, and Behavior while attending Phuket Vegetarian Festival" obtained the primary data from 268 questionnaires from the target respondents by applying One-way ANOVA. Independent Sample t-test and Pearson's Correlation Coefficient to test the hypotheses. As shown in Table 6.3, results from all four hypotheses are rejected, meaning there is difference among tourists' participation in activities during Phuket Vegetarian Festival in terms of age, gender, and residency status. Tourists' motivation for attending the Phuket Vegetarian Festival is related to their participation of activities.

Table 6.3 Summary of Hypothesis testing results

Description	Statistic Technique	Hypothesis testing result
Hypothesis 1		
The difference among tourists' participation in activities during Phuket Vegetarian Festival in terms of age is not significant	One-way ANOVA	Reject H_{01} in eight items
Hypothesis 2		
The difference among tourists' participation in activities during Phuket Vegetarian Festival in terms of gender is not significant.	Independent Sample t-test	Reject H_{02} in three items
Hypothesis 3		
The difference among tourists' participation in activities during Phuket Vegetarian Festival in terms of residency status is not significant.	One-way ANOVA	Reject H_{03} in five items
Hypothesis 4		
Tourists' motivation for attending the Phuket Vegetarian Festival is not related to their participation of activities.	Pearson's Correlation Coefficient	Reject H_{07} in 94 items

6.2 Conclusion of the research study based on the objectives

In this section, the researcher wraps up the research findings to achieve the three objectives mentioned in Chapter 1.

Objective 1: To identify the profile of this "type" of tourist and investigate the activities and behavior of tourists during their trips.

Hypothesis 1-3 tested the difference among tourists' participation in activities during **Phuket** Vegetarian Festival in terms of age, gender, and residency status. The profile of the type of tourist was discussed in 6.1.1 and 6.1.2.

Age

The outcome demonstrated eight among ten items rejected. The majority of rejected items confirmed that tourists' participation in activities during Phuket Vegetarian Festival changes with the age of tourists.

Gender

The outcome demonstrated six among ten items are accepted. The majority of accepted items confirmed that the tourists' participation in activities during Phuket Vegetarian Festival did not change with the gender of tourists.

Residency Status

The outcome demonstrated five items failed to reject and other five items accepted. The results could not confirm if tourists' participation in activities during Phuket Vegetarian Festival changed or not with the residency status of tourists.

Objective 2: To explore motivations for attending a large, multi-day vegetarian festival.

Descriptive Analysis was used to test questionnaire Question 12-24 for exploring the motivations for attending Phuket Vegetarian festival. Regarding the respondents' ratings of the importance of individual motivation items, variety of activities is preferred by the most visitors, as they travel to one destination or festival, the more things they find they can get involve, the more enjoyment they can get. Local culture and tradition is also one of the most important motivations, in Phuket Vegetarian Festival, vegetarian food is obviously the outstanding feature, and also as a result of the government section put quite a lot of effort of promoting the event from vegetarian cuisine aspect. As Phuket Vegetarian Festival is a unique festival, therefore tourists can experience many different and exciting activities, which became one important motivation for them choose to participate. However, the results also showed not many people attended because of

their interest in sharing the experience or ideas with the other people nor like the festival crowds.

Objective 3: To examine the relationship between motivations and related variable as activities.

Hypothesis 4 tested the relationship between tourists' motivation for attending the Phuket Vegetarian Festival and their participation to activities.

The outcome demonstrated 94 items rejected and 36 items accepted. The results revealed that there is a positive correlation between the motivation and tourists' participation in activities during Phuket Vegetarian Festival. The majority of rejected items confirmed that tourists' participation in activities during Phuket Vegetarian Festival changed with the motivation of tourists. The perception of participating in certain activities often differed because of different purposes. For instance, tourists with motivation "Relaxation" may like peaceful entertainment and shopping more. They dislike the superstitious activities as the spirit mediums piercing on their bodies because they feel the activities are too much stressed and exciting for them. In contrast, the visitors whose motivation is "Excitement" are seeking for dangerous activities. They do not want to just sit down and watch people lighting and raising the lamps or eating. They can also have the same activities in any other places.

6.3 Recommendations

6.3.1 Recommendations on How to Motivate People

According to Chapter 5, enjoying festival crowds is the least important motivation item for visitors attending Phuket Vegetarian Festival. Environmentally, festival crowds also give negative impact on the festival sites. For some ceremonies, such as fire-walking ceremony, the turn-out number of participants exceeds expectation that the organizer

needs to change the site in order to accommodate the visitors. To improve on this item, Setting up entrance fee can be a solution. An entrance fee for some highlighted events does not only mean increasing the revenue, but also control of the depreciation caused by the overcrowding in some festival sites. Entrance fee helps the organizers in controlling and making sure that people who paid for entrance fee and join the activities have strong interest in participation and are eager about the festival. Additionally, many of the festival sites, such as the Chinese shrines and Taoist temples with over 100 years history, need to be renovated from time to time. Therefore, instead of depending on the donation from each shrine, the local community can also use such extra income for the preservation of the historical sites.

