FACTORS AFFECTING THAI TOURISTS' DECISION-MAKING PROCESS
CONCERNING DOMESTIC CULTURAL ATTRACTIONS

By

Ms. Watanee Boonniphat

Submitted in Partial Fulfillment of the
Requirements for the Degree of
Master of Arts in Tourism Management in the
Graduate School of Tourism Management

Assumption University
Graduate School of Business

December 2002
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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 Arts in Tourism Management in the Graduate School of Tourism Management of Assumption University of Thailand.

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Abstract

Thailand has many cultural attractions. The culture of Thailand is expressed in religion, art and literature, and society.

The topic of this research is “Factors affecting Thai tourists’ decision-making process concerning domestic cultural attractions.” The objectives of this research encompass the relationship between the demographic characteristics of Thai tourists and the decision-making process, as well as between the factors considered for selecting domestic cultural attractions.

The results show demographic characteristics: age, occupation, income, and education. These have a relationship with the decision-making process concerning domestic cultural attractions. Gender does not have a relationship with the decision-making process for selecting domestic cultural attractions.

Certain factors influenced the decision-making process concerning domestic cultural attractions. It shows that amenity, accessibility, safety, source of information, and the image are relationship with the decision-making process concerning domestic cultural attractions. Expenditure is not related to the decision-making process concerning domestic cultural attractions. The respondent expressed that it was not good if the expenditure is low but no security. They commented that the expenditure for traveling in Thailand is not so expensive.

One must mention the safety. Thai tourists consider for the safety to be priority as compare to the expenditure. It should be the government to provide safety to tourists and their belonging because the peace of tourist destination is the most important issue to consider when traveling.
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CHAPTER 1

GENERALITIES TO THE STUDY

Section 1.1: Introduction

The travel and tourism industry is the world’s largest and most diverse industry. Nations rely on this dynamic industry as a primary source for generating revenue, employment, private sector growth, and infrastructure development. Tourism development is encouraged, particularly among the developing countries around the world, when other forms of economic development are not commercially viable.

Culture determines the popularity of a tourist region. Thailand has many cultural sites and attractions that show a unique culture. The elements of a society are a reflection of the way its people live, work, and play.

Cultural tourism covers all aspects of travel. People from different regions interact with each other. The individual frame of reference is expanded. Knowledge grows. Tourism is an important means of promoting cultural relations and international cooperation. Further, development of cultural factors within a nation is a means of enhancing resources to attract visitors. In many countries, tourism is linked with a “cultural relations policy”. It promotes knowledge and understanding. Also, a favorable image of the nation among foreigners in the travel market is promoted.

The ways a country presents itself to tourists are its cultural factors. Elements of culture are seen in food, architecture, dance, music, crafts, and clothing. Cordial and generous reception of tourists adds to the culture. These features complement each other. They comprise the ambiance of a region.
A nation’s cultural attractions must be presented intelligently and creatively. In this age of uniformity, the products of one nation are almost indistinguishable from those of another. There is a great need for encouraging cultural diversity. Improved techniques of architectural design and artistic presentation are used to create an expression of originality in a country.

A feature when considering where tourists go is what they like to see and experience. This includes attractions and interests of tourists. If the attraction can still be used, it will then be in the realm of tourism. Travelers entering the area might have to take care of themselves. They might be endangered. They might be afforded the same treatment as the local people. Safety is of vital importance.

A needs assessment is taken to evaluate the requirements of the tourist: restaurants, hotels, toilets, and trashcans. In this way, the needs are anticipated. As the high and low seasons come and go, adjustments can be made. The tourist will appreciate a tailor-made environment for their enjoyment.

Thailand is a tapestry as colorful and diverse as the silk for which the country is so famous. It has earned an enviable reputation as the complete destination. Thailand is culturally rich with a tradition of hospitality and cultural heritage. This goes back to over a thousand years. Thailand, a culturally strong tourist destination, has many wonderful things to offer to tourists. Thailand is acknowledged as a place with attractions and hospitality to make it the only destination for tourists.

Thai culture has evolved over millenniums. With a strong adhesion to the past, the finer points of other cultures have been added. This blend can be seen in architecture, language, and food. As these minor changes are added, the culture adapts.
Tourism and culture have always been closely linked in Thailand. Thailand has always been an important destination for those attracted by its rich cultural and historic legacy. People travel to see the ancient sites and attractions. The statistics of the Outgoing Thai Nationals by Country of Destination from Tourism Authority of Thailand (Appendix) shows the countries that Thais national go to travel. It will cause the outflow of money. Thailand has wonderful attractions: historical sites, archeological sites, and traditional festivals. Cultural tourism encompasses many elements of the tourist market. Most foreigners come to Thailand because of the unique characteristics of its culture. Clearly, cultural tourism is the core of the tourism product in Thailand. However, Thai people are rarely interested in cultural tourism. The main reasons for the success of Thailand’s tourism industry are the variety of attractions. One of the most important shifts in the industry is the growing demand from Thai tourists eager to discover their own country.

Section 1.2: Statement of Problem

A decision by a tourist in selecting a tourist attraction involves a range of decisions. It is a process consisting of several stages. Each stage in this decision process is influenced by several factors. This research aims at exploring factors that influence Thai tourists’ decision making process for selecting cultural attractions. The following is the statement of problem for this research:

"What factors affect Thai tourists’ decision making process concerning domestic cultural attractions?"
Section 1.3: Objectives of the Research

Following are the objectives of this research:

1) To find out the relationship between demographic characteristics of Thai tourists and their decision-making process concerning domestic cultural attractions.

2) To find out the relationship between factors affecting Thai tourist’s decision-making process concerning domestic cultural attractions.

3) To draw a conclusion after analyzing the information collected through survey and offer useful recommendations.

Section 1.4: Scope of the Research

Thailand is enriched with cultural, historical, religious sites/attractions with very impressive architecture. The Thai lifestyle is unique. It attracts both international and local tourists in large numbers.

Thailand is also known as a country of culture and is visited by millions of tourists every year. They view cultural sites and participate in cultural activities. Cultural tourism is one of the major motivating forces for visiting Thailand. For international tourists and Thai tourists, it offers amazement. From this viewpoint, an investigation about factors affecting Thai tourists’ decision making for selecting cultural attraction becomes very useful. This research will focus attention on this issue in a systematic manner.
Section 1.5: Limitations of the Research

1) The study is limited to the Thai tourists residing in Bangkok about the decision-making process concerning cultural tourism and therefore cannot be generalized for other types of tourism.

2) The research is conducted on respondents located in Bangkok. It cannot be generalized for respondents located in other areas of Thailand.

3) The study is limited to examining the relationship between demographic characteristics and decision-making. Each factor influencing the decision-making process concerning domestic cultural attractions cannot be generalized for other factors influencing decision-making for cultural tourism.

4) The research is limited to a particular time frame. Its results cannot be generalized.

Section 1.6: Importance of the Research

The study is intended to give information about demographic characteristics and the factors influencing the decision-making for cultural tourism. It provides various benefits:

1) The result of the research will help the tourism industry to identify relevant factors that influence Thai tourists' decision-making. In addition, the tourism industry can apply the inferences drawn from the research for effective planning and developing strategies for the tourism industry. This can ultimately help to
expand cultural tourism. At the same time, to develop the products (historical sites, and society) of the culture and gain higher satisfaction of tourists.

2) The result of this research will also provide useful information and suggestions to tourists in decision-making about cultural tourism.

3) The result of this research will also provide information to government and other concerned tourism organizations that can use this information in controlling and protecting cultural tourism activities as well.

Section 1.7: Definition of Terms

1. **Tourism:** the activities that occurs when tourists travel to places outside their usual environment at least for leisure, business or other purposes (World Tourism Organization, 1992).

   The temporary short-term movement of people to destinations outside the places where they normally live and work, and activities during their stay at these destinations; it includes movement for all purposes, as well as day visits and excursions (Quoted in Holloway, 1985:2-3).

2. **Cultural Tourism:** defined as a segment of the industry that places special emphasis on cultural attractions. These attractions are varied, and include performances, museums, displays, and the like. But the research study specified the historical, artistic, lifestyle/heritage offerings of a community, region, group or institution (Silberberg, 1995).
3. **Demographic Characteristics** are the objective characteristics of an individual:

- **Gender**: Male or female
- **Age**: 21 years old or above
- **Education**: The highest education of the respondent. The level in the research starts from “Below Bachelor’s degree – Higher than Master degree”.
- **Occupation**: The occupation of the respondent—Student, Government officer, state enterprise, Business employees, Business owners, Housewives, and other occupations.
- **Income**: The money earned per month. The level in the research starts from “Less than 5,000 Baht or equal to More than 45,000 Baht”.

4. **Decision-making process** is the conceptual problem-solving process starting from recognition of a need, search for information, evaluate of alternatives, choice, and post-purchase (Engel et al., 1995).

5. **Types of Domestic Cultural Attractions** are the historical, religious, artistic, architecture, and lifestyle/heritage.

6. **Factors influencing the decision-making process** are some of the existing elements that affect the tourist considering making a decision to chose the destination (Marketing for hospitality industry). These factors in the research are:
- **Amenities**: providing the basic facilities required by tourists. These include accommodation, restaurant, shopping, souvenir shops, catering services, rental firms, and entertainment (Longman, 1996).

- **Accessibility**: is the ease of access to a destination including the time taken to reach the destination and the frequency of transport to the destination (Longman, 1996).

- **Safety/security**: is the state of being safe. Tourist’s health and properties are safe from danger both physical and material (Collins, 1987).

- **Tourism Expenditure**: is amount of money was spent by tourists for their travel experiences. This may be calculated as expenditure while at a destination or as a total (Tourism, 2000).

- **Sources of Information**: are the various ways by which information and news is given to large numbers of people.

- **Image**: is a sum of beliefs, ideas, and impressions that a person has of a destination (Gartner, 1986).
CHAPTER 2  
LITERATURE REVIEW

Once the tourist decides to have a holiday, one will begin to look for information that is available. One may simply seek the advice of friends. One may go to a travel agent, particularly for an overseas holiday, one may contact resort guides, or one may look in the holiday classified advertisement section in the weekend papers and book direct with the operator or cottage owner. The tourist then evaluates the alternatives and makes a choice.

The decision to purchase a tourism product is illustrated by thinking about the range of decisions a tourist has to make when choosing a holiday including – which destination (country, region, resort)? Which mode of travel (scheduled air, charter air, ferry, rail, coach, car, bus)? Which type of accommodation (serviced or non-serviced)? How long will the holiday be (day/week)? At which time of the year will the holiday be taken (season, month, specific date)? Provide package holiday or independent travel?

Importantly, the travel needs emphasizes that people have a range of motives for seeking out holiday experiences. In the travel needs model, destinations are seen as setting where vastly different holiday experiences are possible. Thus travelers’ motives influence what they seek from a destination, and destinations will vary in their capacity to provide a range of holiday experiences. Sometimes, travelers do not visit a place with standard objective destination features, and instead, journey to a location where they select activities and holiday experiences among those offered to suit their personal psychological and motivational profile (McIntosh R.W., 1999).
The review of travel motivation has stressed that there are three sources of information that can provide a list of motives concerning why people travel. The list of potential travel motivations is a long one and includes a range of needs, from excitement and arousal to self-development and personal growth. Additionally, the brief review of contemporary market research practice concerning destination image indicated that there were further lists of destination features that might be thought of as a mix of travel motives and destination characteristics.

Iso-Ahola argues that tourist and leisure behavior takes place within a framework of optimal arousal and incongruity. That is why individuals seek different levels of stimulation; they share the need to avoid either over-stimulation (mental and physical exhaustion) or boredom (too little stimulation). Leisure needs change during the lifespan and across places and social company.

The travel needs model articulated by Pearce and co-workers is concerned more explicitly with tourists and their motives rather than with leisure. The traveler's decision is not made in isolation. Pearce argues that travel behavior reflects a hierarchy of travel motives. As with a career at work, people start at different levels, they are likely to change their levels during their lifecycles, they are influenced by money, health, and other people. According to the steps or levels on the travel career model, the concept of this model is built on Maslow's model which outlines a step-by-step pattern of psychological development referred to as 'the hierarchy of needs'. The lower levels on the ladder usually have to be satisfied before the person moves to higher levels of the ladder. The ladder recognizes intrinsic and extrinsic motivation by ascribing both internally oriented and externally influenced components to most levels of the ladder. The
People tend to ascend the ladder as they become more experienced travelers.

Higher-level motives include lower-level motives. Lower-level motives have to be satisfied or experienced before higher-level motives come into play.

