PERCEPTION OF INTERNATIONAL STUDENTS OF ASSUMPTION
UNIVERSITY ABOUT TRAVEL RELATED ACTIVITIES WHEN
TRAVELING IN THAILAND

By

LI ZHENXING

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

Master of Arts in Tourism Management

Graduate School of Business
Assumption University
Bangkok, Thailand

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ACCEPTANCE

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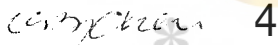
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ABSTRACT

The overall aim of this study was to investigate the difference in the demographic profile of international students of Assumption University and their perception about travel-related activities when traveling in Thailand. In order to understand the difference of these variables, relevant theories and concepts were reviewed and synthesized to form the theoretical and conceptual frameworks.

The methodology used in this research was survey research. The research instrument was questionnaire that was divided into two sections. The first section explored respondents' demographic profile. The second section investigated respondents' perception about travel-related activities. A 5-point Likert scale was adopted for the second section.

Descriptive statistics were used for the presentation of data on respondents, demographic profile in the form of percentages and charts. Independent t-test was used to examine the difference in the perception about travel-related activities classified by international students' gender. One-way analysis of variance was used to examine the perception about travel-related activities classified by international students' age, marital status, number of years in Thailand, and discretionary income.

The result of this study found that international students believed that the following activities are important when traveling in Thailand: going to a beach, sightseeing, touring a city, attending a festival, attending a cultural event, and visiting a historical site. The overall findings of the study revealed that there seemed to be a difference in

perception about travel-related activities classified by international students' demographic characteristics.

This study also revealed that male international students enjoy going to a nightclub; female international students prefer a package tour, attending a cultural and artistic event; international students who are 22-26 year old enjoy visiting a resort and attending a convention; international students whose marital status is single and have been in Thailand for more than 4 years prefer touring a city; international students whose marital status is single and who have been in Thailand for more than 4 years like bicycling; international students who have been in Thailand for 1-less than 2 years and 3- less than 4 years like golfing; international students who have less than 10,000 Baht discretionary income per month do not often go sightseeing.

Recommendations based on findings suggest tourism planners and managers could design suitable tours promoting action, events, touring, and sports related activities to attract potential young travelers.

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CHAPTER 1

GENERALITIES OF THE STUDY

1.1 Introduction to the Study

1.1.1 Global travel market

Tourism is a major global industry. It comprises around 5 per cent of the world's GDP, and over 200 million people are employed in travel and tourism worldwide. International tourism has been steadily growing in the past decades, well over the average economic growth rates, reaching in 2002 an all-time high: 715 million arrivals and 480 billion US dollars in international tourism receipts. In 2003, similar to 2001, because of the September 11 attacks, the war on Iraq, the killer SARS virus and a relentlessly dismal economy, international tourism arrivals dropped by 1.2 percent to 694 million (Website of WTO, 2004). However, the future may brighten as citizens of developing nations begin to hit the road. According to the World Tourism Organization forecasts, East Asian and Pacific outbound tourism will average an annual growth of 6.5 percent until 2020, while Europe and America will grow 3.4 and 3.1 percent, respectively. While tourism has historically been driven by tourists from the west, the next two decades will be shaped by new travelers, such as Russians, East Europeans, and Southeast Asians.

1.1.2 Thailand's travel market

The tourism industry in Thailand has been growing during the past forty years. Since Thailand launched the "Visit Thailand Year" in 1987, the number of foreign tourists visiting Thailand has increased dramatically, despite the Gulf War in 1991. The period

1987-1996 can be termed the Golden Decade of Thai Tourism. Over this period, unprecedented economic growth of Thailand has also stimulated local tourism. The international tourist arrivals continued increasing from 7.22 million to 10.80 million between 1997 and 2002. The war in Iraq and the SARS outbreak have severely affected the tourism industry in Thailand. These events had negative effects on incoming tourism figures in late 2002 and the first half of 2003. On the currency side, the strength of the US dollar and particularly the euro against the baht has encouraged more European and American tourists as well as Japanese, Koreans, and Singaporeans to come to Thailand. After the war in Iraq and the SARS outbreak, the Thai government has been actively encouraging foreigners to travel to Thailand via Thai representatives abroad, including embassies, consulates, tourist offices and Thai Airways offices. This is only part of the plan by the Thai government to position Thailand as the top tourist destination in Asia due to its exotic beaches, unique culture, gastronomy, as well as the friendliness of their people. Thus, Thailand is not only the perfect country for leisure but also for business because of its advantaged geographical location in the heart of Southeast Asia (Website of TAT, 2004).

1.1.3 Thailand's student and youth travel market

For Thailand, the rate of growth of youth tourism increased dramatically during these years. In 2001, under-25 visitor to Thailand totaled 1,523,952, up 4.72% over 2000 and comprising 15.15% of total arrivals. Visitors identifying themselves as students totaled 1,137,914, up 7.03%, one of the fastest growing market categories. The world's biggest youth and student travel conference was to make a comeback to Thailand in 2003, only four years after being hosted here in 1999. It was the first time in its history that the World Youth and Students Travel Conference (WYSTC) have

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returned to the same country destination within such a short period of time. While the 1999 conference was held in Bangkok, the WYSTC 2003 was held at the Pattaya's Exhibition and Convention Hall (PEACH) in Chonburi province in September 2003. The conference brought together the Federation of International Youth Travel Organizations (FIYTO) and International Student Travel Confederation (ISTC). The Tourism Authority of Thailand Acting Governor and Deputy Governor for Marketing Mrs. Juthamas Siriwan said that youth and student travel is a very significant market for Thailand. Young travelers normally stay longer than normal visitors, are very environmentally and socially conscious, and have very high repeat-traffic potential. They are effective disseminators of tourism foreign exchange revenue since they spend money at grassroots levels of society, thus supporting small- and medium-sized businesses especially in rural areas (Website of TAT, 2004).

1.1.4 Thailand's international students market

Recently, the number of international students in the Thailand has increased every year. A survey on the enrolment of international students in both Thai public and private higher education institutions was conducted jointly in 2002 by the National Statistical Office, Office of the Prime Minister and the Ministry of University Affairs. The survey showed 4,343 foreign students enrolled in Thai universities. At present, Thai higher education institutions offer more than 465 international programs using English as a medium of instruction, 153 programs are at undergraduate, 203 at master's and 109 at doctoral levels. Students studying in these programs are not only Thai nationals but also nationals from different countries around the world, for instance China, India, Japan, and so on (Website of MUA, 2002). The statistics of Service Trade Division Department of Export Promotion illustrated the top five

universities with the highest number of foreign students in 2003. These are

Assumption University (2,132 students), Asian Institute of Technology (1,788

students), Mahidol University (284 students), Webster University Thailand (270

students), Kasetsart University (165 students) (Figure 1.1). Therefore, Assumption

University is not only the first international university but also has the largest number

of international students.

Figure1. 1 The top five universities with the highest number of foreign students in 2003
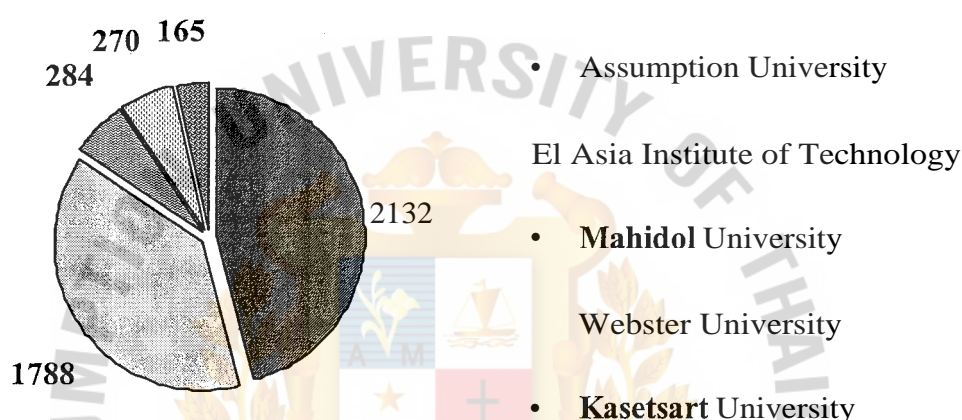
Source: Service Trade Division Department of Export Promotion

1.1.5 International students of Assumption University

Assumption University as it is now known was originally initiated in 1969. It was

formally established in June 1972 and accredited by the Ministry of Education and the

Ministry of University Affairs in May 1975. The University employs English as the

official medium of instruction and has formal links and cooperation agreements with a

large network of international institutions of higher learning in America, England,

Australia, Belgium etc. for scholastic exchange and research programs. The

University has a student body of more than 16,000 including fairly large complement

of foreign students drawn from 42 countries of the world (ABAC bulletin, 1998-1999).

A list of international students was obtained from Assumption University's Office of the Registrar. Table 1.1 shows 2132 undergraduate and graduate students who enrolled in 2003 from 55 countries. Nationalities of foreign student body in Assumption University is led by China (943 students), Myanmar (224 students), Vietnam (145 students), India (111 students), Taiwan (98 students), Bangladesh (97 students), Korea (73 students), Japan (49 students), and America (40 students), respectively.

Table1.1 International students' representation in 2003

RECORD	NATIONALITY	MASTER		BACHELOR		GRAND
		FEMALE	MALE	FEMALE	MALE	TOTAL
1	AMERICAN	1	7	6	26	40
2	AUSTRALIAN			1	4	5
3	AZERBAIJAN		1			1
4	BANGLADESHI		7	7	83	97
5	BHUTANESE		2	4	3	9
6	BRAZILIAN				1	1
7	BRITISH	1	2	4	5	12
8	CAMBODIAN	2	4	6	18	30
9	CANADIAN	1	1	1	2	5
10	CHINESE	50	50	432	411	943
11	COLOMBIAN			1		1
12	COSTA RICAN	1				1
13	DANISH				3	3
14	DUTCH			1	6	7
15	FILIPINO	8	2	9	9	28
16	FINNISH		1		2	3
17	FRENCH	1	4	7	8	20
18	GERMAN		1	3	2	6
19	GUINEAN				1	1
20	HONG KONGIAN		1	1		2
21	HUNGARIAN				3	3
22	INDIAN	16	33	29	33	111
23	INDONESIAN	3	3	4	8	18
24	IRANIAN			7	10	17

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No	Nationality					Total
25	IRAQI		2		1	3
26	ISRAELI				5	5
27	ITALIAN				1	1
28	JAPANESE	1	3	21	24	49
29	KAZAKSTAN			1		1
30	KOREAN	2	2	33	36	73
31	LAOTIAN		1	7	9	17
32	LUXEMBURG			1		1
33	MALAYSIAN	1	1	4	5	11
34	MONGOLIAN	1		3		4
35	MYANMAR	14	12	90	108	224
36	NEPALESE	6	3	7	17	33
37	NEW ZEALAND	1				1
38	NIGERIAN			1		1
39	NORWEGIAN		1		6	7
40	RUSSIAN	1		7	6	14
41	PAKISTANI	1	2	1	7	11
42	POLISH			2	2	4
43	ROMANIAN		1		1	2
44	SENEGALESE				2	2
45	SINGAPORE			1	4	5
46	SOUTH AFRICAN			1		1
47	SRILANKAN		1	6	4	11
48	SWEDISH			2	7	9
49	SWISS		2			2
50	TAIWANESE	2	5	39	52	98
51	TANZANIAN				1	1
52	TURKISH			4	11	15
53	UKRAINIAN		1	1		2
54	UZBEKISTANI	1		9	5	15
55	VIETNAMESE	5	10	45	85	145
	SUB TOTAL	119	167	810	1038	2132

Source: The Office of the Registrar of Assumption University, 2004

1.2 Research Objectives

The purpose of this study was:

1.2.1 To investigate the difference in the perception of international students of Assumption University about travel-related activities when traveling in Thailand.

1.2.2 To determine the demographic profile of international students of Assumption University, traveling in Thailand.

1.3 Statement of the Problem

The research focused on the youth and student travel market. The Federation of International Youth Travel Organizations (FIYTO) has estimated that students may constitute as much as 20% of all international travelers and that the students travel market is a multibillion dollar business (Bywater 1993). In 2000, the International Student Travel Confederation (ISTC) began to compile a review of existing studies on the youth and student travel market and the characteristics of today's independent young traveler.

International students come to study in the foreign land, so they stay for some years at the place of study. They are not just students but also are travelers. They have a tendency to travel to see places accompanied by friends. Being international students, they come from a variety of backgrounds, orientations, and lifestyles and they enjoy undertaking different travel-related activities. Therefore, following is the research question that this study sought to answer, "What is the perception of international students of Assumption University about travel related activities when traveling in Thailand?"

1.4 Scope of the Research

The research mainly focused on examining the perception about travel activities and demographic characteristics of international students traveling in Thailand. Because college students have more time to travel during school recesses, such as spring and semester breaks (Epperson, 1977), they contribute to the growing Thailand tourism market. Additionally, international students do not have families close by to visit, so they have more free time to travel. Consequently, it is important for travel marketers to understand how the perception about travel-related activities by international students.

1.5 Limitations of the Research

1.5.1 The proposed research focused attention on investigating the perception of travel-related activities by international students of Assumption University when traveling in Thailand. Therefore its findings may not be generalized for either Thai or international students studying in other universities.

1.5.2 The proposed research focused attention on investigating the perception of travel-related activities by international students of Assumption University when traveling in Thailand, after identifying specific variables. Therefore its findings may not be generalized for variables not included in the framework of proposed research.

1.5.3 The proposed research focused which investigates the perception of travel-related activities by international students of Assumption University when traveling in Thailand was conducted in a specific time frame. Therefore its findings may not be generalized for all time frames.

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1.6 Significance of the Study

Tourism marketing is becoming increasingly sophisticated. Tourism business managers should be carefully analyzing population characteristics and trends in order to improvement tourism development and enjoy maximal profits. Particularly, the number of international students worldwide has been steadily increasing year by year. The international student market represents a large and rapidly growing market with tremendous potential for many tourist destinations in the world. Studying the perception of international students about travel-related activities is also becoming increasingly important for making significant contributions to the development of marketing strategies for tourism planners and managers.

1.7 Definition of Terms

Activities

In the tourism context, activities can be seen as those things done while on vacation. Thus destinations and attractions can be seen as offering opportunities for visitors to engage in various activities (Jafari, 2000).

Demographics

Demographics are factors such as age, sex, education, even the size of the population, can influence leisure and recreation participation (Trigg, 1996).

International students of Assumption University

This refers to the students from foreign countries that are enrolled as students for teaching programs at Assumption University.

Perception

Perception is the particular interpretation one gives to objects or ideas observed or otherwise brought to the consumer's attention through the senses (Walters, 1989).

Travel

The actions and activities of people taking to a place or places outside of their home communities for any purpose except daily commuting to and from work (McIntosh and Goeldner, 1990).

Youth tourism

Youth tourism refers to travel for education, recreation, and sports by youth, either independently or in organized groups (Inskeep, 1991).

CHAPTER 2

REVIEW OF RELATED LITERATURE AND STUDIES

In this chapter, three strands of literature are presented that are perception, youth and student travel market, and travel-related activities. On the other, definition of travelers, relationship between demographics and travel-related activities, and previous research studies also are discussed.

2.1 Definition of Travelers

Thebald (1998) defined 'travelers' as to all individuals making a trip between two or more geographic locations, either in their country of residence (domestic travelers) or between countries (international travelers). However, as can be seen in Figure 2.1, there is a distinction made between two types of travelers: visitors and other travelers.

Figure 2.1 Traveler typology
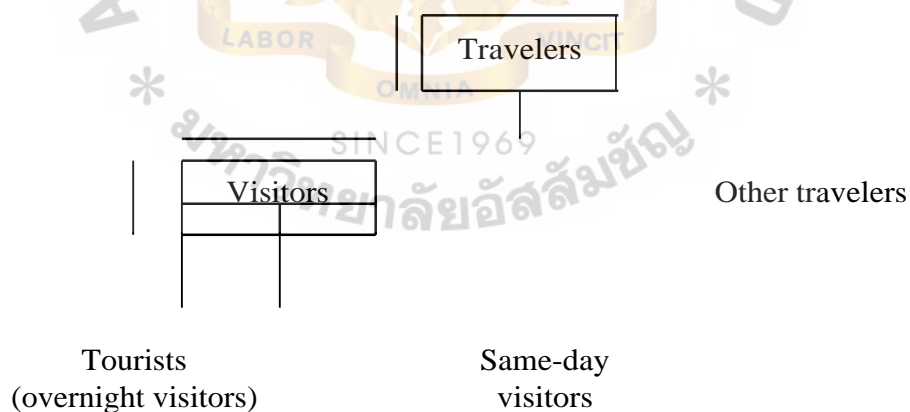
Source: Travel and Tourism Research Association

All travelers who are engaged in the activity of tourism are considered to be 'visitors'. The term 'visitor' then becomes the core concept around which the entire system of

tourism statistics is based. A secondary division of the term 'visitor' is made into two

categories:

1 'Tourists (overnight visitors)'.

2 'Same-day visitors' (formerly called 'excursionists').

Therefore, the term 'visitor' can be described for statistical purpose as 'any person

traveling to a place other than that of his /her usual environment for less than twelve

months and whose main purpose of trip is other than the exercise of an activity

remunerated from within the place visited' (Thebald, 1998).

2.2 Perception

Walters (1989) clarified perception as the particular interpretation one gives to objects

or ideas observed or otherwise brought to the consumer's attention through the senses.

Middleton and Clarke (2001) described that perception is the term used to explain the

way individuals select and organize the mass of information they are exposed to and

perception is a function of attitude, motivations, experience and learning, especially

related to a previous purchase. Kotler (2004) explained that perception is the process

by which people select, organize, and interpret information to form a meaningful

picture of the world. Schiffman and Kanuk (2004) identified perception as the process

by which an individual selects, organizes, and interprets stimuli into a meaningful and

coherent picture of the world.

2.2.1 The process of perception

Fridgen (1996) revealed that perception is an active process. People do not merely

passively receive sensory input from the environment, they actively seek it out.

Perception is not only active, it is selective. Of all the information that is potentially

available, only a portion of it is useful or meaningful at any one time. Perception is influenced by learning and past experience. The key word in the definition of perception is individual. People can emerge with different perceptions of the same object because of three perceptual processes that is selective attention, selective distortion, and selective retention. Selective attention means that marketers have to work hard to attract consumers' notice. Selective distortion is the tendency to twist information into personal meanings and interpret information in the way that will fit our preconceptions. Selective retention implies that people will forget much that they learn but will tend to retain information that supports their attitudes and beliefs.

