



FACTORS AFFECTING THAI TOURISTS TOWARD  
SELECTING LOCAL DESTINATION

By  
Ms. Sasipen Kuneepong

A Research Report for  
MS 7000: Research Project

Submitted in Partial Fulfillment of the Requirements for the Degree of  
Master of Science in Management

April 2007



**Assumption University of Thailand  
COLLEGE OF INTERNET DISTANCE EDUCATION**

**FACTORS AFFECTING THAI TOURISTS TOWARD  
SELECTING LOCAL DESTINATION**

**By**

**Ms. Sasipen Kuneepong**

**A Research Report for  
MS7000: Research Project**

**Submitted in Partial Fulfillment of the Requirements for the Degree of  
Master of Science in Management**

**April 2007**

**FACTORS AFFECTING THAI TOURISTS TOWARD  
SELECTING LOCAL DESTINATION**

**By**

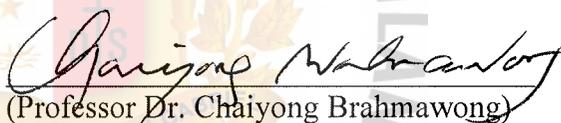
**Ms. Sasipen Kuneepong**

**A Research Project**

**Submitted in Partial Fulfillment of the Requirements for the Degree of  
Master of Science in Management**

**Examination Committee:**

Committee Chair:

  
(Professor Dr. Chaiyong Brahmawong)

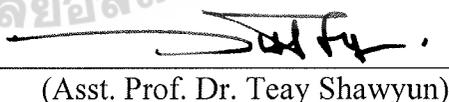
Committee Member:

  
(Rear Admiral Prasart Sribhadung)

Committee Member:

  
(Assoc. Prof. Dr. Chitapa Ketavan)

Committee Member/ Advisor:

  
(Asst. Prof. Dr. Teay Shawyun)

**Date of Examination:** April 24, 2007

**Date of Graduation Approval:** April 24, 2007

**College of Internet Distance Education  
Assumption University of Thailand**

**April 2007**

## **Research Project Title: FACTORS AFFECTING THAI TOURISTS TOWARDS SELECTING LOCAL DESTINATION**

**Researcher/ Author:** Ms. Sasipen Kuneepong **Major Advisor:** Asst. Prof. Dr. Teay Shawyun **Degree:** Master of Science in Management **School:** School of college of Internet Distance Education **Year:** 2007

### **ABSTRACT**

#### **(Objective)**

The objective of this study was to investigate the factors that influence Thai tourists' intention towards visiting to Chiang Mai selecting the local destination. The influential factors in this research study refer to push to travel needs, pull to travel attractiveness, information sources and perceived behavioral control and their components.

#### **(Methodology)**

This is a survey research. The samples are Thai office employees working in Bangkok and have prior experience domestic traveling. Self-administered questionnaire were used as a research instrument to collect data. Data analysis was carried out using SPSS for Windows Version 14. All hypotheses were analyzed by using Multiple Regressions Analysis.

#### **(Major Findings)**

It was found that push to travel needs, pull to travel attractiveness, information sources and perceived behavioral control have influence towards Thai tourists' intention to visit to Chiang Mai. The factors of push to travel needs that have influence towards Thai tourists' intention to visit to Chiang Mai are rest and relaxation, health and fitness, desire on escape and learning and experiencing new things. Rest and relaxation is the most influential factor for push to travel needs following with health and fitness, learning and experiencing new things and desire on escape respectively. The factors of pull to travel attractiveness that have influence towards Thai tourists' intention to visit to Chiang Mai are budget, scenery, climate, safety and attractions. For pull to travel attractiveness, safety is the most influential factor that affects Thai tourists' intention towards visiting to Chiang Mai. Then, scenery, budget, attraction and climate also have an influence towards Thai tourists' intention. The sources of information that have an influence towards Thai tourists' intention to visit to Chiang Mai are requested sources, unrequested sources and past trip experience. The factors of perceived behavioral control that have influence towards Thai tourists' intention to visit to Chiang Mai are money and time.

**Key Words:** Tourist Motivation, Subjective Norms, Perceived Behavioral, Intention

## ACKNOWLEDGEMENT

This research project would not been completely finished without the assistances of many special individuals.

First and foremost, I would like to thank my advisor, Prof. Dr. Teay Shawyun, who always provided terrific guidance and supports for doing this research. His contribution substantially helped me to overcome the difficulties that I encountered in completing this research. Without his support, this research would never been completed.

Sincerest thank must be accredited to the research committee members for spending time receiving my ideas with enthusiasm and patience and giving me their valuable comments and suggestions.

Most importantly, I am grateful to the tour operators who gave me some ideas and understanding towards tourism industry.

I am thankful to my colleagues, who helped me distribute and collect the questionnaire as well as all respondents who devoted their time and efforts in answering in my questionnaire should be thanked.

To my special senior, who always help me gathering information and greatly support and encourage me during doing the research. Without his assistance, I would not have been ready for this challenge.

Finally, I owe a very special thanks to my parents and family for their love, understanding, inspiration and unconditional support. I am also thankful for my friends who offered their suggestions and supports.

## TABLE OF CONTENT

Preface .....	i
Abstract .....	ii
Acknowledgement.....	iii
Table of Content .....	iv
List of Tables .....	vii
List of Figures .....	xi
Chapter 1: Introduction.....	1
Introduction to Tourism Industry in Thailand .....	1
Information about Thailand .....	3
Introduction to Chiang Mai.....	5
Statement of the Research Problem .....	8
Objective of the Study .....	9
Research Questions .....	9
Scope of the Study.....	10
Significance of the Study .....	11
Theoretical Framework .....	11
Definition of Terms.....	12
Limitation .....	14
Organization of the Research Project Chapters .....	15
Chapter 2: Review of Related Literatures .....	16
Introduction .....	16
Literatures and Related Studies .....	17

Theoretical Foundations .....	25
Conceptual Framework .....	28
Proposed Hypotheses .....	33
Operationalization of the Independent and Dependent Variables .....	34
Chapter 3: Methodology of the Study .....	38
Design of the Study .....	38
Drafted of the Instrument Development .....	39
Content Validity .....	41
Reliability .....	42
Population and Sampling .....	43
Collection of the Data .....	46
Proposed Data and Processing Analysis .....	48
Chapter 4: Data Analysis and Results .....	50
Sample Profile .....	50
Descriptive Data Analysis .....	56
Testing of Hypotheses .....	74
Answering the Research Questions .....	104
Summary .....	106
Chapter 5: Conclusions and Recommendations .....	109
Summary of the Study .....	109
Summary of the Findings .....	110
Discussion of the Research Findings .....	117
Conclusion .....	120
Implication for Practice .....	121
Recommendation for the further study .....	130

References .....	132
Appendices	
Appendix A .....	138
Appendix B .....	146
Appendix C .....	153



## LIST OF TABLES

Table	Page
1.1 Revenue from Domestic Tourism in Each Region Year 2004 and 2005 ....	3
1.2 Five Provinces in Thailand that Had the Highest Number of Thai Tourist Visited in the Year 2005 .....	4
1.3 Five Provinces in Thailand that Could Generate Highest Revenue from Domestic Tourism in Year 2005.....	5
2.1 The Push and Pull Factors of Motivation for All 4 Tourist Types .....	21
2.2 The Types of Information Sources .....	24
2.3 Factors of Push to Travel Needs and Pull to Travel Attractiveness .....	30
2.4 Operationalization of the Independent and Dependent Variables.....	35
3.1 Reliability of the Questionnaire for Pilot Survey .....	42
3.2 Data Collection Schedule .....	47
3.3 Statistical Treatment .....	49
4.1 Frequency and Percentages of Sample Profile .....	51
4.2 Frequency and Percentages of Reason Influencing a Tourist to Travel in Thailand .....	56
4.3 Frequency and Percentages of People whose Thai Tourists usually Travel with .....	58
4.4 Frequency and Percentages of Duration Thai Tourists mostly Spent for Their Domestic Trip .....	58
4.5 Frequency and Percentages of Transportation Methods Thai Tourists Use for Their Domestic Trip .....	59

Table	Page
4.6	Frequency and Percentages of Average Expenses for One Domestic Trip of Thai Tourists..... 60
4.7	Frequency and Percentages of Types of Accommodation ..... 61
4.8	Frequency and Percentages of Each Group of Thai Tourists ..... 62
4.9	Frequency and Percentages of Reason Influenced a Tourist to Visit Chiang Mai ..... 63
4.10	Frequency and Percentages of People whose Thai Tourists usually Travel with when they visited Chiang Mai ..... 64
4.11	Frequency and Percentages of Duration Thai Tourists mostly Spent for Their Domestic Trip at Chiang Mai ..... 65
4.12	Frequency and Percentages of Transportation Methods Thai Tourists Use when They Went to Chiang Mai ..... 66
4.13	Frequency and Percentages of Average Expenses for Chiang Mai Trip of Thai Tourists ..... 67
4.14	Frequency and Percentages of Types of Accommodation Thai Tourists Stayed During Chiang Mai Trip..... 68
4.15	Frequency and Percentages of Perceptions toward Chiang Mai for Those who have ever visited the province ..... 69
4.16	Frequency and Percentages of Perceptions toward Chiang Mai for Those who have never visited the province ..... 70
4.17	Frequency and Percentages of Various Activities ..... 72
4.18	Frequency and Percentages of Respondents who intend to Visit Chiang Mai within 1 Year ..... 73

Table	Page
4.19 Frequency and Percentages of Respondents who Plan to Visit Chiang Mai within 6 Months .....	74
4.20 MLR Model of Push to Travel Needs towards Intention to Visit to Chiang Mai .....	77
4.21 Summary of ANOVA Test for MLR Model of Push to Travel Needs towards Intention to Visit to Chiang Mai .....	77
4.22 Coefficient Summary of MLR Model of Push to Travel Needs towards Intention to Visit to Chiang Mai .....	77
4.23 Summary of Hypothesis Testing of Each Factor for MLR Model of Push to Travel Needs towards Intention to Visit to Chiang Mai .....	79
4.24 MLR Model of Pull to Travel Attractiveness towards Intention to Visit to Chiang Mai .....	84
4.25 Summary of ANOVA Test for MLR Model of Pull to Travel Attractiveness towards Intention to Visit to Chiang Mai .....	85
4.26 Coefficient Summary of MLR Model of Pull to Travel Attractiveness towards Intention to Visit to Chiang Mai .....	85
4.27 Summary of hypothesis testing of each factor for MLR Model of Pull to Travel Attractiveness towards Intention to Visit to Chiang Mai ...	87
4.28 MLR Model of Information Sources towards Intention to Visit Chiang Mai .....	93
4.29 Summary of ANOVA Test for MLR Model of Information Sources towards Intention to Visit to Chiang Mai .....	93
4.30 Coefficient Summary of MLR Model of Information Sources towards Intention to Visit to Chiang Mai .....	94