Another motivational item that rated the lowest was to be with people of similar interest. In order to improve on this item, some interesting tourism products should be created and added to the festival, such as creating new opportunities to gather new target.

"Nutrition Campaign" could be a marketing tool to develop a product that includes additional opportunities for the event goers. "Nutrition" is one of the hottest issues now in the world. More and more people take "healthy" into their daily lives. When people are talking about "vegetarian food", the first idea that crops up is to be "healthy". Therefore, Phuket Vegetarian Festival can take this advantage to build up its new feature of "Nutrition" exhibition along with the festival. A big exhibition of all kinds of vegetarian food and beverages, snacks, as well as cosmetics, are all considered as "Nutritious" and "Healthy" along with the festival and will surely generate more attendees. Exhibition is also a platform for people who are interested in Vegetarian food to share experiences and exchange ideas.

In November 2009, the international congress of nutrition will be held in Bangkok with an estimated 5,000 participants from all over world. They will gather to discuss updated nutrition issues. It provides great opportunity for both parties to cooperate and

benefit from each other. The large food and beverage companies as well as the pharmaceutical companies will be attracted to either exhibit or sponsor the festival if the efficient marketing strategies are implemented.

6.3.2 Recommendations for Participation in Activities

From the research, the activity such as participation in street procession got the lowest score in terms of tourists' interest in participation. Participation in street procession often perceived by the tourists as a dangerous activity, as the researcher observed only a few some westerners who took photos while the locals joined the processions. The organizer can promote the participation from the point of gaining a special experience and direct contact with the local culture, and also to remind people that joining street procession is not as dangerous as people would think. As for organizers, it is necessary to ensure that tourists are interested in attending local festival and be able to keep them busy during their trip. The more activities the tourists can participate or observe, the longer time they would spend in the festival.

Local residents of Phuket showed strong interest on worshipping and other essential activities of the festival. Domestic and foreigners are spending more money on the tourist-related goods and services.

In general, Phuket Vegetarian festival has not become a "tourist-oriented event", though during the festival some shops especially those selling fire-crackers, vegetarian food and other devices make a huge turnover, and that the hotels in town were almost fully booked. However, it only happens a week over period. In fact, there are very few local business communities to commercialize the festival itself. Even the festival-related services and goods (accommodation, vegetarian food, and white garments) are not well prepared or informed. There were hundreds of sponsors that Phuket Vegetarian Festival 2008 generated. However, only a very few of them have any exhibiting booth or launch

special products for the festival. For the travel agents, they can create or offer tours or excursions to the festival to the guests. Hotels near the festival sites can offer special rates and packages for the festival travelers. The hotels near the beach sides can also create packages with complimentary transportation to different shrines according to the festival schedule to increase their occupancies. Festival-related goods such as vegetarian food, white garments, photographic products, and souvenirs can join the street stalls as visitors especially westerners always look for various products during a festival to purchase.

The findings showed that people with age between 10-39 have a greater desire to seek entertainment and new experiences through different event activities of the festival than those whose age are 40 and above. The festival has over 100 years history, however, the researcher found that there was no English supported video or documentation that can be purchased at any festival site. There was also no an English interpretation center or information board that can provide background information at the site.

Therefore, it is recommended that an interpretation center should be built up which will serve all foreign and Thai visitors who wish to know more about the festival's history. Hand-on activities can also be used in order to attract children, though the parents might consider the festival to be too scary for the young children. However, a look at smooth pictures and English / Thai story telling might be acceptable to both children and parents.

6.3.2 Recommendations for Administration

According to the questionnaire, the visitors who attended the Phuket Vegetarian Festival would not join the crowds once the performance begins. The researcher noticed that the reason for this was, firstly, most visitors were not aware of this festival before their travel to Phuket. Thus, they have booked the hotels near the beach side which unable them to follow the festival events. Another reason is that there was very limited

information provided to the visitors from any channel. Visitors can hardly get any information from the hotel they were staying in or at the festival sites, such as brochures or other promotional materials. Due to the expansive development of digital technologies where information is wirelessly disseminated, it is true that the Tourism Authority of Thailand already has a well-established website which serves tourists who wish to visit different parts of Thailand. It also gives sufficient sources of statistics or news. However, on the "Event" calendar section, only a short message introducing the Phuket Vegetarian Festival was provided for many years without changes. There is no schedule or itinerary being provided to potential tourists so that they can manage their own trips and obtain sufficient information of the festival in advance. Even the festival itself was not organized by TAT, the knowledge of the festival is supposed to be provided to TAT staff so that they can provide accurate information or direct inquiries to related organizations correctly.

