



PERCEPTION OF HONEYMOON TOURISTS IN THAILAND :
SOCIODEMOGRAPHIES AND ATTRIBUTES OF A DESTINATION

by
BING YIN

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

Master of Business Administration in Tourism Management

Graduate School of Business
Assumption University
Bangkok, Thailand

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ACCEPTANCE

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

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ABSTRACT

This research aims to survey the perception of honeymoon tourists' towards destinations in Thailand in terms of sociodemographics variables, as well as the effect of descriptive information on honeymoon trip and sociodemographic variables.

In this research, descriptive research is applied and 60 questionnaires were distributed to foreign honeymoon tourism tourists at Bangkok International airport and the Thavorn Palm Beach Resort, Thavorn Beach Village & spa, and Thavorn Grand Plaza hotel in Phuket in the month of September 2007. Non-probability sampling method is employed and one way ANOVA is used to test the hypothesis. Cross-tabulation method is used to analysis the effect of descriptive information on honeymoon trip and sociodemographic variables.

The information from sociodemographics research reveals that the respondents of this study were mainly 26 to 35 years old with income of 2000 to 6000 US dollar per year. They were mainly university graduate and usually stay in their destination for one to two weeks.

Cross-tabulation analysis illustrates that the descriptive information on honeymoon trip such as honeymoon plan, information source, honeymoon opinion, honeymoon frequency, and honeymoon reference, have significant influence to the sociodemographic variables.

The result of hypothesis testing reveals that there is no difference in the perception of foreign tourist in the attributes of overseas honeymoon destination in terms of age, income, education level, and length of stay. The majority of respondents in this study are

young adult who have tiny different idea towards the marriage and honeymoon. And these respondents with the income level from 4000 to 6000 US dollar per year tend to spend three times more money on a honeymoon than any other ordinary oversea tourists, making them less price sensitive than usual. These phenomena maybe the factors which make it have no difference in the perception of foreign tourist awards the attributes of honeymoon destination in terms of age and income. Moreover, most respondents in this study were on their honeymoon holiday first time and their level of awareness and information search criteria almost similar which make it has no difference in the perception of foreign tourist in terms of education level. And the respondents who like to stay in their destination for one to four weeks have the same preference to beach destination which has similar attributes. It causes the perception of foreign tourist not differ in terms of length of stay.

Finally, recommendations have been proposed for destination government, honeymoon trip planners, honeymoon industry companies, and future researchers.

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November 7th, 2007; Bangkok

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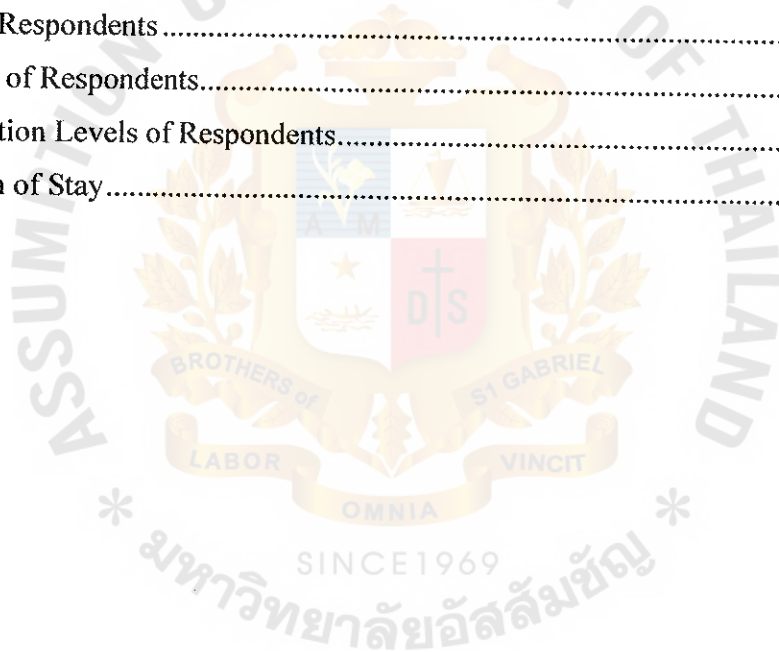
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Chapter I

Generalities of the Study

This chapter includes the background of the study, the statement of the problems, the research objectives, and the scope of the study. The followed by the limitations of the study own which the researcher has no control; then significance of the study; and definition of terms which gives a brief definition of each specialist terms.

1.1 Background of the Study

In a time when the value of marriage is declining, the social creation of an apex experience entices us to marry to fulfill those dreams and fantasies regarding the romantic script. Honeymoons have become a major part of global economic sectors. The number of tourism experts and agents required to orchestrate the honeymoon experience has increased at a time when perceptions of interpersonal risk are at their highest. Society has become quite adept at fabricating the authentic experience to ensure that these fantasies and mass-produced expectations are met (Hoven, Steynberg, and Ras, 2003).

1.1.1 International honeymoon Destinations

A honeymoon is one of the most important vacations in a married couple's life, for the majority of newly married couples go on a honeymoon. It is a vast market within the tourism industry (Wed Alert, 2002). In developed countries,

such as the US, European countries, and Japan, nearly 99% of newly married couples choose taking their honeymoon outside, and, 68% of these couples in the US, 85% in European countries, and 98% in Japan prefer an overseas honeymoon. “Another research from RAND Corporation America illustrates that by the year 2010, the cost of the wedding and honeymoon, all over world, will up several thousand billion dollars per year” (Translation of Chinese internet news release dated October 5, 2004).

Today's honeymooner may be looking for value, adventure or variety and searching for a getaway that is exotic. Some couples consider more about money and time, so they choose to vacation close to home; others see a honeymoon as an opportunity of once-in-a-lifetime trip. The American Society of Travel Agents has found that Great Britain is the top European destination, followed by France and Germany (American Society of Travel Agents, 2002). This may be contributed to people getting married at an older age, and are more interested in the culture, experience and the discovery of Europe. Romantic cities like Paris, Florence or Rome are also combined with a resort escape like the Riviera, and Normandy. Following the current trends in the tourism industry, honeymooners are becoming more adventurous and focused on discovering new areas. There are main three tendencies prefer lazing in a resort rather than staying in cities or making tours of tourist attractions, to prefer lazing around at resorts more than active tourism, and a strong preferences for luxury hotels and grade of room. The best-selling tour packages are for destinations in Oceania such as

Tahiti (Bora Bora Island.) and New Caledonia. For Asian destinations, there are the Maldives, Thailand and Bali. For the United States, packages combining Walt Disney World in Florida with Hawaii or Cancun (Mexico) are popular. Active urban tourism is losing out to the trend for lazier stays in resorts (LOOK JTB Overseas Honeymoon & Wedding Report, Autumn 2006).

Because of the influence of September 11th and the Iraq war and a lingering recession, segments of the industry and destinations that have focused on the honeymoon market have seen revenues increase significantly. North America's share has been transferred to Oceania and Europe, resulting in a dramatic increase to Oceania as a honeymoon destination. The Japanese Tourism Commission's statistics reflect that the effects of September 11th moved honeymooners to prefer to travel to more nature orientated destinations (Australian Tourism Commission, 2001). In a survey conducted by Modern Bride Magazine (2002), couples were asked to indicate their honeymoon destination and accommodation preferences. Preferred destinations included: Caribbean (34%), Hawaii (33%), Bahamas (20.2%), Jamaica (17.1%), the Cayman Islands (10.5%), Asia (8.1%), Aruba (8%), Mexico (7%), US Virgin Islands (7%), British Virgin Islands (7%), Caribbean Islands (6.3%), St. Marten (5.6%), Europe (4%), Puerto Rico (3.8%) and Bermuda (3.1%). Accommodation preferences included: 46.1% at hotels/motels, 35.2% at resorts, 20.1% on boats or ships, 8.2% at bed and breakfasts or inns and 8.9% at other places. According to the Caribbean Tourism Organization (2001) wedding and honeymoon couples rank the Islands of the Bahamas in the top ten

choices of preferred destination. Statistics signify that of the 1.6 million visitors to the Islands of the Bahamas in 2000, approximately 112,000 were honeymooners. 75% of all honeymooners seek advice of a travel agent, and only 15% have specific destinations in mind when asking the travel agent for recommendations (Honeymoon magazine, 2001).

1.1.2 International tourism and honeymooners in Thailand

Thailand's new concept of "self-sufficiency economy" tourism got its first international exposure at the World Travel Market, one of the world's largest trade shows. It indicated that the marketing activities of Thailand will have a sharper focus on major markets such as high-income visitors, honeymoon and wedding parties, etc ([http:// www. tourismthailand.org /content/detail. aspx? Group ID=0 & Order By = Update&id=184](http://www.tourismthailand.org/content/detail.aspx?GroupID=0&OrderBy=Update&id=184), 2006). The Minister of Tourism and Sports has given the travel and tourism industry of south Thailand a detailed briefing of the policies, plans and projects for the year 2007, indicating that the international market target groups of south Thailand are high-income visitors, and honeymooners. The major products are annual festivals, cultural activities, entertainment, and underwater weddings, etc ([http://www. tourismthailand. org/content/ detail. aspx? Group ID = 0 & Order By = &id=201](http://www.tourismthailand.org/content/detail.aspx?GroupID=0&OrderBy=&id=201), 2006).

Thailand is a perfect spot for a honeymoon. Thailand attracts romantic couples with its beautiful sunny beaches, tropical climate, exotic cultural heritage and fantastic shopping escapades. Some places to see when in Thailand are Bangkok, Phuket for its idyllic beaches, Pattaya, Chiang Mai and Khao Lak. There are various

places to stay in when on a honeymoon in Thailand. One can choose from beachside resorts, private homes, and luxury and discount hotels to stay in. The amenities and services provided at these accommodations are excellent and are made better by the friendly nature of the people (<http://www.mapsofworld.Com/travel-maps/Thailand-honeymoon.html>).

Following the 2004 tsunami Thailand's tourism growth was dramatically discouraged. Visitors from all over the world were shocked by the unexpected terrible damage. East Asia, which was the largest market for Thailand, was quite sensitive to the crisis. The key markets were China, Korea, Japan, Hong Kong, Taiwan, and Malaysia, all of which were affected by the tsunami disaster on 26 December 2004, especially in the first quarter of 2005. The catastrophe also had a great impact on the main tourism province, Phuket, which is very popular among the above mentioned markets, particularly honeymooners. In 2006, however, other factors such as the political chaos and disturbances in the 3 southern provinces also influenced some groups of honeymooners to make decisions about traveling to Thailand, especially on their first visit.

A report by the Korean National Tourism Organization indicated the countries that Korean newly-wed couples most preferred as overseas destination were Thailand, Japan, the United States, and France, in that order (Kim and Agrusa, 2004). Asia honeymooners like Korean honeymooners showed a tendency to prefer beach resorts such as Phuket and Pattaya in Thailand. Thai Airways offered a chartered airplane, every Tuesday, during the 2002 fall season to transport passengers to Phuket or

Pattaya, two internationally famous beaches in Thailand. Thailand was founded to share a similar image with China as an Asian-style site. This country was perceived to have strength in the appropriate tourism cost attribute.

1.2 Statement of the Problem

Many domestic travel agencies have consistently developed attractive overseas package for newly married couples. Same way foreign national tourism organization and airline companies have increased promotion for the attractiveness of honeymoon destinations in their countries. Thus, even though such overseas trips were limited to people with higher income, it is increasingly becoming a must for making a memorable start to a successful marriage and enjoying an once-in-a-lifetime experience.

Every tourist destination processes multiple attributes that distinguish it from competing destinations (Sirakaya, Mclellin and Uyal, 1996). Potential travelers (here honeymooners) compare destination attributes when deciding which destination to choose, and that comparison influences the honeymooners' motivations. Therefore, it is necessary to identify the difference between sociodemographic variables and the tourists' perceptions of honeymoon destinations. The research question could be:

1. What are the salient attributes of destination that are likely to affect the choice of an overseas honeymoon location?
2. What relationships are there between such oversea destinations and honeymooners' sociodemographic and tourism related variables?

1.1 Research objectives

In order to solve the research problems, the objectives of this research are developed as follow:

1. To investigate the perception of selected attributes comprising a honeymoon destination.
2. To identify out the perception of honeymoon destination in terms of sociodemographic variables.
3. To investigate the relationship between descriptive information on honeymoon trip and sociodemographic variables.

1.2 Scope of the Study

According to the objectives of this study, the scope of the research is the overseas honeymoon couples who have been on their honeymoon trip to Thailand regardless of it being the first time, repeat or first marriage etc, within a period from August to October 2007, the date of initial commencement of this study.

The study focuses on the analysis of foreign honeymoon tourists' perception to choose a destination, and the survey was conducted in the form of a questionnaire to be distributed at the departure area of the Suvarnabhumi International Airport in Bangkok.

1.3 Limitations of the Study

The study concentrates on the 60 foreign honeymoon couple only; therefore its

finding may not be generalized for people visiting Thailand for any purpose except trip for a honeymoon. A time limit is involved to scan the respondents. The most potential areas to find the target respondents are Suvarnabhumi International Airport in Bangkok, Thailand, because contacting the respondents being foreign tourists and places, such as jewelry stores, bridal fairs, wedding halls, as well as wedding attire exhibitions in their own countries, is not feasible. Honeymoon couples were asked to complete the questionnaire. The study ignores either spouse's relative influence on the other partner during the questionnaire filling process. This study ignores any peak period of marriages and couples' honeymoon trips as tourists hail from different countries, different cultures. Another limitation concerns the fact that this study did not consider cultural values regarding the roles played by different members of the family. The honeymoon respondents in the study were focused on all foreigners coming to Thailand regardless of their specific origin. The last limitation of this study is the distribution of age gap in the questionnaire is narrow.

1.1 Significance of the Study

This study is going to investigate selected attributes comprising a honeymoon destination, and the perception of honeymooners' in terms of sociodemographic variables. The result of this study can be used by destination marketers such as TAT (Tourism Authority of Thailand) in building strategies for promotion of destinations in Thailand. And the destinations and accommodation industry can use the results of this study as a reference to set their marketing strategies. The results of this study can be

used by travel agents, airlines, and hotel that specialize in honeymoon tours to help them develop appealing programs. The results of this study would also be of great use to foreign honeymoon marketers or tourism officials involved in identifying characteristic and their target market.

1.7 Definition of Terms

Destination: the country, region or local areas in which the tourists spend their holiday (Swarbrooke and Horner, 1999). In this study, the destination is the holiday location for the honeymoon tourist.

Destination Attribute: characteristics and qualities of tourism destinations. In this study, the destination attribute refers to the characteristics such as safety, weather, and privacy and quality of honeymoon destination.

Honeymoon: honeymoon is defined as a trip with a spouse or other love interest without children to rekindle and celebrate the romance in a relationship (The Travel Industry of America, 2001).

Honeymoon tourist: a consumer of tourism products (Swarbrooke and Horner, 1999). In this study, the consumers who are foreign tourists buy the honeymoon package.

Perception: the various ways in which people interpret things in the external world and how they act on the basis of these perceptions. A major determinant of people's perception is their motivation, at the time, with respect to the perceived object or experience. At times, most people perceive things the same way. High

congruence generally implies valid perception (Andrew, 1994).

Sociodemography: refers to obvious physical characteristics of the population such as gender, age, occupation and financial status (Swarbrooke, Horner, 1999). Sociodemographic variables are determined by the age, income, education level, and length of stay of honeymooners.

Tourism: comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes WTO, 1994 (Douglas and Endre 1995).



Chapter II

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Review of Related Literature and Study

This chapter will review related literature and studies, which include the following content and topics: theories and studies related to tourists' sociodemographic variables, the expectations for overseas honeymoon destination, theories and studies related to the tourists' perception, theories and studies related to attributes of overseas honeymoon destination, empirical studies, and conclusion of empirical studies.

2.1 Theories and Studies related to tourists' Sociodemographic variables

Barrie and Adrian (1992) said that Sociodemography is the statistical study of the human population and their vital characteristic. This is typically used in market analysis. The most common approach to make market segmentation is to divide consumer groups according to sociodemographic variables. These variables: age, sex, income, occupation and education – at among typically used Sociodemography variables to identify market segments and to develop are appropriate marketing mix. Since sociodemographic analysis has been the traditional approach to market segmentation, these categories will be kept brief.

A sociodemographic segmentation scheme could allow different promotional strategies to be developed (Richard & Deborah, 1990). It is easier to measure sociodemographic variables than the more complex segmentation variable such as

lifestyle preferences or other behavioral measures; thus, state travel bureaus could generate more reliable and valid descriptions of their target markets.

A study conducted by Seyhmus (1997) explores the relationship between destination image and sociodemographic. They found that sociodemographics such as age, education, income and various information sources used (promotional and social) are some of the key factors influencing tourists' image. In comparison to other overseas vacation destinations, the USA was perceived by married persons more negatively in term of budget and value image domain, than by singles and those living together. Married individuals perceived the USA as not as good as other destinations while singles and those living together considered it almost as good as other overseas destinations. Age groups were found to vary significantly on two image factors, 'budget and value' and 'active outdoor sports'. The age group of 26-35 rated the 'budget and value' image dimension significantly higher than the under 25, 36-50 and 51 and older age groups. In comparison to other two overseas destinations, the 26-35 age groups perceived the USA more negatively on budget and value dimensions than all other age groups.

Women were found to be more interested in "explorer" experiences and rate the social dimension higher than males. Women were likely to rate the relaxation dimension as more important than the men. Income variables are also very important. The middle income bracket felt that the explorer dimension was more important than other income brackets (Richard & Deborah , 1990).

