PREFERENCES ABOUT TYPES AND FEATURES OF NATURE-BASED
ACCOMMODATION PREFERRED BY TOURISTS
IN NONG KHAI PROVINCE

By

SUPATTRA SROYPETH

Submitted in Partial Fulfillment of the Requirements for the Degree
Of
Master cf Arts in Tourism Management
Assumption University

Assumption University
Graduate School of Business

August 2003

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ACCEPTANCE

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

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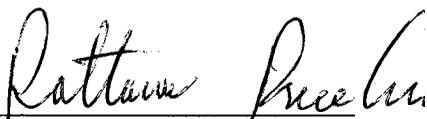
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ABSTRACT

This research study is based on the statement of problem to investigate tourist's preferences about nature-based accommodation in Nong Khai Province. The research objective was to find out any difference in preferences between domestic and international tourists about types and features of nature-based accommodation. Also, this research examined any differences in preferences with regard to the demographic factors of the tourists towards types and features of nature-based accommodation.

In this research, the data was collected through 400 structured questionnaires from the respondents around Nong Khai. All data was analyzed and summarized by using Statistical Package for Social Science (SPSS). The Chi-Square test was applied to identify the difference in preferences about nature-based accommodation between tourist groups and also to examine demographic factors of the tourists for any differences towards their preferences about types and features of nature-based accommodation.

The research findings have shown that the majority of domestic tourists preferred a resort as a *type* of nature-based accommodation. In the case of nature-based accommodation *features,* most of them preferred a location near a river, the inclusion of breakfast, trail hiking or wildlife tours, local cultural style of food and a basic level of comfort.

In contrast, the majority of international tourists preferred a hotel or motel as a *type* of nature-based accommodation. In the case of nature-based accommodation *features,* most of them preferred a location near a river, the inclusion of breakfast, river trips, Thai food and a basic level of comfort.

The comparison of preferences about the most preferred *types and features* (natural attractions, package, activities, food and comforts) of nature-based accommodation between domestic and international tourists, showed there are significant differences between each tourist group about types and all features of nature-based accommodation from this study.

From the research findings, the respondents (domestic and international tourists) with different demographic profiles have differences in their preferences about types and features of nature-based accommodation in all factors, including gender, age, educational level, and the income level.
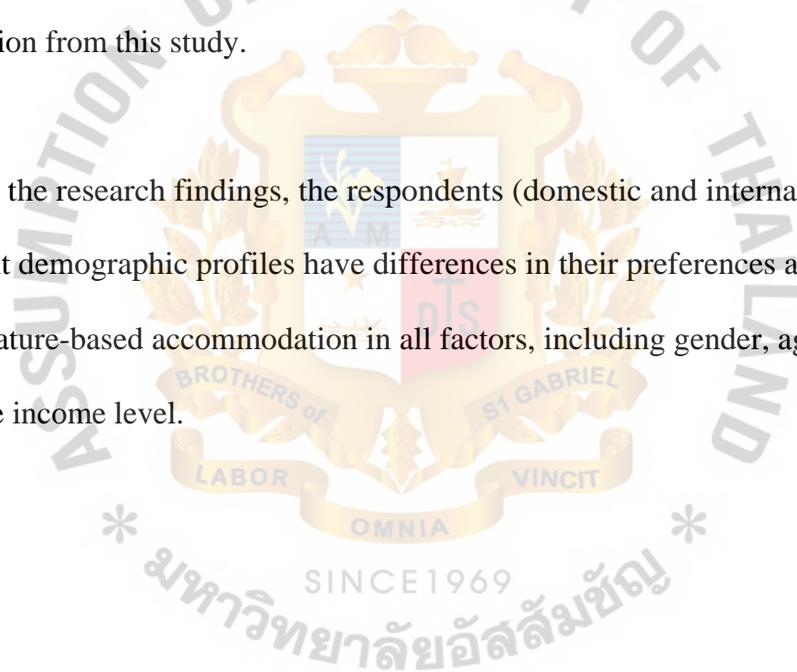
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CHAPTER I

Generalities of the Study

1.1 Introduction of the Study

As people become more and more environmentally conscious, nature-based tourism or ecotourism has started receiving increased attention from tourists. The idea of nature-based tourism or ecotourism is to provide economic gains while preserving the natural environment.

Nature-based Tourism

Nature-based tourism is travel and recreation for the appreciation of nature and the outdoors (EPA , 1995). Areas that attract nature tourists range from pristine wilderness to community parks. Economic benefits of nature tourism accrue to those in a community who provide goods and services to tourists. Properly planned and managed, nature tourism can have minimal impacts on the environment, protect and enhance social and cultural values, and enhance the economic well being of residents. Proper planning and a clear understanding are needed for a community to develop a nature tourism industry that protects the natural resources upon which their livelihood depends (EPA, 1995).

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* EPA is The United States Environmental Protection Agency

The concept of nature-based tourism has come of age. Today, nature-based tourism attracts both the mass tourists who incorporate nature experience as secondary activities in their annual vacation plans and the ecotourism specialists who are driven by their search for natural and cultural experiences (Rennicks, 1997). Nature-based tourism can include kayaking down black-water rivers, hiking along mountain trails, bird watching in old rice fields, paddling through white-water rapids, or fishing in freshwater lakes. While the activities vary greatly, a sustainable nature-based tourism industry requires the acceptance and practice of several principles:

- Conserving the natural resource base.

- Providing a participatory and enlightening experience.

- Educating all parties involved—communities, governmental groups, industry, and visitors.

- Promoting understanding and partnership among the different players and

- Advocating moral and ethical responsibility and behavior toward the natural and cultural environment (Rennicks, 1997).

The State of Ecotourism or Nature-based Tourism in Thailand

Nature-based tourism or ecotourism activities could form a much stronger product in Thailand. A study found that about 14 million international tourists were involved in ecotourism activities during 1995 (WTO, 2001). Within Thailand, it was estimated that about 2 million foreign tourists corresponding to 29.4 percent of all inbound foreign tourists engaged in some ecotourism activities in 1995. The most popular activities were: forest trekking, bird watching, wildlife watching, cave exploring, scuba

diving/snorkeling, forest trails and non-forest nature activities (e.g. rock climbing, mountain biking etc.). The study also found that the main obstacles facing the development of ecotourism are the lack of specialized guides, the tourists' lack of appreciation of ecotourism, and eco-tourism resources not yet fully ready to receive tourists (some were in a deteriorated condition or had been destroyed (WTO, 2001)).

National parks are an increasingly important part of tourism in Thailand, with the number of visitors having increased significantly in recent years. However, while the number of both Thai and foreign visitors has increased, the proportion of foreign visitors remains low due to often poor-services and a lack of foreign language information and guides. Nature interpretation is often inadequate and few parks have well defined trails for visitors to explore (Challis; Cutter, 2001).

The absence of an effective permitting policy for tour operators in sensitive areas of national parks is another problem that has resulted in overcrowding and environmental impacts (Challis; Cutter, 2001). In southern Thailand, the Ao Phangnga Marine National Park is located close to the international destination of Phuket. Known for its limestone islands, sea caves and mangrove, parts of Phangnga Bay have become crowded with sea kayaking tour groups, many of which do not subscribe to low-impact operating practices. The company that first started kayaking is Phangnga Bay offers genuine eco-tourism experiences, but it is increasingly being forced to go elsewhere leaving Phangnga Bay at the mercy of 'copycat operators' (Challis; Cutter, 2001).

Although northern Thailand has experienced similar problems of rapid development, environmental impacts and overcrowding, more serious and in some cases criminal activities have been associated with the sector (Challis; Cutter, 2001). Here, so called 'ecotourism' revolves around trekking, elephant rides, river rafting and village home-stays, primarily for budget travelers. Visitors are often left with little understanding of the local natural history and the linkage necessary to generate conservation incentives at a local community level are frequently lacking.

Many trips include a visit to a hill tribe village, and negative social impacts have become serious problems. In many cases, hill tribe people have been shown to benefit little from tourism, and at its very worst, there have been cases of people being held against their will in a 'human zoo'. In an attempt to counter the exploitative practices of some tour operators, the Thailand Research Fund has established a pilot project at a Karen tribe village in the northern province of Chaing Mai. Tours are managed by the village committee, and the income generated acts as a supplement to the annual income from rice farming.

Although the history of ecotourism in Thailand to date has been somewhat bleak, the future may not be quite so disheartening. A project presently underway in the forests of western Thailand gives cause for optimism, and could act as an important example of integrated conservation and tourism management. Undertaken by the Royal Forestry Department in conjunction with the Danish aid agency, DANCED, the project is an attempt to establish an effective conservation management strategy for a series of linked

protected forest areas referred to as the Western Forest Complex. In addition to creating local conservation working groups, the project emphasizes the establishment of sustainable low impact tourism activities in the area. By the end of this year, the project hopes to have a zoning policy in place that will define areas within protected forests that are most suitable for ecotourism development (Challis; Cutter, 2001).

Another project, The Thailand Hornbill Project in the south of Thailand aims to harness the benefits of low impact tourism for the conservation of hornbills in southern Thailand. This project is a long-term effort with research sites in several locations around the country, links with a provider of natural history trips to offer paying clients the opportunity to take part in the ongoing hornbill research and conservation efforts underway at Budo-Sungai Padi National Park (Challis; Cutter, 2001). The collaboration aims to provide a unique and rewarding experience for clients and to capture funds and manpower to achieve research and conservation objectives. A percentage of the client's fee goes directly to support research and rural development activities. Additionally, local villagers receive benefits through direct employment, home stays, and the project's use of local goods and services.

A similar conservation project presently in progress in Khao Yai National Park in the northeastern part of Thailand, also benefits from selective ecotourism activities. Here the aim would be to further reduce dependence of local populations on forest products by establishing small group trips in the park. Trips would likely include direct participation in the wildlife monitoring activities of the project (Challis; Cutter, 2001).

The Future of Ecotourism or Nature-based Tourism in Thailand

Throughout the country, many misconceptions about ecotourism persist, and the widespread misuse of the term has understandably led to skepticism, especially amongst those involved in conservation and protected area management. Despite a recently announced US$11 million package to promote Thailand as an ecotourism destination over the next five years, the response of the Thai government to the global growth in ecotourism has been fairly muted (Challis; Cutter, 2001). Although an increasing number of projects are moving in the right direction, an increased appreciation of the potential of genuine ecotourism within both the Thai government and the travel industry is needed. If the best current efforts can serve as demonstration projects, tourism stills a more sustainable future for Thailand and its spectacular natural heritage.

Accommodation Facilities in Thailand

Thailand has a large number of accommodation facilities and it is possible to find acceptable standard facilities almost everywhere in the country. In the eighties and nineties Thailand experienced a boom in hotel development (WTO, 2001). Many of the hotels were built in modern design, which seems to be what the developers thought as how international hotels should be. Although Thailand has many appealing hotels, most developments have taken place without proper planning and design. In general, town planning is weak in Thailand and as a consequence hotels in resort areas have been built without much relation to their surroundings (WTO, 2001).

The construction of inappropriate tourist accommodation facilities operated by unprofessional management teams with untrained staff lead to the use of wholly profit oriented business practices. When added to a lack of proper resort planning, there is a danger of creating a kind of tourist accommodation slum as the standard of the hotels deteriorates.

Holiday tourist traveling to Thailand look for accommodation facilities reflecting the local building tradition, made of local building materials, with local handicrafts and art as furnishings and decoration. Furthermore, they will expect that hotels will reflect the location of the facilities and its 'sense of place' (WTO, 2001).

At present, worldwide ecotourism and sustainable developments are very much in focus in respect of new products. The Tourism Authority of Thailand (TAT) is aware of this trend and has focused on the greening of tourism in its planning. The TAT has initiated jointly with the Thai Hotel Association, a Green Leaf branding of hotels with environmental protection objectives. Hotels are graded according to a number of criteria including policy and standards of environmental practice, waste management, efficient use of energy and water, impact on the ecosystem, cooperation with communities and local organizations. The Green Leaf grading has five categories. The aim of the program is to upgrade the environmental standards leading to sustainable development of natural resources and the environment (WTO, 2001).

Brief Introduction about Nong Khai

Nong Khai is 615 kilometers from Bangkok. It is situated in the Northeastern part of Thailand on the bank of The Mekong River *(See Appendix A).* Nong Khai is only twenty-four kilometers from Vientiane opposite Tha Dua in Laos on the other side of the Mekhong. At Sri Chiang Mai District, some forty kilometers from town, a road runs along the riverbank affording clear views of the Laotian landscape.

The total area is about 7,332,280 square kilometers. The city lies along The Mekong River. There is thick forest in the north, high land in the east and mountains in the west. The mountains and forest extend to Loei Province. The high land in the south is approximately 1,200 feet above sea level (TAT, 1997). The province is divided into 12 districts and 2 sub-districts. They are Muang, Tha Bo, Bung Kan, Phon Phi-sai, Sri Chiang Mai, Se-ka, So Phi-sai, Sang Khom, Phone Charoen, Pak Cart, Bung Khong Long, Sri Wi-lai Districts, with Bung Khla and the Sa-krai the two sub-districts (Population & Housing Census, 2000).

In 2001, tourist arrivals to Nong Khai reached 920,333 visitors, comprising of 600,407 domestic tourists and 319,926 foreigners (TAT, 2001). The principle tourist destinations in Nong Khai are Tha Sa-det Market, Thai-Laos Friendship Bridge, Pho Chai Temple, Sala Kaew Koo, Jom Manee Beach, Hin Mak Peng Temple and Phar Cho Ong Tue Temple respectively *(See Appendix B).*

Tourist numbers visiting Nong Khai province have been increasing, the latest figures showing that number of tourists staying in accommodation establishments increased by 4.92% in 2001 when compared with the previous year. There were a total of 152,757 tourists (130,338 Thais and 22,416 foreigners) who stayed in hotels, resorts, guesthouses, and bungalows. The room occupancy rate in 2001 was 39.85 ％ and the average length of stay of tourists' was1.46 nights per person. International visitors who mostly visited Nong Khai were Laotian, German, Japanese, American, British, and French respectively (TAT, 2001).

Nong Khai: 'Second Home Away From Home'

Nong Khai has been voted one of the world's best locations for senior citizens to make a 'second home' by the US magazine Modern Maturity (May-June edition, 2001). Nong Khai was ranked seventh by researchers dispatched by the magazine to identify 15 exotic locales that its readers could consider a home away from home. It was judged on 12 criteria—weather, cost of living, cultural programs, sanitation, accommodation, transportation, medical services, environment, leisure, activities, safety and security, political stability and access to technology (The Nation, 2001).

Development of **Nong Khai**

Government policy and the potential of the province will develop Nong Khai into a regional business center. Nong Khai has five district advantages (Nong Khai Provincial Administrative Organization, 2001):

- Nong Khai is a gateway for cross border trade with Laos and from there further afield. It is easily connected to industries and service situated throughout the North East of Thailand.

   Nong Khai is hub of economic development cooperation among the six countries in the Indo-China region.

- Nong Khai is a tourism center located on the Mekong River.

- Nong Khai is a development center between Thai Laos.

- Nong Khai is a source of new agricultural and industrial products.

Nature-based Accommodation

As nature-based tourism continues to establish itself in the global economy, the demand for well-planned, environmentally sound lodging facilities is at an all time high. Nature-based accommodation is the answer to this demand.

Philosophically, ecotourism or nature-based tourism facilities should reflect the uniqueness of the area in terms of its nature or local culture. They should also play a role in stimulating the tourist's awareness of ecotourism principles (WTO, 2001). The architectural design of accommodations should be designed in a way to make the tourist feel that they are close to nature and enhance their awareness towards its preservation.

The construction should have minimal impact and contribute to the conservation of natural resources through energy conservation measures and by recycling natural resources.

Nature-based accommodation enables the visitor to interact with the natural and cultural surroundings of the region. The facility is created with conservation as a top priority. Water, waste and energy systems lessen impact and promote conservation while planning, construction and operation are carried out in harmony with the natural landscape (WTO, 2001).

1.2 Statement of the Problem

According to the ecotourism policy promoted by the tourism working group under Greater Mekong Sub-region (GMS) development scheme, led by the Asian Development Bank, which covers a vast area across Burma, Cambodia, Laos, Thailand, Vietnam and Yunnan of China (Sue Wheat, 2003), Nong Khai Province of Thailand is one of an interesting area to promote ecotourism or nature-based tourism as it is a tourism center in the Mekong River and also it is a gateway to border trades connecting with the industry and service bases in the northeastern.

At present, Nong Khai has only a few nature-based accommodations for tourists, used by both domestic and international tourists, although more substantially by the international ones.

The needs and wants of these tourists regarding the types of nature-based accommodations available may differ between each distinct type of tourist. Consequently, accommodation operators need to understand the customer preferences of accommodation desired for both domestic and international tourists, and to match their accommodation supply to the current and shifting market preferences. Similarly, different tourist groups may prefer some specific features of nature-based accommodation and operators should respond to these needs by providing the tourists opportunities to experience nature within tourism sites as well as in tourist accommodations such as hiking trial, bird-watching etc.

Therefore, the purpose of this research is 'To find out the types and features of nature-based accommodation that is preferred by domestic and international tourists in Nong Khai Province'. From doing this research, the information will be captured from the perception of accommodation-owners in Nong Khai.

1.3 Research Objectives

The objectives for this research study are as follows:

1) To find out the preferences of domestic tourists about nature-based accommodation types and features.

2) To find out the preferences of international tourists about nature-based accommodation types and features.

3) To compare the preferences of domestic tourists and international tourists toward nature-based accommodation types and features.

4) To examine whether there is any difference in preferences among tourists with different demographic profiles.

1.4 Scope of the Research

The scope of this research is extended to the investigation of the demographic profiles of tourists who are able to provide information regarding their preferences toward nature-based accommodation. The districts in Nong Khai, which the study would be based on, are those that have tourist attractions in them and include Muang, Tha Bo, Sri Chiang Mai, Sang Khom, Phon Phisai, Pak Cart and Bung Kan districts *(See Appendix C).*

For achieving the objectives of the research the respondents' data would be classified into two groups, *domestic tourists* and *international tourists.* This research aims at assessing the different preferences of the respondents in each group about types and features of nature-based accommodation.

The domestic and international tourists, the research's respondents, would project different preferences regarding nature-based accommodation types and features preferred by them. Also, tourists with different demographic profiles would project different preferences regarding nature-based accommodation types and features. Therefore, the findings from this research would be useful information for both existing and future

nature-based accommodation operators in terms of improvement and development of their accommodation to fulfill the preferences of different segments of tourists.

1.5 Limitations of the Research

1. The study is limited to specific districts in Nong Khai, it includes Muang, Tha-Bo, Sri Chiang Mai, Sang Khom, Phon Phisai, Pak Cart and Bung Kan. Therefore, and the findings of this research study could not be generalized for other areas of Nong Khai.

2. The study aims to find out the preferences of tourists towards nature-based accommodation types and features. Therefore, the findings of this research cannot be generalized for other types of accommodation.

3. The study is limited to find out the differences in preferences of tourists towards the most preferred types and features of nature-based accommodation. Therefore, its findings cannot be generalized for the second and the next following most preferred types and features of nature-based accommodation.

4. The present research is conducted within a specific time period and therefore its findings cannot be generalized for all times without proper considerations of other specific factors.

1.6 Significance of the Study

By doing this research, the research summary could be useful information to all tourist accommodation businesses in Nong Khai. The results **will** show them the preferences of domestic and international tourists towards nature-based accommodation types and features. Then, the existing nature-based accommodation operators can better understand the preferences of tourists so they can customize their accommodations to serve their guests better. In addition, the results can also be useful in aiding future investors' decision making as they can incorporate the tourists' preferences in the planning and design of nature-based accommodation in Nong Khai province. Moreover, the research findings might be generalized and applied to other provinces in Thailand, if their geographical characteristics are similar to Nong Khai.

In the aspect of Thailand tourism, the study of tourist's preferences about tourist accommodations in any tourism areas could make the accommodation operators understand and better satisfy the tourist's needs and wants, leading to tourists revisiting those areas.

1.7 Definition of Key Terms

Domestic Tourist: The resident of a country who takes holidays or business trips wholly within their own country (Collin, 1994).

Ecosystem: A dynamic complex of plant, animal, fungal and microorganism communities and the associated non-living environment interacting as an ecological unit (Wearing; Neil, 1999).

Evaluation Circularity: The partial means—end inversion that is involved when the means (that is, the system of production and distribution or particular processes in it) that is to be optimized or evaluated with respect to the end (that is, the fulfillment of preferences that represent interests) shape the composition of this end (Penz, 1986).

Feature: The make, shape, form or appearance of a person or thing. A distinct or outstanding part, quality or characteristics of something (Pearce, 1983).

International Tourist: The resident of one country who takes holidays or business trips to other countries (Collin, 1994).

Lodging Property: An establishment that charges fees for providing furnished sleeping accommodations to persons who are temporarily away from home or

who consider these accommodations their temporary or permanent home (Dittmer; Griffin, 1997). Many of these establishments also provide food, beverages, cleaning services, and a range of other services normally associated with travel and commonly sought by travelers.

Market Basket: List with specific quantities of one or more goods (Pearce, 1983).

Marketing Communication: Include advertising, the sales force, public relations, packaging, and any other signals that the firm provides itself and its products (Hawkins; Best; Coney, 2001).

Market Segment: A portion of a larger market whose needs differ somewhat from the larger market (Hawkins; Best; Coney, 2001).

Marketing Strategy: The combination of product, price, communications, distribution, and services (marketing mix) provided to the target market that meets their needs and provides customer value (Hawkins; Best; Coney, 2001).

Nature-based Accommodation: A nature-dependent tourist accommodation that meets the philosophy and principles of ecotourism. It offers a tourist an educational and participatory experience, be developed and managed in an

environmentally sensitive manner and protect its operating environment (Bottrill; Pearce, 1995).

Nature-based Tourism: Travel and recreation for the appreciation of nature and the outdoors (EPA, 1995).

Preference: A statement that one good, event or project is preferred to one or more other goods etc. A preference function is then an ordering of such preferences. If an individual prefers X to Y, we can say that the utility he derives from one product is greater than that from an other product (Hanna; Wozniak, 2001).

Product Attribute: An attribution is a feature or characteristic of goods. Thus, a house may have as its attributes the number of rooms, the presence of a garage and so on. Note that attributes extend beyond the features of the good itself and can include features of the location in which the goods exist (Pearce, 1983).

Sustainable: Able to be carried out without damaging the long-term health and integrity of natural and cultural environments (Wearing; Neil, 1999).

Target Market: Segment (s) of the larger market on which the firm will focus its marketing effort (Hawkins; Best; Coney, 2001).

Tourists: All visitors traveling for whatever purpose involving at least an overnight stay 40 km. from their usual place of residence (WTO, 1993).

Utility: The satisfaction of a consumer that derives from consumption of a good (Pearce; David W., 1983).

Visitor: A widely used term for someone who makes a visit to an attraction. Visitors are not all tourists in the technical sense in that they will not all spend at least one night away from home (Collin, 1994).

Wilderness: The land that, together with its plant and animal communities, is in a state that has not been substantially modified by and is remote from the influences of European settlement or is capable of being restored to such a state, and is of sufficient size to make its maintenance in such a state feasible. A wilderness area is a large, substantially unmodified natural area. Such areas are managed to protect or enhance this relatively natural state, and also to provide opportunities for self-reliant recreation in a relatively unmodified natural environment (Wearing; Neil, 1999).

CHAPTER II

Literature Review

In this chapter, the researcher presents a review of the literature and previous research findings related to consumer preference and nature-based accommodation.

2.1 Definition and Forms of Preference

Preference is a statement that one good, event or project is preferred to one or more other goods etc. A preference function is then an ordering of such preferences. If an individual prefers X to Y, we can say that the utility he derives from one product is greater than that from the other product (Hanna; Wozniak, 2001).

Consumer preferences are defined as the subjective (individual) tastes, as measured by utility, of various bundles of goods. They permit the consumer to rank these bundles of goods according to the levels of utility they give the consumer. Note that preferences are independent of income and prices. Ability to purchase goods does not determine a consumer 's likes or dislikes (http://business.usi.edu/cashel retrieved on 19 February 2003).

The Basic Assumptions about Preferences

(http://www.prism.gatech.edu retrieved on 22 February 2003)

- Preferences are complete

- Preferences are transitive

- Non-satiation: more is better

Completeness: For any two market basket A and B, either A is preferred to B, **B** is preferred to A, or the consumer is indifferent between the two.

Transitivity: If a consumer prefers A to B and prefers B to C, then the consumer prefers A to C. (A is preferred to B, and consumer indifferent between B and C, then A preferred to C).

More is better: Consumers always prefer more of any good to less.

The Basic Idea of Consumer Preferences behind Consumer Demand

Firstly, consumers derive satisfaction from the consumption of various goods and services, and have preferences about what they like and dislike.

In addition, it is assumed that we can rank these preferences. In other words, if someone offered you one apple and five tomatoes or three bananas, you could tell them which of these you prefer.