2.2.2 General perceptual principles

Fridgen (1996) mentioned nine general perceptual principles that are sensory adaptation, color and contrast, context, figure-ground, closure, proximity, perceptual constancy, selective perception and weber / fechner law. However, the principles of sensory adaptation and selective perception are applied to this study. In terms of the sensory adaptation, people get used to stimuli, events, and objects that they see or experience repeatedly. Getting used to things and taking them for granted is called sensory adaptation. In many ways, this process drives the tourism industry to find and offer new attractions, events, packages, destinations, and experiences. Sensory adaptation is to change the stimulus and offer something "new". In terms of the selective perception, perception is selective for many reason, including the perceiver's inability to cope with all the information is the environment. The perceiver screens out or selects specific types of information due to motivations, experiences, or cultural history. Perceivers regularly select or ignore information as needed.

2.2.3 Elements of perception

Fridgen (1996) mentioned that the fundamental elements involved in perception are the perceiver, the target, and the situation. For tourism industry, the perceiver is a person. This person could be a tourist, a guest, a hotel employee, or a local resident in a tourist community. Since people are involved in perception, the characteristics of individual influence the resulting perceptions. A person's experiences, cultural background, training, social norms and personal preferences can influence perception. The target of perception can be almost anything-other people, a beach, a resort, a hotel, a whole island, a city, etc. Like the perceiver, the target has characteristics that influence perception. The situation refers to the context in which perception takes place. Perception takes place within social situations as well. Social situations are as varied as physical settings. The degrees of social situations fall within a wide range of human emotions. Imagine the differences in perceptions which can occur under the influences of anger, sadness, excitement, or happiness. Tourism offers a unique and varied range of situations for perceptions.

2.2.4 Environment perception

Early studies of perceptual processes focused upon how people came to know objects as meaningful things. In reality, people move about in large-scale environments that are both familiar and novel. A holistic approach which considers perception of the larger environment is called environmental perception. Environment perception is ongoing and applies to environments from all parts of life including neighborhoods, our home, travel destinations, and tourism attractions. How they are perceived make environmental perception directly applicable to the study of travel and tourism. Environments surround, demand participation, engage a person's senses, and involve

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a social and aesthetic atmosphere. In other words, a person becomes actively involved in a setting when he/she moves through an environment. Environment perception is closely tied to land use, planning, tourism development, and tourism destination preferences (Fridgen, 1996).

2.2.5 Perception of distance

Mill and Morrison (1992) stated that the subject of distance in general, and perceptions of it in particular, is very important in relation to the study of tourism. The reason for this is that much of tourist travel revolves around differences. People may travel to a different climate, from snow to sun; to see differences in scenery, from plains to mountains; or to experience a different culture, from modern to traditional. By its very nature, then, tourist travel to experience differences implies covering some distance. The distance to be traveled may act as a barrier, depending upon how it is perceived. The perception of a particular distance is not a constant. Rather the perception of a particular distance seems to vary relative to various socioeconomic factors as well as to the activity to be undertaken. It appears that travelers in higher levels of occupation and income are inclined to travel farther. This may, of course, be partially explained by the fact that they can afford to travel farther. However, those who favored active vacations over inactive vacations are inclined to travel long distances. Some researchers feel that occupation is the key, while others link personality variables to the propensity to travel. Although all of the answers are not known, it does seem that distance can be viewed either positively or negatively in terms of its effect on travel. Certainly the greater the distance the greater the financial cost.

As such, distance is a limiting factor. It may also be that great distances represent a psychological barrier because of the tediousness involved in traveling or the fear of being far from home. At the same time, a destination may increase in attractiveness because of the distance that must be traveled to get there. It has been demonstrated that, for some tourists, beyond a certain distance the friction of distance becomes reversed that the farther they want to go. Especially on unplanned trips there may be a tendency to view closer-to-home destinations and attractions as stepping stones to stopping points farther away rather than as competition for the farther destination (Mill and Morrison, 1992).

2.2.6 Tourists' perception

Tourists' perception is now the focus of study by researchers who are looking at various aspects of the tourists' perspective. For example, Hsieh, O'leary and Marrison (1992) studied activity segmentation of Hong Kong people visiting Canada. Carr (2001) studied young tourists' perception of danger within the urban holiday environment of London, England. Pearce (1982) cited that tourist perceptions are perceived as an important intervening variable in influencing a tourist's destination choice. For example, Reisinger and Mavondo (2002) studied the relationship between the importance of destination attributes, travel motivation, and perception of destination attributes for two youth markets in the USA and Australia. A number of writers have highlighted the importance of favorable perception in influencing consumer's destination choice. Middleton and Clarke (2001) revealed tourists' perception changes over time with experience and as individual age and move through a continuous learning process and exposure to reference groups.

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2.3 Youth and Student Travel Market

The World Tourism Organization (1991) accepted the necessity of an internationally accepted definition of youth tourism because over half of the domestic tourists taking this type of holiday were young travelers. Gibson (1996) studied the influence of life stages on tourist behavior and the results of this research showed the existence of different roles and experiences during vacations of young and old tourists. Opperman (1995) found that young people travel further and more frequently than older travelers. The results of Laing's study (1987) on the tourist population in general, pointed out that the activities practiced by young tourists during their holiday differ significantly from those pursued by the oldest travelers. Leisure travel industry regards the college market as a lucrative field if it is appropriately targeted and handled because a great number of students travel for pleasure during the spring and summer breaks (Field, 1999). Kreul (1991) noted that these types of travelers are more likely to buy local goods and stay in locally organized accommodation, which implies that the economic benefits accrue more to the host population.

2.3.1 The evolution of youth tourism

Aramberri (1992) argued that it is difficult to obtain a clear picture of the evolution of youth tourism both at the domestic and international levels due to the lack of accurate statistics. Bywater (1993) pointed out that although it is difficult to measure the student travel market, it is clear that the market is a multi-million dollar business. Youth tourism is a mass phenomenon which has grown at the same time as mainstream tourism and for the same reasons. The extension and availability of formal education to new social layers increased the numbers of people with long period of leisure. Pritchard and Morgan (1996) noted that most of the young travelers

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are still studying; consequently this group of people has free time to travel. Moreover, they are not paying mortgages and part time jobs are more and more frequent among young people. Hence, traveling has become affordable.

2.3.2 Main features of youth tourism

Aramberri (1992) presented the main features of youth tourism. He pointed out the category of youth tourism is the polar opposite of mainstream tourism, and calls them the off-streams. It does not mean that all off-streamers are young, but that most youngsters like to travel off-stream. In a nutshell, young tourists are low in organization or flexible in their travel arrangements, while they tend to engage in high cross-cultural exchanges.

One of the reasons why young tourists can make flexible travel arrangements derives from the fact that they have plenty of time at their disposal. Their trips are usually taken during long vacation periods as those found in academic institutions. There are even longer trips such as those taken by graduate students or young workers who have just completed their military duties and want some time before they enter the work-force. The average length of young travel is therefore longer than that of the mainstreamers who tend to have reduced leisure periods. This flexibility is also accounted for by the fact that young tourists can start their trips off-season. Even though much of youth tourism starts in their vacation time that partially coincides with the peak season in many countries, youngsters are not subject to the stringencies of productive life and can accommodate their travel to different times of the year (Aramberri, 1992).

The availability of free time is usually accompanied by reduced budgets. Youth tourism is usually low cost or budget travel. On one hand, their flexibility in schedule allows young people to take advantage of low season fares in airlines and other means of transport. On the other hand, there are special rates for them. Some international youth tourism organizations are able to secure important discounts for their members while in some countries they are allowed to get train trips at much reduced rates. For example, international student identity card is issued by International Student Travel Confederation (ISTC). The card offers more than 32,000 discounts worldwide. Finally, it is known that adventure and discovery are important components in the experience of young tourists. They are ready to tread where most would not dare, both in the physical and the symbolic universes. In this way, young tourists have many times been the first to venture in places that will be accepted and cherished by other forms of tourism at some later point in time (Aramberri, 1992).

2.3.3 The types of youth tourism

Kreul (1991) identified the following different typologies: international and domestic youth tourists, education tourists, alternative tourists, short-term tourists, institutionalized, non-institutionalized, and experience tourist. Seedings (1998) differentiates between backpackers, lager-louts, and students and suggests the age of the travelers, the education, and the purpose of travel as interesting variables for segmenting the youth market. Further, Gonzalez Blasco (1991) points out that travelers are affected by their sociocultural and economic environment; consequently their country of origin becomes another segmentation variable to bear in mind. Understanding the travel behavior of young travelers is critical for strategy development and service delivery.

Aramberri (1992) mentioned that according to young tourists' relative mobility, they can be divided into two main types: wanderers and participants. The former are those people whose main concern is to see and witness other societies than their own. The latter want to participate for some time in the culture of the host society. The wanderers are highly mobile. They like to make long trips and short stays, pricing above all live experiences. They want to see and share with the host community. It is to the wanderers that apply the main features of youth tourism described in the former paragraphs. For the wanderers, the main attractions in their trips are not so much nature and sightseeing, but urban life and culture. One should not overlook the importance of that event, mainly sports and music concert, have for this type of young tourists. Some wanderers organize their trips following the major places where these events can be found.

The other big stream of youth tourism is made up by the participants. Their average length of stay in one place is higher than that of the wanderers. Their main concern is to get acquainted with some relevant aspects of the host society and its culture. Their experience is not so much adventure and discovery, but a long dip in some specialized activities. One of the main activities for this type of youth tourism is learning a language, which usually entails living for a significant period of time in the host society. According to the demand, these stays may go from a few weeks to whole academic years. The longer the stay, the more opportunities there will be of participating in the real life of the host society. This is also favored by the fact that participants of this type tend to live in an environment (whether it is a family or some learning institution) that is a part of it (Aramberri, 1992).

2.4 Travel-Related Activities

Swarbrooke and Horner (1999) clarified that the definition and features of activity tourism, special interest tourism, and cultural tourism. Activity tourism is a broad field that encompasses, for example: using modes of transport to tour areas which require effort on the part of the tourist such as walking, cycling and riding; participating in land-based sports such as golf and tennis; and taking part in water-based activities like diving and wind-surfing. Special interest tourism is a niche market similar to activity-tourism, but it differs in that it involves little or no physical exertion. The types of interest are very diverse with some of the most popular being: visiting gardens, attending music festivals, and so on (Swarbrooke and Horner, 1999). Cultural tourism is clearly linked to the special interest tourism. Cultural tourism encompasses many elements of the tourism market, including: visits to heritage attractions and destinations, and attendance at traditional festivals; and watching traditional sporting events and taking part in local leisure activities (Swarbrooke and Horner, 1999).

2.4.1 Types of recreational activity

Swarbrooke and Horner (1996) wrote on the nature of the recreation and sport sector. Figure 2.2 illustrates the diversity of forms of recreation which explains why it is such a complex sector as far as marketing is concerned. Some of the differences between forms of recreation which influence marketing practice in the sector include the following:

1 Some recreational activities can be practiced in people's homes or in their local area, such as dancing and fitness training. Others require participants to travel considerable

Figure 2.2 Types of recreational activity
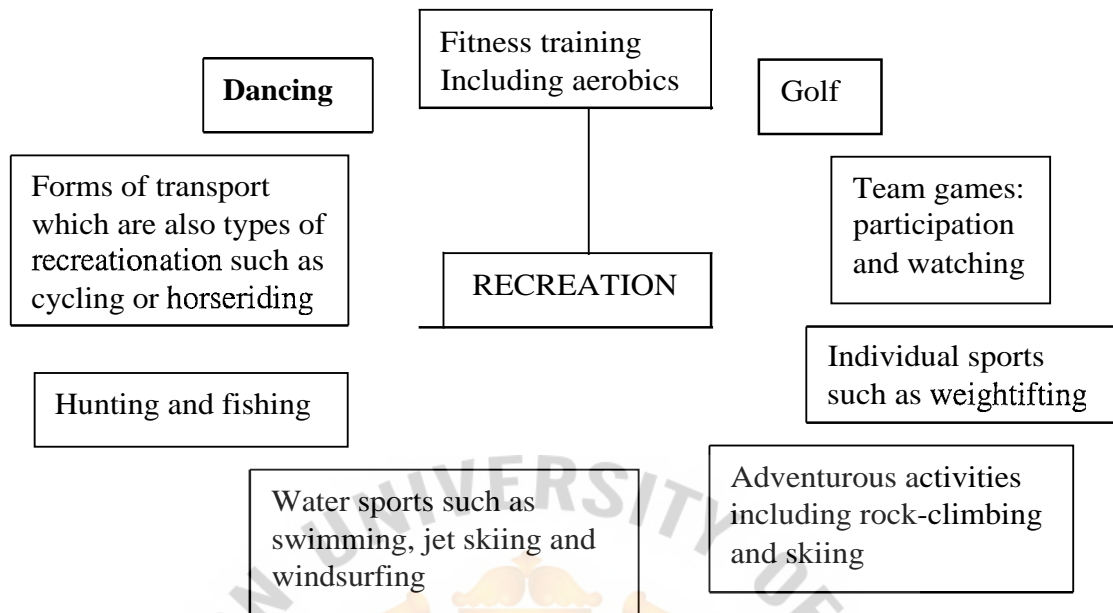
Source: Swarbrooke and Homer, 1996

distances to the places where specialist facilities as rock faces or water areas are located;

2 Partly for this reason, some forms of recreation can be indulged in on a daily basis, while others may only be undertaken once or twice a year, on an annual holiday.

3 Some activities require special clothing and equipment such as skiing or golf, while others require little or none, as in the case of playing football in a public park, for instance;

4 Some forms of recreation are supported by a large physical infrastructure of facilities such as golf courses, while others are not;

5 Certain recreation activities can be controversial, politically sensitive, or even illegal in certain countries. The best example of this is, perhaps, hunting;

6 Some activities are conducted in groups such as playing team games while others are very much individual activities like horse-riding;

7 While pre-booking is required for some recreational activities such as golf, it is not for others, including cycling and rock-climbing;

8 Recreation can be a matter of being a spectator watching others plays football for instance, or it can be about participation, in other words playing in a football match.

2.4.2 Tourist leisure activities in the countryside

In 1986, the Commission of European communities defined rural tourism as including `not only farm tourism or agritourism … but all tourist activities in rural areas'. Little is to be gained from attempting to identify all of these tourist activities; however, the scope of rural tourism is clearly indicated in a list suggested by the Council of Europe. The study of Thibal (1988) showed that the range of tourist leisure activities in the countryside included the following:

1 Touring include hiking, horse riding, touring in gypsy caravans, wagons, motorized touring, cycling, donkey riding, cross-country skiing;

2 Water-related activities include fishing, swimming, river tourism, canoeing and rafting, windsurfing, speedboat racing, sailing, facilities of the 'aqualung' type;

3 Aerial activities include light aircraft, hang-gliding and micro light aircraft, hot air balloons;

4 Activities on dry land include tennis, golf;

5 Sporting activities include pot-holing, rock climbing;

6 Discovery-type activities include local industrial, agricultural or craft enterprises;

7 Cultural activities include archaeology, restoration sites, courses in crafts, artistic expression workshops, folk groups, cultural, gastronomic and other routes;

8 Health-related activities include fitness training, health resorts.

2.4.3 Tourist activities of youth and urban tourism

The study of Aurken and Joseph and Mercedes (2002) examines structure and patterns associated with European youth and urban tourism. In their study, travel-related activities included 19 items. There are dining in fine restaurant; informal or casual dining with table service; enjoying ethnic / culture events; art and cultural attractions; visiting museums, galleries; local crafts and handwork; sampling local food; getting to know local people; see or experience people from a number of different ethnic backgrounds or nationalities; visiting national, state or provincial park and forests; swimming; walking tours; shopping; short guided excursions / tours; sightseeing in cities; visiting friends or relatives; visiting theme parks or amusement parks; attending local festivals / fairs / other special events; visiting night clubs or other places of entertainment; seeing big modern cities; visiting small towns and villages; visiting places of historical interest; and visiting sites commemorating important people. Their study found that there are many differences between the three market segments. Over 70% of the young travelers travel alone or with their partner, take part in activities sited in urban spaces and consider socialization a relevant aspect of their holiday.

2.4.4 Tourist activities at the destination environment

The study of Awaritefe (2003) explored the structure of tourist activities and experiences at the destination environment. He identified the 28 activities or experiences considered important or very important to tourists destination visit were aggregated into seven categories of items. The seven dimensions of activities are（ ）recreation / relaxation, (ii) action / adventure, (iii) study / appreciation of plants and animals, (iv) viewing and study of land form scenery, （ⅴ）visiting and use of

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historical / archaeological sites and museums, (vi) social interaction with people and (vii) business and prestige. His finding showed that the largest number of activities / experiences that tourists consider important or very important to their visit of the tourism destination are leisure / recreational and action / adventure, especially swimming, walking, jogging and hiking, reading and playing ball and tennis. By choice of such experiences, these tourists have demonstrated that their foremost interest and enthusiasm for the environmental features they are presented with in the destinations are most associated with water / beaches, hilly / mountain terrain, grasslands and forest areas that are provided with recreation/leisure facilities.

2.5 Relationship between Demographics and Travel-Related Activities

Hsu and Sung (1997) conducted a research on the travel behaviors and demographic characteristics of international students traveling in the United States. They found that sport-related activities were mostly engaged in by younger, undergraduate, single, male students; leisure activities were more likely to be engaged in by older, married, male students; single respondents were more likely to participate in action-related activities than married respondents; female respondents were more likely to participate in touring activities; those respondents who had been in the United States longer and who had more discretionary money were more likely to attend special events, etc. They indicated an appearance that as students feel more settled and adjusted to the environment, they become more aware of various cultural, professional, and recreational activities and feel more comfortable participating in them. As a result, international students' perception of travel-related activities is closely affected by their demographic characteristics.

2.6 Previous Research Studies

The study of Kale, McIntyre and Weir (1987) mentioned that owing to its size, affluence, and spending habits, the 18 to 35 age group is a viable segment for package tours marketing. The study examined the travel preferences of the youth segment and compares these preferences to representative tour offerings targeted to the 18 to 35 age group. It is concluded that the current emphasis on the activities component in a tour package for the youth segment is misplaced; potential travelers in this age group place a higher value on free time, flexibility, exposure to the local culture, and the opportunity to visit scenic attractions. According to the finding of Kale, McIntyre and Weir (1987), this study investigated the international students aged below 22 to above 26 year old, and their perception about package tours.