Table	Page
4.31 Summary of Hypothesis Testing of Each Factor for MLR Model of Information Sources towards Intention to Visit to Chiang Mai .....	95
4.32 MLR Model of Perceived Behavioral Control towards Intention to Visit to Chiang Mai .....	100
4.33 Summary of ANOVA Test for MLR Model of Perceived Behavioral Control towards Intention to Visit to Chiang Mai .....	100
4.34 Coefficient Summary of MLR Model of Perceived Behavioral Control towards Intention to Visit to Chiang Mai .....	100
4.35 Summary of hypothesis testing of each factor for MLR Model of Perceived Behavioral Control towards Intention to Visit Chiang Mai .....	102
4.36 Summary of Hypotheses Testing .....	107
5.1 Summary of Respondents' Personal Data .....	111
5.2 Summary of Hypotheses Testing .....	112
5.3 Conclusion of Hypothesis Testing of Push to Travel Needs towards Thai Tourists' Intention to Visit to Chiang Mai .....	113
5.4 Conclusion of Hypothesis Testing of Pull to Travel Attractiveness towards Thai Tourists' Intention to Visit to Chiang Mai .....	115
5.5 Conclusion of Hypothesis Testing of Information Sources towards Thai Tourists' Intention to Visit to Chiang Mai .....	116
5.6 Conclusion of Hypothesis Testing of Perceived Behavioral Control towards Thai Tourists' Intention to Visit to Chiang Mai .....	117

## LIST OF FIGURES

Figure	Page
1.1 Number of Thai Tourists who Visited Chiang Mai During the Year 2001 -2005.....	7
1.2 Revenue Earned by Domestic Tourism during the Year 2001 – 2005.....	7
2.1 Theoretical Framework of TPB .....	26
2.2 Theoretical Framework of Push and Pull Factors of Motivation .....	27
2.3 Hierarchy of Needs Theory .....	28
2.4 Conceptual Framework .....	29
4.1 Gender of Respondents .....	53
4.2 Age of Respondents .....	54
4.3 Monthly Personal Income of Respondents .....	55
4.4 Free Time Activity of Respondents .....	56

# CHAPTER 1

## INTRODUCTION

### 1. Introduction to Tourism Industry in Thailand

Generally, the tourism industry will be normally growing according to the world's economy trend. In year 2006, World Tourism Organization (WTO) anticipated that the growth rate for the tourism industry was 4.3% (<http://www.tat.or.th/e-journal/travel-01.html>). Furthermore, the number of domestic trip for Thai tourists throughout the year 2006 was expected to be 79.33 million trips, increased from year 2005 by 4.05% ([http://www2.tat.or.th/stat/web/static\\_index.php](http://www2.tat.or.th/stat/web/static_index.php)). There were many factors that encourage the domestic tourism industry of Thailand. These factors were consisted of: -

- The ceremony for 60<sup>th</sup> year's anniversary for His Majesty King Bhumibol Adulyadej enthronement throughout the year
- Recovery of Tsunami Catastrophe. The recovery occurred when year 2005. It did not only create the good image of Thailand but also presented Thailand's sightseeing places indirectly
- Official launch of Suvarnabhumi Airport in September 2006
- New sightseeing places have been introduced such as Night Safari, Siam Paragon

- Growth of hospitality industry in other locations besides Andaman Sea such as Samui, Koh Chang

Although there was a good indicator for the growth of domestic tourism industry, John Koldowski, the director of the Strategic Intelligence Centre at the Bangkok-based Pacific Asia Travel Association (Pata), had some suggestion to Thailand about competition with neighboring countries. He said that Thailand might be lost both local and international tourists to the neighborhood countries if it does not create and differentiate itself from those countries. Since some local tourists found that the traveling expense when they went to neighboring countries such as China, Singapore or Hong Kong was not much difference from local traveling expense, so some Thai tourists decided to travel abroad. Meanwhile, for the international tourists' perspective, if Thailand cannot differentiate itself from the other neighboring countries, they would decide to travel the countries that the living expenses are cheaper than Thailand.

Besides losing tourists to neighboring countries, Thailand still has some problems that impact the tourism industry in negative ways. Especially, the violence perpetuated by Muslim rebels in the Southern provinces of Pattani, Yala, Narathiwat and Songkhla is the most critical concern. Furthermore, other problems still affect the tourism industry such as the continually fluctuated of fuel price and epidemics both Severe Acute Respiratory Syndrome (SARS) and Avian Influenza (Bird Flu).

Such circumstances have negatively affected tourist confidence in terms of personal safety and also caused a drastic drop in the travel demand and supply patterns (WTCC, 2003). Consequently, Thailand has to put high marketing effort to compete with other countries in order to be the leader in Asia or gain the highest market share in each market. Presently, the tourism industry is under pressure from

highly competitive since many new countries are launched and there are launching new sightseeing places in each region.

## 2. Information about Thailand

Thailand is one of the countries in Southeast Asia. It comprises of 76 provinces. Thailand has been divided to be 6 geographic regions. They are North, Northeast, East, West, Central and South. Each region has its own distinction in tourism perspective. The North of Thailand is famous in beautiful scenery and cool climate. The Northeast is outstanding for arts and cultures including historic sites. The East and the Southern part of Thailand are dominant in beautiful beaches and water activities. Domestic tourism industry was an important source of revenue to Thailand. Table 1.1 summarizes the revenue that Thailand earned from domestic tourism in each region.

Table 1.1 Revenue from Domestic Tourism in Each Region Year 2004 and 2005

Region	Revenue (Million Baht)	
	Year 2004	Year 2005
North	41,748.65	32,572.45
Bangkok	151,482.50	184,815.60
Central (Excluding Bangkok)	28,633.81	10,482.20
West	N/A	17,980.27
East	25,670.40	25,705.44
Northeast	26,330.45	28,781.43

**Source:** Domestic Tourism Statistics, Tourism Statistics, Tourism Authority of Thailand retrieved November 24, 2006, from [http://www2.tat.or.th/stat/web/static\\_tst.php](http://www2.tat.or.th/stat/web/static_tst.php)

Table 1.1 Revenue from Domestic Tourism in Each Region Year 2004 and 2005

(Cont')

Region	Revenue (Million Baht)	
	Year 2004	Year 2005
South	43,358.81	34,379.4
Total	317,224.62	334,716.79

**Source:** Domestic Tourism Statistics, Tourism Statistics, Tourism Authority of Thailand retrieved November 24, 2006, from [http://www2.tat.or.th/stat/web/static\\_tst.php](http://www2.tat.or.th/stat/web/static_tst.php)

Aside from Bangkok, the South of Thailand could generate the highest revenue (43,358.81 Million Baht in 2004 and 34,379.4 Million Baht in 2005). Then, the revenue earned from the North part was in the second rank. Although the highest revenue was from the South of Thailand, Thai tourists mostly liked to travel to the North. Table 1.2 represents five provinces in Thailand that had the highest number of Thai tourists visited in the year 2005.

Table 1.2 Five Provinces in Thailand that Had the Highest Number of Thai Tourists Visited in the Year 2005

Province	Number of Thai Tourists
Chiang Mai	2,160,142
Phitsanulok	1,637,769
Songkhla	1,628,628
Nakon Si Thammarat	1,204,874
Phuket	1,188,621

**Source:** Domestic Tourism Statistics, Tourism Statistics, Tourism Authority of Thailand retrieved November 24, 2006, from [http://www2.tat.or.th/stat/web/static\\_tst.php](http://www2.tat.or.th/stat/web/static_tst.php)

According to table 1.2, most of Thai tourists preferred to visit to Chiang Mai. Not only having the highest number of Thai tourists that visited its province, but Chiang Mai was also the province that could earn the highest revenue from domestic tourism in year 2005. Table 1.3 represents five provinces in Thailand that could generate the highest revenue from domestic tourism in year 2005.

Table 1.3 Five Provinces in Thailand that Could Generate Highest Revenue from Domestic Tourism in Year 2005

Province	Revenue (Million Baht)
Chiang Mai	12,187.18
Phuket	9,108.23
Songkhla	6,947.19
Krabi	3,552.93
Surat Thani	3,441.3

**Source:** Domestic Tourism Statistics, Tourism Statistics, Tourism Authority of Thailand retrieved November 24, 2006, from [http://www2.tat.or.th/stat/web/static\\_tst.php](http://www2.tat.or.th/stat/web/static_tst.php)

### 3. Introduction to Chiang Mai

Chiang Mai is the capital city in the Northern part and it is the second largest city in Thailand. Chiang Mai is renowned for cool climate, warm friendly people, beautiful scenery, customs, arts and cultures, tasty food, historic temples, refined handicrafts and lively markets. The city was also known as “the Rose of the North”.

Chiang Mai has various kinds of interesting activities to serve all types of tourist even backpackers or luxury tourists. Traditionally, Chiang Mai is outstanding on its fascinating native cultural identity such as language, food, architecture, traditional values, festivals, handicrafts and classical dances. Then, the natural

resources make this city to be distinctive such as mountains (dois), waterfalls, and other nature-based tourist attractions. The tourists can do many adventure activities in Chiang Mai including jungle tours, rafting, elephant riding and visiting hilltribe villages. Besides adventure activities, Chiang Mai is also notable on nightlife entertainment and shopping, especially for handicrafts, cloths and luxury items. Many shops are available ranging from small family-run shops to world-class luxury outlets and shopping malls.

### 3.1 Location

Chiang Mai is approximately 750 kilometers far from Bangkok. It is located in Chiang Mai valley which is 310 meters above sea level. Chiang Mai's total area is 20,107.057 square kilometers.

### 3.2 Climate

The climate in Chiang Mai has been divided to be three main seasons.

- Rainy Season (June – October) There will be rain very often, especially on the mountain, there will be rain everyday.
- Winter (November - February) The weather will not much be cold but there will be foggy in the morning. The average minimum temperature is 14<sup>o</sup>c while the average minimum temperature on mountains (dois) will be low till 4<sup>o</sup>c.
- Summer (March – May) The weather will be hot in daytime and will be cold in nighttime. The average maximum temperature is 30<sup>o</sup>c

The number of Thai tourists who visited Chiang Mai is continually increased every year. Figure 1.1 represents the number of Thai tourists who visited Chiang Mai during the year 2001 – 2005.

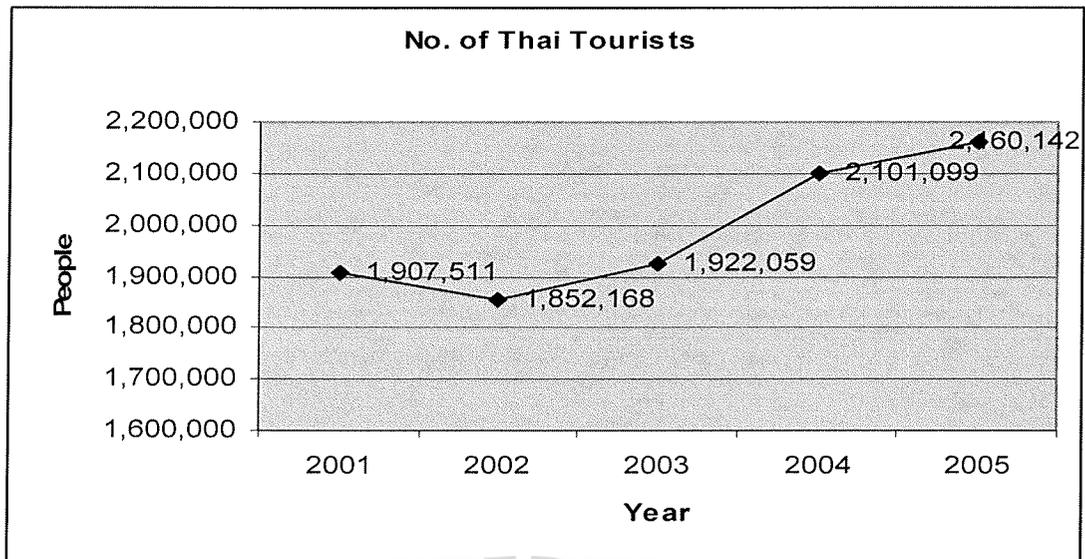


Figure 1.1 Number of Thai Tourists who Visited Chiang Mai during the Year 2001 – 2005

**Source:** Domestic Tourism Statistics, Tourism Statistics, Tourism Authority of Thailand retrieved November 24, 2006, from [http://www2.tat.or.th/stat/web/static\\_tst.php](http://www2.tat.or.th/stat/web/static_tst.php)

Although the number of Thai tourists is increased, the revenue received from domestic tourism is decreased. However, Chiang Mai still is the province that could generate highest revenue from domestic tourism. Figure 2.2 represents the revenue that Chiang Mai earned from domestic tourism during the year 2001 – 2005.