6.4 Suggestion for further research

This study is limited only to a survey conducted at a single festival. Future research may apply the findings from this research to study other significant festivals or events, not necessarily to be in Thailand but also applicable to the other countries.

Furthermore, this study did not examine some significant socio-demographic characteristics such as past visit, total spending which should be considered by festival organizers as the important factors for segmenting the market. Travel Behaviour can also be conducted through in-depth researches. Due to time limitations, the researcher did not analyze the relationship between the motivation and behaviour in details. Moreover, according to the current political situation in Thailand, it can be forecasted that the number of overseas tourists for next year will be decreasing. Therefore, study on how to attract domestic market to the Phuket Vegetarian Festival is also a suggested topic.

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Questionnaire



Dear Respondents:

This questionnaire is designed as part of fulfillment of the requirements for the degree of Master of Business Administration in Tourism Management, Graduate School of Business, Assumption University, Thailand. The purpose of this survey is to understand the motivation, activities and behaviour of the tourists attending "Phuket Vegetarian Festival" during their trips. Your answers are very valuable and your information will be strictly used for educational purpose and treated confidential. Your cooperation and precious time on this questionnaire is highly appreciated.

Sincerely Yours,

Lei Zhang

Part I: General Profile of Respondents

Instruction: Please tick (*I*) the one that matches best with your opinion

1. Gender ☐ Male ☐ Female
2. Age (years) ☐ 10-19 ☐ 20-29 ☐ 30-39 ☐ 40+
3. Education ☐ High School ☐ Vocational School ☐ University ☐ Post Graduate

Part II: Tourism Profile of Respondents

Instruction: Please tick (✓) the one that matches best with your opinion

4. Residency status.
 - ☐ Phuket Resident ☐ Domestic Thai ☐ Foreigner, nationality_____
5. Total nights away from home (Please skip if you are local resident)
 - ☐ 3 nights or less ☐ 4-6 nights ☐ 7-9 nights ☐ More than 9 nights

6. Travel group size (Please skip if you are local resident)

- o 1-2 ☐ 3-4 ☐ 5 or more

7. Prior Visitation to the festival

- ☐ Yes (Repeat Visitor) ☐ No (First-time Visitor)

8. How you decided to come to this festival?

- o Respondent was primarily responsible for choosing the festival/destination
o Travel companion(s) responsible for choosing destination
☐ It was a joint decision
Li Seeing Advertisement prior to visit

9. Reason for visitation

- ☐ Food ☐ Heritage/Tradition/Culture ☐ Entertainment ☐ Socialization

10. Type of Accompaniment

- ☐ Alone ☐ With family ☐ With Friend(s)
o With Lover ☐ With social club ☐ Miscellany

11. Source(s) of information about Phuket Vegetarian Festival

- o Friends and relatives ☐ Local newspapers
Li TV and radio ☐ "Attended last year"
☐ Visitors Bureau ☐ Others_____

Part III: Motivation for attending **Phuket** Vegetarian Festival

Instruction: Please indicate your level of importance with the following statements:

5-Very Important, 4-Important, 3-Neither or not, 2-Not Important, 1-Not at all important

Items	5	4	3	2	1
12. To observe the other people attending the festival					
13. Because I enjoy festival crowds					
14. To get away from the demands of life					
15. Because I was curious					
16. To enjoy the food					
17. Because festivals are unique					
18. To have a change from my daily routine					
19. To be with people of similar interest					
20. So I could be with my family or friends					

Items	5	4	3	2	1
21. To see the entertainment					
22. Because it is stimulating and exciting					
23. To experience new and different things					
24. Because I like the variety of things to see and do					

Part IV: Interest in participation of various Tourism Activities

Instruction: Please indicate your level of interest with the following statements: 5-Very Interested, 4-Somewhat interested, 3-Neither or not, 2-Not Interested, 1-Not at all interested

Items	5	4	3	2	1
25. Performance by Chinese opera entertainers					
26. Lighting and raising of lamps as part of rituals					
27. Attending and viewing ceremonies					
28. Watching Street Procession					
29. Participation in Street Procession					
30. Watching superstition activities (i.e. Cut oneself with swords, axes and pierce oneself with needles)					
31. Entertainment through sound of drums, gongs, cymbals and fire-crackers.					
32. Having local food and drinks					
33. Looking at or purchasing local arts and crafts					
34. Visit to Taoist temple as part of ceremonies of vegetarian festival centers					