The study of Mintel (1991) investigated the incidence of independent travel among young British people. The survey's findings show that the most popular destination for independent youth travel is Europe, with 23% of 15-34 year olds having traveled there in the past five years. However, 29% of this age group has never traveled independently and 30% have never traveled abroad. The perception of independent travel as compared with package holidays among young consumers was very positive. A high percentage of young people regarded the former to be cheaper, more adventurous and exciting and as providing more freedom than the packaged variety. Some 8.6 million UK residents traveled abroad on holiday in 1989, with this number expected to have risen to 8.9 million in 1990. In 1989, an estimated 5.2 million people aged 15-34 holidayed abroad independently and this is expected to rise to 5.4 million in 1990 at a value of 1, 990 million pound sterling. In this study, young British people were surveyed, and it was found that independent travel is increasing in popularity.

Their perception about adventurous and exciting activities was also studied like boating, canoeing, sailing, hiking, bicycling, etc.

The research of Hsu and Sung (1997) identified the travel behaviors and demographic characteristics of international students traveling in the United States. A random sampling method was used to select 600 students from a large Midwestern university, of which 278 wee returned (46.3 % response rate). Their findings indicated that international students prefer touring activities when traveling. Automobiles, hotels/motels, and fast-food restaurants were used most often by respondents, although differences were identified by age, marital status, and income level. The development of targeted marketing campaigns was required to utilize this potentially lucrative segment of the population.

The research of Carr (2001) studied young tourists' perception of danger within the urban holiday environment of London, England. The study of perceived danger is important not only in its own right, but also because of the influence it may have on use of leisure spaces and times. This research assesses gender and group composition differences in perception of danger, addressing the relatively neglected issues of men's perception and the relationship between the genders. For the purpose of this paper 'danger' was assessed by studying how safe, relaxed, vulnerable, threatened, and at risk people felt while in London. The study found a number of similarities and differences between the men and women studied in terms of how they perceived danger and their group composition during the day and night time. These results indicate that gender may not be the only influence on perception and behavior, and those men and women should not be regarded as homogenous cohorts. In this study,

the travel-related activities participated in during the day and night times were studied. For example, visiting a museum, attending a convention, are participated during the day time, and going on a nightclub are participated in during the night time. Therefore, whether gender is an influential factor will be addressed in this study.

The study of Carr (2003) provided an analysis of the holiday behavior of 464 New Zealand university students and includes a detailed review of academic and market-based literature on student and youth travel. Information about the students' holiday decision-making and purchasing processes; holiday destinations, timing, and duration; motivations; and behavior was collected using a questionnaire, incorporating and building on the strengths of previous studies. His findings showed that on average, the New Zealand students studied took 2.4 holidays each during the survey year, with most holidays being taken within New Zealand (although the most popular international destination was Australia). In this study, the majority of activities will be participate by international students in holiday such as sightseeing, touring a city, going to a beach, so investigate the perception about these activities by international students could find valuable information for travel marketers. Table 2.1 summarizes the previous research studies.

Table 2.1 Tabular presentation of previous research studies

Author/year	Objective	Respondents	Findings
Kale, McIntyre, and Weir, 1987	To examine the travel preferences of the youth segment (18 -35 age group).	18 to 35 age group	It is concluded that the potential travelers in this age group place a higher value on free time, flexibility, exposure to the local culture, and the opportunity to visit scenic attractions.

Mintel, 1991	To investigate the incidence of independent travel among young British people.	15-34 British people	The survey's findings show that the most popular destination for independent youth travel is Europe, with 23% of 15-34 year olds having traveled there in the past five years.
Hsu and Sung, 1997	To identify that the travel behaviors and demographic characteristics of international students traveling in USA.	278 international students at a Midwestern University	Their findings indicated that international students prefer touring activities when traveling.
Carr, 2001	To study young tourists' perception of danger within the urban holiday environment of London, England.	Young tourists	The study found a number of similarities and differences between the men and women studied in terms of how they perceived danger.
Carr, 2003	To provide an analysis of the holiday behavior of students and included a detailed review of academic and market-based literature on student and youth travel.	464 New Zealand university students	His findings showed that on average, the New Zealand students studied took 2.4 holidays each during the survey year, with most holidays being taken within New Zealand.

It follows that the student and youth travel market is the fastest growing market in global tourism industry. It also is a multibillion dollar business that contributes much economic benefits to the host country. For example, in 2001, under-25 visitor to Thailand totaled 1,523,952, up 4.72% over 2000 and comprising 15.15% of total arrivals. Meanwhile, Hsu and Sung (1997) indicated the international students prefer touring activities when traveling. On the other hand, tourists' perception is perceived as an important intervening variable in influencing a tourist's destination choice (Pearce, 1982). Therefore, this study was conducted to investigate the perception of travel-related activities by international students of Assumption University when traveling in Thailand.

CHAPTER 3

RESEARCH FRAMEWORK

This chapter involves four sections. In first section, the theoretical framework is described. The theoretical framework explains the theories from the study of Hsu and Sung (1997). The second section is conceptual framework that constructed to test the relationship between the independent and dependent variables. The purpose of this research framework is to examine the difference among demographic characteristics and travel-related activities. The third section is 25 hypotheses are presented to test the difference in perception about travel-related activities classified by international students' demographic profile. The final section describes the operationalization of variables that expresses a clear definition of all variables of this study.

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 summarized the overall concepts being investigated (McDaniel and Gates, 1998). The study of Hsu and Sung (1997) presented a specific model about travel behaviors and demographic characteristics of international students. Their model was conducted using each of the six activity factors (action, events, touring, sports, leisure, zoo) as a dependent variable; gender; amount of discretionary money; number of years in the United States; age, marital status, degree sought; and financial support source were used as groups of independent variables.

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In this study, the model proposed concerns two main variables that are demographic variables and international students' perception to participate in travel-related activities. The study explores the differences in the perception of travel-related activities by international students of Assumption University when traveling in Thailand, classified by demographic profile.

3.2 Conceptual Framework

The conceptual framework (Figure 3.1) is created to illustrate the relationship between independent and dependent variables. Independent variable refers to a symbol or concept that the researcher can manipulate and that is hypothesized to cause or influence the dependent variable (McDaniel and Gates 1998). They are variables believed to cause or explain variations in the dependent variable (Shao 1999). For this study, independent variable is demographics by gender, age, marital status, number of years in Thailand, and discretionary income. Dependent variable refers to a symbol or concept expected to be explained or caused by the independent variable (McDaniel and Gates 1998). Variable can be affected or medicated through marketing research (Shao 1999). For this study, dependent variable is international students' perception to participate in travel-related activities, such as action, events, touring, sports, and leisure.

Demographic characteristics

The demographics are factors such as age, sex, education, even the size of the population, can influence leisure and recreation participation (Trigg, 1996). Demographic characteristics of this study refers to the characteristics of the respondents in terms of gender, age, marital status, number of years in Thailand, and discretionary income.

Figure 3.1 Framework of study

Independent Variables   Dependent Variables

Demographic Characteristics	International Students' Perception to Participate in Travel-Related Activities
- Gender - Age - Marital Status - Number of Years in Thailand - Discretionary Income	- Action - Events - Touring - Sports - Leisure
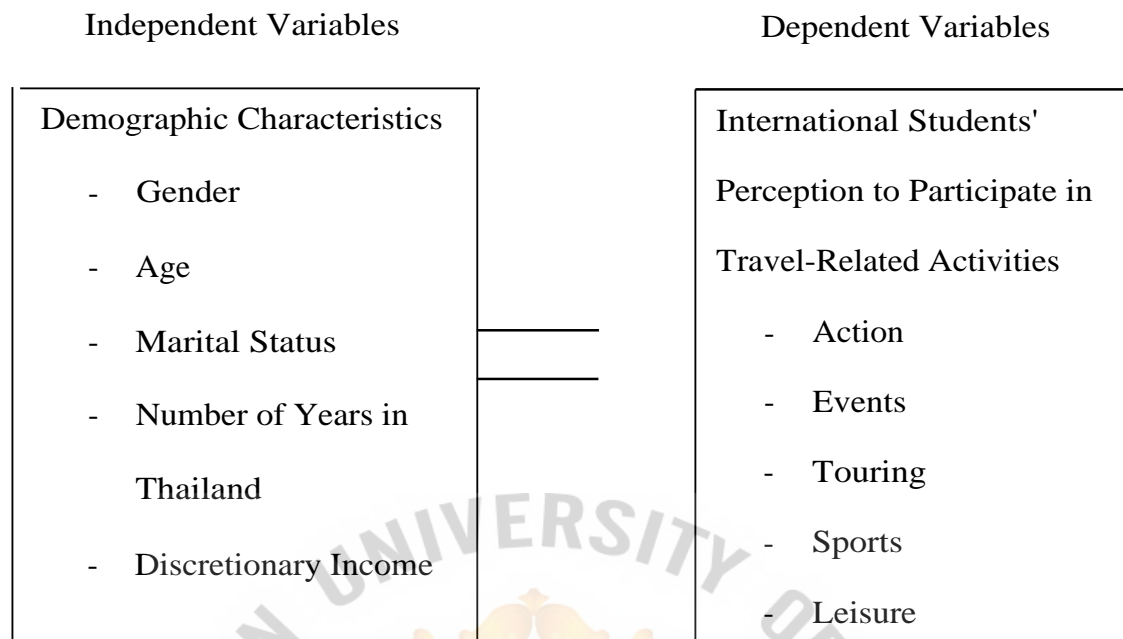
Source: Modified from Hsu and Sung (1997)

Gender

Throughout the social sciences, feminists have argued that gender is a social construction which draws on certain aspects of biological sex. From the moment babies are born, they are treated differently because of their sex. This differential treatment continues throughout their lives, from the toys girls and boys are given to play with to the jobs that considered appropriate for women and men. As a result, the male and female sex is gendered by society (Jafari, 2000). In this study, the number of similarities and differences between the male and female students who are respondents of this study was determined, in terms of how they perceived travel activities when traveling.

Age

According to Engel (1993), age is one of the variables most often used in segmentation for two reasons. Because of age is one of the most helpful proxy

variables for determination of perception, motivation and interest. Cooper (1996) found that by using age, it is possible to differentiate the activity of travel groups or individual tourists. In this study, respondents' age were classified by three groups that is below 22 years old, 22-26 years old, and above 26 years old. In Assumption University, normally 18-22 years old students are undergraduate students, 22-26 years old students are graduate students, and above 26 years old students are doctoral students.

Marital status

The single tend to have need for independence and a search for identity. They have few commitments, no shortage of free time, and a curiosity for new place and experiences. This group has a high propensity to travel. The married couple with no children often has a high income and few other ties giving them a high travel propensity, frequently overseas. The married couples with children face the responsibility of home, which mean that constraints of time and finance depress travel propensity (Boniface and Cooper, 1994). In this study, respondents whose marital status could be single, married, and divorced. This demographic profile was investigated according to their perception about travel-related activities.

Number of years in Thailand

Number of years in Thailand refers to a person who stays in Thailand for long time but not considered as a resident. The person holds a non-immigrant visa. The purpose of stay in Thailand includes study, work, and so on. In this study, the length of stay of respondents influenced the frequency of activity. Therefore, number of years in

Thailand is an important variable for studying perception of international students about travel activities.

Discretionary income

Discretionary income refers to that over which an individual has some choice in how it is to be spent. Many of the personal services such as tourism are associated with relatively high income elasticities of demand. That is, as income levels go up, the increase in demand for tourism-related goods and services grows more than proportionally. This is in part explained by the fact that the amount of discretionary income increases as income levels increase (Jafari, 2000). In this study, discretionary income refers to respondents' expenditure after paying tuition, school-related expenses, and housing.

International students' perception to participate in travel-related Activities

International students' perception to participate in Travel-related Activities refers to the particular interpretation of the international students to participate in activities when traveling. In the tourism context, activities can be seen as those things done while on vacation. Thus destinations and attractions can be seen as offering opportunities for visitors to engage in various activities (Jafari, 2000). For this research, travel-related activities include a list of 22 items, underlying 5 factors are modified from Hsu and Sung (1997) study. Following is 5 factors and their items.

Factor 1 - Action:

       Going to a nightclub (Brown Sugar)

       Visiting a theme or amusement park (Siam Park, Dream World)

       Visiting a resort (Rayong Resort)

Going on a package tour (Unknown Thailand tour)

Going on a cruise (River Kwai Pandaw Cruise)

Going to a beach (Patong Beach in Phuket)

Factor 2 – Events:

Attending a cultural event (Bangkok Fashion Festival)

Attending a convention (The 12th International Hotel, Catering,

Bakery, Food, Beverage and Retail Supplies Exhibition)

Attending a festival (Memorable Festival)

Attending an artistic event (One Tambon One Product)

Factor 3 – Touring:

Sightseeing (Grand Palace)

Touring a city (Ayutthaya)

Visiting a museum (National Museum)

Visiting a national park (Khao Yai National Park)

Visiting a historical site (Khmer Historical Sites)

Factor 4 – Sports:

Golfing (Alpine Golf Sports Club)

Attending a sports event (Football Games)

Bicycling (Mountain Bicycling)

Hiking (Forest Hiking at Tak)

Boating, canoeing, or sailing (Sea Canoeing in Krabi Island)

Factor 5 – Leisure:

Visiting a state / country / city park (Lumphini Park)

Fishing (Fishing in Pattaya)

3.3 Research Hypotheses

Hypotheses are a conjectured statement about a relationship between two or more variables that can be tested with empirical data. Hypotheses are tentative statements that are considered to be plausible given the available information. A good hypothesis will contain clear implication for testing stated relationships (Carl and Roger, 1998). According to the objectives of this study, there were totally 25 hypotheses that needed to be tested to achieve the objectives.

Gender and Action / Events / Touring / Sports / Leisure

$H_0 1$: There is no difference in perception about action of travel-related activities classified by gender of international students at the Assumption University.

Ha1: There is a difference in perception about action of travel-related activities classified by gender of international students at the Assumption University.

H02: There is no difference in perception about events of travel-related activities classified by gender of international students at the Assumption University.

Ha2: There is a difference in perception about events of travel-related activities classified by gender of international students at the Assumption University.

H03: There is no difference in perception about touring of travel-related activities classified by gender of international students at the Assumption University.

Ha3: There is a difference in perception about touring of travel-related activities classified by gender of international students at the Assumption University.

H04: There is no difference in perception about sports of travel-related activities classified by gender of international students at the Assumption University.

Ha4: There is a difference in perception about sports of travel-related activities classified by gender of international students at the Assumption University.

H05: There is no difference in perception about leisure of travel-related activities classified by gender of international students at the Assumption University.

Ha5: There is a difference in perception about leisure of travel-related activities classified by gender of international students at the Assumption University.

Age and Action / Events / Touring / Sports / Leisure

H06: There is no difference in perception about action of travel-related activities classified by age of international students at the Assumption University.

Ha6: There is a difference in perception about action of travel-related activities classified by age of international students at the Assumption University.

H07: There is no difference in perception about events of travel-related activities classified by age of international students at the Assumption University.

Hal: There is a difference in perception about events of travel-related activities classified by age of international students at the Assumption University.

H08: There is no difference in perception about touring of travel-related activities classified by age of international students at the Assumption University.

Ha8: There is a difference in perception about touring of travel-related activities classified by age of international students at the Assumption University.

H09: There is no difference in perception about sports of travel-related activities classified by age of international students at the Assumption University.

Ha9: There is a difference in perception about sports of travel-related activities classified by age of international students at the Assumption University.

$H_0$10: There is no difference in perception about leisure of travel-related activities classified by age of international students at the Assumption University.

Ha10: There is a difference in perception about leisure of travel-related activities classified by age of international students at the Assumption University.

Marital status and Action / Events / Touring / Sports / Leisure

H011: There is no difference in perception about action of travel-related activities classified by marital status of international students at the Assumption University.

Hal 1: There is a difference in perception about action of travel-related activities classified by marital status of international students at the Assumption University.

H012: There is no difference in perception about events of travel-related activities classified by marital status of international students at the Assumption University.

Ha12: There is a difference in perception about events of travel-related activities classified by marital status of international students at the Assumption University.

$H_0$13: There is no difference in perception about touring of travel-related activities classified by marital status of international students at the Assumption University.

Ha13: There is a difference in perception about touring of travel-related activities classified by marital status of international students at the Assumption University.

H014: There is no difference in perception about sports of travel-related activities classified by marital status of international students at the. Assumption University.

Ha14: There is a difference in perception about sports of travel-related activities classified by marital status of international students at the Assumption University.

H015: There is no difference in perception about leisure of travel-related activities classified by marital status of international students at the Assumption University.

Ha15: There is a difference in perception about leisure of travel-related activities classified by marital status of international students at the Assumption University.

Number of years in Thailand and Action / Events / Touring / Sports / Leisure

H016: There is no difference in perception about action of travel-related activities classified by number of years in Thailand of international students at the Assumption University.

Ha16: There is a difference in perception about action of travel-related activities classified by number of years in Thailand of international students at the Assumption University.

H017: There is no difference in perception about events of travel-related activities classified by number of years in Thailand of international students at the Assumption University.

Ha17: There is a difference in perception about events of travel-related activities classified by number of years in Thailand of international students at the Assumption University.

H018: There is no difference in perception about touring of travel-related activities classified by number of years in Thailand of international students at the Assumption University.

Ha18: There is a difference in perception about touring of travel-related activities classified by number of years in Thailand of international students at the Assumption University.

H019: There is no difference in perception about sports of travel-related activities classified by number of years in Thailand of international students at the Assumption University.

Ha19: There is a difference in perception about sports of travel-related activities classified by number of years in Thailand of international students at the Assumption University.

H020: There is no difference in perception about leisure of travel-related activities classified by number of years in Thailand of international students at the Assumption University.

Ha20: There is a difference in perception about leisure of travel-related activities classified by number of years in Thailand of international students at the Assumption University.

Discretionary income and Action / Events / Touring / Sports / Leisure

H021: There is no difference in perception about action of travel-related activities classified by discretionary income of international students at the Assumption University.

Ha21: There is a difference in perception about action of travel-related activities classified by discretionary income of international students at the Assumption University.

H022: There is no difference in perception about events of travel-related activities classified by discretionary income of international students at the Assumption University.