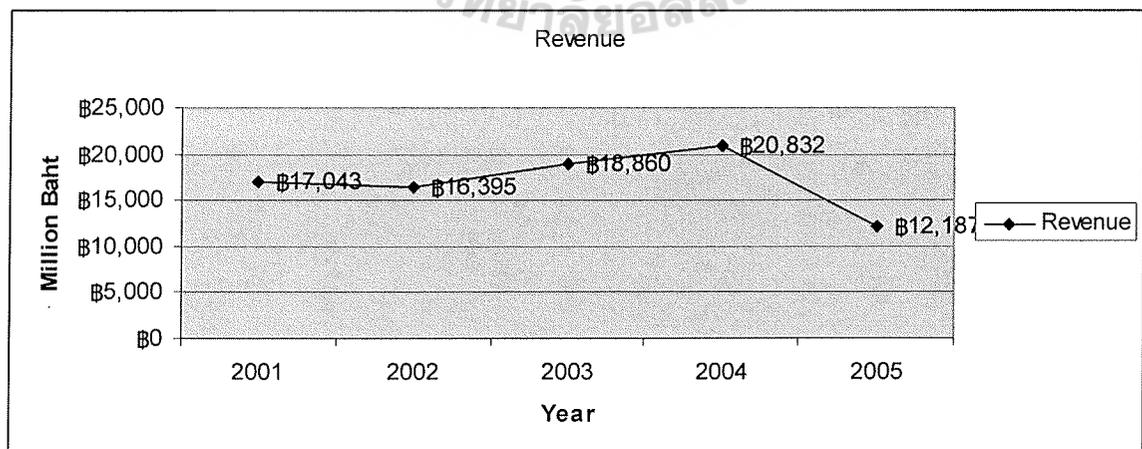


Figure 1.2 Revenue Earned by domestic tourism during the Year 2001 – 2005

**Source:** Domestic Tourism Statistics, Tourism Statistics, Tourism Authority of Thailand retrieved November 24, 2006, from [http://www2.tat.or.th/stat/web/static\\_tst.php](http://www2.tat.or.th/stat/web/static_tst.php)

Since Chiang Mai is the province that can both attract most of Thai tourists and earned the highest revenue from domestic tourism, the researcher applied Chiang Mai as the local destination in this research study. This is to investigate factors that influence Thai tourists towards intention to visit to Chiang Mai.

#### **4. Statement of the Research Problem**

The intense competition between Thailand and neighboring countries forces Thailand to react more effectively and efficiently. Otherwise, Thailand may lose a large amount of money from Thai tourists to other neighboring countries. Tourism Authority of Thailand (TAT) concerned about these critical difficulties. So, it launched many campaign to attract Thai tourists to travel domestically.

TAT has planned to cooperate with various organizations to promote domestic tourism industry. Most organizations are domestic airline, non profit organizations, and associations. This is a co-promotion for promoting domestic tourism industry. For example, TAT has launched a new travel card for senior citizens. The members will get the discount from various accommodations as well as the hospitals.

PB Air has launched a new direct route from Bangkok to Mae Hong Son. In order to facilitate the tourists who intend to visit Mae Hong Son, new packages for Mae Hong Son are also introduced by PB Air as well. They include air ticket fare, accommodations, airport tax and other charges, admission fees for sightseeing places, foods and drinks, and transportation during the trip.

Not only private sectors, but other associations also initiate the promotion to attract the tourists. Chonburi Attraction Club has cooperated with TAT and launch Chonburi Tour Visa. This card is a discount card from various 22 famous sightseeing places at Chonburi province.

Some organizations which do not relate with tourism also launch promotion to promote domestic travel. The cooperation among TAT, Dogazine magazine and Bangkok Media Entertainment to launch a campaign “Take your Dogs to Thailand” is a way to promote the local attractions in Thailand and serve to some specific niche market.

TAT will review each promotion strategy or marketing promotion of all organizations and offer some assistance to these organizations. Mostly, the promotion plans were to lower the accommodation expenses as well as the transportation fare. However, the expense is not only one factor that influences Thai tourists’ decision making towards intention to visit to Chiang Mai. The factors that influence travel intention should be investigated. Thus, the research problem is to study factors that influence Thai tourists’ towards intention to visit to Chiang Mai.

## **5. Objective of the Study**

The objective of this study is to investigate the factors that influence tourists’ intention towards visiting to Chiang Mai. The influence factors in this research study refer to push to travel needs, pull to travel attractiveness, information sources and perceived behavioral control of each individual.

## **6. Research Questions**

The research problem can be divided into 4 following research questions:

1. What is the influence of push to travel needs that affect Thai tourists’ intention towards visiting to Chiang Mai?

2. What is the influence of pull to travel attractiveness that affect Thai tourists' intention towards visiting to Chiang Mai?

3. What is the influence of information sources that affect Thai tourists' intention towards visiting to Chiang Mai?

4. What is the influence of perceived behavioral control that affect Thai tourists' intention towards visiting to Chiang Mai?

## **7. Scope of the Study**

This research study investigates the factors that affect Thai tourists' intention towards visiting to Chiang Mai. The main focus of this research study is on the role of the government's perspective and the tourists' attitude. The main variables that the researcher focuses are four independent variables and one dependent variable. Four independent variables are push to travel needs, pull to travel attractiveness, information sources and perceived behavioral control. One dependent variable is intention to visit to Chiang Mai.

In this research study, Thai tourists implies to Thai people who live in Bangkok. They are office employees which their monthly income is more than 15,000 Baht. Moreover, the local destination implies to Chiang Mai, a province in the Northern part of Thailand.

The research study will be conducted in Bangkok. The anticipated Thai tourists to participate in this research study are 385. The respondents will be randomly selected during February 2007 in three main business areas which are Sathorn, Silom and Sukhumvit.

## 8. Significance of the Study 3242 e.1

Tourism industry has played a major role to Thai economy. World Travel & Tourism Council (WTTC) forecasts that the tourism related employment of Thailand will grow by 9.5% in 2014 which increases from 8.4% in 2005 (Klongkumnuankarn, 2006). In addition, WTTC also pointed that the value of tourism industry on Thai economy was significantly important. It was about 821.2 billion Baht or 11.7% of GDP. Comparing with other countries in South-East Asia and the rest of the world, their GDP were only 7.5% and 10.6% respectively (Klongkumnuankarn, 2006). Moreover, tourism industry also leads to the expansion in some related industries such as hotels and resorts, restaurants, transportation, retails OTOP and other souvenirs and so forth.

Therefore, the results of this research study will be beneficial for government, entrepreneurs and markets which are in tourism and related industries. It assists to identify the perception of Thai tourists towards traveling in Chiang Mai. It can be a tool used for further development of the destination positioning of the domestic tourism industry in Chiang Mai.

The research study investigates the relationship between tourists' travel motivation and their intention to visit the destination. After the results of this research are analyzed, a domestic tourism marketing strategy for Chiang Mai will be developed.

## 9. Theoretical Framework

This research study applied Theory of Planned Behavior (TPB) (Ajzen, 1991), travel motivation based on push needs to travel and pull needs to travel attractiveness and hierarchy of needs theory to investigate the factors influencing Thai tourists'

intention towards visiting to Chiang Mai. Referring to TPB theory, intention is influenced by attitude, social pressure, and perceived behavioral control. Hence, the main independent variables are push to travel needs, pull to travel attractiveness, information sources, and perceived behavioral control that affect Thai tourists' intention towards visiting to Chiang Mai. The dependent variable is intention to visit to Chiang Mai.

## 10. Definition of Terms

In this section, the important key terms used in this research study are defined:

**Influential Factors:** The factors that have an influence towards a tourist's intention to visit to a local destination.

**Push to travel needs of travel motivation:** Factors occurred in a tourist's mind that have influenced a tourist's perception toward selecting local destination (Adapted from Ajzen, 1991). There are 12 factors for push to travel needs consisted of being physically active, rest and relaxation, health and fitness, adventure, desire on escape, social interaction, social acceptance, social status, prestige, social recognition, learning and experiencing new things and self-respect.

**Pull to travel attractiveness of travel motivation:** External factors based on the destination that have influenced a tourist's perception toward selecting that destination (Adapted from Ajzen, 1991). The factors for pull to travel attractiveness

are budget, culture, history, climate, distance, shopping & entertainment, cleanliness, scenery, accommodation, safety, attractions, food, transportation and facilities.

**Intention:** A tourist's intention to visit local destination (Adapted from Ajzen, 2002).

**Perceived behavioral control:** A tourist's perception on his/ her ability to visit that destination (Adapted from Ajzen, 2002). In this research, 4 factors are applied to be perceived behavioral control. They are time, money, chance and restriction.

**Information sources:** The influence of various information sources that is affected the tourists' intention whether to visit or not visit the destination (Adapted from Ajzen, 2002). There are 8 sources of information including noticeably influential source I, noticeably influential source II, unrecognizable influential source I, unrecognizable influential source II, autonomous sources, unrequested sources, requested sources and past trip experience.

## 11. Limitations

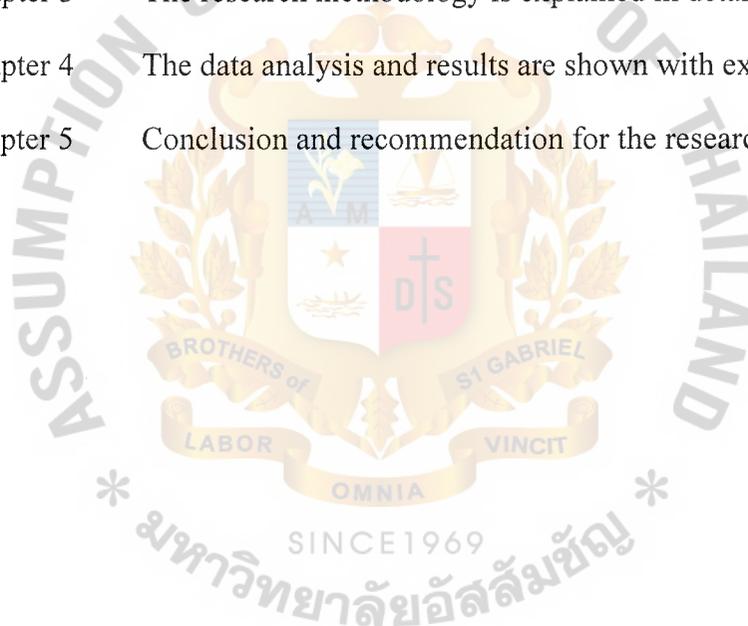
The limitation of this research study is that the survey is conducted only in Bangkok which may lead to limited application of research findings.

- 11.1 Since the sample involved Thai tourists in Bangkok only, the findings should be taken to infer Bangkok tourists as a whole of Thai tourists. Therefore, the research findings also might not be able to represent and explain the factors that influence the attitude of Thai tourists who live in other provinces. Moreover, the sample is determined by other criteria such as occupation and income. Accordingly, the research findings also might not be able to represent the overall Thai tourists in Thailand.
- 11.2 This research study focuses on only four main factors that might influence intention to visit the local destination. Therefore, this research cannot explain other factors that might also affect the tourists' intention.
- 11.3 This research study applied Chiang Mai as a local destination. So, the influencing factors towards intention to visit the province might not be able to represent the others provinces of Thailand.
- 11.4 Since data collection was conducted during a specific time frame, the research findings may not be generalized across all time frames. Respondents may change their views through time or may be influenced by other additional factors.