Another assumption is that as consumers you prefer more goods to less. In other words, consumers exhibit nonsatiation. Even if you don't consume **all** these goods, you can sell them to purchase goods that you do prefer.

Finally, it is assumed that preferences are consistent or transitive. In other words, if you prefer an apple to an orange and an orange to a peach, it means that you will prefer

an apple to a peach (http://www-cpr.maxwell.syr.edu/faculty/duncombe, retrieved on 23 February 2003).

Forms of Preference Patterning

There are various ways of classifying forms of preference patterning. We can classify them in terms of:

1) The social context in which the patterning occurs (families, formal organizations, mass communication audiences, or diffuse interaction).

2) The intentionality involved in patterning (deliberate, non-deliberate but approved by tradition, or incidental).

3) The psychological motivation of the individual whose preferences are being patterned (aspiring and perhaps envying, learning, desiring to belong, or adapting to constraints).

4) The temporal origin of patterning (past experiences, contemporaneous perceptions, or anticipations of the future).

5) The psychological objects of patterning (beliefs, feeling, or preferences).

Forms of Consumer Preference Patterning

In the economic literature three forms of social patterning, as it applies to consumer preferences, can be distinguished.

1) The forms of consumption that individuals have had experience with will determine their preferences, often in favor of repeating these or closely related experiences. Patterning may actually take the form of habit formation. Endogenous

determination is involved because these past experiences were chosen on the basis of the means for want satisfaction then available, so that instruments for want satisfaction that have been used in the past come to shape preferences in subsequent periods.

2) Imitation is another way in which it has been claimed that preferences are endogenously shaped. This already means that process by which wants are satisfied is also the process by which wants are created.

3) Advertising is widely regarded, as a process of creating or at least molding consumer wants.

Habitual choices and habituation

De Vera (http://www.pma.philonline.com retrieved on 22 February 2003) stated that recall of product information or past usage has a strong impact on market decisions for purchase. The more that a consumer is faced with activities of a brand that impacts his five senses, the more that selective retention is created. In many studies have shown that choice affects memory, and memory in turn affects choice.

The interaction of experience and preference that goes on in the mind of the consumer eventually influences buying habits over time. To be more specific, consider a situation where brands sequentially enter a market consisting of a static group of consumers. Initial experiences would be dominated by the early brand entrants, who in turn can significantly affect the consumer learning experience. Whether early brand entrants are good or not becomes insignificant since no previous product or service experience have been developed. The early brand entrants then become benchmarks.

Consumer learning from the above scenario is likely to be biased in favor of the early brands due to two main factors. One, the brands are likely to be strongly associated with and highly representative of the category, and therefore turn out to be the standards. Researchers have found that early entrant brands become "exemplars" against which new brands (including superior ones) are measured (De Vera, http://www.pma.philonline.com retrieved on 22 February 2003).

Penz (1986) explained that concerning preference patterning on the basis of past experience, two distinguishable processes may be at work. One is the reliance on habitual choices; the other is the habituation of preferences.

1) Habitual choices are used as a decision-making aid when information and the capacity for practical rationality are limited. Given the costs of determining the real efficacy of wants whose satisfaction have not been experienced so far, experienced forms of want satisfaction will be given an edge over inexperienced forms in the preference structures of individuals.

2) Though habitual choices are instrumental to ulterior preferences, the habituation of wants and preferences need not be limited to instrumental wants. It covers the range of phenomena from learned tastes to unconscious conditioning to physical addiction. The costs of changing habituated wants and preferences are more profound than those of changing habitual choices.

These two cases both give rise to the evaluation circularity, but in different ways. The difference between habitual choices and habitual ulterior preferences lays in whether it is interests themselves or only the revealed evidence about interests that is affected by this feedback effect. The latter applies to habitual choices. Whether this systemic bias applies to an improvement of choices or a distortion of choices resulting from habitual choices is immaterial as far as the evaluation circularity is concerned; probably both improvements and distortions are normally involved. The habituation of ulterior preferences, on the other hand, makes the evaluation circularity applicable to interests as such.

Imitation

Viewed from a rationalistic perspective, the purpose of imitation is, like habitual choice, simply to assist decision-making. If it is reasonable to assume that certain other individuals are better informed about the consequences of certain choices, and if the more basic preferences of the individuals that these choices serve can be basic preferences of the individuals that these choices can be expected to satisfy one's ulterior preferences better than one's independent choices. It is not even necessary that the persons being imitated be themselves informed, only that they be part of a chain of imitation (A imitating B, who is imitating C, etc.) that is initiated by appropriate individuals and proceeds without cumulative distortions (Penz, 1986).

In the case of status wants, there is a further reason why imitation is rational. To the extent that status can be obtained by engaging in certain appropriate consumption

activities, imitating some of the consumption activities of individuals who have status may be a way of attaining some status oneself People may be imitated because they are informed about consumption activities that bring social respect to the consumer, but in some instances it may be more a case of certain consumption activities being endowed with status because they are engaged in by individuals who already have status for other reasons (Penz, 1986).

Advertising

Certain forms of advertising may serve to reduce the ignorance of consumers about consumption opportunities and their nature. To the extent that advertising acts in this way, it does so in a manner that is not costly to the consumer in effort. Under appropriate conditions it may also be socially efficient, since it is information distributed by those who have ready access to it (Penz, 1986).

However, to the extent that it occurs in a market context (and possible also in certain other kinds of systems), there is an incentive for producers and distributors to present information that is selective in a biased way, as well as to provide misleading messages. Moreover, advertising goes considerably beyond merely providing information or misinformation. It emphasizes repetition, triggers unconscious associations, and appeals to fantasies and irritation fears in a manner that is compatible with rational decision-making (Reith et al., 1966). The susceptibility of individuals to such processes of persuasion, which is due to their limited self-knowledge and the costs of rational

decision making, induces producers to bias their choice of goods to offer in favor of those that can be made appealing by such processes (Galbraith, 1969).

Advertising certainly contributes to the evaluation circularity. The pattern of information and persuasion provided by it is distinctive to the processes of production and distribution of particular systems, and is serves to shape preferences to conform more closely to producer aims. How significant the circularity produced or intensified by it depends on how deep the patterning is. If the effect is merely one of increasing demand for one brand as the expense of other brands of the same good, the patterning is relatively superficial. However, if the more serious claims of the critics of advertising are correct, it has not only brand-choice patterning, but also the patterning of forms of consumption (Penz, 1986).

De Vera (http://www.pma.philonline.com retrieved on 22 February 2003) stated that to win customer preference more tangibly, actual experience or testing is necessary. This requires you to equip the customer or consumer to make decisions and fully appreciate the attributes of the product or service. In media advertising, image is created and therefore uses the senses of sight and hearing. Complimenting this with non-traditional activities or actual experiences (tests for example) further involves the senses of taste, feel and smell.

Consumers update their preferences via trials or actual experiences. Sampling an early entrant in an emerging market or the leading brand in an established market

becomes a strong basis for recall and choice. The media advertising and repeat purchase patterns then reinforce these into habits (De Vera, http://www.pma.philonline.com retrieved on 22 February 2003).

2.2 Definition, Types and Features of Nature-based Accommodation

Nature-based Accommodation is a nature-dependent tourist accommodation that meets the philosophy and principles of nature based tourism or ecotourism. It offers a tourist an educational and participatory experience, be developed and managed in an environmentally sensitive manner and protect its operating environment (Russell; Bottrill; Meredith, 1995).

Types of Nature-based Accommodation

HLA/ARA Consulting (1994) and Beeton (2000) stated that there is enormous range of tourist accommodation that can be incorporated into ecotourism or nature-based tourism product as follows:

Cabin: a small simple house, often in the country, on farms or in camping grounds (RHAA).

Cottage: a small house usually of older style (RHAA).

Lodge: a lodging establishment associated with a particular type of outdoor activity, such as a ski lodge or hunting lodge. A typical lodge is a small establishment, in a rural setting providing food and housekeeping services to guests who came to be with others engaging in the same activity (Dittmer; Griffin, 1997).

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*
  RHAA is The Resorts, Holiday Accommodation Australia

Inn: a small, typically rural, lodging establishment that provides rooms, food and entertainment to both travelers and residents of the local community (Dittmer; Griffin, 1997).

Bed & Breakfast: owners of private homes rent rooms to overnight guests. It tends to differ from the more traditional commercial lodging properties in one important respect: a full breakfast is included in the rate. Some travelers prefer to stay in bed and breakfast establishments because they are smaller, more intimate, and less expensive than hotels and motels (Dittmer; Griffin, 1997).

Hotel: a lodging facility that provides sleeping accommodations and other services for its guests. Hotels have commonly offered housekeeping services and luggage-carrying assistance, as well as food, beverages, telephone, and other services. The extent of these services varies from property to property (Dittmer; Griffin, 1997).

Motel: a special variety of lodging establishment that caters to travelers with automobiles and provides self-service parking on premises. Motels are located on the outskirts of cities and towns and cater to those who do not want the expense and formality of a hotel (Dittmer; Griffin, 1997).

Ranch: resort properties that emphasize horseback riding and related activities. They are typically small properties of fewer than one hundred rooms that provide housekeeping services, food, and other seasonal recreational facilities such as swimming pool, tennis, and hunting (Dittmer; Griffin, 1997).

Resort: a lodging establishment that feature recreational activities for their guests. These activities may be strictly for enjoyment, health purposes, or both. Swimming, tennis, and

golf are among the most common activities, although many others are possible (Dittmer; Griffin, 1997).

Guesthouse: a private home, in which the owners rented out spare bedrooms to transient guests. In these establishments, no meals are served to guests (Dittmer; Griffin, 1997).

Hostel: a very inexpensive lodging establishment that typically caters to younger transient customers. They provide little or no service, and many offer very little privacy. The typical hostel provides a bed for the night and offers no frills. Some provide a community kitchen, in which guests may prepare their own meals. There is usually a limit to the number of nights an individual is allowed to stay (Dittmer; Griffin, 1997).

Dormitory: a lodging facility affiliated with some educational or other institution that provides sleeping accommodations for those in residence (Dittmer; Griffin, 1997).

Condominium: a furnished housing unit with kitchen area, living room area, sleeping area, and bath. Condominiums are distinguished from other types of lodging establishments by their ownership characteristics: each condominium unit in a complex is independently owned, but the management of the complex provides maintenance for the outside and the common inside areas of the facility for a monthly fee (Dittmer; Griffin, 1997).

Other Lodging Operations: there is one entire collection of lodging operations that are loosely related to one another by their direct or indirect association with transportation — water, rail, air, or highway. These include cruise ships, riverboats; specialized commercial sailboats; rail road sleeping cars; planes with sleeping accommodations for passengers on long international flights; specially-fitted charter buses used for golf tours and similar purposes; completely furnished and outfitted motor homes, campers, trailers,

boats, or barges rented on a daily or weekly basis; and lodging facilities known as boatels, located at marina developments (Dittmer; Griffin, 1997).

Features of Nature-based Accommodation

Russell, et al. (1995) identified that the key product characteristics of nature-based accommodation are identified as follows:

Location and Resource Protection

Protection of an accommodation's operational environment is critical to its success. Such protection rests ultimately in the hands of government, and will determine long-term investment security, visitor appreciation and destination image. Options for protection include national parks, nature reserves and the recognition of tourism needs in national land and water-based planning.

Within these natural environments, operations are relatively isolated. This has the dual effect of positioning a tourist in a unique and rich natural environment away from the impact of civilization, and providing a feeling of 'being somewhere different'. While isolation is a product of access distance and difficulty, it may also be a psychological impression made for the individual. Many operations promote the feeling of isolation by using traditional ground transportation means. This creates a nature excursion in itself; it minimizes disturbance of wildlife and provides an immediate impression of authenticity, remoteness and unique appeal for the tourist (Russell; Bottrill; Meredith, 1995).

Natural Attractions

The key to success of nature-based accommodation is an environment of outstanding natural beauty. From a diverse range of geographical locations, operations identified wildlife viewing (including bird and marine life) as important features of the nature experience. The importance of wildlife for adding character to the operational environment is demonstrated regularly in activities and design features such as elevated accommodation and walkways (International Ecolodge Survey by Russell, Bottrill and Meredith, 1995).

Cultural attractions took second stage to nature but also contributed to character. Many operators incorporated local cultural resources in personal activity interpretation programs, and in design and decor of the facilities (International Ecolodge Survey by Russell, Bottrill and Meredith, 1995).

Facilities

Sustainable site design requires holistic, ecologically based strategies to create projects that do not alter but instead restore existing site systems such as plant and animal communities, soils and hydrology (USDI , 1993).

Facility design can act as a key determinant of market appeal and should represent its environment with tact and with ingenuity. An ideal design would be a construction of natural sustainable materials collected on site, generating its own energy from renewable

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* USDI is United States Department of the Interior

sources such as solar or bio-gas and managing its own waste. Aesthetically, facilities should blend in with the natural surroundings and incorporate local cultural characteristics where appropriate.

From the International Ecolodge Survey (1995) it was noted that within a lodge, a restaurant and bar were common with a large patio or veranda to act as a social gathering point for guests. Cottages generally featured private facilities and preferably a design that encouraged airflow to avoid the need for electricity and cooling. Only rarely did accommodations feature 24-electricity and/or telephones and TV. In most cases, the absence of such amenities was considered an attraction in itself. On the far end of scale, tent camp operations have been successful in bringing clients even closer to nature. These operations usually feature a central lodge and roofed platforms with only insect nets and mattresses for sleeping arrangements tourist.

Most facilities fall in the category of moderate comforts which, although high standard for a nature setting is approximately the equivalent of a one to two star urban accommodation.

Atmosphere

A friendly, relaxed and flexible environment is promoted by virtually all nature-based accommodations. Within this, an educational environment is also encouraged, but is not always the focus. In most cases, facility design and activities encouraged

close interaction with the natural environment. This gives clients a feeling of being somewhere special, and imparts a 'sense of place' (Russell; Bottrill; Meredith, 1995).

Food

Many accommodations feature a 'meals-included package' often providing homemade meals of a local cultural character. As many accommodations are activity-oriented, the quantity and quality of meals are important for satisfying customers and generating positive feedback (Russell; Bottrill; Meredith, 1995).

Activities

Client activities normally involve a sensory experience with the natural and cultural resources of the area. The experiences enhance the understanding and appreciation of the resources and lead to greater support for their preservation.

The most popular client activities are trail hiking, nature interpretation, wildlife tours and bird watching. Other common activities are recreational and (or) nature-based such as river trips, mountain biking and horse riding. Facility-based activities, such as tennis courts and swimming pools, are rarely available although cultural and archaeological activities are sometimes provided (Russell; Bottrill; Meredith, 1995).

Activities, while in most cases educational, are more importantly a vital ingredient of guest enjoyment and memories from their travels. The nature experience they gain is a combination of both intellectual and physical challenges that together

produce a dynamic experience for enthusiastic feedback and growth in the ecotourism
sector.

Pricing and Package

Russell, et al. (1995) stated that pricing needs to be scaled to incorporate costs
perhaps not incurred in mainstream lodging operations but which are essential to
nature-based accommodation image and success. These may include:

- Isolation costs in transportation and supplies;

- Purchase of environmentally friendly supplies in keeping with business
  philosophy;

- Target and niche marketing of environmental consumers;

- Outbound international tour company commissions;

- Education and training of local staff;

- Off-season maintenance in isolated locations;

- Membership fees of environmental and industry organizations;

- Activity development and maintenance expenses.

Characteristics of Good Nature-based Accommodation

(http://www.eco-resorts.com/Ecotourism, posted on 2001 retrieved on 25 February 2003)

- Provides comfortable rooms and common areas that reflect local design
  and heritage.

- Offers a natural setting that has been carefully preserved retaining
  indigenous landscaping.

- Uses local, sustainable harvested and/or recycled building materials.

- Purchases foodstuffs from local farmers, ranchers and fishermen.

- Uses renewable energy and environmentally sensitive water and waste disposal systems.

- Offers many opportunities for interaction with local owners, managers, staff and guides.

- Employs and train local workers.

- Offers a variety of excursions and educational materials to natural   and cultural sites.

- Supports and be supported by the local community and businesses.

2.3 Previous Research and Related Studies

2.3.1 Types of Accommodation Preferred by Ecotourism Markets

Recently, Alberta Economic Development and Tourism, the Government of British Columbia and two Canadian federal departments commissioned an Ecotourism Market Demand Assessment (Wight, 1997). General consumers, experienced ecotourists, and the ecotourism travel trade were surveyed. General consumers were those North American travelers who had taken (77%) or wished to take (23%) a vacation involving nature, adventure, or cultural experiences in the countryside or wilderness. They should be considered as consumers who enjoy more general interest ecotourism, and they were

surveyed by telephone. Experienced ecotourists were surveyed by mail, from a travel trade lists of clients. Markets were asked what kind of accommodation they preferred.

General Consumers chose hotels/motels most often (56%), but they also selected a range of other camping and fixed roof options. By comparison, hotels/motels were only selected by 41% of experienced ecotourists (12% of responses). They were far more likely to select from a range of intimate, adventure-type accommodation, such as cabins, lodges/inns, camping, bed and breakfasts, farm stay or ranches (Wight, 1997). *Figure 2-1* shows the range of preferences.

Figure 2-1: Accommodation Preferences of North American Ecotourism Markets

Types of Accommodation	Experienced Ecotourist (%)	General Consumer (%)
Cabin/cottage	66	14
Lodge/Inn	60	14
Tent Camping	58	17
Bed & Breakfast	55	10
Hotel/Motel	41	56
Ranch/Farm stay	40	1
Cruise ship	20	4
Sailboat	3	1
Recreational Vehicle	2	5
Hostel/dorm/university residence	1	1
Condo, house, apartment	0.4	3
Other	1	1
Total Number of respondents	422	1,377
Average Number of Choices	3.5	1.3

Source: HLA/ARA Consulting, 1994.

2.3.2 Accommodation Preferences

Research conducted by Geelong Otway tourism in Victoria, Australia, found that ecotourists were more interested in staying in specialist accommodation in a natural setting such as farm stays, bed and breakfasts and private cottages than traditional motel style accommodation, which was regarded as highly undesirable (Beeton, 2000). Studies in North America confirm this preference. Most ecotourists (60 percent) prefer to stay in a cabin or lodge, closely followed by camping and bed and breakfasts.

When comparing some activities offered by specialist accommodation and traditional accommodation, the reasons why ecotourists prefer specialist accommodation are obvious. *Figure 2-2* shows the range of accommodation preferences.

Figure 2-2: Activity Preferences and Accommodation Types

Activities	Traditional Accommodation	Specialist Accommodation
Swimming	91.3	43.8
Tennis	21.7	25
Cycling	17.4	0.2
Playground	4.3	6.2
Golf Course	8.6	0
Gymnasium	4.3	0
Rainforest Walks	0	50
Wildlife Viewing	0	25
Guided Walks	0	25
Horse Riding	0	18.8
Snorkeling	0	12.5
Library	12.5	0
Beach Walk	0	6.2
Nature Photos	0	6.2
Average number of activities	1.7	3.1

Source: Moscardo, G.,Morrison, A.M.,and Pearce, P.L.,1996.

These two distinct types of accommodation appear to be targeting two very different types of tourists, which the specialist accommodation offering more of the activities and interests that motivate ecotourists, such as wildlife viewing and guided walks. The specialist accommodation tends to be more interactive, whereas traditional accommodation provides more static facilities and infrastructure such as golf courses, libraries and gymnasiums.

2.3.3 Level of Luxury Preferred

A 1991 survey of US tourist interested in outdoor adventure vacations found that 47% wanted mid-range accommodations, 34% wanted basic accommodations, and 15% desired first class or better. Subsequent surveys and travel trade focused interviews confirmed that most market segments do not prefer luxury. In both groups, middle range levels of luxury are the most preferred (consumer 60%, ecotourists 56%), followed by basic/budget level. Only 9% of consumers and 6% of ecotourists want luxury. Representative consumer comments include 'something in middle' or 'want small affordable place', 'not looking for much comfort, as would be out hiking and enjoying evening'. For specific types of accommodation, there is evidence that the experienced ecotourist has a lower desire for luxury than does the general consumer (Wight, 1997).

Figure 2-3 also presents the level of luxury cross tabulated against the accommodation preferences. It reads: for the general consumers who prefer hotel/motels, 10% prefer luxury (vs. 9% for the total sample), 66% prefer mid range (vs. 60%), and 23% prefer basic budget (vs. 31%). It shows that those general consumers who prefer

ranches prefer more luxury and mid range accommodation than the average (19% vs. 9%); and those who prefer cabins or tents want more basic budget accommodation (36% vs. 31% and 56% vs. 31%). For experienced ecotourists, campers prefer more basic budget than average (53% vs. 38%) and those who prefer lodge/inns want more mid range (64% vs. 56%) and basic budget levels of comfort (53% vs. 38%).

Figure 2-3: Accommodation Preferences by Level of Luxury Preferred

Types of Accommodation	General Consumers (%)			Experienced Ecotourist (%)		
	Luxury	*Mid*	*Budget*	*Luxury*	*Mid*	*Budget*
Hotel/motel	10	66	23	9	59	32
Lodge/inn	9	67	24	8	64	53
Cabin/cottage	4	60	36	4	57	39
Tent	3	41	56	5	42	53
Bed & breakfast	8	66	25	8	60	32
Ranch	19	69	13	6	59	36
Other	9	58	30	8	67	25
Total (number)	9 (117)	60 (799)	31 (406)	6 (24)	56 (236)	38 (160)

Note. Totals may not equal total sample size since not all respondents answer all questions. *Source: HLA Consultants, 1996.*

In conclusion, consumers differ in their preferences according to it could be raised from three factors including past experience, imitation from other people, and also advertising campaigns.

There is an enormous range of nature-based accommodation types such as cabin, cottage, ecolodge, eco-resort, ranch, sailboat, cruise ship etc. Incorporated within these are many features including location, natural attractions, facilities, atmosphere, food, activities, pricing and package.

From the concept of above explanation regarding consumer preference and nature-based accommodation types and features, the researcher therefore aims to assess the preferences of the domestic and international tourists in Nong Khai that might be varied in terms of nature-based accommodation types and features.

CHAPTER III

Research Framework

This chapter firstly encompasses the framework of this research along with the elaboration of the theoretical framework. In section two, it shows the conceptual framework of this research study. In section three, the hypothesis statements that will be tested by this study are discussed. Finally, in section four, the information of the operationalization of the independent and dependent variables is explained.

3.1 Theoretical Framework

A theoretical framework is a conceptual model of how one theorizes the relationship among the several factors that have been identified as important to the problems (Sekaran, 1992). It clarifies the questions and it summarizes the overall concepts being investigated (McDaniel, Gates, 1998).

The review of literature has revealed that several types of nature-based accommodation with different features are available for domestic and international tourists during their trips away from home. It has also shown that different classes of tourists prefer different types of accommodation and different features during their stay away from home.

HLA/ARA Consulting (1994) and Russell et al. (1995) have identified various types of nature-based accommodation and features provided by these accommodation establishments. These are presented in the following exhibit:

Figure 3-1: Theoretical Framework of the Research Study
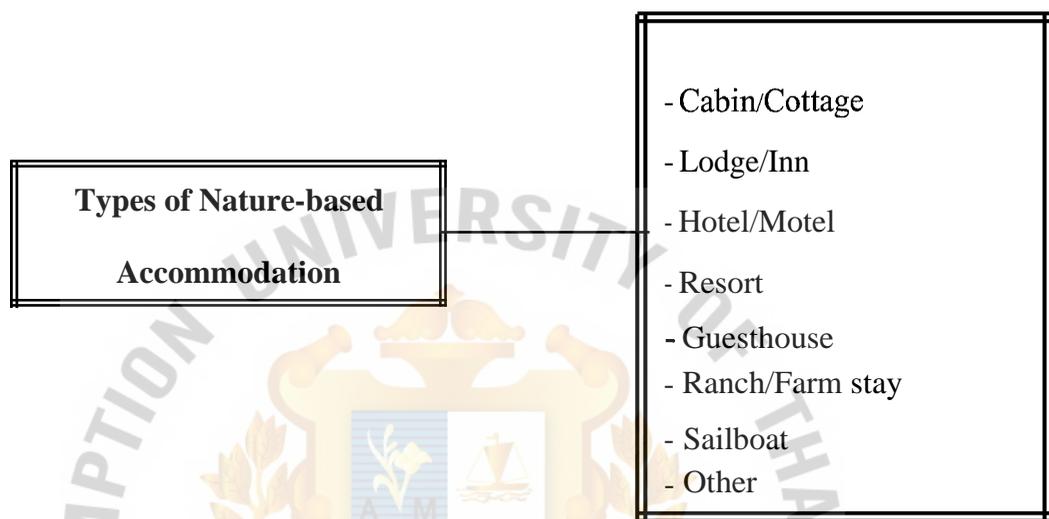
Source: Adapted from Ecotourism-Nature/Adventure/Culture: Alberta and British Columbia Market Demand Assessment, 1994.
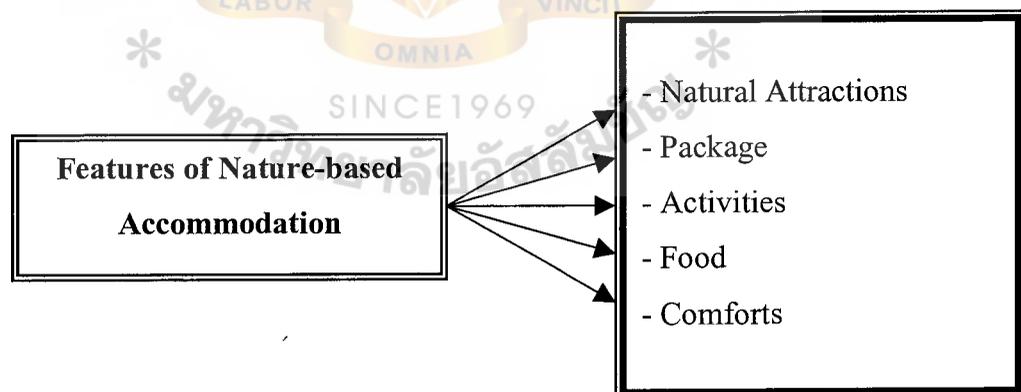
Source: Adapted from The Ecotourism Society: The Ecolodge Sourcebook for Planners and Developers, 1995.