**Figure 2.1: The travel needs ladder.**

**Source:** Maslow’s original formulation-Maslow’s hierarchy of needs (Pearce, 1993)
needs to belong is more powerful than the need for self-esteem or self-fulfillment. A significant amount of travel is motivated by specific objectives involving business, education, health, religion, politics, and personal emergencies. The motivation for these types of travel usually can be more readily pinpointed than the motivation for pleasure travel. A Theory of Motivation (Maslow 1943) suggests that people attempt to satisfy needs in response to particular motives. It has been applied to the tourists and traveler in an attempt to shed light on motivation. Maslow’s hierarchy begins with the satisfaction of physiological and secure needs, known as lower needs, working towards levels of higher needs crowned by aesthetics. When the lower level of needs is sufficiently satisfied, it is argued that then they are motivated by moving on to pursue satisfaction of our higher level of needs.

The travel career ladder emphasizes that people have a range of motives for seeking out holiday experiences, destination are seen as settings where vastly different holiday experiences are possible. Thus travelers’ motives influence what they seek from a destination, and destinations vary in their capacity to provide a range of holiday experiences. Travelers may not visit a place with standard objective destination features but instead, journey to a location where they select activities and holiday experiences among those offered to suit their personal psychological and motivational profile.

Mathieson and Wall Theory

The Mathieson and Wall Theory is discussed to see the decision as a linear process and offer a framework for the purchase decisions that involved four factors as:
o Tourist profile (age, education, income, attitude, previous experience and motivators)
o Travel awareness (image of a destination’s facilities and services, which is based upon the credibility of the source)
o Destination resources and characteristics (attractions and features of a destination)
o Trip features (distance, trip duration and perceived risk of the area visited)

Felt need/ Travel desire → Information collection and evaluation of image → Travel decision (choice between alternatives) → Travel preparation and travel experiences → Travel satisfaction outcome and evaluation

**Figure 2.2**: The Mathieson and Wall travel-buying behavior model

**Source**: Mathieson and Wall (1982). Reprinted by permission of Addison Wesley Longman Ltd.

The Mathieson and Wall travel-buying behavior model shows the process traveler gets experience starting from desire of travel need. Then traveler starts in high level of information search before decision-making process. The choice of tourism products usually has considerable emotional significance for the individual (John Swarbrooke & Susan Horner, 1999). This will mean that individuals will usually carry out an extensive information search before they make their final choice. This will involve consultation with individuals, groups, organizations and media reports, before a decision is made. The decision to purchase a tourism product is the outcome of a complex process. The diverse
and interdependent characteristics of many tourism products make the purchase decision in tourism a complex phenomenon in its own right.

The majority of models also presume a high degree of rationality in the decision-making process that is not always evident. Rational decision-making in tourism is limited both by the imperfect information that is available to tourists, and by the fact that many consumers will be influenced by their own opinions and prejudices that may be irrational. It is also important to recognize that the complexity of tourist decision-making is heightened by the fact that choosing their holiday is not the last decision a tourist has to make. It can affect the next decision.

**Richins Theory**

Most tourism related approaches to decision-making emphasis choices between alternatives such as between Bangkok or Bali (Richins, 1997). Richins (1997) classified the decision-making theories as:

1. **Highly Structured Theories** defined as formal in nature, with structured quantitative and programmed methodologies. Tend to assume perfect knowledge of the situation and complete understanding of the alternatives. Considerations are primarily economic in nature.

2. **Moderately Structured Theories** defined as assuming imperfect but adequate knowledge. Attempts to retain a quantitative approach, but considerations other than economic issues are involved.

3. **Unstructured Theories** defined in strong emphasis on social, political, emotional, attitudinal, and environmental factors.
Cooper et al. (1993) comment that is based on a geographers product-based perspective rather than that of a consuming behaviorist.

A myriad of factors affect the holiday purchase decision. Clearly these relate strongly to the motivators and determinants. Some motivators and determinants may be so powerful that they totally dominate the purchase decision, to the exclusion of all other factors.

**Gilbert Theory**

The model put forward by Gilbert explains the framework within the tourists make their decisions.

![Figure 2.3: The Consumer decision-making framework](Image)

**Sources:** Gilbert (1991). Copyright John Wiley & Sons Limited.
Travel decisions, therefore, are very much affected by forces outside the individual, including the influences of other people. The forces that other people exert are called social influences. However, the traveler’s decision-making required the consideration of various processes internal and external to the individual. From the consumer decision-making framework, the influences of decision making of traveler are:

**Socio-Demographics**

Socio-demographic variables are widely used to discriminate between groups of consumers, e.g. vacationers. This privileged position, while often criticized, is justified by the data. Important differences in decisions and decision-making styles result from such classical criteria as age, family situation, socio-economic status and occupation. Before considering each of these aspects, are usually regrouped in the ‘family’s life cycle’ (Wells and Gubar, 1966). Based on the data, life cycle seems still to be one of the best ways to segment vacationers. The typology given in table, illustrates the composition of the sample.

<table>
<thead>
<tr>
<th>Position in FLC</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Younger single</td>
<td>From 20 to 40 years old, bachelor (2 DMUs) or divorced (but without children)</td>
</tr>
<tr>
<td>Younger couple</td>
<td>From 20 to 40 years old, married or unmarried (1DMU) but without children</td>
</tr>
<tr>
<td>Younger family</td>
<td>Head of household under 45 with young children (less than 12 years) (unmarried: 1 DMU, newly)</td>
</tr>
</tbody>
</table>
Mid-life family

Head of household over 40 with (young and) older children (at least one over 12 years), could be married (5 DMUs), Unmarried (1DMU); sometimes children have left the household while others still participate in vacation decisions (2 DMUs)

Single-parent family

Head of the household is divorced or widowed with children (1 DMU)

Older couple

Over 50 years old, with no child accompanying because they have left the household (2 DMUs) or they don’t want to go on vacation with their parents any more (2 DMUs)

Older single

Over 50 years old, bachelor (1 DMU), widow and no children present (2 DMUs) or divorced

Group of friends

Most often involves younger people (under 40); can be a group of younger singles (2 DMUs), a group of younger couples (1 DMU) or a mixed group (single, couples and sometimes also a younger family)- this type of DMUs, is less stable over time and often involves mixed DMUs, i.e. people who don’t only go vacation with friends.

Table 2.1: A typology of vacationers based on family life cycle (FLC)
The influence of age can be interpreted in terms of anticipation and maturity. As vacationers become conscious of the weight of years, they are willing to anticipate health and mental constraints due to age.

The family situation is another major factor in vacation choices and decision-making processes. Having children involves many constraints that can be divided into structural and interpersonal constraints.

Next to age and family, occupation is a determinant of vacation’s decision-making processes. The influence of occupation is related to both the working/non-working dichotomy, and to the nature of the job.

Economic status, which itself strongly depends upon age, family and occupation, has a direct influence on the vacation and travel experience. DMUs with lower income (students, unemployed or large families with only one salary) tend to have a limited vacation experience.

**Cultural influences**

Culture is the complex abstract and material elements created by a society. It refers to values, ideas, attitudes and meaningful symbols, as well as artifacts elaborated in a society. Those elements are transmitted from one generation to another and serve to shape human behavior, implying explicit or implicit patterns of and for behavior. Its influence is natural and subtle, and often the individuals are neither conscious nor aware of it. The multiple cultural factors taken together will characterize a given society, such as its language, religion, and technology. As the total of learned beliefs, values and customs, including the material elements, serve to regulate the consumption patterns of member of a particular society.
The sum of the shared attitudes, values and behavior of the group is known as its culture. Culture is what the group has in common and which divides or distinguishes them from other groups. Historically, each nation developed its own distinctive culture protected from outside influences by geographical, language and religious barriers. Today, on the surface these barriers are being broken down by the ease of travel and communication across frontiers.

**Reference group influences**

Tourist behavior is also influenced by the groups which tourists belong. School groups, business groups and many kinds of peer groups consume tourism together (tour operators often offer discounts and free places to school teachers and other educational group leaders for parties over a certain size, because they are aware that educationalists can act as opinion leaders who initiate group travel. However, reference groups are groups which people may not actually belong to but aspire to be like and, as a result, may base some of their behavior on. People turn to particular groups for their standard of a judgement. Any person or group—real or imaginary—that serves as a point of reference for an individual is said to stand as a reference group. It exerts a key influence on the individual’s beliefs, attitudes and choices.

**Family influences**

The family is a very important reference group in a particular culture. Different values and expectations are built in the individual through the family. Reference groups may interact and overlap. Groups that influence general values and development of basic code of behavior are qualified as normative, while those that serve as points of reference or influence specific attitudes and behavior are designated as comparative.
The influence of Friends and Relatives in Travel Decision-making

Although there are numerous facets involved in the decision-making process, one area that has begun to receive more attention is the issue of who makes the decision within the travel group. This interest stems from a number of factors. First, a tourism experience appears to be a highly social event. Second, destination and attraction marketers must design their advertising based on their knowledge of who will be using the information to make various types of decisions. There would appear to be a number of reasons why this group should be considered as a more dynamic element of the decision process. First, if we are visiting an area for the first time, it would seem logical that we might defer at least some of the decision-making to individuals who are more knowledgeable about the destination area. Second, the friends/relatives may in a number of instances become part of the group visiting a particular attraction.

Crompton (1981), suggested that friends and/or relatives influence behavior throughout the relation experience. From the perspective of providing information to decision-makers, the influence of friends and/or relatives has been well documented (Bultena and Field, 1980; Jenkins, 1984; Van Raaij and Francken, 1984).

Perceptions and motivations

The perceptual process is a cognitive phenomenon that can be thought of as the process by which we make sense of the world. Since tourist consumers make decision in conformity with their own view of reality, their behavior follows from this view (Kassarjian and Robertson, 1968). Then an important beginning toward understanding the tourist decision-making process is knowledge of perception.
Berkman and Gilson (1986) have distinguishing two groups of factors that influence perception, categorized as either stimulus or personal response factors. While stimuli are basically the characteristics of the stimulus being perceived (e.g. color, shape or texture) and are hence outer-directed, personal factors are internal and are influenced by individual interests, needs and motives, expectations, personality and social position. When exploring the perception of travel, personal response factors have been far harder to measure scientifically than those relating to a stimulus (Mayo and Jarvis, 1981).

Tourist motivation has been dominantly seen in the light of 'push' and 'pull' factors (Crompton, 1979; Dann, 1977; 1981). Push factors have been considered to be those socio-psychological motives that predispose individuals to travel. By contrast, pull factors are those that attract the potential traveler to a specific destination, once the decision to travel has been already made. In other words, the push factors have been always related to the inter/personal consumer 'world', and pull factors to stimuli of destination. However, Crompton and McKay (1997) have argued that push-pull conceptualization should be refined by integrating with Iso-Ahola's (1982) escape-seeking dichotomy. From that perspective, it is possible to interpret the pull force in terms of intrinsic benefit: they divide both the seeking and escape force into personal and interpersonal dimensions. Similarly, Gnoth (1997) argues that tourist perceptions and expectations are influenced by the interaction between two distinguished groups of motives and motivations. While motives relate to the emotional driving forces, motivations are related to cognitive situational parameters. Although both forces occur simultaneously, influencing the formation of perceptions and consequently expectations, the later are produced by acquired values within peoples' everyday lives. In contrast to
emotional urges and drives, such motivations are outer-directed, cognition-dominant. targeting particular objects (e.g. destinations, services, experiences) and are measurable. Gnoth goes further and suggests that contextual, socio-economic, cultural and situational influences are tourists can choose an environment suitable to fit their motives and preferences. Those values and attitudes which come to bear on choices relating to destinations, activities, transport, and other tourism facilitators can be distinguished according to their amount of cognition vs. emotion they contain.

**Personality / attitude**

Personality types have a major influence on the nature of vacations, activities, style, organization, souvenirs and formulae (Decrop, 2000). Personality is considered a reflection of the inner self, in most social situations, much of a person’s true personality is hidden or masked by socially acceptable behavior and gestures. It could be defined as the reflection (because it’s the visible part of one’s character as it impresses others) of a person’s enduring and unique characteristics that urge him/her to respond in persistent ways to recurring environmental stimuli (Decrop, 1999a). Nature of the trip itself reflects the personalities of travelers. A family can make very personal decisions about a number of variables: the destination, the model of travel, the length of stay, and the activities. These decisions could be seen as reflecting the personality of family members. On the other hand, factors such as expense, popularity of destinations, and pressure from family and friends may blunt some of the influences the personality could have on the vacation decision-making process. Several personality traits could influence tourism especially vacation travel (Dimension of Tourism, 1991).
Attitude is a predisposition, created by learning and experience, to respond in a consistent way towards an object, such as a product. This predisposition can be favorable or unfavorable (Moutinho L., 2000). Fredgen defined that the attitudes are intellectual, emotional, and behavior responses to events, things, and persons which people learn overtime. Attitudes are generally considered to have three components:

- The cognitive component is sometimes called the belief or knowledge component, consisting of the beliefs and opinions bases on some evidence, that individual holds about something (a place, an experience, another).
- The affective component refers to the feelings and emotions about the destination or service and implies judgment on the basis of emotion.
- The behavioral component is the action tendency that can have a favorable or unfavorable character (Hoyer and MacInnis, 1997).

**Learning**

When a person required knowledge, experiences, and skills that result in changed behavior, learning has taken place. Learning can be thought of as “a change or modification in behavior as a result of experience”.