## 12. Organization of the research project chapters

This research study is divided to be chapters as follow: -

- Chapter 1 The necessity of the research with brief background of domestic tourism industry in Thailand and its importance as well as introduction to Chiang Mai province
- Chapter 2 Revision of related literatures including the theoretical framework used in this research, conceptual framework and proposed hypotheses are involved
- Chapter 3 The research methodology is explained in detail
- Chapter 4 The data analysis and results are shown with explanations
- Chapter 5 Conclusion and recommendation for the research study



## CHAPTER 2

### REVIEW OF RELATED LITERATURES

This chapter discusses previous researches related to this study. The chapter has been divided to be 3 parts. In the first part of the chapter, many theories which were applied to this research study are introduced. These related theories are theory of planned behavior (TPB), push and pull factors of travel motivation and hierarchy of needs theory. The second part is the discussion and analysis of some related research studies. Literature reviews are included in this part. Then, the conceptual framework and the proposed hypotheses will be proposed in the last part of the chapter. Two kinds of variable which are dependent variable and independent variable are introduced. The dependent variable is Thai tourists' intention towards visiting to Chiang Mai. Four independent variables are consisted of push to travel needs, pull to travel attractiveness, information sources and perceived behavioral control.

#### Introduction

Tourism industry is one of the fastest growing industries in the twentieth century (Font & Ahjem, 1999), especially in Thailand. It is used as a key for economic growth. Profits have been increased in Thai economy through the past decades. Many people turned their interest to travel to Thailand since many attractive sightseeing places has been laid for alternatives.

Presently, Thailand attracts more visitors than any other countries in Southeast Asia these days because of its full combination of amazing natural beauty, influential temples, notable hospitalities, healthy cuisine and ruins of phenomenal ancient kingdoms. Few countries are so well enriched like Thailand.

Due to the variety of Thailand attractions, people select the tourist destinations with their own different reasons. Basically, the reasons for the tourists when they select the destination are to either escape from daily routine or seek something new (Chen & Gursoy, 2001). They make their decisions on the destination largely based on the favorableness of their images of the destination (Baloglu & McCleary, 1999; Chon, 1991; Goodrich, 1978; Hunt, 1975; Mayo, 1973; Mayo & Jarvis, 1981; Woodside & Lysonski, 1989 quoted in Leisen, 2001). Some destinations can attract some tourists while others perceive that these destinations are not attractive. This is the result of the destination's image in a tourist perspective. Nevertheless, image is not only one factor that influences the tourists' decision making.

## **1. Literatures and Related Studies**

### **1.1 Theory of Planned Behavior**

The Theory of Plan Behavior (TPB) has been proposed by Icek Ajzen since 1991. It is an extension of the theory of reasoned action (TRA). This theory states that an individual will perform some behavior base on his/her intention to perform such behavior. According to TPB, it states that intention is derived from three kinds of consideration (Ajzen and Fishbein, 1980). They are consisted of: -

**1.1.1 Behavioral Beliefs** are the beliefs about the consequences when performing that behavior

**1.1.2 Normative Beliefs** are the beliefs about the others toward performing that behavior

**1.1.3 Control Beliefs** are the beliefs about factors that may increase or decrease the performance of behavior

Referring to Theory of Reasoned Action (TRA), the intention is derived from his/her attitude toward the behavior and his/her subjective norm (Ajzen and Fishbein, 1980). Subjective norm is an individual's perception of what others believe when he/she perform such behavior. Moreover, beliefs have influenced an individual's attitudes and subjective norms, and they finally determine intentions and behavior (Ajzen and Fishbein, 1980).

The difference between theory of reasoned action (TRA) and theory of planned behavior (TPB) is that the third component of intention has been added onto TPB. The additional factor is perceived behavioral control. Perceived behavioral control refers to individual's perceptions of their ability to perform a given behavior (Ajzen, 1991). TPB was found to be more effective in predicting behavioral intention than the TRA (Marcoux & Shope, 1997) since perceived behavioral control also has affected to individual's intention.

## **1.2 Travel Motivation**

Tourists believe that traveling can fulfill their needs. Needs can create motivation which is energizing force led towards their expected goals.

Motivation is concerned with encouraging or discouraging a person to act (Bennett, 2000). A person has many needs. Some needs are physical needs such as hunger, thirst, and discomfort while some needs are mental needs such as recognition,

esteem and belonging. When a person is aroused to a sufficient level of intensity, a need becomes a motive which will drive him/ her to act (Kotler, 2000).

There are several theories attempt to explain motivation such as Maslow's Hierarchy of Needs and Herzberg's two-factor Theory. Maslow's Hierarchy of Needs explains that some specific needs can drive a person at particular times (Maslow, 1954). An individual's needs influence his/her motivation and behavior, it is important to identify his/ her unsatisfied needs. On the contrary, Herzberg's two-factor theory differentiates dissatisfies and satisfies in an individual's perception (Herzberg, 1968).

### ***1.2.1 Push and Pull Factors of Motivation***

When an individual is motivated to travel, an image of a destination has been appeared in his/her mind (Chon, 1989). The concepts of push and pull factors of motivation has been popularly applied for tourism industry (Baloglu & Uysal, 1996). Push motivation factors are useful for describing the desire for travel. Most push motivation factors related to intrinsic or intangibles values such as the desire for escape, rest and relaxation, health and fitness, adventure, prestige, and social interaction. On the other hand, pull motivation factors are useful for explaining the actual destination choice. Pull motivation factors are results of the attractiveness of a destination as perceived by a tourist. They are tangible resources such as beaches, recreation facilities and historic resources including tourist's perception and expectations.

### **1.3 Hierarchy of Needs Theory**

Hierarchy of needs theory has been proposed since 1943 by Abraham Maslow. The basis of the theory is that human are motivated by unsatisfied needs which is called deficiency needs. According to Maslow's theory, needs are differentiated to be 5 levels. Physiological needs are the lowest hierarchy. They are the needs that required to sustain lives. After that, safety needs, social needs, esteem needs and self-actualization are followed respectively. The lower level of needs has to be satisfied first, so an individual can go to another higher level. According to the theory, a lower level of individual's need does not motivate that person anymore if such need is fulfilled.

### **1.4 Related Studies of Theory of Plan Behavior, Travel Motivation, Push and Pull Factors of Motivation and Hierarchy of Needs**

When an individual desires to travel to a destination, he/ she firstly has travel motivation on his/ her mind. Travel motivation is created base on attitude toward that destination. Attitude is the result of the destination's image in a tourist perspective. The perception of a destination's image of each tourist can be differed based on needs, wants, and behaviors between demographic market segments and amount of traveling experience (Obenour, 2004). Psychographics such as beliefs, values, motives, needs, desires and commitment can influence a tourist's attitude (Blamey & Braithwaite, 1997). Image is the basis for human to decide to do the behavior, especially for tourist. Image is more important than objective reality and highly important for tourist decision-making (Obenour, 2004). The tourist destination will be successfully developed if related parties really and intensely understand the tourists' perceived image of a destination.

Image of a destination in a tourist's perspective is derived from the tourist's motivation factors which are comprised of push to travel needs and pull to travel attractiveness. The push to travel needs has occurred in a tourist's mind. The push factors are intrinsic desires of a tourist toward the destination while the pull factors are the attractiveness of that destination which the tourist perceived. Tourists have many needs when they would like to travel. So, they have to select the destination which has many attributes that can be served their distinct needs. The push and pull factors of each individual are varied depend on the type of travel which he/ she belongs to.

Basically, the types of tourists can be characterized to be 4 mainly groups which are sport/ activity tourists, novelty tourists, urban life tourists, and beach-resort tourists (Baloglu & Uysal, 1996). Each tourist group has his/ her own push and pull factors of motivation. Table 2.1 represents the push and pull factor of all 4 tourist types.

Table 2.1 The Push and Pull Factors of Motivation for All 4 Tourist Types

Types of Tourist	Push Factors	Pull Factors
Sport/ Activity	Participation in sports, Being physically active	Water Sports, Fast Food Restaurants, Night Life Entertainment, Outdoor Activities

Table 2.1 The Push and Pull Factors of Motivation for All 4 Tourist Types (Cont')

Types of Tourist	Push Factors	Pull Factors
Novelty	Learning new things, Seeing and experiencing opportunities to increase foreign destination, Experiencing new and different style	Destination that provides knowledge
Urban-life	Indulging in luxury, Traveling to historical places, Seeing as much as possible, Traveling to safe and serve places	High quality restaurant, historical sites, warm hospitality, guided tours, museums and art galleries, safety and cleanliness
Beach-resort	Being daring and adventure some finding thrills and sunning, excitement escaping from the ordinary	Beaches for swimming and sunning, Exotic atmosphere, seaside, reliable weather

**Source:** Adapted from Seyhmus Baloglu & Muzaffer Uysal (1996). *Market segments of push and pull motivations: a canonical correlation approach*

According to the related research studies, push factors of motivation are related to intrinsic values of an individual. They are mostly based of Maslow's hierarchy of needs (Blamey & Braithwaite, 1997). Most push factors of tourists when they would like to visit a place are escape, novelty, prestige, enhancement of kinship relationship, and relaxation/ hobbies (Baloglu & Uysal, 1996). In contrast, the push factors of motivation concern with the attractiveness of destination. Push to travel

attractiveness factors of most tourists are composed of 17 attributes. They are cost, safety, climate, season, distance, shopping, cleanness, historic, scenic, entertainment, culture, friendliness, accommodation, language, attractions food and transportation (Chen & Gursoy, 2001).

The travel motivation which is the result from push to travel needs and pull to travel attractiveness brings about the image of the destination in the tourist view. Tourist destination image is a major influence factor for tourist when they select the destination choice (Hanlan & Kelly, 2004). Furthermore, many factors have influenced the perception and image of tourists' destination. Socio-demographic variables such as age, gender, nationality and income can affect the tourists' image of destination (Ibrahim & Gill, 2005).

When tourists have needs to travel at some destinations, they will compare various destination choices and select the destination that generates favorable image (Hankinson, 2004) and serves their needs. Favorable image can increase the positive attitude towards that destination. Furthermore, tourists will select the destination that its image matches with their self-concept (Sirgy & Su, 2000). If any destinations have their own images which more matches with a tourist's self-concept, the tourist will have greater attitude towards that destination and has more chance to visit that destination.

Besides the image of the destination in a tourist's perception, other factors also influence the tourist's attitude toward the destination. Information from various sources is another factor affects the tourist's attitude. The sources of information can be friends' or families' experiences or a tourist's past trip experience (Onenour, Lengfelder & Groves, 2004). The information can be obtained by various sources as described in Table 2.2.

Table 2.2 The Types of Information Sources

Types of Information Sources	Example
Noticeably Influential Source I	Traditional forms of advertising including television, radio, brochures, billboards and print media
Noticeable Influential Source II	Information received or requested from tour operators, wholesalers and organizations
Unrecognizable Influential Source I	Recognizable spokespersons
Unrecognizable Influential Source II	Articles, reports or stories by travel writers who utilize familiarization tours
Autonomous Source	Independently produced reports, documentaries, movies and news articles
Unrequested Source	Unrequested information from individuals who have been to an area or tourists believe they know that area
Requested Source	An active information search from knowledgeable sources, including friends and relatives
Past Trip Experience	Information acquired based on previous travel to the area

**Source:** Adapted from William Obenour, Julie Lengfelder & David Froves (2004). *The development of a destination through the image assessment of six geographic markets.*

The different types of information sources have impact tourist's intention in the different levels. Requested and unrequested sources of information are the most

effective sources of information that influences tourist's attitude toward the destination and intention to visit subsequently.