2.2 Theories and Studies Related to Tourist' Perception

2.2.1 Theories and Studies Related to Perception

In academic terms, perception is “a process by which an individual selects organizes and interprets stimuli into a meaningful and coherent picture of the world” (Gronroos, 1994). According to Michell (1978), perceptions are those that shape and produce what one will actually experience. Perception is the various ways in which people interpret things in the external world and how they act on the basis of these perceptions. Morrison (1996) postulated that customers use their five senses- sight, hearing, taste, touch, and smell to size up hospitality and travel services and industry's promotional messages. In addition, they must not only be motivated to buy, but they must perceive that a service will satisfy their needs and wants. Perception is the process by which an individual selects, organizes and interprets information input to create a meaningful picture of the world.

Perception is the customer's belief concerning the service received and experienced. Jim (1997) has noted that perception and reality are not different things. Seymour (1992) wrote that service quality is a perception and that perception then becomes the user's reality. People act on the basis of these perceptions which then become the user's reality. Based on these perceptions, people buy, sell, vote, travel, invest and make pretty much every major and minor decision that governs their lives and affects the lives of those around them.

There is a popular view that perception somehow differs from reality; in fact, reality only exists in the heads of an individual. If there is an objective reality, it is not

accessible to us as human beings; we only have what our senses tell us, and for each of us reality is different because each of us selects and synthesizes in a different way.

The following figure may help to illustrate this.

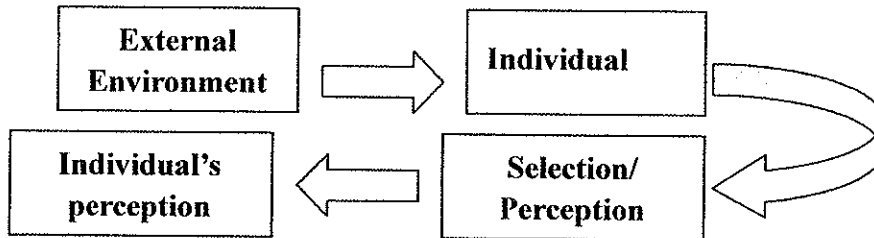


Figure 2.1: Selection and Synthesis in perception (Jim, 1997)

From a marketing viewpoint, the fact of the perception is so nebulous and individual a thing that it is probably helpful in the long run, People's view of products and services rely heavily on perceived attributes, The difficulty for marketers lies in knowing what will be the general perception of the members of the market segments with whom they are attempting to do business.

Customer's judgment or perception of production or service values represent their summary evaluation of it, taking into account the benefits they perceive as offered and the price they perceive as required to obtain these benefits. Thus:

$$\text{Perceived value} = \text{Perceived worth} - \text{Perceived price}$$

Perceived worth is what customers feel they should pay for benefits they receive.

Perceived price is the price customers believe they will be charged. In general, whenever perceived price is lower than perceived worth, perceived value is positive; customers feel they got more than what was paid for and thus "got a food deal." When perceived price exceeds perceived worth, customers conclude that the product is not of good value, "too expensive," "a rip- off", or a "poor buy for the money." When

perceived price and perceived worth are equal, the value is neutral; a customer feels: I got what I paid for (Barabba and Zaltaman, 1991). Joe (1996) wrote that there is a direct correlation between level of perception and market share. So perception research is an effective way to do customer management.

Market research is critical to determining perceptions of the market. It means listening to your market. Real research is to learn what people perceive you, your company, product, service and competition, inside, outside and at the shareholder, regulator and media levels. The marketer needs to know as much as possible about the tastes, trends and motivating factors of the customers.

2.2.2 Study Related to Tourists' Perception in Thailand

In the tourism industry, the perceptions of a tourist destination are critical to its image. Image can be either a mental image of a product created by a marketing department or an associative image of a product that is developed by the consumer (Henkel, Henkel, Agrusa, and Agrusa, 2006). Tourism destinations must be careful about their image so the perception that they have is not different from the way that they are perceived by potential travelers. Some results of the study conducted by Henkel, and Agrusa (2006) found that Thai residents and international visitors felt cultural sightseeing, friendly people and food were significantly important when thinking of Thailand as a tourist destination, while international visitors felt that nightlife and entertainment were significantly more important than that of Thai residents.

This study examines the perceptions of overseas honeymoon tourists of Thailand

as a honeymoon destination. Overseas honeymoon tourists are surveyed to determine their perceptions of the image of Thailand.

2.3 Theories and Studies Related to Motivation for honeymoon destination

A study conducted by Hoven, Steynberg and Ras (2003) compared motivational aspects between South Africans and Australians for selecting a honeymoon destination. It was clearly indicated that both markets had distinct comparisons with regard to their motivation for choosing a destination. Infrastructure was one of the main motivators, including accessibility of the destination, abundance of accommodation, and activity availability. Economic motivators were another feature, which motivated both South African and Australian couples. Both markets also rated high value for money. The natural environment also contributed to the motivation of choosing a honeymoon destination. The following characteristics of the natural environment influenced couples to decide on a honeymoon destination:

- Natural scenic beauty
- Abundance of fauna and flora
- Warm climate

The honeymoon destination as a novelty destination also contributed as a motivational factor in the destination decision. Couples wanted to experience a newfangled destination, and create new experiences together.

Significant differential motivation aspects were clearly identified in this study (Hoven, Steynberg and Ras (2003), showing that the two markets do have different

motivators in selecting a honeymoon destination. The Australian respondents were encouraged to choose a destination that had English language proficiency. Safety was a major concern for Australian couples, and the destination had to ensure a feeling of being a safe haven. Finally, the Australians wanted to enjoy their honeymoon in isolation, so personal privacy was a significant motivational factor, and total seclusion at the destination was seen as a high.

2.4 The Expectations for Overseas Honeymoon Destination

Expectations are predictions made by customers about what is likely to happen during an impending transaction or exchange (Zeithaml et al., 1993). The study conducted by Hoven, Steynberg and Ras (2003) compared the expectations of the honeymoon destination by the South African and Australian markets. The expectancy of the honeymoon destination raises an immense awareness with the honeymoon tourist, thus a sense of risk is involved in making the right destination decision. Comparative findings indicated that the natural setting of the destination creates an expectation. Couples expected a backdrop of scenic beauty at the destination, where they could be surrounded with a naturalistic ambience. Secondly, the quality of service at the destination raised another expectation. Quality of service had to be on a certain standard, with no conciliation for underrated service.

The South African and Australian honeymooners had two differential expectations about the destinations they chose. The South African study signified that the majority of couples expected immense luxury in terms of accommodation, as well as superior dining and cuisine at the destination. The Australian honeymooners'

expectations verified the need for an assortment of activities in which they could partake while on their honeymoon. Value for money was also an important expectation.

2.5 Theories and Studies Related to Attributes of Overseas Honeymoon Destination

Lots of literatures see destination attributes as pull factor of a destination. They consider the destination attribute as a very important factor, which has significant influence on the tourists' decision-making. Travelers compare these attributes when deciding which destination to choose, and that comparison influences the tourist decision-making process (Fishbein, 1976). Further, different attributes determine destination selection for different target markets (Scott, Schewe and Fredrick, 1978) and members of a different culture group may perceive destination attributes differently (Mayo and Jarvis, 1981; Mill and Morrison, 1985). Sirakaya(1992) defined pull factors as man-made attraction (infrastructure and superstructure), natural attraction (scenic attraction, historical sights, beaches, climate), and social-cultural attractions (accessibility, family and friends, tourist conveniences, historical interest, suitability) (Table 2.1) In this research , location, safety, cost, access, activity, nature, and infrastructure at the destination Thailand would be considered.

According to research from Law (1995), a destination's attributes can be classified into two major categories. The primary category includes innate characteristics such as climate, ecology, nature resources, cuisine, culture, and historical architecture. The secondary characteristics are built or introduced by the

public or private sectors, such as hotels, resorts, catering outlets, transportation, and entertainment.

Table 2.1 Factors Affecting Travel Destination Choices

Factors	
Physical Attractions: <ul style="list-style-type: none"> ● Man-made Tourist Attractions ● Natural Tourist Attractions 	<ul style="list-style-type: none"> ● Infrastructure ● Superstructure (facilities for sports and outdoor activities, casinos, hotels and resorts, shopping facilities) ● Publicity efforts ● Scenic attractions (state parks, beautiful scenery, wilderness, landscape type, opportunities, trailing, hiking) ● Historical sights ● Beaches ● Climate (sun, snow) ● Hot springs
Social-Psychological Attractions: <ul style="list-style-type: none"> ● Social Culture Attractions ● Psychological Attractions 	<ul style="list-style-type: none"> ● Attitudes of the host community (warm, hospitable) ● Cultural activities (theaters, museums) ● Nightlife and entertainment ● Historical interest ● Family & friends ● Novelty of the destination ● Tourist conveniences ● Accessibility ● Suitability ● Good food ● Good accommodation ● Hotel room density ● Quietness of the place ● Common language
Total Travel Cost: <ul style="list-style-type: none"> ● Transportation Cost ● Holiday Cost 	<ul style="list-style-type: none"> ● Cost of trip ● Time spent traveling ● Actual geographical distance ● Exchange rate ● Reasonable prices (relative level of consumer prices) ● Good value for money (index of consumer prices)
Exogenous Factors	<ul style="list-style-type: none"> ● Political and social environments ● Political block affiliation ● Epidemics ● Natural disaster terrorism
Available Time	<ul style="list-style-type: none"> ● Amount of travel ● Amount of vacation time

(Source: Sirakaya, Mclellan and Uysal, 1996)

According to Goeldner, Ritchie and McIntosh (2000), a destination's features can be also be categorized by the characteristics of the resources such as culture/historical, natural, events, recreation/sports, and entertainment.

2.6 Empirical Studies

Samuel Seongseop Kim and Jerome Agrusa (2004) conducted studies on "The Positioning of Overseas Honeymoon Destinations." This study was to investigate the competitiveness of seven overseas honeymoon destinations among potential Korean tourists, and the positioning among them. The main analytical techniques used in this study were multidimensional scaling and correspondence analyses. This study is based on 8 destination attributes among the potential Korea honeymoon market. Results included a variety of information on image similarity, strengths, and ideals of destinations among seven sites, as well as the relationships of major sociodemographic and tourism variables to the sites. The results provide significant insights for a more effective approach to the market positioning of competing places for a honeymoon trip.

The study finds that the potential Korea respondents placed a comfortable place as the most important attribute when they choose a honeymoon destination, followed by good scenery, safety, romantic place, appropriate tourism cost, good weather, historical and culture resources, and good place for shopping.

The study also reveals the relationships of major sociodemographic and tourism variables as follow: 1. Koreans aged 31-35 prefer Hawaii for their honeymoon,

likewise, Australia is likely to be considered a more preferable place by respondents in the 21-25 year old age group; 2. a university student prefers Australia, whereas those who were university graduates showed a preference for Japan; 3. the respondents with no overseas experience are likely to prefer Australia as a honeymoon destination location. On the other hand, those with experience of one or two overseas locations are likely to prefer Europe. 4. the respondents who estimated \$2,000-\$2,999 preferred Hawaii and those estimating \$3,000 or more preferred Europe; 5. respondents who were planning to stay five to seven nights preferred Australia, and those who planning to stay less than five than five days preferred Japan.

A study conducted by I Van Hoven, L Steynberg and P Ras(2003) compared the honeymoon markets of South Africa and Australia, to determine the business opportunities, the motivation of choosing a honeymoon destination, and honeymoon tourists expectations of these two markets. A qualitative study, involving a sample of 16 South African and 15 Australian honeymoon couples, was undertaken in June 2003 and December 2002 respectively. The study was conducted with couples that have been on honeymoon within a twelve-month period from the date of the commencement of this study. The aim of this study is to highlight the necessity that honeymoon tourism products should recognize the importance of the honeymoon couple's decision-making process, which may lead to better marketing channels and to develop sellable honeymoon destinations.

The result of this study indicated that infrastructure was one of the main motivators, including accessibility of the destination, abundance of accommodation,

and activity availability. Economic motivators were another feature, which motivated both these market. Nature science beauty, abundance of fauna and flora, and warm climate are the natural environment influencing couples to decide on a honeymoon destination.

The Australian honeymoon market prefers the English language, safety and personal privacy as significant motivators for choosing a destination. For these two markets, the natural setting of the destination and the quality of service at the destination creates an expectation. The South African honeymooners expected immense luxury in terms of accommodation; otherwise, the Australian honeymooners' expectations verified the need for an assortment of activities in which they could partake while on their honeymoon.

Mark Parry, a professor from Virginia conducted a short study on "Honeymoon destinations." This short article indicated that there are 2.3 million marriages occurring each year, and there will be an increase of 11 percent in total marriages per year by 2010. Additionally, second marriages played a key role in boosting the growth of total marriages. Many of those couples were willing to spend more for an exceptionally lavish honeymoon the second time around. They find one reason for the increase in wedding expenditures was an increase in the average age of first-time brides and grooms. Because couples were postponing their weddings, they were able to save more money for their honeymoon. In addition, couples in the higher-income brackets to spend more on their wedding and honeymoon. Even those couples in the lower-income brackets typically spent a disproportionately large amount of money on

their honeymoon, as this trip was viewed as a “once in a lifetime” experience.

Engaged couples had four main sources of information for finding the ideal honeymoon destination:

1. **Married friends.** Married friends were the most popular source for honeymoon advice. Verbal descriptions were a poor substitute for pictures and video footage. Moreover, places changed over time, so a resort that provided an “incredible” experience one year sometimes offered less pleasant experiences in later years.

2. **Travel agents.** Travel agents booked 70 percent of all Americans’ honeymoons; and were adept at booking trips.

3. **Resort brochures and videos.** Resort brochures and videos could be obtained directly from specific resorts or through a travel agent. Almost all videos lacked a specific target group. Printed collateral focused on package prices and contained only a few snapshots of the resort in question.

4. **Bridal magazine.** Bridal magazine typically include special honeymoon sections, but most of the advertisements and articles merely offered a toll-free number coupled with snapshots and a description of the profiled resort. In short, bridal magazines were subject to many of the same shortcomings that characterized resort brochures.

LOOK JTB Overseas Honeymoon & Wedding Report, autumn 2006(Translation of Japanese Release No.79, 2006), published a set of information brochures related to the honeymoon market in Japan. For Japanese honeymooners, the three most popular destinations, in 2006, were Hawaii, Oceania, and Europe. Characteristics of the Most Popular Honeymoon Destinations are:

Hawaii: Here, time is mainly spent relaxing on the beach or at the poolside and shopping in town. Recently, cruises that take in the other islands, and short stays on Maui or Hawaii Island, are also popular.

Oceania (Australia): Many couples visit Ayres Rock and other wonders of nature. Hamilton Island and other beach resorts that offer a relaxed enjoyment of the Great Barrier Reef are also popular.

Europe: Tours of Italy are popular. These mainly comprise of visits to museums and art galleries, famous tourist attractions, and shopping, etc.

Length of Honeymoon: Seven- or eight-day honeymoons are most common, accounting for over half of the total. Honeymoons in Japan have tended to become shorter over the last decade. Among factors thought to encourage this tendency is the shift in popularity away from the former desire to visit as many European capitals as possible and of more leisurely stays at beach resorts or within a single country. There is also the fact that overseas travel has become much more common, with many more couples having experienced travel before marriage, etc., so that the honeymoon is no longer quite the once-in-a-lifetime experience it was.

Average age of Couples: While there are no clear age-related tendencies for the different areas of departure from Japan, both brides and grooms who chose China rather than Hawaii or Oceania tend to be some three years or so older. For historical reasons, the age of Japanese travelers to China tends to be rather higher than average, and this tendency is being reflected in honeymoons, too.

The study Extending the Individual Choice-sets Model to Couples' Honeymoon

Destination Selection Process conducted by **Jang, Lee, Lee, S., and Hong(2006)** explained the current individual choice-sets model to couples' destination selection process for understanding the decision-making process of engaged couples selecting a honeymoon destination. Data of this study were collected through face to face interviews with 100 couples living in Seoul and Gyeonggi Province, Korea and sampled using purposive quota sampling implemented by a poll agency. This sample revealed how couples decide on the honeymoon travel destination on the basis of both the individual decision-making model (i.e., choice-sets model) and the group decision making model (i.e., Corfman's model).

The results indicated that each member of a couple reduced conflicts by adding some of the other's alternatives into their own alternative set through discussion, and then built the final choice set, which included alternatives acceptable to both. When couples did not agree on the destination until the final stage, the final destination was determined by the situation inhibitors and the magnitude of relative influence that one partner heeded over the other.

The result of this study can inform destination marketers in building strategies for destination promotion as is determined by certain constraints, as well as by the preferences of the partner that has the greater relative influence in the relationship. This study also shows that, as in the individual choice-sets approach, constraints play an important role in the group decision-making process.

MacNair Travel & Cruises releases honeymoon survey results assessing planning, budget, activities and additional elements affecting Honeymoon selection.

Reports from the Travel Institute show that honeymoons are an \$8 billion industry and the average honeymoon costs \$3,719.00. According to the honeymoon market report, the average honeymoon costs 170 percent more than the honeymooner's last vacation – and 300 percent more than the US vacation average. Honeymoon trends revealed in the survey include: there are 39.8% of respondents say Hawaii is the top dream honeymoon destination, followed by Tahiti/Bora Bora with 30.1% of those surveyed. Italy is the 3rd most popular honeymoon destination revealed by brides-to-be with a response rate of 23.7%. And 17.2% of survey takers say they are taking a cruise for honeymoon, whereas 82.8% are planning a land-based honeymoon, August and October are top two months for departing on honeymoons with 17.2% and 15.1% respectively. June rounds up the top three travel months with 12.9% of the responses. The majority (43%) of respondents plans their honeymoon three to six months prior to departure, whereas nearly 20% take six to nine months to plan it. Selecting a honeymoon destination was affected by the Internet (60.2%), Word of Mouth, Family/Friend Recommendation (tied at 48.4%) and a Travel Agent (38.7%). Monday is most popular day to depart on a honeymoon, with 43% of respondents, followed by Sunday, with 26.9%. Time spent on a honeymoon, is practically tied between five to seven days (38.7%) and eight to 10 days (36.6%). Beach and dining are the top two dream activities brides-to-be are anticipating for a honeymoon with 82.8% and 78.5% respectively. Additional dream activities listed by survey respondents include couples massage (55.9%), additional spa treatments (54.8%), and shopping (50.5%). Overwhelmingly, honeymoons are being paid for from personal

savings according to 61.3% of respondents. Honeymoon couples are budgeting \$3,000--\$5,000 for their honeymoons, per 36.6% of respondents, followed by \$1,500--\$2,999, with 34.4% of the responses. Hurricane season does not affect month of travel choice for honeymoon travel, per 75% of respondents. 63% of responses reveal that honeymoon destination was not influenced by hurricane season. To plan the honeymoon, the majority of respondents (62.4%) use a travel agent's services.