Ha22: There is a difference in perception about events of travel-related activities classified by discretionary income of international students at the Assumption University.

H023: There is no difference in perception about touring of travel-related activities classified by discretionary income of international students at the Assumption University.

Ha23: There is a difference in perception about touring of travel-related activities classified by discretionary income of international students at the Assumption University.

H024: There is no difference in perception about sports of travel-related activities classified by discretionary income of international students at the Assumption University.

Ha24:   There is a difference in perception about sports of travel-related activities classified by discretionary income of international students at the Assumption University.

H025: There is no difference in perception about leisure of travel-related activities classified by discretionary income of international students at the Assumption University.

Ha25:   There is a difference in perception about leisure of travel-related activities classified by discretionary income of international students at the Assumption University.

3.4 Operationalization of the Independent and Dependent Variables

Table 3.1 Operationalization of the independent variables

Independent Variables	Conceptual Definition	Operational Components	Level of Measurement	Question No.
Gender	The division of humanity into man and woman	Male, Female	Nominal	Q1
Age	The period of time someone has been alive	Below 22, 22-26, Above 26	Interval	Q2
Marital Status	The respondents whether they are single or are married	Single, Married, Divorced	Nominal	Q3
Number of years in Thailand	The length of stay in Thailand	Less than1years, 1-less than 2 years, 2-less than 3 years, 3-less than 4 years, more than 4 years	Interval	Q4
Discretionary Income per Month (Baht)	A person has some choice in how it is to be spent	Less than 10,001; 10,001-20,000; 20,001-30,000; 30,001-40,000; 40,001-50,000; more than 50,001	Interval	Q^5

Table 3.2 Operationalization of the dependent variables

Dependent Variables	Conceptual Definition	Operational Components	Level of Measurement	Question No.
Action	The process of doing something for a particular purpose	Going to a nightclub	Interval	Q^7
		Visiting a theme or amusement park		Q^8
		Visiting a resort		Q^9
		Going on a package tour		Q10
		Going on a cruise		Q11
		Going to a beach		Q12
Events	A celebration or display of some theme	Attending a cultural event	Interval	Q13
		Attending a convention		Q14
		Attending a festival		Q15
		Attending an artistic event		Q16
Touring	Any journey from one place to another	Sightseeing	Interval	Q17
		Touring a city		Q18
		Visiting a museum		Q19
		Visiting a national park		Q20
		Visiting a historical site		Q21
Sports	Competition, institutionaliz ed of activity	Golfing	Interval	Q22
		Attending a sports event		Q23
		Bicycling		Q24
		Hiking		Q25
		Boating, canoeing, or sailing		Q26
Leisure	Along with happiness	Visiting a state/country/city park	Interval	Q27
		Fishing		Q28

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CHAPTER 4

RESEARCH METHODOLOGY

This chapter represents research methodology and was divided into six sections that are research methods used, respondents and sampling procedures, research instrument or questionnaire, pretest, collection of data or gathering procedures, and statistical treatment of data.

4.1 Research Methods Used

4.1.1Descriptive research

Gay and Diehl (1996) mentioned that descriptive research involves collecting data in order to test hypotheses or answer questions concerning the current status of the subject of the study. A descriptive study determines and reports the way things are. One common type of descriptive research involves assessing attitudes or opinions toward individuals, organizations, events, or procedures; pre-election political polls and market research surveys are examples of this type of descriptive research. Descriptive data are typically collected through a questionnaire survey, interviews or observation(s). In this study, descriptive research was used to test hypotheses concerning perception of international students about travel-related activities when traveling in Thailand.

4.1.2 Sample survey technique

In tourism, the most common method by far is the sample survey, either of visitors themselves or of businesses (Cooper, 1996). Surveys that use self-completion

questionnaires engage the participant in responding to and recording responses on the questionnaire. Self-completion questionnaires are used in a variety ways to collect tourism data. Self-completion questionnaires require minimal administration as the participant does most of the work associated wit the questionnaire (i.e. reading and responding). The advantages of self-completion questionnaire include the participant can complete the questionnaire at their own pace, if left with the respondent, the questionnaire can be completed at a time convenient to the respondent (Jennings, 2001). In this study, sample survey used self-completion questionnaire to collecting data.

4.2 Respondents and Sampling Procedures

4.2.1 Target Population

The target population is the units in the population that the researcher wishes to target for study (Neuman, 2000). The target population of this study was 2,132 international students who were enrolled as students for programs at the Assumption University (Table 1.1).

4.2.2 Sample method

For this study, the sample design is non-probability sampling. Non-probability sampling is a sampling technique in which units of the sample are selected on the basis of personal judgment or convenience (Zikmund, 2000). There are a number of non-random sampling approaches: convenience sampling, purposive sampling, snowball sampling, expert sampling, and quota sampling (Neuman, 2000). In this study, convenience sampling was adopted for sample method. Convenience sampling refers to the selection their proximity to the researcher and ease with which the

researcher can access the participants (Jennings, 2001). Convenience sampling is appealing because it seems simple and meets all necessary requirements of non-probability samples, using this approach is less time consuming, and is possible to accomplish with a limited budget (Zikmund, 2000).

4.2.3 Sample size

In determining absolute sample size, statisticians have developed tables that can assist in determining sample size and the degree of confidence that the findings from the study reflect the whole population. Table 4.1 provides researchers with sample size when the population number is known.

Table 4.1 Sample sizes of known populations

N*	S⁺	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

*N is the population size.
⁺S is sample size.

Source: Krejcie and Morgan (1970)

According to Table 4.1, the target sample size of this research is 327 respondents, because the international students belonging to undergraduate and graduate programs totaled 2,132 persons.

4.3 Research Instrument/Questionnaire

The questionnaire is constructed as an instrument to be used in this study. Most of the questions are closed ended. A questionnaire is designed to collect information about travel behavior of international students. Travel was defined as "the action and activities of people taking trips to a place or places outside of their home communities for any purpose except daily commuting to and from work" (McIntosh and Goeldner 1990). In this study, the questionnaire is divided into two parts. Part I, demographic data was collected, including gender, age, marital status, number of years in Thailand, and discretionary income, and nationality. Part II included 22 travel-related activities underlying 5 factors that are modified from the study of Hsu and Sung (1997). Respondents were asked to tick their choices on a 5-point Likert scale, with 5 = most important, 4 = important, 3 = neutral, 2 = unimportant, and 1 = not at all important.

4.4 Pretest

Pretest enables the researcher to determine whether categories provided for questions are valid and reliable measures, the terms are understandable, the question order flows and how long the tool takes, as well as the suitability of the measures for analysis (Jennings, 2001). According to Wanichbancha (2001), the sample size in doing pilot survey should at least 25 cases. Therefore, the prepared questionnaire had been pre-tested with 30 respondents. Then, the feedback from result of pretest, questionnaire will be reviewed and modified where if felt necessary.

The reliability of the instrument was accessed by calculation of the Cronbach alpha. The sample size of pretest was 30 cases. The result calculated on the basis of pretest data is as follow: Alpha coefficient of factor 1 = 0.7987, Alpha coefficient of factor 2 = 0.8513, Alpha coefficient of factor 3 = 0.7501, Alpha coefficient of factor 4 = 0.7140, and Alpha coefficient of factor 5 = 0.7611. Sekaran (1992) stated that if the reliability value exceeded 0.60, it is considered reliable. As the result of reliability analysis from the study, the coefficient alpha scores were higher than 0.60 in all parts of the questionnaire so it was considered reliable. The reliability analysis resulting from the pretest indicates that this questionnaire is sufficient for examining this study's hypotheses.

4.5 Collection of Data /Gathering Procedures

Primary research generally refers to that which involves the collection of original data using an accepted research methodology. Primary data is generally that which is collected specifically in pursuit of particular research objectives: it is 'new' and original data (Marlow, 1998). Three basic means of obtaining primary data are observation, surveys, and experiments. The choice will be influenced by the nature of the problem and by the availability of time and money" (Rubin, 1999). In this study, primary data using a questionnaire was applied for data collection, so gathering procedures include two stages. In first stage, the questionnaire was distributed to 30 international students at Hua Mak campus of Assumption University for pretest during August 21-23, 2004. In the second stage, the questionnaires were distributed to 327 respondents at Hua Mak and Bangna campus of Assumption University during October 1-7, 2004.

4.6 Statistical Treatment of Data

Ticehurst and Veal (2000) mentioned that different statistical tests are associated with different levels of measurement. Table 4.2 sets out different statistical tests to be used in various situations. The tests all relate to comparisons between variables and relationships between variables and relationships between variables.

Table 4.2 Types of statistical test

Task	Data format	No. of variables	Types of variable	Test
Relationship between two variables	Cross-tabulation of frequencies	2	Nominal	Chi-square
Difference between two means-paired	Means-whole sample	2	Ration or ordinal	t-test-paired
Difference between two means-independent samples	**Means-two sub-groups**	**2**	**1 ratio or ordinal (means) 2 nominal (with 2 groups only)**	**t-test-independent samples**
Relationship between two variables	**Means-three or more sub-groups**	**2**	**1 ratio or ordinal 2 nominal (3 more groups)**	**One-way analysis of variance**
Relationship between three or more variables	Means-cross-tabulated	3+	1 ratio or ordinal (means) 2 two or more nominal	Factorial analysis of variance
Relationship between two variables	Individual measures	2	Ratio or ordinal (2)	Correlation
Linear relationship between two variables	Individual measures	3+	Three or more ratio or ordinal variables	Linear regression
Linear relationship between three or more variables	Individual measures	3+	Three or more ratio or ordinal variables	Multiple regression
Relationships between large numbers of variables	Individual measures	many	Large numbers of ratio or ordinal variables	Factor analysis: cluster analysis

Source: Ticehurst and Veal (2000)

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According to Table 4.2 types of statistical test, Table 3.1 operationalizaion of the independent variables, and Table 3.2 operationalizaion of the dependent variables, the independent and dependent variables of this study conform to requirement of statistical test, so independent t-test and one-way analysis of variance were determined to test hypotheses concerning perception of international students about travel-related activities when traveling in Thailand.

4.6.1 Descriptive statistics

The transformation of raw data into a form that will make them easy to understand and interpret, rearranging, ordering, and manipulating data to generate descriptive information. Statistics used to describe or summarize information about population or sample (Zikmuud, 2000). In this study, descriptive statistics were used to describe the percentage, mean, and standard deviation for demographic characteristics.

4.6.2 Independent T-test

 SPSS 10.0 guide (1999) clarified independent-samples t test (two-sample t test) refers to compares the means of one variable for two groups of cases. Descriptive statistics for each group and Levene's test for equality of variances are provided, as well as both equal- and unequal-variance t values and a 95% confidence interval for the difference in means. The Independent-samples t test procedure compares means for two groups of cases. Ideally, for this test, the subjects should be randomly assigned to two groups, so that any difference in response is due to the treatment (or lack of treatment) and not to other factors. This is not the case if you compare average income for males and females. A person is not randomly assigned to be male or female. In such situations, you should ensure that differences in other factors are not

masking or enhancing a significant difference in means. Differences in average income may be influenced by factors such as education and not by sex alone. The values of the quantitative variable of interest are in a single column in the data file. The procedure uses a grouping variable with two values to separate the cases into two groups. In this study, independent t-test was determined to test significant differences between respondents' gender and perception about travel-related activities.

4.6.3 Analysis of variance (ANOVA)

Cooper and Schindler (2003) identified that Analysis of Variance (ANOVA) is the statistical method for testing the null hypothesis that the means of several populations are equal. One- way analysis of variance is described in this section. It uses a single-factor, fixed-effects model to compare the effects of one factor on a continuous dependent variable. ANOVA uses squared deviations of the variance so computation of distances of the individual data points from their own mean or from the grand means can be summed.

The total deviation of any particular data point may be partitioned in to between groups' variance and within-groups variance. The test statistic for ANOVA is the F ratio. It compares the variance from the last two sources:

$$F = \frac{\text{Between-groups Variance}}{\text{Within-groups variance}} \qquad \frac{\text{Mean square between}}{\text{Mean square within}}$$

Where

$$\text{Mean square between} = \frac{\text{Sum of squares between}}{\text{Degrees of freedom between}}$$

$$\text{Mean square within} = \frac{\text{Sum of squares within}}{\text{Degrees of freedom within}}$$

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If the null hypothesis is true, there should be no difference between the populations, and the ration should be close to 1. If the population means are not equal, the numerator should manifest this difference, and the F ratio should be greater than 1. The F distribution determines the size of ratio necessary to reject the null hypothesis for a particular sample size and level of significance. In this study, one-way ANOVA was determined to test significant differences between respondents' demographic profile and perception about travel-related activities.

CHAPTER 5

PRESENTATION OF DATA AND CRITICAL DISCUSSION OF RESULTS

This chapter presents a critical discussion of results and explains the findings. This chapter consists of three sections which are respondents' demographic characteristics, perception about travel-related activities, and hypotheses testing.

5.1 Respondents' Demographic Characteristics

Table 5.1 Gender

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	171	52.3	52.3	52.3
	Female	156	47.7	47.7	100.0
	Total	327	100.0	100.0	

Figure 5.1 Gender

Table 5.1 and Figure 5.1 show that 171 respondents (52.3%) are male and 156 respondents (47.7%) are female, respectively. Therefore, the majority of respondents of this study are male.

Table 5.2 Age

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 22	191	58.4	58.4	58.4
	22-26	117	35.8	35.8	94.2
	Above 26	19	5.8	5.8	100.0
	Total	327	100.0	100.0	

Figure 5.2 Age
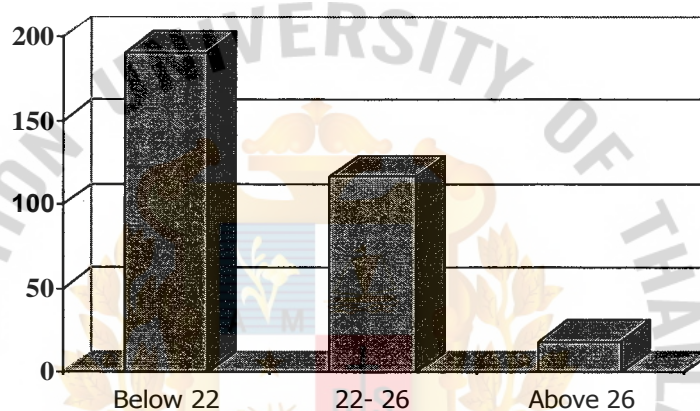
Table 5.2 and Figure 5.2 show that 191 respondents (58.4%) are below 22 years old, 117 respondents (35.8%) are between 22-26 years old, and 19 respondents (5.8%) are above 26 years old, respectively. The majority of respondents are below 22 years old.

Table 5.3 Marital status

Marital Status		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	303	92.7	92.7	92.7
	Married	22	6.7	6.7	99.4
	Divorced	2	.6	.6	100.0
	Total	327	100.0	100.0	

Figure 5.3 Marital status
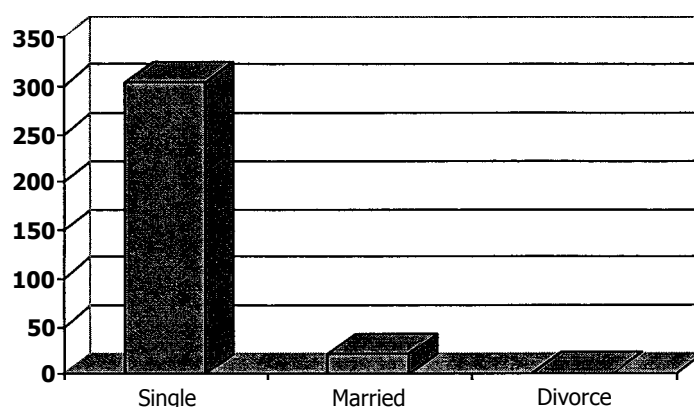
Table 5.3 and Figure 5.3 show that 303 respondents (92.7%) are single, 22

respondents (6.7%) are married, and 2 respondents (0.6%) are divorced, respectively.

Therefore, the majority of respondents are single.

Table 5.4 Number of years in Thailand

Number of Years in Thailand		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	69	21.1	21.1	21.1
	1- less than 2 years	115	35.2	35.2	56.3
	2- less than 3 years	69	21.1	21.1	77.4
	3- less than 4 years	31	9.5	9.5	86.9
	More than 4 years	43	13.1	13.1	100.0
	Total	327	100.0	100.0	

Figure 5.4 Number of years in Thailand
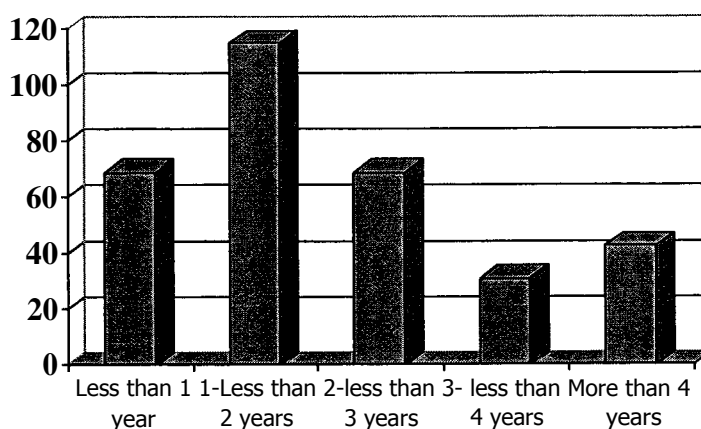
Table 5.4 and Figure 5.4 show that 69 respondents (21.1%) have been in Thailand for less than 1 year, 115 respondents (35.2%) have been in Thailand for 1- less than 2 years, 69 respondents (21.1%) have been in Thailand for 2- less than 3 years, 31 respondents (9.5%) have been in Thailand for 3- less than 4 years, 43 respondents (13.1%) have been in Thailand for more than 4 years, respectively. Therefore, the majority of respondents (79%) have been in Thailand for more than 1 year.