In summary, this review of literature shows that many factors that influence a tourist's intention to select the local destination. However, the in depth research study has been underinvestigated. Consequently, further research is needed to investigate these potential influences on behavioral intention to select the local destination. The potential influences in this research study are attitude toward the destination based on travel motivation factors, information sources, and perceived behavioral control. Since there have been no any previous research study to focus on this issue, a research study undertaking domestic travel industry would be beneficial.

## **2. Theoretical Foundations**

The research study has been applied by use Theory of Planned Behavior (TPB), Tourist Motivation based on push to travel needs and pull to travel attractiveness and Hierarchy of Needs altogether. These mentioned theories are used to construct a conceptual model in this research study.

For Theory of Planned Behavior (TPB), it states that an individual's behavior is derived from his / her attitude towards this action.

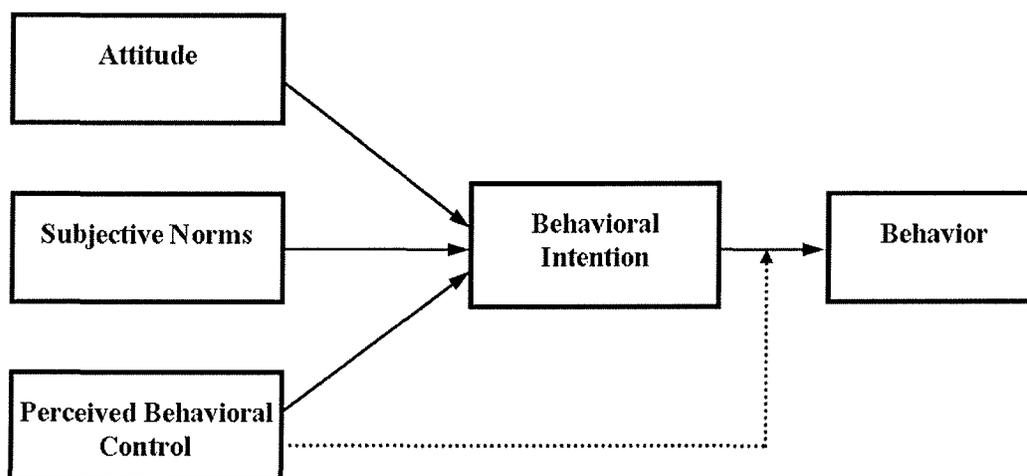


Figure 2.1 Theoretical Framework of TPB

**Source:** Adapted from Ajzen, I. (2006). *Theory of Planned Behavior*  
 Retrieved September 29, 2006, from <http://www.people.umass.edu/ajzen/tpb.diag.html>

Referring to theory of planned behavior, attitude of an individual has been influenced by what he/she believes. In travel industry, push and pull factors of motivation have influenced towards a tourist's belief about that destination. The tourist selects the destination based on its images that based on push and pull factors associated with the destination (see Figure 2.2).

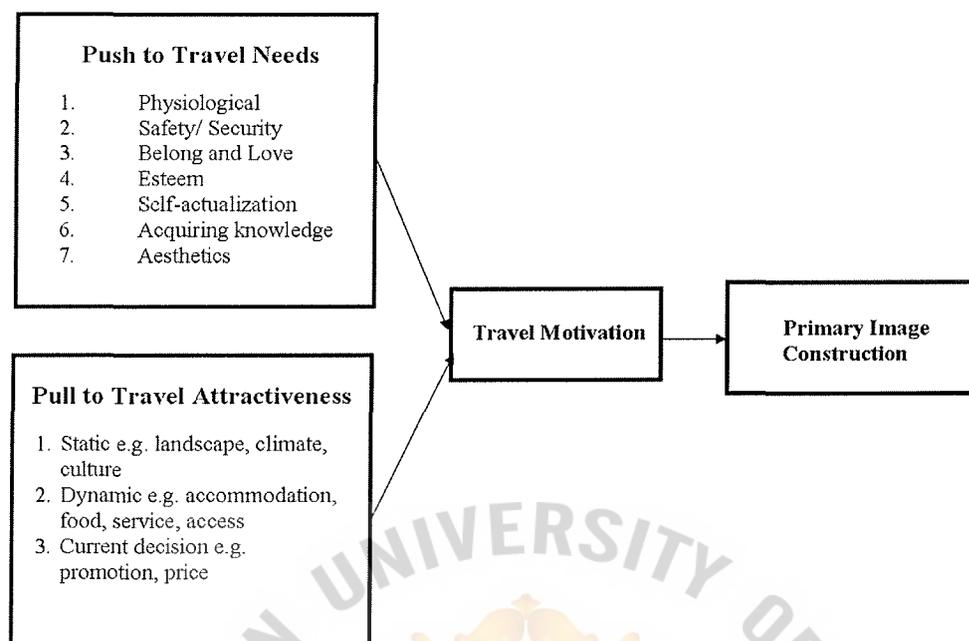


Figure 2.2 Theoretical Framework of Push and Pull Factors of Motivation

**Source:** Adapted from David Gilbert & Mikiko Terrata (2001). *An exploratory study of factors of Japanese tourism demand for the UK.*

As proposed by Gilbert and Terrata (2001), push factor of motivation is originated by intrinsic value's need of an individual. Referring to Abraham Maslow, needs can be categorized to be 5 levels as shown in figure 2.3.

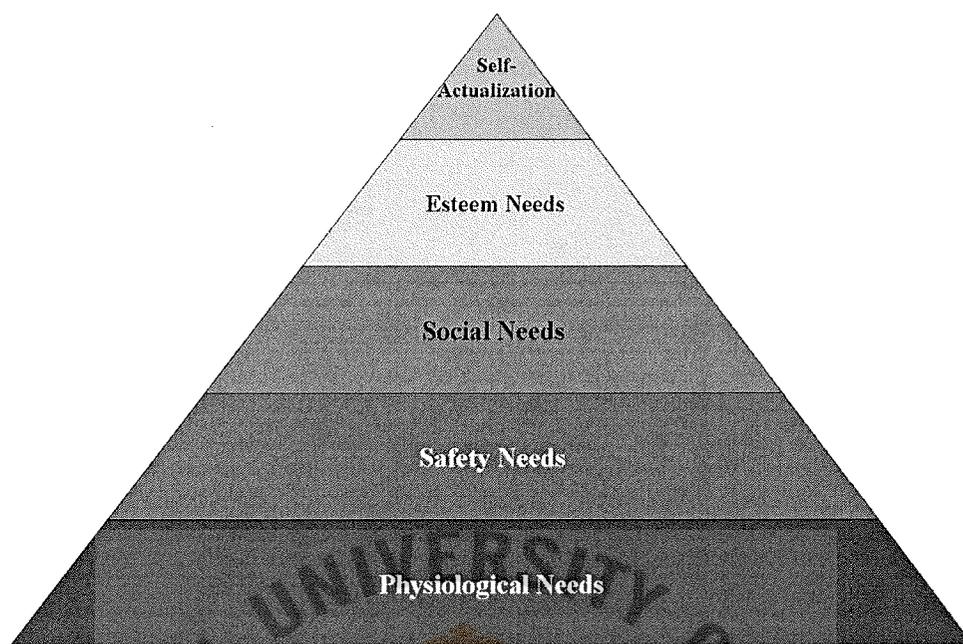


Figure 2.3 Hierarchy of Needs Theory

**Source:** Adapted from Abraham Maslow (1943). *Hierarchy of Needs Theory*  
Retrieved September 27, 2006, from  
[http://www.envisionsoftware.com/Articles/Maslows\\_Needs\\_Hierarchy.html](http://www.envisionsoftware.com/Articles/Maslows_Needs_Hierarchy.html)

### 3. Conceptual Framework

The conceptual model shows the variables that can influence Thai tourists' intention to select the local destination. The conceptual framework was applied from TPB, push and pull factors of motivation and hierarchy of need model in order to suit the context of this research study. There are two kinds of variable in this study. The first kind of variable is independent variables. They are push to travel needs, pull to travel attractiveness, information sources, and perceived behavioral control. The second variable is dependent variable. In this research study, intention to visit to Chiang Mai is the only one dependent variable. Figure 2.4 represents the conceptual framework applied from these mentioned theories.

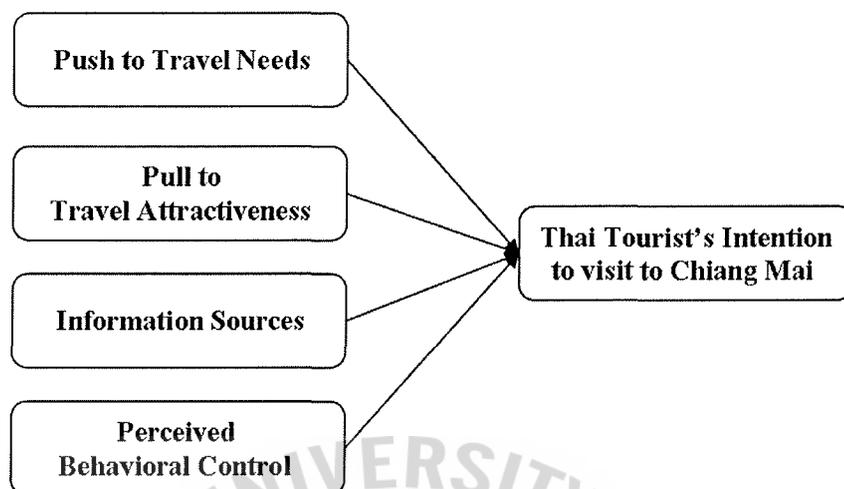


Figure 2.4 Conceptual Framework

### 3.1 Independent Variables

Referring to Theory of Planned Behavior (TPB) by Ajzen, four main independent variables are applied for this research study. They are push factors to travel needs, pull factors to travel attractiveness, information sources, and perceived behavioral control.

#### 3.1.1 *Push Factors to Travel Needs*

Push to Travel Needs refers to intrinsic values in a tourist's mind that influence the tourist to travel.

#### 3.1.2 *Pull to Travel Attractiveness*

Pull to Travel Attractiveness refers to the attractiveness of that destination that attracts the tourist to visit.

### **Some Important Attributes of Push to Travel Needs and Pull to Travel Attractiveness Factors**

Many previous studies indicated that intrinsic values in an individual's mind and various attributes of the destination that a tourist focuses have affected his/ her behavior intention to visit the destination. Hence, this research study investigates these mentioned two factors by asking the tourists about their attitudes and opinions toward the list of psychological needs and attributes towards selecting the local destination. The factors were summarized in the Table 2.3.

Table 2.3: Factors of Push to Travel Needs & Pull to Travel Attractiveness

Factors affect	Attributes
Attitude toward the destination	
Push to Travel Need	<ul style="list-style-type: none"> <li>Being Physically Active</li> <li>Rest and relaxation</li> <li>Health and fitness</li> <li>Adventure</li> <li>Desire on escape</li> <li>Social Interaction</li> <li>Social Acceptance</li> <li>Social Status</li> <li>Prestige</li> <li>Social Recognition</li> <li>Learning and experiencing new things</li> <li>Self-respect</li> </ul>

Table 2.3: Factors of Push to Travel Needs &amp; Pull to Travel Attractiveness (Cont')

Factors affect	Attributes
Attitude toward the destination	
Pull to Travel Attractiveness	Budget Culture History Climate Distance Shopping & Entertainment Cleanliness Scenery Accommodation Safety Attractions Food Transportation Facilities

In this research study, the researcher assumes that the more positive the attitude of a tourist toward Chiang Mai, the higher the intention of the tourist to visit the province.