3.2 Conceptual Framework

In this research study, a conceptual framework shows how differences between the preferences of domestic and international tourists about nature based accommodation types and features.

Figure 3-2: Conceptual Framework of the Research Study
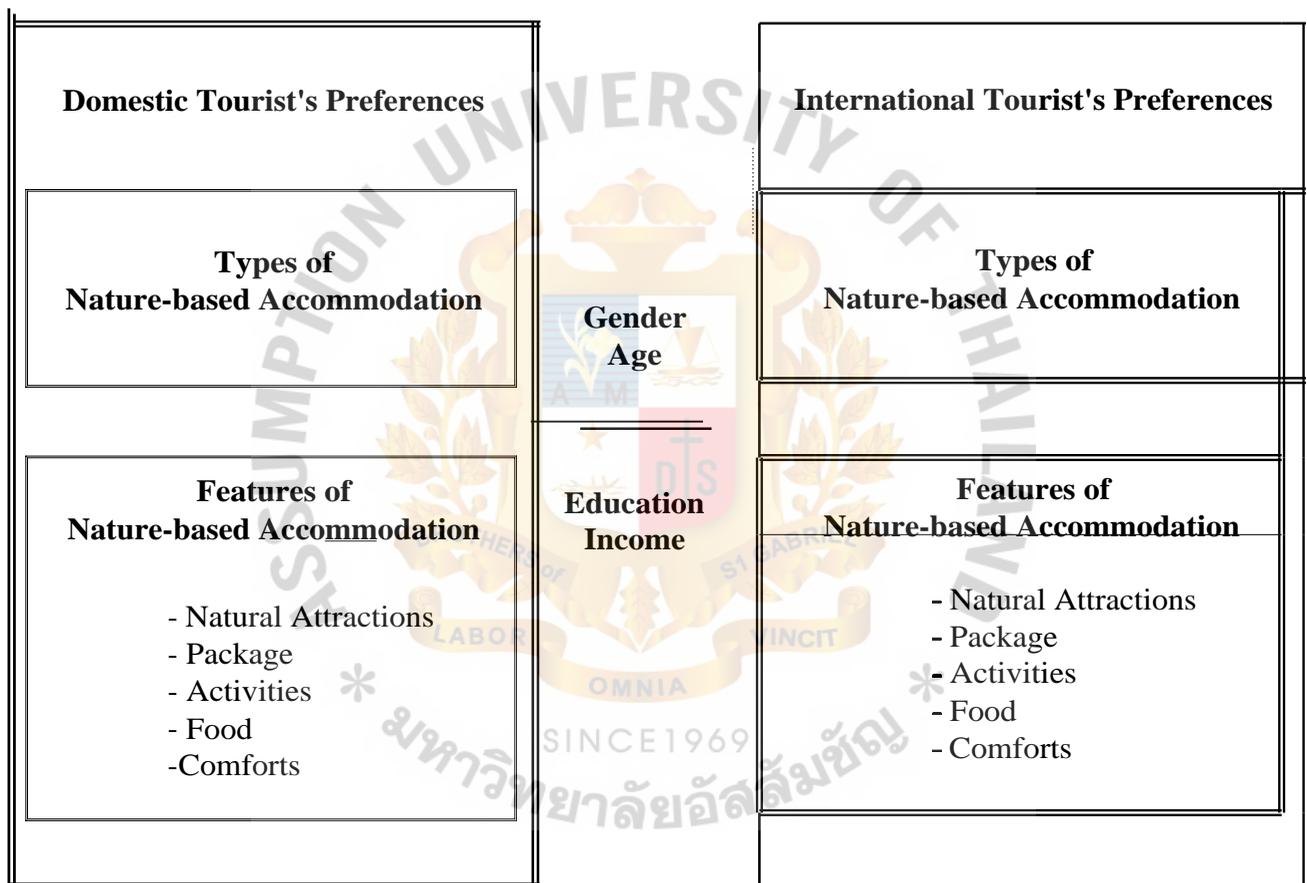
In this conceptual framework, the researcher would divide dependent variables into two groups: preferences of nature based accommodation types and preferences of nature based accommodation features. Each dependent variable will be tested along with

independent variables, the domestic tourists and those of international tourists and with

their different demographic profiles.

Definitions of Demographic Profiles

- *Gender* refers to males or females.

- *Age* refers to the ranges of age groups which specific to one person.

- *Education* refers to individual's highest degree of formal education.

- *Income* refers to the ranges of income of each person.

Definitions of Nature-based Accommodation Features

- *Natural Attraction* refers to an environmental outstanding of natural beauty

around accommodation.

- *Package* refers to the range of services incorporated into one price.

- *Activities* refer to the range of guest interactions that normally involve a

sensory experience with the natural and cultural resources of the area.

- *Food* refers to the styles of meal provided in accommodation for serving guests.

- *Comforts* refer to the extent of the services in accommodation offered to guests.

3.3 Research Hypotheses

Hypothesis is 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 clear implications for testing stated relationships (McDoniel; Gates, 1998).

According to the objectives of this research, there are 10 hypotheses that need to be tested to achieve the objectives.

Ho1: There is no difference in preferences about the most preferred *types* of nature-based accommodation between the *gender* of tourists.

Ha1: There is a difference in preferences about the most preferred *types* of nature-based accommodation between the *gender* of tourists.

Ho2: There is no difference in preferences about the most preferred *features* of nature-based accommodation between the *gender* of tourists.

Ha2: There is a difference in preferences about the most preferred *features* of nature-based accommodation between the *gender* of tourists.

Ho3: There is no difference in preferences about the most preferred *types* of nature-based accommodation among different *age groups* of tourists.

Ha3: There is a difference in preferences about the most preferred *types* of nature-based accommodation among different *age groups* of tourists.

Ho4: There is no difference in preferences about the most preferred *features* of nature-based accommodation among different *age groups* of tourists.

Ha4: There is a difference in preferences about the most preferred *features* of nature-based accommodation among different *age groups* of tourists.

Ho5: There is no difference in preferences about the most preferred *types* of nature-based accommodation among different *educational levels* of tourists.

Ha5: There is a difference in preferences about the most preferred *types* of nature-based accommodation among different *educational levels* of tourists.

Ho6: There is no difference in preferences about the most preferred *features* of nature-based accommodation among different *educational levels* of tourists.

Ha6: There is a difference in preferences about the most preferred *features* of nature-based accommodation among different *educational levels* of tourists.

Ho7: There is no difference in preferences about the most preferred *types* of nature-based accommodation among different *income levels* of tourists.

Ha1: There is a difference in preferences about the most preferred *types* of nature-based accommodation among different *income levels* of tourists.

Ho8: There is no difference in preferences about the most preferred *features* of nature-based accommodation among different *income levels* of tourists.

Ha8: There is a difference in preferences about the most preferred *features* of nature-based accommodation among different *income levels* of tourists.

Ho9: There is no difference in preferences about the most preferred *types* of nature-based accommodation between *domestic and international tourists.*

Ha9: There is a difference in preferences about the most preferred *types* of nature-based accommodation between *domestic and international tourists.*

Ho10: There is no difference in preferences about the most preferred *features* of nature-based accommodation between *domestic and international tourists.*

Ha10: There is a difference in preferences about the most preferred *features* of nature-based accommodation between *domestic and international tourists.*

3.4 Operationalization of the Independent and Dependent Variables

Concepts can be defined as abstract ideas generalized from particular facts (Davis and Cosenza, 1993). They will be made operational so that they can be measurable. An operational definition refers to an explanation that gives meaning to a concept by specifying the activities or operations necessary to measure it (Zikmund, 1997). Thus, the operational definition specifies what must be done to measure the concept under investigation. *Table 3-1* shows the operational components of the independent and dependent variables of the research framework

Table 3-1: Operationalization of the Independent and Dependent Variables

Concept	Concept Definition	Operational Component	Level of Measurement	Question No.
Types of Nature-based Accommodation	The types of nature-based accommodation.	– Cabin/Cottage – Lodge/Inn – Hotel/Motel – Resort – Guesthouse – Farm stay/Ranch – Sailboat – Other	Ordinal Scale	Question 1
Features of Nature-based Accommodation	Outstanding characteristics of nature-based accommodation.	– Natural Attractions – Package – Activities – Food – Comfort	Ordinal Scale Ordinal Scale Ordinal Scale Nominal Scale Nominal Scale	Question 2 Question 3 Question 4 Question 5 Question 6
Gender	Gender identification of the tourist.	Male or Female.	Nominal Scale	Question 7
Age	Number of years calculating the life	Duration of life specific to one person.	Interval Scale	Question 8
Education	Level of a tourist's formal education.	Individual's highest degree of study.	Nominal Scale	Question 9
Income	The amount of income of each tourist.	Duration of income of one person.	Interval Scale	Question 10

CHAPTER IV

Research Methodology

The purpose of this chapter is to provide an overview of the research methodology that is employed in this research. In section one, the method of research used is explained. Section two lists the criteria used in the selection of respondents of this research, the sample size and the sampling procedure. In section three the research instrument is discussed, section four summarizes the source of data used in this research, and finally section five explains the statistical treatment of the data.

4.1 Methods of Research Used

The survey method of obtaining information is based on the questioning of respondents. Respondents are asked a variety of questions regarding their behavior, intentions, attitudes, awareness, motivations, and demographic and lifestyle characteristics. Typically, the questioning is structured, meaning some standardization is imposed on the data collection process (Malhotra, 1999).

In this research, the researcher used a survey method for obtaining the data from the respondents who were personally contacted and interviewed at accommodation establishments in Nong Khai. The interviewer's task was to ask them the questions, and recorded the responses into the structured-questionnaire.

4.2 Respondents and Sampling Procedures

4.2.1 Target Population

The target population is the collection of elements or objects that posses the information sought by the researcher and about which inferences are to be made (Malhotra, 1999). The target population of this research includes 4 areas of interest as follows:

Population Element   : Tourists who stay in the accommodation

                                              establishments in Nong Khai Province.

Sampling Unit   :Male or Female tourists visiting selected accommodation

                                               establishments available in Nong Khai.

Extent   : Muang, Tha Bo, Sri Chiang Mai, Sang Khom,

                                               Phon Phi-sai, Pak Cart and Bung Kan districts

                                               in Nong Khai, Thailand.

Duration   : March, 2003

4.2.2 Sample Size

The sampling technique that is used in this study is probability sampling. The number of tourists who stayed in accommodation establishments in Nong Khai is about 152,757 tourists (130,338 Thais and 22,416 foreigners) per year (TAT, 2001). As a result, 382 observations are suitable sample size as Gary Anderson (1996) indicates in the table 4-1.

However, in order to make an easier comparison between the preferences of domestic and international tourists, the researcher collected the data from 400

observations in this study, comprising 200 domestic tourists and 200 international tourists.

Table 4-1: Theoretical Sample Sizes for Different Sizes of Population and Different Tolerable Error.

| Population | Required Sample for Tolerable Error of | | | |
	5%	4%	3%	2%
100	79	85	91	96
500	217	272	340	413
1,000	277	375	516	705
5,000	356	535	879	1,622
50,000	381	593	1,044	2,290
100,000	382	596	1,055	2,344
1,000,000	384	599	1,065	2,344
25,000,000	384	600	1,067	2,400

Source: Anderson, G., 1996.

4.2.3 Sampling Procedure

In this research, the researcher used nonprobability sampling. It is a sampling technique in which units of the sample are selected on the basis of personal judgment or convenience; the probability of any particular member of the population is quite arbitrary, as researchers rely heavily on personal judgment (Zikmund, 1997).

Convenience sampling is being selected in doing the survey. It refers to the sampling procedure of obtaining the people or units that are most conveniently available (Zikmund, 1997).

4.3 Research Instruments

4.3.1 Research Instrument

The researcher used a structured-questionnaire as an instrument of this research. A structured sequence of questions were designed to draw out facts and opinions and which would provide a vehicle for recording the data. It was a list of questions that had pre-specified answer choices. The main advantages of this kind of questionnaire are that it can be collected in a complete form within a short period of time, obtained from the target respondent immediately on completion, and the resultant data can easily be interpreted by computer. The limited time that was available in distributing the questionnaires makes this a favorable choice.

The questionnaire would be written in English and Thai. It is comprised of two parts as follows:

Part I: Tourist Preferences about Types and Features of Nature-based

Accommodation

Part II: Demographic Profiles

The questionnaire details and questions used in each part are as follows:

Part I: Tourist Preferences about Types and Features of Nature-based

   Accommodation

   This part would contain six questions that would measure the preferences about nature-based accommodation types and features preferred by tourists.

   Question 1: The purpose is to collect tourist's preferences about nature-based accommodation *types* by using a ranking of the top three most popular items from 8 characteristics. Ranked on an Ordinal scale.

   The following questions are designed to collect preferences about nature-based accommodation *features* preferred by tourists.

   Question 2: Ordinal data collection about *natural attractions* by ranking the top three most popular items from 6 choices.

   Question 3: Ordinal data collection about *price package* by ranking the top three most popular items from 6 choices.

   Question 4: Ordinal data collection about *activities* by ranking the top five most popular items from 10 choices.

   Question 5: Nominal data collection about *food style* by using multiple responses from 6 items.

   Question 6: Nominal data collection about *levels of comfort.*

Part II: Demographic Profiles

   Five questions designed to measure the demographics of the tourists.

   Question 7: Nominal data collection about *gender.*

Question 8: Interval data collection about *age* by using an opened-ended

question.

Question 9: Nominal data collection about *educational level.*

Question 10: Ordinal data collection about *income* by using an opened-ended

question.

4.3.2 Pretest

The researcher pre-tested data collection tool by distributing questionnaires to at

least 40 tourists who stayed in accommodation establishments in Nong Khai. Mistakes, if

any, were adjusted in terms of sequencing, wording and structuring so that

communication between the researcher and the respondents was not be biased. *Table 4-2*

shows the result of reliability analysis of the pretest.

Table 4-2: Reliability Analysis of the Pretest.

		Mean	Std.Dev	Cases
1.	V8	4.1000	1.8647	40.0
2.	V9	4.5000	2.1122	40.0
3.	V10	4.1000	2.3944	40.0
4.	V11	2.4000	1.3359	40.0
5.	V12	3.1000	1.4815	40.0
6.	V13	3.2000	1.7860	40.0
7.	V14	2.7000	1.3625	40.0
8.	V15	2.9250	1.1183	40.0
9.	V16	3.1500	1.4944	40.0
10.	V17	3.9500	3.1128	40.0
11.	V18	4.4500	2.6598	40.0
12.	V19	5.0500	3.1619	40.0
13.	V20	3.6000	2.8175	40.0
14.	V21	4.3250	3.2690	40.0
15.	V22	.7000	.4641	40.0
16.	V23	.3250	.4743	40.0
17.	V24	.6250	.4903	40.0
18.	V25	.7500	.4385	40.0
19.	V26	.1750	.3848	40.0
20.	V27	.0250	.1581	40.0
21.	V28	1.3750	.5856	40.0

Reliability Coefficients

N of Cases = 40.0   N of Variables = 21

Alpha = .7112

Table 4-2 showed the scale of twenty-one variables comprising in the questionnaires distributed to 40 tourists was reliable at 0.7112 that means the sequencing, wording and structuring of questionnaire was appropriate to collect the data from targeted respondents.

4.4 Collection of Data

The information and data in this research study are both primary and secondary data.

4.4.1 Secondary Data used in this Research

1. Libraries

The researcher had consulted from libraries, different books and journals such as Consumer Behavior, Marketing Research, Journal of Tourism Management, etc. In the process of this research, the researcher had found information from ABAC Library, and the Tourism Authority of Thailand (TAT) Library.

2. Internet

The Internet has been a source of secondary data for this study. The Internet sites visited were www.tat.or.th, www.thailandmaps.net, www.unescap.org, www.epa.gov, www.holidayaccommodationaus.com, www.research.moore.sc.edu and www.unescap.org.

4.4.2 Primary Data

The researcher collected primary data by means of a survey about the preferences about types and features of nature-based accommodation preferred by tourists in Nong Khai. In this research, both international and domestic tourists who had stayed or who were staying in the accommodation establishments in Muang, Tha Bo, Sri Chiang Mai, Sang Khom, Phon Phi-sai, Pak Cart, and Bung Kan districts in Nong Khai province will be the target respondents. These districts have the most popular tourist attractions and places of interest *(See Appendix C)*. The researcher personally contacted the respondents to distribute the questionnaires at tourist accommodations or tourist attractions in theses districts in Nong Khai for the purpose of collecting the data according to the objectives of this research. Then, the researcher's task was to ask them the questions, and recorded the responses into the structured-questionnaire

4.5 *Statistical* **Treatment of Data**

4.5.1 Descriptive Analysis

Descriptive analysis refers to the transformation of raw data into a form that will make them easy to understand and interpret. Calculating of average, frequency distributions, and percentage distributions are the most common ways to summarize data (Aaker; Kumar; Day, 1998).

In this research, the data regarding demographic profiles of the respondents and the data about nature-based accommodation types and features preferred by each tourist group was summarized by descriptive analysis.

4.5.2 Statistics Used

The data was analyzed and summarized in a readable and easily interpretable form after collection. The Statistical Package for Social Science (SPSS) was utilized to summarize the data, where needed. In this research study, Chi-Square test was used in the hypotheses testing.

Chi-square

Chi-square (x2) test allows us to test for significance in the analysis of frequency distributions (Malhotra, 2002). This method is appropriate for situations in which a test for differences between samples is requires. It is especially valuable for nominal data but can be used with ordinal measurements (Cooper; Schindler, 2001).

In this research, the first to tenth hypotheses were tested by using Chi-Square test for identifying the difference in the preferences about the types and features of nature-based accommodation preferred by each tourist group (domestic and international) and also examining the difference in preferences about the types and features of nature-based accommodation preferred by the tourists with different demographic profiles.

CHAPTER V

Presentation of Data and Critical Discussion Results

This chapter contains the analysis of all the data gathered from the respondents (400 sets of data), which includes the presentation and analysis of the data, consisting of the measurement of variables, including demographic frequency distribution, independent and dependent variables, and hypothesis testing.

5.1 Presentations, Analysis and Interpretation of Data

5.1.1 Demographic Profile

Descriptive analysis refers to the transformation of the raw data into a form that will make them easy to understand and interpret. The data in this section will be presented in the form of frequency distribution and percentage distribution. In descriptive analysis, the raw data are presented in the form of frequency as well as percentage for nominal data. These data include the demographic profiles of the respondents based on gender, age, education, and income and also represents the frequency distribution of the dependent and independent variables.

5.1.1.1 Demographic Profile of the Respondents

Table 5-1: Frequency Distribution of Gender of the Respondents

Gender	Domestic Tourists	International Tourists	Total
Male	54 27.0%	130 65.0%	184 46.0%
Female	146 73.0%	70 35.0%	216 54.0%
Total	200 100.0%	200 100.0%	400 100.0%

Table 5--1, it shows that the majority of 400 respondents in this study are female, represented by 216 respondents or 54.0 percent. The remaining 184 respondents or 46.0 percent are male. As a result, it is indicated that the majority of the respondents in Nong Khai are female tourists.

Among 200 domestic tourists, majority of them are female, represented by 146 respondents or 73.0 percent. The remaining 54 respondents or 27.0 percent are male.

In contrast, the majority of 200 international respondents are male, represented by 130 respondents or 65.0 percent. The remaining 70 respondents or 35.0 percent are female.

Table 5-2: Frequency Distribution of the Age of the Respondents

Age (years)	Domestic Tourists	International Tourists	Total
Below 25	76 38.0%	68 34.0%	144 36.0%
25-40	85 42.5%	95 47.5%	187 46.8%
Over 40	39 19.5%	37 14.5%	69 17.2%
Total	200 100%	200 100%	400 100%

Table 5-2, it is shown that the majority of respondents in this study are in the age group of 25-40 years, represented by 187 respondents or 46.8 percent. There are 144 respondents (36.0 percent) below 25 years old and 69 respondents or 17.2 percent are over 40 years of age, respectively. Therefore it is indicated that the majority of the respondents in Nong Khai belonged to the 25-40 years old age group.

Among 200 domestic tourists, majority of them are in the 25-40 years old age group, represented by 85 respondents or 42.5 percent, followed by 76 respondents or 38.0 percent who are in the below 25 years old group, and 39 respondents or 19.5 percent are more than 40 years of age.

Among 200 international tourists, majority of respondents are between 25-40 years of age, represented by 95 respondents or 47.5 percent, followed by 68 respondents or 34.0 percent who are below 25 years, and 37 respondents or 14.5 percent are more than 40 years of age, respectively.

Table 5-3:Frequency Distribution of Education of the Respondents

Education	Domestic Tourists	International Tourists	Valid Total
Secondary or below	74 37.0%	36 18.6%	110 27.9%
Vocational Institute	50 25.0%	53 27.4%	94 23.9%
University or higher	76 38.0%	105 54.0%	190 48.2%
Total	200 100.0%	194 100.0%	394 100.0%

Table 5-3 indicates the level of education of the respondents, and it can be seen that 190 respondents or 48.2 percent have university level education or higher. There are 110 respondents or 27.9 percent with secondary level or below and 94 respondents or 23.9 percent have been educated up to vocational institute level. As a result, it is indicated that the majority of the respondents in Nong Khai had and educational level of university or higher.

Among 200 domestic tourists, majority of them have been educated to university level or higher, represented by 76 respondents or 38.0 percent. There are 74 respondents or 37.0 percent with secondary level or below and 50 respondents or 25.0 percent educated up to vocational institute level.

Among 200 international tourists, majority respondents have been educated to the level of university or higher, represented by 105 respondents or 54.0 percent. There are 53 respondents or 27.4 percent with vocational institute level, and 36 respondents or 18.6 percent educated to the level of secondary or below.

Table 5-4: Frequency Distribution of Income of the Respondents

Income per Month (Baht)	Domestic Tourists	International Tourists	Valid Total
Below 10,000	120 70.6%	4 2.0%	124 34.5%
10,000-50,000	50 29.4%	48 24.0%	98 27.0%
More than 50,000	0 0.0%	140 74.0%	140 38.5%
Total	170 100.0%	192 100.0%	362 100.0%

Table 5-4 depicts the income per month of the respondents, 140 respondents or 38.5 percent (mainly international tourists) earn more than 50,000 baht. 124 respondents or 34.5 percent (mainly domestic tourists) earn below 10,000 baht and 98 respondents or 27.0 percent earn between 10,000 to 50,000 baht. The results show that the majority of tourists in Nong Khai earn more than 50,000 baht for their income per month.

Among domestic tourists, 120 respondents or 70.6 percent earn below 10,000 baht per month and the remaining of 50 respondents or 29.4 percent earn between 10,000 to 50,000 baht.

Among international tourists, 140 respondents or 38.5 percent earn more than 50,000 baht for their income per month. 48 respondents or 24.0 percent earn between 10,000 to 50,000 baht and 4 respondents or 2.0 percent earn below 10,000 baht.

5.1.2 Frequency Distribution of Dependent and Independent Variables

In this part, frequency analysis is used to describe the dependent and independent variables that are ordinal and nominal scale types of measurement. Frequency analysis presents the frequency of each of the categories, the percentage of cases in each category for the sample as a whole.

According to the questionnaire of this research, there are six questions about nature-based accommodation that includes types and features (natural attractions, package, activities, food and comforts).