Table 5.5 Discretionary income

Discretionary Income per Month		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 10,000	174	53.2	53.2	53.2
	10,001-20,000	104	31.8	31.8	85.0
	20,001-30,000	26	8.0	8.0	93.0
	30,001-40,000	8	2.4	2.4	95.4
	40,001-50,000	8	2.4	2.4	97.9
	More than 50,001	7	2.1	2.1	100.0
	Total	327	100.0	100.0	

Figure 5.5 Discretionary income
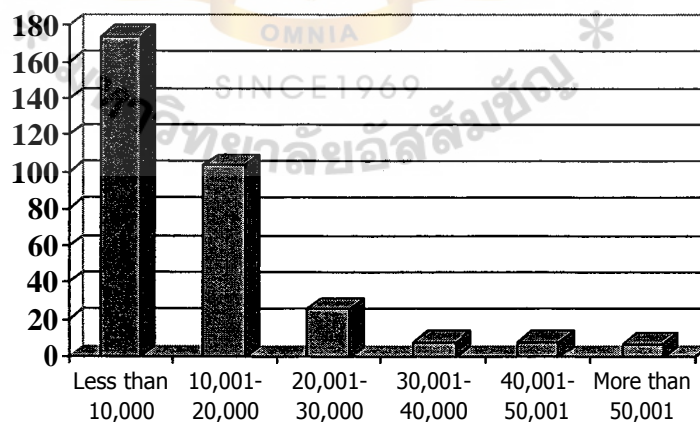
Table 5.5 and Figure 5.5 show that 174 respondents (53.2%) have less than 10,000 Baht discretionary income per month, 104 respondents (31.8%) have 10,001-20,000

Baht discretionary income per month, 26 respondents (8%) have 20,001-30,000 Baht discretionary income per month, 8 respondents (2.4%) have 30,001- 40,000 Baht discretionary income per month, 8 respondents (2.4%) have 40,001-50,000 Baht discretionary income per month, and 7 respondents (2.1%) have more than 50,001 Baht discretionary income per month, respectively. Therefore, the majority of respondents (85%) have less than 20,000 Baht income per month. Hence, 53.2% respondents have less than 10,000 Baht discretionary income per month.

Table 5.6 Nationality

Nationality		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	American	15	4.6	4.6	4.6
	Bangladeshi	25	7.6	7.6	12.2
	Chinese	110	33.6	33.6	45.9
	Indian	34	10.4	10.4	56.3
	Japanese	8	2.4	2.4	58.7
	Korean	19	5.8	5.8	64.5
	Myanmar	32	9.8	9.8	74.3
	Vietnamese	23	7.0	7.0	81.3
	other	61	18.7	18.7	100.0
	Total	327	100.0	100.0	

Figure 5.6 Nationality

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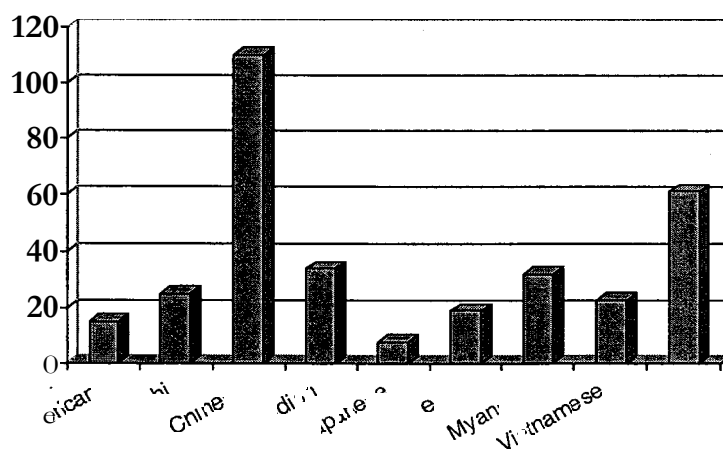
Table 5.6 and Figure 5.6 show that 15 respondents (4.6%) are American, 25 respondents (7.6%) are Bangladeshi, 110 respondents (33.6%) are Chinese, 34 respondents (10.4%) are Indian, 8 respondents (2.4%) are Japanese, 19 respondents (5.8%) are Korean, 32 respondents (9.8%) are Burmese, 23 respondents (7%) are Vietnamese, and 61 respondents (18.7%) who come from 18 countries that are 11 Indonesian, 6 British, 6 German, 6 Pakistani, 6 Nepalese, 5 French, 4 Australian, 3 Russian, 2 Turkish, 2 Singaporean, 2 Bhutanese, 1 Somalia, 1 Ugandan, 1 Sri Lankan, 1 Romanian, 1 Nigerian, and 1 Hollander. Hence, the majority of respondents are from Asian countries, with one-third (33.6%) of respondents from China.

5.2 Perception about Travel-Related Activities

Cooper and Schindler (2003) mentioned that parametric techniques are the tests of choice if their assumptions are met. The researcher is responsible for reviewing the assumptions pertinent to the chosen test. Performing diagnostic checks on the data allows the researcher to select the most appropriate technique. Normal probability plot is the diagnostic tool. This plot compares the observed values with those expected from a normal distribution. In addition, the data of hypothesis test which come from normal distributions are rejected at a significance level of less than 0.01.

Table 5.7 Tests of normality of travel-related activities by respondents

Respondents	Kolmogorov-Smirnov(a)			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Activities	.030	327	.200(*)	.996	327	.552

* This is a lower bound of the true significance.

a Lilliefors Significance Correction

Figure 5.7 Tests of normality of travel-related activities by respondents
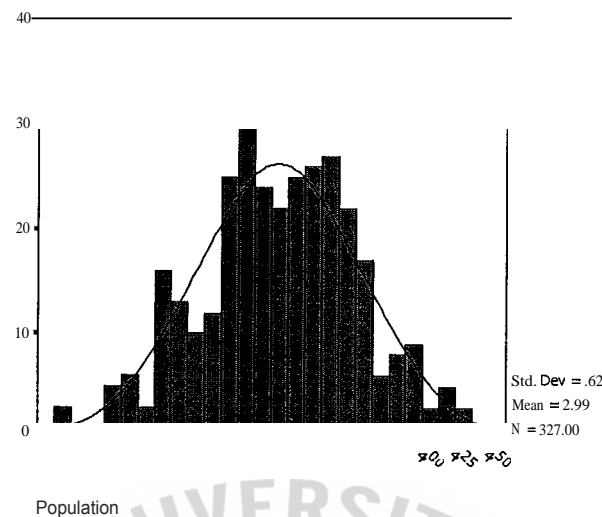
Table 5.7 and Figure 5.7 show a significance level of 0.552 (Activities) is greater than 0.01, so the normal distribution of travel-related activities by respondents is accepted at the 0.01 significance level.

Table 5.8 Perception about travel-related activities

Frequency distribution of perception about travel-related activities	Mean	Std. Deviation
Important		
Going to a beach	3.93	1.035
Sightseeing	3.74	1.096
Touring a city	3.72	1.061
Attending a festival	3.44	1.063
Attending a cultural event	3.32	1.137
Visiting a historical site	3.31	1.272
Neutral		
Visiting a national park	3.29	1.151
Visiting a state/country/city park	3.28	1.165
Visiting a resort	3.12	1.052
Attending an artistic event	3.06	1.074
Visiting a museum	2.99	1.221
Boating, canoeing, or sailing	2.94	1.270
Attending a convention	2.84	1.054
Going on a package tour	2.80	1.178
Going on a cruise	2.80	1.163
Visiting a theme or amusement park	2.80	1.109
Attending a sports event	2.75	1.238
Unimportant		
Hiking	2.68	1.190
Going on a nightclub	2.55	1.252
Bicycling	2.49	1.193
Not at all important		
Fishing	2.32	1.259
Golfing	2.03	1.176

Table 5.8 shows the frequency distribution of perception about travel-related activities, mean, and standard deviation. According to Appendix 3, frequency distribution of perception about travel-related activities was divided into four groups that are important, neutral, unimportant, and not at all important. At the same time, each of 22 activities followed a mean and standard deviation. Therefore, respondents believed the important activities in turn going to a beach (3.93), sightseeing (3.74), touring a city (3.72), attending a festival (3.44), attending a cultural event (3.32), and visiting a historical site (3.31) while traveling. However, respondents seemed to perceive that fishing (2.32) and golfing (2.03) are not at all important when traveling.

5.3 Hypotheses Testing

In this study, 25 hypotheses were tested using independent samples test and one-way analysis of variance. Ticehurst and Veal (2000) mentioned that the t-test is used to examine differences between two means at a time. Analysis of variance (ANOVA) is used to compare differences between more than two means at a time.

Hypotheses 1-5

H1:   There is no difference in perception about action of travel-related activities classified by gender of international students at the Assumption University.

Ha1: There is a difference in perception about action of travel-related activities classified by gender of international students at the Assumption University.

H2:   There is no difference in perception about events of travel-related activities classified by gender of international students at the Assumption University.

Ha2: There is a difference in perception about events of travel-related activities classified by gender of international students at the Assumption University.

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H03: There is no difference in perception about touring of travel-related activities classified by gender of international students at the Assumption University.

Ha3: There is a difference in perception about touring of travel-related activities classified by gender of international students at the Assumption University.

$H_0$4: There is no difference in perception about sports of travel-related activities classified by gender of international students at the Assumption University.

Ha4: There is a difference in perception about sports of travel-related activities classified by gender of international students at the Assumption University.

H05: There is no difference in perception about leisure of travel-related activities classified by gender of international students at the Assumption University.

Ha5: There is a difference in perception about leisure of travel-related activities classified by gender of international students at the Assumption University.

Table 5.9 The analysis of the difference in the perception about travel-related activities classified by international students' gender using independent t-test

Gender		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
ACTION	Equal variances assumed	3.697	.059	-2.145	325	.025	-.1879	.07670	.33875	.06305
	Equal variances not assumed			-2.147	323.648	.024	-.1879	.07661	.33856	.06286
EVENTS	Equal variances assumed	4:493	.035	-2.812	325	.005	-.2481	.08821	-.42163	-.07455
	Equal variances not assumed			-2.830	267	.005	-.2481	.08765	-.42052	-.07565
TOURING	Equal variances assumed	.248	.619	-.048	325	.962	-.0046	.09746	.19637	.18710
	Equal variances not assumed			-.048	322.716	.962	-.0046	.09733	.19612	.18685
SPORTS	Equal variances assumed	.204	.652	.023	325	.981	.0021	.09139	.17765	.18192
	Equal variances not assumed			.023	322.420	.981	.0021	.09138	.17763	.18190
LEISURE	Equal variances assumed	.229	.632	.345	325	.730	.0367	.10628	.17242	.24574
	Equal variances not assumed			.346	324.824	.730	.0367	.10594	.17176	.24508

Table 5.9 shows a significance level of 0.025 (Action) is less than 0.05, so the null hypothesis is rejected. It can be concluded that there is a difference in perception about action-related activities classified by international students' gender at the 0.05 significance level.

A significance level of 0.005 (Events) is less than 0.05, so the null hypothesis is rejected. It can be concluded that there is a difference in perception about events-related activities classified by international students' gender at the 0.05 significance level.

For other activities, there is no difference in perception about touring (0.962), sports (0.981), and leisure (0.730) related activities classified by international students' gender at the 0.05 significance level. In these cases, the null hypotheses are accepted.

Hypotheses 6-10

H6:   There is no difference in perception about action of travel-related activities classified by age of international students at the Assumption University.

Ha6: There is a difference in perception about action of travel-related activities classified by age of international students at the Assumption University.

H7:   There is no difference in perception about events of travel-related activities classified by age of international students at the Assumption University.

Hal: There is a difference in perception about events of travel-related activities classified by age of international students at the Assumption University.

H8:   There is no difference in perception about touring of travel-related activities classified by age of international students at the Assumption University.

Ha8: There is a difference in perception about touring of travel-related activities classified by age of international students at the Assumption University.

H09: There is no difference in perception about sports of travel-related activities classified by age of international students at the Assumption University.

Ha9: There is a difference in perception about sports of travel-related activities classified by age of international students at the Assumption University.

H010: There is no difference in perception about leisure of travel-related activities classified by age of international students at the Assumption University. 2

Ha10: There is a difference in perception about leisure of travel-related activities classified by age of international students at the Assumption University.

Table 5.10 The analysis of difference in the perception about travel-related activities classified by international students' age using one-way ANOVA

Age		Sum of Squares	df	Mean Square	F	Sig.
ACTION	Between Groups	3.410	2	1.705	3.606	.028
	Within Groups	153.201	324	.473		
	Total	156.611	326			
EVENTS	Between Groups	3.844	2	1.672	2.604	.046
	Within Groups	207.489	324	.642		
	Total	211.333	326			
TOURING	Between Groups	.737	2	.369	.476	.622
	Within Groups	251.107	324	.775		
	Total	251.845	326			
SPORTS	Between Groups	.250	2	.125	.183	.833
	Within Groups	221.173	324	.683		
	Total	221.423	326			
LEISURE	Between Groups	1.071	2	.535	.581	.560
	Within Groups	298.509	324	.921		
	Total	299.580	326			

The analysis of variance from Table 5.10 indicates that the F probability (Sig.) is 0.028 (Action) which is less than 0.05, so the null hypothesis is rejected. It is concluded that there is a difference in perception about action-related activities classified by international students' age at the 0.05 significance level.

The F probability (Sig.) is 0.046 (Events) which is less than 0.05, so the null hypothesis is rejected. It can be concluded that there is a difference in perception about events-related activities classified by international students' age at the 0.05 significance level.

For other activities, there is no difference in perception about touring (0.622), sports (0.833), and leisure (0.560) related activities classified by international students' age at the 0.05 significance level. In these cases, the null hypotheses are accepted.

Hypotheses 11-15

H011: There is no difference in perception about action of travel-related activities classified by marital status of international students at the Assumption University.

Hal 1: There is a difference in perception about action of travel-related activities classified by marital status of international students at the Assumption University.

H012: There is no difference in perception about events of travel-related activities classified by marital status of international students at the Assumption University.

Ha12: There is a difference in perception about events of travel-related activities classified by marital status of international students at the Assumption University.

H013: There is no difference in perception about touring of travel-related activities classified by marital status of international students at the Assumption University.

Ha13: There is a difference in perception about touring of travel-related activities classified by marital status of international students at the Assumption University.

$H_0$14: There is no difference in perception about sports of travel-related activities classified by marital status of international students at the Assumption University.

Ha14: There is a difference in perception about sports of travel-related activities classified by marital status of international students at the Assumption University.

H015: There is no difference in perception about leisure of travel-related activities classified by marital status of international students at the Assumption University.

Hal 5: There is a difference in perception about leisure of travel-related activities classified by marital status of international students at the Assumption University.

Table 5.11 The analysis of the difference in the perception about travel-related activities classified by international students' marital status using one-way ANOVR

Marital Status		Sum of Squares	df	Mean Square	F	Sig.
ACTION	Between Groups	.922	2	.461	.960	.384
	Within Groups	155.689	324	.481		
	Total	156.611	326			
EVENTS	Between Groups	1.768	2	.884	.967	.256
	Within Groups	209.564	324	.647		
	Total	211.333	326			
TOURING	Between Groups	3.403	2	1.801	3.692	.018
	Within Groups	248.242	324	.761		
	Total	251.845	326			
SPORTS	Between Groups	3.390	2	1.795	3.743	.016
	Within Groups	218.033	324	.656		
	Total	221.423	326			
LEISURE	Between Groups	1.657	2	.828	.901	.407
	Within Groups	297.923	324	.920		
	Total	299.580	326			

The analysis of variance from Table 5.11 indicates that the F probability (Sig.) is 0.018 (Touring), which is less than 0.05, so the null hypothesis is rejected. It can be concluded that there is a difference in perception about touring-related activities classified by international students' marital status at the 0.05 significance level.

The F probability (Sig.) is 0.016 (Sports), which is less than 0.05, so the null hypothesis is rejected. It can be concluded that there is a difference in perception about sports-related activities classified by international students' marital status at the 0.05 significance level.

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For other activities, there is no difference in perception about action (0.384), events (0.256), and leisure (0.407) related activities classified by international students' marital status at the 0.05 significance level. In these cases, the null hypotheses are accepted.

Hypotheses 16-20

H_016: There is no difference in perception about action of travel-related activities classified by number of years in Thailand of international students at the Assumption University.

Ha16: There is a difference in perception about action of travel-related activities classified by number of years in Thailand of international students at the Assumption University.

H017: There is no difference in perception about events of travel-related activities classified by number of years in Thailand of international students at the Assumption University.

Ha17: There is a difference in perception about events of travel-related activities classified by number of years in Thailand of international students at the Assumption University.

H018: There is no difference in perception about touring of travel-related activities classified by number of years in Thailand of international students at the Assumption University.

Ha18: There is a difference in perception about touring of travel-related activities classified by number of years in Thailand of international students at the Assumption University.

H19:   There is no difference in perception about sports of travel-related activities classified by number of years in Thailand of international students at the Assumption University.

Ha19: There is a difference in perception about sports of travel-related activities classified by number of years in Thailand of international students at the Assumption University.

H20:   There is no difference in perception about leisure of travel-related activities classified by number of years in Thailand of international students at the Assumption University.

Ha20: There is a difference in perception about leisure of travel-related activities classified by number of years in Thailand of international students at the Assumption University.

Table 5.12 The analysis of the difference in the perception about travel-related activities classified by international students' number of years in Thailand using one-way ANOVA

Number of years in Thailand		Sum of Squares	df	Mean Square	F	Sig.
ACTION	Between Groups	2.151	4	.538	1.121	.347
	Within Groups	154.460	322	.480		
	Total	156.611	326			
EVENTS	Between Groups	2.865	4	.716	1.106	.353
	Within Groups	208.467	322	.647		
	Total	211.333	326			
TOURING	Between Groups	6.169	4	1.692	2.523	.036
	Within Groups	245.676	322	.769		
	Total	251.845	326			
SPORTS	Between Groups	6.407	4	1.602	2.399	.049
	Within Groups	215.016	322	.668		
	Total	221.423	326			
LEISURE	Between Groups	3.242	4	.810	.881	.476
	Within Groups	296.338	322	.920		
	Total	299.580	326			

The analysis of variance from Table 5.12 indicates that the F probability (Sig.) is 0.036 (Touring), which is less than 0.05, so the null hypothesis is rejected. It can be concluded that there is a difference in perception about touring-related activities classified by international students' number of years in Thailand at the 0.05 significance level.

The F probability (Sig.) is 0.049 (Sports), which is less than 0.05, so the null hypothesis is rejected. It is concluded that there is a difference in perception about sports-related activities classified by international students' number of years in Thailand at the 0.05 significance level.

For other activities, there is no difference in perception about action (0.347), events (0.353), and leisure (0.476) related activities classified by international students' number of years in Thailand at the 0.05 significance level. In these cases, the null hypotheses are accepted.