### 3.1.3 Information Sources

The third major determinant of intention based on TPB is subjective norms (Ajzen, 2006). In this research study, information

sources are applied to be subjective norms. They are identified as the information from others which influence a tourist's perception whether to visit or not visit that destination (Adapted from Ajzen, 2006). For many behaviors, the important referents include an individual's parents, spouse, close friends, coworkers, governments, and professionals in some fields such as doctors or physicians (Ajzen, 1988). Especially for this research study, social pressure is the information from various sources such as television, radio and print media including the information from friends, relatives, coworker and a tourist prior experience.

In general, a tourist tends to travel to the destination that he/she intends to visit if he/she believes that the information source suggests that he/she should visit. In contrast, the individual tends to avoid visiting the destination that his/her information sources against him/her to visit. Many literatures argued that requested source of information are most important followed by word-of-mouth.

#### **3.1.4 Perceived Behavioral Control**

Perceived behavioral control to visit to that destination refers to an individual's perception on his/her ability to visit to that destination (Adapted from Ajzen, 1991). There are many situations that an individual either lacks of information, skills, abilities, opportunities, or he/she has to depends on others' decisions or actions when deciding to visit a destination. These situations make the individual faces the difficulties and has no full control or incomplete volitional control over

visiting the destination. In order to get more accuracy intention, perceived behavioral control is added as one of determinants accordingly (Ajzen, 2006). Furthermore, PBC is appropriate to this research study since it is important in influencing a tourist's behavioral intention particularly when the behavior is not wholly under possible control (Chiou, 1998). Furthermore, PBC improved prediction of behavior better than the level only obtained on the basis of intentions (Ajzen & Driver, 1992).

### **3.2 Dependent Variable**

Dependent variable in this research study is Thai tourists' intention to visit to Chiang Mai. Intention to visit to Chiang Mai refers to the readiness of an individual to travel to the destination. Then, the actual trip will be occurred based on his/ her intention. (Adapted from Ajzen, 1991).

According to the TPB, the intention to visit the destination will be stronger when the attitude and information sources are more favorable, and the greater of the perceived control (Ajzen, 2006).

## **4. Proposed Hypotheses**

Based on the conceptual framework in this study, the following research hypotheses will be tested.

- H1<sub>0</sub>: There is no influence of push to travel needs towards Thai tourists' intention to visit to Chiang Mai.
- H1<sub>a</sub>: There is an influence of push to travel needs towards Thai tourists' intention to visit to Chiang Mai.
- H2<sub>0</sub>: There is no influence of pull to travel attractiveness towards Thai tourists' intention to visit to Chiang Mai.
- H2<sub>a</sub>: There is an influence of pull to travel attractiveness towards Thai tourists' intention to visit to Chiang Mai.
- H3<sub>0</sub>: There is no influence of information sources towards Thai tourists' intention to visit to Chiang Mai.
- H3<sub>a</sub>: There is an influence of information sources towards Thai tourists' intention to visit to Chiang Mai.
- H4<sub>0</sub>: There is no influence of perceived behavioral control towards Thai tourists' intention to visit to Chiang Mai.
- H4<sub>a</sub>: There is an influence of perceived behavioral control towards Thai tourists' intention to visit to Chiang Mai.

## 5. Operationalization of the Independent and Dependent Variables

As the objective of this research study is to investigate the factors that influence Thai tourists' intention towards visiting to Chiang Mai, it is considered as an exploratory research. It is an initial research conducted in this research study to

define the influential factors. Summated rating method or Likert scale is applied to measure all independent variables.

Operational definition describes the measurement the researcher applied to measure the questionnaire. Operational definition implies a specific question format that will be used to gather information about the construct at hand during a survey. Table 2.4 contains the information of variables, conceptual definitions, operational component, type of measurement, and type of variables.

Table 2.4 Operational Definitions of Independent and Dependent Variables

Variable	Conceptual Definition	Operational Component	Measurement
Push to travel needs of travel motivation	Intrinsic values in a tourist's mind that have influenced on his/ her intention towards visiting to Chiang Mai	Being Physically active/ rest and relaxation/ health and fitness/ adventure/ desire on escape/ social interaction/ social acceptance/ social status/ prestige/ social recognition/ learning and experiencing new things and self-respect are factors influence a tourist's decision making towards local destination	Interval/ Likert

Table 2.4 Operational Definitions of Independent and Dependent Variables (Cont')

Variable	Conceptual Definition	Operational Component	Measurement
Pull to travel attractiveness of travel motivation	The attractiveness of local destination that have influenced on a tourist's intention towards visiting to Chiang Mai	Budget/ culture/ history/ climate/ distance/ shopping and entertainment/ cleanliness/ scenery/ accommodation/ safety/ attractions/ food/ transportation and facilities are factors influence a tourist's decision making towards local destination	Interval/ Likert
Information Sources	Information from various sources that have influenced on a tourist's intention towards visiting to Chiang Mai	Traditional forms of advertising/ Operators, wholesalers, organizations/ spokespersons/ independently produced reports/ unrequested information/ information from knowledgeable sources and previous travel experience	Interval/ Likert

Table 2.4 Operational Definitions of Independent and Dependent Variables (Cont')

Variable	Conceptual Definition	Operational Component	Measurement
Perceived Behavioral Control	An ability of tourists to visit Chiang Mai	Personal capability to visit the destination in term of money, time, chance and law and regulation	Interval/ Likert
Intention	Tourists' intention to visit Chiang Mai	Plan and intention to visit Chiang Mai	Interval/ Likert



## CHAPTER 3

### METHODOLOGY OF THE STUDY

The purpose of this chapter is to provide an overview of research model and research methodology that has been applied in the research study. The purpose is to clarify and evaluate the research hypotheses and to describe the process and results of item generation and testing. The design of the study, draft of instrument development, reliability, population and sampling, collection of the data and proposed data processing and analysis are also described in this chapter.

#### 1. Design of the Study

Exploratory research method will be conducted in this research study. Two techniques were applied in this exploratory research, which are sample survey method and structured questionnaire.

##### 1.1 Sample Survey Method

The sample survey method will be applied for data collection. Survey is quick, inexpensive and efficient method for the researcher in order to obtain the accurate information from the population (Zigmund, 1997). The researcher applied self-administration survey for this research study. Because the interviewer cannot influence the respondents' answers, this method is the most appropriate way (Aaker, Kumar, & Day, 1998).

## 1.2 Structured Questionnaires

Sets of structured questionnaire will be distributed to the sample group as a research technique in order to gather the information.

Questions will be the combination of close-ended and Likert Scales. Likert scales measurement is a measure of attitudes ranging from very positive side to very negative side. The respondents will be asked to specify how strongly agree or disagree with the statements relating with their attitude towards the specific objects (Zigmund, 1997 and Aaker, Kumar, & Day, 1998).

## 2. Draft of the Instrument Development

Self-administered questionnaires will be used as a research instrument in this research study. The interviewer cannot involve in this method (Aaker, Kumar, & Day, 1998). Therefore, the respondents will complete the questionnaire by themselves (Burns & Bush, 2005). Furthermore, self-administered questionnaire reduce the cost for interviewing process, give respondents full control, and avoid interviewer evaluation apprehension (Aaker, Kumar, & Day, 1998 and Burns & Bush, 2005). The identical sets of questionnaires will be distributed to the target respondents, office employees who are working in Bangkok.

The researcher uses identical sets of questionnaire to gather information from a group of office employees, both male and female who have prior experienced traveling in any provinces in Thailand. The researcher uses questionnaires to collect data by asking people to respond to exactly the same set of questions. Questionnaires are often used as part of a survey strategy to collect data.

In this research study, the respondents were asked which attributes of push and pull factors of motivation influence their intention to visit Chiang Mai. The attributes

of push factors are being physically active, rest and relaxation, health and fitness, adventure, desire on escape, social interaction, social acceptance, social status, prestige, social recognition, learning and experiencing new things and self-respect. On the other hand, the attributes of pull factors are budget, culture, history, climate, distance, shopping and entertainment, cleanliness, scenery, accommodation, safety, attractions, food, transportation and facilities.

Besides the push and pull factors, the sources of information and perceived behavioral control will be investigated as well. The sources of information are Noticeably Influential Source I, Noticeably Influential Source II, Unrecognizable Influential Source I, Unrecognizable Influential Source II, Autonomous Source, Unrequested Source, Requested Source and Past Trip Experience. For perceived behavioral control, the factors are time, money, chance and restriction. Moreover, intention to visit to Chiang Mai will be also investigated.

The questionnaires are divided to be four parts.

**Part I** involves questions regarding the general information of respondents when they had a domestic trip.

**Part II** is the questions relating with experience on Chiang Mai.

**Part III** includes the items relating to the four independent variables: push needs to travel, pull needs to travel attractiveness, information sources and perceived behavioral control and one dependent variable: Thai tourists' intention to visit to Chiang Mai.

**Part IV** is the personal data of respondents.

The questionnaires were distributed to office employees in three main business areas in Bangkok; Sathorn, Silom and Sukhumvit.

## **2.1 Pretest**

In order to assure that questionnaire is designed to meet the researcher's expectation in term of getting the information before the survey is fully conducted, pretesting questionnaire is the most important step to be applied (Aaker, Kumar, & Day, 1998). So, the pretest was conducted to ensure the clarity, reliability, validity, and adequacy of the questions.

Thirty sets of identical drafted questionnaires were distributed to the target respondents of Thai tourists who are in Bangkok. Based on the pretest, modifications and improvements were made to the wording and format.

## **3. Content Validity**

The researcher developed through several stages in order to completely construct the questionnaire. In the first stage, tentative measurements were adapted from the related literature. In the second stage, a list of items of independent variables was submitted to a customer focus group. Then, a draft of questionnaire was constructed and distributed to 30 Thai tourists who are office employees working in Bangkok asking about the clarity of instruction, items and relevance. This pivot test is conducted in order to establish the reliability of the effectively measurement.

#### 4. Reliability

Reliability is the correlation of an item, scale, or instrument with a hypothetical one which truly measures what it is supposed to (<http://www.statisticssolutions.com/Reliability-Analysis.htm>). In this research study, internal consistency or Cronbach's Alpha Coefficient Alpha Scales was applied to analyze the reliability of this questionnaire. The value of coefficients for all questions is required to be at least 0.70 ([http://en.wikipedia.org/wiki/Cronbach's\\_alpha](http://en.wikipedia.org/wiki/Cronbach's_alpha)), so the questionnaire is accepted that it is reliable.

After gathering the data from the pretest questionnaires, the questions were processed through SPSS program. The result of reliability analysis as alpha coefficient were shown in the table 3.1

Table 3.1 Reliability of the Questionnaire for Pilot Survey

Questionnaire Section	Number of pilot	Number of questions	Cronbach's Alpha
Push to Travel Needs	30	12	0.813
Pull to Travel Attractiveness	30	14	0.712
Information Sources	30	8	0.756
Perceived Behavioral Control	30	4	0.733
Intention	30	2	0.724

## **5. Population and Sampling**

The population is defined as the entire group under study as specified by the objectives of the research project (Burns & Bush, 2005). Accordingly, the target population of this research study is Thai tourists who have prior experienced traveling in Thailand.