Table 5-5: Frequency Distribution of Types of Nature-based Accommodation

Types of Nature-based Accommodation	Tourist Groups		
	Domestic	International	Total
Cabin / Cottage	93	56	149
	15.8%	9.5%	12.6%
Lodge/Inn	13	59	72
	2.2%	10.0%	6.1%
Hotel / Motel	63	127	190
	10.7%	21.6%	16.1%
Resort	141	116	257
	23.9%	19.7%	21.8%
Guesthouse	65	123	188
	11.0%	20.9%	16.0%
Farm stay / Ranch	117	59	176
	19.8%	10.0%	14.9%
Sailboat	70	36	106
	11.9%	6.1%	9.0%
Other	28	12	40
	4.7%	2.0%	3.4%
Total	590	588	1,178
	100.0%	100.0%	100.0%

Note. Values total may not equal sample size due to multiple responses.

In table 5-5, the most preferred types of nature-based accommodation by the 400 respondents in this study are shown. As we can see the majority of the respondents preferred a resort, represented by 257 respondents or 21.8 percent. 190 respondents or

16.1 percent preferred a hotel or motel and 188 respondents or 16.0 percent preferred a guesthouse.

Among domestic tourists, the majority of respondents preferred a resort, represented by 141 respondents or 23.9 percent, followed by 117 respondents or 19.8 percent preferring a farm stay or ranch and 93 respondents or 15.8 percent preferred a cabin or cottage.

In contrast, the majority of international respondents preferred a hotel or motel, represented by 127 respondents or 21.6 percent. 123 respondents or 20.9 percent preferred guesthouses and 116 respondents or 19.7 percent preferred resorts.

Table 5-6: Frequency Distribution of Natural Attractions

Natural Attractions	Tourist Groups		
	Domestic	International	Total
Rainforest/Jungle	112	97	209
	18.8%	16.5%	17.7%
Mountains	140	126	266
	23.5%	21.4%	22.5%
River	142	131	273
	23.9%	22.2%	23.1%
Wildlife	88	93	181
	14.8%	15.8%	15.3%
Bird Life	38	56	94
	6.4%	9.5%	7.9%
Cultural	75	86	161
	12.6%	14.6%	13.6%
Total	595	589	1,184
	100.0%	100.0%	100.0%

Note. Values total may not equal sample size due to multiple responses.

Table 5-6 shows the most preferred natural attractions for nature-based accommodation by 400 respondents in this study. As we can see the majority of the respondents preferred a location near a river, represented by 273 respondents or 23.1

percent. 266 respondents or 22.5 percent preferred mountains and 209 respondents or 17.7 percent preferred a rainforest or jungle.

Among domestic tourists, the majority of respondents preferred a location near a river, represented by 142 respondents or 23.9 percent. 140 respondents or 23.5 percent preferred mountains and 112 respondents or 18.8 percent preferred a rainforest or jungle.

Similarly, majority of international tourists preferred a location near a river, represented by 131 respondents or 22.2 percent. 126 respondents or 21.4 percent preferred mountains and 97 respondents or 16.5 percent preferred a rainforest or jungle.

Table 5-7: Frequency Distribution of Package

Package	Tourist Groups		
	Domestic	International	Total
Accommodation only	60	104	164
	10.2%	17.9%	14.0%
Transfer from nearest center	131	103	234
	22.25%	17.7%	20.0%
Breakfast included	148	155	303
	25.1%	26.7%	25.9%
Guide Service included	139	104	243
	23.6%	17.9%	20.8%
Entertainment included	107	93	200
	18.2%	16.0%	17.1%
Other	4	22	26
	0.7%	3.8%	2.2%
Total	589	581	1,170
	100.0%	100.0%	100.0%

Note. Values total may not equal sample size due to multiple responses

Table 5-7 shows the most preferred package constituting nature-based accommodation among the 400 respondents in this study. As we can see the majority of the respondents preferred the inclusion of breakfast, represented by 303 respondents or 25.9 percent. 243 respondents or 20.8 percent preferred the inclusion of a guide service

and 234 respondents or 20.0 percent preferred the inclusion of transfer from the nearest center.

Among domestic tourists, the majority of respondents preferred the inclusion of breakfast, represented by 148 respondents or 25.1 percent. 148 respondents or 25.1 percent preferred the inclusion of a guide service and 131 respondents or 22.2 percent preferred the inclusion of a transfer from the nearest center.

Among international tourists, the majority of respondents preferred the inclusion of breakfast represented by 155 respondents or 26.7 percent, whilst the same amount of respondents, 104 or 17.9 percent, both preferred the inclusion of a guide service or just accommodation only.

Table 5-8: Frequency Distribution of Activities

Activities	Domestic Tourists	International Tourists	Total
Trail hiking	155 16.0%	93 9.9%	248 13.0%
Wildlife tour	155 16.0%	84 9.0%	239 12.5%
Bird watching	87 9.0%	98 10.4%	185 9.7%
River trips	107 11.0%	128 13.6%	235 12.3%
Mountain biking	115 11.9%	121 12.9%	236 12.4%
River swimming	57 5.9%	118 12.6%	175 9.2%
Archeological sites	122 12.6%	86 9.2%	208 10.9%
Swimming in a pool	41 4.2%	73 7.8%	114 6.0%
Fishing	42 4.3%	53 5.7%	95 5.0%
Cultural	88 9.1%	84 9.0%	172 9.0%
Total	969 100.0%	938 100.0%	1,907 100.0%

Note. Values total may not equal sample size due to multiple responses

Table 5-8, the most preferred activities at nature-based accommodations among the 400 respondents in this study are shown. As we can see the majority of the respondents preferred trail hiking, represented by 248 respondents or 13.0 percent. 239 respondents or 12.5 percent preferred wildlife tours and 236 respondents or 12.4 percent preferred mountain biking, followed by 235 respondents or 12.4 percent preferring river trips and 208 respondents or 10.9 percent who preferred archeological sites.

Among domestic tourists, the majority of respondents preferred trail hiking and wildlife tours, both represented by same number of respondents, 155 or 16.0 percent. There are 122 respondents or 12.6 percent who preferred archeological sites, followed by 115 respondents or 11.9 percent that preferred mountain biking and 107 respondents or 11.0 percent that preferred river trips.

In contrast, the majority of international tourists preferred river trips, represented by 128 respondents or 13.6 percent. 121 respondents or 12.9 percent preferred mountain biking, followed by 118 respondents or 12.6 percent that preferred swimming in a river. 98 respondents or 10.4 percent preferred bird watching and 93 respondents or 9.9 percent preferred trial walking.

Table 5-9: Frequency Distribution of Food

Food	Tourist Groups		
	Domestic	International	Total
High quality	142	92	234
	26.1%	24.7%	25.5%
Hearty/Family	81	22	103
	14.9%	5.9%	11.2%
Thai food	129	136	265
	23.7%	36.6%	28.9%
Local cultural style	144	66	210
	26.5%	17.7%	22.9%
Western	36	50	86
	6.6%	13.4%	9.4%
Other	12	6	18
	2.2%	1.6%	2.0%
Total	544	372	916
	100.0%	100.0%	100.0%

Note. Values total may not equal sample size due to multiple responses

Table 5-9, the most preferred food types provided by nature-based accommodation among the 400 respondents in this study is shown. As we can see the majority of the respondents preferred Thai food, represented by 265 respondents or 28.9 percent. 234 respondents or 25.5 percent preferred high quality food, followed by 210 respondents or 22.9 percent that preferred local cultural style cuisine.

Among domestic tourists, the majority of respondents preferred a local cultural style, represented by 144 respondents or 26.5 percent. 142 respondents or 26.1 percent preferred high quality followed by 129 respondents or 23.7 percent that preferred Thai food.

In contrast, the majority of international tourists preferred Thai food, represented by 136 respondents or 36.6 percent. 92 respondents or 24.7 percent preferred high quality and 66 respondents or 17.7 percent preferred a local cultural style.

Table 5-10: Frequency Distribution of Comforts

Comforts[*]	Tourist Groups		
	Domestic	International	Valid Total
Basics	115	90	205
	57.5%	45.7%	51.6%
Moderate	80	85	165
	40.0%	43.1%	41.6%
Luxurious	5	22	27
	2.5%	11.2%	6.8%
Total	200	197	397
	100.0%	100.0%	100.0%

Table 5-10, the most preferred comforts in the nature-based accommodation among 400 respondents in this study is shown. As we can see the majority of the respondents preferred a basic level of comfort, represented by 205 respondents or 51.6 percent, whilst 165 respondents or 41.6 percent preferred moderate and 27 respondents or 6.8 percent preferred luxurious.

Among domestic tourists, the majority of respondents preferred a basic level of comfort, represented by 115 respondents or 57.5 percent, whilst 80 respondents or 40.0 percent preferred moderate and 5 respondents or 2.5 percent preferred luxurious.

Similarly, the majority of international tourists preferred a basic level, represented by 90 respondents or 45.7 percent, whilst 85 respondents or 43.1 percent preferred moderate and 22 respondents or 11.2 percent preferred luxurious.

Comforts: *Basics* offer little more than a bed in room and housekeeping service, *Moderate* is limited services to a private room with bath, telephone and television, *Luxurious* offers a complete range of services and such additional services as entertainment and recreational facilities.

5.2 Hypothesis Testing

The Chi-Square (x2) test is appropriate for situations in which a test for differences between samples is required. It is especially valuable for nominal data but can also be used with ordinal measurements (Cooper; Schindler, 2001).

Hypothesis Testing Procedure

Step 1: State the statistics test

Chi-Square (x2) is chosen because it measures the differences between two independent samples.

$$\chi 2 = \frac{(O_{ij} - E_{ij})}{E_{ij}}$$

in which

O_{ij} = Observed number of cases categories in the $_{ij}$th cell

E_{ij} = Expected number of cases under Ho to be categorized in the $_{ij}$th cell

Step 2: Determine the accept and reject the null hypothesis

Significant (p-value) > 0.05, Accept Ho

Significant (p-value) < 0.05, Reject Ho

Step 3: Interpret the hypothesis result

If the significant value is greater than 0.05, the null hypothesis is accepted, therefore the two independent samples are not different. So, the alternative hypothesis is rejected.

If the significant value is less than 0.05, the null hypothesis is rejected, therefore the two independent samples are significantly different. So, the alternative hypothesis is rejected.

Step 4: Determine the preferred and non-preferred categories

Observed count > Expected count, Preferred category

Observed count < Expected count, Non-preferred category

Step 5: Interpret

If the frequency of observed count (O_{ij}) is greater than expected count (E_{ij}), the respondents prefer that category.

If the frequency of observed count (O_{ij}) is less than expected count (E_{ij}), the respondents do not prefer that category.
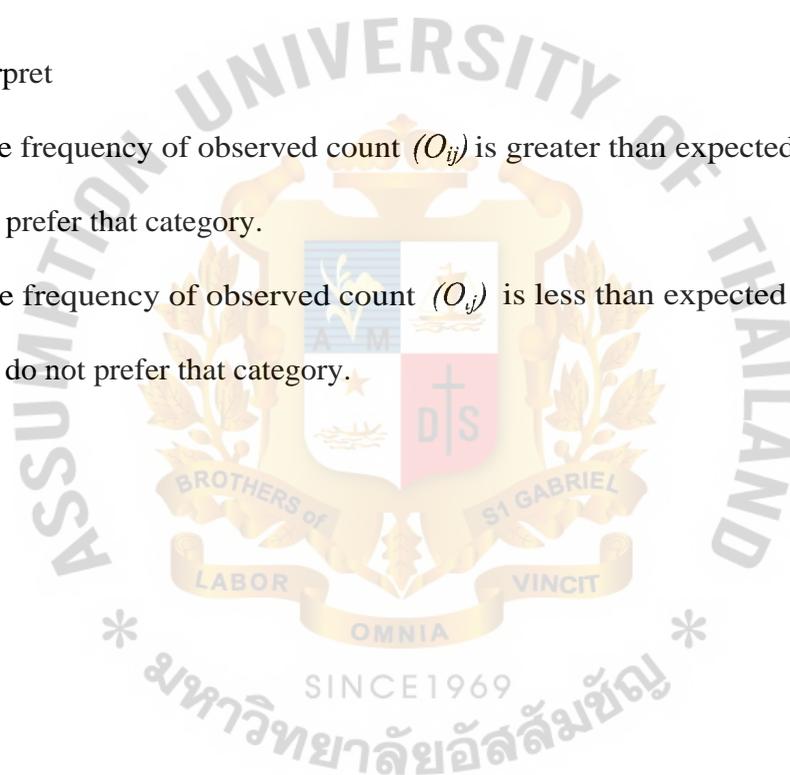
5.2.1 Hypothesis One

Ho1: There is no difference in preferences about the most preferred *types* of nature-based accommodation between the *gender* of tourists.

Ha1: There is a difference in preferences about the most preferred *types* of nature-based accommodation between the *gender* of tourists.

Table 5-11: Gender and the Most Preferred Types of Nature-based Accommodation

Types of Nature-based Accommodation		Gender		Total
		Male	Female	
Cabin/Cottage	Count	30	38	68
	Expected Count	31.3	36.7	68.0
	% within gender	16.3%	17.6%	17.0%
Lodge/Inn	Count	10	7	17
	Expected Count	7.8	9.2	17.0
	% within gender	5.4%	3.2%	4.3%
Hotel/Motel	Count	40	32	72
	Expected Count	33.1	38.9	72.0
	% within gender	21.7%	14.8%	18.0%
Resort	Count	40	70	110
	Expected Count	50.6	59.4	110.0
	% within gender	21.7%	32.4%	27.5%
Guesthouse	Count	32	15	47
	Expected Count	21.6	25.4	47.0
	% within gender	17.4%	6.9%	11.8%
Farmstay/Ranch	Count	12	24	36
	Expected Count	16.6	19.4	36.0
	% within gender	6.5%	11.1%	9.0%
Sailboat	Count	12	23	35
	Expected Count	16.1	18.9	35.0
	% within gender	6.5%	10.6%	8.8%
Other	Count	8	7	15
	Expected Count	6.9	8.1	15.0
	% within gender	4.3%	3.2%	3.8%
Total	Count	184	216	400
	Expected Count	184.0	216.0	400.0
	% within gender	100.0%	100.0%	100.0%

$[x2 = 21.794] = $ Sig. 0.003

Table 5-11 shows the result of any difference in preferences between genders of the respondents and the most preferred types of nature-based accommodation. The results are significant at the 0.003 level, leading to the rejection of the null hypothesis. So, the alternative hypothesis is accepted, that the respondents with different gender have significant differences in their preferences towards the most preferred types of nature-based accommodation.

From the research finding, male respondents (184) preferred a hotel or motel (40 respondents or 21.7 percent), a guesthouse (32 respondents or 17.4 percent), a lodge or inn (10 respondents or 5.4 percent) and other types (8 respondents or 4.3 percent). In contrast, the female respondents (216) preferred a resort (70 respondents or 32.4 percent), a cabin or cottage (38 respondents or 17.6 percent), a farm stay or ranch (24 respondents or 11.1), and a sailboat (23 respondents or 10.6 percent).

5.2.2 Hypothesis Two

Ho2: There is no difference in preferences about the most preferred *features* of nature-based accommodation between the *gender* of tourists.

Ha2: There is a difference in preferences about the most preferred *features* of nature-based accommodation between the *gender* of tourists.

Features of Nature-based Accommodation: natural attractions, package, activities, food and comforts.

Table 5-12: Gender and the Most Preferred Natural Attractions

Natural Attractions			Gender		Valid
			Male	Female	Total
Rainforest/Jungle	Count		42	47	89
	Expected Count		41.1	47.9	89.0
	% within gender		22.8%	22.0%	22.4%
Mountains	Count		39	56	95
	Expected Count		43.9	51.1	95.0
	% within gender		21.2%	26.2%	23.9%
River	Count		38	45	83
	Expected Count		38.4	44.6	83.0
	% within gender		20.7%	21.0%	20.9%
Wildlife	Count		30	20	50
	Expected Count		23.1	26.9	50.0
	% within gender		16.3%	9.3%	12.6%
Bird Life	Count		6	7	13
	Expected Count		6.0	7.0	13.0
	% within gender		3.3%	3.3%	3.3%
Cultural	Count		29	39	68
	Expected Count		31.4	36.6	68.0
	% within gender		15.8%	18.2%	17.1%
Total	Count		184	214	398
	Expected Count		184.0	214.0	398.0
	% within gender		100.0%	100.0%	100.0%

$[x2 = 5.229] = $ Sig. 0.389

Table 5-12 shows the result of any difference in preferences between genders of the respondents and the most preferred natural attractions. The results are significant at the 0.389 level, leading to the acceptance of the null hypothesis that respondents with different gender have no difference in preferences towards the most preferred natural attractions for nature-based accommodation.

Table 5-13: Gender and the Most Preferred Package

Package		Gender		Valid
		Male	Female	Total
Accommodation only	Count	47	34	81
	Expected Count	37.2	43.8	81.0
	% within gender	25.7%	15.8%	20.4%
Transfer from naearest center	Count	18	43	61
	Expected Count	28.0	33.0	61.0
	% within gender	9.8%	20.0%	15.3%
Breakfast Included	Count	37	50	87
	Expected Count	40.0	47.0	87.0
	% within gender	20.2%	23.3%	21.9%
Guide service included	Count	46	50	96
	Expected Count	44.1	51.9	96.0
	% within gender	25.1%	23.3%	24.1%
Entertainment included	Count	33	38	71
	Expected Count	32.6	38.4	71.0
	% within gender	18.0%	17.7%	17.8%
Other	Count	2	0	2
	Expected Count	.9	1.1	2.0
	% within gender	1.1%	.0%	.5%
Total	Count	183	215	398
	Expected Count	183.0	215.0	398.0
	% within gender	100.0%	100.0%	100.0%

$[x^2 = 14.313]$ = Sig. 0.014

Table 5-13 shows the result of any difference in preferences between genders of the respondents and the most preferred package. The results are significant at the 0.014 level, leading to the rejection of the null hypothesis. So the alternative hypothesis is accepted, that the respondents with different gender have significant differences in their preferences towards the most preferred package at a nature-based accommodation.

From the research results, out of 183 male respondents the most preferred packages were: accommodation only (47 respondents or 25.7 percent), inclusion of guide service (46 respondents or 25.1 percent), inclusion of entertainment (33 respondents or

18.0 percent), and inclusion of other service (2 respondents or 1.1 percent). In contrast, out of 215 female respondents the most preferred packages were the inclusion of breakfast (50 respondents or 23.3 percent) and inclusion of transfer from the nearest center (43 respondents or 20.0 percent).

Table 5-14: Gender and the Most Preferred Activities

Activities		Gender		Valid Total
		Male	Female	
Trail Hiking	Count	40	60	100
	Expected Count	45.9	54.1	100.0
	% within gender	21.9%	27.8%	25.1%
Wildlife Tour	Count	18	26	44
	Expected Count	20.2	23.8	44.0
	% within gender	9.8%	12.0%	11.0%
Bird Watching	Count	8	11	19
	Expected Count	8.7	10.3	19.0
	% within gender	4.4%	5.1%	4.8%
River trips	Count	21	14	35
	Expected Count	16.1	18.9	35.0
	% within gender	11.5%	6.5%	8.8%
Mountain biking	Count	27	30	57
	Expected Count	26.1	30.9	57.0
	% within gender	14.8%	13.9%	14.3%
River swimming	Count	21	16	37
	Expected Count	17.0	20.0	37.0
	% within gender	11.5%	7.4%	9.3%
Archeological	Count	12	21	33
	Expected Count	15.1	17.9	33.0
	% within gender	6.6%	9.7%	8.3%
Swimming in the pool	Count	9	12	21
	Expected Count	9.6	11.4	21.0
	% within gender	4.9%	5.6%	5.3%
Fishing	Count	4	2	6
	Expected Count	2.8	3.2	6.0
	% within gender	2.2%	.9%	1.5%
Cultural	Count	23	24	47
	Expected Count	21.6	25.4	47.0
	% within gender	12.6%	11.1%	11.8%
Total	Count	183	216	399
	Expected Count	183.0	216.0	399.0
	% within gender	100.0%	100.0%	100.0%

$[x2 = 9.066] = $ Sig. 0.431

Table 5-14 shows the result of any difference in preferences between gender of the respondents and the most preferred activities. The results are significant at the 0.431 level, leading to the acceptance of the null hypothesis that the respondents with different gender have no difference in preferences towards the most preferred activities in nature-based accommodation.

Table 5-15: Gender and the Most Preferred Food

Food		Gender		Total
		Male	Female	
High quality	Count	92	142	234
	Expected Count	96.1	137.9	234.0
	% within gender	24.5%	26.3%	25.5%
Hearty/Family	Count	34	69	103
	Expected Count	42.3	60.7	103.0
	% within gender	9.0%	12.8%	11.2%
Thai food	Count	123	142	265
	Expected Count	108.8	156.2	265.0
	% within gender	32.7%	26.3%	28.9%
Local culture style	Count	87	123	210
	Expected Count	86.2	123.8	210.0
	% within gender	23.1%	22.8%	22.9%
Western	Count	34	52	86
	Expected Count	35.3	50.7	86.0
	% within gender	9.0%	9.6%	9.4%
Other	Count	6	12	18
	Expected Count	7.4	10.6	18.0
	% within gender	1.6%	2.2%	2.0%
Total	Count	376	540	916
	Expected Count	376.0	540.0	916.0
	% within gender	100.0%	100.0%	100.0%

Note. Multiple responses. $[x2 = 6.731] = $ Sig. 0.241

Table 5-15 shows the result of any difference in preferences between gender of the respondents and the most preferred food. The results are significant at the 0.241 levels, leading to the acceptance of the null hypothesis that respondents with different gender

have no difference in preferences towards the most preferred style of food in nature-

based accommodation.

Table 5-16: Different Gender and the Most Preferred Comforts

Comfort			Gender		Valid
			Male	Female	Total
Basics	Count		93	112	205
	Expected Count		93.5	111.5	205.0
	% within gender		51.4%	51.9%	51.6%
Moderate	Count		74	91	165
	Expected Count		75.2	89.8	165.0
	% within gender		40.9%	42.1%	41.6%
Luxurious	Count		14	13	27
	Expected Count		12.3	14.7	27.0
	within gender		7.7%	6.0%	6.8%
Total	Count		181	216	397
	Expected Count		181.0	216.0	397.0
	within gender		100.0%	100.0%	100.0%

$[x2 = 0.468] = $ Sig. 0.792

Table 5-16 shows the result of any difference in preferences between gender of

the respondents and the most preferred comforts. The results are significant at the 0.792

level, leading to the acceptance of the null hypothesis that the respondents with different

gender have no difference in preferences towards the most preferred comforts in nature-

based accommodation.

5.2.3 Hypothesis Three

Ho3: There is no difference in preferences about the most preferred *types* of

nature-based accommodation among different *age groups* of tourists.

Ha3: There is a difference in preferences about the most preferred *types* of

nature-based accommodation among different *age groups* of tourists.

Table 5-17: Age Groups and the Most Preferred Types of Nature-based

Accommodation

Types of Nature-based Accommodation		Age			
		< 25 year	25 - 40 year	> 40 year	Total
Cabin/Cottage	Count	22	33	13	68
	Expected Count	24.5	31.8	11.7	68.0
	% within age	15.3%	17.6%	18.8%	17.0%
Lodge/Inn	Count	8	9	0	17
	Expected Count	6.1	7.9	2.9	17.0
	% within age	5.6%	4.8%	.0%	4.3%
Hotel/Motel	Count	18	31	23	72
	Expected Count	25.9	33.7	12.4	72.0
	% within age	12.5%	16.6%	33.3%	18.0%
Resort	Count	41	55	14	110
	Expected Count	39.6	51.4	19.0	110.0
	% within age	28.5%	29.4%	20.3%	27.5%
Guesthouse	Count	20	23	4	47
	Expected Count	16.9	22.0	8.1	47.0
	% within age	13.9%	12.3%	5.8%	11.8%
Farmstay/Ranch	Count	17	13	6	36
	Expected Count	13.0	16.8	6.2	36.0
	% within age	11.8%	7.0%	8.7%	9.0%
Sailboat	Count	13	16	6	35
	Expected Count	12.6	16.4	6.0	35.0
	% within age	9.0%	8.6%	8.7%	8.8%
Other	Count	5	7	3	15
	Expected Count	5.4	7.0	2.6	15.0
	% within age	3.5%	3.7%	4.3%	3.8%
Total	Count	144	187	69	400
	Expected Count	144.0	187.0	69.0	400.0
	% within age	100.0%	100.0%	100.0%	100.0%

$[x2 = 22.274] = $ Sig. 0.073

Table 5-17 shows the result of any difference in preferences among age groups of

the respondents and the most preferred types of nature-based accommodation. The results

are significant at the 0.073 level, leading to the acceptance of the null hypothesis that the

respondents with different age have no difference in preferences towards the most

preferred types of nature-based accommodation.

5.2.4 Hypothesis Four

Ho4: There is no difference in preferences about the most preferred *features* of nature-based accommodation among different *age groups* of tourists.

Ha4: There is a difference in preferences about the most preferred *features* of nature-based accommodation among different *age groups* of tourists.