Hypotheses 21-25

H021: There is no difference in perception about action of travel-related activities classified by discretionary income of international students at the Assumption University.

Ha21: There is a difference in perception about action of travel-related activities classified by discretionary income of international students at the Assumption University.

H022: There is no difference in perception about events of travel-related activities classified by discretionary income of international students at the Assumption University.

Ha22: There is a difference in perception about events of travel-related activities classified by discretionary income of international students at the Assumption University.

H023: There is no difference in perception about touring of travel-related activities classified by discretionary income of international students at the Assumption University.

Ha23: There is a difference in perception about touring of travel-related activities classified by discretionary income of international students at the Assumption University.

H024: There is no difference in perception about sports of travel-related activities classified by discretionary income of international students at the Assumption University.

Ha24: There is a difference in perception about sports of travel-related activities classified by discretionary income of international students at the Assumption University.

H025: There is no difference in perception about leisure of travel-related activities classified by discretionary income of international students at the Assumption University.

Ha25: There is a difference in perception about leisure of travel-related activities classified by discretionary income of international students at the Assumption University.

Table 5.13 The analysis of the difference in the perception about travel-related activities classified by international students' discretionary income using one-way ANOVA

Discretionary Income		Sum of Squares	df	Mean Square	F	Sig.
ACTION	Between Groups	.104	5	.021	.042	.999
	Within Groups	156.508	321	.488		
	Total	156.611	326			
EVENTS	Between Groups	.671	5	.134	.204	.961
	Within Groups	210.662	321	.656		
	Total	211.333	326			
TOURING	Between Groups	3.402	5	1.684	3.413	.021
	Within Groups	248.443	321	.763		
	Total	251.845	326			
SPORTS	Between Groups	.631	5	.126	.184	.969
	Within Groups	220.792	321	.688		
	Total	221.423	326			
LEISURE	Between Groups	1.206	5	.441	.476	.794
	Within Groups	298.374	321	.926		
	Total	299.580	326			

The analysis of variance from Table 5.13 indicates that the F probability (Sig.) is 0.021 (Touring), which is less than 0.05, so the null hypothesis is rejected. It can be concluded that there is a difference in perception about touring-related activities classified by international students' discretionary income at the 0.05 significance level.

For other activities, there is no difference in perception about action (0.999), events (0.961), sports (0.969), and leisure (0.794) related activities classified by international students' discretionary income at the 0.05 significance level. In these cases, the null hypotheses are accepted.

CHAPTER 6

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

This chapter includes four sections. The first section is the summary of findings. The second section contains the conclusions of the study. The third section is recommendations for tourism planners and managers. The final section is suggestions for further study.

6.1 Summary of Findings

The purpose of this study was to investigate the perception of international students about travel-related activities. This study also aimed at studying the differences between international students' demographic characteristics and their perception of travel-related activities.

6.1.1 Respondents' demographic characteristics

The study aimed to determine the demographic profile of international students of Assumption University when traveling in Thailand. The study found that more than one-half (52.3%) of respondents are male respondents. More than one-half (58.4%) of respondents are below 22 year old. The majority of respondents (92.7%) are single. About one-thirds (35.2%) of respondents have been in Thailand for 1- less than 2 years. The majority of respondents (53.2%) have less than 10,000 Baht discretionary income per month. The majority of respondents are from Asian countries. Especially, about one-thirds (33.6%) of respondents are from China.

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Table 6.1 The majority demographic characteristics of respondents

Demographic Item	Majority of Respondents	Frequency	Percent
Gender	Male	171	52.3
Age	Below 22	191	58.4
Marital Status	Single	303	92.7
Number of Years in Thailand	1-less than 2 years	115	35.2
Discretionary Income	Less than 10,000	174	53.2
Nationality	Chinese	110	33.6

6.1.2 Summary perception about travel-related activities

According to Table 5.7, the top six mean responses in perception about travel-related activities are going to a beach (3.93), sightseeing (3.74), touring a city (3.72), attending a festival (3.44), attending a cultural event (3.32), and visiting a historical site (3.31) while traveling. However, they believe that fishing (2.32), and golfing (2.03) are not than important while traveling.

6.1.3 Summary of hypotheses testing

In this study, there were 25 hypotheses that were set to test the differences in perception of travel-related activities classified by international students' demographic characteristics. Table 6.2 shows that 9 hypotheses were rejected and 16 hypotheses were accepted.

Table 6.2 Summary of hypotheses testing results

Hypotheses	Statistics test	Sig.	Results
H_a1: There is no difference in perception about action of travel-related activities classified by gender of international students at the Assumption University.	Independent t-test	0.025	Rejected H_o

$H_0 2$: There is no difference in perception about events of travel-related activities classified by gender of international students at the Assumption University.	Independent t-test	0.005	Rejected H_o
$H_o 3$: There is no difference in perception about touring of travel-related activities classified by gender of international students at the Assumption University.	Independent t-test	0.962	Failed to reject H_o
$H_o 4$: There is no difference in perception about sports of travel-related activities classified by gender of international students at the Assumption University.	Independent t-test	0.981	Failed to reject H_o
H5: There is no difference in perception about leisure of travel-related activities classified by gender of international students at the Assumption University.	Independent t-test	0.73	Failed to reject H_o
H6: There is no difference in perception about action of travel-related activities classified by age of international students at the Assumption University.	One-way ANOVA	0.028	Rejected H_o
H7: There is no difference in perception about events of travel-related activities classified by age of international students at the Assumption University.	One-way ANOVA	0.046	Rejected H_o
H8: There is no difference in perception about touring of travel-related activities classified by age of international students at the Assumption University.	One-way ANOVA	0.622	Failed to reject H_o

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H9: There is no difference in perception about sports of travel-related activities classified by age of international students at the Assumption University.	One-way ANOVA	0.833	Failed to reject H_o
H10: There is no difference in perception about leisure of travel-related activities classified by age of international students at the Assumption University.	One-way ANOVA	0.560	Failed to reject H_o
H_o11: There is no difference in perception about action of travel-related activities classified by marital status of international students at the Assumption University.	One-way ANOVA	0.384	Failed to reject H_o
H12: There is no difference in perception about events of travel-related activities classified by marital status of international students at the Assumption University.	One-way ANOVA	0.256	Failed to reject H_o
H13: There is no difference in perception about touring of travel-related activities classified by marital status of international students at the Assumption University.	One-way ANOVA	0.018	Rejected H_o
H14: There is no difference in perception about sports of travel-related activities classified by marital status of international students at the Assumption University.	One-way ANOVA	0.016	Rejected H_o
H15: There is no difference in perception about leisure of travel-related activities classified by marital status of international students at the Assumption University.	One-way ANOVA	0.407	Failed to reject H_o

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H_U 16: There is no difference in perception about action of travel-related activities classified by number of years in Thailand of international students at the Assumption University.	One-way ANOVA	0.347	Failed to reject H_U
$H_0$17: There is no difference in perception about events of travel-related activities classified by number of years in Thailand of international students at the Assumption University.	One-way ANOVA	0.355	Failed to reject H_o
Ho18: There is no difference in perception about touring of travel-related activities classified by number of years in Thailand of international students at the Assumption University.	One-way ANOVA	0.036	Rejected H_o
Ho19: There is no difference in perception about sports of travel-related activities classified by number of years in Thailand of international students at the Assumption University.	One-way ANOVA	0.049	Rejected H_o
H20: There is no difference in perception about leisure of travel-related activities classified by number of years in Thailand of international students at the Assumption University.	One-way ANOVA	0.476	Failed to reject H_o
H21: There is no difference in perception about action of travel-related activities classified by discretionary income of international students at the Assumption University.	One-way ANOVA	0.999	Failed to reject H_o

H22: There is no difference in perception about events of travel-related activities classified by discretionary income of international students at the Assumption University.	One-way ANOVA	0.961	Failed to reject H_0
H23: There is no difference in perception about touring of travel-related activities classified by discretionary income of international students at the Assumption University.	One-way ANOVA	0.021	Rejected H_v
H24: There is no difference in perception about sports of travel-related activities classified by discretionary income of international students at the Assumption University.	One-way ANOVA	0.969	Failed to reject H_o
H25: There is no difference in perception about leisure of travel-related activities classified by discretionary income of international students at the Assumption University.	One-way ANOVA	0.794	Failed to reject H_0

6.2 Conclusion

The study of Hsu and Sung (1997) found that international students prefer touring activities when traveling. For example, sightseeing, touring a city, and visiting a museum were the most popular when respondents traveling in the United States. In this research, the findings revealed that international students favor action, touring, and events activities while traveling. For instance, going to a beach, sightseeing,

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touring a city, attending a festival, attending a cultural event, visiting a historical site were important by international students traveling in Thailand. Although the difference of destination led to international students' selective diversity concerning travel activities, sightseeing and touring a city were the most prevalent activities among international students.

6.2.1 Gender and travel-related activities (Action and Events)

This research revealed that international students have a difference in perception about the following activities classified by their gender: going to a nightclub, going on a package tour, attending a cultural event, and attending an artistic event. Appendix 4-Crosstabs shows that male international students enjoy going to a nightclub due to their liking for night entertainment activities. Female international students prefer to going on a package tour because they believe a package tour is safer than independent travel and they do not have to worry about meals, accommodation, and transportation, although package tour is less adventurous, exciting, freedom than the independent travel. On the other hand, female international students enjoy attending cultural and artistic events. Thailand is an amazing destination with ancient ruins, legendary cities, pre-historic sites, historical parks and many temples and shrines scattered throughout the country (TAT, 2003). When attending a cultural and artistic event, female students like purchasing souvenirs, such as textiles, hill tribe crafts, ceramics, etc.

6.2.2 Age and travel-related activities (Action and Events)

This research also revealed that international students have a difference in perception about visiting a resort and attending a convention classified by their age. Appendix 4-Post Hoc Tests-Visiting a resort shows 1(22-26) – J(Below 22) = .30 (*) that means

visiting a resort is more important for international students who are 22-26 years old rather than below 22 years old. International students who are 22-26 years old not only enjoy adventurous activities, but also like action activities. In Thailand, a lot of resorts located alongside the beaches. These resorts provide the facilities for snorkeling, diving, fishing and boat trips to nearby islands. Therefore, international students like visiting a resort during the holiday.

Appendix 4-Post Hoc Tests-Attending a convention shows $I(22\text{-}26) - J(\text{Below } 22) = .35(*)$ that means attending a convention also is more important for international students with age between 22-26 years old than below 22 years old. Because of 22-26 years old students favor learning about scientific and technical information or commercial opportunities which they get from conventions. Recently, Thai government emphasizes promoting Thailand' lucrative Meetings, Incentives, Conventions and Exhibitions (MICE). Thailand MICE facilities and services continue to expand. There are now six major convention centers in Thailand such as Bangkok Convention Center (BCC), Queen Sirikit National Convention Center (QSNCC), IMPACT, Muang Thong Thani, and so on.

6.2.3 Marital status and travel-related activities (Touring and Sports)

This research found that international students have a difference in perception about touring a city and bicycling, classified by their marital status. Appendix 4-Post Hoc Tests-Touring a city shows $I(\text{Single}) - J(\text{Divorced}) = 2.25(*)$ and $I(\text{Married}) - J(\text{Divorced}) = 2.05(*)$ that means touring a city is more important for international students whose marital status is single and married rather than divorced. In this study, the majority of respondents (92.7%) are singles and younger (94.2% below 26 years

old), they have more free time and flexibility to travel. Because Thailand lies within the humid tropics and remains hot throughout the year. Warm climate fits travel in all seasons. Nowadays, Thailand have many famous destinations that attract thousands upon thousands international tourists every year. For example Ayutthaya, Chiang Mai, Pattaya, Rayong, Phuket, KoSamui, and so on (TAT, 2003).

Appendix 4-Post Hoc Tests-Bicycling shows $I(Single) - J(Divorced) = 1.78(*)$ that means bicycling is more preferable for international students whose marital status is single rather than divorced. In this study, the majority of singles are young people who enjoy adventure activities like mountain bicycling. Comparing other adventurous activities with mountain bicycling, the latter is safer and cheaper. Mountain bicycling is increasing in popularity in Thailand, both among Thais and young international tourists (TAT, 2003).

6.2.4 Number of years in Thailand and travel-related activities (Touring and Sports)

This research also found that international students have a difference in perception about touring a city, golfing, and bicycling classified by the number of years in Thailand. Appendix 4-Post Hoc Tests-Touring shows $I(More than 4 years) - J(Less than 1 year) = .46(*)$, $I(More than 4 years) - J(1\text{-less than 2 years}) = .54(*)$, and $I(More than 4 years) - J(3\text{-less than 4 years}) = .49(*)$ that means touring a city is more important for international students who have been in Thailand for more than 4 years, rather than less than 1 year, 1- less than 2 years, and 3 - less than 4 years. Students who have been in Thailand for more than 4 years have more holidays for touring a

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city than students who have been in Thailand for less than 4 years. The finding shows the university students holiday market is important for youth tourism.

Appendix 4-Post Hoc Tests-Golfing shows I(1-less than 2 years) – J(2-less than 3 years) = .42(*), I(3-less than 4 years) – J(Less than 1 year) = .56(*), and I(3-less than 4 years) – J(2-less than 3 years) = .65(*) that means golfing is more important for international students who have been in Thailand for 1- less than 2 years than 2- less than 3 years; and 3- less than 4 years than less than 1 year, and 2- less than 3 years. International students who have been in Thailand for 1- less than 2 years probably are graduate students. International students who have been in Thailand for 3- less than 4 years may be undergraduate students. These students will graduate and leave Thailand, so they want to play golf. They may not have the opportunity to participate in golfing in their home countries. Golfing in Thailand other than its beautiful beaches, rich cultural treasures of temples and performance arts, Thailand has earned an enviable reputation because of its golf scene.

Appendix 4-Post Hoc Tests-Bicycling shows I(More than 4 years) – J(1-less than 2 years) = .73(*) and I(More than 4 years) – J(2-less than 3 years) = .59(*) that means bicycling is more important for international students who have been in Thailand for more than 4 years than 1-less than 2 years, and 2-less than 3 years. International students who have been in Thailand for more than 4 years have probably high travel frequency and have participated in many kinds of activities. Bicycling could participate in difference area. International students enjoy cycling routes through the ancient capitals of Ayuttaya and Sukhothai that lead to the majestic ruins of temples

and palaces. International students also enjoy cycling around the island that could appreciate seascape (TAT, 2003).

6.2.5 Discretionary income and travel-related activities (Touring)

This research also revealed that international students have a difference in perception about sightseeing classified by their discretionary income. Appendix 4-Post Hoc Tests-Sightseeing shows 1(10,001-20,000) − J(Less than 10,000) = .27(*), 1(20,001-30,000) − J(Less than 10,000) = .48(*), I(More than 50,001) − J(Less than 10,000) = .98(*), and I(More than 50,001) − J(30,001-40,000) = 1.20(*) that means sightseeing is more important for international students who have 10,001-20,000 Baht, 20,001-30,000 Baht, and more than 50,001 Baht than less than 10,000 Baht, and more than 50,001 Baht than 30,001-40,000 Baht. For international students who have less than 10,000 Baht discretionary income per month, their activities are limited by their income. Likewise, the frequency of sightseeing by international students who have 30,001-40,000 Baht income is less than international students who have more than 50,001 Baht income per month. On the other hand, international students with more than 50,001 Baht discretionary income often sightsee more than students who have 30,001-40,000 Baht discretionary income, because they have more money to travel. Thailand' tourism resources are abundant ranging from mountain trails to coral reefs, from ancient ruins to hill tribe villages, from windsurfing to bungee jumping, and elephant rides to whitewater rafting. Thailand is just the place for younger people (TAT, 2003). In summary, international students prefer activities while traveling. However, the participation of activities was influenced by their demographic characteristics. Therefore, the findings of the study of perception about travel-related

activities by international students offer significant information for tourism marketers to develop the potential market.

6.3 Recommendations

This study on the perception of travel-related activities of international student travelers provides pertinent consumer information and may suggest strategic implications for tourism planners and managers. Generally, touring, events, and action activities were believed to be important by international students when traveling in Thailand. Therefore, travel marketers could propose or emphasize specific destinations as having exotic beaches; good sightseeing opportunities; nice shopping places; historical, cultural, and artistic attractions to draw potential travelers.

6.3.1 Recommendations for action-related activities

When promoting action-related activities, messages should be upbeat and lively to attract international students who are age 22-26 years old and gender both attract male and female students. The excitement provided by night clubs, package tours, and beach resorts could be referenced. For going on a nightclub, male international students enjoy going to a nightclub. Entertainment managers and police should make safer environments to attract female international students., For going on a package tour, female international students prefer going on a package tour. Tourism planners and managers could design various package tours for female international students, such as world heritage site tours, Thai village life, canal tours, etc. At the same time, tourism planners and managers also could design adventure package tours to attract male international students. For visiting a resort, tourism planners and managers could design a series of activities around the resort like meditation, learning the Thai

language for female international students, and promote water-sports related resort trip for male international students.

6.3.2 Recommendations for events-related activities

The target market for events activities is female international students who are 22-26 years old who prefer attending a cultural and artistic event, or convention. For attending a cultural and artistic event, travel marketers could organize novel and fantastic cultural and artistic events to attract more female international students and younger male international students, such as Pattaya music festival. For attending a convention, tourism planners and managers should effectively disseminate convention information to international students who are 22-26 years old. On the other, international toy exhibition and movie convention could attract international students who are below 22 years old.

6.3.3 Recommendations for touring-related activities

Touring activities were the most popular among international students such as sightseeing and touring a city. The target market for touring activities is single international students with discretionary income of more than 10,001 baht per month and they have been in Thailand for more than 4 years. For sightseeing, tourism planners and managers could provide high quality sightseeing tours such as knowledgeable tour guides who can speak English and introduce the significance of and history behind major points of interest. For touring a city, tourism planners and managers could propose or emphasize specific destinations as having good sightseeing and nice shopping places to attract potential travelers. On the other hand,

Travel marketers could consider sustainable development for the destination to attract international students' repeated travel.

6.3.4 Recommendations for sports-related activities

Sports-related activities were seldom by international students while traveling. Golfing and bicycling may be new activities to international students who have not had the opportunity to participate in those activities in their home countries. These students represent an untapped market for local tourism organizations and recreational facilities. The target market for sport-related activities is international students who have been in Thailand1-less than 2 years and 3-less than 4 years. For golfing, travel marketers could organize college golf competitions to attract international student participation in golfing. For bicycling, tourism planners and managers could design a mountain bicycling tour in the North of Thailand that combines natural, cultural and historical discovery. On the other hand, travel marketers could design well-organized bicycling tours that should provide guides, certain tours, back-up vehicles carrying food and overnight equipment.