**Wahab, Crampon and Rothfield Theory**

Wahab, Crampon and Rothfield (1976), presented the consumer as purposeful and conceptualized his or her buying behavior in terms of the uniqueness of the buying decision:

- No tangible return on investment;
- Considerable expenditure in relation to earned income;
• Purchase is not spontaneous or capricious; and
• Expenditure involves saving and preplanning.

Model of decision-making process based upon the preceding ‘grand models’ of consumer behavior and having the stages as follow:

Initial framework → Conceptual alternatives → Fact gathering → Definition of assumptions → Design of stimulus

→ Forecast of consequences → Cost-benefit of alternatives → Decision → Outcome

Figure 2.4: The Wahab, Crampon and Rothfield model of consumer behavior.

Schmoll Theory

Schmoll (1977), argued that travel decision-making is built upon motivations, desires, needs and expectations as personal and social determinants of travel behavior. These are influenced by travel stimuli, the traveler’s confidence, destination image, previous experience and cost and time constraints. There are four fields, each of which exerts some influence over the final decision; according to Schmoll (1977), the eventual decision (choice of a destination, travel time, type of accommodation, type of travel arrangements, etc.), is in fact the result of a distinct process involving several successive stages or fields.

Field 1: Travel stimuli. This comprises external stimuli in the form of promotional communication, personal and trade recommendations.
Field 2: Personal and social determinants. These determine customer goals in the form of travel needs and desire, expectations and the objective and subjective risks thought to be connected with travel.

Field 3: External variables. These involve the prospective traveler’s confidence in the service provider, destination image, learnt experience and cost and time constraints.

Field 4: This consists of related characteristics of the destination or service that have a bearing on the decision and its outcome.

The Schmoll model (figure 2.5), suggests that purchase decisions are the result of the interaction of four fields of influence, which are both internal and external to the tourists. It also stresses the important effect that the tourist’s own perceptions have on the final purchase decision.
Figure 2.5: The Schmoll model of the travel decision process.
Figure 2.6: A model of the destination choice processes for pleasure travel
Um and Crompton Theory

From a model of the destination choice processes for pleasure travel (figure 2.6), Um and Crompton, 1990 can be stated as:

Awareness Set

Crompton (1979) refers the initial awareness of all places as considering the preferred destinations of your dreams. These preferred locations reflect ideal destinations and are in part fantasies or daydreams. The kinds of locations initially considered in this way reflect the trio of external stimuli. Um and Crompton use the following terms:

- Significative stimuli: people’s previous experiences with a destination.
- Symbolic stimuli: the text and images from promotional and media sources.
- Social stimuli: other people’s travel information and accounts.

Internal Input

Considering destinations is interrupted by the reality of situational constraints. The internal or personal inputs of the would-be traveler influence the travel choice in two ways.

- The individual’s motives, values and attitudes a filter or preference-sorting mechanism among the many destinations in the awareness set.
- A second kind of internal input operates. Despite enthusiasm for traveling to any destination, personal characteristics such as health, employment obligations and level of incomes limit the travel options. Importantly, the needs and values of family members enter into the equation.
Motivation

Motivation is one of the major concepts analyzed in an attempt to understand tourist behavior (Ross & Iso-Ahola, 1991). This concept is often linked to search for situation and objective, which fulfill these needs (Gnoth, 1997). An individual’s motives influence the level and extent of participation in physical activities (Ruskin & Shamir, 1984). The motivational variables are also related to the travelers’ values and vacation styles. Zins (1999) suggested that travelers with distinct values, travel motivations, and preferences for vacation activities were also characterized by different vacation styles.

Personality

A personality determines the presence of intrinsic motivations (Ingham, 1986). The personality is the expression of enduring inner psychological characteristics which govern how a particular individual responds to his own inner needs and to the influence of others. The individuals who are “leisure-link” are intrinsically motivated (for their own sake, any reward obtained is purely internal) than those who are extrinsically motivated (money, social approval, punishment) (Ingham, 1986). Personality determines activities patterns. Howard (1976) correlated personality measures based on preferences for leisure activity patterns. Personality differences are related significantly to activity preferences. It was founded that extroverts and introverts preferred different activities. Extroverts preferred highly social activities such as parties, needed to have people around them, liked change, and were easy-going. Introverts tended to be shy, preferred a well-ordered lifestyle, avoided social activities and excitement, and were cautious (Eysenck, 1967, 1981).
Evoked Set

Um and Crompton defined the specific destinations or tourist products that a tourist will consider in making a purchase choice are known as the evoked set. Within the evoked set, different types of sets have to be taken into account in the various stages of a decision:

- The total set comprises all possible tourist alternatives in a particular tourist product category that are available in the market, even if the tourist is not aware of them or cannot recall them.
- The unawareness set is composed of all the total tourist product alternatives that the tourist is not aware of in the market.
- Within the awareness set, one can find all the alternatives that the tourist can recall at a certain point in time.
- Among all the product alternatives that the tourist may recall, only some of them will be considered important in a purchase situation, and this will make the consideration set.
- Some of the alternatives may be important but can be considered infeasible, i.e. due to financial constraints (infeasible or inept set).
- Within the choice set, one will find only those alternatives that will be subjected to a 'mental weight evaluation', in terms of the attributes considered important to the tourist and his or her belief that some of them can deliver the expected benefits.
- Based on this evaluation process, some of the alternatives will be placed in the non-choice set.
Finally, the decision set will determine the overall best alternatives to purchase.

**External Input**

As illustrated in Figure 2.6, the evoked set represents a summary of the internal input processes working on the awareness set. From many lists of initial alternatives, the traveler is likely to contemplate a final short-list of three or four options. External information may be actively sought at this point. A further consideration of constraints specific to each destination may be necessary, and then the choice is made. Travelers are sensitized to or especially mindful of the destination to be visited and are more likely to read newspaper articles about that destination and listen to travelers' tales about the area.

**External Information Search**

External information sources are employed by tourists and form the basis for travel decision-making.

**Gathering tourist information - information sources**

Information important is a significant determinant of both pre-purchase and on-going external search. Furthermore, external search and the balance of pre-purchase search activities are also influenced by enduring involvement and previous experience (Perdue, 1993). In general, sources of external information search can be classified in terms of whether information comes from personal or impersonal communication (Engel et al., 1995). Personal information sources and mass media are related in several ways. For example, tourism indicated that mass media (such as tourist advertising and brochures) are consulted most in the beginning, and personal media (such as salespersons, friends,
personal advice) are mainly used at a latter stage of the vacation planning (Van Raaij and Francken, 1984).

Tourism brochures and other sources of mass media initially play a significant role in determining choice of recreation and vacation destinations. Because consumers understand that the purpose of these mass media is to persuade as well as to inform, they discount the value of this ‘biased’ information and seek to verify its authenticity (Maute and Forrester, 1991). The phenomenon is reflected in the fact that people in the vacation group usually share in the information search process, and often several sources of information are consulted in planning a trip. In general, the vacation search process involves one or more individuals along with a variety of sources for a multiple set of decisions (Snepenger et al., 1990). With regard to vacation decision-making it is found that social information sources are the most important. These facts are in line with Murray’s (1991) conclusion that service consumers prefer the opinions and experiences of other comparable individuals in making service purchase decisions.

In conclusion that the traveler can obtain information from external several sources include:

- Personal sources: family, friends, neighbors, and acquaintances.
- Commercial sources: advertising, salespeople, dealers, packaging displays.
- Public sources: restaurant reviews, editorials in the travel section, consumer-rating organizations.

The relative influence of information sources varies with the product and the buying. Generally, tourists receive the most information about a product from commercial sources, those dominated by the marketer. The most influential sources.
however, tend to be personal. Commercial sources normally inform the buyer, but personal sources legitimize or evaluate for her. By gathering information, tourists increase their awareness and knowledge of variable choices and product features.

There are many kinds of travel decisions in addition to selecting a destination. Most of the existing models focus on place or location selection. The core features of the Um and Crompton model, tracked in the diagram by pursuing in the center and relating the process of decision-making to the features that influence it.

However, Horner and Swarbrooke (1996), illustrated the factors influencing the holiday decision-making as shown in the figure 2.7:
Figure 2.7: Factors influencing the holiday decision.

Empirical Finding

The other previous empirical researches are considered to be the secondary data for this research. Since, they are data gathered through such readily available sources (Sekaran, 1992).

Emgle, Kegerreis and Blackwell (1969) have indicated that friends and relatives are the recipients of product information from word of mouth communication.

May (1965) has indicated that personal contacts with friends, relatives or neighbors or professional are frequently used as sources of information.

Murphy (1996) reported that over half of the independent travelers made their choice of destination at least four months before departure.

Morrison (1996) has indicated that most actual tourists are operating in unfamiliar territory, and a wrong decision could be financially and personally expensive. This stress can be reduced by reliable, credible information: it is a repeated finding of tourism studies that advice from trusted friends and relatives is high on the list of valued information.

Sharp and Mott (1997) had argued that decision-making was shared, with differing levels of responsibility depending on the specific nature of particular projects.

The joint decisions between husband and wife were more likely in more income families than low-income families.
CHAPTER 3
CONCEPTUAL FRAMEWORK

Section 3.1: Conceptual Framework of the study

Independent Variables  Dependent Variables

Demographic Characteristics of Thai Tourists
- Gender
- Age
- Education
- Occupation
- Income

Factors considered for Domestic Cultural Attractions
- Amenities
- Accessibility
- Safety
- Expenditure
- Source of information
- Image

Decision-making Process concerning Domestic Cultural Attractions

**Figure 3.1:** Indicate the relationship of the independent variables and the dependent variables of the study.
Analysis of Research Study Variables

There were two sets of variables in the conceptual framework:

1. Independent variables
   A. Demographic Characteristic of the respondents.
      B. Factors affecting the decision-making process.

2. Dependent variables
   Decision-making process concerning domestic cultural attractions.

Section 3.2: Definition of the Variables

1. Independent Variables

A. Demographic Characteristic of the respondents

As independent variables mentioned in this research framework, there are many independent variables. Among these independent variables, five sub-independent variables have been chosen as demographic characteristics of tourists that are following:

- Gender
- Age
- Education
- Occupation
- Income

Gender: Psychology, the characteristics, whether biologically or socially influenced, by which people defined male and female. Because “sex” is a biological category, social psychologists often refer to biologically based gender differences as “sex differences.” There are more similarities than differences between the sexes in terms of leisure
participation rates. Overall, participation rates in leisure activities do not differ between men and women, although many women engage in slightly fewer activities than do men. As might be expected, nonworking women have slightly higher participation rates than do employed women. There is a clear difference between the sexes in terms of preferred activities. Women are more involved in cultural activities, and men lead in outdoor recreation, playing and watching sports (The Tourism System, 1992).

**Age:** It is obvious that age affects recreational and vacation choices (Bennett M.M. and Seaton A.V.) The relationship between tourism and age has two components—the amount of leisure time available relative to age and the type and extent of activities undertaken at various age levels. The amount of leisure time available changes curvilinear, the younger and older age groups having proportionately more leisure time.

There appears to be several differences between patterns of travel based on age. This may also be influenced by other socioeconomic factors. In analyzing the impact of age on travel and tourism, the generational influence must be considered (The Tourism System, 1992). As one commentator of Frenkel, 1992:111 has observed that new mature travelers are better traveled, more highly educated and in better physical and financial condition than their predecessors. They will be more demanding of the unique and more demanding of convenience. For these travelers, vacations are opportunities to pamper themselves with treatment and surroundings they have not realized in their day-to-day lives.

**Education:** The strong correlation between educations as it relates to income has been well established. Independent of income, however, the level of education that an
individual has tends to influence the type of leisure and travel pursuits chosen. The amount of education obtained will most likely determine the nature of both the work and leisure time activities. By widening one’s horizons of interest and enjoyment, education influences the type of activities undertaken. Education itself can serve as the primary reason for travel.

**Occupation:** The nature of the occupation influences destination choice. Sometimes, this effect is mediated by the vacation period (a teacher can only travel in July and August).

**Income:** Income is obviously an important inhibiting factor in shaping the demand for travel. Not only does travel itself entail a certain cost, the traveler must pay for services rendered at the destination as well as have money to engage in various activities during the trip. Generally speaking, higher income is associated with higher education, with certain jobs, and with certain age groups. Total family income has risen steadily as more wives have entered the labor force. The fact that family income has risen will have an effect upon tourism demand. Yet the fact that more families have two spouses in the labor force will also affect the shape of tourism demand.

**B. Factors considered for selecting domestic cultural attractions.**

**Amenities:** Amenities can be categorized as accommodations, restaurants, entertainment facilities and other services such as car rental firms and shops required by tourists. If the infrastructure is inadequate, both tourists and local inhabitants will suffer. consumer
dissatisfaction will be high and the full potential of the superstructure might not be realized (Longman, 2000).