2.7 Conclusion of Empirical Studies

The study conducted by Samuel Seongseop Kim and Jerome Agrusa (2004) finds that there is significant relationship between major sociodemographic and tourism variables to the sites. In the Korean honeymoon market, the honeymooners' age, education level, overseas experience, budget, and length of stay will influence their decision to choose a honeymoon destination. And those destinations attributes such as comfortable place, good scenery, safety, romantic place, appropriate tourism cost, good weather, historical and culture resources, and good place for shopping would also influence those honeymooners's decision.

The study conducted by Hoven, Steynberg and Ras(2003) suggests that the motivation of choosing a honeymoon destination is related both to the destination attributes, such as infrastructure and nature science beauty, and the honeymoon tourists expectations.

"Honeymoon destinations" conducted by Mark Parry points out four main sources of information for finding the ideal honeymoon destination: married friends, travel

agents, resort brochures, and bridal magazine.

LOOK JTB Overseas Honeymoon & Wedding Report, autumn 2006 released a set of data for the Japanese honeymoon market. They reveal the three most popular honeymoon destinations for Japanese honeymooners and the characteristics of those destinations.

MacNair Travel & Cruises revealed honeymoon trends and released honeymoon survey results assessing planning, budget, activities and additional elements affecting the honeymoon selection.



Chapter III

Research Framework

This chapter includes the theoretical framework, the conceptual framework, the research hypotheses and the operationalization chart. The conceptual framework displays the independent and dependent variables. The operationalization chart provides the explanations of all the theories, which are discussed in the conceptual framework. The final goal of this chapter is to develop a statement of hypotheses and state the expected outcome of the research.

3.1 Theoretical Framework

The Theoretical framework is a conceptual model of how one theorized the relationship among the several factors that have been identified as important to problems. It clarifies the questions and summarizes the overall concepts being investigated (McDaniel & Gates, 1998).

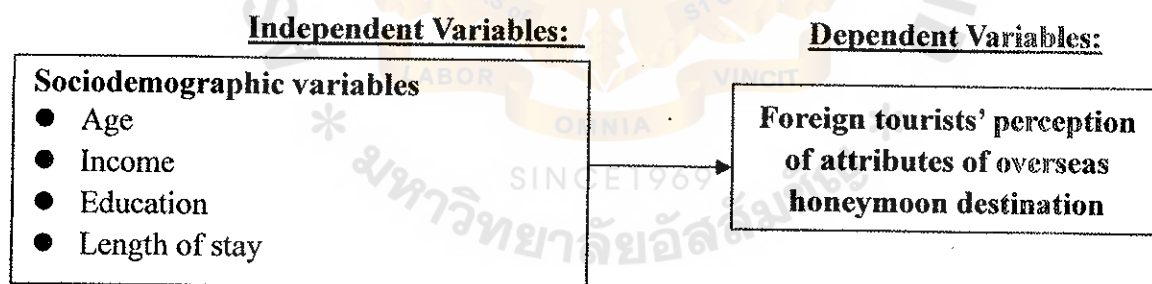
The study of Kim and Agrusa (2004) analyzed the relationship between 7 destination attributes such as comfort, scenery, safety, romantic place, cost, weather, historical and cultural resources, shopping, and major sociodemographic variables such as age, education level, income, and length stay.

In order to accomplish the objective of present study, a theoretical model was adopted by combining the studies of Hoven, et al. (2003) and Kim, and Agrusa, (2004).

3.2 Conceptual Framework

The conceptual framework is created to illustrate the relationship between independent and dependent variables. Independent variable refers to symbol or concepts that the researcher can manipulate and that is hypothesized to cause or influence the dependent variables. An Independent variable is believed to cause, or explain variations in the dependent variables (McDaniel & Gates, 1998). In this research, the independent variables are sociodemographic variables. Dependent variable refers to a symbol or concept expected to be explained or caused by the independent variables. Dependent variable can be affected through marketing research (McDaniel & Gates, 1998). In this research, the dependent variable is the attributes of the overseas honeymoon destination.

Figure 3.2 Framework of study



Source: Hoven, et al. (2003) and Kim, and Agrusa, (2004)

3.2.1 Independence Variables

Independence Variables are variables or alternatives that are manipulated and whose effects are measured and compared. These variables (also known as treatments) may include price levels, package designs, and advertising themes (Malhotra, 1999). In this study, the independence variables are sociodemographic information such as

age, income, education, and length of stay.

Age: The period of time someone has been alive or something has existed. The age of tourists is one of the important constituents of their demographic profile. Many markets have generated a niche in the marketplace by concentrating on a specific age segment (Schiffman and Kanuk, 1994).

Education: Education categories are based on information about educational credentials, such as diplomas and degrees. Previous study showed that people with different education background have different perceptions (Field 1999).

Income: income is the sum of amounts of cash income from wages, salary, all government pensions and allowances, interest, dividends, profit from own business or rental property, and other regular source reported for the applicable refer period in response to one or more questions (Australian Bureau, 2006). Tourism is a luxury and an expensive activity that demands a certain threshold of income before an individual can choose to take part.

Length of stay: length of stay refers to the period of time which people spend at a destination (Jafari, 2002).

3.2.2 Dependent Variables

Dependent Variables are the Variables that measure the effect of the independent variables on the test units (Malhotra, 1999).

In this study, the dependent Variables are the foreign tourists' perception of attributes of overseas honeymoon destination such as comfort, scenic, safety, romantic atmosphere, cost, weather, shopping facility, history and culture resources,

honeymoon specials, and privacy status.

3.3 Research Hypotheses

Hypotheses are a conjectured statement about a relationship between two or more variables that can be tested with empirical data. Hypotheses are tentative statements that are considered to be plausible given the available information. A good hypothesis will contain a clear implication for testing started relationships. According to the objectives of this study, there are a total of eight hypotheses that need to be tested to achieve the objectives.

- H1o There is no difference in the perception of foreign tourist of the attributes of overseas honeymoon destination in terms of age.
- H1a There is difference in the perception of foreign tourist of the attributes of overseas honeymoon destination in terms of age.
- H2o There is no difference in the perception of foreign tourist of the attributes of overseas honeymoon destination in terms of income.
- H2a There is difference in the perception of foreign tourist of the attributes of overseas honeymoon destination in terms of income.
- H3o There is no difference in the perception of foreign tourist of the attributes of overseas honeymoon destination in terms of education.
- H3a There is difference in the perception of foreign tourist of the attributes of overseas honeymoon destination in terms of education.
- H4o There is no difference in the perception of foreign tourist of the attributes of

overseas honeymoon destination in terms of length of stay.

H4a There is difference in the perception of foreign tourist of the attributes of overseas honeymoon destination in terms of length of stay.

3.4 Operationalization of the Independent and Dependent Variables

The Operations definition gives meaning to a concept by specifying the activities or operations necessary to measure it (Zigmond, 1994). The operational definition specifies what must be done to measure the concept under investigation. In this research, the operationalization is shown in the table 3.1.

Table: 3.1 Operationalization table

Variable	Conceptual Definition	Operational Component	Scale of a Measurement	Question No.
Sociodemographic variables				
Age	The period of time someone has been alive.	- 21—25 - 26—30 - 31— 35	Ordinal	Part IV Q No. 18
Income	It is income that can be saved or spent on goods and services wanted, not needed.	- Lest than \$2,000 - \$2,001—\$4,000 - \$4,001—\$6,000 - \$6,001—\$8000 More than \$ 8,000	Ordinal	Part IV Q No. 19
Education	The information of educational credentials	- Senior high school - University student - University graduate - Post graduate	Nominal	Part IV Q No. 20

Variable	Conceptual Definition	Operational Component	Scale of a Measurement	Question No.
Length of Stay	Length of stay refers to the period of time, which people spend in a destination (Jafar Jafari). 2002	<ul style="list-style-type: none"> - More than a month - three to four weeks - One to two weeks - Less then one week 	Nominal	Part IV Q No. 21
Dependent Variable				
Perception of attributes of overseas honeymoon destinations	Process by which the honeymooner selects, organizes, and interprets stimuli into a meaningful and coherent picture of the honeymoon destination.	<ul style="list-style-type: none"> ● Comfortable place ● Good Scenery ● Safety ● Romantic Place ● Appropriate tourism cost ● Good weather ● Good place ● History and culture for shopping resources ● Honeymoon specials ● Privacy 	Interval	Part II Q No. 8, 9, 10, 11, 12, 13, 14, 15, 16, 17,

Chapter IV

Research Methodology

This chapter consists of the research method, the data collection, and the data analysis.

The first part describes what kind of method this research used, followed by the section almost the data collection for both primary data and secondary data in this research. Data analysis is finally elaborated.

4.1 Methods of Research Used

Zikmund (1994) mentioned that the major purpose of descriptive research is to describe characteristics of a population or phenomenon. To accomplish the research objective, research used in order to collect primary data for this study. Descriptive research seeks to determine the answers to who, what, when, where, and how of the questions. Zikmund (2003) stated that research in to the research technique in which information is gathered from a group of people by the use of a questionnaire; a method of data collection based on communication with a representative sample of the target population. The research allows the researcher to assess the accurate information quickly and in an inexpensive way.

4.2 Respondents and Sampling Procedures

4.2.1 Target population

The target population of this study is the overseas tourists (engaged/newly

wed couples) who choose Thailand as their destination for their honeymoon period, visiting between September and October 2007.

4.2.2 Sampling procedures

This study chose non-probability sampling as its sample design. Non-probability sampling is a sampling technology in which units of the sample are selected on the basis of personal judgment or convenience (Zikmund, 1994). This study used purposive sampling to conduct research.

The sampling procedure of this study was designed according to the following two stages: in the first stage, the researcher conducted a pretest with 30 cases at the Departure Lounge of Suvarnabhumi International airport in Bangkok. In the second stage, the researcher used purposive sampling to select the respondents mainly at the Departure area of Suvarnabhumi International airport in Bangkok, and the the Thavorn Palm Beach Resort, Thavorn Beach Village&spa, and Thavorn Grand Plaza hotel in Phuket.

4.2.3 Sample size

Sample Size refers to the number of elements to be included in the study. Determining the sample size is complex and involves several qualitative and quantitative considerations (Churchill, 1995)

The populations of honeymooners who come to Thailand are difficult to estimate. Therefore, Data was collected from 60 couple using purposive sampling. As suggested by Kang and Hsu (2004), both partners' opinions should be included in the study to insure the validity of a group decision-making study. However, collecting

each partner's opinion independently is problematic, so in related studies the sample size has usually been relatively small. In similar studies, there have been samples of 23 couples (Gottman & Krokoff, 1989), 16 South African and 15 Australian honeymoon couples (Hoven et al., 2003), 75 couples (Foster & Olashavsky, 1989), and 149 couples (Kand & Hsu, 2005).

In this study, 60 engaged/married couples were sampled.

4.3 Research Instrument

The questionnaire of this study was designed to be presented in written format and the respondents choose their answers. The questionnaire collected information including independent and dependent variables. This questionnaire was a closed-ended question in order to meet the research objectives. The questionnaire consisted of three parts, comprising 21 questions.

The first part collects descriptive information with eight questions (Source: Parry, 1999). This part provided respondents with multiple options.

The second part has 10 questions (Source: Parry, 1999). This part tested the honeymoon destination attributes, variables such as comfort, safety, cost, scenic, and special, with the Likert scale ranging from 1 to 5, where 1= not at all important and 5=extremely important.

The third part collected Sociodemographic information that covers age, education level, income and length of stay.

4.4 Collection of Data

4.4.1 Primary data

Primary data is the data gathered and assembled specifically for the research project at hand (Zikmund, 2003). In this study, primary data collected via a self-administered questionnaire. The data collection process performed during August and September 2007 at the Departure area of Suvarnabhumi International airport in Bangkok. Moreover, the researcher arranged specific times to distribute the data and asked a screening question to avoid the overlapping of respondents and any other biases that might be prevalent at the time.

4.4.2 Secondary data

Secondary data are data previously collected and assembled for some project other than the one at hand (Zikmund, 2003). The source of secondary data in this study includes textbook, newspapers, and professional journals gathered from St. Gabriel Library of Assumption University and the Internet. The information derived by these procedures provides meaning, concept, and model of theory and are used to develop the framework for this study.

4.5 Pretest and reliability Test

4.5.1 Pretest

Pretest is a trial run with a group respondents used to screen out problems in the design of a questionnaire (Zikmund, 1994). In a pretest, the research looked for evidence of ambiguous questions and respondent misunderstanding, whether the

questions mean the same thing to all respondents or other considerations. Therefore, it is necessary to do the pretest, which is conducted among respondents similar to those who would be used in the actual study.

The purpose of a pretest is to find out how well the respondents understand the questionnaire. The problems found in a pretest can be solved. Therefore, the researcher examined the questionnaire by testing 30 respondents.

A pilot test or pretest with 30 tourists at the Departure Lounge of Suvarnabhumi International airport in Bangkok was conducted from 16th July 2007 to 22nd July 2007 to evaluate the reliability and the comprehension of the questionnaire items.

4.5.2 Reliability Test

Reliability is a criterion for evaluating measurement scales: it represents how consistent or stable the ratings generated by a scale are (Parasuraman and Igarria, 1991). The reliability of measurement indicates the stability and consistency with which the instrument is measuring the concept and helps to assess the “goodness” of a measurement (Sekaran, 1992). The reliability of instrument was assessed by calculation of the Cronbach-Alpha which produces the mean of all possible split-half coefficients resulting from different splitting of the measurement instrument. Coefficient-Alpha can range from 0 to 1. A value, if less than 0.6, is usually viewed as unsatisfactory (Hanwkins and Tull, 1993). The results calculated on the basis of the pretest data of a study on honeymoon tourists: sociodemographies and attributes of overseas honeymoon destination are as follows:

Table 4.2 Reliability analysis for pretest questionnaire

Two Dimension of the Questionnaire	Coefficient Alpha
Attributes of overseas Honeymoon Destination	0.769

The Alpha value is more than 0.6 (see Table 4.2), it can concluded that the questionnaires were reliable as above.

4.6 Statistical Treatment of Data

Descriptive Cross-tabulation Statistics

Cross-tabulation is a simple method of displaying data so that associations can be readily observed and measured (Finn, White, and Walton, 2000). For this study, descriptive cross tabulation statistics summarizes data of respondent's sociodemographic variables and descriptive information of honeymoon trip. The summarization of data includes the calculation of average, the frequency distribution, and the percentage distribution etc.

Analysis of variance (ANOVA)

Cooper and Schindler (2003) identified that Analysis of Variance (ANOVA) as the statistical method for testing the null hypothesis that the means of several populations are equal. It used a single factor, a fixed-effects model to compare the effect of one factor on a continuous dependent variable. ANOVA uses squared deviations of the variance so computation of distances of the individual data points from their own mean to the grand mean can be summed. The total deviation of any particular data point may be partitioned between groups' variance and within-group

variance. The test statistic for ANOVA is the F ratio. It compares the variance from the last two sources:

$$F = \frac{\text{Between - group Variance}}{\text{within - group Variance}} = \frac{\text{MeanSquareBetween}}{\text{MeanSquareWithin}}$$

$$\text{Where, MeanSquareBetween} = \frac{\text{SumOfSquareBetween}}{\text{DegreeOfFreedomBetween}}$$

$$\text{MeanSquareWithin} = \frac{\text{SumOfSquareWithin}}{\text{DegreeOfFreedomWithin}}$$

If the null hypothesis is true, there should be no difference between the populations and the ratio should be close to 1. If the population means are not equal, the numerator should manifest this difference, and the F ratio should be greater than 1. The F distribution determines the size of the ration necessary to reject the null hypothesis for a particular sample size and level of significance.

Table 4.4 Statistical method used for data analysis

Number	Hypothesis Statement	Statistical Test
H1o	There is no difference of the perception in attributes of overseas honeymoon destination in terms of age.	One way ANOVA
H2o	There is no difference of the perception in attributes of overseas honeymoon destination in terms of income.	One way ANOVA
H3o	There is no difference of the perception in attributes of overseas honeymoon destination in terms of education.	One way ANOVA
H4o	There is no difference of the perception in attributes of overseas honeymoon destination in terms of length of stay.	One way ANOVA

Chapter V

Data analysis

This chapter is divided into two parts. The first part will focus on the descriptive statistics analysis. The second part will focus on the inferential statistics analysis of hypothesis testing between the independent and dependent variables.

5.1 Descriptive Statistics

Descriptive statistics are procedures for organizing and summarizing data so that the researcher can communicate and describe important characteristics of the data (Heiman, 2000).

5.1.1 Questionnaire Summary

There were totally 60 questionnaires distributed to the international tourists in the Suvarnabhumi International airport in Bangkok and the Thavorn Palm Beach Resort, Thavorn Beach Village&spa, and Thavorn Grand Plaza hotel in Phuket from the 8th to 20th September, 2007. All 60 questionnaires were filled in and return to the researcher.

There were no invalid questionnaires.