6.3.5 Recommendations for tourism organization

Recently, the Tourism Authority of Thailand (TAT) has been actively promoting youth tourism in Thailand. TAT had delivered the information of youth travel through the brochures such as Youth Tourism in Thailand Manual, Thailand for Teen and Twenties, Young Travelers' Guide to Outdoor Activities in Thailand, Mountain and Inland Sports, and so on. However, these brochures commonly emphasized adventure activities for young travelers. In this study, the findings show that young travelers not only favor adventure activities, but also prefer action, touring, and events activities.

Therefore, TAT should enlarge the range of activities when promoting youth tourism in Thailand, especially sightseeing and touring a city.

In a word, product development based on the needs and wants of the target market and the image that destinations and products create are important issues for those travel marketers who want to attract these international students. However, the most important factor in attracting this market is communication -- providing the type of information they need through their preferred media. When a marketing mix designed according to their interests and preferences become available, this market has the potential to greatly contribute to local and national tourism economy.

6.4 Further Study

This study investigated the difference in perception about travel-related activities by international students of Assumption University when traveling in Thailand. Further studies should investigate the larger range of travel-related activities when traveling in Thailand such as meditation, Thai boxing, scuba diving, and so on. In this study, respondents are international students of Assumption University. Further studies may be conducted on respondents of public universities. Additionally, further studies could investigate perception of travel-related activities by Thai college students while traveling abroad.

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APPENDIX 1

QUESTIONNAIRE

I am a student of Master of Arts in Tourism Management of Graduate School of Business of Assumption University of Thailand. The questionnaire has been designed as a tool for collecting data to study **Perception of International Students of Assumption University about Travel-Related Activities when traveling in Thailand.** Giving your precious time to answer the questions will be highly appreciated. All your information will be treated as strictly confidential.

Screening Question (Please tick only one):

(i) Are you international student studying at the Assumption University?

  ❏ Yes   ❏ No

  If 'yes' continue, otherwise stop.

(ii) How often do you travel (spend at least 24 hours from place of residence at the destination) within Thailand?

  ❏ Once a week   ❏ Twice a month   ❏ Once a month   ❏ Once in six month

Part I

Please select an answer by indicating your demographic profile putting the symbol ✓ in the box.

1. Gender

  ❏ Male   ❏ Female

2. Age

  ❏ Below 22   ❏ 22-26   ❏ Above 26

3. Marital Status

  ❏ Single   ❏ Married   ❏ Divorced

4. Number of Years in Thailand

  ❏ Less than 1 year   ❏ 1- less than 2 years   ❏ 2- less than 3 years
  ❏ 3- less than 4 year   ❏ More than 4 years

5. Discretionary Income (Pocket money as expense for whole month, unit: Baht)

  ❏ Less than 10,000   ❏ 10,001- 20,000   ❏ 20,001-30,000
  ❏ 30,001- 40,000   ❏ 40,001- 50,000   ❏ More than 50,001

6. Nationality

  ❏ American   ❏ Bangladeshi   ❏ Chinese   ❏ Indian   1=IJapanese
  ❏ Korean   ❏ Myanmar   ❏ Vietnamese   ❏ Other

Part II

Please rate the followings according to your opinion about travel-related activities when traveling in Thailand.

Scale: 5 = most important, 4 = important, 3 = neutral, 2 = unimportant, 1 = not at all important

Factor	No.	Activity	Most important			Not at all important	
			5	4	3	2	1
Action	7	Going to a nightclub					
	8	Visiting a theme or amusement park					
	9	Visiting a resort					
	10	Going on a package tour					
	11	Going on a cruise					
	12	Going to a beach					
Events	13	Attending a cultural event					
	14	Attending a convention					
	15	Attending a festival					
	16	Attending an artistic event					
Touring	17	Sightseeing					
	18	Touring a city					
	19	Visiting a museum					
	20	Visiting a national park					
	21	Visiting a historical site					
Sports	22	Golfing					
	23	Attending a sports event					
	24	Bicycling					
	25	Hiking					
	26	Boating, canoeing, or sailing					
Leisure	27	Visiting a state/country/city park					
	28	Fishing					

Thank you for your cooperation!

APPENDIX 2

Reliability

****** Method 1 (space saver) will be used for this analysis ******

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 30.0   N of Items = 22

Alpha = .9241

Reliability

****** Method 1 (space saver) will be used for this analysis ******

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 30.0   N of Items = 6

Alpha = .7987

Reliability

****** Method 1 (space saver) will be used for this analysis ******

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 30.0   N of Items = 4

Alpha = .8513

Reliability

****** Method 1 (space saver) will be used for this analysis ******

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 30.0   N of Items = 5

Alpha = .7501

Reliability

****** Method 1 (space saver) will be used for this analysis ******

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 30.0   N of Items = 5

Alpha = .7140

Reliability

****** Method 1 (space saver) will be used for this analysis ******

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 30.0   N of Items = 2

Alpha = .7611

APPENDIX 3

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Going to a beach	327	1	5	3.93	1.035
Sightseeing	327	1	5	3.74	1.096
Touring a city	327	1	5	3.72	1.061
Attending a festival	327	1	5	3.44	1.063
Attending a cultural event	327	1	5	3.32	1.137
Visiting a historical site	327	1	5	3.31	1.272
Visiting a national park	327	1	5	3.29	1.151
Visiting a state/country/city park	327	1	5	3.28	1.165
Visiting a resort	327	1	5	3.12	1.052
Attending a artistic event	327	1	5	3.06	1.074
Visiting a museum	327	1	5	2.99	1.221
Boating, canoeing, or sailing	327	1	5	2.94	1.270
Attending a convention	327	1	5	2.84	1.054
Going on a package tour	327	1	5	2.80	1.178
Going on a cruise	327	1	5	2.80	1.163
Visiting a theme or amusement park	327	1	5	2.80	1.109
Attending a sports event	327	1	5	2.75	1.238
Hiking	327	1	5	2.68	1.190
Going to a nightclub	327	1	5	2.55	1.252
Bicycling	327	1	5	2.49	1.193
Fishing	327	1	5	2.32	1.259
Golfing	327	1	5	2.03	1.176
Valid N (listwise)	327				

Frequency Table

Going to a nightclub

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	23	7.0	7.0	7.0
	Important	57	17.4	17.4	24.5
	Neutral	87	26.6	26.6	51.1
	Unimportant	89	27.2	27.2	78.3
	Not at all important	71	21.7	21.7	100.0
	Total	327	100.0	100.0	

Visiting a theme or amusement park

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	21	6.4	6.4	6.4
	Important	66	20.2	20.2	26.6
	Neutral	110	33.6	33.6	60.2
	Unimportant	85	26.0	26.0	86.2
	Not at all important	45	13.8	13.8	100.0
	Total	327	100.0	100.0	

Visiting a resort

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	28	8.6	8.6	8.6
	Important	93	28.4	28.4	37.0
	Neutral	123	37.6	37.6	74.6
	Unimportant	57	17.4	17.4	92.0
	Not at all important	26	8.0	8.0	100.0
	Total	327	100.0	100.0	

Going on a package tour

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	25	7.6	7.6	7.6
	Important	76	23.2	23.2	30.9
	Neutral	93	28.4	28.4	59.3
	Unimportant	84	25.7	25.7	85.0
	Not at all important	49	15.0	15.0	100.0
	Total	327	100.0	100.0	

Going on a cruise

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	27	8.3	8.3	8.3
	Important	60	18.3	18.3	26.6
	Neutral	113	34.6	34.6	61.2
	Unimportant	74	22.6	22.6	83.8
	Not at all important	53	16.2	16.2	100.0
	Total	327	100.0	100.0	

Going to a beach

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	114	34.9	34.9	34.9
	Important	116	35.5	35.5	70.3
	Neutral	67	20.5	20.5	90.8
	Unimportant	20	6.1	6.1	96.9
	Not at all important	10	3.1	3.1	100.0
	Total	327	100.0	100.0	

Attending a cultural event

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	50	15.3	15.3	15.3
	Important	106	32.4	32.4	47.7
	Neutral	96	29.4	29.4	77.1
	Unimportant	50	15.3	15.3	92.4
	Not at all important	25	7.6	7.6	100.0
	Total	327	100.0	100.0	

Attending a convention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	22	6.7	6.7	6.7
	Important	61	18.7	18.7	25.4
	Neutral	118	36.1	36.1	61.5
	Unimportant	94	28.7	28.7	90.2
	Not at all important	32	9.8	9.8	100.0
	Total	327	100.0	100.0	

Attending a festival

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	51	15.6	15.6	15.6
	Important	118	36.1	36.1	51.7
	Neutral	99	30.3	30.3	82.0
	Unimportant	42	12.8	12.8	94.8
	Not at all important	17	5.2	5.2	100.0
	Total	327	100.0	100.0	

Attending a artistic event

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	27	8.3	8.3	8.3
	Important	90	27.5	27.5	35.8
	Neutral	112	34.3	34.3	70.0
	Unimportant	71	21.7	21.7	91.7
	Not at all important	27	8.3	8.3	100.0
	Total	327	100.0	100.0	

Sightseeing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	95	29.1	29.1	29.1
	Important	108	33.0	33.0	62.1
	Neutral	79	24.2	24.2	86.2
	Unimportant	33	10.1	10.1	96.3
	Not at all important	12	3.7	3.7	100.0
	Total	327	100.0	100.0	

Touring a city

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	89	27.2	27.2	27.2
	Important	110	33.6	33.6	60.9
	Neutral	88	26.9	26.9	87.8
	Unimportant	29	8.9	8.9	96.6
	Not at all important	11	3.4	3.4	100.0
	Total	327	100.0	100.0	

Visiting a museum

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	40	12.2	12.2	12.2
	Important	76	23.2	23.2	35.5
	Neutral	96	29.4	29.4	64.8
	Unimportant	70	21.4	21.4	86.2
	Not at all important	45	13.8	13.8	100.0
	Total	327	100.0	100.0	

Visiting a national park

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	54	16.5	16.5	16.5
	Important	92	28.1	28.1	44.6
	Neutral	101	30.9	30.9	75.5
	Unimportant	56	17.1	17.1	92.7
	Not at all important	24	7.3	7.3	100.0
	Total	327	100.0	100.0	

Visiting a historical site

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	71	21.7	21.7	21.7
	Important	84	25.7	25.7	47.4
	Neutral	82	25.1	25.1	72.5
	Unimportant	56	17.1	17.1	89.6
	Not at all important	34	10.4	10.4	100.0
	Total	327	100.0	100.0	

Golfing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	11	3.4	3.4	3.4
	Important	36	11.0	11.0	14.4
	Neutral	57	17.4	17.4	31.8
	Unimportant	72	22.0	22.0	53.8
	Not at all important	151	46.2	46.2	100.0
	Total	327	100.0	100.0	

Attending a sports event

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	31	9.5	9.5	9.5
	Important	61	18.7	18.7	28.1
	Neutral	94	28.7	28.7	56.9
	Unimportant	76	23.2	23.2	80.1
	Not at all important	65	19.9	19.9	100.0
	Total	327	100.0	100.0	

Bicycling

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	21	6.4	6.4	6.4
	Important	49	15.0	15.0	21.4
	Neutral	78	23.9	23.9	45.3
	Unimportant	100	30.6	30.6	75.8
	Not at all important	79	24.2	24.2	100.0
	Total	327	100.0	100.0	

Hiking

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	23	7.0	7.0	7.0
	Important	64	19.6	19.6	26.6
	Neutral	87	26.6	26.6	53.2
	Unimportant	91	27.8	27.8	81.0
	Not at all important	62	19.0	19.0	100.0
	Total	327	100.0	100.0	

Boating, canoeing, or sailing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	38	11.6	11.6	11.6
	Important	81	24.8	24.8	36.4
	Neutral	88	26.9	26.9	63.3
	Unimportant	62	19.0	19.0	82.3
	Not at all important	58	17.7	17.7	100.0
	Total	327	100.0	100.0	

Visiting a state/country/city park

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	53	16.2	16.2	16.2
	Important	93	28.4	28.4	44.6
	Neutral	104	31.8	31.8	76.5
	Unimportant	48	14.7	14.7	91.1
	Not at all important	29	8.9	8.9	100.0
	Total	327	100.0	100.0	

Fishing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Most important	19	5.8	5.8	5.8
	Important	49	15.0	15.0	20.8
	Neutral	66	20.2	20.2	41.0
	Unimportant	76	23.2	23.2	64.2
	Not at all important	117	35.8	35.8	100.0
	Total	327	100.0	100.0	
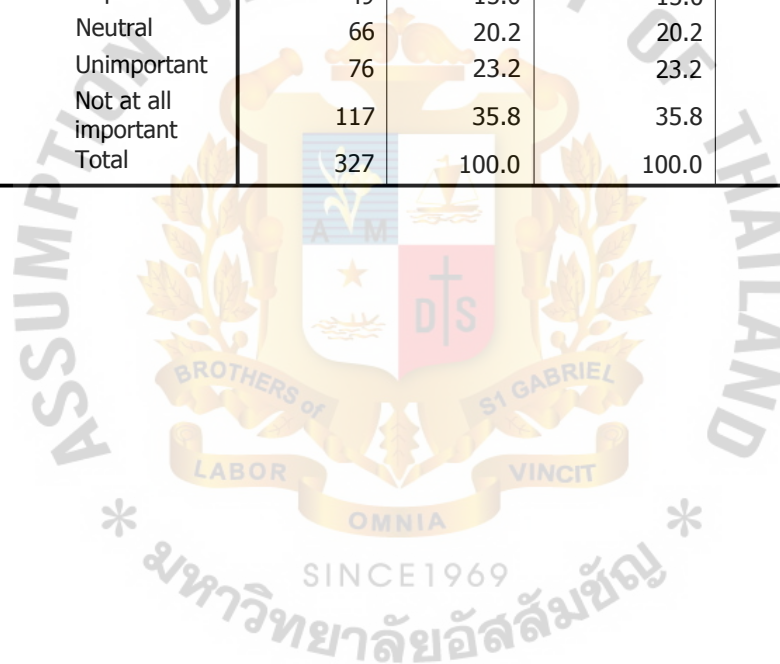
APPENDIX 4

Independent Samples Test

Gender		Levene's Test for Equality of Variances		West for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Going to a nightclub	Equal variances assumed	.070	.791	1.896	325	.049	.26	.138	-.010	.533
	Equal variances not assumed			1.898	323.668	.049	.26	.138	-.010	.533
Visiting a theme or amusement park	Equal variances assumed	.063	.802	-.994	325	.321	-.12	.123	-.364	.120
	Equal variances not assumed			.993	320.930	.321	-.12	.123	-.364	.120
Visiting a resort	Equal variances assumed	.032	.857	-1.679	325	.094	-.20	.116	-.424	.033
	Equal variances not assumed			-1.683	324.526	.093	-.20	.116	-.423	.033
Going on a package tour	Equal variances assumed	5.219	.023	-2.080	325	.038	-.27	.130	-.525	-.015
	Equal variances not assumed			-2.090	324.895	.037	-.27	.129	-.524	-.016
Going on a cruise	Equal variances assumed	2.139	.145	-.903	325	.367	-.12	.129	-.370	.137
	Equal variances not assumed			-.905	324.119	.366	-.12	.129	-.369	.137
Going to a beach	Equal variances assumed	4.384	.037	-.745	325	.457	-.09	.115	-.311	.140
	Equal variances not assumed			-.751	322.641	.453	-.09	.114	-.309	.138

Crosstabs

Going to a nightclub * gender Crosstabulation

Count

		gender		Total
		Male	Female	
Going to a nightclub	Not at all important	41	48	89
	Unimportant	35	36	71
	Neutral	47	40	87
	Important	34	23	57
	Most important	14	9	23
Total		171	156	327

Going on a package tour * gender Crosstabulation

Count

		gender		Total
		Male	Female	
Going on a package tour	Not at all important	33	16	49
	Unimportant	52	41	93
	Neutral	39	45	84
	Important	32	44	76
	Most important	15	10	25
Total		171	156	327

Independent Samples Test

Gender		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Attending a cultural event	Equal variances assumed	2.717	.100	-2.296	325	.022	-.29	.125	-.533	-.041
	Equal variances not assumed			-2.311	324.204	.021	-.29	.124	-.532	-.043
Attending a convention	Equal variances assumed	1.870	.172	-1.928	325	.055	-.22	.116	-.453	.005
	Equal variances not assumed			-1.932	324.311	.054	-.22	.116	-.452	.004
Attending a festival	Equal variances assumed	3.371	.067	-1.702	325	.090	-.20	.117	-.431	.031
	Equal variances not assumed			-1.713	324.519	.088	-.20	.117	-.429	.030
Attending an artistic event	Equal variances assumed	1.628	.203	-2.382	325	.018	-.28	.118	-.513	-.049
	Equal variances not assumed			-2.397	324.379	.017	-.28	.117	-.512	-.050

Crosstabs

Attending a cultural event * gender Crosstabulation

Count

		gender		Total
		Male	Female	
Attending a cultural event	Not at all important	18	7	25
	Unimportant	30	20	50
	Neutral	51	45	96
	Important	46	60	106
	Most important	26	24	50
Total		171	156	327

Attending a artistic event * gender Crosstabulation

Count

		gender		Total
		Male	Female	
Attending a artistic event	Not at all important	18	9	27
	Unimportant	45	26	71
	Neutral	57	55	112
	Important	34	56	90
	Most important	17	10	27
Total		171	156	327

Oneway

ANOVA

Age		Sum of Squares	df	Mean Square	F	Sig.
Going to a nightclub	Between Groups	4.903	2	2.451	1.570	.210
	Within Groups	505.911	324	1.561		
	Total	510.813	326			
Visiting a theme or amusement park	Between Groups	4.812	2	2.406	1.966	.142
	Within Groups	396.460	324	1.224		
	Total	401.272	326			
Visiting a resort	Between Groups	6.663	2	3.331	3.045	.049
	Within Groups	354.444	324	1.094		
	Total	361.107	326			
Going on a package tour	Between Groups	.319	2	.160	.114	.892
	Within Groups	451.760	324	1.394		
	Total	452.080	326			
Going on a cruise	Between Groups	6.807	2	3.404	2.542	.080
	Within Groups	433.872	324	1.339		
	Total	440.679	326			
Going to a beach	Between Groups	1.826	2	.913	.851	.428
	Within Groups	347.556	324	1.073		
	Total	349.382	326			

Post Hoc Tests

Multiple Comparisons

Dependent Variable: Visiting a resort
LSD

(I) age	(J) age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Below 22	Below 22					
	22-26	-.30(*)	.123	.014	-.54	-.06
	Above 26	-.15	.252	.544	-.65	.34
22-26	Below 22	.30(*)	.123	.014	.06	.54
	22-26					
	Above 26	.15	.259	.563	-.36	.66
Above 26	Below 22	.15	.252	.544	-.34	.65
	22-26	-.15	.259	.563	-.66	.36
	Above 26					

* The mean difference is significant at the .05 level.