**Accessibility:** Tourists have been traveling by various modes—from on foot or walking to riding in a supersonic aircraft. Tourism and transportations are inexorably linked. As world tourism increases, additional demands will be placed on the transportation sectors. Ease of access to destination is also crucial (Tourism, 2000).

**Safety:** The safety of the destination and assurance of reliable travel conditions appeared important. Safety is become the important factors affecting the individual’s decision-making. Safety is both in physical and property (Woodside, 2000).

**Expenditure:** The amount of money that is spent while traveling. Expenditure includes transportation (broken down by mode, if desired), accommodation (including camping fee, park entrance fees), food and beverages (meal), convention or registration fees and other entertainment, souvenirs, and other purchases (Tourism, 2000).

**Source of information:** The source of information can refer to either:

- The news media and
- Advertising media, in other words, the media in which advertisements may be placed (Swarbrooke J. & Horner S., 1999)

**Image:** It may be thought of as an average of the concepts of the area held by traveler or would-be travel. An image may be unique with respect to each individual traveler (Uel
Images can be used to counter negative, and enhance positive, perception of products, places and peoples (Morgan N. and Prichard A., 1999).

2. Independent Variables

Decision-making process concerning domestic cultural attraction: is the process that starts from the tourists want to travel for the domestic cultural attractions, their search for information, evaluate of alternatives, choice, and post purchase analysis.

Section 3.3: Research Hypotheses

Hypotheses are conjectural statements of the relationship between two or more variables that carry clear implications for testing the stated relations (Davis, 1996). They are research tools to further define research problems. In this study, two main blocks of independent variables are hypothesized against dependent variables. The study tests the following hypotheses:

a) Demographic Characteristics Vs the decision-making process.

b) Factors considered for selecting domestic cultural attractions Vs the decision-making process.

a) Demographic Characteristics Vs the decision-making process.

H0. There is no relationship between gender of Thai tourist and decision-making process for selecting domestic cultural attractions.

H1. There is a relationship between gender of Thai tourists and decision-making for selecting domestic cultural attractions.
Ho2. There is no relationship between age of Thai tourists and decision-making process for selecting domestic cultural attractions.

Ha2. There is a relationship between age of Thai tourists and decision-making process for selecting domestic cultural attractions.

Ho3. There is no relationship between education of Thai tourists and decision-making process for selecting domestic cultural attractions.

Ha3. There is a relationship between education of Thai tourists and decision-making process for selecting domestic cultural attractions.

Ho4. There is no relationship between occupation of Thai tourists and decision-making process for selecting domestic cultural attractions.

Ha4. There is a relationship between occupation of Thai tourists and decision-making process for selecting domestic cultural attractions.

Ho5. There is no relationship between income of Thai tourists and decision-making process for selecting domestic cultural attractions.

Ha5. There is a relationship between income of Thai tourists and decision-making process for selecting domestic cultural attractions.

b) Factors influencing Vs the decision-making process.

Ho6. There is no relationship between amenities and decision-making process for selecting domestic cultural attractions.
Ha6. There is a relationship between amenities and decision-making process for selecting domestic cultural attractions.

Ho7. There is no relationship between accessibility and decision-making process for selecting domestic cultural attractions.

Ha7. There is a relationship between accessibility and decision-making process for selecting domestic cultural attractions.

Ho8. There is no relationship between safety and decision-making process for selecting domestic cultural attractions.

Ha8. There is a relationship between safety and decision-making process for selecting domestic cultural attractions.

Ho9. There is no relationship between expenditure and decision-making process for selecting domestic cultural attraction.

Ha9. There is a relationship between expenditure and decision-making process for selecting domestic cultural attractions.

Ho10. There is no relationship between source of information and decision-making process for selecting domestic cultural attractions.

Ha10. There is a relationship between source of information and decision-making process for selecting domestic cultural attractions.
Ho11. There is no relationship between image and decision-making process for selecting domestic cultural attractions.

Ha11. There is a relationship between image and decision-making process for selecting domestic cultural attractions.
CHAPTER 4
RESEARCH METHODOLOGY

Research methodology is defined as the part of the body of the report that explains the research design, sampling procedures, and other technical procedures used for collecting the data (Zikmund, 1997).

Section 4.1: Research Method

The technique employed in this research study is sample survey method, which is the most flexible method of data collection as it is easy to provide and interpret by computer. Information is gathered by communicating with a representative sample of people. Survey is the most common method in generating primary data. This technique explores the primary data collection based on communication with a representative sample of individual by using Questionnaire. By this method, the researcher can give questionnaires to respondents directly (Neuman, 2000). Survey questions can obtain inquiry about the subject that is exclusively internal to the respondents which is appropriated for tourists' attitudes and intention. Respondents are asked a variety of questions regarding their behavior, attitudes, awareness, demographic and lifestyle characteristics. This survey allows the researcher to study and describe massive population. It means the survey provides relative low costs, minimal time and an accurate means of assessing information about the population (Zikmund, 1997).
Both data collection from primary and secondary sources will be used. The primary data means the data collection from Thai tourists in Bangkok and perimeter by using questionnaire and answered self-administered questionnaires. The secondary data means to find a data from several sources, which included academic textbooks, Internet, ABAC library, the tourism journeys in the library, including information from TAT.

**Section 4.2: Research Instrument**

The researcher considers using a “Self-administered structured Questionnaire” which the respondents can express to fill the questionnaire freely without interference by the interviewer (Refer to 4.3.1).

**Section 4.3: Sampling Design**

The target respondents are chosen and the target population where they are selected is unknown. This research mainly concentrated on the “Non-Probability Sampling (judgment sampling)” which is defined as a sampling technique that the units of the sample is selected on the basis of personal judgments and convenience, the probability of any particular member of the population being chosen is unknown (Zikmund, 1997).

4.3.1. Target Population

Target population is defined as the units in the population that the researcher wishes to target for studying (Neuman, 2000). Sekaran (1992) stated that population
refers to the entire group of people, events or things of interest that the researcher wishes to investigate. The target population is comprised of 4 areas as following:

- **Sampling element:** Thais males and females aged 21 years old or above.
  
  (They may be Bangkok residents, including working in Bangkok.).

- **Sampling unit:** SEACON Square Complex (Department Store).
  
  Srinakarin Road, Prakanong district, Bangkok.

- **Extent:** Bangkok, Thailand.

- **Duration time:** September, 2002.

SEACON Square Complex is the sampling unit for this research because there are various types of Thais people coming to this department store. They have many levels of ages, income, education, or occupation. It’s easy and convenient to fill the questionnaire. Because people in Bangkok always go out to have a vacation when they have a holiday or long weekend, it’s suitable to select people in Bangkok to be the respondents.

### 4.3.2. Pre-testing

The researcher was conducted a pretest for the purpose of determining problems in the questionnaire by using 25 copies of questionnaires to the random respondents. The research examined the questionnaire to looked for evidence of ambiguous questions and respondents’ misunderstanding and whether the questions mean the same as to all respondents in terms of wording, meaning of language, question transforming, continuity and flow, sequence, structure, etc.
4.3.3. Sampling Size

Population of Thailand is 62,932,516 and population in Bangkok is 5,726,203 in the year of 2001 (2,776,975 males, 2,949,228 females) (Department of Local Administration Ministry of Interior). The population in Prakanong district is 100,497 (47,499 males, 52,998 females) (Information from Department of Logical Affair). According to the sampling technique of this study is non-probability sampling. So 200 observations is suitable sample size as Malhotra, N. K. (1999) indicated in the table 4.1.

<table>
<thead>
<tr>
<th>Types of Study</th>
<th>Minimum Size</th>
<th>Typical Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Problem identification research</td>
<td>500</td>
<td>1,000-2,500</td>
</tr>
<tr>
<td>Problem solving research</td>
<td>200</td>
<td>300-500</td>
</tr>
<tr>
<td>Product tests</td>
<td>200</td>
<td>300-500</td>
</tr>
<tr>
<td>Test marketing studies</td>
<td>200</td>
<td>300-500</td>
</tr>
<tr>
<td>TV/radio/print advertising</td>
<td>150</td>
<td>200-300</td>
</tr>
<tr>
<td>Test market audits</td>
<td>10 stores</td>
<td>10-20 stores</td>
</tr>
<tr>
<td>Focus groups</td>
<td>6 groups</td>
<td>10-15 groups</td>
</tr>
</tbody>
</table>

Table 4.1: Sample sizes used in Marketing Research studies.

Section 4.4: Data Analysis Technique

Types of measurement scales

Data for analysis resulting from the measurement of one or more variables, it is important to know which type of scale is represented by the data since each type adds special characteristics to the study, and also different statistics are appropriate for the different scales of measurement. This research used only two types of measurement scales: Nominal scale and Ordinal scale, which are described as following:

- **Nominal scale**
  
  Nominal scale represents the lowest level of measurement. Such a scale classifies persons or objects into two or more categories. Whatever the basis for classification, a person can only be in one category, and members of a given category have a common set of characteristics. For identification purposes, categories are sometimes numbered from 1 to however many categories there are (Gay and Diehl, 1996).

- **Ordinal scale**
  
  Ordinal scale not only classifies subjects but also ranks them in terms of the degree to which they possess a characteristic of interest. In other words, an ordinal scale puts the subjects in order from highest to lowest, from most to least. Although ordinal scales do indicate that some subjects are higher, or better, than others, they do not indicate how much higher or how much better (Gay and Diehl, 1996).

After the necessary data was collected, the returned questionnaires was encoded and interpreted by the Statistical Package for Social Science (SPSS) and analyzed in terms of frequency, distributions, and means. All statistical procedures are performed by the computer software package to ensure accuracy and minimize costs. In order to predict
the values for a criterion variable (dependent variable) from the values for several predictor variables (independent variables), descriptive statistics and hypotheses testing are two statistical procedures used in this research.

4.4.1. Descriptive Statistics

The first step in data analysis is to describe, or summarize, the data using descriptive statistics. Descriptive statistics permit the researcher to describe meaningfully a set of data consisting of many figures with a small number of indices (Gay and Diehl, 1996). Descriptive statistics enable researchers to describe the aggregation of raw data in numerical terms (Neuman, 2000). Descriptive statistics involve the use of unvaried, divaricates and multivariate analysis. These methods incorporate the use of frequency distributions, percentage tables and measures of central tendency (Jenning, 2001). It is used for describing the primary data about the sample frequency table and percentage in the primary data about demographic characteristics.

4.4.2. Hypotheses Testing

**Spearman's rank correlation coefficient**

Testing of hypothesis is conducted by employing divaricated correlation statistics. Spearman's rank correlation coefficient. The Spearman's rank correlation is the appropriate measure of correlation when the data for one of the variable is expressed as ranks instead of scores or intervals. It is thus appropriate when the data is represented on ordinal scale (although it may be used with interval data), and is used when the median
and quartile deviation are used. The statistics appropriate for ordinal data are referred to as non-parametric statistics (Gay and Diehl, 1996).

**Chi-square Test**

Chi-square test is a non-parametric test of significance appropriate when the data is in the form of frequency counts occurring in two or more mutually exclusive categories. It is used for testing the independence of independent and dependent variables (Gay and Diehl, 1996).
CHAPTER 5
DATA ANALYSIS

This chapter presents the findings and the results from the research methodology in Chapter 4. It covers the demographic characteristics data, factors affecting the decision-making process about domestic cultural attractions as well as tests of hypotheses. Section 1 shows the descriptive statistics and section 2 the hypotheses testing result. This research has been conducted with 200 questionnaires at SEACON Square, Srinakarin Road, Prakanong district, Bangkok.

Section 5.1: Descriptive Statistics

Table 5.1: Frequency Distribution of gender of the respondent.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>89</td>
<td>44.5</td>
</tr>
<tr>
<td>Female</td>
<td>111</td>
<td>55.5</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 5.1 (Figure 5.1) shows the gender of respondents of the research. It composes of 89 males and 111 females or computed as 44.5% and 55.5% of the total sample. This signifies that majority respondents in this research are female.
Table 5.2: Frequency Distribution of age of the respondent.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>21-25 years old</td>
<td>42</td>
<td>21.0</td>
</tr>
<tr>
<td>26-30 years old</td>
<td>36</td>
<td>18.0</td>
</tr>
<tr>
<td>31-35 years old</td>
<td>43</td>
<td>21.5</td>
</tr>
<tr>
<td>36-40 years old</td>
<td>40</td>
<td>20.0</td>
</tr>
<tr>
<td>41-50 years old</td>
<td>34</td>
<td>17.0</td>
</tr>
<tr>
<td>More than 50 years old</td>
<td>5</td>
<td>2.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

What is your age?

![Bar chart showing frequency distribution of age](image)

Figure 5.2: Frequency Distribution of Age.

Table 5.2 (Figure 5.2) shows the age group of respondents who responded to the questionnaires. It is composed of 42 respondents who are between 21-25 years old or equal to 21% of total sample. 36 respondents aged between 26-30 years old or equal to 18% of total sample. 43 respondents aged between 31-35 years old or equal to 21.5% of total sample. 40 respondents aged between 36-40 years old or equal to 20% of total sample. 34 respondents aged between 41-50 years old or equal to 17 of total sample. 5 respondents aged more than 50 years old or equal to 2.5% of total sample.
The respondents whose ages are between 31-35 years old present the largest group while the respondents whose ages are more than 50 years old represent the minority group in this research.