Table 5.1 Summary of the questionnaires distributed and returned

Questionnaires	Cases	Percent (%)
– Questionnaires distributed	60	100%
– Suvarnabhumi International airport	50	83%
– Thavorn Palm Beach Resort, Thavorn Beach Village&spa, and Thavorn Grand Plaza hotel	10	17%
Questionnaires return	60	100%
Invalid Questionnaires	0	0
Total valid Questionnaires	60	100%

5.1.2 Frequency distribution of descriptive information

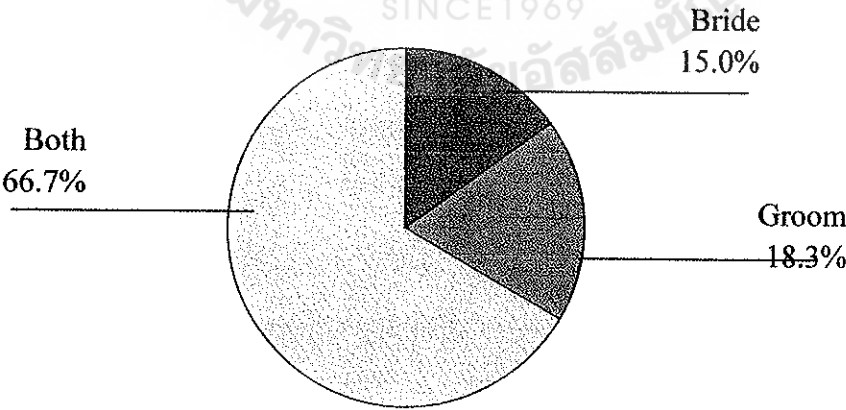
Researching possible honeymoon destination

“Who is taking primary responsibility for researching possible honeymoon destination” is shown in the table 5.2. From the 60 valid samples, 40 couples researching their possible honeymoon destination “together”, representing 66.7% of total respondents; 11 couples confirmed that “grooms” did the research for their possible honeymoon destination, representing 18.3% of total respondents; and 9 couples preferred the “brides” did the researching of their possible honeymoon destination, representing 15.0% of total respondents respectively.

Table 5.2 Researching possible honeymoon destination

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Bride	9	15.0	15.0	15.0
Groom	11	18.3	18.3	33.3
Both	40	66.7	66.7	100.0
Total	60	100.0	100.0	

Figure 5.1 Researching possible honeymoon destination



Where to honeymoon

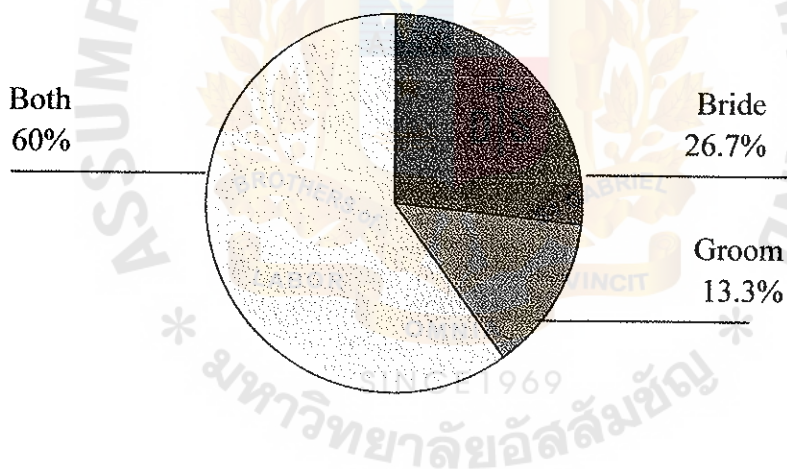
“Who is taking primary responsibility for deciding where to honeymoon” is shown in the table 5.3. From the 60 valid samples, 36 couples made the decision

“together”, representing 60.0% of total respondents; 16 couples let the “brides” make the decision, representing 26.7% of total respondents; and 8 couples preferred the “grooms” to decide where to go, representing 13.3% of total respondents respectively.

Table 5.3 Where to honeymoon?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bride	16	26.7	26.7	26.7
	Groom	8	13.3	13.3	40.0
	Both	36	60.0	60.0	100.0
	Total	60	100.0	100.0	

Figure 5.2 Where to honeymoon



Honeymoon plans

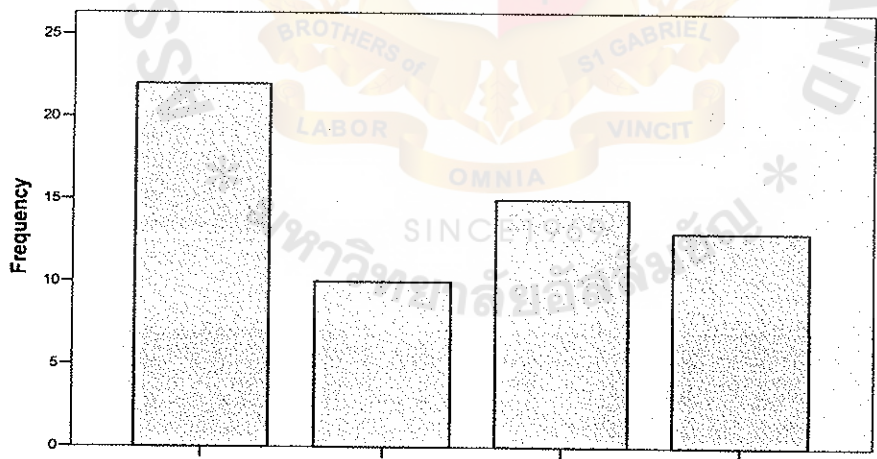
Table 5.4 shows when the respondents first seriously began thinking about their honeymoon plans. From the 60 valid samples, 22 couples thought about their plans “before the engagement”, representing 36.7% of total respondents; 15 couples thought about their plans “1-5 months after engagement”, representing 25% of total respondents; 13 couples thought about their plans “more than 6 month after engagement”, representing 21.7% of total respondents; and 10 couples thought about

their plans “within one month after engagement”, representing 16.7% of total respondents.

Table 5.4 Thinking of honeymoon plans

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Before the engagement	22	36.7	36.7	36.7
Within one month after engagement	10	16.7	16.7	53.3
1-5 months after engagement	15	25.0	25.0	78.3
More than 6 months after engagement	13	21.7	21.7	100.0
Total	60	100.0	100.0	

Figure 5.3 Thinking of honeymoon plans



Information sources

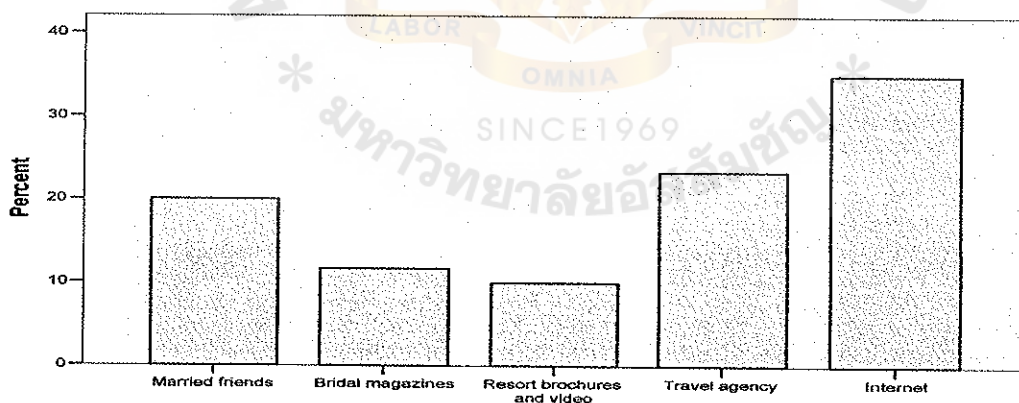
Table 5.5 shows the information source of respondents’. From the 60 valid samples, 21 respondents’ searched for information about their honeymoon through the “internet”, representing 35.0% of total respondents; 14 respondents’ information source come from a “travel agency”, representing 23.3% of total respondents; 12

respondents' information source come from their "married friends", representing 20.0% of total respondents; 7 respondents' information source come from "bridal magazines", representing 11.7% of total respondents; and 6 respondents' information source come from "resort brochures and video", representing 10.0% of total respondents respectively..

Table 5.5 Information sources

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Married friends	12	20.0	20.0	20.0
Bridal magazines	7	11.7	11.7	31.7
Resort brochures and video	6	10.0	10.0	41.7
Travel agency	14	23.3	23.3	65.0
Internet	21	35.0	35.0	100.0
Total	60	100.0	100.0	

Figure 5.4 Information sources



Opinion of "honeymoon"

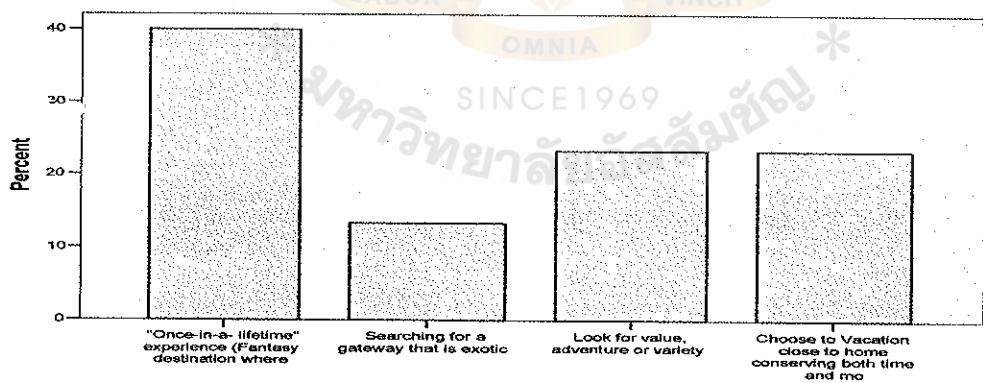
Table 5.6 shows the respondents' opinion of their honeymoon. From the 60 valid samples, 24 respondents see their honeymoon as a "Once-in-a-lifetime" experience, representing 40.0% of total respondents; 14 respondents see their honeymoon as a trip to "look for value, adventure or variety", representing 23.3% of total respondents; and

another 14 respondents choose to vacation “close to home conserving both time and money”, also representing 23.3% of total respondents; and 8 respondents prefer “searching for a gateway” during their honeymoon, representing 13.3% of total respondents respectively.

Table 5.6 Opinion of “honeymoon”

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Once-in-a- lifetime experience	24	40.0	40.0	40.0
Searching for a gateway that is exotic	8	13.3	13.3	53.3
Look for value, adventure or variety	14	23.3	23.3	76.7
Choose to Vacation close to home conserving both time and money	14	23.3	23.3	100.0
Total	60	100.0	100.0	

Table 5.5 Opinion of “honeymoon”



Frequency of honeymoon trip

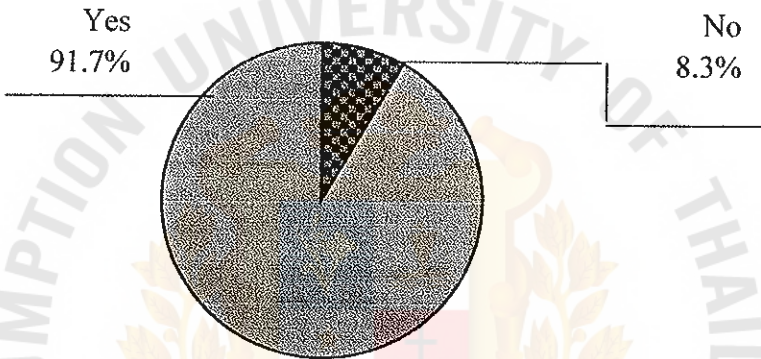
Table 5.7 shows that 55 respondents expressed themselves to be on their honeymoon trip for the first time, constituting 91.7% of total respondents, while 5 respondents have had a honeymoon trip before, representing 8.3% of total

respondents respectively.

Table 5.7 Frequency of honeymoon trip

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	8.3	8.3	8.3
	No	55	91.7	91.7	100.0
	Total	60	100.0	100.0	

Figure 5.6 Frequency of honeymoon trip



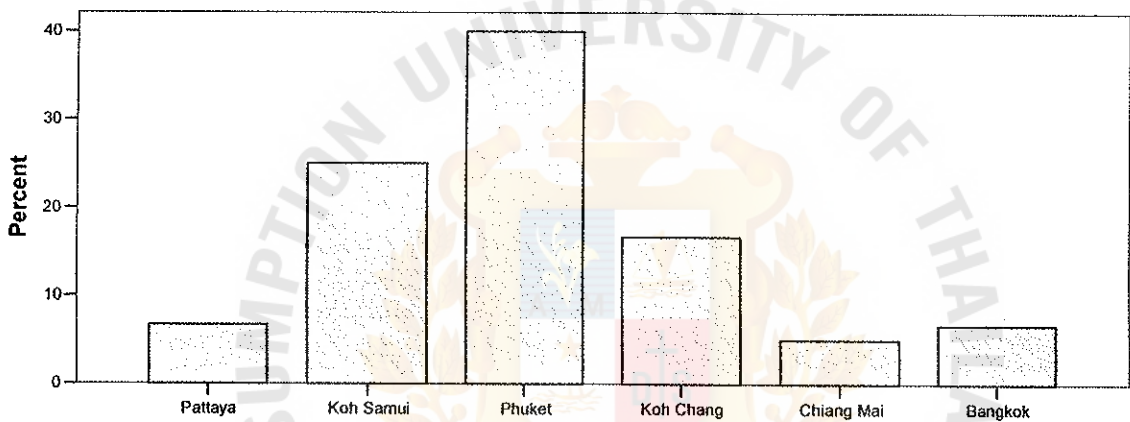
Honeymoon destination preference

Table 5.8 shows the respondents’ preference of honeymoon destination in Thailand. The most popular destination in Thailand is “Phuket”, 24 respondents chose “Phuket” as their favorite destination, representing 40.0% of total respondents; followed by “Koh Samui”, it has 15 couples choosing it, representing 25% of total respondents; 10 respondents chose “Koh Chang” as their favorite destination, representing 16.7% of total respondents; 4 respondents choose “Pattaya” and “Bangkok” each as their favorite destination, representing 6.7% of total respondents; and 3 respondents of the total chose “Chiang Mai” as their favorite destination, representing 5% of total respondents.

Table 5.8 Preferred Honeymoon locations in Thailand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pattaya	4	6.7	6.7	6.7
	Koh Samui	15	25.0	25.0	31.7
	Phuket	24	40.0	40.0	71.7
	Koh Chang	10	16.7	16.7	88.3
	Chiang Mai	3	5.0	5.0	93.3
	Bangkok	4	6.7	6.7	100.0
	Total	60	100.0	100.0	

Figure 5.7 Preferred Honeymoon location in Thailand



5. 1.3 Frequency distribution of sociodemographic variables

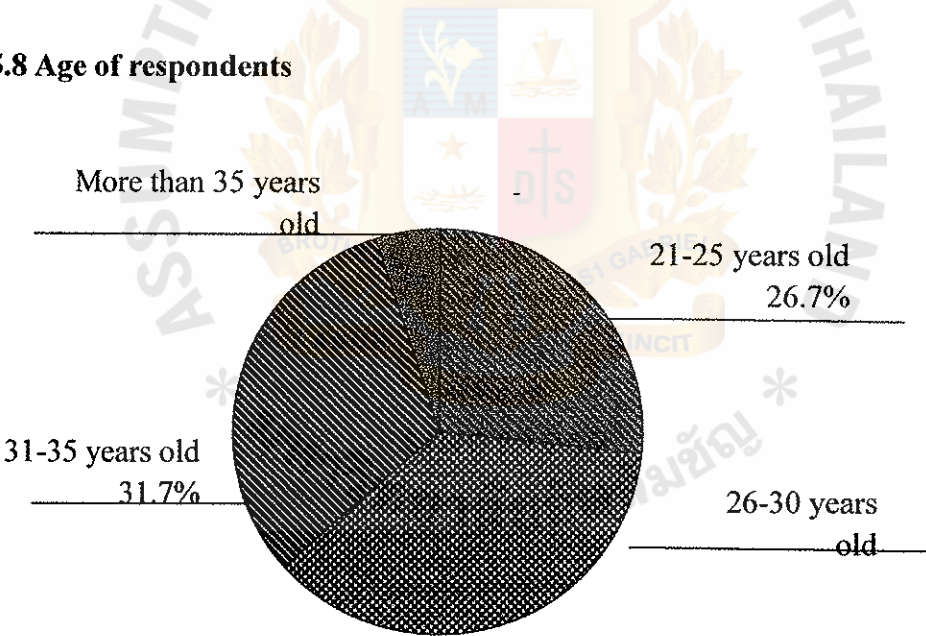
Age of respondents

Table 5.9 shows the age group of respondents and explains that those whose age ranges from “26-30 years old” represent the largest group of respondents (22 or 36.7% respondents). The other large group of respondents is represented by those ages from “31-35 yeas old” (19 or 31.7% respondents). It also includes respondents whose age ranges between “21-25 years old” (16 or 26.7% respondents) and “more than 35 years old” (3 or 5%) respectively.