Oneway

ANOVA

Age		Sum of Squares	df	Mean Square	F	Sig.
Attending a cultural event	Between Groups	4.354	2	2.177	1.691	.186
	Within Groups	417.285	324	1.288		
	Total	421.639	326			
Attending a convention	Between Groups	8.982	2	4.491	4.117	.017
	Within Groups	353.428	324	1.091		
	Total	362.410	326			
Attending a festival	Between Groups	1.855	2	.928	.820	.442
	Within Groups	366.732	324	1.132		
	Total	368.587	326			
Attending an artistic event	Between Groups	4.632	2	2.316	2.021	.134
	Within Groups	371.264	324	1.146		
	Total	375.896	326			

Post Hoc Tests

Multiple Comparisons

Dependent Variable: attending a convention
LSD

(I) age	(J) age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Below 22	Below 22					
	22-26	-.35(*)	.123	.005	-.59	-.11
	Above 26	-.02	.251	.921	-.52	.47
22-26	Below 22	.35(*)	.123	.005	.11	.59
	22-26					
	Above 26	.32	.258	.212	-.19	.83
Above 26	Below 22	.02	.251	.921	-.47	.52
	22-26	-.32	.258	.212	-.83	.19
	Above 26					

* The mean difference is significant at the .05 level.

Oneway

ANOVA

Marital Status		Sum of Squares	df	Mean Square	F	Sig.
Sightseeing	Between Groups	1.354	2	.677	.562	.570
	Within Groups	390.028	324	1.204		
	Total	391.382	326			
Touring a city	Between Groups	10.839	2	5.420	4.927	.008
	Within Groups	356.390	324	1.100		
	Total	367.229	326			
Visiting a museum	Between Groups	4.913	2	2.456	1.655	.193
	Within Groups	481.038	324	1.485		
	Total	485.951	326			
Visiting a national park	Between Groups	.770	2	.385	.289	.749
	Within Groups	431.046	324	1.330		
	Total	431.817	326			
Visiting a historical site	Between Groups	1.356	2	.678	.417	.659
	Within Groups	526.448	324	1.625		
	Total	527.804	326			

Post Hoc Tests

Multiple Comparisons

Dependent Variable: touring a city
LSD

(I) marital status	(J) marital status	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Single	Single					
	Married	.21	.232	.372	-.25	.66
	Divorced	2.25(*)	.744	.003	.79	3.72
Married	Single	-.21	.232	.372	-.66	.25
	Married					
	Divorced	2.05(*)	.775	.009	.52	3.57
Divorced	Single	-2.25(*)	.744	.003	-3.72	-.79
	Married	-2.05(*)	.775	.009	-3.57	-.52
	Divorced					

* The mean difference is significant at the .05 level.

Oneway

ANOVA

Marital Status		Sum of Squares	df	Mean Square	F	Sig.
Golfing	Between Groups	.370	2	.185	.133	.876
	Within Groups	450.260	324	1.390		
	Total	450.630	326			
Attending a sports event	Between Groups	7.557	2	3.779	2.684	.070
	Within Groups	456.155	324	1.408		
	Total	463.713	326			
Bicycling	Between Groups	8.293	2	4.147	2.933	.047
	Within Groups	491.639	324	1.517		
	Total	499.933	326			
Hiking	Between Groups	.117	2	.059	.041	.960
	Within Groups	461.167	324	1.423		
	Total	461.284	326			
Boating, canoeing, or sailing	Between Groups	4.178	2	2.089	1.298	.275
	Within Groups	521.473	324	1.609		
	Total	525.651	326			

Post Hoc Tests

Multiple Comparisons

Dependent Variable: Bicycling
LSD

(I) marital status	(J) marital status	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Single	Single					
	Married	.32	.272	.234	-.21	.86
	Divorced	1 78(•)	.874	.043	.06	3.50
Married	Single	-.32	.272	.234	-.86	.21
	Married					
	Divorced	1.45	.910	.111	-.34	3.24
Divorced	Single	-178(•)	.874	.043	-3.50	-.06
	Married	-1.45	.910	.111	-3.24	.34
	Divorced					

* The mean difference is significant at the .05 level.

Oneway

ANOVA

Number of years in Thailand		Sum of Squares	df	Mean Square	F	Sig.
Sightseeing	Between Groups	5.765	4	1.441	1.204	.309
	Within Groups	385.617	322	1.198		
	Total	391.382	326			
Touring a city	Between Groups	9.573	4	2.393	2.155	.044
	Within Groups	357.657	322	1.111		
	Total	367.229	326			
Visiting a museum	Between Groups	7.843	4	1.961	1.321	.262
	Within Groups	478.108	322	1.485		
	Total	485.951	326			
Visiting a national park	Between Groups	10.894	4	2.723	2.083	.053
	Within Groups	420.923	322	1.307		
	Total	431.817	326			
Visiting a historical site	Between Groups	10.651	4	2.663	1.658	.160
	Within Groups	517.154	322	1.606		
	Total	527.804	326			

Post Hoc Tests

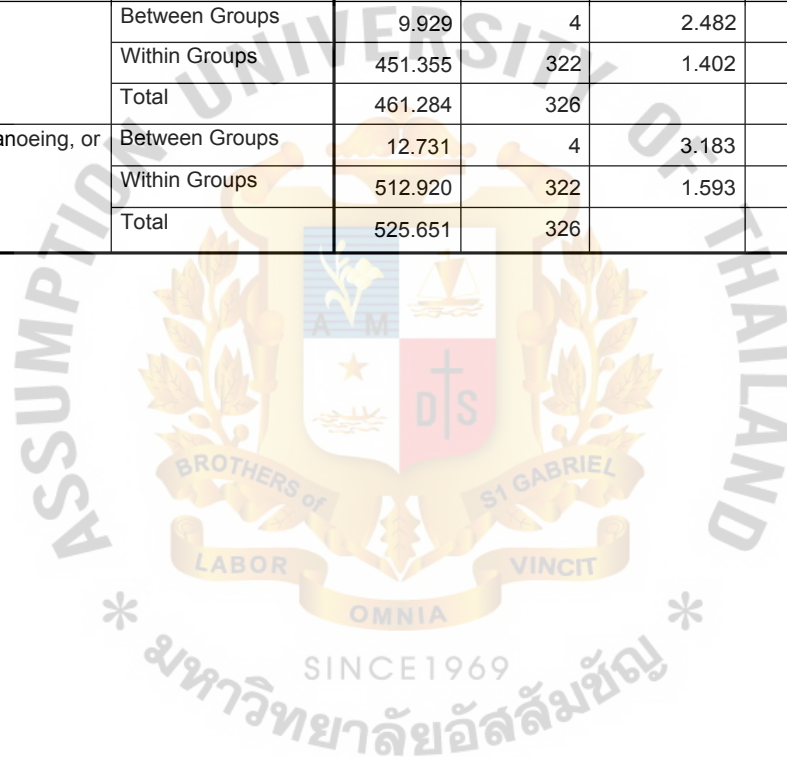## *Multiple Comparisons*

Dependent Variable: touring a city
 LSD

(I) number of years in Thailand	(J) number of years in Thailand	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Less than 1 year	Less than 1 year					
	1- less than 2 years	.08	.160	.613	-.23	.40
	2- less than 3 years	-.07	.179	.687	-.43	.28
	3- less than 4 years	.04	.228	.875	-.41	.48
	More than 4 years	-.46(*)	.205	.026	-.86	-.06
1- less than 2 years	Less than 1 year	-.08	.160	.613	-.40	.23
	1- less than 2 years					
	2- less than 3 years	-.15	.160	.339	-.47	.16
	3- less than 4 years	-.05	.213	.832	-.46	.37
	More than 4 years	-.54(*)	.188	.004	-.91	-.17
2- less than 3 years	Less than 1 year	.07	.179	.687	-.28	.43
	1- less than 2 years	.15	.160	.339	-.16	.47
	2- less than 3 years					
	3- less than 4 years	.11	.228	.634	-.34	.56
	More than 4 years	-.39	.205	.060	-.79	.02
3- less than 4 years	Less than 1 year	-.04	.228	.875	-.48	.41
	1- less than 2 years	.05	.213	.832	-.37	.46
	2- less than 3 years	-.11	.228	.634	-.56	.34
	3- less than 4 years					
	More than 4 years	-.49(*)	.248	.047	-.98	-.01
More than 4 years	Less than 1 year	.46(*)	.205	.026	.06	.86
	1- less than 2 years	.54(*)	.188	.004	.17	.91
	2- less than 3 years	.39	.205	.060	-.02	.79
	3- less than 4 years	.49(*)	.248	.047	.01	.98
	More than 4 years					

* The mean difference is significant at the .05 level.

Oneway

ANOVA

Number of years in Thailand		Sum of Squares	df	Mean Square	F	Sig.
Golfing	Between Groups	14.543	4	3.636	2.685	.032
	Within Groups	436.087	322	1.354		
	Total	450.630	326			
Attending a sports event	Between Groups	6.266	4	1.566	1.022	.396
	Within Groups	493.667	322	1.533		
	Total	499.933	326			
Bicycling	Between Groups	18.071	4	4.518	3.264	.012
	Within Groups	445.641	322	1.384		
	Total	463.713	326			
Hiking	Between Groups	9.929	4	2.482	1.771	.134
	Within Groups	451.355	322	1.402		
	Total	461.284	326			
Boating, canoeing, or sailing	Between Groups	12.731	4	3.183	1.998	.095
	Within Groups	512.920	322	1.593		
	Total	525.651	326			

Post Hoc Tests

Multiple Comparisons

Dependent Variable: Golfing
LSD

(I) number of years in Thailand	(J) number of years in Thailand	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Less than 1 year	Less than 1 year					
	1- less than 2 years	-.34	.177	.059	-.68	.01
	2- less than 3 years	.09	.198	.661	-.30	.48
	3- less than 4 years	-.56(*)	.252	.026	-1.06	-.07
	More than 4 years	-.19	.226	.398	-.64	.25
1- less than 2 years	Less than 1 year	.34	.177	.059	-.01	.68
	1- less than 2 years					
	2- less than 3 years	.42(*)	.177	.018	.07	.77
	3- less than 4 years	-.23	.236	.334	-.69	.24
	More than 4 years	.14	.208	.487	-.26	.55
2- less than 3 years	Less than 1 year	-.09	.198	.661	-.48	.30
	1- less than 2 years	-.42(*)	.177	.018	-.77	-.07
	2- less than 3 years					
	3- less than 4 years	-.65(*)	.252	.010	-1.15	-.16
	More than 4 years	-.28	.226	.219	-.72	.17
3- less than 4 years	Less than 1 year	.56(*)	.252	.026	.07	1.06
	1- less than 2 years	.23	.236	.334	-.24	.69
	2- less than 3 years	.65(*)	.252	.010	.16	1.15
	3- less than 4 years					
	More than 4 years	.37	.274	.175	-.17	.91
More than 4 years	Less than 1 year	.19	.226	.398	-.25	.64
	1- less than 2 years	-.14	.208	.487	-.55	.26
	2- less than 3 years	.28	.226	.219	-.17	.72
	3- less than 4 years	-.37	.274	.175	-.91	.17
	More than 4 years					

* The mean difference is significant at the .05 level.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: Bicycling
LSD

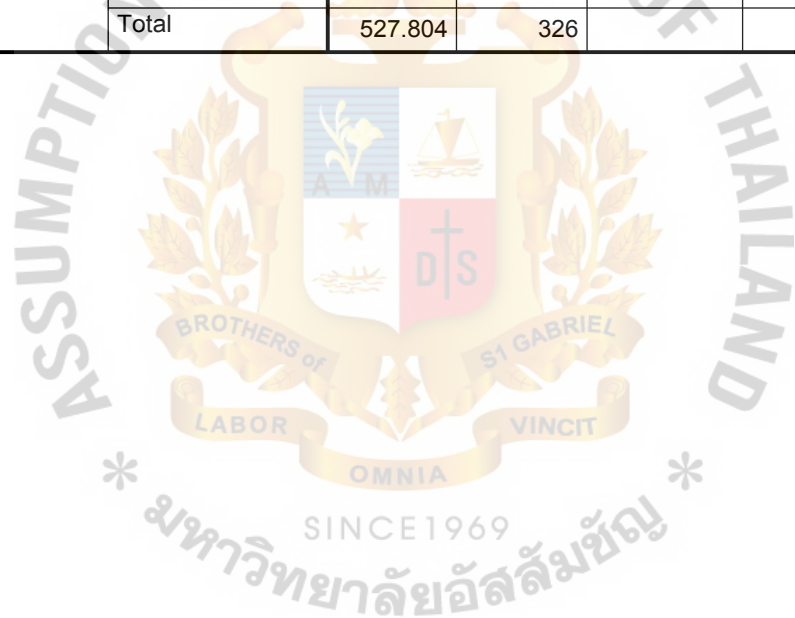| (I) number of years in Thailand	(J) number of years in Thailand	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Less than 1 year	Less than 1 year					
	1- less than 2 years	.31	.179	.084	-.04	.66
	2- less than 3 years	.17	.200	.386	-.22	.57
	3- less than 4 years	.00	.254	.997	-.50	.50
	More than 4 years	-.42	.229	.067	-.87	.03
1- less than 2 years	Less than 1 year	-.31	.179	.084	-.66	.04
	1- less than 2 years					
	2- less than 3 years	-.14	.179	.448	-.49	.22
	3- less than 4 years	-.31	.238	.192	-.78	.16
	More than 4 years	73(*)	.210	.001	-1.14	-.32
2- less than 3 years	Less than 1 year	-.17	.200	.386	-.57	.22
	1- less than 2 years	.14	.179	.448	-.22	.49
	2- less than 3 years					
	3- less than 4 years	-.17	.254	.492	-.68	.33
	More than 4 years	59(*)	.229	.010	-1.04	-.14
3- less than 4 years	Less than 1 year	.00	.254	.997	-.50	.50
	1- less than 2 years	.31	.238	.192	-.16	.78
	2- less than 3 years	.17	.254	.492	-.33	.68
	3- less than 4 years					
	More than 4 years	-.42	.277	.131	-.96	.13
More than 4 years	Less than 1 year	.42	.229	.067	-.03	.87
	1- less than 2 years	73(*)	.210	.001	.32	1.14
	2- less than 3 years	59(*)	.229	.010	.14	1.04
	3- less than 4 years	.42	.277	.131	-.13	.96
	More than 4 years					

- The mean difference is significant at the .05 level.

Oneway

ANOVA

Discretionary	Income	Sum of Squares	df	Mean Square	F	Sig.
Sightseeing	Between Groups	14.303	5	2.861	2.435	.035
	Within Groups	377.080	321	1.175		
	Total	391.382	326			
Touring a city	Between Groups	10.840	5	2.168	1.953	.085
	Within Groups	356.389	321	1.110		
	Total	367.229	326			
Visiting a museum	Between Groups	3.460	5	.692	.460	.806
	Within Groups	482.491	321	1.503		
	Total	485.951	326			
Visiting a national park	Between Groups	8.922	5	1.784	1.354	.241
	Within Groups	422.895	321	1.317		
	Total	431.817	326			
Visiting a historical site	Between Groups	1.033	5	.207	.126	.986
	Within Groups	526.771	321	1.641		
	Total	527.804	326			

Post Hoc Tests

Multiple Comparisons

Dependent Variable: Sightseeing
LSD

(I) discretionary income per month (unit:Baht)	(J) discretionary income per month (unit:Baht)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Less than 10,000	Less than 10,000					
	10,001-20,000	-.27(*)	.134	.043	-.54	-.01
	20,001-30,000	-.48(*)	.228	.034	-.93	-.04
	30,001-40,000	.22	.392	.580	-.55	.99
	40,001-50,000	-.16	.392	.687	-.93	.61
	More than 50,001	-.98(1	.418	.020	-1.80	-.16
10,001-20,000	Less than 10,000	.27(*)	.134	.043	.01	.54
	10,001-20,000					
	20,001-30,000	-.21	.238	.374	-.68	.26
	30,001-40,000	.49	.398	.218	-.29	1.27
	40,001-50,000	.12	.398	.772	-.67	.90
	More than 50,001	-.71	.423	.096	-1.54	.13
20,001-30,000	Less than 10,000	.48(*)	.228	.034	.04	.93
	10,001-20,000	.21	.238	.374	-.26	.68
	20,001-30,000					
	30,001-40,000	.70	.438	.110	-.16	1.56
	40,001-50,000	.33	.438	.456	-.54	1.19
	More than 50,001	-.49	.462	.285	-1.40	.41
30,001-40,000	Less than 10,000	-.22	.392	.580	-.99	.55
	10,001-20,000	-.49	.398	.218	-1.27	.29
	20,001-30,000	-.70	.438	.110	-1.56	.16
	30,001-40,000					
	40,001-50,000	-.38	.542	.489	-1.44	.69
	More than 50,001	-1.20(*)	.561	.034	-2.30	-.09
40,001-50,000	Less than 10,000	.16	.392	.687	-.61	.93
	10,001-20,000	-.12	.398	.772	-.90	.67
	20,001-30,000	-.33	.438	.456	-1.19	.54
	30,001-40,000	.38	.542	.489	-.69	1.44
	40,001-50,000					
	More than 50,001	-.82	.561	.144	-1.93	.28
More than 50,001	Less than 10,000	.98(*)	.418	.020	.16	1.80
	10,001-20,000	.71	.423	.096	-.13	1.54
	20,001-30,000	.49	.462	.285	-.41	1.40
	30,001-40,000	1.20(*)	.561	.034	.09	2.30
	40,001-50,000	.82	.561	.144	-.28	1.93
	More than 50,001					

* The mean difference is significant at the 05 level.