**Table 5.3:** Frequency Distribution of education level of the respondent.

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below Bachelor's degree</td>
<td>33</td>
<td>16.7%</td>
</tr>
<tr>
<td>Bachelor's degree or equivalent</td>
<td>122</td>
<td>61.6%</td>
</tr>
<tr>
<td>Master degree or equivalent</td>
<td>42</td>
<td>21.2%</td>
</tr>
<tr>
<td>Higher than Master degree</td>
<td>1</td>
<td>0.5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>198</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
</table>

![Figure 5.3: Frequency Distribution of Education.]

Table 5.3 (Figure 5.3) shows the education of respondents. The majority of respondent’s education is Bachelor’s degree or equivalent, which is equal to 61.6% of total sample. The minority of respondent’s education is higher than Master degree, which is equal to 0.5% of total sample. For Master degree’s degree or equivalent, there are 42 respondents which is equal to 21.2% of total sample and 33 respondents whose
education is below Bachelor’s degree, which is equal to 16.7% of total sample respectively.

**Table 5.4:** Frequency Distribution of occupation of the respondent.

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student</td>
<td>26</td>
<td>13.0</td>
</tr>
<tr>
<td>Government officer</td>
<td>31</td>
<td>15.5</td>
</tr>
<tr>
<td>Business employee</td>
<td>65</td>
<td>32.5</td>
</tr>
<tr>
<td>State Enterprise</td>
<td>32</td>
<td>16.0</td>
</tr>
<tr>
<td>Business owner</td>
<td>29</td>
<td>14.5</td>
</tr>
<tr>
<td>Housewife</td>
<td>5</td>
<td>2.5</td>
</tr>
<tr>
<td>Others</td>
<td>12</td>
<td>6.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

**Figure 5.4:** Frequency Distribution of Occupation.

Table 5.4 (Figure 5.4) shows the occupation of respondents. The largest of respondent's occupation is Business employee (65 respondents or 32% of total sample). The minority is Housewife (5 respondents or 2.5% of total sample). In additions, State Enterprise (32 respondents or 16% of total sample), Government officer (31 respondents or 15.5% of total sample), Business owner (29 respondents or 14.5% of
total sample). Students (26 respondents or 13% of total sample), and other occupation (12 respondents or 6% of total sample).

Table 5.5: Frequency Distribution of average total income per month of the respondent.

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 5,000 Baht or equal</td>
<td>17</td>
<td>8.6</td>
</tr>
<tr>
<td>5,001-15,000 Baht</td>
<td>58</td>
<td>29.3</td>
</tr>
<tr>
<td>15,001-25,000 Baht</td>
<td>37</td>
<td>18.7</td>
</tr>
<tr>
<td>25,001-35,000 Baht</td>
<td>25</td>
<td>12.6</td>
</tr>
<tr>
<td>35,001-45,000 Baht</td>
<td>33</td>
<td>16.7</td>
</tr>
<tr>
<td>More than 45,000 Baht</td>
<td>28</td>
<td>14.1</td>
</tr>
<tr>
<td>Total</td>
<td>198</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 5.5 (Figure 5.5) shows the monthly income of respondents. The largest group of respondent’s income in this research is between 5,001-15,000 Baht (29.3% of total sample). The minority of respondent’s income is less than 5,000 Baht or equal (8.6% of total sample).

Figure 5.5: Frequency Distribution of Income.
In addition, 37 respondents (18.7%) have income between 15,001-25,000 Baht. 25 respondents (12.6%) have income between 25,001-35,000 Baht. 33 respondents (16.7%) have income between 35,001-45,000 Baht. 28 respondents (14.1%) have income more than 45,000 Baht.

Table 5.6: Frequency Distribution of which cultural attraction do you prefer to visit?

<table>
<thead>
<tr>
<th>Cultural Attraction</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Historical</td>
<td>52</td>
<td>26.0</td>
</tr>
<tr>
<td>Religious</td>
<td>14</td>
<td>7.0</td>
</tr>
<tr>
<td>Artistic</td>
<td>30</td>
<td>15.0</td>
</tr>
<tr>
<td>Architecture</td>
<td>36</td>
<td>18.0</td>
</tr>
<tr>
<td>Life style</td>
<td>68</td>
<td>34.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Figure 5.6: Frequency Distribution of the type of domestic cultural attraction.

The statistical analysis in Table 5.6 (Figure 5.6) about the type of domestic cultural attraction the respondent prefer to visit highlights that the largest group of total sample (34%) prefer to visit attractions related to Life style in Thailand. The second is Historical attraction (26%). Third is Architectural attraction (18%). 30 Artistic or equal to 15% of total sample and 14 Religious or equal to 7% of total sample respectively.
Table 5.7: Frequency Distribution of what is the main purpose for selecting specified cultural attractions.

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>To gain more Knowledge</td>
<td>90</td>
<td>45.2</td>
</tr>
<tr>
<td>To perform any religious activity</td>
<td>6</td>
<td>3.0</td>
</tr>
<tr>
<td>To participate in any cultural activity</td>
<td>7</td>
<td>3.5</td>
</tr>
<tr>
<td>To relax exclusively</td>
<td>96</td>
<td>48.2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>199</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Figure 5.7: Frequency Distribution of the main purpose of selecting.

The statistical analysis in Table 5.7 (Figure 5.7) about the main purpose of selecting the domestic cultural attractions highlights that the largest group or 48.2% of total sample have the relaxation exclusively as the main purpose for selecting cultural attractions to relax exclusively. It is also observed that 45.2% of total sample have the purpose to gain more knowledge. 3.5% of total sample want to participate in any cultural activity and 3% of total sample to perform any religious activity.
Table 5.8: Frequency Distribution of what sources of information do you search for selecting cultural attractions. (Can choose more than 1)

<table>
<thead>
<tr>
<th>Source of Information</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>25</td>
<td>6.8</td>
</tr>
<tr>
<td>Travel magazine</td>
<td>136</td>
<td>36.8</td>
</tr>
<tr>
<td>Travel Agent</td>
<td>32</td>
<td>8.6</td>
</tr>
<tr>
<td>Web-site/Internet</td>
<td>83</td>
<td>22.4</td>
</tr>
<tr>
<td>Personal Friends and Family members</td>
<td>87</td>
<td>23.5</td>
</tr>
<tr>
<td>Others</td>
<td>7</td>
<td>1.9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>370</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

![Chart showing frequency distribution]

**Figure 5.8**: Frequency Distribution of the source of information.

The statistical analysis in Table 5.8 (Figure 5.8) about the sources of information respondent search for when they want to make the decision highlights that travel magazine is the source of information search for the largest group of respondents which is equal to 36.8% of total sample. The information is searched by 23.5% respondents through personal friends and family members, 22.4% respondents through website/internet, 8.6% respondents through travel agent, 6.8% respondents through newspaper and 1.9% respondents through other sources of information.
Table 5.9: Frequency Distribution of respondent’s search information from previous source.

<table>
<thead>
<tr>
<th>It provide authentic information</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>It provide dependable information</td>
<td>53</td>
<td>26.5</td>
</tr>
<tr>
<td>It properly design your schedule</td>
<td>25</td>
<td>12.5</td>
</tr>
<tr>
<td>It helps you in achieving your objective</td>
<td>57</td>
<td>28.5</td>
</tr>
<tr>
<td>It helps to cut cost and save time</td>
<td>58</td>
<td>29.0</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Figure 5.9: Frequency Distribution of respondent’s search of information from the previous source.

The statistical analysis in Table 5.9 (Figure 5.9) highlights that the largest group of respondents prefers to search information from previous sources because it helps them cutting cost and save time (29 % of total sample). But a minority of respondent (3.5 % of total sample) prefers to search information from the previous sources because it provides authentic information to them. It is also observed that 28.5 % of total sample prefer that as it helped them in achieving their objectives. 26.6 % of total sample prefer that as it provide them dependable information and 25 respondents (12.5% of total sample) prefer that as it properly design their schedule.
Table 5.10: Frequency Distribution of beyond the sources of information, who else influences your decision to select cultural attractions.

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td>59</td>
<td>29.5</td>
</tr>
<tr>
<td>Husband/Wife</td>
<td>34</td>
<td>17.0</td>
</tr>
<tr>
<td>Parents</td>
<td>15</td>
<td>7.5</td>
</tr>
<tr>
<td>Relatives</td>
<td>11</td>
<td>5.5</td>
</tr>
<tr>
<td>Friends</td>
<td>67</td>
<td>33.5</td>
</tr>
<tr>
<td>Other</td>
<td>14</td>
<td>7.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Figure 5.10: Frequency Distribution of any person influencing the decision-making process.

The statistical analysis in Table 5.10 (Figure 5.10) about the person else who influence respondent’s decision-making process about selecting domestic cultural attractions (beyond the sources of information) highlights that friends is the other source for largest group of respondents (33.5 % of total sample) who influence their decision-making process in this regard. It is also observed that the relative is the source for minority group of respondents (5.5 % of total sample) who influence their decision-making process. In additions themselves influence 29.5 % of total sample. 17 % of total
sample are husband/wife. 7.5% of total sample are parents and 7% of total sample find other groups of persons.

**Table 5.11:** Frequency Distribution of is availability of specific amenity influences your decision in selecting cultural attraction.

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>144</td>
<td>72.0</td>
</tr>
<tr>
<td>No</td>
<td>56</td>
<td>28.0</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**Figure 5.11** Frequency Distribution of is amenity influence the decision-making process.

The statistical analysis in Table 5.11 (Figure 5.11) bout the amenity that shows that influence the decision-making process about selecting domestic cultural attractions highlights that the majority or 72% of total sample consider the availability of amenities and 28% of total sample do not consider this.
Table 5.12: Distribution of if yes, availability of which amenity influences your decision in selecting cultural attraction.

<table>
<thead>
<tr>
<th>Amenity</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurant</td>
<td>40</td>
<td>20.2</td>
</tr>
<tr>
<td>Accommodation</td>
<td>126</td>
<td>63.6</td>
</tr>
<tr>
<td>Souvenir shop</td>
<td>30</td>
<td>15.2</td>
</tr>
<tr>
<td>Others</td>
<td>2</td>
<td>1.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

The statistical analysis in Table 5.12 (Figure 5.12) about the amenities that influence the decision-making process in selecting domestic cultural attraction highlights that 63.6% consider the accommodation. It is also observed that 40% consider the restaurant, 30% and 2% of respondent consider the souvenir shop and others respectively. This signifies that the respondent consider the accommodation the most.
Table 5.13: Frequency Distribution of the accessibility to cultural attraction with specific mode of transport influences your decision-making process in selecting cultural attractions.

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>183</td>
<td>91.5</td>
</tr>
<tr>
<td>No</td>
<td>17</td>
<td>8.5</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Figure 5.13: Frequency Distribution of weather transportation influenced the decision-making process.

The statistical analysis in Table 5.13 (Figure 5.13) about the accessibility to cultural attraction with specific mode of transport that influences the decision-making process in selecting domestic cultural attraction highlights that the majority or 91.5% of total sample consider the accessibility to domestic cultural attraction and other 8.5% of total sample do not consider this.

Table 5.14: Frequency Distribution of the modes of transport influenced the decision-making process in selecting cultural attractions. (Can choose more than 1)

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air</td>
<td>54</td>
<td>17.9</td>
</tr>
</tbody>
</table>
If yes, accessibility by which mode of transport influences your decision in selecting a cultural site/attraction?

Figure 5.14: Frequency Distribution of transportations influenced the decision-making process.

The statistical analysis in Table 5.14 (Figure 5.14) about the mode of transport that influences the decision-making process in selecting the domestic cultural attraction highlights that 48.7% prefer to go to the cultural attraction by car. It is also observed that 17.9% by air, 15.2% by bus, 11.3% by train, 6.3% by water, and 0.7% by others transport respectively. This signifies that the respondents consider the car the most.

Table 5.15: Frequency Distribution of Is availability of safety system influences your decision-making process in selecting cultural attraction.

<table>
<thead>
<tr>
<th>Mode</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air</td>
<td>17.9</td>
<td></td>
</tr>
<tr>
<td>Train</td>
<td>11.3</td>
<td></td>
</tr>
<tr>
<td>Bus</td>
<td>15.2</td>
<td></td>
</tr>
<tr>
<td>Car</td>
<td></td>
<td>48.7</td>
</tr>
<tr>
<td>Water</td>
<td></td>
<td>6.3</td>
</tr>
<tr>
<td>Others</td>
<td></td>
<td>0.7</td>
</tr>
<tr>
<td>Total</td>
<td>302</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Table 5.15: Frequency Distribution of Is availability of safety system influences your decision-making process in selecting cultural attraction.