Part V: Travel Behavior of Respondents interested in attending **Phuket** Vegetarian Festival

Instruction: Please indicate your level of agreement with the following statements:

5-Strongly agree, 4-Somewhat agree, 3-Neither agree nor disagree, 2-Somewhat disagree, 1-Strongly disagree

Items	5	4	3	2	1
35. I like to stay in an accommodation near the festival					
36. Being a vegetarian, attending this festival supports my beliefs					
37. I wish to experience delicious "Vegetarian Cuisine"					
38. I enjoy introducing an element of dangerous "Superstitious Performance" into my life					

Items	5	4	3	2	1
39. I often join the crowds once the performance begins					
40. I like to be active on vacation by being here during the festival					
41. Attending Vegetarian Festival shares similar views of my religion					
42. It is important for me to see or experience this unique once in a year festival					
43. I enjoy experiencing different cultures, traditions and ways of life					
44. I want to spend my time together with family/ friends during the festival					
45. I intend to visit other famous sites and attractions (beach, nightlife, shopping) in Phuket along with this festival					

Part VI: Comments and Recommendations

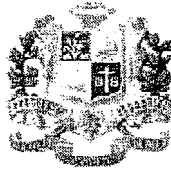
Instruction: Please write down your answer on the space provided.

46. In your opinion, what were the most attractive features of Phuket Vegetarian Festival?

47. Any, unfavorable response about the festival?



แบบสอบถาม



เรี ท่านผู้ตอบแบบสอบถาม:

แบบสอบถามชุดนี้จัดทำขึ้นโดยเป็นส่วนหนึ่งของหลักสูตรปริญญาโทบริหารธุรกิจ สาขาบริหารธุรกิจ
จัดการท่องเที่ยว บัณฑิตวิทยาลัย โดยมีวัตถุประสงค์เพื่อให้เข้าใจแรงจูงใจ
กิจกรรม และพฤติกรรมของนักท่องเที่ยวที่มาร่วมงาน เทศกาลถือศีล คำตอบของท่านนั้นมี
ความสำคัญ และข้อมูลที่ได้จากท่านจะได้รับการเก็บรักษาและนำไปใช้เพื่อประโยชน์ทางการศึกษาเท่านั้น
ขอขอบคุณท่านที่สละ และให้ความร่วมมือในการตอบแบบสอบถามชุดนี้

แสดงความนับถือ
นางสาวเลยี

ส่วนที่หนึ่ง:

กรุณาทำเครื่องหมายถูก (✓) ลงในคำตอบที่สอดคล้องกับตัวท่าน

1. **Mill** ^{35 to} **LABOR** **vittil** **VINCIT**
OMNIA
2. อายุ (ปี)
O 18-19 **CI 20-29** **O 30-39** **O 40** ^{1.11.611.1}
3. การศึกษา
มัธยมปลาย **O dans.** **O iritutu-Igii** **Dirignjii1941413.1**

ส่วนที่สอง: ข้อมูลที่เกี่ยวข้องกับการท่องเที่ยว

คำแนะนำ: กรุณาทำเครื่องหมายถูก (✓) ลงในคำตอบที่สอดคล้องกับตัวท่าน

4. คุณเป็นคนที่ย้ายอยู่ในพื้นที่จังหวัดภูเก็ตหรือไม่

เป็นคนท้องถิ่นมีภูมิลำเนาเดิมอยู่ที่ภูเก็ต

เป็นคนไทยที่มาจากจังหวัดอื่น

อื่นๆ(โปรดระบุ) _____

5. คุณวางแผนจะพักผ่อนกี่วันในการเดินทางของคุณครั้งนี้ (หากคุณเป็นคนในพื้นที่ ข้ามข้อนี้)
☐ 3 คืน หรือ น้อยกว่า ☐ 4-6 คืน ☐ 7-9 คืน ☐ มากกว่า 9 คืน
6. จำนวนคนที่มาเที่ยวในครั้งนี้ (หากคุณเป็นคนในพื้นที่ ข้ามข้อนี้)
☐ 1-2คน ☐ 3-4wg ☐ 5 fill, vilaannrrrii
7. เคยเข้าร่วมงานเทศกาลกินเจมาก่อนหรือไม่
☐ เคย ☐ ไม่เคย
8. นัดตัดสินใจที่จะมาเที่ยวเทศกาลนี้ที่ไหน
☐ ผู้ที่ร่วมเดินทางมาด้วยเป็นผู้ตัดสินใจ
☐ ตัดสินใจร่วมกันกับผู้ที่เดินทางมาด้วยกัน
☐ เห็นจากในโม ณะประชาสัมพันธ์ก่อนที่จะเดินทางมาเที่ยว
9. เหตุผลมาเทศกาล ถือศีล dv
☐ อาหาร ☐ สถานที่ท่องเที่ยว / ขนบประเพณีของภักดิ์ ☐ สถานที่ให้ความบันเทิง
☐ ปาร์ตี้สังสรรค์
10. ประเภทของบุคคลที่ทำมาเที่ยว ้วย
☐ มาคนเดียว ☐ ครอบครัว 117 ☐ vin
☐ มาเป็นกลุ่ม 0 @us) (โปรดระบุ)
11. คุณทราบแหล่งข้อมูลเกี่ยวกับเทศกาลกินมัง
☐ เพื่อนและญาติ ☐ หนังสือพิมพ์ท้องถิ่น
☐ ทวีและวิทยุ ☐ ร่วมเทศกาล ครั้งกั นเล่าให้ฟัง
☐ สำนักงานนักท่องเที่ยวประชาสัมพันธ์ ☐ อื่นๆ