### **5.1 Sampling Unit**

Sample is a subset of the population that should represent that entire group, and the sample unit relates to the basic level of investigation (Burns & Bush, 2005). Sampling unit in this research study is office employees who are working in Bangkok and have prior experienced traveling in any provinces in Thailand.

### **5.2 Sampling Frame**

Sampling frame is defined as a master list of the entire population (Burns & Bush, 2005). Since the master list of office employees who are working in Bangkok is not available, sampling frame could not be applied in this research study. Hence, non-probability sampling is applied in the research study.

### **5.3 Sample Size**

The 95% level of confidence is applied to calculate the sample size for this research study. In this level of confidence, 95 respondents should be represented the target population based on 100 target respondents. The estimated percentage of those who live in Bangkok is set at 50% of the target population ( $p = 50\%$ ) in order to produce the largest possible sample size. The acceptable sampling error or “e” was determined to be equal to 5 percent. Consequently, the sample size of this study was

equal to 385 with 95% confidence interval. The sample size was calculated as follows:

Standard sample size formula for a percentage  $n = \frac{z^2 (pq)}{e^2}$

where;

n = the sample size

z = standard error associated with the chosen level of confidence (1.96)

p = estimated percent in the population

q = 100-p

e = acceptable sample error

Sample size computed with p = 50%, q = 50%, and e = 5%

$$n = \frac{1.96^2 (50 \times 50)}{5^2}$$

$$= \frac{3.8416 (2,500)}{25}$$

$$= \frac{9,604}{25}$$

$$= 384.16$$

$$\approx 385 \text{ (round up)}$$

Referring to the above calculation for sample size, a minimum sample required to conduct in this research study is 385 respondents.

#### 5.4 Sampling Procedure

A sample of 385 office employees who are in Bangkok will be selected in three main business areas in Bangkok which are Sathorn, Silom and Sukhumvit. Their ages are not less than 22 years old and personal monthly income is at least 15,000Baht. In order to ensure the potential target respondents, the respondents were asked one screening question whether they had ever prior experienced traveling in any provinces in Thailand. They will be qualified to be a target population if they have experienced on traveling in Thailand. Meeting these criteria suggested that the respondent is qualified as a target population and will provide more reliable responses to the items in the questionnaire. The locations and the number of surveys collected will be as follows:

Silom	129 respondents
Sathorn	128 respondents
Sukhumvit	128 respondents

**\* Total 385 respondents**

#### 5.5 Non-Probability Sampling

Since a master list of target population for this research study is not available and this is an exploratory research, non-probability is applied (Aaker, Kumar, & Day, 1998). With the non-probability sampling method, the samples will be selected on the basis of personal judgment or convenience of researcher (Zikmund, 1997). Non-probability sampling method can be differentiated to be many types. In this research study, quota sampling will be applied.

### **5.5.1 Quota Sampling**

The quota sampling method is used in order to collect data by obtaining office employees in Bangkok who are the target population.

Quota Sampling involves selecting those respondents who represent some certain characteristics used to identify the population (Zikmund, 1997). In addition, the method enhances the researcher to assure that the sample matches the population (Aaker, Kumar, & Day, 1998). Therefore, quota sampling method was employed in this study because the key characteristic of the qualified target respondents must be office employees who are working in Bangkok and have prior experienced traveling in any provinces in Thailand.

## **6. Collection of the Data**

### **6.1 Data Collection Procedures**

This research study has gathered the information from two sources which are primary data and secondary data.

#### **6.1.1 Primary Data**

Primary data is information collected especially to address a specific research (Aaker, Kumar, & Day, 1998). In this research study, self-administered questionnaires distributed to target respondents are conducted. The result from this survey will be processed through the Statistical Program for Social Science (SPSS) program.

### 6.1.2 Secondary Data

Secondary data is information that has been collected for some other purpose other than solving problems at hand (Aaker, Kumar, & Day, 1998 and Burns & Bush, 2005). Most of secondary data in this research study were gathered from news, textbooks, journals, articles, newspaper, and Internet websites. Internet is the main source of data used since it is convenient in term of cost saving, thoroughness, relevance and cost effectiveness.

### 6.2 Data Collection Time Frame

The primary data which is self-administered questionnaires will be distributed during February 5 - 7, 2007 from 7.30 – 20.00 in three main business areas in Bangkok. The survey will be conducted on weekdays only. The purpose of this data collection schedule is to ensure that the target respondents will be covered as much as possible.

Table 3.2 Data Collection Schedule

Time	Location	Targeted Sample Size
February 5, 2007	Silom	129
February 6, 2007	Sathorn	128
February 7, 2007	Sukhumvit	128

## 7. Proposed Data Processing and Analysis

After distributing the questionnaire to the respondents, the data will be processed through SPSS program. Descriptive statistics were used to explain on the general travel experience, experience on Chiang Mai and personal data by using the percentage and frequency distribution. Items in Parts Three will be measured by interval scale. Thus, multiple regressions analysis is the primary statistics applied for their analysis and interpretation.

### 7.1 Multiple Regressions Analysis

Multiple regressions analysis is a statistical technique that uses to predict one variable on the basis of several other variables (<http://www.palgrave.com/pdfs/0333734718.pdf>). It was applied to analyze which factors affect the dependent variable, which way each factor influences the dependent variable and how much each factor influences it (Burns & Bush, 2005). In this research study, multiple regressions statistics were applied for testing the relationship between each of the independent variable: push to travel needs, pull to travel attractiveness, information sources and perceived behavioral control and dependent variable: intention to visit to Chiang Mai. Table 3.3 summarizes the statistical treatment for all hypotheses.

Table 3.3 Statistical Treatment

Hypothesis	Statistical Method	Test Statistics
H1 <sub>0</sub>	Multiple regression analysis	<i>t</i> -test
H2 <sub>0</sub>	Multiple regression analysis	<i>t</i> -test
H3 <sub>0</sub>	Multiple regression analysis	<i>t</i> -test
H4 <sub>0</sub>	Multiple regression analysis	<i>t</i> -test



## CHAPTER 4

### DATA ANALYSIS AND RESULTS

This chapter presents the results of the research findings together with an analysis and discussion of the study. It aims to answer all 4 research questions mentioned in chapter 1 and 4 proposed hypotheses in chapter 2. The sequence of research questions starting from all general results including a description of respondents' personal data in which primary data was obtained from questionnaire is presented as the first part of the chapter. Then, the primary data obtained from the questionnaires will be analyzed in the following part.

#### 1. Sample Profile

There are four categories of personal data used to represent all respondents' profiles. They are gender, age, monthly personal income and free time activity. All results are presented in table 4.1 in terms of frequency and percentages. Moreover, the explanation for each category is presented by bar chart.

Table 4.1 Frequency and Percentages of Sample Profile

Respondents' Profile	Frequency (n = 385)	Percentage
<b>Gender</b>		
Male	181	47%
Female	204	53%
Total	385	100%
<b>Age</b>		
22 – 26 years old	59	15.3%
27 – 31 years old	143	37.1%
32 – 36 years old	100	26.0%
37 – 41 years old	38	9.9%
42 – 46 years old	26	6.8%
47 – 51 years old	9	2.3%
52 – 56 years old	7	1.8%
57 years old and more	3	0.8%
Total	385	100.0%

Table 4.1 Frequency and Percentages of Sample Profile (Cont')

Respondents' Profile	Frequency (n = 385)	Percentage
<b>Monthly Personal Income</b>		
15,001 – 25,000 Baht	52	13.5%
25,001 – 35,000 Baht	147	38.2%
35,001 – 45,000 Baht	106	27.5%
45,001 – 55,000 Baht	48	12.5%
55,001 – 65,000 Baht	23	6.0%
65,001 Baht and More	9	2.3%
Total	385	100.0%
<b>Free Time Activities</b>		
Watching a movie	72	18.7%
Sport	73	19.0%
Meeting with friends	62	16.1%
Reading a book	59	15.3%
Traveling	73	19.0%
Others	46	11.9%
Total	385	100%

Referring to table 4.1, the majority of respondents are female, which is 204 people, from a total of 385. It represents 53% while males represent 47% of total respondents or 181 people.

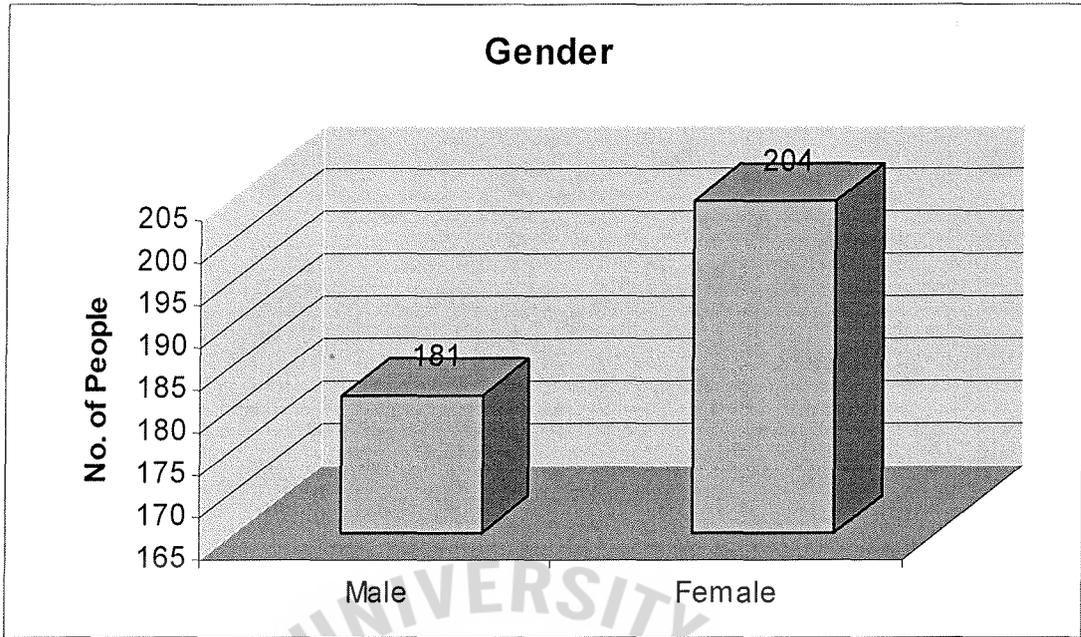


Figure 4.1 Gender of Respondents

There are 8 ranges of age groups as represented in figure 4.2. The majority of the respondents are 27 – 31 years old which is 143 people or 37.1%. The next group is 32 – 36 years old which are 100 people or 26%. The third rank is 22 – 26 years old which the number of respondents is 59 people or 15.3% of total respondents. The fourth rank is the age range 37 – 41 years old which the number of respondents is 38 people or 9.9% of total respondents. The age range 42 – 46 years old is the fifth rank which has 26 people or 6.8% of total respondents. The remaining age ranges; 47 – 51 years old, 52 – 56 years old and 57 years old and more represent 9, 7 and 3 people or 2.3%, 1.8% and 0.8% respectively.