<table>
<thead>
<tr>
<th>Mode</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>195</td>
<td>97.5</td>
</tr>
<tr>
<td>No</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The statistical analysis in Table 5.15 (Figure 5.15) about the availability of safety systems to influence the decision-making process about selecting the domestic cultural attractions shows that the majority or 97.5% of total sample consider the safety system and 2.5% of total sample do not consider this.

Table 5.16: Frequency Distribution of the safety system influences the decision-making process for selecting cultural attractions.

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fire alarm</td>
<td>13</td>
<td>6.7</td>
</tr>
<tr>
<td>Security Guards</td>
<td>37</td>
<td>19.1</td>
</tr>
<tr>
<td>Tourist Police</td>
<td>131</td>
<td>67.5</td>
</tr>
<tr>
<td>Sprinkles</td>
<td>6</td>
<td>3.1</td>
</tr>
<tr>
<td>Others</td>
<td>7</td>
<td>3.6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>194</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>
Which safety system influenced the decision-making process about domestic cultural

![Bar Chart](chart.png)

**Figure 5.16: Frequency Distribution of safety system.**

The statistical analysis in Table 5.16 (Figure 5.16) about the safety system that influence the decision-making process about selecting the domestic cultural attractions highlights that 67.5% prefer to have tourist police. It is also observed that 19.1% prefer to have security guards, 6.7% prefer to have fire alarms 3.6% and 3.1% prefer to have sprinkles respectively. This signifies that the respondent prefer to have tourist police the most.

**Table 5.17: Frequency Distribution of the amount of expenditure influences decision-making process in selecting domestic cultural attractions.**

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>172</td>
<td>86.0</td>
</tr>
<tr>
<td>No</td>
<td>28</td>
<td>14.0</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100.0</td>
</tr>
</tbody>
</table>
Is the amount of expenditure influences your decision in selecting cultural site/attraction?

![Pie chart showing 86% Yes and 14% No]

Figure 5.17: Frequency Distribution of expenditure that influenced the decision-making process.

The statistical analysis in Table 5.17 (Figure 5.17) about the expenditure that influences the decision-making process in selecting domestic cultural attractions highlights that the majority or 86% consider the expenditure and 14% do not consider this.

Table 5.18: Frequency Distribution of does image of cultural site/attraction influences your decision-making process in selecting cultural attraction.

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>181</td>
<td>90.5</td>
</tr>
<tr>
<td>No</td>
<td>19</td>
<td>9.5</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100.0</td>
</tr>
</tbody>
</table>
Figure 5.18: Frequency Distribution of the image influenced the decision-making process.

The statistical analysis in Table 5.18 (Figure 5.18) about the images that influence the decision-making process in selecting the domestic cultural attractions highlights that 90.5% consider the image and 9.5% do not consider this.

Table 5.19: Frequency Distribution of Rank following factors, from the level of important that influences your decision-making process in selecting cultural attractions.

<table>
<thead>
<tr>
<th></th>
<th>Very Most Important</th>
<th>Most Important</th>
<th>Somewhat Important</th>
<th>Less Important</th>
<th>Least Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amenities</td>
<td>5.6</td>
<td>14.2</td>
<td>24.9</td>
<td>22.8</td>
<td>17.8</td>
</tr>
<tr>
<td>Accessibility</td>
<td>14.7</td>
<td>31.0</td>
<td>17.3</td>
<td>18.8</td>
<td>15.2</td>
</tr>
<tr>
<td>Safety</td>
<td>40.6</td>
<td>18.8</td>
<td>25.4</td>
<td>10.7</td>
<td>2.0</td>
</tr>
<tr>
<td>Expenditure</td>
<td>14.2</td>
<td>24.9</td>
<td>13.2</td>
<td>16.2</td>
<td>12.7</td>
</tr>
<tr>
<td>Source of information</td>
<td>10.7</td>
<td>5.6</td>
<td>9.1</td>
<td>11.2</td>
<td>30.5</td>
</tr>
<tr>
<td>Images</td>
<td>14.7</td>
<td>5.6</td>
<td>10.2</td>
<td>20.8</td>
<td>21.8</td>
</tr>
</tbody>
</table>
The statistical analysis in Table 5.19 (Figure 5.19) about the level of importance of factors that influenced respondent's decision-making process in selecting the domestic cultural attractions highlights that safety is the very most important factor (40.6%). It is also observed that the second are image and accessibility of cultural attractions (14.7%). Third is expenditure (14.2%). Fourth is the source of information (10.7%) and the last is amenity (5.6%) respectively. This signifies that the respondents consider about the safety the most.
Section 5.2: Hypothesis Testing Result

a) Demographic Characteristics of Thai tourists Vs the Decision-making process concerning domestic cultural attractions.

Hypothesis 1: Gender and the decision-making process.

Ho: There is no relationship between gender of Thai tourist and decision-making process for selecting domestic cultural attractions.

Ha: There is a relationship between gender of Thai tourists and decision-making process for selecting domestic cultural attractions.

Table 5.20: Chi-square tests for two variable genders of Thai tourists and decision-making process for selecting domestic cultural attractions.

<table>
<thead>
<tr>
<th>Test Statistics</th>
<th>Decision-making about Domestic Cultural attractions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi-Square df</td>
<td>2.420 127.241</td>
</tr>
<tr>
<td>Asymp. Sig.</td>
<td>.120 .000</td>
</tr>
</tbody>
</table>

Significant level (2-tailed) the significant value of 0.220, which is more than 0.05, it means the alternative hypothesis (Ha) is rejected and the null hypothesis (Ho) is accepted.

The result from the test confirms that Hypothesis statement 1 (Ho) means there is no relationship between gender of Thai tourists and decision-making process for selecting domestic cultural attractions.
Hypothesis 2: Age and the decision-making process.
Ho2. There is no relationship between age of Thai tourist and decision-making process for selecting domestic cultural attractions.
Ha2. There is a relationship between age of Thai tourists and decision-making process for selecting domestic cultural attractions.

Table 5.2: Chi-square tests for two variables age of Thai tourists and decision-making process for selecting domestic cultural attractions.

<table>
<thead>
<tr>
<th>Test Statistics</th>
<th>Decision-making about Domestic Cultural attractions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi-Square</td>
<td>30.700</td>
</tr>
<tr>
<td>df</td>
<td>5</td>
</tr>
<tr>
<td>Asymp. Sig.</td>
<td>.000</td>
</tr>
</tbody>
</table>

- 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 33.3.
- 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 11.9.

Significant level (2-tailed) the significant value of 0.00, which is less than 0.05, it means the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted.

The result from the test confirms that Hypothesis statement 2 (Ha) means there is a relationship between age of Thai tourists and decision-making process for selecting domestic cultural attractions.
**Hypothesis 3:** Education and the decision-making process.

Ho3. There is no relationship between education of Thai tourist and decision-making process for selecting domestic cultural attractions.

Ha3. There is a relationship between education of Thai tourists and decision-making process for selecting domestic cultural attractions.

Table 5.22. Chi-square tests for two variable educations of Thai tourists and decision-making process for selecting domestic cultural attractions.

<table>
<thead>
<tr>
<th>Test Statistics</th>
<th>Decision-making about Domestic Cultural attractions</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is your highest education level?</td>
<td></td>
</tr>
<tr>
<td>Chi-Square ²</td>
<td>160.345</td>
</tr>
<tr>
<td>df</td>
<td>3</td>
</tr>
<tr>
<td>Asymp. Sig.</td>
<td>.000</td>
</tr>
</tbody>
</table>

Significant level (2-tailed) the significant value of 0.00, which is less than 0.05, it means the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted.

The result from the test confirms that Hypothesis statement 3 (Ha) means there is a relationship between education of Thai tourists and decision-making process for selecting domestic cultural attractions.
Hypothesis 4: Occupation and the decision-making process.

Ho4. There is no relationship between occupation of Thai tourists and decision-making process for selecting domestic cultural attractions.

Ha4. There is a relationship between occupation of Thai tourists and decision-making process for selecting domestic cultural attractions.

Table 5.23: Chi-square tests for two variable occupations of Thai tourists and decision-making process for selecting domestic cultural attractions.

<table>
<thead>
<tr>
<th>Test Statistics</th>
<th>Decision-making about Domestic Cultural attractions</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is your occupation?</td>
<td></td>
</tr>
<tr>
<td>Chi-Square</td>
<td>df</td>
</tr>
<tr>
<td>75.360</td>
<td>6</td>
</tr>
<tr>
<td>127.241</td>
<td>15</td>
</tr>
</tbody>
</table>

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 28.6.
b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 11.9.

Significant level (2-tailed) the significant value of 0.00, which is less than 0.05, it means the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted.

The result from the test confirms that Hypothesis statement 4 (Ha) means there is a relationship between occupation of Thai tourists and decision-making process for selecting domestic cultural attractions.
Hypothesis 5: Income and the decision-making process.

Ho5. There is no relationship between income of Thai tourists and decision-making process for selecting domestic cultural attractions.

Ha5. There is a relationship between income of Thai tourists and decision-making process for selecting domestic cultural attractions.

Table 5.24: Chi-square tests for two variable incomes of Thai tourists and decision-making process for selecting domestic cultural attractions.

<table>
<thead>
<tr>
<th>Test Statistics</th>
<th>Decision-making about Domestic Cultural attractions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chi-Square**</td>
<td>29.879</td>
</tr>
<tr>
<td>df</td>
<td>5</td>
</tr>
<tr>
<td>Asymp. Sig.</td>
<td>.000</td>
</tr>
<tr>
<td>Asymp. Sig.</td>
<td>.000</td>
</tr>
</tbody>
</table>

Significant level (2-tailed) the significant value of 0.00, which is less than 0.05, it means the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted.

The result from the test confirms that Hypothesis statement 5 (Ha) means there is a relationship between income of Thai tourists and decision-making process for selecting process domestic cultural attractions.
b) Factors considered for selecting Cultural Attractions Vs the Decision-making process concerning Domestic Cultural attractions.

**Hypothesis 6: Amenities and the decision-making process.**

H0.6. There is no relationship between amenities and decision-making process for selecting domestic cultural attractions.

H1.6. There is a relationship between amenities and decision-making process for selecting domestic cultural attractions.

Table 5.25: Spearman’s rank correlation tests for two variable amenity and decision-making process for selecting domestic cultural attractions.

<table>
<thead>
<tr>
<th>Correlations</th>
<th>Decision-making about Domestic Cultural attractions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spearman's rho</td>
<td>Accessibility</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Decision-making about Domestic Cultural attractions</td>
<td>Correlation Coefficient</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

** Correlation is significant at the .01 level (2-tailed).

Correlation Coefficient(R) from the test, the value of correlation coefficient equals to 0.493 greater than 0, which mean, "There is a relationship between amenities and decision-making process for selecting domestic cultural attractions." The sign (**) shows the correlation is significant at the 0.01 level under 2-tailed test, which means the result will create 1% of error. The correlation coefficient value of 0.493 indicates that there is a mild positive relation between these two variables.
Significant level (2-tailed) the significant value of 0.00, which is less than 0.05, it means the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted.

The result from the test confirms that Hypothesis statement 6 (Ha) means there is a relationship between amenities and decision-making process for selecting domestic cultural attractions.

**Hypothesis 7: Accessibility and the decision-making process.**

Ho7. There is no relationship between accessibility and decision-making process for selecting domestic cultural attractions.

Ha7. There is a relationship between accessibility and decision-making process for selecting domestic cultural attractions.

**Table 5.26: Spearman’s rank correlation tests for two variable accessibility and decision-making process for selecting domestic cultural attractions.**

<table>
<thead>
<tr>
<th>Spearman's Rho</th>
<th>Attraction</th>
<th>Correlation Coefficient</th>
<th>Sig. (2-tailed)</th>
<th>N</th>
<th>Decision-making about Domestic Cultural attractions</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Correlation Coefficient</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>.264*</td>
<td>.000</td>
<td>191</td>
<td></td>
</tr>
</tbody>
</table>

**Correlation Coefficient** (R) from the test, the value of correlation coefficient equals to 0.264 greater than 0, which means, "There is a relationship between accessibility and decision-making process for selecting domestic cultural attractions."
The sign (**) shows the correlation is significant at the 0.01 level under 2-tailed test, which means the result will create 1% of error. The correlation coefficient value of 0.264 indicates that there is a mild positive relation between these two variables.

Significant level (2-tailed) the significant value of 0.00, which is less than 0.05, it means the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted.

The result from the test confirms that Hypothesis statement 7 (Ha) means there is a relationship between accessibility and decision-making process for selecting domestic cultural attractions.

Hypothesis 8: Safety and the decision-making process.
Ho8. There is no relationship between safety and decision-making process for selecting domestic cultural attractions.
Ha8. There is a relationship between safety and decision-making process for selecting domestic cultural attractions.

Table 5.27: Spearman’s rank correlation tests for two variable safety and decision-making process for selecting domestic cultural attractions.