ส่วนที่

กรุณาเรียงลำดับความสำคัญของรายการต่อไปนี้ตามความคิดเห็นของท่าน
 มากที่ 3-ปานกลาง, 2-สำคัญ น้อย, 1-สำคัญน้อยที่สุดหรือไม่สำคัญเลย

หัวข้อ	5	4	3	2	1
12. สนใจมาเยี่ยมชมบรรยากาศของเทศกาลว่าเป็นอย่างไรบ้าง					
13. ชอบสถานที่ที่มีคนเยอะ					
14. อยากผ่อนคลายจากความเครียดและความกดดันที่ต้องเจอในชีวิต					
15. เพราะอยากทราบว่าลักษณะของงานว่าเป็นอย่างไร					

หัวข้อ	5	4	3	2	1
16. เพื่อลิ้มลองอาหารที่มีในเทศกาลถือศีล กิน					
17. เพราะเป็นเทศกาลที่จ ึ่งเพียง 1 ครั้งต่อปี และมีเอกลักษณ์เ ็น					
18. อยากพบเจอสิ่งที่ต ึงไปจากชีวิตประจำวันแบบเดิม					
19. เพื่อได้พบปะบุคคลที่มีความชอบเหมือนกัน					
20. เพื่อได้อยู่กับกลุ่มเพื่อน					
21. เพื่อหาความร ื่นรมย์ทั่วไป					
22. เพราะเทศกาลดูน ึ่งตื่นเต้นเร็วไ					
23. เพื่อสัมผัสประสบการณ์และสิ่งแปลกใหม่					
24. เพราะชื่นชอบที่จะได้เห็นความหลากหลายและได้ทำกิจกรรมต่างๆ					

วันที่ :

9

5-สนใจมากที่สุด, 4-สนใจมาก, 3-เฉยๆ, 2-สนใจน้อย, 1-สนใจน้อยที่สุดหรือไม่สนใจเลย

หัวข้อ	5	4	3	2	1
25. การแสดงโดยนักแสดงชาวจีน					
26. ประเพณีการลอยโคม					
27. การเข้า ชมงานเฉลิมฉลอง					
28. ดูขบวนแห่					
29. เข้าร วมขบวนแห่บนถนน					
30. ดูการแสดงที่เหนือธรรมชาติ Lill ใช้ดาบหรือขวานฟันตัวเอง Ma ใช้ตะปูเ าะตามร่างกาย					
31. ความบันเทิงจากการแสดงตลกของ ช้อง ฉาบ และประตัก					
32. ได้รับประทานอาหารและเครื่องดื่มท้องถิ่น					
33. ได้ชมสินค้า หรือข้อป ึงศิลปกรรมและหัตถกรรมท้องถิ่น					
34. ได้ชมวัดของลัทธิเต๋าอันเป็นส่วนหนึ่งของเทศกาลกินม ังสวิรัต					

พฤติกรรมการเดินทางของผู้ เข้าร่วมเทศ กินม ัง ภูเก็ต

กรุณาระบุระดับความคิดเห็นของท่านที่มีต่อรายการต่อไปนี้

4-เห็นด้วยมาก, 3-เฉยๆ, 2-ไม่ค่อย

ย น้อยที่สุดหรือไม่เห็นด้วย

หัวข้อ	5	4	3	2	1
35. ฉันชอบที่พักที่อยู่ใน ล ักับเทศกาล					
36. เพราะฉันเป็นคนม ังสวิรัตอยู่แล้ว การเข้าร่วมเทศกาลนี้เป็นการดำเนินตามความเชื่อ					