Table 5-18: Age Groups and the Most Preferred Natural Attractions

Natural Attractions		Age			Valid Total
		< 25 year	25 - 40 year	> 40 year	
Rainforest/Jungle	Count	42	37	10	89
	Expected Count	32.2	41.6	15.2	89.0
	% within age	29.2%	19.9%	14.7%	22.4%
Mountains	Count	34	42	19	95
	Expected Count	34.4	44.4	16.2	95.0
	% within age	23.6%	22.6%	27.9%	23.9%
River	Count	31	38	14	83
	Expected Count	30.0	38.8	14.2	83.0
	% within age	21.5%	20.4%	20.6%	20.9%
Wildlife	Count	10	34	6	50
	Expected Count	18.1	23.4	8.5	50.0
	% within age	6.9%	18.3%	8.8%	12.6%
Bird Life	Count	4	9	0	13
	Expected Count	4.7	6.1	2.2	13.0
	% within age	2.8%	4.8%	.0%	3.3%
Cultural	Count	23	26	19	68
	Expected Count	24.6	31.8	11.6	68.0
	% within age	16.0%	14.0%	27.9%	17.1%
Total	Count	144	186	68	398
	Expected Count	144.0	186.0	68.0	398.0
	% within age	100.0%	100.0%	100.0%	100.0%

$[x2 = 24.720] = $ Sig. 0.006

Table 5-18 shows the result of any difference in preferences among age groups of the respondents and the most preferred natural attractions. The results are significant at the 0.006 level, leading to the rejection of the null hypothesis. So the alternative hypothesis is accepted, that the respondents with different age have significant differences in their preferences toward the most preferred natural attractions for nature-based accommodation.

From the research results, respondents in the age below 25 years (144) preferred a location near rainforest or jungle (42 respondents or 29.2 percent), a location near river (31 respondents or 21.5 percent). In contrast, respondents in the age group of 25-40 years (186) preferred wildlife (34 respondents or 18.3 percent) and bird life (9 respondents or 4.8 percent). Meanwhile out of 68 respondents over 40 years old the same number, 19 respondents or 27.9 percent, preferred either a location near mountains, or the incorporation of a cultural attraction.
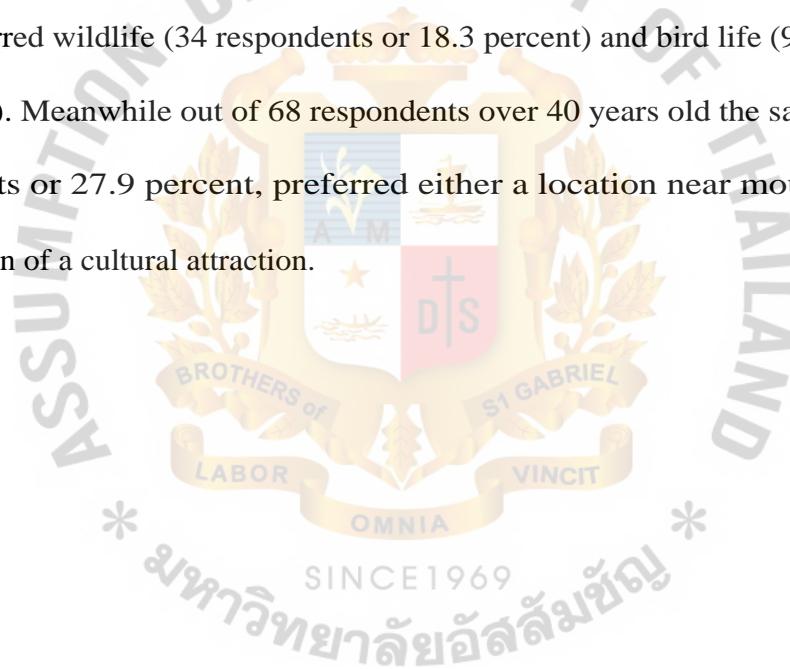
Table 5-19: Age Groups and the Most Preferred Package

Package		Age			Total
		< 25 year	25 - 40 year	> 40 year	
Accommodation only	Count	27	37	17	81
	Expected Count	29.1	38.1	13.8	81.0
	% within age	18.9%	19.8%	25.0%	20.4%
Transfer from naearest center	Count	31	22	8	61
	Expected Count	21.9	28.7	10.4	61.0
	% within age	21.7%	11.8%	11.8%	15.3%
Breakfast Included	Count	30	43	14	87
	Expected Count	31.3	40.9	14.9	87.0
	% within age	21.0%	23.0%	20.6%	21.9%
Guide service included	Count	31	46	19	96
	Expected Count	34.5	45.1	16.4	96.0
	% within age	21.7%	24.6%	27.9%	24.1%
Entertainment included	Count	24	37	10	71
	Expected Count	25.5	33.4	12.1	71.0
	% within age	16.8%	19.8%	14.7%	17.8%
Other	Count	0	2	0	2
	Expected Count	.7	.9	.3	2.0
	% within age	.0%	1.1%	.0%	.5%
Total	Count	143	187	68	398
	Expected Count	143.0	187.0	68.0	398.0
	% within age	100.0%	100.0%	100.0%	100.0%

$[x2 = 10.890] = $ Sig. 0.366

Table 5-19 shows the result of any difference in preferences among age groups of the respondents and the most preferred package. The results are significant at the 0.366 level, leading to the acceptance of the null hypothesis that the respondents with different age have no difference in preferences towards the most preferred package of nature-based accommodation.

Table 5-20: Age Groups and the Most Preferred Activities

| Activities | | Age | | | |
		< 25 year	25 - 40 year	> 40 year	Valid Total
Trail Hiking	Count	39	47	14	100
	Expected Count	35.8	46.9	17.3	100.0
	% within age	27.3%	25.1%	20.3%	25.1%
Wildlife Tour	Count	12	23	9	44
	Expected Count	15.8	20.6	7.6	44.0
	% within age	8.4%	12.3%	13.0%	11.0%
Bird Watching	Count	7	8	4	19
	Expected Count	6.8	8.9	3.3	19.0
	% within age	4.9%	4.3%	5.8%	4.8%
River trips	Count	8	15	12	35
	Expected Count	12.5	16.4	6.1	35.0
	% within age	5.6%	8.0%	17.4%	8.8%
Mountain biking	Count	30	23	4	57
	Expected Count	20.4	26.7	9.9	57.0
	% within age	21.0%	12.3%	5.8%	14.3%
River swimming	Count	12	19	6	37
	Expected Count	13.3	17.3	6.4	37.0
	% within age	8.4%	10.2%	8.7%	9.3%
Archeological	Count	11	13	9	33
	Expected Count	11.8	15.5	5.7	33.0
	% within age	7.7%	7.0%	13.0%	8.3%
Swimming in the pool	Count	9	10	2	21
	Expected Count	7.5	9.8	3.6	21.0
	% within age	6.3%	5.3%	2.9%	5.3%
Fishing	Count	1	4	1	6
	Expected Count	2.2	2.8	1.0	6.0
	% within age	.7%	2.1%	1.4%	1.5%
Cultural	Count	14	25	8	47
	Expected Count	16.8	22.0	8.1	47.0
	% within age	9.8%	13.4%	11.6%	11.8%
Total	Count	143	187	69	399
	Expected Count	143.0	187.0	69.0	399.0
	% within age	100.0%	100.0%	100.0%	100.0%

$[x2 = 24.361] = $ Sig. 0.144

Table 5-20 shows the result of any difference in preferences among age groups of

the respondents and the most preferred activities. The results are significant at the 0.144

level, leading to the acceptance of the null hypothesis that the respondents with different

age have no difference in preferences towards the most preferred activities in nature-based accommodation.

Table 5-21: Age Groups and the Most Preferred Food

Food		< 25 year	25 - 40 year	> 40 year	Total
High quality	Count	87	108	39	234
	Expected Count	85.1	108.1	40.9	234.0
	% within age	26.1%	25.5%	24.4%	25.5%
Hearty/Family	Count	39	46	18	103
	Expected Count	37.4	47.6	18.0	103.0
	% within age	11.7%	10.9%	11.3%	11.2%
Thai food	Count	91	126	48	265
	Expected Count	96.3	122.4	46.3	265.0
	% within age	27.3%	29.8%	30.0%	28.9%
Local culture style	Count	76	101	33	210
	Expected Count	76.3	97.0	36.7	210.0
	% within age	22.8%	23.9%	20.6%	22.9%
Western	Count	28	36	22	86
	Expected Count	31.3	39.7	15.0	86.0
	% within age	8.4%	8.5%	13.8%	9.4%
Other	Count	12	6	0	18
	Expected Count	6.5	8.3	3.1	18.0
	% within age	3.6%	1.4%	.0%	2.0%
Total	Count	333	423	160	916
	Expected Count	333.0	423.0	160.0	916.0
	% within age	100.0%	100.0%	100.0%	100.0%

Note. Multiple responses $[x2 = 13.517] = $ Sig. 0.196

Table 5-21 shows the result of any difference in preferences among age groups of the respondents and the most preferred food. The results are significant at the 0.196 level, leading to the acceptance of the null hypothesis that the respondents with different age have no difference in preferences towards the most preferred style of food in nature-based accommodation.

Table 5-22: Age Groups and the Most Preferred Comforts

Comfort		Age			Valid Total
		< 25 year	25 - 40 year	> 40 year	
Basics	Count	66	102	37	205
	Expected Count	73.3	96.0	35.6	205.0
	% within age	46.5%	54.8%	53.6%	51.6%
Moderate	Count	68	75	22	165
	Expected Count	59.0	77.3	28.7	165.0
	% within age	47.9%	40.3%	31.9%	41.6%
Luxurious	Count	8	9	10	27
	Expected Count	9.7	12.6	4.7	27.0
	% within age	5.6%	4.8%	14.5%	6.8%
Total	Count	142	186	69	397
	Expected Count	142.0	186.0	69.0	397.0
	% within age	100.0%	100.0%	100.0%	100.0%

$[x2 = 11.484] = Sig.\ 0.022$

Table 5-22 shows the result of any difference in preferences among age groups of the respondents and the most preferred comforts. The results are significant at the 0.022 level, leading to the rejection of the null hypothesis. So, the alternative hypothesis is accepted, that the respondents within different age groups have significant differences in preferences towards the most preferred comforts in nature-based accommodation.

From the research findings, out of 142 respondents below 25 years old, most preferred a moderate level of comfort (68 respondents or 47.9 percent), whilst the respondents in the of 25-40 year age group preferred a basic level (102 respondents or 54.8 percent) and respondents in the over 40 years old preferred basic level (37 respondents or 53.6 percent) and luxurious (10 respondents or 14.5 percent).

5.2.5 Hypothesis Five

Hoy: There is no difference in preferences about the most preferred *types* of nature-based accommodation among different *educational levels* of tourists.

Ha5: There is a difference in preferences about the most preferred *types* of nature-based accommodation among different *educational levels of* tourists.

Table 5-23: Educational Levels and the Most Preferred Types of Nature-based Accommodation

Types of Nature-based Accommodation		Education			
		Secondary or below	Vocational Institute	University or higher	Valid Total
Cabin/Cottage	Count	21	20	27	68
	Expected Count	19.0	16.2	32.8	68.0
	% within education	19.1%	21.3%	14.2%	17.3%
Lodge/Inn	Count	3	2	11	16
	Expected Count	4.5	3.8	7.7	16.0
	% within education	2.7%	2.1%	5.8%	4.1%
Hotel/Motel	Count	14	20	34	68
	Expected Count	19.0	16.2	32.8	68.0
	% within education	12.7%	21.3%	17.9%	17.3%
Resort	Count	34	24	51	109
	Expected Count	30.4	26.0	52.6	109.0
	% within education	30.9%	25.5%	26.8%	27.7%
Guesthouse	Count	14	10	23	47
	Expected Count	13.1	11.2	22.7	47.0
	% within education	12.7%	10.6%	12.1%	11.9%
Farmstay/Ranch	Count	8	6	22	36
	Expected Count	10.1	8.6	17.4	36.0
	% within education	7.3%	6.4%	11.6%	9.1%
Sailboat	Count	9	7	19	35
	Expected Count	9.8	8.4	16.9	35.0
	within education	8.2%	7.4%	10.0%	8.9%
Other	Count	7	5	3	15
	Expected Count	4.2	3.6	7.2	15.0
	% within education	6.4%	5.3%	1.6%	3.8%
Total	Count	110	94	190	394
	Expected Count	110.0	94.0	190.0	394.0
	% within education	100.0%	100.0%	100.0%	100.0%

$[x2= 15.823] = $ Sig. 0.324

Table 5-23 shows the result of any difference in preferences among educational levels of the respondents and the most preferred types of nature-based accommodation. The results are significant at the 0.324 level, leading to the acceptance of the null hypothesis that the respondents with different educational level have no difference in preferences toward the types of nature-based accommodation.

5.2.6 Hypothesis Six

Ho6: There is no difference in preferences about the most preferred *features* of nature-based accommodation among different *educational levels* of tourists.

Ha6: There is a difference in preferences about the most preferred *features* of nature-based accommodation among different *educational levels* of tourists.

Features of Nature-based Accommodation: natural attractions, package, activities, food and comforts.

Table 5-24: Educational Levels and the Most Preferred Natural Attractions

Natural Attractions		Education			Valid Total
		Secondary or below	Vocational Institute	University or higher	
Rainforest/Jungle	Count	30	20	36	86
	Expected Count	24.1	20.6	41.2	86.0
	% within education	27.3%	21.3%	19.1%	21.9%
Mountains	Count	26	28	41	95
	Expected Count	26.7	22.8	45.6	95.0
	% within education	23.6%	29.8%	21.8%	24.2%
River	Count	18	19	45	82
	Expected Count	23.0	19.7	39.3	82.0
	% within education	16.4%	20.2%	23.9%	20.9%
Wildlife	Count	10	15	25	50
	Expected Count	14.0	12.0	24.0	50.0
	% within education	9.1%	16.0%	13.3%	12.8%
Bird Life	Count	4	7	2	13
	Expected Count	3.6	3.1	6.2	13.0
	% within education	3.6%	7.4%	1.1%	3.3%
Cultural	Count	22	5	39	66
	Expected Count	18.5	15.8	31.7	66.0
	% within education	20.0%	5.3%	20.7%	16.8%
Total	Count	110	94	188	392
	Expected Count	110.0	94.0	188.0	392.0
	% within education	100.0%	100.0%	100.0%	100.0%

$[x^2 = 25.181] = $ Sig. 0.005

Table 5-24 shows the result of any difference in preferences among educational levels of the respondents and the most preferred natural attractions. The results are significant at the 0.005 level, leading to the rejection of the null hypothesis. So, the alternative hypothesis is accepted, that the respondents with different education have significant differences in preferences towards the most preferred natural attractions for nature-based accommodation.

From the research findings, respondents educated to secondary level or below (110 respondents), preferred the following: rainforest or jungle (30 respondents or 27.3 percent), cultural (22 respondents or 20.0 percent) and bird life (4 respondents or 3.6 percent). In contrast, respondents educated in a vocational institute (94 respondents) preferred mountains (28 respondents or 29.8 percent), wildlife (15 respondents or 16.0 percent) and bird life (7 respondents or 7.4 percent), while respondents who have university level or higher education (188 respondents) preferred a river (45 respondents or 23.9 percent), cultural attraction (39 respondents or 20.7 percent), and wildlife (25 respondents or 13.3 percent).

Table 5-25: Educational Levels and the Most Preferred Package

Package		Secondary or below	Vocational Institute	University or higher	Valid Total
Accommodation only	Count	26	13	39	78
	Expected Count	21.7	18.7	37.6	78.0
	% within education	23.9%	13.8%	20.6%	19.9%
Transfer from naearest center	Count	22	14	25	61
	Expected Count	17.0	14.6	29.4	61.0
	% within education	20.2%	14.9%	13.2%	15.6%
Breakfast Included	Count	17	23	46	86
	Expected Count	23.9	20.6	41.5	86.0
	% within education	15.6%	24.5%	24.3%	21.9%
Guide service included	Count	23	32	40	95
	Expected Count	26.4	22.8	45.8	95.0
	% within education	21.1%	34.0%	21.2%	24.2%
Entertainment included	Count	21	12	37	70
	Expected Count	19.5	16.8	33.8	70.0
	% within education	19.3%	12.8%	19.6%	17.9%
Other	Count	0	0	2	2
	Expected Count	.6	.5	1.0	2.0
	% within education	.0%	.0%	1.1%	.5%
Total	Count	109	94	189	392
	Expected Count	109.0	94.0	189.0	392.0
	% within education	100.0%	100.0%	100.0%	100.0%

$[x2 = 16.457] = $ Sig. 0.087

Table 5-25 shows the result of any difference in preferences among educational levels of the respondents and the most preferred package. The results are significant at the 0.087 level, leading to the acceptance of the null hypothesis that the respondents with different education have no difference in preferences towards the most preferred package of nature-based accommodation.

Table 5-26: Educational Levels and the Most Preferred Activities

Activies		Education			
		Secondary or below	Vocational Institute	University or higher	Valid Total
Trail Hiking	Count	27	21	50	98
	Expected Count	27.4	23.2	47.4	98.0
	% within education	24.5%	22.6%	26.3%	24.9%
Wildlife Tour	Count	19	11	13	43
	Expected Count	12.0	10.2	20.8	43.0
	% within education	17.3%	11.8%	6.8%	10.9%
Bird Watching	Count	5	10	4	19
	Expected Count	5.3	4.5	9.2	19.0
	% within education	4.5%	10.8%	2.1%	4.8%
River trips	Count	9	12	14	35
	Expected Count	9.8	8.3	16.9	35.0
	% within education	8.2%	12.9%	7.4%	8.9%
Mountain biking	Count	15	16	25	56
	Expected Count	15.7	13.3	27.1	56.0
	% within education	13.6%	17.2%	13.2%	14.2%
River swimming	Count	8	8	20	36
	Expected Count	10.1	8.5	17.4	36.0
	% within education	7.3%	8.6%	10.5%	9.2%
Archeological	Count	9	6	18	33
	Expected Count	9.2	7.8	16.0	33.0
	% within education	8.2%	6.5%	9.5%	8.4%
Swimming in the pool	Count	5	2	13	20
	Expected Count	5.6	4.7	9.7	20.0
	within education	4.5%	2.2%	6.8%	5.1%
Fishing	Count	2	1	3	6
	Expected Count	1.7	1.4	2.9	6.0
	% within education	1.8%	1.1%	1.6%	1.5%
Cultural	Count	11	6	30	47
	Expected Count	13.2	11.1	22.7	47.0
	% within education	10.0%	6.5%	15.8%	12.0%
Total	Count	110	93	190	393
	Expected Count	110.0	93.0	190.0	393.0
	% within education	100.0%	100.0%	100.0%	100.0%

$[x2 = 29.608] = \text{Sig. } 0.041$

Table 5-26 shows the result of any difference in preferences among educational levels of the respondents and the most preferred activities. The results are significant at the 0.041 level, leading to the rejection of the null hypothesis. So, the alternative hypothesis is accepted, that the respondents with different education have significant

differences in preferences towards the most preferred activities in nature-based accommodation.

From the research findings, respondents with secondary level education or below (110 respondents) preferred wildlife tours (19 respondents or 17.3 percent) and fishing (2 respondents or 1.8 percent), while those respondents who have been educated to the level of vocational institute (93 respondents) preferred mountain biking (16 respondents or 17.2 percent), river trips (12 respondents or 12.9 percent), wildlife tours (11 respondents or 11.8 percent) and bird watching (10 respondents or 10.8 percent).

In contrast, respondents who have been educated to the level of university or higher (190 respondents) preferred trail hiking (50 respondents or 26.3 percent), cultural attractions (30 respondents or 15.8 percent), river swimming (20 respondents or 10.5 percent), archeological sites (18 respondents or 9.5 percent), swimming in a pool (13 respondents or 6.8 percent) and fishing (3 respondents or 1.6 percent).
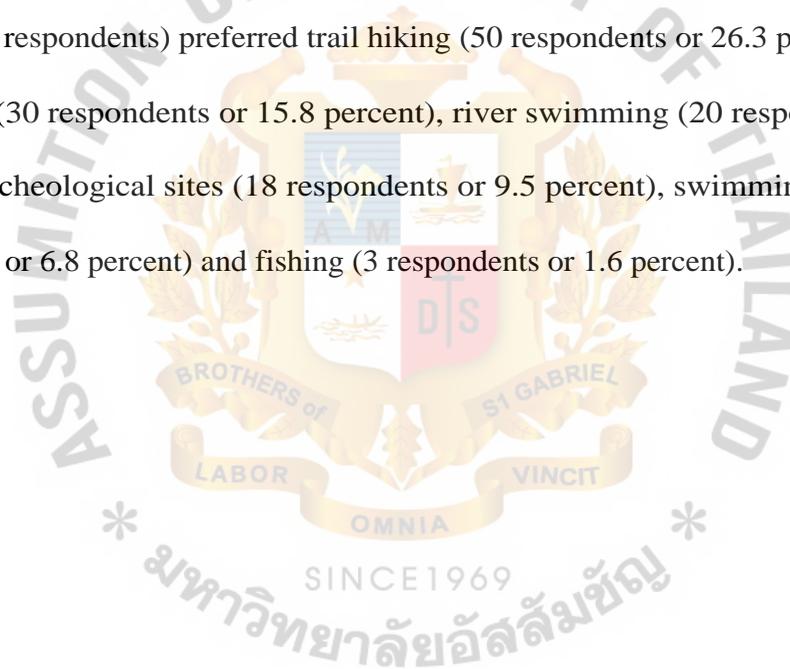
Table 5-27: Educational Levels and the Most Preferred Food

Food			Education			
			Secondary or below	Vocational Institute	University or higher	Total
High quality		Count	75	46	108	229
		Expected Count	72.6	46.8	109.6	229.0
		% within education	26.1%	24.9%	24.9%	25.3%
Hearty/Family		Count	39	20	44	103
		Expected Count	32.7	21.1	49.3	103.0
		% within education	13.6%	10.8%	10.2%	11.4%
Thai food		Count	73	54	135	262
		Expected Count	83.1	53.6	125.4	262.0
		% within education	25.4%	29.2%	31.2%	29.0%
Local culture style		Count	65	49	95	209
		Expected Count	66.3	42.7	100.0	209.0
		% within education	22.6%	26.5%	21.9%	23.1%
Western		Count	26	11	47	84
		Expected Count	26.6	17.2	40.2	84.0
		% within education	9.1%	5.9%	10.9%	9.3%
Other		Count	9	5	4	18
		Expected Count	5.7	3.7	8.6	18.0
		% within education	3.1%	2.7%	.9%	2.0%
Total		Count	287	185	433	905
		Expected Count	287.0	185.0	433.0	905.0
		% within education	100.0%	100.0%	100.0%	100.0%

Note. Multiple responses $[x^2 = 13.358]$ = Sig. 0.204

Table 5-27 shows the result if difference in preferences among educational levels of the respondents and the most preferred food. The results are significant at the 0.204 level, leading to the acceptance of the null hypothesis that respondents with different education have no difference in preferences towards the most preferred style of food provided by nature-based accommodation.

Table 5-28: Educational Levels and the Most Preferred Comforts

Comfort		Education			Valid Total
		Secondary or below	Vocational Institute	University or higher	
Basics	Count	65	50	88	203
	Expected Count	57.1	48.3	97.6	203.0
	% within education	59.1%	53.8%	46.8%	51.9%
Moderate	Count	39	40	84	163
	Expected Count	45.9	38.8	78.4	163.0
	% within education	35.5%	43.0%	44.7%	41.7%
Luxurious	Count	6	3	16	25
	Expected Count	7.0	5.9	12.0	25.0
	% within education	5.5%	3.2%	8.5%	6.4%
Total	Count	110	93	188	391
	Expected Count	110.0	93.0	188.0	391.0
	% within education	100.0%	100.0%	100.0%	100.0%

$[x2 = 6.494] = $ Sig. 0.165

Table 5-28 shows the result of any difference in preferences among educational levels of the respondents and the most preferred comforts. The results are significant at the 0.165 level, leading to the acceptance of the null hypothesis that the respondents with different education have no difference in preferences towards the most preferred comforts of nature-based accommodation.

5.2.7 Hypothesis Seven

Ho7: There is no difference in preferences about the most preferred *types* of nature-based accommodation among different *income levels* of tourists.

Ha1: There is a difference in preferences about the most preferred *types* of nature-based accommodation among different *income levels* of tourists.