<table>
<thead>
<tr>
<th>Correlations</th>
<th>Safety</th>
<th>Decision-making about Domestic Cultural attractions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spearman’s rho</td>
<td>Safety</td>
<td>Correlation Coefficient</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Decision-making about Domestic Cultural attractions</td>
<td>Correlation Coefficient</td>
<td>.345*</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>N</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**. Correlation is significant at the .01 level (2-tailed).
Correlation Coefficient ($R$) from the test, the value of correlation coefficient equals to 0.345 greater than 0, which means, "There is a relationship between safety and decision-making process for selecting domestic cultural attractions". The sign (*) shows the correlation is significant at the 0.01 level under 2-tailed test, which means the result will create 1% of error. The correlation coefficient value of 0.345 indicates that there is a mild positive relation between these two variables.

Significant level (2-tailed) the significant value of $0.00$, which is less than 0.05, it means the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted.

The result from the test confirms that Hypothesis statement 8 (Ha) means there is a relationship between safety and decision-making process for selecting domestic cultural attractions.

**Hypothesis 9**: Expenditure and the decision-making process.

Ho9. There is no relationship between expenditure and decision-making process for selecting domestic cultural attractions.

Ha9. There is a relationship between expenditure and decision-making process for selecting domestic cultural attractions.

Table 5.28: Spearman’s rank correlation tests for two variable expenditure and decision-making process for selecting domestic cultural attractions.
Correlation Coefficient (R) from the test, the value of correlation coefficient equals to -0.073 least than 0, which means “There is no relationship between expenditure and decision-making process for selecting domestic cultural attractions.” The correlation coefficient value of -0.073 indicates that there is a mild negative relation between these two variables.

Significant level (2-tailed) the significant value of 0.314, which is more than 0.05, it means the alternative hypothesis (Ha) is rejected and the null hypothesis (Ho) is accepted.

The result from the test confirms that Hypothesis statement 9 (Ho) means there is no relationship between expenditure and decision-making process for selecting domestic cultural attractions.

Hypothesis 10: Source of information and the decision-making process.
Ho10. There is no relationship between source of information and decision-making process for selecting domestic cultural attractions.

Ha10. There is a relationship between source of information and decision-making process for selecting domestic cultural attractions.
Table 5.29: Spearman's rank correlation tests for two variable source of information and decision-making process for selecting domestic cultural attractions.

<table>
<thead>
<tr>
<th>Source of information</th>
<th>Correlation Coefficient</th>
<th>Decision-making about Domestic Cultural attractions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spearman's rho</td>
<td>Correlation Coefficient</td>
<td>Source of information</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>200</td>
<td></td>
</tr>
<tr>
<td>Decision-making about Domestic Cultural attractions</td>
<td>Correlation Coefficient</td>
<td>.530*</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>N</td>
<td>191</td>
<td></td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).

Correlation Coefficient (R) from the test, the value of correlation coefficient equals to 0.530 greater than 0, which means, "There is a relationship between source of information and decision-making process for selecting domestic cultural attractions". The sign (**.) shows the correlation is significant at the 0.01 level under 2-tailed test, which means the result will create 1% of error. The correlation coefficient value of 0.530 indicates that there is a mild positive relation between these two variables.

Significant level (2-tailed) the significant value of 0.00, which is less than 0.05, it means the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted.

The result from the test confirms that Hypothesis statement 10 (Ha) means there is a relationship between source of information and decision-making process for selecting domestic cultural attractions.
Hypothesis 11: Image and the decision-making process.

H0 11. There is no relationship between image and decision-making process for selecting domestic cultural attractions.

Ha 11. There is a relationship between image and decision-making process for selecting domestic cultural attractions.

Table 5.30: Spearman's rank correlation tests for two variable image and decision-making process for selecting domestic cultural attractions.

<table>
<thead>
<tr>
<th></th>
<th>Correlation Coefficient</th>
<th>Sig. (2-tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spearman's rho</td>
<td>1.000</td>
<td>.063</td>
</tr>
<tr>
<td>N</td>
<td>200</td>
<td>191</td>
</tr>
<tr>
<td>Decision-making about Domestic Cultural attractions</td>
<td>0.065</td>
<td>1.000</td>
</tr>
<tr>
<td>N</td>
<td>372</td>
<td>191</td>
</tr>
</tbody>
</table>

Correlation Coefficient (R) from the test, the value of correlation coefficient equals to 0.065 greater than 0, which means, “There is a relationship between image and decision-making process for selecting domestic cultural attractions.” The correlation coefficient value of 0.065 indicates that there is a mild positive relation between these two variables.

Significant level (2-tailed) the significant value of 0.00, which is less than 0.05, it means the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted.

The result from the test confirms that Hypothesis statement 11 (Ha) means there is a relationship between image and decision-making process for selecting domestic cultural attractions.
**CHAPTER 6**

**CONCLUSION AND RECOMMENDATION**

Section 6.1: Summary of the result from hypothesis testing

**Table 6.1:** The results of Demographic Characteristics of respondents and the decision-making process about domestic cultural attraction.

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Statistic testing</th>
<th>Significant</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ha1: There is a relationship between gender and the decision-making process.</td>
<td>Chi-Square Test</td>
<td>.120</td>
<td>Failed to Reject Ho</td>
</tr>
<tr>
<td>Ha2: There is a relationship between age and the decision-making process.</td>
<td>Chi-Square Test</td>
<td>.000</td>
<td>Rejected Ho</td>
</tr>
<tr>
<td>Ha3: There is a relationship between education and the decision-making process.</td>
<td>Chi-Square Test</td>
<td>.000</td>
<td>Rejected Ho</td>
</tr>
<tr>
<td>Ha4: There is a relationship between occupation and the decision-making process.</td>
<td>Chi-Square Test</td>
<td>.000</td>
<td>Rejected Ho</td>
</tr>
<tr>
<td>Ha5: There is a relationship between income and the decision-making process.</td>
<td>Chi-Square Test</td>
<td>.000</td>
<td>Rejected Ho</td>
</tr>
</tbody>
</table>
Table 6.1 shows the result of Spearman’s Rank Correlation test of five hypotheses of demographic characteristics and the decision-making process about domestic cultural attractions. The result shows that four null hypotheses are rejected. This means that age, education occupation, and income, are related to the decision-making process about domestic cultural attractions. However, only gender is not related to the decision-making process about domestic cultural attraction.

**Table 6.2:** Factors affecting the decision-making process for selecting domestic cultural attractions.

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Statistic Testing</th>
<th>Significant</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ha6: There is a relationship between amenity and the decision-making process for selecting cultural attraction.</td>
<td>Spearman’s rank Correlation</td>
<td>.000</td>
<td>Rejected Ho</td>
</tr>
<tr>
<td>Ha7: There is a relationship between accessibility and the decision-making process for selecting cultural attraction.</td>
<td>Spearman’s rank Correlation</td>
<td>.000</td>
<td>Rejected Ho</td>
</tr>
<tr>
<td>Ha8: There is a relationship between safety and the decision-making process for selecting cultural attraction.</td>
<td>Spearman’s rank Correlation</td>
<td>.000</td>
<td>Rejected Ho</td>
</tr>
<tr>
<td>Ha9: There is a relationship between expenditure and decision-making process for selecting cultural attraction.</td>
<td>Spearman’s rank Correlation</td>
<td>.314</td>
<td>Failed to Reject Ho</td>
</tr>
<tr>
<td>Ha10: There is a relationship between sources of information and decision-making process for selecting cultural attraction.</td>
<td>Spearman’s rank Correlation</td>
<td>.000</td>
<td>Rejected Ho</td>
</tr>
</tbody>
</table>
Table 6.2 shows the hypothesis related to factors affecting the decision-making process that Thai tourists consider for selecting domestic cultural attraction. Five hypotheses are rejected and one hypothesis is accepted. It can be concluded that amenity, accessibility, safety, source of information, and image of domestic cultural attractions are related to the decision-making process, but the expenditure is not related to the decision-making process.

**Section 6.2: Conclusion**

The main focus of this thesis is the cultural attractions with unique features for Thais to visit. The Thai government is faced with a challenge: “most Thais vacation in other countries (Refer to Appendix A)”. People always travel to other country, it makes the money goes out, and the government wants the money to stay in the country. How can destinations in Thailand be enhanced to entice the Thais to stay “at home?” What can change their minds?

The evaluation of data sheds light to the theme: “Share our Home.” The findings are categorized:
The characteristics of human population segments for identifying consumer markets: demographics

- The reasons for visiting places in Thailand.
- The importance of safety in vacationing.

The first objective of the research was to find out the relationship between demographic characteristic of Thai tourists (gender, age, education, occupation, and income) and their decision-making process about domestic cultural attraction. It has been found that only the gender of Thai tourist does not have a relationship to decision-making process about domestic cultural attractions. The age, education, occupation, and income of Thai tourists are related to the decision-making process. This indicates that Thai tourists who have different ages, education, occupation, and income have different decision-making choices about domestic cultural attraction.

The second objective of the research was to find out the relationship between factors considered for selecting and the decision-making process about domestic cultural attraction. The result of the research can be concluded that Thai tourists prefer to visit cultural attraction in the type of Life style and Historical. The main purpose for selecting specified domestic cultural attractions is to relax exclusively and also gain more knowledge. Tourists search for information when they plan to travel. The source of information influences Thai tourists. The result of the research shows that Thai tourists search for information from travel magazines, and friends. Because it helps them to cut cost, save time and achieve their objectives. They need information to act in an informed way. They need knowledge of places to visit. They need on-site communication to enhance their experience. Today, the increasing widespread use of Internet may
eventually have the large impact on traveling. It influences the decision-making process of tourists. Thai tourists search for the information from two sources. The first source comes from the published source. The second source comes from the credible person.

Safety has always been an important prerequisite for the attraction of visitors. The lack of crime is an important consideration in choosing a destination. Travelers consider safety concerns as they make their plans. Today, as tourism grows, security becomes more important and travelers will expect safeguarding measures. Political strife, terrorism, unsolved deaths of tourists stifle visits to any destination. They desire to have Tourists Police, security guards of the safety system while visiting any destination.

The result of the safety affects to the image of the cultural attractions. The publicity that follows the wrongful death of a tourist makes for sensational anecdotal stories and headline news around the country. Tourist will be biased about that destination. Besides, the image of the cultural attraction may include the destination environment such as the local community. The local atmosphere had been changed from the past that purity of environment. The culture shock may be instant. Safety is of utmost concern to the traveler. Rape and murder place a stain on a tourist site. The statistics speak for themselves. With vigilant law enforcement, these sites can regain their respectability. Singles, couples, and families will again frequent these Thai tourist attractions.

The research shows that Thai tourists consider accessibility to the cultural attraction. They prefer for the car to be more important in decision-making process for selecting the domestic cultural attraction. Beside, the amenity-accommodation.
restaurant, and souvenir shop also influenced their decision-making process regarding domestic cultural attractions.

For the expenditure, the result of the research shows that it has not the relationship between the expenditure and the decision-making process concerning the domestic cultural attraction. So, the main considerations of the Thai tourist are security, amenity, accessibility, source of information, and image.

Section 6.3: Recommendations

The research findings have highlighted several important factors that affect decision of Thai tourists in selecting a cultural attraction. The findings of this research have revealed that ‘safety’ is the most important factor that influences the decision of Thai tourists in selecting a cultural attraction. The respondents have expressed that they would prefer a cultural attraction to visit where safety for their health and property is ensured. So the protection is better than correction. Therefore, it is recommended that the liaison should be increased between security forces and industry personnel/ safe design of facilities and tourist education are needed. For the cultural attractions area, it should have the sprinkle system in order to protect the accident. There should have tourist police in the site of cultural attractions area in order to protect any event and also make tourists feel satisfy these places will be peaceful and comfortable.

Safety forces against tourists result in bad publicity and create a negative image in the minds of visitors. The local people in and around cultural attractions can also contribute in protecting and promoting an environment of safety. The local people should
interact with visiting tourists with pleasant smiles and politely transfer required information to them. In long term, it will generate an image of ‘safety’ at concerned cultural attraction and this will facilitate potential tourists to select these attractions by considering them safe and friendly.

Another important finding of this research is that the decision of Thai tourists for selecting a cultural attraction is also significantly affected by ‘accessibility’ to these attractions. The respondents have expressed that some cultural attractions are difficult to access. In this regard it is recommended that easy and comfortable accessibility to these attractions should be promoted. The way through the destination should be developed but the natural environment also realized. Tourists may be introduced to drive the bicycle on the way that the car cannot be accessed.

The respondents of this research have also explained that availability of several amenities at the sites of cultural attractions also affect their decision to select a particular cultural attraction for visit. It is recommended that several amenities such as souvenir shops, restaurants, information centers, and accommodation facilities should be provided at important cultural attractions. It is further recommended that these amenities should be provided in traditional Thai style to attract domestic tourists.