Table 5.9 Age of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 21-25 years old	16	26.7	26.7	26.7
26-30 years old	22	36.7	36.7	63.3
31-35 years old	19	31.7	31.7	95.0
More than 35	3	5.0	5.0	100.0
Total	60	100.0	100.0	

Figure 5.8 Age of respondents



Income of respondents

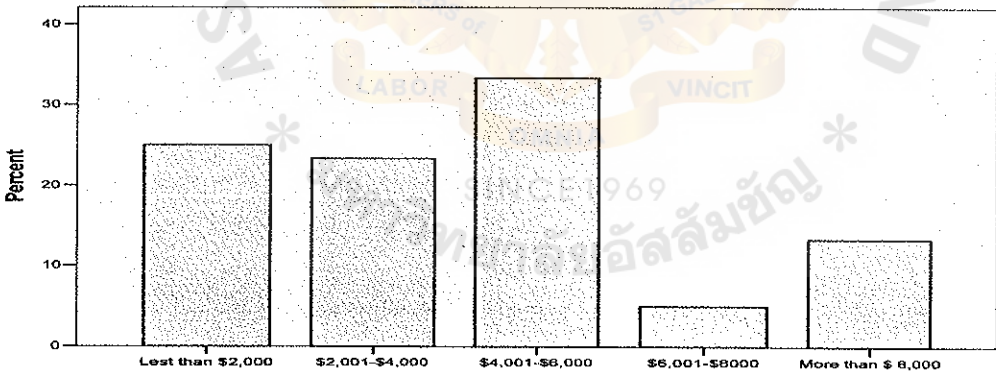
Table 5.10 shows the income level of respondents. It shows that the largest group of respondents (20 or 33.3%) is represented by those whose income level ranges from “4,001-6,000 US Dollars per year” while the income level of 15 or 25% of respondents is “less than 2,000 US Dollar per year”. The income level per year of 14 or 23.3% of

Table 5.10 Income of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Least than \$2,000	15	25.0	25.0	25.0
	\$2,001-\$4,000	14	23.3	23.3	48.3
	\$4,001-\$6,000	20	33.3	33.3	81.7
	\$6,001-\$8000	3	5.0	5.0	86.7
	More than \$ 8,000	8	13.3	13.3	100.0
	Total	60	100.0	100.0	

respondents ranges between “2,001-4,000 US Dollar”, and the income level, per year, of 8 or 13.3% respondents is “more than 8,000 US Dollar”. A total of 3 or 5% respondents those level, per year, ranges from “6,001-8,000 US Dollars”.

Figure 5.9 Income of respondents



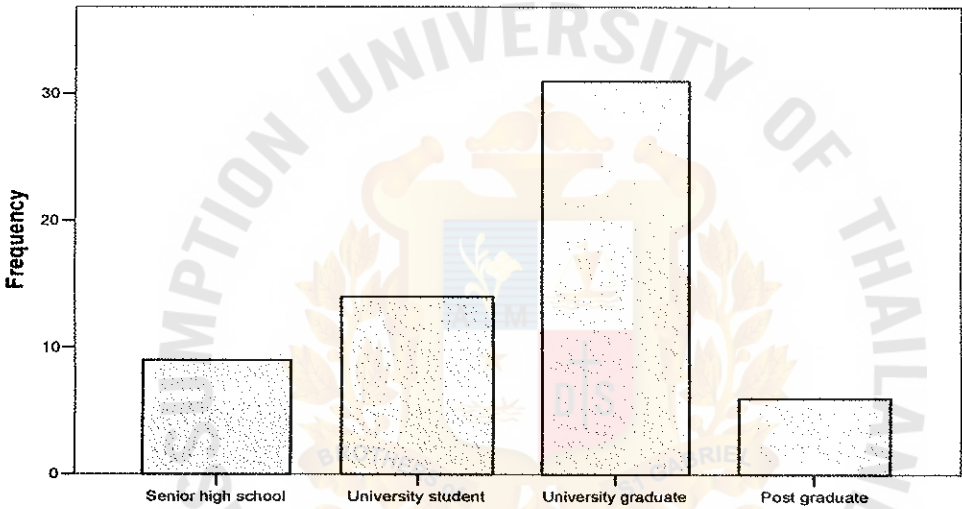
Education level of respondents

Table 5.11 highlights the educational level of respondents. It shows that the largest groups of respondents (31 or 51.7% respondents) are “university students”. The second largest groups of respondents (14 or 23.3% respondents) are “university graduates”. A total of 9 or 15% respondents were educating up to “senior high school”. And 6 or 10% respondents are “post graduates”.

Table 5.11 Education level of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Senior high school	9	15.0	15.0	15.0
	University student	14	23.3	23.3	38.3
	University graduate	31	51.7	51.7	90.0
	Post graduate	6	10.0	10.0	100.0
	Total	60	100.0	100.0	

Figure 5.10 Education levels of respondents



Length of stay

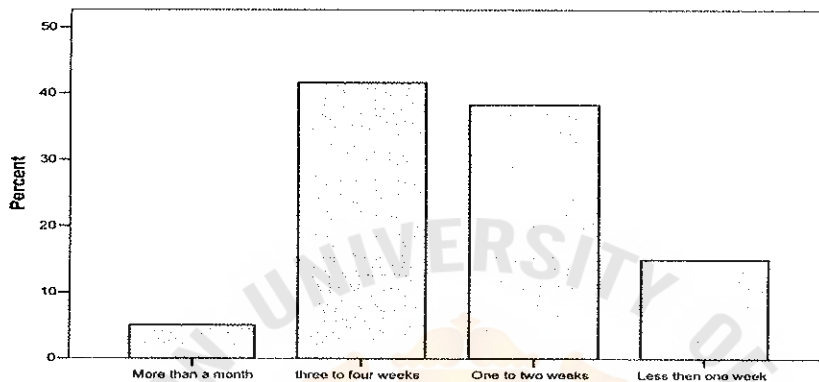
As Table 5.12 illustrates the length of stay of respondents, There are 41.7% respondents who prefer stay in Thailand to spend their honeymoon for “three to four weeks”,

Table 5.12 Length of stay

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than a month	3	5.0	5.0	5.0
	three to four weeks	25	41.7	41.7	46.7
	One to two weeks	23	38.3	38.3	85.0
	Less then one week	9	15.0	15.0	100.0
	Total	60	100.0	100.0	

while 38% respondents of total respondents prefer to stay in Thailand for “one to two weeks”. It is followed by the duration of “less than one week” (15%) and “more than a month” (5.0%) respectively.

Figure 5.11 Length of stay



5.3.2 Mean score and frequency distribution of Attributes of Overseas

Honeymoon Destination

(i) Mean score of Attributes of Overseas Honeymoon Destination

Refer to table 5.13, Under “foreign tourists perception of attributes of overseas honeymoon destination” variables, there are ten variables totally, “safety” has the highest important mean score ($M_{\text{safety}} = 4.53$) amongst the ten attributes, followed by

Table 5.13 Perception of Attributes of Honeymoon Destination:

	N	Minimum	Maximum	Mean	Std. Deviation
Comfortable place	60	3	5	4.45	.649
Good Scenery	60	1	5	4.07	.899
Safety	60	2	5	4.53	.747
Romantic Place	60	2	5	3.75	.950
Appropriate tourism cost	60	2	5	3.70	.944
Good weather	60	2	5	4.05	.928
Good place for shopping	60	1	5	2.97	1.164
History and culture resources	60	1	5	2.83	1.317
Honeymoon specials	60	1	5	3.05	1.241
Privacy	60	1	5	3.70	1.078
Valid N (listwise)	60				

“comfortable place” which has the important mean score of $M_{\text{comfortable place}} = 4.45$; and “history and culture resources” variables have the lowest mean score ($M_{\text{history and culture resources}} = 2.83$); “good scenery” and “good weather” have the mean scores of $M_{\text{good scenery}} = 4.07$ and $M_{\text{good weather}} = 4.05$. The mean score of the other variables such as “romantic place”, “appropriate tourism cost”, “privacy”, “honeymoon specials”, and “good place for shopping” have the mean scores of $M_{\text{romantic place}} = 3.75$, $M_{\text{appropriate tourism cost}} = 3.70$, $M_{\text{privacy}} = 3.70$, $M_{\text{honeymoon specials}} = 3.05$, and $M_{\text{good place for shopping}} = 2.97$. Therefore, the attributes for an overseas honeymoon destination of “history and culture resources” and “good place for shopping” are not important for foreign tourists.

(ii) Frequency distribution of Attributes of Overseas Honeymoon Destination

There is a total of ten honeymoon tourists’ perceptions of attributes of honeymoon destinations listed in the questionnaire, Each of them are evaluated by the tourist individually. This part will demonstrate the honeymoon tourist’s evaluation of each variable in detail.

Comfortable place

According to table 5.14, around 55 respondents rate the importance of “comfortable place” as a honeymoon destination attribute at “fairly important to extremely important”, representing 91.6% of total respondents.

Table 5.14 Comfortable place

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neutral	5	8.3	8.3	8.3
	fairly important	23	38.3	38.3	46.7
	extremely important	32	53.3	53.3	100.0
	Total	60	100.0	100.0	

Good Scenery

According to table 5.15, there are 48 out of 60 respondents who rate the importance of “good scenery” as a honeymoon destination attribute at “fairly

Table 5.15 Good Scenery

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not at all important	2	3.3	3.3	3.3
	neutral	10	16.7	16.7	20.0
	fairly important	28	46.7	46.7	66.7
	extremely important	20	33.3	33.3	100.0
	Total	60	100.0	100.0	

important to extremely important”, representing 80% of total respondents; only 2 respondents, of a total 60 respondents, rate it as “not at all important”. This result shows that respondents see good scenery as a very important attribute of their honeymoon destination.

Safety

According to table 5.16, there are 53 out of 60 respondents who rate the importance of “safety” as a honeymoon destination attribute at “fairly important to extremely important”, representing 88.4% of total respondents; 6 respondents who rate it at “neutral”, representing 10.0% of total respondents and only 1 respondent of a

Table 5.16 Safety

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not important	1	1.7	1.7	1.7
	neutral	6	10.0	10.0	11.7
	fairly important	13	21.7	21.7	33.3
	extremely important	40	66.7	66.7	100.0
	Total	60	100.0	100.0	

total 60 respondents who rate it at “not important”. This result shows that respondents see safety as an extremely important attribute of their honeymoon destination.

Romantic Place

According to table 5.17, there are 34 respondents who rate the importance of “romantic place” as a honeymoon destination attribute at “important to extremely important”, representing 56.7% of total respondents; 21 respondents who rate it as “neutral”, representing 35% of total respondents and 5 respondents, of total 60 respondents, who rate it as “not important”, representing 8.3% of total respondents. This result shows that respondents see romantic place as a fairly important attribute of their honeymoon destination.

Table 5.17 Romantic Place

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not important	5	8.3	8.3	8.3
	neutral	21	35.0	35.0	43.3
	fairly important	18	30.0	30.0	73.3
	extremely important	16	26.7	26.7	100.0
	Total	60	100.0	100.0	

Appropriate tourism cost

According to table 5.18, there are 34 respondents who rate the importance of “appropriate tourism cost” as a honeymoon destination attribute at “fairly important to

Table 5.18 Appropriate tourism cost

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not important	6	10.0	10.0	10.0
	neutral	20	33.3	33.3	43.3
	fairly important	20	33.3	33.3	76.7
	extremely important	14	23.3	23.3	100.0
	Total	60	100.0	100.0	

“extremely important”, representing 56.6% of total respondents; 20 respondents who rate it at “neutral”, representing 33.3% of total respondents, and 6 respondents, of total 60 respondents, rate it at “not important”, representing 10% of total respondents. This result shows that respondents see appropriate tourism cost as a fairly important attribute of their honeymoon destination.

Good weather

According table to table 5.19, there are 46 respondents who rate the importance of “good weather” as a honeymoon destination attribute at “fairly important to extremely important”, representing 76.7% of total respondents; 9 respondents rate it at “neutral”, representing 15% of total respondents; and 5 respondents, of total 60 respondents rate it as “not important”, representing 8.3% of total respondents. This result shows that respondents see good weather as a very important attribute of their honeymoon destination.

Table 5.19 Good weather

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid not important	5	8.3	8.3	8.3
neutral	9	15.0	15.0	23.3
fairly important	24	40.0	40.0	63.3
extremely important	22	36.7	36.7	100.0
Total	60	100.0	100.0	

Good place for shopping

Table 5.20 shows that 25 respondents, out of total 60, rate the importance of “good place for shopping” as a honeymoon destination attribute at “neutral”, representing 41.7% of total respondents; 18 respondents, of total 60 respondents, rate

Table 5.20 Good place for shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not at all important	9	15.0	15.0	15.0
	not important	8	13.3	13.3	28.3
	neutral	25	41.7	41.7	70.0
	fairly important	12	20.0	20.0	90.0
	extremely important	6	10.0	10.0	100.0
	Total	60	100.0	100.0	

it at “important to extremely important”, representing 30% of total respondents; and 17 respondents, of total 60 respondents, rate it as “not important to not at all important”, representing 28.3% of total respondents. This result shows that attribute “good place for shopping” is not an important the attribute for the majority, and respondents are not very influenced by shopping facilities.

History and culture resources

Table 5.21 shows that 29 respondents, out of total 60, who rate the importance to “history and culture resources” as a honeymoon destination attribute at “not important to not at all important”, representing 48.3% of total respondents; and 18 respondents, of total 60, rate it at “fairly important to extremely important”, representing 30% of total respondents; and 13 respondents, of total 60 respondents, rate it as “neutral”, representing 21.7% of total respondents. This result shows that respondents do not see “culture resources” as an important attribute for their honeymoon trip.

Table 5.21 History and culture resources

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not at all important	9	15.0	15.0	15.0
	not important	20	33.3	33.3	48.3
	neutral	13	21.7	21.7	70.0
	fairly important	8	13.3	13.3	83.3
	extremely important	10	16.7	16.7	100.0
	Total	60	100.0	100.0	

Honeymoon specials

Table 5.28 shows that 23 respondents out of total 60 rate the importance of “honeymoon specials” as a honeymoon destination attribute at “fairly important to extremely important”, representing 38.3% of total respondents. An equal number of respondents rate the importance for “honeymoon specials” as a honeymoon destination attribute as “not important to not at all important”; and 14 respondents of total 60, rate it as “neutral”, representing 23.3% of total respondents.

Table 5.22 Honeymoon specials

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not at all important	6	10.0	10.0	10.0
	not important	17	28.3	28.3	38.3
	neutral	14	23.3	23.3	61.7
	fairly important	14	23.3	23.3	85.0
	extremely important	9	15.0	15.0	100.0
	Total	60	100.0	100.0	

Privacy

According table 5.23, there are 38 respondents who rate the importance of “privacy” as a honeymoon destination attribute at “fairly important to extremely important”, representing 63.3% of total respondents; 13 respondents of total 60 respondents rate as “neutral”, representing 21.7% of total respondents, and only 9 respondents rate it as “not important to not at all important” representing 15% of total respondents. Since the majority rate this attribute as “fairly important to extremely important”, privacy is a very important honeymoon destination attribute for respondents.

Table 5.23 Privacy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not at all important	2	3.3	3.3	3.3
	not important	7	11.7	11.7	15.0
	neutral	13	21.7	21.7	36.7
	fairly important	23	38.3	38.3	75.0
	extremely important	15	25.0	25.0	100.0
	Total	60	100.0	100.0	

5.4 Cross-tabulation

5.4.1 Honeymoon plan and age

According to the findings illustrated in Table 5.24, respondents who first seriously begin thinking about their honeymoon plans “before the engagement” and “more than six months after engagement” are mainly in the age group of “31 to 35 years old”;

Table 5.24 When did the couple first seriously begin thinking about honeymoon plans * Age Crosstabulation

			Age				Total
			21-25 years old	26-30 years old	31-35 years old	Other	
When did you first seriously begin thinking about your honeymoon plans	Before the engagement	Count	6	6	9	1	22
		% within Honeymoon plans	27.3%	27.3%	40.9%	4.5%	100%
	Within one month after engagement	Count	2	5	2	1	10
		% within Honeymoon plans	20.0%	50.0%	20.0%	10.0%	100%
	1-5 months after engagement	Count	6	3	5	1	15
		% within Honeymoon plans	40.0%	20.0%	33.3%	6.7%	100%
	More than 6 month after engagement	Count	2	8	3	0	13
		% within Honeymoon plans	15.4%	61.5%	23.1%	.0%	100%
Total		Count	16	22	19	3	60
		% within Honeymoon plans	26.7%	36.7%	31.7%	5.0%	100%

respondents who began thinking seriously about their honeymoon plans “within one

month after engagement” are mainly in the age group of “26 to 30 years old”; respondents who began thinking seriously about their honeymoon plans “one to five months after engagement” are mainly in the age group of “21 to 25 years old”.

5.4.2 Honeymoon plan and Income

According to the findings illustrated in Table 5.25, the income level of respondents who began thinking seriously about their honeymoon plans “before the engagement” mainly ranges from “4,001 to 6,000 US Dollars” per year; respondents

Table 5.25 When did the couple first begin thinking seriously about honeymoon plans * Income Crosstabulation

			Income					Total
			Least than \$2,000	\$2,001-\$4,000	\$4,001-\$6,000	\$6,001-\$8000	More than \$ 8,000	
When did you first seriously begin thinking about your honeymoon plans	Before the engagement	Count	6	5	8	2	1	22
		% within Honeymoon plans	27.3%	22.7%	36.4%	9.1%	4.5%	100%
	Within one month after engagement	Count	1	3	3	0	3	10
		% within Honeymoon plans	10.0%	30.0%	30.0%	.0%	30.0%	100%
	1-5 months after engagement	Count	5	2	5	0	3	15
		% within Honeymoon plans	33.3%	13.3%	33.3%	.0%	20.0%	100%
	More than 6 month after engagement	Count	3	4	4	1	1	13
		% within Honeymoon plans	23.1%	30.8%	30.8%	7.7%	7.7%	100%
Total		Count	15	14	20	3	8	60
		% within Honeymoon plans	25.0%	23.3%	33.3%	5.0%	13.3%	100%

who began thinking seriously about their honeymoon plans “within one month after engagement” mainly ranges from “2,001 to 6,000 US dollars” per year, and “more than 8,000 US dollars” per year; the income level of respondents who began thinking seriously about their honeymoon plans “one to five months after engagement” mainly ranges from “4,001 to 6,000 US Dollars” per year, and “less than 2000 US dollars” per year; the income level of respondents who began thinking seriously about their honeymoon plans “more than six months after engagement”

mainly ranges from “2,001 to 6,000 US Dollar” per year.