Table 5-29: Income Levels and the Most Preferred Types of Nature-based Accommodation

Types of Nature-based Accommodation		Income (Baht)			Valid Total
		< 10000 b	10000 - 50000 b	> 50000 b	
Cabin/Cottage	Count	24	20	16	60
	Expected Count	20.6	16.2	23.2	60.0
	% within income	19.4%	20.4%	11.4%	16.6%
Lodge/Inn	Count	1	5	10	16
	Expected Count	5.5	4.3	6.2	16.0
	% within income	.8%	5.1%	7.1%	4.4%
Hotel/Motel	Count	10	14	44	68
	Expected Count	23.3	18.4	26.3	68.0
	% within income	8.1%	14.3%	31.4%	18.8%
Resort	Count	48	27	25	100
	Expected Count	34.3	27.1	38.7	100.0
	% within income	38.7%	27.6%	17.9%	27.6%
Guesthouse	Count	6	15	23	44
	Expected Count	15.1	11.9	17.0	44.0
	% within income	4.8%	15.3%	16.4%	12.2%
Farmstay/Ranch	Count	16	9	7	32
	Expected Count	11.0	8.7	12.4	32.0
	% within income	12.9%	9.2%	5.0%	8.8%
Sailboat	Count	12	6	13	31
	Expected Count	10.6	8.4	12.0	31.0
	% within income	9.7%	6.1%	9.3%	8.6%
Other	Count	7	2	2	11
	Expected Count	3.8	3.0	4.3	11.0
	% within income	5.6%	2.0%	1.4%	3.0%
Total	Count	124	98	140	362
	Expected Count	124.0	98.0	140.0	362.0
	% within income	100.0%	100.0%	100.0%	100.0%

[x2 = 58.971] = Sig. 0.000

Table 5-29 shows the result of any difference in preferences among income levels of the respondents and the most preferred types of nature-based accommodation. The results are significant at the 0.000 level, leading to the rejection of the null hypothesis. So, the alternative hypothesis is accepted, that the respondents with different income have significant differences in preferences towards the most preferred types of nature-based accommodation.

From the research findings, out of the 124 respondents who earn below 10,000 baht a month, the order of the most preferred type of accommodation is: resorts (48 respondents or 38.7 percent), cabin or cottage (24 respondents or 19.4 percent), farm stay or ranch (16 respondents or 12.9 percent), sailboat (12 respondents or 9.7 percent) and other types of nature-based accommodation (7 respondents or 5.6 percent).

Out of the 98 respondents who earn between 10,000 to 50,000 baht their main preferences are: cabin or cottage (20 respondents or 20.4 percent), guesthouse (15 respondents or 15.3 percent), farm stay or ranch (9 respondents or 9.2 percent) and lodge or inn (5 respondents or 5.1 percent).

While out of the 140 respondents who earn more than 50,000 baht most preferred a hotel or motel (44 respondents or 31.4 percent), followed by a guesthouse (23 respondents or 16.4 percent), a sailboat (13 respondents or 9.3 percent), and a lodge or inn (10 respondents or 7.1 percent).

5.2.8 Hypothesis Eight

Ho8: There is no difference in preferences about the most preferred *features* of nature-based accommodation among different *income levels* of tourists.

Ha8: There is a difference in preferences about the most preferred *features* of nature-based accommodation among different *income levels* of tourists.

Table 5-30: Income Levels and the Most Preferred Natural Attractions

Natural Attractions		Income (Baht)			Valid Total
		< 10000 b	10000 - 50000 b	> 50000 b	
Rainforest/Jungle	Count	29	20	29	78
	Expected Count	26.7	21.2	30.1	78.0
	% within income	23.6%	20.4%	20.9%	21.7%
Mountains	Count	37	26	22	85
	Expected Count	29.0	23.1	32.8	85.0
	% within income	30.1%	26.5%	15.8%	23.6%
River	Count	21	25	32	78
	Expected Count	26.7	21.2	30.1	78.0
	% within income	17.1%	25.5%	23.0%	21.7%
Wildlife	Count	16	7	22	45
	Expected Count	15.4	12.3	17.4	45.0
	% within income	13.0%	7.1%	15.8%	12.5%
Bird Life	Count	5	2	6	13
	Expected Count	4.4	3.5	5.0	13.0
	% within income	4.1%	2.0%	4.3%	3.6%
Cultural	Count	15	18	28	61
	Expected Count	20.8	16.6	23.6	61.0
	% within income	12.2%	18.4%	20.1%	16.9%
Total	Count	123	98	139	360
	Expected Count	123.0	98.0	139.0	360.0
	% within income	100.0%	100.0%	100.0%	100.0%

[x2 = 15.437] = Sig. 0.117

Table 5-30 shows the result of any difference in preferences among income levels of the respondents and the most preferred natural attractions. The results are significant at

the 0.117 level, leading to the acceptance of the null hypothesis that respondents with

different income have no difference in preferences towards the most preferred natural

attractions for nature-based accommodation.

Table 5-31: Income Levels and the Most Preferred Package

Package		Income (Baht)			
		< 10000 b	10000 - 50000 b	> 50000 b	Valid Total
Accommodation only	Count	14	27	38	79
	Expected Count	27.1	21.4	30.4	79.0
	% within income	11.3%	27.6%	27.3%	21.9%
Transfer from naearest center	Count	28	11	13	52
	Expected Count	17.9	14.1	20.0	52.0
	% within income	22.6%	11.2%	9.4%	14.4%
Breakfast Included	Count	24	20	33	77
	Expected Count	26.4	20.9	29.6	77.0
	% within income	19.4%	20.4%	23.7%	21.3%
Guide service included	Count	34	23	29	86
	Expected Count	29.5	23.3	33.1	86.0
	% within income	27.4%	23.5%	20.9%	23.8%
Entertainment included	Count	24	17	25	66
	Expected Count	22.7	17.9	25.4	66.0
	% within income	19.4%	17.3%	18.0%	18.3%
Other	Count	0	0	1	1
	Expected Count	.3	.3	.4	1.0
	% within income	.0%	.0%	.7%	.3%
Total	Count	124	98	139	361
	Expected Count	124.0	98.0	139.0	361.0
	% within income	100.0%	100.0%	100.0%	100.0%

$[x2 = 22.155] = $ Sig. 0.014

Table 5-31 shows the result of any difference in preferences among income levels

of the respondents and the most preferred package. The results are significant at the 0.014

level, leading to the rejection of the null hypothesis. So the alternative hypothesis is

accepted, that the respondents with different income levels have significant differences in

preferences toward the most preferred package of nature-based accommodation.

From the research findings, respondents that earn below 10,000 baht (124 respondents) preferred the following: inclusion of guide service (34 respondents or 27.4 percent), inclusion of transfer from the nearest center (28 respondents or 22.6 percent) and inclusion of entertainment (24 respondents or 19.4 percent), while respondents who earn between 10,000 to 50,000 baht (98 respondents) preferred accommodation only (27 respondents or 27.6 percent) and the respondents who earn more than 50,000 baht (139 respondents) preferred accommodation only (38 respondents or 27.3 percent), inclusion of breakfast (33 respondents or 23.7 percent) and inclusion of other services (1 respondents or 0.7 percent).

Table 5-32: Income Levels and the Most Preferred Activities

Activities		Income (Baht)			
		< 10000 b	10000 - 50000 b	> 50000 b	Valid Total
Trail Hiking	Count	41	23	23	87
	Expected Count	29.9	23.6	33.5	87.0
	% within income	33.1%	23.5%	16.5%	24.1%
Wildlife Tour	Count	24	7	9	40
	Expected Count	13.7	10.9	15.4	40.0
	% within income	19.4%	7.1%	6.5%	11.1%
Bird Watching	Count	4	4	10	18
	Expected Count	6.2	4.9	6.9	18.0
	% within income	3.2%	4.1%	7.2%	5.0%
River trips	Count	5	13	14	32
	Expected Count	11.0	8.7	12.3	32.0
	% within income	4.0%	13.3%	10.1%	8.9%
Mountain biking	Count	18	14	21	53
	Expected Count	18.2	14.4	20.4	53.0
	% within income	14.5%	14.3%	15.1%	14.7%
River swimming	Count	7	8	20	35
	Expected Count	12.0	9.5	13.5	35.0
	% within income	5.6%	8.2%	14.4%	9.7%
Archeological	Count	11	10	6	27
	Expected Count	9.3	7.3	10.4	27.0
	% within income	8.9%	10.2%	4.3%	7.5%
Swimming in the pool	Count	5	8	6	19
	Expected Count	6.5	5.2	7.3	19.0
	% within income	4.0%	8.2%	4.3%	5.3%
Fishing	Count	0	2	4	6
	Expected Count	2.1	1.6	2.3	6.0
	% within income	.0%	2.0%	2.9%	1.7%
Cultural	Count	9	9	26	44
	Expected Count	15.1	11.9	16.9	44.0
	% within income	7.3%	9.2%	18.7%	12.2%
Total	Count	124	98	139	361
	Expected Count	124.0	98.0	139.0	361.0
	% within income	100.0%	100.0%	100.0%	100.0%

$[\chi_2 = 49.322] = \text{Sig. } 0.000$

Table 5-32 shows the result of any difference in preferences among income levels of the respondents and the most preferred activities. The results are significant at the 0.000 level, leading to the rejection of the null hypothesis. So, the alternative hypothesis

is accepted, that the respondents with different income have significant differences in preferences towards the most preferred activities in nature-based accommodation.

From the research findings, respondents earning below 10,000 baht (124 respondents) preferred trail hiking (41 respondents or 33.1 percent), wildlife tour (24 respondents or 19.4 percent) and archeology (11 respondents or 8.9 percent).

In contrast, respondents who earn between 10,000-50,000 baht (98 respondents) preferred river trips (13 respondents or 13.3 percent), archeological sites (10 respondents or 10.2 percent), swimming in a pool (8 respondents or 8.2 percent) and fishing (2 respondents or 2.0 percent).

Respondents who earn more than 50,000 baht (139 respondents) preferred cultural (26 respondents or 18.7 percent), mountain biking (21 respondents or 15.1 percent), river swimming (20 respondents or 14.4 percent), river trips (14 respondents or 10.1 percent), bird watching (10 respondents or 7.2 percent) and fishing (4 respondents or 2.9 percent).
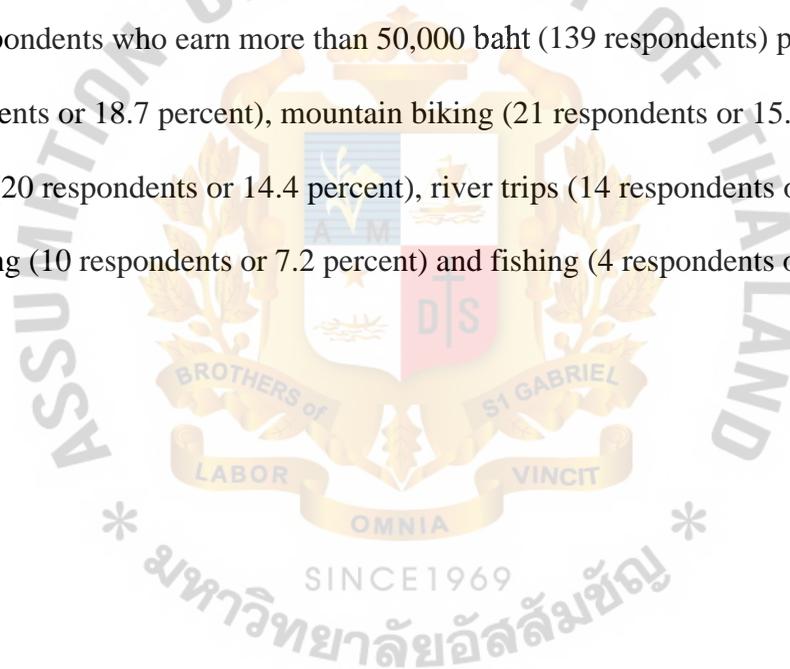
Table 5-33: Income Levels and the Most Preferred Food

Food		Income (Baht)			
		< 10000 b	10000 - 50000 b	> 50000 b	Total
High quality	Count	86	62	59	207
	Expected Count	82.3	63.2	61.5	207.0
	% within income	26.5%	24.9%	24.4%	25.4%
Hearty/Family	Count	48	29	12	89
	Expected Count	35.4	27.2	26.4	89.0
	% within income	14.8%	11.6%	5.0%	10.9%
Thai food	Count	76	69	96	241
	Expected Count	95.8	73.6	71.6	241.0
	% within income	23.5%	27.7%	39.7%	29.6%
Local culture style	Count	89	52	45	186
	Expected Count	73.9	56.8	55.2	186.0
	% within income	27.5%	20.9%	18.6%	22.8%
Western	Count	16	34	28	78
	Expected Count	31.0	23.8	23.2	78.0
	% within income	4.9%	13.7%	11.6%	9.6%
Other	Count	9	3	2	14
	Expected Count	5.6	4.3	4.2	14.0
	% within income	2.8%	1.2%	.8%	1.7%
Total	Count	324	249	242	815
	Expected Count	324.0	249.0	242.0	815.0
	% within income	100.0%	100.0%	100.0%	100.0%

Note. Multiple responses $[x2 = 47.125]$ = Sig. 0.000

Table 5-33 shows the result of any difference among income levels of the respondents and the most preferred food. The results are significant at the 0.000 level, leading to the rejection of the null hypothesis. So. the alternative hypothesis is accepted, that the respondents with different income have significant differences in preferences towards the most preferred food provided by nature-based accommodation.

From the research findings, respondents who earn below 10,000 baht preferred local cultural style of food (89 respondents or 27.5 percent), high quality (86 respondents or 26.5 percent), hearty or family food (48 respondents or 14.8 percent), and other style

of food (9 respondents or 2.8 percent). In contrast, respondents earning between 10,000-

50,000 baht preferred Western food (34 respondents or 13.7 percent) and hearty or family

food (29 respondents or 11.6 percent), while respondents who earn more than 50,000 baht

preferred Thai food (96 respondents or 39.7 percent) and Western food (28 respondents

or 11.6 percent).

Table 5-34: Income Levels and the Most Preferred Comforts

Comfort		< 10000 b	Income (Baht) 10000 - 50000 b	> 50000 b	Valid Total
Basics	Count	72	52	61	185
	Expected Count	63.9	50.0	71.1	185.0
	% within income	58.1%	53.6%	44.2%	51.5%
Moderate	Count	50	37	60	147
	Expected Count	50.8	39.7	56.5	147.0
	% within income	40.3%	38.1%	43.5%	40.9%
Luxurious	Count	2	8	17	27
	Expected Count	9.3	7.3	10.4	27.0
	% within income	1.6%	8.2%	12.3%	7.5%
Total	Count	124	97	138	359
	Expected Count	124.0	97.0	138.0	359.0
	% within income	100.0%	100.0%	100.0%	100.0%

$[x2 = 13.007] = $ Sig. 0.011

Table 5-34 shows the result of any difference in preferences among income levels

of the respondents and the most preferred comforts. The results are significant at the

0.006 level, leading to the rejection of the null hypothesis. So the alternative hypothesis is

accepted, that respondents with different income level have significant differences in

preferences towards the most preferred comforts in nature-based accommodation.

From the research findings, respondents earn below 10,000 baht (124 respondents) preferred basic level (72 respondents or 58.1 percent), respondents who earn between 10,000 to 50,000 baht (97) preferred basic level (52 respondents or 53.6 percent and luxurious (8 respondents or 8.2 percent) while respondents who earn more than 50,000 baht (138) preferred moderate level (60 respondents or 43.5 percent) and luxurious (17 respondents or 12.3 percent).

5.2.9 Hypothesis Nine

Ho9: There is no difference in preferences about the most preferred *types* of

nature-based accommodation between *domestic and international tourists.*

Ha9: There is a difference in preferences about the most preferred *types* of

nature-based accommodation between *domestic and international tourists.*

Table 5-35: Tourist Groups and the Most Preferred Types of Nature-based

Accommodation

Types of Nature-based Accommodation		Tourist Groups		Total
		Domestic	International	
Cabin/Cottage	Count	43	25	68
	Expected Count	34.0	34.0	68.0
	% within group	21.5%	12.5%	17.0%
Lodge/Inn	Count	2	15	17
	Expected Count	8.5	8.5	17.0
	% within group	1.0%	7.5%	4.3%
Hotel/Motel	Count	18	54	72
	Expected Count	36.0	36.0	72.0
	% within group	9.0%	27.0%	18.0%
Resort	Count	69	41	110
	Expected Count	55.0	55.0	110.0
	% within group	34.5%	20.5%	27.5%
Guesthouse	Count	9	38	47
	Expected Count	23.5	23.5	47.0
	% within group	4.5%	19.0%	11.8%
Farmstay/Ranch	Count	27	9	36
	Expected Count	18.0	18.0	36.0
	% within group	13.5%	4.5%	9.0%
Sailboat	Count	21	14	35
	Expected Count	17.5	17.5	35.0
	% within group	10.5%	7.0%	8.8%
Other	Count	11	4	15
	Expected Count	7.5	7.5	15.0
	% within group	5.5%	2.0%	3.8%
Total	Count	200	200	400
	Expected Count	200.0	200.0	400.0
	% within group	100.0%	100.0%	100.0%

[x2 = 71.393] = Sig. 0.000

Table 5-35 shows the result of any difference in preferences between tourist groups of the respondents (domestic and international tourists) and the most preferred types of nature-based accommodation. The results are significant at the 0.000 level, leading to the rejection of the null hypothesis. So, the alternative hypothesis is accepted, that domestic and international tourists have significant differences in preferences towards the most preferred types of nature-based accommodation.

Among domestic tourists, respondents (200 respondents) preferred resorts (69 respondents or 34.5 percent), cabins or cottages (43 respondents or 21.5 percent), farm stay or a ranch (27 respondents or 13.5 percent), a sailboat (21 respondents or 10.5 percent) and other types of nature-based accommodation (11 respondents or 5.5 percent).

In contrast, international respondents (200 respondents) preferred a hotel or motel (54 respondents or 27.0 percent), a guesthouse (38 respondents or 19.0 percent) and a lodge or inn (15 respondents or 7.5 percent).

5.2.10 Hypothesis Ten

Ho10: There is no difference in preferences about the most preferred *features* of nature-based accommodation between *domestic and international tourists.*

Ha10: There is a difference in preferences about the most preferred *features* of nature-based accommodation between *domestic and international tourists.*

Table 5-36: Tourist Groups and the Most Preferred Natural Attractions

Natural Attractions		Tourists Groups		Valid Total
		Domestic	International	
Rainforest/Jungle	Count	51	38	89
	Expected Count	44.5	44.5	89.0
	% within group	25.6%	19.1%	22.4%
Mountains	Count	60	35	95
	Expected Count	47.5	47.5	95.0
	% within group	30.2%	17.6%	23.9%
River	Count	32	51	83
	Expected Count	41.5	41.5	83.0
	% within group	16.1%	25.6%	20.9%
Wildlife	Count	22	28	50
	Expected Count	25.0	25.0	50.0
	% within group	11.1%	14.1%	12.6%
Bird Life	Count	6	7	13
	Expected Count	6.5	6.5	13.0
	% within group	3.0%	3.5%	3.3%
Cultural	Count	28	40	68
	Expected Count	34.0	34.0	68.0
	% within group	14.1%	20.1%	17.1%
Total	Count	199	199	398
	Expected Count	199.0	199.0	398.0
	% within group	100.0%	100.0%	100.0%

$[X^2 = 15.742] = $ Sig. 0.008

Table 5-36 shows the result of any difference in preferences between tourist groups of the respondents (domestic and international tourists) and the most preferred natural attractions. The results are significant at the 0.008 level, leading to the rejection of the null hypothesis. So, the alternative hypothesis is accepted, that domestic and international tourists have significant differences in preferences towards the most preferred natural attractions of nature-based accommodation.

Among domestic tourists, the respondents (199 respondents) preferred a location near mountains (60 respondents or 30.2 percent), and rainforest or jungle (51 respondents or 25.6 percent).

In contrast, international tourists (199 respondents) preferred a location near a river (51 respondents or 25.6 percent), cultural attraction (40 respondents or 20.1 percent), wildlife (28 respondents or 14.1 percent), and bird life (7 respondents or 3.5 percent).

Table 5-37: Tourist Groups and the Most Preferred Package

Package		Tourist Groups		Valid Total
		Domestic	International	
Accommodation only	Count	20	61	81
	Expected Count	40.5	40.5	81.0
	% within group	10.1%	30.7%	20.4%
Transfer from nearest center	Count	45	16	61
	Expected Count	30.5	30.5	61.0
	% within group	22.6%	8.0%	15.3%
Breakfast Included	Count	43	44	87
	Expected Count	43.5	43.5	87.0
	% within group	21.6%	22.1%	21.9%
Guide service included	Count	54	42	96
	Expected Count	48.0	48.0	96.0
	% within group	27.1%	21.1%	24.1%
Entertainment included	Count	37	34	71
	Expected Count	35.5	35.5	71.0
	% within group	18.6%	17.1%	17.8%
Other	Count	0	2	2
	Expected Count	1.0	1.0	2.0
	% within group	.0%	1.0%	.5%
Total	Count	199	199	398
	Expected Count	199.0	199.0	398.0
	% within group	100.0%	100.0%	100.0%

$[x2 = 38.178]$ = Sig. 0.000

Table 5-37 shows the result of any difference in preferences between tourist groups of the respondents (domestic and international tourists) and the most preferred package. The results are significant at the 0.000 level, leading to the rejection of the null hypothesis. So, the alternative hypothesis is accepted, that domestic and international tourists have significant differences in preferences towards the most preferred package of nature-based accommodation.

Among domestic tourists, the respondents (199 respondents) preferred the inclusion of a guide service (54 respondents or 27.1 percent), transfer from the nearest center (45 respondents or 22.6 percent), and the inclusion of entertainment (37 respondents or 18.6 percent).

In contrast, the international tourists (199 respondents) preferred accommodation only (61 respondents or 30.7 percent), inclusion of breakfast (44 respondents or 22.1 percent) and inclusion of others (2 respondents or 1.0 percent).
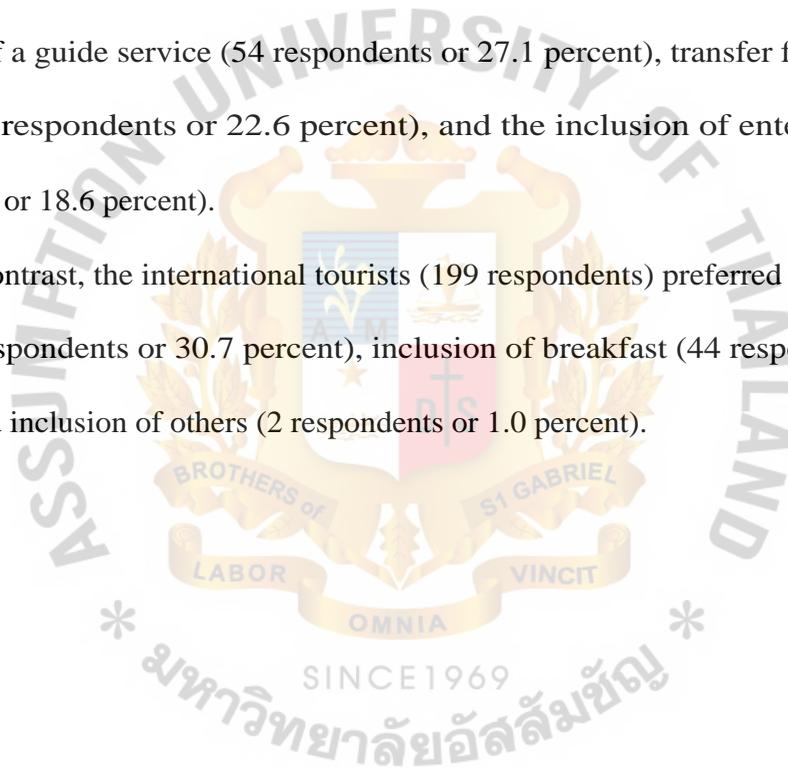
Table 5-38: Tourist Groups and the Most Preferred Activities

Activities		Tourist Groups		Valid Total
		Domestic	International	
Trail Hiking	Count	66	34	100
	Expected Count	50.1	49.9	100.0
	% within group	33.0%	17.1%	25.1%
Wildlife Tour	Count	32	12	44
	Expected Count	22.1	21.9	44.0
	% within group	16.0%	6.0%	11.0%
Bird Watching	Count	5	14	19
	Expected Count	9.5	9.5	19.0
	% within group	2.5%	7.0%	4.8%
River trips	Count	15	20	35
	Expected Count	17.5	17.5	35.0
	% within group	7.5%	10.1%	8.8%
Mountain biking	Count	25	32	57
	Expected Count	28.6	28.4	57.0
	% within group	12.5%	16.1%	14.3%
River swimming	Count	9	28	37
	Expected Count	18.5	18.5	37.0
	% within group	4.5%	14.1%	9.3%
Archeological	Count	25	8	33
	Expected Count	16.5	16.5	33.0
	% within group	12.5%	4.0%	8.3%
Swimming in the pool	Count	7	14	21
	Expected Count	10.5	10.5	21.0
	% within group	3.5%	7.0%	5.3%
Fishing	Count	1	5	6
	Expected Count	3.0	3.0	6.0
	% within group	.5%	2.5%	1.5%
Cultural	Count	15	32	47
	Expected Count	23.6	23.4	47.0
	% within group	7.5%	16.1%	11.8%
Total	Count	200	199	399
	Expected Count	200.0	199.0	399.0
	% within group	100.0%	100.0%	100.0%

[x2 = 54.829] = Sig. 0.000

Table 5-38 shows the result of any difference in preferences between tourist

groups of the respondents (domestic and international tourists) and the most preferred

activities. The results are significant at the 0.000 level, leading to the rejection of the null hypothesis. So, the alternative hypothesis is accepted, that domestic and international tourists have significant differences in preferences towards the most preferred activities in nature-based accommodation.