หัวข้อ	5	4	3	2	1
37. ฉันอยากลิ้มลองอาหารมังสวิรัตที่มีรสชาติอร่อย					
38. ฉันชื่นชอบที่จะได้รู้จัก กับความเสี่ยงและอันตราย					
39. ฉันมักจะร่วมดูการแสดงไปกับฝูงคนเมื่อการแสดงเริ่มขึ้น					
40. ฉันชอบที่จะรู้สึกมีสนุกสนานแม้อยู่ในช่วงพักผ่อนในระหว่างเทศกาลนี้					
41. การได้มาเทศกาลกินมังสวิรัตทำให้ได้แสดงความคิดเห็นที่คล้ายๆกันกับผู้อื่นเกี่ยวกับศาสนาของตน					
42. ฉันคิดว่ามันสำคัญที่จะได้เห็นและสัมผัสกับเทศกาลที่จัดขึ้นในช่วงเวลาถือศีล กินเจ					
43. ฉันชอบกับการที่ จักวัฒนธรรมขนบธรรมเนียมและวิถีชีวิตที่แตกต่าง					
44. ฉันอยากใช้เวลาไปกับครอบครัว และเพื่อนระหว่างเทศกาลนี้					
45. ฉันตั้งใจจะไปเยี่ยมชมสถานที่ขึ้นชื่อต่างๆ(ชายหาด ผับ และแหล่งช้อปปิ้ง) ในภูเก็ตระหว่างเทศกาลนี้					

ส่วนที่ Vin: ความเห็นเพิ่มเติมและข้อเสนอแนะ

9 ย่นคำตอบลงในช่องว่าง

46. ในความคิดของคุณ อะไรคือจุดดึงดูดของเทศกาลถือศีล กินเจ 6

47. อะไร คือสิ่งที่ฉันไม่ชอบในเทศกาลถือศีล 11u



Multiple Comparisons

LSD

Dependent Variable (I) Age (J) Age			Mean Difference (1-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Performance by Chinese opera entertainers	10-19	20-29	0.457	0.345	0.187	-0.22	1.14
		30-39	0.469	0.357	0.189	-0.23	1.17
		40 and above	1.627	0.375	.000	0.89	2.37
	20-29	10-19	-0.457	0.345	0.187	-1.14	0.22
		30-39	0.012	0.158	0.939	-0.3	0.32
		40 and above	1.170*	0.196	.000	0.79	1.56
	30-39	10-19	-0.469	0.357	0.189	-1.17	0.23
		20-29	-0.012	0.158	0.939	-0.32	0.3
		40 and above	1.158*	0.215	.000	0.74	1.58
	40 and above	10-19	-1.627*	0.375	.000	-2.37	-0.89
		20-29	-1.170*	0.196	.000	-1.56	-0.79
		30-39	-1.158	0.215	.000	-1.58	-0.74
Lighting and raising of lamps as part of rituals	10-19	20-29	0.454	0.248	0.069	-0.04	0.94
		30-39	.681	0.256	0.008	0.18	1.19
		40 and above	1.692	0.27	.000	1.16	2.22
	20-29	10-19	-0.454	0.248	0.069	-0.94	0.04
		30-39	.227	0.114	0.047	.00	0.45
		40 and above	1.238*	0.141	.000	0.96	1.51
	30-39	10-19	-.681	0.256	0.008	-1.19	-0.18
		20-29	-.227	0.114	0.047	-0.45	.00
		40 and above	1.011*	0.155	.000	0.71	1.32
	40 and above	10-19	-1.692	0.27	.000	-2.22	-1.16
		20-29	-1.238	0.141	.000	-1.51	-0.96
		30-39	-1.011	0.155	.000	-1.32	-0.71

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Attending and viewing ceremonies	10-19	20-29	.552*	0.245	0.025	0.07	1.04
		30-39	0.181	0.253	0.477	-0.32	0.68
		40 and above	1.180*	0.266	.000	0.66	1.7
	20-29	10-19	-.552'	0.245	0.025	-1.04	-0.07
		30-39	-.372'	0.112	0.001	-0.59	-0.15
		40 and above	.627*	0.139	.000	0.35	0.9
	30-39	10-19	-0.181	0.253	0.477	-0.68	0.32
		20-29	.372*	0.112	0.001	0.15	0.59
		40 and above	.999	0.153	.000	0.7	1.3
	40 and above	10-19	-1.180'	0.266	.000	-1.7	-0.66
		20-29	-.627'	0.139	.000	-0.9	-0.35
		30-39	-.999'	0.153	.000	-1.3	-0.7
Watching Street Procession	10-19	20-29	0.161	0.246	0.513	-0.32	0.65
		30-39	-0.26	0.254	0.306	-0.76	0.24
		40 and above	.579*	0.267	0.031	0.05	1.1
	20-29	10-19	-0.161	0.246	0.513	-0.65	0.32
		30-39	-.422'	0.113	.000	-0.64	-0.2
		40 and above	.417*	0.139	0.003	0.14	0.69
	30-39	10-19	0.26	0.254	0.306	-0.24	0.76
		20-29	.422*	0.113	.000	0.2	0.64
		40 and above	.839	0.153	.000	0.54	1.14
	40 and above	10-19	-.579'	0.267	0.031	-1.1	-0.05
		20-29	-.417'	0.139	0.003	-0.69	-0.14
		30-39	-.839	0.153	.000	-1.14	-0.54