5.4.3 Honeymoon plan and Education level

According to the finding illustrated in Table 5.26, the majority of respondents are university graduate no matter when they first thought of their honeymoon plan.

Table 5.26 Honeymoon plans * Education level Crosstabulation

			Education level				Total
			Senior high school	University student	University graduate	Post graduate	
When did you first seriously begin thinking about your honeymoon plans	Before the engagement	Count	5	5	10	2	22
		% within Honeymoon plans	22.7%	22.7%	45.5%	9.1%	100%
	Within one month after engagement	Count	1	2	5	2	10
		% within Honeymoon plans	10.0%	20.0%	50.0%	20.0%	100%
	1-5 months after engagement	Count	3	5	6	1	15
		% within Honeymoon plans	20.0%	33.3%	40.0%	6.7%	100%
	More than 6 month after engagement	Count	0	2	10	1	13
		% within Honeymoon plans	.0%	15.4%	76.9%	7.7%	100%
Total		Count	9	14	31	6	60
		% within Honeymoon plans	15.0%	23.3%	51.7%	10.0%	100%

5.4.4 Honeymoon plan and Length of stay

According to table 5.27, respondents who began thinking seriously about their honeymoon plans before the engagement chose to stay in Thailand for one to two weeks, the duration of respondents who began thinking seriously about their honeymoon plans within one month after engagement is one to two weeks (50% of total respondents who began thinking seriously about their honeymoon plans within one month after engagement) and three to four weeks (40% of total respondents who began thinking seriously about their honeymoon plans within one month after engagement); the duration of respondents who first began thinking seriously about their honeymoon plans one to five months after engagement is mainly three to four

weeks; respondents who first began thinking seriously about their honeymoon plans more than six months after engagement chose the duration of three to four weeks.

Table 5.27 When did you first seriously begin thinking about honeymoon plans * Length of Stay

			Length of Stay				Total
			More than a month	three to four weeks	One to two weeks	Less then one week	
When did you first seriously begin thinking about your honeymoon plans	Before the engagement	Count % within Honeymoon plans	2 9.1%	7 31.8%	9 40.9%	4 18.2%	22 100%
	Within one month after engagement	Count % within Honeymoon plans	0 .0%	4 40.0%	5 50.0%	1 10.0%	10 100%
	1-5 months after engagement	Count % within Honeymoon plans	1 6.7%	7 46.7%	3 20.0%	4 26.7%	15 100%
	More than 6 month after engagement	Count % within Honeymoon plans	0 .0%	7 53.8%	6 46.2%	0 .0%	13 100%
Total		Count % within Honeymoon plans	3 5.0%	25 41.7%	23 38.3%	9 15.0%	60 100%

5.4.5 Information source and age

According to table 5.28, respondents who chose their “married friends”, “bridal magazine”, and “resort brochure and video” as information sources are mainly in the

Table 5.28 Information sources * Age Crosstabulation

			Age				Total
			21-25 years old	26-30 years old	31-35 years old	Other	
Information sources	Married friends	Count % within Information sources	4 33.3%	2 16.7%	5 41.7%	1 8.3%	12 100%
	Bridal magazines	Count % within Information sources	3 42.9%	0 .0%	4 57.1%	0 .0%	7 100%
	Resort brochures and video	Count % within Information sources	1 16.7%	2 33.3%	3 50.0%	0 .0%	6 100%
	Travel agency	Count % within Information sources	6 42.9%	5 35.7%	3 21.4%	0 .0%	14 100%
	Internet	Count % within Information sources	2 9.5%	13 61.9%	4 19.0%	2 9.5%	21 100%
Total		Count % within Information sources	16 26.7%	22 36.7%	19 31.7%	3 5.0%	60 100%

age group of 31 to 35 years age group; respondents who like to go to “travel agency” for their honeymoon information source are mainly in the age group of 21 to 25 years

age group; respondents who chose “internet” as their information source are mainly in the age group of 26 to 30 years age group.

5.4.6 Information Source and Income

According to the findings illustrated in Table 5.29, there is no distinctive difference between respondents who chose their “married friends” as their information source

Table 5.29 Information sources * Income Crosstabulation

			Income					Total
			Least than \$2,000	\$2,001-\$4,000	\$4,001-\$6,000	\$6,001-\$8,000	More than \$ 8,000	
Information sources	Married friends	Count	2	4	1	3	2	12
		% within Information sources	16.7%	33.3%	8.3%	25.0%	16.7%	100%
	Bridal magazines	Count	1	1	5	0	0	7
		% within Information sources	14.3%	14.3%	71.4%	.0%	.0%	100%
	Resort brochures and video	Count	2	1	3	0	0	6
		% within Information sources	33.3%	16.7%	50.0%	.0%	.0%	100%
	Travel agency	Count	5	3	4	0	2	14
		% within Information sources	35.7%	21.4%	28.6%	.0%	14.3%	100%
	Internet	Count	5	5	7	0	4	21
		% within Information sources	23.8%	23.8%	33.3%	.0%	19.0%	100%
Total		Count	15	14	20	3	8	60
		% within Information sources	25.0%	23.3%	33.3%	5.0%	13.3%	100%

in terms of income level; of the respondents who chose “bridal magazine” and “resort brochure and video” as their information source, the majority are in the income level from 4,001 to 6,000 US dollars per year; and respondents who chose “travel agency” and “internet” as their information source mainly range from less than 2,000 US dollars per year to 6,000 US dollars per year.

5.4.7 Information source and Education level

According to table 5.30, respondents who chose their “married friends”, “bridal

magazine”, “travel agency”, and “internet” as information source are university graduate; respondents who chose “resort brochure and video” as information source are very few, and the majority is university student.

Table 5.30 Information sources* Education level Crosstabulation

			Education level				Total
			Senior high school	University student	University graduate	Post graduate	
Information sources	Married friends	Count % within Information sources	2 16.7%	2 16.7%	6 50.0%	2 16.7%	12 100%
	Bridal magazines	Count % within Information sources	0 .0%	1 14.3%	6 85.7%	0 .0%	7 100%
	Resort brochures and video	Count % within Information sources	0 .0%	3 50.0%	2 33.3%	1 16.7%	6 100%
	Travel agency	Count % within Information sources	2 14.3%	3 21.4%	8 57.1%	1 7.1%	14 100%
	Internet	Count % within Information sources	5 23.8%	5 23.8%	9 42.9%	2 9.5%	21 100%
Total		Count % within Information sources	9 15.0%	14 23.3%	31 51.7%	6 10.0%	60 100%

5.4.8 Information Source and Length of Stay

According to the finding illustrated in Table 5.31, respondents who chose “married friends” as their information source mainly prefer to stay in their destination for “three to four weeks” or “one to two weeks”; respondents who chose “bridal

Table 5.31 Information sources * Length of stay Crosstabulation

			Length of Stay				Total
			More than a month	three to four weeks	One to two weeks	Less then one week	
Information sources	Married friends	Count % within Information source	0 .0%	6 50.0%	5 41.7%	1 8.3%	12 100%
	Bridal magazines	Count % within Information source	0 .0%	1 14.3%	6 85.7%	0 .0%	7 100%
	Resort brochures and video	Count % within Information source	0 .0%	3 50.0%	1 16.7%	2 33.3%	6 100%
	Travel agency	Count % within Information source	0 .0%	4 28.6%	6 42.9%	4 28.6%	14 100%
	Internet	Count % within Information source	3 14.3%	11 52.4%	5 23.8%	2 9.5%	21 100%
Total		Count % within Information source	3 5.0%	25 41.7%	23 38.3%	9 15.0%	60 100%

magazine” and “travel agency” mainly prefer to stay in their destination for “three to four weeks”; and the respondents who chose “resort brochure and video” and “internet” have no distinctive difference in terms of length of stay.

5.4.9 Honeymoon Opinion and Age

According to the finding illustrated in Table 5.32, respondents who see their honeymoon as a “once-in-a-lifetime” experience are mainly in the age group of

Table 5.32 Honeymoon opinion * age Crosstabulation

			Age				Total
			21-25 years old	26-30 years old	31-35 years old	Other	
For you honeymoon is	"Once-in-a-lifetime" experience	Count % within For you honeymoon is	7 29.2%	6 25.0%	10 41.7%	1 4.2%	24 100%
	Searching for a gateway that is exotic	Count % within For you honeymoon is	3 37.5%	3 37.5%	2 25.0%	0 .0%	8 100%
	Look for value, adventure or variety	Count % within For you honeymoon is	3 21.4%	6 42.9%	3 21.4%	2 14.3%	14 100%
	Choose to Vacation close to home	Count % within For you honeymoon is	3 21.4%	7 50.0%	4 28.6%	0 .0%	14 100%
Total			16 26.7%	22 36.7%	19 31.7%	3 5.0%	60 100%

“31 to 35 years old”; respondents who plan their honeymoon as “searching for a gateway” and “look for value, adventure or variety” have no distinctive difference in terms of age; while respondents who “choose to vacation close to home conserving both time and money” are mainly in the age group of “26 to 30 years old”.

5.4.10 Honeymoon Opinion and Income

According to the findings illustrated in Table 5.33, respondents who see their honeymoon as a “once-in-a-lifetime” and “look for a value, adventure or variety” experience have no distinctive difference in terms of income; the income level of respondents who plan their honeymoon as “searching for a gateway” mainly range

“less than 2,000 US dollars” per year and from “4,001 to 6,000 US dollars” per year; while respondents who “choose to vacation close to home conserving both time and money” range in income level from “4,001 to 6,000 US dollars” per year.

Table 5.33 Honeymoon opinion * Income Crosstabulation

			Income					Total
			Least than \$2,000	\$2,001-\$4,000	\$4,001-\$6,000	\$6,001-\$8000	More than \$ 8,000	
For you honeymoon is	"Once-in-a- lifetime"	Count	6	8	7	2	1	24
		% within For you honeymoon is	25.0%	33.3%	29.2%	8.3%	4.2%	100%
	Searching for a gateway that is exotic	Count	3	1	3	0	1	8
		% within For you honeymoon is	37.5%	12.5%	37.5%	.0%	12.5%	100%
	Look for value, adventure or variety	Count	2	3	4	1	4	14
		% within For you honeymoon is	14.3%	21.4%	28.6%	7.1%	28.6%	100%
	Choose to Vacation close to home	Count	4	2	6	0	2	14
		% within For you honeymoon is	28.6%	14.3%	42.9%	.0%	14.3%	100%
Total	Count	15	14	20	3	8	60	
	% within For you honeymoon is	25.0%	23.3%	33.3%	5.0%	13.3%	100%	

5.4.11 Honeymoon opinion and Education level

According to the finding illustrated in Table 5.34, respondents who see their honeymoon as a “once-in-a-lifetime” experience, “look for value”, and “choose to vacation close to home conserving both time and money” are mainly “university graduates”.

Table 5.34 Honeymoon opinion * Education level Crosstabulation

			Education level				Total
			Senior high school	University student	University graduate	Post graduate	
For you honeymoon is	"Once-in-a-lifetime" experience	Count	6	7	10	1	24
		% within For you honeymoon is	25.0%	29.2%	41.7%	4.2%	100%
	Searching for a gateway that is exotic	Count	0	4	4	0	8
		% within For you honeymoon is	.0%	50.0%	50.0%	.0%	100%
	Look for value, adventure or variety	Count	3	2	6	3	14
		% within For you honeymoon is	21.4%	14.3%	42.9%	21.4%	100%
	Choose to Vacation close to home	Count	0	1	11	2	14
		% within For you honeymoon is	.0%	7.1%	78.6%	14.3%	100%
Total	Count	9	14	31	6	60	
	% within For you honeymoon is	15.0%	23.3%	51.7%	10.0%	100%	

Half of the respondents who plan their honeymoon as “searching for a gateway, adventure or variety” are “university student”, and the other half are “university graduates”.

5.4.12 Honeymoon opinion and Length of stay

According to the findings illustrated in Table5.35, respondents who see their honeymoon as a “once-in-a-lifetime” experience mainly prefer to stay in their destination for “one to two weeks”; respondents who plan their honeymoon as

Table 5.35 Honeymoon opinion * Length of stay Crosstabulation

			Length of Stay				Total
			More than a month	three to four weeks	One to two weeks	Less then one week	
For you honeymoon is	"Once-in-a-lifetime" experience	Count % within For you honeymoon is	1 4.2%	9 37.5%	11 45.8%	3 12.5%	24 100%
	Searching for a gateway that is exotic	Count % within For you honeymoon is	1 12.5%	4 50.0%	2 25.0%	1 12.5%	8 100%
	Look for value, adventure or variety	Count % within For you honeymoon is	1 7.1%	6 42.9%	3 21.4%	4 28.6%	14 100%
	Choose to Vacation close to home	Count % within For you honeymoon is	0 .0%	6 42.9%	7 50.0%	1 7.1%	14 100%
Total		Count % within For you honeymoon is	3 5.0%	25 41.7%	23 38.3%	9 15.0%	60 100%

“searching for a gateway” and “look for value, adventure or variety” mainly prefer to stay in their destination for “three to four weeks”; respondents who “choose to vacation close to home conserving both time and money” prefer to stay in their destination for “one to two weeks” (50% of total respondents who “choose to vacation close to home conserving both time and money”) or “three to four weeks” (42.9% of total respondents who “choose to vacation close to home conserving both time and money”).

5.4.13 Honeymoon Frequency and Age

According to the findings illustrated in Table 5.36, respondents who previously had a honeymoon experience are very few and the majority is mainly in the age group of “21 to 25 years old”; while most respondents have no honeymoon experience before, and there is no distinctive difference in terms of age.

Table 5.36 Ever been on honeymoon holiday * Age Crosstabulation

			Age				Total
			21-25 years old	26-30 years old	31-35 years old	Other	
Ever been on honeymoon holiday	Yes	Count	3	1	1	0	5
		% within Have you ever been on honeymoon holiday	60.0%	20.0%	20.0%	.0%	100%
	No	Count	13	21	18	3	55
		% within Have you ever been on honeymoon holiday	23.6%	38.2%	32.7%	5.5%	100%
Total		Count	16	22	19	3	60
		% within Have you ever been on honeymoon holiday	26.7%	36.7%	31.7%	5.0%	100%

5.4.14 Honeymoon Frequency and Income

According to the finding illustrated in Table 5.37, respondents who have previously had a honeymoon experience are very few and the income of the majority

Table 5.37 Ever been on honeymoon holiday * Income Crosstabulation

			Income					Total
			Least than \$2,000	\$2,001-\$4,000	\$4,001-\$6,000	\$6,001-\$8000	More than \$ 8,000	
Ever been on honeymoon holiday	Yes	Count	2	1	2	0	0	5
		% within ever been on honeymoon holiday	40.0%	20.0%	40.0%	.0%	.0%	100%
	No	Count	13	13	18	3	8	55
		% within ever been on honeymoon holiday	23.6%	23.6%	32.7%	5.5%	14.5%	100%
Total		Count	15	14	20	3	8	60
		% within ever been on honeymoon holiday	25.0%	23.3%	33.3%	5.0%	13.3%	100%

mainly ranges from “less than 2000 US dollar” per year and from “4001 to 6000 US

dollar” per year; while most respondents have had no honeymoon experience before, and there is no distinctive difference in terms of income.

5.4.15 Honeymoon frequency and Education level

According to the finding illustrated in Table5.38, the majority of respondents who have had a honeymoon experience are “university graduates”; while there are nearly half of the respondents who have had no honeymoon holiday experience before are “university graduates”.

Table 5.38 Ever been on honeymoon holiday * Education level Crosstabulation

			Education level				Total
			Senior high school	University student	University graduate	Post graduate	
Ever been on honeymoon holiday	Yes	Count % within ever been on honeymoon holiday	0 .0%	1 20.0%	4 80.0%	0 .0%	5 100%
	No	Count % within ever been on honeymoon holiday	9 16.4%	13 23.6%	27 49.1%	6 10.9%	55 100%
Total		Count % within ever been on honeymoon holiday	9 15.0%	14 23.3%	31 51.7%	6 10.0%	60 100%

5.4.16 Honeymoon frequency and Length of stay

According to the findings illustrated in Table5.39, respondents who have previously had a honeymoon experience prefer to stay in their destination for one to two weeks;

Table 5.39 Ever been on honeymoon holiday * Length of stay Crosstabulation

			Length of Stay				Total
			More than a month	three to four weeks	One to two weeks	Less then one week	
Ever been on honeymoon holiday	Yes	Count % within ever been on honeymoon holiday	0 .0%	0 .0%	3 60.0%	2 40.0%	5 100%
	No	Count % within ever been on honeymoon holiday	3 5.5%	25 45.5%	20 36.4%	7 12.7%	55 100%
Total		Count % within ever been on honeymoon holiday	3 5.0%	25 41.7%	23 38.3%	9 15.0%	60 100%

while respondents who have had no honeymoon experience before mainly prefer to stay in destination for three to four weeks (45.5% of total respondents who have had no honeymoon experience before) or one to two weeks (36.4% of total respondents who have no honeymoon experience before).