Among domestic tourists, respondents (200 respondents) preferred trail hiking (66 respondents or 33.0 percent), wildlife tour (32 respondents or 16.0 percent), and archeology (25 respondents or 12.5 percent).

In contrast, international respondents (199 respondents) preferred mountain biking (32 respondents or 16.1 percent), cultural attractions (32 respondents or 16.1 percent), river swimming (28 respondents or 14.1 percent), river trips (20 respondents or 10.1 percent), bird watching (14 respondents or 7.0 percent), swimming in a pool (14 respondents or 7.0 percent), and fishing (5 respondents or 2.5 percent).
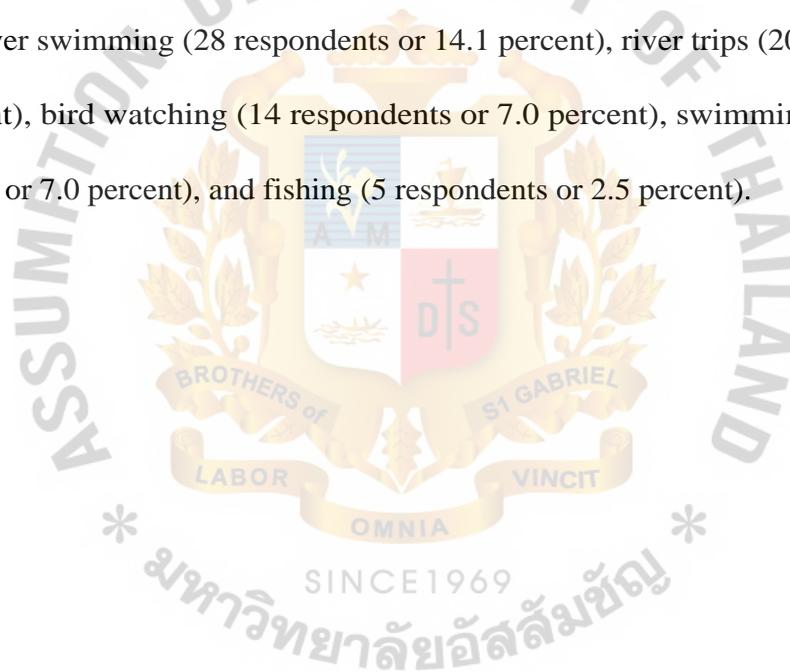
Table 5-39: Tourist Groups and the Most Preferred Food

Food			Tourist Groups		Total
			Domestic	International	
High quality		Count	142	92	234
		Expected Count	139.0	95.0	234.0
		% within group	26.1%	24.7%	25.5%
Hearty/family		Count	81	22	103
		Expected Count	61.2	41.8	103.0
		% within group	14.9%	5.9%	11.2%
Thai food		Count	129	136	265
		Expected Count	157.4	107.6	265.0
		% within group	23.7%	36.6%	28.9%
Local culture style		Count	144	66	210
		Expected Count	124.7	85.3	210.0
		% within group	26.5%	17.7%	22.9%
Western		Count	36	50	86
		Expected Count	51.1	34.9	86.0
		% within group	6.6%	13.4%	9.4%
Other		Count	12	6	18
		Expected Count	10.7	7.3	18.0
		% within group	2.2%	1.6%	2.0%
Total		Count	544	372	916
		Expected Count	544.0	372.0	916.0
		% within group	100.0%	100.0%	100.0%

Note. Multiple responses $[x2 = 47.286] = $ Sig. 0.000

Table 5-39 shows the result of any difference in preferences between tourist groups of the respondents (domestic and international tourists) and the most preferred style of food. The results are significant at the 0.000 level, leading to the rejection of the null hypothesis. So, the alternative hypothesis is accepted, that domestic and international tourists have significant differences in preferences towards the most preferred food provided by nature-based accommodation.

Among domestic tourists, the respondents preferred local cultural food (144 respondents or 26.5 percent), high quality food (142 respondents or 26.1 percent), hearty or family food (81 respondents or 14.9 percent), and other styles of food (12 respondents or 2.2 percent).

In contrast, international respondents preferred Thai food (136 respondents or 36.6 percent), and Western food (50 respondents or 13.4 percent).

Table 5-40: Tourist Groups and the Most Preferred Comforts

Comfort		Tourist Groups		Valid Total
		Domestic	International	
Basics	Count	115	90	205
	Expected Count	103.3	101.7	205.0
	% within group	57.5%	45.7%	51.6%
Moderate	Count	80	85	165
	Expected Count	83.1	81.9	165.0
	within group	40.0%	43.1%	41.6%
Luxurious	Count	5	22	27
	Expected Count	13.6	13.4	27.0
	% within group	2.5%	11.2%	6.8%
Total	Count	200	197	397
	Expected Count	200.0	197.0	397.0
	% within group	100.0%	100.0%	100.0%

$[x2 = 13.882] = $ Sig. 0.001

Table 5-40 shows the result of any difference in preferences between tourist groups of the respondents (domestic and international tourists) and the most preferred comforts. The results are significant at the 0.001 level, leading to the rejection of the null hypothesis. So, the alternative hypothesis is accepted, that domestic and international

tourists have significant differences in preferences towards the most preferred comforts in nature-based accommodation.

From the research findings, domestic respondents (200 respondents) preferred basic level (115 respondents or 57.5 percent) while international respondents (197) preferred moderate level (85 respondents or 43.1 percent), and luxurious level (22 respondents or 11.2 percent).

CHAPTER VI

Summary of Findings, Conclusions and Recommendations

This chapter includes four major sections. The first section is the summary of the findings of the research questions and hypothesis testing. The second is the conclusion of the research, the third is the recommendations, with the last section being concerned with further research.

6.1 Summary of Findings

The research study started with the independent variables, being tourist groups (domestic and international) and their preferences about types and features of nature-based accommodation, including demographic factors of the tourists and the preferences about types and features of nature-based accommodation.

The survey instrument, the questionnaire, was divided into two parts. The first part had questions about the preference about nature-based accommodation types and features. The second part identifies the demographic profile with questions to gather personal information on several subjects, mainly gender, age, education and income.

An attempt was made to survey 400 respondents in Nong Khai province, comprising of 200 domestic tourists and 200 international tourists. The questionnaires were distributed to the tourists who were staying or had stayed in the tourist accommodations in Nong Khai.

6.1.1 Summary of Finding based on Demographic Profile

Out of 400 respondents (200 domestic and 200 international tourists), most of them were female (216 respondents or 54.0 percent). The majority of respondents were in the age group of 25-40 years (187 respondents or 46.8 percent), followed by those below 25 years (144 respondents or 36.0 percent) with the remaining respondents in the age group over 40 years (69 respondents or 17.2 percent. Most of the respondents had an education of university level or higher (190 respondents or 48.2 percent), followed by those with a secondary level or below (110 respondents or 27.9 percent) and finally those with an education level up to vocational institute (94 respondents or 23.9 percent). The majority of respondents earned more than 50,000 baht (140 respondents or 38.5 percent) per month, followed by those who earned below 10,000 baht (124 respondents or 34.5 percent), and finally those who earned between 10,000 to 50,000 baht (98 respondents or 27.0 percent).

Out of 200 domestic respondents, most of them were female (146 respondents or 73.0 percent). The majority were in the of 25-40 age group (85 respondents or 42.5 percent), followed by respondents below 25 years (76 respondents or 38.0 percent) and finally those over 40 years (39 respondents or 19.5 percent). Most of the respondents had university level education or higher (76 respondents or 38.0 percent), followed by those with a secondary level or below (74 respondents or 37.0 percent), and finally those with an education level up to vocational institute level (50 respondents or 25.0 percent). The majority (120 respondents or 70.6 percent) earned below 10,000 baht per month, with the remaining earning between 10,000-50,000 baht (50 respondents or 29.4 percent).

Out of 200 international respondents, most of them were female (130 respondents or 65.0 percent). The majority were 25-40 years old (95 respondents or 47.5 percent), followed by those below 25 years (68 respondents or 34.0 percent) and finally those over 40 (37 respondents or 14.5 percent). Most had a university education or higher (105 respondents or 54.0 percent), followed by those with a level up to vocational institute (53 respondents or 27.4 percent), and finally those educated to secondary level or below (36 respondents or 18.6 percent). The majority earned more than 50,000 baht per month (140 respondents or 74.0 percent), followed by those who earned between 10,000 to 50,000 baht (48 respondents or 24.0 percent) and finally those who earned below 10,000 baht (4 respondents or 2.0 percent).

6.1.2 Summary of Finding based on Variables

Based on the findings there are six attributes of nature-based accommodation, which include 'types' and 'features' of nature-based accommodation (natural attractions, package, activities, food and its comforts).

Most of the respondents (domestic and international tourists) preferred a resort (257 respondents or 21.8 percent) as a nature-based 'accommodation type', followed by hotel or motel (190 respondents or 16.1 percent) and a guesthouse (188 respondents or 16.0 percent).

For 'natural attraction' most of them preferred a location near a river (209 respondents or 17.7 percent), followed by mountains (266 respondents or 22.5 percent) and rainforest or jungle (209 respondents or 17.7 percent).

For 'package', most of them preferred the inclusion of breakfast (303 respondents or 25.9 percent), followed by a guide service (243 respondents or 20.8 percent) and transfer from the nearest center (234 respondents or 20.0 percent).

For 'activities', most of them preferred trail hiking (248 respondents or 13.0 percent), followed by wildlife tour (239 respondents or 12.5 percent), mountain biking (236 respondents or 12.4 percent), river trips (235 respondents or 12.3 percent) and archeological sites (208 respondents or 10.9 percent).

For 'food', most of them preferred Thai food (265 respondents or 28.9 percent), followed by high quality (234 respondents or 25.5 percent) and local cultural style (210 respondents or 22.9 percent).

For 'comforts', most of them preferred basic, (205 respondents or 51.6 percent) followed by a moderate level (165 respondents or 41.6 percent) and then a luxurious level (27 respondents or 6.8 percent).

Among domestic tourists, most of them preferred a resort (141 respondents or 23.9 percent) as a nature-based 'accommodation type', followed by sailboat (117 respondents or 19.8 percent), then a cabin or cottage (93 respondents or 15.8 percent).

For 'natural attraction', most of them preferred a location near a river (142 respondents or 23.9 percent), followed by mountains (140 respondents or 23.5 percent) and rainforest or jungle (112 respondents or 18.8 percent).

For 'package', most of them preferred the inclusion of breakfast (148 respondents or 25.1 percent), followed by a guide service (139 respondents or 23.6 percent) and transfer from the nearest center (131 respondents or 22.2 percent).

For `activities:', :rail hiking and wildlife tours were jointly the most popular (155 respondents or 16.0 percent), followed by archeological sites (122 respondents or 12.6 percent), mountain biking (115 respondents or 11.9 percent) and river trips (107 respondents or 11.0 percent).

For 'food', most of them preferred a local cultural style (144 respondents or 26.5 percent), followed by high quality (142 respondents or 26.1 percent) and Thai food (129 respondents or 23.7 percent).

For 'comforts', most of them preferred basics (115 respondents or 57.5 percent), followed by moderate level (80 respondents or 40.0 percent) and luxurious level (5 respondents or 2.5 percent).

Among international tourists, most of them preferred a hotel or motel (127 respondents or 21.6 percent) as a nature-based 'accommodation type', followed by a guesthouse (123 respondents or 20.9 percent) and then a resort (116 respondents or 19.7 percent).

For 'natural attraction', most of them preferred a location near a river (131 respondents or 22.2 percent), followed by mountains (126 respondents or 21.4 percent) and rainforest or jungle (97 respondents or 16.5 percent) respectively.

For 'package', most of them preferred the inclusion of breakfast (155 respondents or 26.7 percent), followed by a guide service (104 respondents or 17.9 percent) and accommodation only (104 respondents or 17.9 percent).

For 'activities', most of them preferred river trips (128 respondents or 13.6 percent), followed by mountain biking (121 respondents or 12.9 percent), river swimming (118 respondents or 12.6 percent), bird watching (98 respondents or 10.4 percent) and trail hiking (93 respondents or 9.9 percent).

For 'food', most of them preferred Thai food (136 respondents or 36.6 percent), followed by high quality (92 respondents or 24.7 percent) and local cultural style (66 respondents or 17.7 percent).

For 'comforts', most of them preferred basic (90 respondents or 45.7 percent), followed by moderate level (85 respondents or 43.1 percent) and luxurious level (22 respondents or 11.2 percent).

6.1.3 Summary of Finding based on Hypotheses Testing

Table 6-1 shows the summary of findings based on hypotheses testing (hypothesis 1-8) which illustrates the demographic factors, hypotheses, significant level, hypothesis testing results and its conclusion.

Table 6-1: Summary of Findings based on Hypotheses Testing (Hypothesis 1-8)

Demographic Factors	Hypothesis	Sig. (χ^2)	Results	Conclusion
Gender	Ho1: Types of Accommodation	.003	Rejected Ho1	Significant Difference
	Ho2: Features of Accommodation			
	-Natural Attractions	.389	Accepted Ho2	No Difference
	-Package	.014	Rejected Ho2	Significant Difference
	- Activities	.431	Accepted Ho2	No Difference
	- Food	.241	Accepted Ho2	No Difference
	- Comforts	.792	Accepted Ho2	No Difference
Age	Ho3: Types of Accommodation	.073	Accepted Ho3	No Difference
	Ho4: Features of Accommodation			
	-Natural Attractions	.006	RejectedHo4	Significant Difference
	-Package	.366	Accepted Ho4	No Difference
	- Activities	.144	Accepted Ho4	No Difference
	- Food	.196	Accepted Ho4	No Difference
	- Comforts	.022	Rejected Ho4	Significant Difference

table Cont.

Table 6-1: Summary of Finding based on Hypotheses Testing (Hypothesis 1-8)

Demographic Factors	Hypothesis	Sig. (x^2)	Results	Conclusion
Education	Ho5: Types of Accommodation	.324	Accepted Ho5	No Difference
	Ho6: Features of Accommodation			
	- Natural Attractions	.005	Rejected Ho6	Significant Difference
	- Package	.087	Accepted Ho6	No Difference
	- Activities	.041	Rejected Ho6	Significant Difference
	- Food	.204	Accepted Ho6	No Difference
	- Comforts	.165	Accepted Ho6	No Difference
Income	Ho7: Types of Accommodation	.000	Rejected Ho7	Significant Difference
	Ho8: Features of Accommodation			
	-Natural Attractions	.117	Accepted Ho8	No Difference
	-Package	.014	Rejected Ho8	Significant Difference
	- Activities	.000	Rejected Ho8	Significant Difference
	- Food	.000	Rejected Ho8	Significant Difference
	- Comforts	.011	Rejected Ho8	Significant Difference

Hypothesis One

Table 6-1 indicates that the significant values were obtained at 0.003 that means there is a significant difference in preferences towards the most preferred *types* of nature-based accommodation between the respondents with different gender.

Hypothesis Two

Again, as can be seen the significant values were obtained at 0.014 that means there is a significant difference in preferences towards the most preferred *package* of nature-based accommodation between the respondents with different gender.

Hypothesis Four

Again, as car be seen the significant values were obtained at 0.006 that means there is a significant difference in preferences towards the most preferred *natural attractions* of nature-based accommodation among the respondents with different age groups. The significant values were obtained at 0.022 that means there is a significant difference in preferences towards the most preferred *comforts* of nature-based accommodation among the respondents in different age groups.

Hypothesis Six

Again, as can be seen the significant values were obtained at 0.005 that means there is a significant difference in preferences towards the most preferred *natural attractions* of nature-based accommodation among the respondents with differing levels of education. The significant values were obtained at 0.041 that means there is a

significant difference in preferences towards the most preferred *activities* of nature-based accommodation among the respondents with differing levels of education.

Hypothesis Seven

Again, as can be seen the significant values were obtained at 0.000 that means there is a significant difference in preferences towards the most preferred *types* of nature-based accommodation among the respondents with different income levels.

Hypothesis Eight

Again, as can be seen the significant values were obtained at 0.014 that means there is a significant difference in preferences towards the most preferred *package* of nature-based accommodation among the respondents in with different income levels. The significant values were obtained at 0.000 that means there is a significant difference in preferences towards the most preferred *activities* of nature-based accommodation among the respondents with different income levels. The significant values were obtained at 0.000 that means there is a significant difference in preferences towards the most preferred *food* provided by nature-based accommodation among the respondents with different income levels. The significant values were obtained at 0.011 that means there is a significant difference in preferences towards the most preferred *comforts* of nature-based accommodation among the respondents with different income levels.

Table 6-2: Summary of Finding based on Hypotheses Testing (Hypothesis 9-10)

Hypothesis	Sig. (x2)	Results	Conclusion
Differences between Domestic & International Tourists			
Ho9: Types of Nature-based Accommodation	Rejected Ho9	.000	Significant Difference
Ho10: Features of Nature-based Accommodation			
- Natural Attractions	Rejected Ho10	.008	Significant Difference
- Package	Rejected Ho10	.000	Significant Difference
- Activities	Rejected Ho10	.000	Significant Difference
- Food	Rejected Ho10	.000	Significant Difference
- Comforts	Rejected Ho10	.001	Significant Difference

Hypothesis Nine

Table 6-2 indicates that the significant values were obtained at 0.000 that means there is a significant difference in preferences towards the most preferred *'types'* of nature-based accommodation between domestic and international tourists.

Hypothesis Ten

Again, as can be seen the significant values were obtained at 0.008 that means there is a significant difference in preferences towards the most preferred *'natural attractions'* between domestic and international tourists. The significant values were obtained at 0.000 that means there is a significant difference in preferences towards the

most preferred *'package'* between the domestic and international tourists. The significant values were obtained at 0.000 that means there is a significant difference in preferences towards the most preferred '*activities*' between the domestic and international tourists. The significant values were obtained at 0.000 that means there is a significant difference in preferences towards the most preferred *'food'* between the domestic and international tourists. The significant values were obtained at 0.001 that means there is a significant difference in preferences towards the most preferred '*comforts*' between the domestic and international tourists.

6.2 Conclusion

The main purpose of this research was to find out any differences in preferences between domestic and international tourists about the types and features of nature-based accommodation. Also, the objective of the research was to examine any differences in preferences about types and features of nature-based accommodation with regards to the demographic factors of the tourists.

To accomplish the purpose of the study, statistic treatment was applied to analyze the data. The statistics included frequencies and percentages used to determine the demographic profiles and the attributes of nature-based accommodation. Chi-Square Statistic was used to determine the difference in preferences between the domestic and international tourist groups in Nong Khai province in terms of types and features of nature-based accommodation, and also to determine the difference in preferences among

tourists with different demographic profiles towards their preferences about types and features of nature-based accommodation.

The examination of the demographic profile of this study showed that the majority of respondents (200 domestic and 200 international tourists) were female. The greatest percentage of tourists were between 25-40 years of age and most of them had a university education or higher. Most of them earned more than 50,000 baht per month.

Most of respondents (domestic and international tourists) preferred a resort as the most preferred 'type' of nature-based accommodation. Regarding nature-based accommodation 'features', (natural attractions, package, activities, food and comforts) the majority preferred a location near a river, the inclusion of breakfast, trail hiking, Thai food and a basic level of comfort.

Objective One

Among domestic tourists, the majority of them preferred a resort as the most preferred 'type' of nature-based accommodation. With regards to nature-based accommodation 'features', (natural attractions, package, activities, food and comforts) the majority preferred a location near a river, inclusion of breakfast, trail hiking or wildlife tours, local cultural style of food and a basic level of comfort.

<u>Objective **Two**</u>

Among international tourists, the majority of them preferred a hotel or motel as the most preferred 'type' of nature-based accommodation. Regarding nature-based accommodation 'features', the majority of the respondents preferred a location near a river, inclusion of breakfast, river trips, Thai food and a basic level of comfort.

<u>Objective Three</u>

The comparison of the preferences about the most preferred 'types' and 'features' of nature-based accommodation between domestic and international tourists showed there were significant differences between each tourist group about types and all features (natural attractions, package, activities, food and comforts) of nature-based accommodation from this study.

<u>Objective Four</u>

Furthermore, the respondents (domestic and international tourists) with different demographic profiles also differed in their preferences about 'types' and 'features' of nature-based accommodation in all demographic factors (gender, age, educational level, and income level).

6.3 Recommendations

The researcher has conducted the research on the preferences about nature-based accommodation preferred by tourists in Nong Khai province, Thailand. Nong Khai is one of the tourism centers along The Mekong River and has tremendous potential to be promoted as an ecotourism or nature-based tourism center under the developmental project of the Greater Mekong Sub-region.

Table 6-3: Recommendations based on Hypotheses Testing

Hypothesis	Results	Findings of Study	Recommendations
H1	Significant Difference	Male and female tourists have a different liking on each type of accommodation.	Accommodation operators should use specific communication strategies (e.g. promotional message) to different gender.
H2	Significant Difference	Male and female tourists prefer different constitutions of accommodation's package.	Accommodation operators should design packages on different contents with different gender (male tourists more prefer only accommodation or without special facilities than female).
H4	Significant Difference	Different age groups of the tourists have different liking for environmental setting around accommodation.	Accommodation operators should emphasize on its strengths of natural beauty when launching marketing campaigns to attract their targeted markets with different age groups.
	Significant Difference	Older tourists prefer more luxurious level of comforts than younger ones.	Accommodation operators should understand the needs of their potential markets and design the comforts of accommodation facilities to different market (e.g. more investment on accommodation facilities when targeting on older market segment).

Hypothesis	Results	Findings of Study	Recommendations
H6	Significant Difference	Different educational levels have a different liking for natural beauty around accommodation.	Accommodation operators should emphasize on its strengths of natural beauty by educating (e.g. brochures, leaflets, promotional messages) with different educational backgrounds.
	Significant Difference	Different educational levels have a different liking on guest activities.	Accommodation operators should design different themes of guest activities for different educational background of guests (relaxation activities focus for below university group e.g. fishing, river trips and educational activities focus for university or higher e.g. cultural and archeology).
H8	Significant Difference	Tourists with different income levels prefer different accommodation's packages.	Accommodation operators should design packages for different constitutions and income levels (accommodation only should be offered to low income tourists and accommodation with special facilities to higher income e.g. entertainment, transfer service).
	Significant Difference	Tourists with different income levels prefer to enjoy different types of guest activities.	Accommodation operators should design different themes of guest activities for different income groups (recreation-base activities for low income tourists e.g. trail hiking, wildlife tour etc. while higher income should be facility-base activities e.g. swimming in the pool and mountain biking).
	Significant Difference	Lower income tourists prefer more local cultural food than high-income tourists.	Accommodation operators should understand the desire of their potential markets in providing different styles of food to different income groups (e.g. Western food should be provided when targeting on high income tourists).
	Significant Difference	Lower income tourists prefer more basic level of comforts than high-income tourists.	Accommodation operators should understand the desire of their potential markets and design the comforts of accommodation facilities to different income groups (more investment in accommodation design and facilities when targeting on high income market).

Hypothesis	Results	Findings of Study	Recommendations
H9	Significant Difference	Domestic and international tourists strongly prefer different types of accommodation.	Future nature-based accommodation operators should develop the specific types of accommodation to satisfy each market group who will be targeted (e.g. hotel or guesthouse for international tourists and for domestic ones should be resort and farm stay etc.).
H10	Significant Difference	Domestic and international tourists strongly prefer different features (natural attractions, package, activities, food, comforts) of accommodation.	Existing nature-based accommodation operators should design the specific characteristics of accommodation to each tourist groups (accommodation located near mountains surrounded by jungle furnished with basic comfort should be designed for domestic tourists while the location near river incorporated with cultural attractions with more facilities for international ones). Also, they should offer different accommodation packages for each tourist groups (e.g. packages for domestic tourists should incorporated with guide service, transfer and local food provided for meal while only accommodation or package with breakfast with Thai or Western style for international tourists).

The analysis of research findings has revealed significant aspects of the difference in preferences about types and features of nature-based accommodation between domestic and international tourists with different demographic profiles. In the view of these findings, the following recommendations are offered so that the existing and future nature-based accommodation operators in Nong Khai may apply this useful information

to improve and to develop their accommodations to fulfill the different preferences of each tourist group in a preferable manner

Firstly, the results of the research finding (table 6-1) indicated that there were differences in preferences towards the most preferred types and features of nature-based accommodation (natural attractions, package, activities and comforts) among the tourists (domestic and international) with different demographic profiles.