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Participation in Street Procession	10-19	20-29	-0.159	0.329	0.63	-0.81	0.49
		30-39	-0.103	0.34	0.762	-0.77	0.57
		40 and above	0.619	0.357	0.084	-0.08	1.32
	20-29	10-19	0.159	0.329	0.63	-0.49	0.81
		30-39	0.056	0.151	0.713	-0.24	0.35
		40 and above	.777*	0.186	.000	0.41	1.14
	30-39	10-19	0.103	0.34	0.762	-0.57	0.77
		20-29	-0.056	0.151	0.713	-0.35	0.24
		40 and above	.722*	0.205	.000	0.32	1.12
	40 and above	10-19	-0.619	0.357	0.084	-1.32	0.08
		20-29	-.777	0.186	.000	-1.14	-0.41
		30-39	-.722	0.205	.000	-1.12	-0.32
Entertainment through sound of drums, gongs, cymbals and fire-crackers	10-19	20-29	-0.497	0.253	0.051	-1.00	.00
		30-39	-.752	0.262	0.004	-1.27	-0.24
		40 and above	-0.235	0.275	0.393	-0.78	0.31
	20-29	10-19	0.497	0.253	0.051	.00	1.00
		30-39	-.255	0.116	0.029	-0.48	-0.03
		40 and above	0.262	0.144	0.069	-0.02	0.54
	30-39	10-19	.752*	0.262	0.004	0.24	1.27
		20-29	.255	0.116	0.029	0.03	0.48
		40 and above	.517*	0.158	0.001	0.21	0.83
	40 and above	10-19	0.235	0.275	0.393	-0.31	0.78
		20-29	-0.262	0.144	0.069	-0.54	0.02
		30-39	-.517	0.158	0.001	-0.83	-0.21

Dependent Variable (I) Age (J) Age			Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Having local food and drinks	10-19	20-29	0.116	0.255	0.65	-0.39	0.62
		30-39	0.329	0.264	0.213	-0.19	0.85
		40 and above	1.375*	0.277	.000	0.83	1.92
	20-29	10-19	-0.116	0.255	0.65	-0.62	0.39
		30-39	0.213	0.117	0.069	-0.02	0.44
		40 and above	1.259*	0.145	.000	0.97	1.54
	30-39	10-19	-0.329	0.264	0.213	-0.85	0.19
		20-29	-0.213	0.117	0.069	-0.44	0.02
		40 and above	1.045*	0.159	.000	0.73	1.36
	40 and above	10-19	-1.375*	0.277	.000	-1.92	-0.83
		20-29	-1.259	0.145	.000	-1.54	-0.97
		30-39	-1.045	0.159	.000	-1.36	-0.73
Looking at or purchasing local arts and crafts	10-19	20-29	.545*	0.274	0.047	0.01	1.08
		30-39	.735*	0.282	0.01	0.18	1.29
		40 and above	1.302*	0.297	.000	0.72	1.89
	20-29	10-19	-.545*	0.274	0.047	-1.08	.00
		30-39	0.189	0.125	0.132	-0.06	0.44
		40 and above	.756*	0.155	.000	0.45	1.06
	30-39	10-19	-.735*	0.282	0.01	-1.29	-0.18
		20-29	-0.189	0.125	0.132	-0.44	0.06
		40 and above	.567*	0.17	0.001	0.23	0.9
	40 and above	10-19	-1.302*	0.297	.000	-1.89	-0.72
		20-29	-.756	0.155	.000	-1.06	-0.45
		30-39	-.567	0.17	0.001	-0.9	-0.23

*. The mean difference is significant at the 0.05 level.