5.4.17 Honeymoon Preference and Age

According to the findings illustrated in Table 5.40, “Puhket” is the most popular honeymoon destination among the respondents, and there is no distinctive difference

Table 5.40 Honeymoon location preference in Thailand * Age Crosstabulation

			Age				Total
			21-25 years old	26-30 years old	31-35 years old	Other	
Honeymoon perference	Pattaya	Count	1	3	0	0	4
		% within Honeymoon perference	25.0%	75.0%	.0%	.0%	100.0%
	Koh Samui	Count	4	3	8	0	15
		% within Honeymoon perference	26.7%	20.0%	53.3%	.0%	100.0%
	Phuket	Count	6	11	5	2	24
		% within Honeymoon perference	25.0%	45.8%	20.8%	8.3%	100.0%
	Koh Chang	Count	3	3	4	0	10
		% within Honeymoon perference	30.0%	30.0%	40.0%	.0%	100.0%
	Chiang Mai	Count	1	0	2	0	3
		% within Honeymoon perference	33.3%	.0%	66.7%	.0%	100.0%
	Bangkok	Count	1	2	0	1	4
		% within Honeymoon perference	25.0%	50.0%	.0%	25.0%	100.0%
Total	Count	16	22	19	3	60	
	% within Honeymoon perference	26.7%	36.7%	31.7%	5.0%	100.0%	

between respondents in terms of age. Respondents who chose “Pattaya” as their most favorite destination are mainly in the age group of “26 to 30 years”; respondents who chose “Koh Samui” and “Chiang Mai” as their most favorite destinations are mainly in the age group of “31 to 35 years”; and respondents who chose “Bangkok” as their most favorite destination are mainly in the age group of “26 to 30 years”. Respondents who chose “Koh Chang” as their most favorite destination have no

distinctive difference in terms of age.

5.4.18 Honeymoon Preference and Income

According to the findings illustrated in Table 5.41, respondents who choose “Pattaya” as their most favorite destination range in the income level as less than “2000 US dollars” per month, respondents who chose “Koh Chang” and “Chiang Mai” as their most favorite destinations mainly range in the income level from “4,001 to 6,000 US dollars” per year. Respondents who chose “Koh Samui”, “Puhket”, and “Bangkok” as their most favorite destinations show no distinctive respondents in terms of income.

Table 5.41 Honeymoon location preference in Thailand *Income Crosstabulation

			Income					Total
			Least than \$2,000	\$2,001-\$4,000	\$4,001-\$6,000	\$6,001-\$8000	More than \$ 8,000	
Honeymoon performance	Pattaya	Count	3	0	1	0	0	4
		% within Honeymoon performance	75.0%	.0%	25.0%	.0%	.0%	100%
	Koh Samui	Count	4	4	4	3	0	15
		% within Honeymoon performance	26.7%	26.7%	26.7%	20.0%	.0%	100%
	Phuket	Count	5	8	5	0	6	24
		% within Honeymoon performance	20.8%	33.3%	20.8%	.0%	25.0%	100%
	Koh Chang	Count	2	1	7	0	0	10
		% within Honeymoon performance	20.0%	10.0%	70.0%	.0%	.0%	100%
	Chiang Mai	Count	0	0	2	0	1	3
		% within Honeymoon performance	.0%	.0%	66.7%	.0%	33.3%	100%
	Bangkok	Count	1	1	1	0	1	4
		% within Honeymoon performance	25.0%	25.0%	25.0%	.0%	25.0%	100%
Total	Count	15	14	20	3	8	60	
	% within Honeymoon performance	25.0%	23.3%	33.3%	5.0%	13.3%	100%	

5.4.19 Honeymoon preference and Education level

According to the findings illustrated in Table 5.42, the education level of respondents who chose “Pattaya” as their most favorite destination are “senior high

Table 5.42 Honeymoon location preference in Thailand * Education level Crosstabulation

			Education level				Total
			Senior high school	University student	University graduate	Post graduate	
The most preferred Honeymoon location in Thailand is	Pattaya	Count % within Honeymoon preference	2 50.0%	0 .0%	2 50.0%	0 .0%	4 100%
	Koh Samui	Count % within Honeymoon preference	3 20.0%	6 40.0%	5 33.3%	1 6.7%	15 100%
	Phuket	Count % within Honeymoon preference	1 4.2%	6 25.0%	15 62.5%	2 8.3%	24 100%
	Koh Chang	Count % within Honeymoon preference	3 30.0%	1 10.0%	6 60.0%	0 .0%	10 100%
	Chiang Mai	Count % within Honeymoon preference	0 .0%	0 .0%	1 33.3%	2 66.7%	3 100%
	Bangkok	Count % within Honeymoon preference	0 .0%	1 25.0%	2 50.0%	1 25.0%	4 100%
	Total	Count % within Honeymoon preference	9 15.0%	14 23.3%	31 51.7%	6 10.0%	60 100%

school” and “university graduate”; the education level of respondents who chose “Koh Chang” and “Bangkok” as their most favorite destination are mainly “university graduate”. Respondents who chose “Koh Samui” and “Chiang Mai” as their most favorite destinations show no distinctive difference in terms of education level.

5.4.20 Honeymoon preference and Length of stay

According to the findings illustrated in Table5.43, the education level of respondents who chose “Pattaya”, “Koh Samui”, “Puhket”, and “Bangkok” as their most favorite destination prefer to stay in those places for “three to four weeks”; and respondents who chose “Koh Chang”, “Chiang Mai” and “Bangkok” as their most favorite destinations prefer to stay there for “one to two weeks”.

Table 5.43 Honeymoon location preference in Thailand * Length of stay Crosstabulation

			Length of Stay				Total
			More than a month	three to four weeks	One to two weeks	Less then one week	
Honeymoon perfemce	Pattaya	Count	0	2	1	1	4
		% within Honeymoon perfemce	.0%	50.0%	25.0%	25.0%	100%
	Koh Samui	Count	1	7	4	3	15
		% within Honeymoon perfemce	6.7%	46.7%	26.7%	20.0%	100%
	Phuket	Count	0	13	9	2	24
		% within Honeymoon perfemce	.0%	54.2%	37.5%	8.3%	100%
	Koh Chang	Count	1	3	5	1	10
		% within Honeymoon perfemce	10.0%	30.0%	50.0%	10.0%	100%
	Chiang Mai	Count	0	0	2	1	3
		% within Honeymoon perfemce	.0%	.0%	66.7%	33.3%	100%
	Bangkok	Count	1	0	2	1	4
		% within Honeymoon perfemce	25.0%	.0%	50.0%	25.0%	100%
Total		Count	3	25	23	9	60
		% within Honeymoon perfemce	5.0%	41.7%	38.3%	15.0%	100%

5.5 Hypothesis testing

The research hypotheses are tested by different tools. In this study, one-way ANOVA are applied to test the difference in the perception of foreign tourists of the attributes of overseas honeymoon destinations in terms of Sociodemographic variables. In order to judge whether the hypothesis is to be accepted or rejected, a significant value would be used. Observed significance level, which is often called the p-value, is the basis for deciding whether or not to reject the null hypothesis (Ho). It is the probability that, if the null hypothesis is accepted, a statistical result as extreme as the one observed would occur. If the observed significance level is small enough, usually less than 0.05 or 0.01, the null hypothesis is rejected (Cryer and Miller, 1994).

Hypotheses 1

H1o There is no difference in the perception of foreign tourists of the attributes of overseas honeymoon destination in terms of age.

H1a There is a difference in the perception of foreign tourists of the attributes of overseas honeymoon destinations in terms of age.

Table 5.44 ANOVA for the perception of foreign tourist of the attributes of overseas honeymoon destination and age
ANOVA

Attributes	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.325	3	.108	.399	.754
Within Groups	15.189	56	.271		
Total	15.514	59			

Table 5.44 shows that the p-value of perception of foreign tourists of the attributes of overseas honeymoon destinations in terms of age is $.754 > .05$. Therefore, the null hypothesis failed to reject, which means that there is no difference in perception of foreign tourists of the attributes of overseas honeymoon destinations in terms of age.

Hypotheses 2

H2o There is no difference in the perception of foreign tourists of the attributes of overseas honeymoon destinations in terms of income.

H2a There is a difference in the perception of foreign tourists of the attributes of overseas honeymoon destination in terms of income.

Table 5.45 shows that the p-value of the perception of foreign tourist of the attributes of overseas honeymoon destination in terms of income is $.423 > .05$. Therefore, the null hypothesis failed to reject, which means that there is no difference

in perception of foreign tourist of the attributes of overseas honeymoon destinations in terms of income.

Table 5.45 ANOVA for the perception of foreign tourist of the attributes of overseas honeymoon destination and income

ANOVA					
Attributes					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.037	4	.259	.985	.423
Within Groups	14.477	55	.263		
Total	15.514	59			

Hypotheses 3

H3o There is no difference in the perception of foreign tourists of the attributes in overseas honeymoon destinations in terms of education.

H3a There is a difference in the perception of foreign tourists in the attributes of overseas honeymoon destinations in terms of education.

Table 5.46 shows that the p-value of the perception of foreign tourists

Table 5.46 ANOVA for the perception of foreign tourists of the attributes of overseas honeymoon destinations and education

ANOVA					
Attributes					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.209	3	.403	1.578	.205
Within Groups	14.305	56	.255		
Total	15.514	59			

of the attributes of overseas honeymoon destinations in terms of age is .205> .05. Therefore, the null hypothesis failed to reject, which means that there is no difference in the perception of foreign tourists of the attributes of overseas honeymoon destinations in terms of education.

Hypotheses 4

H4o There is no difference in the perception of foreign tourists of the attributes of overseas honeymoon destination in terms of length of stay.

H4a There is a difference in the perception of foreign tourists of the attributes of overseas honeymoon destinations in terms of length of stay.

Table 5.47 ANOVA for the perception of foreign tourists of the attributes of overseas honeymoon destinations and length of stay

ANOVA					
Attributes					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.076	3	.025	.092	.964
Within Groups	15.438	56	.276		
Total	15.514	59			

Table 5.47 shows that the p-value of the perception of foreign tourists of the attributes of overseas honeymoon destinations in terms of age is .964> .05. Therefore, the null hypothesis is failed to reject, which means that there is no difference in the perception of foreign tourists of the attributes of overseas honeymoon destinations in terms of length of stay.

Chapter VI

SUMMARY OF FINDING, CONCLUSION AND RECOMMENDATIONS

The purpose of this chapter is to present the findings from the procedures discussed in chapter 5. This chapter comprises three main sections. The first section is the summary of the findings that includes the demographic characteristics of the respondents, the findings of descriptive questions, and the findings of the hypothesis, followed by the conclusions. The second section focused on recommendations for related departments and organizations. Finally, recommendations for future study are provided.

6.1 Summary of Finding

6.1.2 Sample Profile of Respondents' Characteristics

As is revealed in Table 6.1, the dominant age groups of the respondents was 26 to 30 years old (36.7%), followed by 31 to 35 years old (31.7%). The income level of respondents was similarly divided. Respondents who range income level were 4,001 to 6,000 US dollars per year ranked top (33.3%) and those with a range between 6001 to 8000 US dollars, ranked bottom. Amongst those respondents, the majority is university graduated (51.7%). With regard to respondents' holiday duration, the largest group usually stays at their destinations for three to four weeks (41.7%), followed by one to two weeks (38.3%).

Table 6.1 Sociodemographic Characteristics (N=60)

Sociodemographic Characteristics		Frequency	Percentage (%)
Age	21-25 years old	16	26.7%
	26-30 years old	22	36.7%
	31-35 years old	19	31.7%
	Other	3	5.0%
Income	Less than \$2,000	15	25.0%
	\$2,001-\$4,000	14	23.3%
	\$4,001-\$6,000	20	33.3%
	\$6,001-\$8,000	3	5.0%
	More than \$ 8,000	8	13.3%
Education level	Senior high school	9	15.0%
	University student	14	23.3%
	University graduate	31	51.7%
	Post graduate	6	10.0%
Length of Stay	More than a month	3	5.0%
	three to four weeks	25	41.7%
	One to two weeks	23	38.3%
	Less than one week	9	15.0%

6.1.3 Descriptive Information of Honeymoon Tourist of Honeymoon Trip

As is it revealed in Table 6.2, majority of respondents researched and decided their honeymoon destinations together, representing 66.7% and 60% respectively. Most of the respondents first seriously began thinking about their honeymoon plans “before their engagement” (36.7%), with the information sources begin the “internet” (35%) and “travel agency” (23.3%). Amongst them, the majority of them came for their honeymoon for the first time, and saw their honeymoon as an "Once-in-a- lifetime" experience. The most popular destination among the respondents was “Phuket” (40%), followed by “Koh Samui” (25%).

Table 6.2 Descriptive Information of Honeymoon Tourist (N=60)

Descriptive Information	Frequency	Percentage (%)
Who is taking primary responsibility for researching possible honeymoon destination?		
Bride	9	15.0%
Groom	11	18.3%
Both	40	66.7%
Who is taking primary responsibility for deciding where to honeymoon?		
Bride	16	26.7%
Groom	8	13.3%
Both	36	60.0%
When did you first seriously begin thinking about your honeymoon plans?		
Before the engagement	22	36.7%
Within one month after engagement	10	16.7%
1-5 months after engagement	15	25.0%
More than 6 month after engagement	13	21.7%
What sources of information you used in researching your honeymoon?		
Married friends	12	20.0%
Bridal magazines	7	11.7%
Resort brochures and video	6	10.0%
Travel agency	14	23.3%
Internet	21	35.0%
Others (Please specify)	0	.0%
For you, honeymoon is -		
"Once-in-a- lifetime" experience	24	40.0%
Searching for a gateway that is exotic	8	13.3%
Look for value, adventure or variety	14	23.3%
Choose to Vacation close to home	14	23.3%
Have you ever been on a honeymoon holiday?		
Yes	5	8.3%
No	55	91.7%
The most preferred honeymoon location in Thailand is-		
Pattaya	4	6.7%
Koh Samui	15	25.0%
Phuket	24	40.0%
Koh Chang	10	16.7%
Chiang Mai	3	5.0%
Bangkok	4	6.7%

6.1.4 Perception of Attributes of Overseas Honeymoon Destination

The result displayed in Table 6.3 show the summary of overseas honeymoon tourists' perceptions of the attributes of overseas honeymoon destinations as either "not at all important"

Table 6.3 Perception of Attributes of Overseas Honeymoon Destination (N=60)

Destination Attributes		Not at all important %	Not important %	Neutral %	Fairly important %	Extremely important %	Mean	Ranking
1	Comfortable place	--	--	8.3%	38.3%	53.3%	4.45	2
2	Good Scenery	3.3%	--	16.7%	46.7%	33.3%	4.07	3
3	Safety	--	1.7%	10.0%	21.7%	66.7%	4.53	1
4	Romantic Place	--	8.3%	35.0%	30.0%	26.7%	3.70	6
5	Appropriate	--	10.0%	33.3%	33.3%	23.3%	3.75	5
6	Good weather	--	8.3%	15.0%	40.0%	36.7%	4.05	4
7	Good place for	15.0%	13.3%	41.7%	20.0%	10.0%	2.97	8
8	History and culture resources	15.0%	33.3%	21.7%	13.3%	16.7%	2.83	9
9	Honeymoon	10.0%	28.3%	23.3%	23.3%	15.0%	3.05	7
1	Privacy	3.3%	11.7%	21.7%	38.3%	25.0%	3.70	6

or "not important", "neutral", "important" or "extremely important". "Safety" (66.7%) is the most important attribute among the respondents with the Mean_{safety}=4.53. "Comfortable place", "Good Scenery", and "Good weather" were also very important destination attributes cited for overseas honeymoon destinations. On the other hand, "Good place for shopping", and "History and culture resources" were comparatively disregarded among the respondents. Interestingly, an equal number of respondents considered "honeymoon specials" as "not at all important" to "not important" and "fairly important" to "extremely important". Since such places are usually crowded, honeymoon tourists most likely want to avoid them?

6.1.5 Summary of Cross-tabulation Analysis

1. Age and Honeymoon Trip

The results of this study indicated that the age group of “21 to 25 years old” tourists have more interested in a “travel agency” than other age groups when they collect their honeymoon trip information. They usually begin to think about their honeymoon plan “before the engagement” or “one to five months after engagement”. And nearly half of them see their honeymoon as a “once -in-a-lifetime” experience.

Respondents of the age group of “26 to 30 years old” usually begin to think about their honeymoon plan “before the engagement” or “more than six months after engagement”. They are much also more interested in searching for honeymoon information on the “internet” and from a “travel agency”. The honeymoon opinions of respondents of that age group are “once -in-a-lifetime” experience, “look for value, adventure”, and “choose to vacation close home to consider both money and time”.

The age group of “31 to 35 years old” always begins to think about their honeymoon plans “before their engagement”. And their honeymoon information always comes from their “married friends” and a “resort brochure”. They see their honeymoon as a “once -in-a-lifetime” experience.

There are only three remaining respondents to report. Two of them are 19 years age old and one is 20. Two of these three respondents searched for honeymoon information on the internet and see their honeymoon as a trip to “look for value, adventure”.

The Majority of respondents have had no honeymoon experience before, no

matter to which age group they belong. Phuket is the most popular destination among those age groups except for the group of “31 to 35 year olds”. The Majority of respondents of that age group prefer Koh Sumai, Phuket is also is the second most popular destination among them.

2. Income and Honeymoon Trip

The result of this study illuminate that most respondents whose range income is “less than \$US2,000” start thinking about their honeymoon trip “before engagement” or “one to five months after engagement”. They prefer a “travel agency” and the “internet” when they search for their honeymoon information. Majority of this group has had no honeymoon trip experience, and they see their honeymoon as a “once-in-a-lifetime” experience. Most of these respondents prefer beach destinations such as “Phuket” and “Koh Sumai” than other similar destinations in Thailand.

The respondents who range the income level range from “2,001 to 4,000 US dollars” always start to think about their honeymoon trip “before engagement” or “more than six months after engagement”. They always go to their “married friends” or the “internet” to get honeymoon information. The majority of their income group treasures their honeymoon as a “once-in-a-lifetime” experience, and prefer the destination “Phuket” to any other destinations in Thailand.

The respondents whose the income level range from “4,001 to 6,000 US dollars” usually begins thinking about their honeymoon trip “before engagement”. Besides the internet, respondents of this income group also collect information through “Bridal

magazines”. The popular honeymoon opinions of the majority is “once-in-a-lifetime” and “a vacation close to home”. And the most popular destination of this income group is “Koh Chang”.