The respondents have also identified that availability of proper information about cultural attraction also significantly affect their decision to select a particular cultural attraction. Tourists need information to behave in sensitive and appropriate ways. The research shows that tourists search the information from the travel magazine, so Tourism Authority of Thailand and concerned local area administration should create effective sources to transfer proper information about cultural attractions to potential domestic
tourists. Campaigns may also be launched to promote local products, local festivals, local dances etc. Moreover, tourists search the information from their friends or the person they know and tourists also need a sound knowledge of host societies to select their travel wisely, and they need on-site communication to enhance their experience in order to help them making the decision in the next times. The use of Internet is also recommended in this regard.

Besides, The Tourism Authority of Thailand and concerned local administration should always make efforts to promote new cultural attractions to attract potential domestic tourist. It is recommended that past should be preserved for the present to enjoy and new should be explored to provide new experiences. Generally, tourists always desire to explore new attractions and gain new experiences. “Native marketplace” is another cultural attraction the tourist can get the experience concerns the local market. Such areas are rich in ethnicity and have much local color and culture.
Section 6.4: Further Research

This research studied the demographic characteristics and factors affecting the decision-making process about domestic cultural attractions. Further, this research will be useful to further research. It serves as basis for the demographic-decision making process for related types of tourism.

Future research must concentrate on preservation and promotion of Thai cultural attractions. In the former, advanced methods are available to better protect roads, buildings, and plant life. In the latter, closer relations between government, the Tourism Authority, and the media must be found. This will ensure the preservation and promotion of our Thai cultural heritage.
BIBLIOGRAPHY


http://tat.or.th

http://dola.go.th
Appendix A
### OUTGOING THAI NATIONALS BY COUNTRY OF DESTINATION

**JANUARY - MAY**

<table>
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<tr>
<th>Country of Destination</th>
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<th>2001</th>
<th>% Share</th>
<th>Δ (% 02/01)</th>
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**Source of Data:** Immigration Bureau, Police Department.
Appendix B
แบบสอบถาม

แบบสอบถามชุดนี้ถูกจัดทำขึ้น เพื่อเป็นส่วนหนึ่งในการทําวิจัยนิพนธ์ของนักศึกษาปริญญาโท ภาควิชาการจัดการท่องเที่ยว มหาวิทยาลัยสหสามัญซัญ มีเป้าประสงค์ในการรวบรวมข้อมูลเพื่อประโยชน์ทางการศึกษากับหัวข้อเรื่องปจจัยที่มีผลต่อการตัดสินใจของนักท่องเที่ยวชาวไทยในการเลือกสถานที่ท่องเที่ยวที่เที่ยวทางวัฒนธรรม จําเพาะเจาะจงขอบคุณและหวังเป็นอย่างยิ่งว่าจะได้รับความร่วมมือใน การตอบแบบสอบถามชุดนี้

ส่วนที่ 1: ข้อมูลทั่วไปของนักท่องเที่ยว

1. เพศ
   ☐ ชาย ☐ หญิง

2. อายุ
   ☐ 21 - 25 ปี ☐ 26 - 30 ปี ☐ 31 - 35 ปี

3. ระดับการศึกษาสูงสุด
   ☐ ต่ํากว่าระดับปริญญาตรี ☐ ระดับปริญญาโทหรือเทียบเท่า
   ☐ ระดับปริญญาตรีหรือเทียบเท่า

4. อาชีพ
   ☐ นักเรียน นักศึกษา ☐ เจ้าของกิจการ
   ☐ วิชาการ ☐ แม่บ้าน
   ☐ พนักงานรักษาพิภพกิจ ☐ อื่นๆ(โปรดระบุ)..........................
   ☐ พนักงานบริษัทเอกชน

5. รายได้ต่อเดือน
   ☐ ต่ํากว่า 5,000 บาท ☐ 25,001 - 35,000 บาท
   ☐ 5,001 - 15,000 บาท ☐ 35,001 - 45,000 บาท
   ☐ 15,001 - 25,000 บาท ☐ มากกว่า45,000บาท
6. แหล่งท่องเที่ยวทางวัฒนธรรมใดที่คุณต้องการไปมากที่สุด
   - แหล่งท่องเที่ยวทางประวัติศาสตร์
   - แหล่งท่องเที่ยวทางศาสนา
   - แหล่งท่องเที่ยวทางศิลปวัฒนธรรม
   - แหล่งท่องเที่ยวทางวัฒนธรรม

7. วัคซีนประสงค์หลักในการเสียไปท่องเที่ยวที่จังหวัดท่องเที่ยวทางวัฒนธรรม
   - เพื่อพยาบาลความมั่นใจ
   - เพื่อป้องกันการติดเชื้อ
   - เพื่อปฏิบัติตามกระบวนการทางศาสนา
   - เพื่อพักผ่อน

8. คุณต้องการจ่ายเงินจากแหล่งใด เพื่อช่วยในการเดินทางเลือกแหล่งท่องเที่ยวทางวัฒนธรรม
   (เลือกได้มากกว่า 1 ข้อ)
   - หน่วยท้องถิ่น
   - เบี้ยเงิน/Internet
   - บัตรเครดิต
   - อื่นๆ (โปรดระบุ)

9. เพราะเหตุใดคุณจะท่องเที่ยวที่จังหวัดท่องเที่ยว
   - เพื่อชื่นชมท้องถิ่น
   - เพื่อชื่นชมความวัฒนธรรม
   - สำหรับการพักผ่อนและเรียนรู้
   - สำหรับการพักผ่อนและเรียนรู้

10. นอกจากแหล่งท่องเที่ยวที่จังหวัดท่องเที่ยว
    - สถานที่
    - สถานที่ท่องเที่ยว
    - สถานที่ท่องเที่ยว
    - อื่นๆ (โปรดระบุ)

11. ที่พัก ร้านอาหารที่ทำจาก Obj และสิ่งอันน่าสนใจของตัวเอง อื่นๆ ที่คุณต้องการที่ต้องเลือกแหล่งท่องเที่ยวทางวัฒนธรรม หรือไม่
    - มี
    - ไม่มี
    - ไม่มีผล (ข้ามไปตอบคำถาม ข้อ 13)
12. อั้นสีหน้า แห้งส่งความสะดวกใดที่มีผลต่อการตัดสินใจเลือกแห้งส่งที่อยู่ทางวัฒนธรรม
- ตัดสินใจ รับมอบการ
- แห้งส่งที่พัก
- ร้านขายของที่ระลึก
- อื่น ๆ (โปรดระบุ) ............................................

13. ความสะดวกสบายในการเข้าถึงแห้งส่งที่อยู่ทางวัฒนธรรม ( การทนท้อ / การตั้งท้อ ) มีผลต่อการตัดสินใจเลือกแห้งส่งที่พักหรือไม่
- มีผล
- ไม่มีผล (ข้ามไปตอบคำถามข้อ 15)

14. อั้นสีหน้า ครบถ้วนอย่างบุคคลใดที่มีผลต่อการตัดสินใจ ( เลือกได้มากกว่า 1 ข้อ)
- เครื่องบิน
- รถโดยสาร
- รถตู้
- รถส่วนตัว
- อื่น ๆ (โปรดระบุ) ............................................

15. ระบบการควบคุมทุ่นภัยของแห้งส่งที่อยู่ทางวัฒนธรรมมีผลต่อการตัดสินใจเลือกหรือไม่
- มีผล
- ไม่มีผล (ข้ามไปตอบคำถามข้อ 17)

16. อั้นสีหน้า ระบบการควบคุมภัยคุกคามที่ดี ( ระบบการควบคุมภัยคุกคามที่มีผลต่อการเลือกที่อยู่ทางวัฒนธรรม )
- อุปกรณ์กันภัยคุกคาม
- เครื่องมือที่มีประโยชน์ในการท่องเที่ยว
- ที่พักที่ปลอดภัย
- อื่น ๆ (โปรดระบุ) ............................................
- ต่างจากที่อื่น

17. เรื่องค่าใช้จ่าย มีผลต่อการตัดสินใจในการเลือกแห้งส่งที่อยู่ทางวัฒนธรรม ของท่านหรือไม่
- มีผล
- ไม่มีผล

18. ภาพพจน์ของแห้งส่งที่อยู่ทางวัฒนธรรมมีผลต่อการตัดสินใจเลือกแห้งส่งที่อยู่ทางวัฒนธรรม
- มีผล
- ไม่มีผล
19. ไปตรวจพื้นที่ด้านความสักดิ์ของปัญจักรที่มีผลต่อการพัฒนาในเลือกแหล่งท่องเที่ยวทางวัฒนธรรม (เรื่อง
อีสาน ทางถ้าศักดิ์หมายถึง ด้านที่ 6 ศักดิ์ หมายถึง บ้านที่สุด)

............... แหล่งอินไซน์ความสะดวกต่าง ๆ
............... ความสะดวกสบายในการเดินทางเข้าถึงแหล่งท่องเที่ยว
............... ความปลอดภัย
............... ค่าใช้จ่าย
............... แหล่งพื้นที่พัก สถานที่และสถานการณ์ต่าง ๆ
............... ภาพพจน์ของแหล่งท่องเที่ยวที่พัก

ขอเสนอแนะเพิ่มเติมเกี่ยวกับการท่องเที่ยวทางวัฒนธรรมในประเทศไทย

__________________________________________________________

ASSUMPTION UNIVERSITY OF THAILAND

* มหาวิทยาลัยอัสสัมชัญ *

SINCE 1969
Questionnaires

Dear Sir/Madam,

This questionnaire is designed as a partial fulfillment of a thesis of Master of Art in Tourism Management Student, Assumption University of Thailand. This questionnaire is proposed to obtain information about “Factors affecting Thai Tourists decision-making about Domestic Cultural Attractions”. All information is for academic purpose. I hope for your full-cooperation in responding to all items in this questionnaire.

Thank you for your cooperation.

Part A: Demographic characteristics of tourist

1. What is your gender?
   - Male
   - Female

2. How old are you?
   - 21-25 years old
   - 26-30 years old
   - 31-35 years old
   - 36-40 years old
   - 41-50 years old
   - More than 50 years old

3. What is your highest education level?
   - Below Bachelor’s degree
   - Bachelor’s degree or equivalent
   - Master degree or equivalent
   - Higher than Master degree

4. What is your occupation?
   - Student
   - Government officer
   - Business employee
   - Enterprise officer
   - Business owner
   - Housewife
   - Other (please identify) __________________________

5. What is your average total income per month?
   - Less than 5,000 Baht or equal
   - 5,001-15,000 Baht
   - 15,001-25,000 Baht
   - 25,001-35,000 Baht
   - 35,001-45,000 Baht
   - More than 45,000 Baht
Part 2: Factors influencing the decision-making process

6. Which cultural attraction do you prefer to visit?
   - Historical
   - Religious
   - Artistic
   - Architecture
   - Life style/Heritage

7. What is the main purpose for selecting specified cultural attractions?
   - To gain more knowledge
   - To participate in any cultural activity
   - To perform any religious activity
   - To relax exclusively

8. What sources of information do you search for considering a cultural attraction? (Can choose more than 1)
   - Newspaper
   - Travel magazine
   - Travel Agent
   - Web-site/Internet
   - Personal friends and family members
   - Others, please specify

9. Why do you prefer to search information from previous source (answer from Q.8)?
   - It provide authentic information
   - It helps you in achieving your objective
   - It provide dependable information
   - It properly design your schedule
   - It helps to cut cost and save time

10. Beyond the sources of information, who else influences your decision-making process for selecting cultural attraction?
    - Yourself
    - Relatives
    - Friends
    - Parents
    - Others, please specify

11. Is availability of specific amenity influences your decision in selecting a cultural attraction?
    - Yes
    - No (skip to Q.13)

12. If yes, availability of which amenities influences your decision in selecting a cultural attraction?
    - Restaurant
    - Accommodation
    - Souvenir shop
    - Others, please specify

13. Is accessibility to cultural site/attraction with specific mode of transport influences your decision in selecting a cultural site/attraction?
    - Yes
    - No (skip to Q.15)
14. If yes, accessibility by which mode of transport influences your decision in selecting a cultural attraction? (Can choose more than 1)
   - Air
   - Train
   - Bus
   - Car
   - Water
   - Others, please specify ________________________________

15. Is availability of safety system influences your decision in selecting a cultural attraction?
   - Yes
   - No (skip to Q.17)

16. If yes, availability of which safety system influences your decision in selecting a cultural attraction?
   - Fire alarm
   - Security Guards
   - Tourist Police
   - Sprinkles
   - Others, please specify ________________________________

17. Is the amount of expenditure influences your decision in selecting a cultural attraction?
   - Yes
   - No

18. Is image of cultural attraction influences your decision in selecting a cultural attraction?
   - Yes
   - No

19. Rank following factors, from the level of importance that influences your decision-making process about domestic cultural attraction (1 = Most important ...... 6 = Least important)

   - Amenities ________________________________
   - Accessibility ________________________________
   - Safety ________________________________
   - Expenditure ________________________________
   - Source of information ________________________________
   - Images ________________________________

   Any comment about Domestic Cultural Attractions in Thailand?

   ..................................................................................................................