Multiple Comparisons

LSD

Dependent Variable	(I) Residency Status	(J) Residency Status	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Attending and viewing ceremonies	Phuket Resident	Domestic Thai	.501[*]	0.155	0.001	0.2	0.81
	Phuket Resident	Foreigner	0.29	0.154	0.061	-0.01	0.59
	Domestic Thai	Phuket Resident	-.501	0.155	0.001	-0.81	-0.2
	Domestic Thai	Foreigner	-0.211	0.11	0.057	-0.43	0.01
	Foreigner	Phuket Resident	-0.29	0.154	0.061	-0.59	0.01
	Foreigner	Domestic Thai	0.211	0.11	0.057	0	0.43
	Phuket Resident	Domestic Thai	.526[*]	0.151	0.001	0.23	0.82
	Phuket Resident	Foreigner	.402[*]	0.15	0.008	0.11	0.7
Procession in Street	Domestic Thai	Phuket Resident	-.526	0.151	0.001	-0.82	-0.23
	Domestic Thai	Foreigner	-0.124	0.107	0.248	-0.34	0.09
	Foreigner	Phuket Resident	-.402[*]	0.15	0.008	-0.7	-0.11
	Foreigner	Domestic Thai	0.124	0.107	0.248	-0.09	0.34
Participation in Street	Phuket Resident	Domestic Thai	.960[*]	0.191	0	0.58	1.34
	Phuket Resident	Foreigner	.962[*]	0.191	0	0.59	1.34
	Domestic Thai	Phuket Resident	-.960[*]	0.191	0	-1.34	-0.58
	Domestic Thai	Foreigner	0.002	0.136	0.986	-0.27	0.27
	Foreigner	Phuket Resident	-.962[*]	0.191	0	-1.34	-0.59
	Foreigner	Domestic Thai	-0.002	0.136	0.986	-0.27	0.27
	Phuket Resident	Domestic Thai	-.838[*]	0.163	0	-1.16	-0.52
	Phuket Resident	Foreigner	-.376[*]	0.162	0.021	-0.7	-0.06
drinks	Domestic Thai	Phuket Resident	.838[*]	0.163	0	0.52	1.16
	Domestic Thai	Foreigner	.461[*]	0.116	0	0.23	0.69
	Foreigner	Phuket Resident	.376[*]	0.162	0.021	0.06	0.7
	Foreigner	Domestic Thai	-.461[*]	0.116	0	-0.69	-0.23
Visit to Taoist temple as part of ceremonies of vegetarian festival centers	Phuket Resident	Domestic Thai	.656[*]	0.187	0.001	0.29	1.02
	Phuket Resident	Foreigner	0.093	0.186	0.619	-0.27	0.46
	Domestic Thai	Phuket Resident	-.656[*]	0.187	0.001	-1.02	-0.29
	Domestic Thai	Foreigner	-.563[*]	0.133	0	-0.82	-0.3
	Foreigner	Phuket Resident	-0.093	0.186	0.619	-0.46	0.27
	Foreigner	Domestic Thai	.563[*]	0.133	0	0.3	0.82



Performance Lighting and by Chinese opera entertainers part of rituals					Attending and viewing ceremonies	Watching Street Procession	Participation in Street Procession	Watching the supernatural activities	Entertainment through drums, songs, dances and acrobatics	Having a good meal and drinks	Good or pleasant atmosphere	Visit to Taoist temple as part of ceremonies of vegetarian festival centers
To observe the Pearson other people attending the festival	Pearson Correlation Sig. (2-tailed)	.248 0 268	.220 0 268	.35 0 268	.446 0 268	.48 0 268			.377 0 268	.38 0 268	.131 0.032 268	.135 0.024 268
Because I enjoy festival crowds	Pearson Correlation Sig. (2-tailed)	.280 0 268	.238 0 268	.13 0.09 268	.211 0.001 268	.337 0 268		.4 0 268	.286 0 268	.667 0 268	.51 0.016 268	.40 0.022 268
To get away from the demands of life	Pearson Correlation Sig. (2-tailed)	.218 0 268	.343 0 268	.011 0.07 268	.129 0.035 268	.233 0 268		.037 .544 268	.003 0.006 268	.44 0 268	.398 0 268	-0.002 0.097 268
Because I was curious	Pearson Correlation Sig. (2-tailed)	-0.006 0.972 268	.044 0.456 268	.200 0.001 268	.243 0 268	.236 0 268		.321 0 268	.427 0 268	.85 0.004 268	.064 0.243 268	.158 0.01 268
To enjoy the food	Pearson Correlation Sig. (2-tailed)	.072 0.242 268	.29 0 268	.170 0.005 268	.44 0 268	.204 0.001 268		.30 0 268	.352 0 268	.510 0 268	.135 0.27 268	.0828 0.043 268
Because festivals are unique	Pearson Correlation Sig. (2-tailed) N	-0.006 0.928 268	.054 0.3 268	.14 0.02 268	.063 0.24 268	.023 0.71 268		.249 0 268	.325 0 268	.335 0 268	.200 0.001 268	.138 0.002 268

[illegible]