The respondents whose the income level range from “4,001 to 6,000 US dollars” are very few, and they usually begin to think about their honeymoon plan “before the engagement”. The source of the honeymoon information comes from their “married friends”. Two of these three respondents see their honeymoon as a “once-in-a-lifetime” experience, and they prefer “Koh Sumai” more than other destinations in Thailand.

Most of respondents whose the income level is “more than 8000 US dollars” start thinking about their honeymoon “within one month after engagement” or “one to five months after engagement”. The “Internet” is chosen by the majority of these respondents as their main honeymoon information source. They see their honeymoon as a trip “look for value, adventure or variety”. And the most popular destination among this group is “Phuket”.

The Majority of respondents have had no honeymoon experience before. It has nothing to do with their income level.

3. Education Level and Honeymoon Trip

There results illuminate that the majority of these respondents who hold the education level of “senior high school” start thinking of their honeymoon trip “before engagement”. They prefer to go to the “internet” to search for their honeymoon

informaty. The majorities has had no honeymoon trip experience before, and they see their honeymoon as a “once-in-a-lifetime” experience. The beach destinations “Phuket” and “Koh Chang” are much more popular among this group than other destinations in Thailand.

The respondents who are “university students” always start to think about their honeymoon trip “before engagement” or “one to five months after engagement”. They usually use the “internet” to search for their honeymoon information. The majority treasures their honeymoon as a “once-in-a-lifetime” experience, and prefer the destinations “Phuket” and “Koh Sumai” more than any other destinations in Thailand.

Respondents who are “university graduates” usually begin thinking their honeymoon trip “before engagement” or “six months after engagement”. Besides “internet”, respondents of this income group also collect information from “travel agency”. The common honeymoon opinions of respondents of this group are “once-in-a-lifetime” and “a vacation close to home”. And the most popular destination of this income group is “Phuket”.

Respondents who are “Post graduates” are fewer than other groups, and they usually begin to think about their honeymoon plan earlier than other education group. It is usually “before the engagement” or “within one month after engagement”. The source of the honeymoon information comes from their “married friends” and the “internet”. Majority of these respondents sees their honeymoon as a trip to “look for value, adventure or variety”, and they prefer “Phuket” and “Chiang Mai” more than other destinations. The Majority of respondents have had no honeymoon experience

before, no matter what education level they hold.

4. Length of Stay and Honeymoon Trip

The results of cross-tabulation of this study are as follows: there were only three respondents whose chose to stay in their destination for “more than a month”, and two of these three started thinking about their honeymoon trip “before engagement”. All three respondents used “internet” to search their honeymoon information, and they all have had no honeymoon trip experience before. On other hand, each of them had different opinion of their honeymoon experience and honeymoon preferences. One of these three respondents see their honeymoon as a “once-in-a-lifetime” experience, one see their honeymoon as a trip “searching for a gateway that is exotic”, and one see their honeymoon as a trip to “look for value, adventure, and variety”. One of these three respondents prefer “Koh Samui” as their favorite destination, one prefers “Koh Chiang”, and one prefer “Bangkok”.

The respondents who chose to stay in their destination for “three to four weeks” always started to think about their honeymoon trip “before engagement”, “one to five months after engagement”, or “more than six month”. They usually used “internet” to search for their honeymoon information. The majority treasures their honeymoon as a “once-in-a-lifetime” experience, and prefers the beach destination “Phuket” more than other destinations.

The respondents whose duration is “one to two weeks” usually begins thinking about their honeymoon trip “before engagement”. They usually use “resort brochures

and video” and “bridal magazines” to get honeymoon information. The general honeymoon opinion of respondents of this group is “once-in-a-lifetime”. And the most popular destination of this income group is “Phuket”.

The respondents who stay in destination “less than one week” usually begin to think about their honeymoon plan “before the engagement” or “within one month after engagement”. The main source of the honeymoon information they used is “travel agency”. The Majorities of these respondents sees their honeymoon as a “once-in-a-lifetime” experience and a trip to “look for value, adventure or variety”, and they prefer “Koh Samui” and “Phuket” as their favorite destinations.

The Majority of respondents have had no honeymoon experience before, no matter how long they stay in their destination.

6.1.6 Summary of Hypothesis testing

Refer to table 6.4, all the result of hypothesis failed to reject null hypothesis. By surveying 60 overseas honeymoon tourists visiting Thailand, this research found that there is no difference in the perception of honeymoon tourists of the attributes of overseas honeymoon destinations in terms of age

(H1). This maybe is because the dominant age group of the respondents was 26 to 30 years old (36.7%) and 31 to 35 years old (31.7%) and both of these two age groups are young adults. The finding matches with a previous overseas honeymoon and wedding report (LOOK JTB, 2006), where it was confirmed that there were no clear age-related tendencies. Normally, people from 26 to 35 years old have only a tiny different idea of marriage, tourism and honeymoon.

Table 6.4 Summary of Hypothesis testing

Hypothesis	Statistics Test	Sig.	Result
H1o There is no difference in the perception in attributes of overseas honeymoon destination in terms of age.	One-way ANOVA	.754	Failed to reject Ho
H2o There is no difference in the perception in attributes of overseas honeymoon destination in terms of income.	One-way ANOVA	.423	Failed to reject Ho
H3o There is no difference in the perception in attributes of overseas honeymoon destination in terms of education.	One-way ANOVA	.205	Failed to reject Ho
H4o There is no difference in the perception in attributes of overseas honeymoon destination in terms of length of stay.	One-way ANOVA	.964	Failed to reject Ho

This research also found that there is no difference in the perception of honeymoon tourists of the attributes of overseas honeymoon destinations in terms of income (H2). The Respondents of this research are generally affluent with an income level of 4,000 to 6,000 US dollars per year. And couples tend to spend three times more money on a honeymoon than any other group of oversea tourists, making this market one of the premier yield spenders (Wed alert, 2002). As well, during this period, they are less price sensitive than usual. Previous study (MacNair Travel & Cruises, 2006) showed that couples who have attained a degree of affluence are habitual overseas travelers, sensitive to fashion trends, and are clear about what they want to spend their money on. They would rather have an out-of-the-ordinary honeymoon that appeals to them personally, and tours for the discriminating were selected, even if they cost a little more.

Hypothesis 3 shows that there is no difference in the perception in attributes of overseas honeymoon destination in terms of education, which could also point of a level of awareness and information search criteria. Approximately 92% of the

respondents in this study were on their honeymoon holiday for the first time in their life and for most of them it is a “once-in-a-lifetime” experience (40%). That is why their perception did not differ; even though they have used the internet (35%), travel agencies (23.3%) and recommendation from their married friends (20%) for their preparation information.

Hypothesis 4 shows that there is no difference in the perception of attributes of overseas honeymoon destination in terms of length of stay. The holiday duration of the majority of respondents was at least one week and not more than one month (80%=41.7%+38.3%). Most of the honeymooners who come to Thailand are likely go to beach destinations such as Phuket, Kho Samui, and Koh Chang for their honeymoon. This result confirms findings from previous overseas honeymoon and wedding report (LOOK JTB, 2006), which found that honeymoon stays have tended to become shorter over the last decade. Among factors thought to encourage this tendency are the shifts in popularity away from a former desire to visit as many European capitals as possible and of more leisurely stays at beach resorts, and the preferences for longer stays on islands strengthened. The attributes in those beach destinations especially in Thailand, are almost similar. Hence, it is thought that this may cause a similarity of respondents’ perceptions of destination attributes.

Honeymoon market being a ‘niche’ market could be the important reason that led to some perception of tourist about honeymoon experience in Thailand irrespective of age, income, education, and length of stay.

6.2 Conclusion

The first objective of this research was to investigate the perception of selected

attributes comprising a honeymoon destination. The minimum mean score for the ten attributes of perception is 2.83 and the maximum mean score is 4.53, as mentioned in the previous chapter. These results infer that overseas honeymoon tourists have a positive perception toward Thailand in terms of the ten attributes. However, it cannot be inferred that the respondents have a positive perception toward every attribute of Thailand, since there are many attributes that influence the perception of overseas honeymoon tourists.

According to the research objectives of this study, it can be concluded that among the sociodemographic variables of honeymoon tourists, there is no difference in the perception of honeymoon tourists of attributes of overseas honeymoon destination in terms of respondents' age, income, education level, and length of stay.

According to the third objective, the researcher applied cross-tabulation analysis to the relationship between the descriptive information on the honeymoon trip and the sociodemographic variables.

6.3 Recommendations

6.3.1 Recommendation Based on Demographic Information

To win more customers, it is important for people involved in the different of honeymoon tours, such as honeymoon destinations, honeymoon marketers and travel agencies to identify the characteristics of their target honeymoon market. Based upon the analysis of demographic information of overseas honeymoon tourists, the following two recommendations can be made.

1. The main target population should be young people. The largest population of

honeymooners in this research is people from 20 to 35 years old. So the advertisement channels and promotion tools should be created to meet these people's reference.

2. Destination marketers need to develop a more quality-based than a honeymoon holiday product. The respondents in this research had high educational levels and high income. These people care more about the quality of their trip experience than the tourism cost. High quality honeymoon packages will attract more audiences.

6.3.2 Recommendation for Honeymoon Trip Planners:

Most of respondents of this research searched for destination information and made decisions together, but there still have 15% of brides searching information and 26.7% made the decision for their honeymoon alone. A recent study also suggested that women typically play an important role in gathering information (Wang et al, 2004). Thus, it might be effective to focus marketing efforts on a wife-to-be as women seem to gather more information about honeymoon destinations, and women are also less likely to change their destination preferences. So the related tourism organizations such as hotels, resorts, and travel agencies who specialize in honeymoon services can heavily directed toward young marriageable age women, and the content of those advertisements should be designed to meet brides' tastes. Unsolicited advertising brochures can also be sent to prospective brides whose engagements are announced in local newspapers.

According to the results of this study, the main information source of honeymooners', the internet takes the heaviest weight amongst the respondents. A recent survey indicated that more couples who are experienced travelers are simply

getting detailed information, booking and paying for their honeymoons over the Internet. This is true not only for regular destinations like Hawaii, Oceania, Europe, etc., or costly packages, but also for many bookings in Asia and other low-cost packages. The average cost of all packages bought via the Internet is lower than the average for all package purchases (MacNair Travel & Cruises, 2006). So another consideration has to do with providing or improve information via the internet, since it is easily accessible, particularly to young people. As well that information should be in different languages.

A recent study which is similar to this paper also showed that selecting a honeymoon destination was affected by word of mouth, and family/friend recommendation (MacNair Travel & Cruises, 2006). Therefore the audience for honeymoon industry advertisements is wider than the newly married couples. Honeymoon destinations also have to build a romantic image among the whole local society to meet the both honeymooners' and other love interest's tastes. The basis function of image is to "use the words by human agents to form attributes or to induce actions in other human agents" (MacNair Travel & Cruises, 2006).

The results of this study also show that travel agencies are very useful information sources for honeymooners. A similar study also found that the majority of respondents were using a travel agent's services to plan their honeymoon (LOOK JTB, 2006). So the tourism operators in Thailand should be able to provide diversified and special honeymoon packages and detailed information related both to honeymoon destinations and special services and activities for oversea honeymoon tourists. That

information also should be in different languages.

The majority of respondents planned their honeymoon before engagement, and a recent study also show that three this preparation usually began to six months prior to departure (LOOK JTB, 2006). So honeymoon destinations such as Phuket, Koh Sumai and other organizations that specialize in honeymoon services should try to contact prospective customers and potential customers as early as possible. Bridal fairs, wedding halls, jewelry stores, and wedding attire exhibits are good places to meet and make contact with their customers.

Since most of respondents see their honeymoon as a "Once-in-a- lifetime" experience, high quality and special service should be attractive for honeymooners. These products of service should be special enough for honeymooners since everyone hope their honeymoon will be special, For example the double seats for couples or lovers in airplanes, special rooms in hotel with one or two candlelit meals, honeymoon souvenirs, and so on.

Beaches destinations are most popular among all types of destinations for respondents, which is the strength of Thailand. Phuket is most popular among all beach destinations due to its beautiful scenery, clean and unpolluted sea, romantic atmosphere, safety environment, and other attributes. So the planners of Phuket and other destinations should pay more attention to the natural environment and make a good balance for the relationship of development and environmental protection.

6.3.3 Destination Recommendation for Honeymoon Holidays

Tourism organizations in Thailand that provide this specialized service operate in

a highly competitive market. The success of these companies not only relies on their own efforts, but also heavily on the triumphs of the whole destination. Also the triumphs of each honeymoon destination in Thailand not only rely on its own efforts, but heavily on the triumph of Thailand. So the destinations and tourism company industry have to upgrade and market themselves as a whole destination.

The research finds that respondents pay a lot of attention to safety in all matters, examples such as natural disasters (e.g. tsunami), political turbulences, and crime will all influence a honeymooner's choice of Thailand. So Thailand should do more to ensure public security and pay more attention to setting a safety image among oversea tourists.

This study also found that the attributes comfort, good scenery, and good weather have strong influence on honeymooners choosing a destination. Thailand was found to have strength in these attributes. Thus, there is a need to make the marketers more aware of those strengths at beach resorts in Thailand.

Privacy was also found to be very important to honeymooners. "The couple is permitted, even expected to get away from collective life. They hope at their honeymoon they can be entirely without obligations or responsibilities" (MacNair Travel & Cruises, 2006). So the destinations have to develop services and facilities to retain a peaceful and private environment for honeymooners. Activity destinations or travel agencies should provide an atmosphere that avoids the crowds and makes the honeymooners feel special and undisturbed. Such activities could include couples massage and so on.

The cultural and history resource is less important when compared to the nature beauty for honeymoon respondents. Shopping is also less important for There respondents, since most of those places are crowded which is just the situation honeymooners want to avoid. So Chiang Mai, Phuket, and other tropical and beach destinations should develop and promote other products related to Thai-culture but less crowded to attract honeymooners. These products could be like the traditional Thai wedding ceremony which has already been developed. Providing these programs can meet the market need to experience the novelty of an exotic culture instead of the inevitable feeling of boredom that comes with a beautiful beach or tropical scenery, but with nothing else to do except sit in the sun.

6.4 Recommendation for Future Research

1. International tourists were the only subject group for this research. The domestic market is also a very large market for Thai honeymoon and wedding industries. The researcher would like to suggest studying the perception of domestic tourists.
2. Future studies on gender decision making process should be conducted. Couple's decision making process is different from that of individuals.
3. A wedding ceremony such as "Thai style wedding" and "Lanna style wedding", which is related to the honeymoon trip, could also be conducted in a future study.
4. Present study was conducted on a small sample size of 60 honeymooners. A future study on large sample size on tourist from different nationalities is recommended.

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Appendix A

Questionnaire

This questionnaire is designed for study entitled: Perception of Honeymoon Tourists in Tourists in Thailand: Sociodemographics and attributes of a Honeymoon Destination. The questionnaire is a requirement as partial fulfillment for the degree of MBA in Tourism Management Program, Graduate School of Business, Assumption University of Thailand.

This survey is for educational purpose only. All information will be kept confidential. Thank you for your cooperation.

Are you foreign tourist on a honeymoon trip to Thailand?

- ☐ Yes, I am. (Please continue)
- ☐ No, I am not. (Thank you for cooperation, and please don't aware further)

Part I Descriptive Information

Please tick (✓) one that match with your opinion.

1. Who has taken primary responsibility for researching possible honeymoon destination?
 - a. Wife ()
 - b. Husband ()
 - c. Both ()
2. Who has taken primary responsibility for deciding where to honeymoon?
 - a. Wife ()
 - b. Husband ()
 - c. Both ()

3. When did you first seriously begin thinking about your honeymoon plans?
- a. Before the engagement ()
 - b. Within one month after engagement ()
 - c. 1-5 months after engagement ()
 - d. More than 6 month after engagement ()
4. What sources of information you used in researching your honeymoon? (Please check all that apply)
- a. Married friends ()
 - b. Bridal magazines ()
 - c. Resort brochures and video ()
 - d. Travel agency ()
 - e. Internet ()
 - f. Others (Please specify) _____
5. For you honeymoon is:
- a. "Once-in-a-lifetime" experience (Fantasy destination where names signify romance) ()
 - b. Searching for a gateway that is exotic ()
 - c. Look for value, adventure or variety ()
 - d. Choose to Vacation close to home conserving both time and money ()
6. Have you ever been on a honeymoon holiday?
- a. Yes
 - b. No
7. The most preferred Honeymoon location in Thailand is:
- a. Pattaya & Eastern Seabound ()
 - b. Koh Samui & Gulf of Thailand ()
 - c. Phuket & Andaman ()
 - d. Koh Chang ()
 - e. Chiang Mai & The north ()
 - f. Bangkok ()

Part II: Perception of Attributes of Honeymoon Destination

Please rate the followings in terms of important in deciding on the destination for your honeymoon (for example, Hawaii, Bahamas, Phuket, etc.) where 5- extremely important, 4-fairly important, 3- neutral, 2- not important, 1- not at all important.

Attributes	5	4	3	2	1
8. Comfortable place					
9. Good Scenery					
10. Safety					
11. Romantic Place (such as romantic reputation, romantic architecture, and decoration in hotel)					
12. Appropriate tourism cost					
13. Good weather (moderate climate)					
14. Good place for shopping					
15. History and culture resources					
16. Honeymoon specials (such as honeymoon gift, souvenirs, music, and party)					
17. Privacy (isolation)					

Part III

Please tick ($\sqrt{\quad}$) one that match with your opinion.

- [illegible]

19. Income (Annual):

- Less than \$2,000 ()
- \$2,001—\$4,000 ()
- \$4,001—\$6,000 ()
- \$6,001—\$8,000 ()
- More than \$ 8,000 ()

20. Education:

- a. Senior high school ()
- b. University student ()
- c. University graduate ()
- d. Post graduate ()

21. Length of Stay:

- a. More than a month ()
- b. three to four weeks ()
- c. One to two weeks ()
- d. Less than one week ()