The research results shown that in this study:

- The preferences about *'types'* of the nature-based accommodation were significantly different depending on the demographic factors of *gender and income* (Ha1 and Ha7),

- The preferences about the *'natural attractions'* were significantly different depending on *age and education* (Ha4 and Ha6),

- The preferences about *'package'* were significantly different depending on *gender and income* (Ha2 and Ha8),

  The preferences about *'activities'* were significantly different depending on *education and income* (Ha6 and Ha8),

- The preferences about *food'* were significantly different depending on *income* (Ha8),

- The preferences about 'comforts' were significantly different depending on *age and income* (Ha4 and Ha8).

Based on research findings on Hal and Hal, the preferences about *types* of nature-based accommodation were significantly different depending on the demographic factors of *'gender and income'* among the tourists from this study. According to the research findings (table 5-11 and table 5-29), showed that male tourists who earn between 10,000 to 50,000 baht preferred to stay in guesthouse, lodge or inn while female tourists as the same income level preferred cabin or cottage, and farm stay or ranch. Male tourists that earn more than 50,000 baht preferred to stay in hotel, motel, guesthouse, lodge or inn while females with income below 10,000 baht preferred to stay in a resort, cabin or cottage, farm stay or ranch and sailboat.

Eased on research findings on Ha4 and Ha6, the preferences about *natural attractions* of nature-based accommodation were significantly different depending on the demographic factors of *'age and education'*.   According to the research findings (table 5-18 and table 5-24), tourists who have secondary education level or below, aged under 25 years, preferred accommodation near a rainforest or jungle, whilst those aged between 25-40 years preferred bird life and those over 40 preferred cultural attractions. The tourists educated to vocational institute level, aged between 25-40 years preferred wildlife and bird life, whilst the tourists in this group aged over 40 years preferred mountains. The university or higher educated tourists below 25 years preferred a location near a river, those aged between 25-40 years preferred wildlife and those over 40 preferred cultural attractions.

Based on research findings on Hat and Ha8, the preferences about *package* of nature-based accommodation were significantly different depending on the demographic factors of *'gender and income'* among the tourists from this study. According to the research findings (table 5-13 and table 5-31), showed that male tourists earning below 10,000 baht preferred the inclusion of a guide service and entertainment, while male tourists with an income of more than 10,000 baht preferred accommodation only. In contrast, female tourists who earn below 10,000 baht preferred the inclusion of transfer from the nearest center while female tourist with income of more than 50,000 baht preferred the inclusion of breakfast.

Based on research findings on Ha6 and Ha8, the preferences about *activities* of nature-based accommodation were significantly different depending on the demographic factors of *'education and income'* among the tourists. According to the research findings (table 5-26 and table 5-32), showed that tourists educated to secondary level or below, earning less than 10,000 baht preferred wildlife tours, while the tourists in this group who earned more than 10,000 baht preferred fishing. The tourists with and education up to vocational institute level, earning below 10,000 baht preferred wildlife tours while those who earned more than 50,000 baht preferred mountain biking, river trips or bird watching. Those with education level up to university or higher, earning below 10,000 baht preferred trail hiking or archeology, respondents who earned between 10,000-50,000 baht preferred archeology, swimming in a pool or fishing, while the tourists in this group who earned more than 50,000 baht preferred cultural attractions or river swimming

Based on research findings on Ha8, the preferences about food of nature-based accommodation were significantly different depending on the demographic factor of `income' among the tourists from this study. According to the research findings (table 5-33), showed that tourists who earned below 10,000 baht preferred local cultural food, high quality, hearty or family food while respondents earning between 10,000-50,000 baht preferred Western food, hearty or family food, and those who earned more than 50,000 baht preferred Thai food or Western food.

Based on research findings on Ha4 and Ha8, the preferences about *comforts* of nature-based accommodation were significantly different depending on the demographic factors of *'age and income'.* According to the research findings (table 5-22 and table 5-34), showed that the tourists aged between 25-40 years with income below 10,000 baht preferred basic level, those over 40 years who earned between 10,000 to 50,000 baht preferred basic or luxurious level. Tourists aged below 25 years, who earned more than 50,000 baht, preferred a moderate level and tourists aged over 40 years who earned more than 50,000 baht preferred a luxurious level of comfort.

From the results of first to eighth hypotheses, it can be concluded that different tourist demographic groups have significantly different preferences about types and features of nature-based accommodation, especially, gender, age, education, and income. Therefore, it is very important that the nature-based accommodation operators in Nong Khai should segment the market carefully, investigate the wants and needs of the specific market of their potential customers classified by their demographic characteristics, and

then, customize their products (nature-based accommodation), services, and promotional campaigns, when targeting different tourist market segments.

Secondly, the results of the research findings (table 6-2) revealed that there was a significant difference in preferences between domestic and international tourists about the most preferred types and all features (natural attractions, package, activities, food and comforts) of nature-based accommodation (Ha9 and Hal 0).

From the results of ninth and tenth hypotheses, it can be concluded that different tourist groups (domestic and international tourists) have significantly different preferences about types and features of nature-based accommodation Therefore, the existing and future nature-based accommodation operators in Nong Khai should try to understand the different needs and wants of each tourist groups, and then try to design and develop their products (nature-based accommodation) and the marketing strategies that meets the needs of each segment in an effective manner.

Therefore, it is recommended that the existing nature-based accommodation operators should offer different packages for each tourist group according to their different liking. The packages offered to domestic tourists should incorporate a guide service, transfer from the nearest center and entertainment, while the international tourists preferred either accommodation only or a package that includes breakfast. Activities offered to domestic tourists should be trail hiking, wildlife tours and visits to archeological sites, whilst international tourists should be offered mountain biking, cultural attractions, river

swimming, river trips, bird watching, swimming in a pool, or fishing. Food provided for domestic tourists should be local food, hearty or family style of food with high a quality but Thai food and Western food should be provided for the international ones.

In the aspect of future nature-based accommodation operators, they should design or develop either types or features of the accommodations to satisfy each group of tourists who will be targeted. According to the research findings, nature-based accommodation development for domestic tourists should be in the types of resorts, cabins or cottages, farm stays/ranches or sailboats which should be located near mountains, surrounded by rainforests or jungle and furnished with a basic level of comfort. Nature-based accommodation developed for international tourists should be in the types of hotels or motels, guesthouses, lodges or inns, located near a river surrounded with wildlife or bird life, incorporated with cultural attractions and furnished with a moderate or luxurious level of comfort.

Finally, according to the concept of nature-based accommodation, it should be managed in an environmentally sensitive manner in order to protect the ecosystem in the community. Therefore, the accommodation operators should educate their guests and let them participate in a nature experience while staying at their establishments. In addition, cultural attractions of the local community can be incorporated in the nature-based tourism product offered to guests in order to enhance their understanding and to enable them to appreciate the need for preservation of the community's cultural heritage.

In conclusion, the study of the preferences about nature-based accommodation between domestic and international tourists with different demographic profiles can assist the nature-based accommodation operators to provide products that satisfy each tourism segment in an effective and positive manner.

6.4 Suggestions for Further Study

There are nine suggestions as follows:

1. It is suggested that further study should be conducted to assess preferences about nature-based accommodation of tourists in other tourism areas or other provinces in Thailand.

2. It is suggested that further study should be conducted to assess preferences of tourists about other accommodation types in other tourism areas and provinces in Thailand.

3. It is suggested that further study should be conducted to compare preferences about nature-based accommodation between domestic and international tourists in other tourism areas or other provinces in Thailand.

4. It is suggested that further study should be conducted to compare preferences about other accommodation types between domestic and international tourists in Nong Khai in Thailand.

5. It is suggested that further study should be conducted to compare preferences about nature-based accommodation among tourists in Nong Khai with respect to other demographic factors as well as differing cultural and nationality backgrounds.

6. It is suggested that similar studies should also be conducted in other countries of the world.

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APPENDIXES

Appendix: A

Map of Nong Khai Province
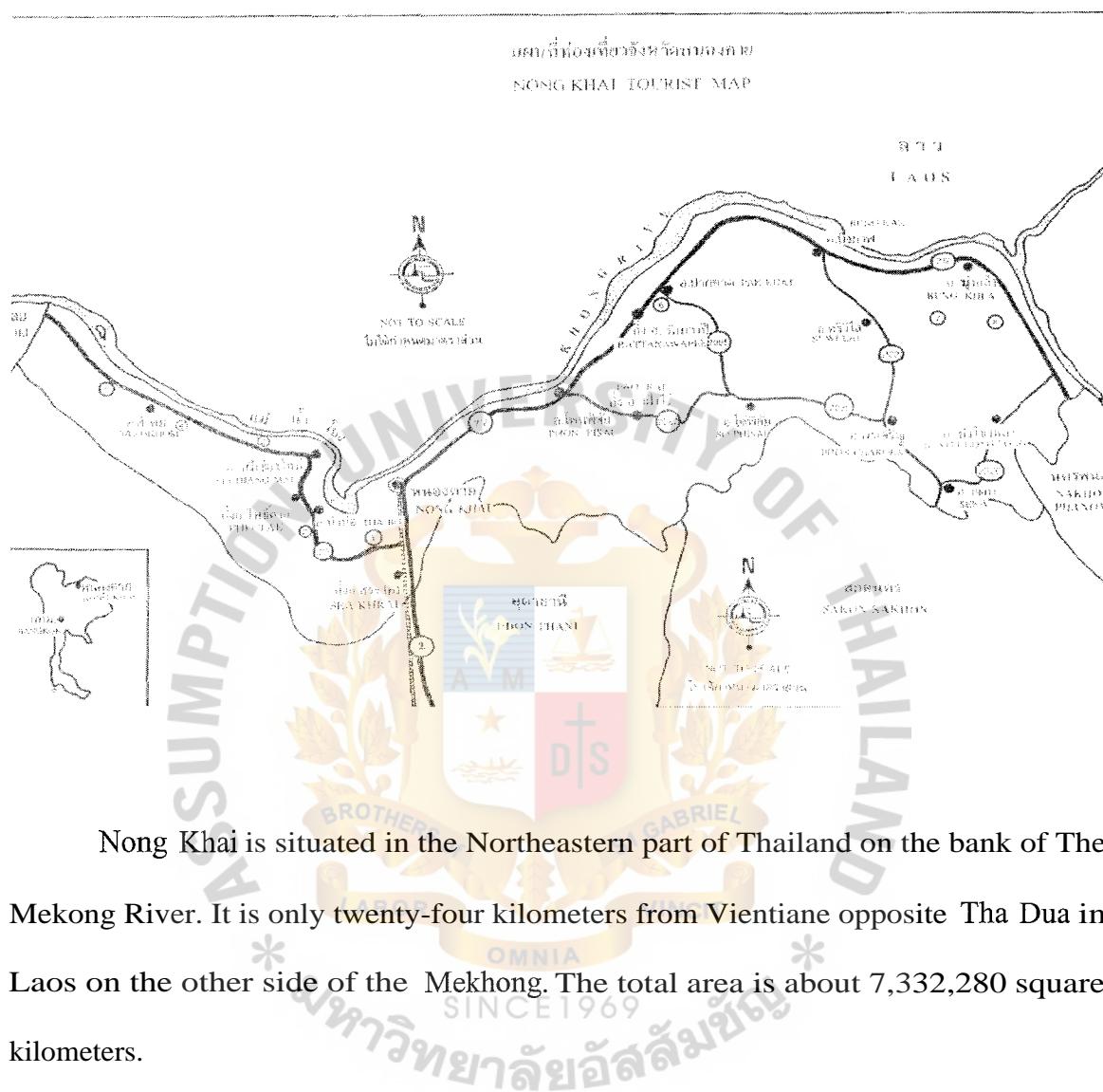
Nong Khai is situated in the Northeastern part of Thailand on the bank of The Mekong River. It is only twenty-four kilometers from Vientiane opposite Tha Dua in Laos on the other side of the Mekhong. The total area is about 7,332,280 square kilometers.

The province is divided into 12 districts and 2 sub-districts. They are Muang, Tha Bo, Bung Kan, Phon Phi-sai, Sri Chiang Mai, Se-ka, So Phi-sai, Sang Khom, Phone Charoen, Pak Cart, Bung Khong Long, Sri Wi-lai Districts, with Bung Khla and the Sa-krai the two sub-districts.

Appendix: B

Mostly Visited Tourist Attractions in **Nong Khai**

Tourist Attractions	Percent **(%)**
Tha Sa-det	81.25
Thai-Laos Friendship bridge	25.89
Pho Chai Temple	17.86
Kaew Koo Temple	10.71
Jom Manee Beach	6.25
Hin Mak Peng Temple	2.68
& Luang Pho Phar Cho Ong Tue	
Phra That Bang Phuan Temple	1.79

Source: Tourism Authority of Thailand, 2001
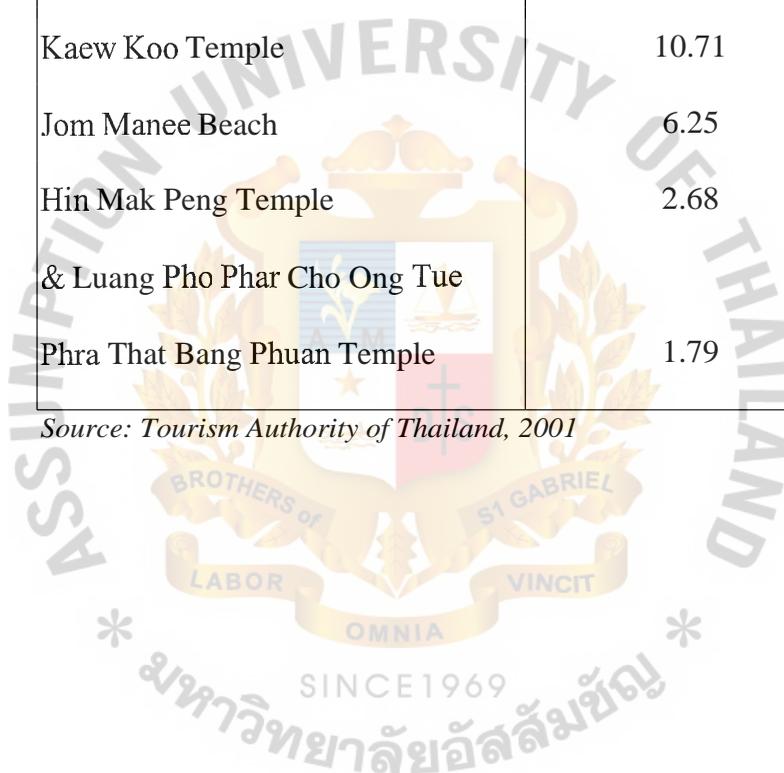
Appendix: C

Attractions and Places of Interest in Nong Khai

Muang District

Laung Por Phra Sai, Pho Chai Temple

This gold Buddha image is highly revered by the Nong Khai people and dates back to the ancient Lan Chang Empire Centuries ago. It is believed the image is one of three images commissioned be molded by the three daughters of the king of Lan Chang. In 1778, the images were moved to Vientiane and during the reign of King Rama III, they were brought to Thailand, but one sank in a storm. The remaining images were placed in Pho Chai Temple and Ho Klong Temple. Pho Chai is the temple where Luang Pho Phra Sai is housed. There is a celebration every seventh lunar month at the temple.

Phra That Bang Phuan

A very old pagoda, Phar That Bang Phuan houses the holy relics of Lord Buddha. The pagoda received additions in the reign of King Chai Chettha but later crumbled because of rain. The Fine Art Department made a complete restoration in 1970. A fun-filled festival is held very January.

Tha Sa-det

It is a pier where tourists can take a ferry across The Mekong River to Tha Dua in Laos. Tha Sa-det is also a shopping area where various souvenirs and products from Laos are put on sale.

Join Manee Beach

Situated at Bann Jom Manee one kilometer from municipality. It is a part of The Mekong River and is 200 meters long. Visitors can enjoys a beautiful sandy beach in April. Jom Manee Beach is referred as Pattaya of Isan and also tourists can view the Thai-Laos Friendship Bridge very clearly at there.

Thai-Laos Friendship Bridge

The first bridge across The Mekong River linking Nong Khai with Tha Na Laeng in Laos, 20 kilometers from Vientiane. The bridge measures 1.2 kilometers in length.

Kaew Koo Temple

A unique place with numerous sculptures according to Buddhist, animist and Brahmanic beliefs.

Tha Bo District

Luang Pho Phar Cho Ong Tue

Luang Pho Phra Cho Ong Tue is the largest golden Buddha image in Nong Khai. The image is at Nam Mong Temple. No clear record exits of when the image was molded but a stone inscription states the image was built in 1562 by King Chai Chettha. The King and seven noblemen who were close to him employed five hundred workers to mold the image by using a mixture of gold, brass and silver. Legend has it that the god Indra and 108 angels had to help finish it, taking seven years and seven months at a cost of 8.4 million baht. It is said a person's sadness will disappear with a look at the image.

Fresh Water Fish Village

It is located in Tambon Khong Nang, Tha Bo District on the Tha Bo-Sri Chiang Mai Highway. Many different species of fresh water fish are raised here and then distributed to Bangkok and the northern region of Thailand.

Sri Chiang Mai District

Hin Mak Peng Temple

It is about 30 kilometers from Sri Chiang Mai, this temple stands on The Mekong riverbank with spectacular scenery. It is a peaceful place where priests come to practice their meditation.

Sang Khom District

Than Thong & Than Thip Waterfall

Than Thong Waterfall is a small waterfall flowing into The Mekong River, Than Thip Waterfall is a larger, two tiered waterfall with plentiful water during the rainy season.

Phon Phi-sai District

Naga Fireball Phenomenon

An unexplained phenomenon that occurs each year around the full moon of the 11th month (Ok-Pansa Festival) when fireballs shoot out of The Mekong River into the sky. Especially occurs at Phon Phi-sai District, Nong Khai.

<u>Pak Cart District</u>

Sawang A-rom *Temple*

Situated at the foot of a mountain. The temple has rock formations, stone terraces and shady trees all around. A chapel houses a Buddha image. The chapel provides a commanding view of surrounding areas.

<u>Bung Kan District</u>

*Phu **Thok***

Situated in Bung Kan District, some 185 kilometers from the provincial capital, Phu Thok is topped by Chetiya Khiri Viharn Temple or Phu Thok Temple with a wooden spiral staircase leading up there. The completion of the staircase took 5 years.

*Phu **Wua** Wild Life Reservation*

It is about 31 kilometers from Bung Kam. The area is between 150-300 meters above sea level and comprises of many beautiful waterfalls including Cha Nan Waterfall, Thum Fun Waterfall, Thum Thra Waterfall and Chet Si Waterfall.

Appendix: D

QUESTIONNAIRE

Dear Sir or Madam:

I am student of Master of Arts in Tourism Management at Assumption University. This questionnaire is part of my research. The thesis topic is **'Preferences about types and features of Nature-based accommodation preferred by tourists in Nong Khai Province'. I** would like to ask for your full co-operation in responding to all items in this questionnaire.

Terminology

`**Nature-based accommodation'** is accommodation that meets the philosophy and principles of eco-tourism. It will offer a tourist an educational and participatory experience, be developed and managed in an environmentally sensitive manner and protect its operating environment.

Part I: Preferences about Types and Features of Nature-based Accommodation
Question 1-3: Please choose 3 most preferred items from the following categories, and then rank them 1, 2 or 3. **(1=** most prefer, 2=second most prefer, and 3=third most prefer)

1. Types of Nature-based Accommodation (Ranking Order 1-3)
_____1. Cabin/Cottage
_____2. Lodge/Inn
_____3. Hotel/Motel
_____4. Resort
_____5. Guesthouse
_____6. Farm stay/Ranch
_____7. Sailboat
_____8. Other: *please speci*

Features of Nature-based Accommodation

2. Natural Attractions (Ranking Order 1-3)
_____1. Rainforest/Jungle
_____2. Mountains
_____3. River
_____4. Wildlife
_____5. Bird Life
_____6. Cultural

3.Package (Ranking Order 1-3)
_____1. Accommodation only
_____2. Transfer from nearest center
_____3. Breakfast Included
_____4. Guide Service Included
_____5. Entertainment Included
_____6. Other: *please specify*

Question 4: Please choose 5 most preferred items from the following categories , and then rank them 1-5) 1=most prefer, 2=second most prefer, 3=third most prefer, 4=fourth most prefer and 5=least prefer)

4. Activities (Ranking Order 1-5)
_____ 1. Trail Hiking
_____ 2. Wildlife Tour
_____ 3. Bird Watching
_____ 4. River trips
_____ 5. Mountain biking
_____ 6. River swimming
_____ 7. Archeological
_____ 8. Swimming in the Pool
_____ 9. Fishing
_____ 1 O. Cultural

Question 5: Please tick (✓) all items, which are preferable for you.

5. Food
[1. High Quality
[ ] 2. Hearty/Family
[ ] 3. Thai Food
[ ] 4. Local Cultural style
[5. Western
[ ] 6. Other: *please speci*

Question 6: Please tick (✓) only one box as appropriate for you.

6. Comforts
[1. Basics
[ ] 2. Moderate
[ ] 3. Luxurious

Part II: Demographic Profiles

    7. Gender   [ ] 1 Male   [ ] 2.Female

    8. Age   .... Years

    9. Education
        [1.Secondary or below   [ ] 2. Vocational Institute
        [ ] 3.University   [ ] 4.Post-graduate

    10. Income _____ Baht / month

`Thank You for your Time and Attention'

Appendix: E
Questionnaire Thai Version

แบบสอบถาม

ความชอบของนักท่องเที่ยวที่มีต่อประเภทและลักษณะของที่พักแรมเชิงอนุรักษ์ธรรมชาติ

กรณีศึกษา จังหวัดหนองคาย

- -

ส่วนที่ 1: ความชอบของนักท่องเที่ยวที่มีต่อประเภทและลักษณะของที่พักแรมเชิงอนรักษ์ธรรมชาติ

1. ประเภทของที่พักแรมเชิงอนุรักษ์ธรรมชาติ **(เรียงลำดับ 1 2 3 ตามความสำคัญ)**

_____1. กระท่อม

_____2. ลอร์จ/อินน์

_____3. โรงแรม/โมเต็ล

_____4. รีสอร์ท

_____5. เกสท์เฮาส์

_____6. ที่พักในฟาร์ม

_____7. เรือนแพ

_____8. อื่นๆ (โปรดระบุ)..

2 สิ่งดึงดูดใจทางธ มชาติ   1 2 3 ตามความสำคัญ)

_____1. ป่า

_____2. ภู

_____3. แมนา

_____4. ์ตว์ป่า

_____5. นกนานา

_____6. วัฒนธรรมท้องถิ่น

3. รูปแบบของสินค้า/บริการที่นำเสนอ (Package) (เรียงลำดับ 1 2 3 ตามความสำคัญ)

_____1. ห้องพักเท่านั้น

_____2. ห้องพักและบริการรับ-ส่งตามจุดสำคัญๆ

_____3. ห้องพักและบริการอาหารเช้า

_____4. ห้องพักและบริการมัคคุเทศก์

_____5. ห้องพักและสิ่งบันเทิงอื่นๆ

_____6. อื่นๆ

4. ประเภทของกิจกรรม   1 2 3 4 5 ตามความสำคัญ)

_____1. เดินป่า

_____2. ทัวร์ ู ตว์ป่า

_____3. ดูนก

_____4. ชมแมนา ลาคลอง

_____5. ขี่จักรยาน

_____6. ว่ายน้ำในแม่น้ำ

_____7. ชมโบราณสถาน

_____8. ว่ายน้ำในสระ

_____9. ตกปลา

_____10.วัฒนธรรมท้องถิ่น

กรุณาทำเครื่องหมาย   หรือเติมข้อความลงในแบบสอบถาม ในช่องที่ท่านคิดว่าเป็นความจริงมากที่สุด

5. ลักษณะอาหารที่ให้บริการในที่พักแรมเชิงอนุรักษ์ธรรมชาติ **(ตอบได้มากกว่า 1 ตัวเลือก)**

[ ] 1. อาหารคุณภาพดี

[ ] 2. อาหารที่ทำรับประทานร่วมกับเจ้าบ้าน

[3. อาหารไทย

[ ] 4. อาหารท้องถิ่น

[ ] 5. อาหารแนวตะวันตก

[ ] 6. อื่นๆ (โปรดระบุ)..

6. ท่านคิดว่าระดับความสะดวกสบายของที่พักแรมเชิงอนุรักษ์ธรรมชาติที่เหมาะสมที่สุ

[11. บริการขนพื้นฐานที่จำเป็น

[12. ระดับปานกลาง

[13. หรูหรา

ส่วนที่ 2:

7. เพศ ——[ ] 1.ชาย   [ ]2. หญิง

8. อายุ ——

9. ระดับการศึกษาสูงสุด

[1. มัธยมศึกษาหรือต่ำกว่า   [ ]2.

[ ]3.ปริญญาตรี   [4. งกว่าปริญญาตรี

10. รายได้ ———— บาท / เดือน

◇◇◇◇ ขอขอบพระ ณในการสละเวลาของทานครงน ◇◇◇◇