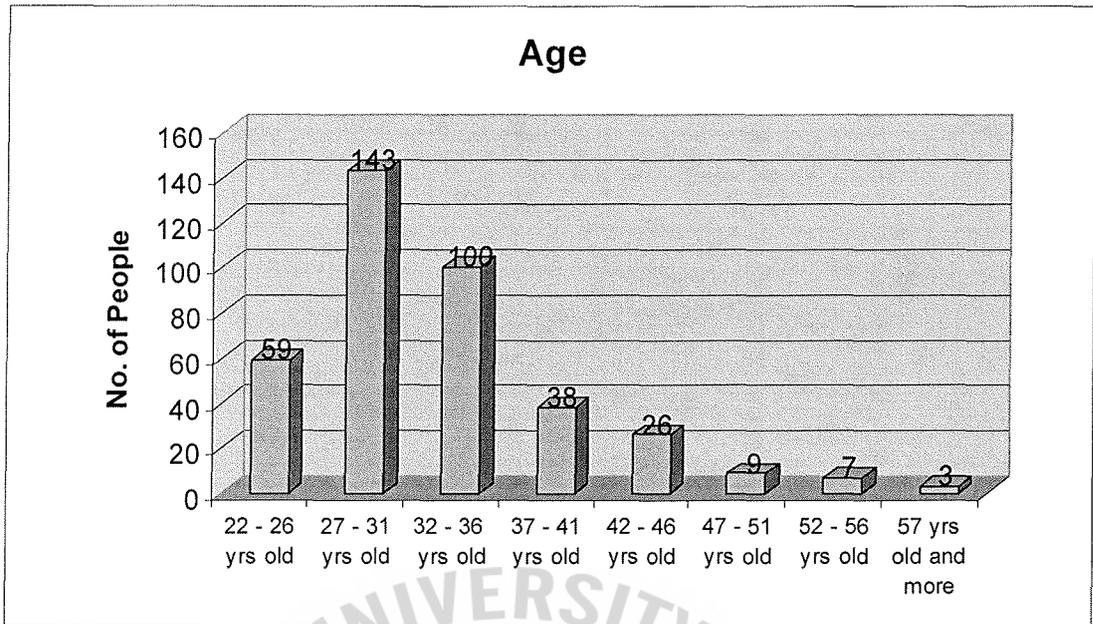


Figure 4.2 Age of Respondents

Personal monthly income is divided into 6 ranges as shown in figure 4.3. The majority personal monthly income is 25,001 – 35,000 Baht which is 147 people (38.2%). The second rank of personal monthly income is 35,001 – 45,000 Baht which has 106 people (27.5%). The third rank is the personal monthly income ranges 15,001 – 25,000 Baht which the number of respondents is 52 people or 13.5% of total respondents. The remaining personal monthly income ranges; 45,001 – 51,000 Baht, 55,001 – 65,000 Baht and 65,001 Baht and more represent 48, 23 and 9 people or 12.5%, 6% and 2.3%, respectively.

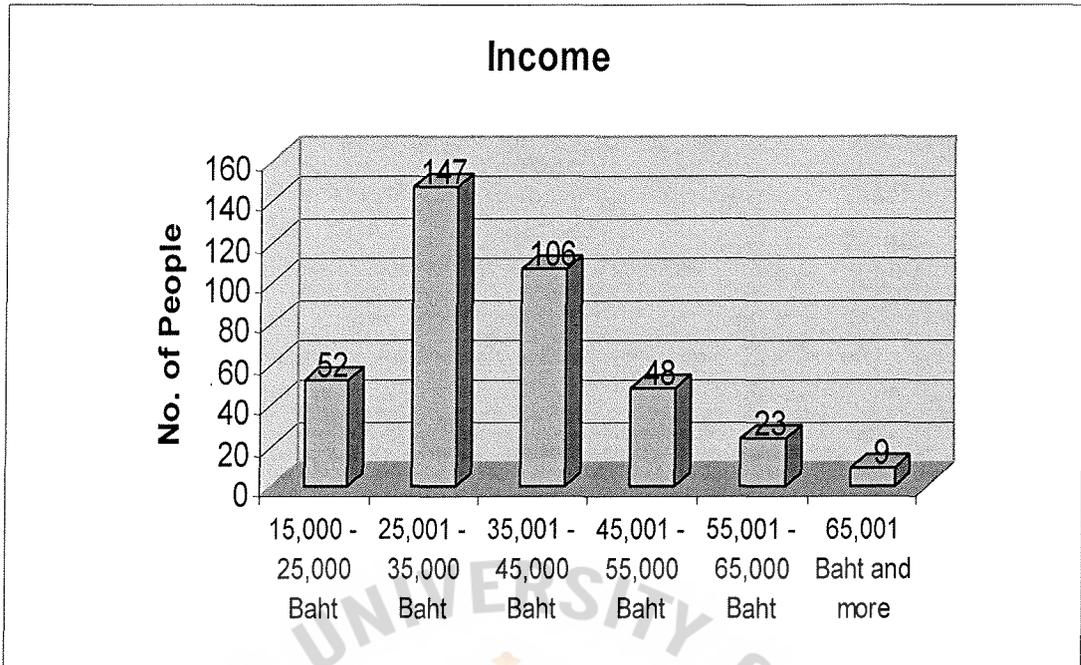


Figure 4.3 Monthly Personal Income of Respondents

Free time activity was divided into 6 activities as presented in figure 4.4. The activities that respondents mostly perform are sport and traveling which are 73 people or 19% in each activity. Respondents who prefer to watch a movie are 18.7% or 72 people. The fourth activity is meeting with friends which representing 62 people or 16.1%. Reading activity is the fifth rank preferred by 59 people or 15.3% of total respondents. The others activity such as listening to music or playing music is in the last rank which has 46 people or 11.9% of total respondents.

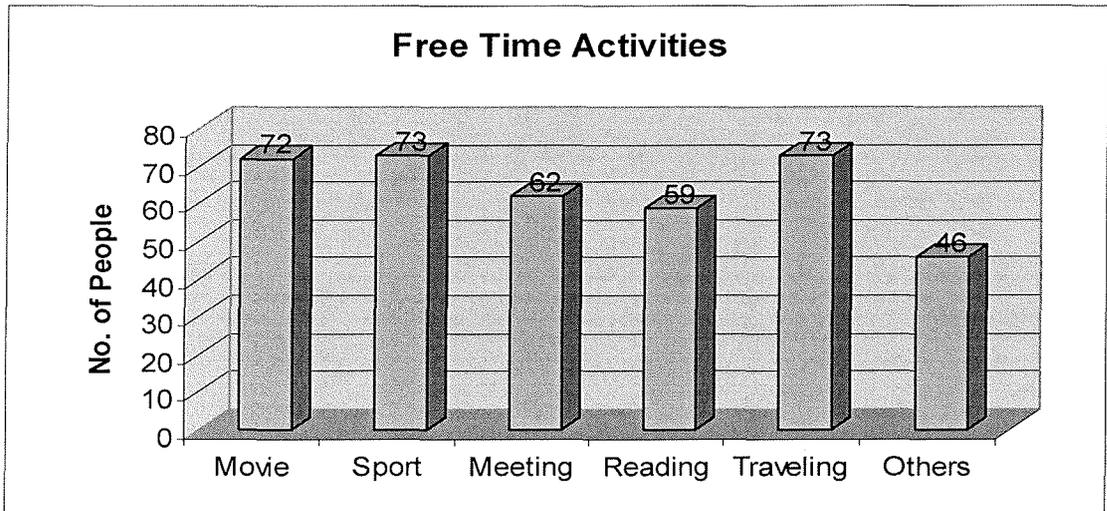


Figure 4.4 Free Time Activity of Respondents

## 2. Descriptive Data Analysis

Descriptive statistics are conducted to analyze the general travel experience and experience traveling to Chiang Mai. Moreover, Thai tourists' intentions to visit Chiang Mai and activities the tourists intend to visit are also described in this part.

### 2.1. General Travel Experience

Thai tourists have many reasons why they like to travel in Thailand. Table 4.2 represents the frequency and percentages of each reason responded.

Table 4.2 Frequency and Percentages of Reason Influencing a Tourist to Travel in Thailand

Reason	Frequency (n = 385)	Percentages
To visit family/ friends	108	28.1%
To participate the special festival	132	34.3%

Table 4.2 Frequency and Percentages of Reason Influencing a Tourist to Travel in Thailand (Cont')

Reason	Frequency (n = 385)	Percentages
Good weather	233	60.5%
Many attractive sightseeing places	245	63.6%
Natural surroundings	287	74.5%
Many activities & facilities	161	41.8%
The influence of medias	50	13.0%
Words of mouth	142	36.9%
Persuasion of friends/ relatives	234	60.8%
Business trip	120	31.2%
Other	26	6.8%

According to table 4.2, natural surroundings of the destination is the most important reason that attracts the tourists to travel in Thailand which represents 74.5% or 287 people. Many attractive sightseeing places are the second important reason that attracts tourists 245 people (63.6%). The third reason is persuasion of friends/ relatives which is 234 people responded or 60.8%. The fourth reason is good weather which is 60.5% or 233 people.

Thai tourists usually travel with other people. Table 4.3 shows the frequency and percentages of people whose Thai tourists usually travel with.

Table 4.3 Frequency and Percentage of People whose Thai Tourists usually Travel with

People	Frequency (n = 385)	Percentage
Alone	40	10.4%
Family	298	77.4%
Friends	294	76.4%
Relatives	116	30.1%
Colleagues	205	53.2%

According to table 4.3, Thai tourists usually travel with their family which is 77.4% or 298 people. Besides family, they always travel with their friends and colleagues which represent 294 people (76.4%) and 205 people (53.2%) respectively.

The duration Thai tourists spent for domestic trip was varied. Table 4.4 summarizes the frequency and percentages Thai tourists mostly spent on their domestic trip.

Table 4.4 Frequency and Percentages of Duration Thai Tourists Mostly Spent for Their Domestic Trip

Duration	Frequency (n = 385)	Percentages
1 – 2 Days	91	23.6%
3 – 4 Days	196	50.9%
5 – 6 Days	84	21.8%

Table 4.4 Frequency and Percentages of Duration Thai Tourists Mostly Spent for Their Domestic Trip (Cont')

Duration	Frequency (n = 385)	Percentages
7 – 8 Days	12	3.1%
9 Days and more	2	0.5%
Total	385	100%

Thai tourists mostly spent 3 – 4 days for domestic trip which represent 50.9% or 196 people. The second preferred duration is 1 – 2 days for domestic trip which is 91 people or 23.6%. The third rank is 5 – 6 days Thai tourists spent for domestic trip which is 21.8% or 84 people.

There are many transportation methods Thai tourists use when they went to a local destination. Table 4.5 shows the frequency and percentages of transportation method Thai tourists use when they went to a local destination.

Table 4.5 Frequency and Percentages of Transportation Methods Thai Tourists Use for Their Domestic Trip

Transportation Methods	Frequency (n = 385)	Percentages
Plane	167	43.4%
Boat	12	3.1%
Train	24	6.2%
Private Car	367	95.3%

Table 4.5 Frequency and Percentages of Transportation Methods Thai Tourists Use for Their Domestic Trip (Cont')

Transportation Methods	Frequency (n = 385)	Percentages
Public Bus	90	23.4%
Public Van	51	13.2%

According to table 4.5, private car is the most popular transportation method that Thai tourists always use when they went to a local destination which represents 95.3% or 367 people. The second popular transportation is plane which preferred by 167 people or 43.4%. Public bus and public van are in the third and fourth rank (23.4% and 13.2% respectively). Boat is in the last rank which only 3.1% of respondents use for going to a local destination.

The average expenses (including accommodation, food, transportation and per diem) for a domestic trip of each Thai tourist is varied. Table 4.6 summarizes the frequency and percentages of average expense for one domestic trip of Thai tourists.

Table 4.6 Frequency and Percentages of Average Expenses for One Domestic Trip of Thai Tourists

Average Expense	Frequency (n = 385)	Percentages
Less than 3000 Baht	73	19.0%
3,000 – 4,499 Baht	90	23.4%
4,500 – 5,999 Baht	86	22.3%
6,000 – 7,499 Baht	56	14.5%

Table 4.6 Frequency and Percentages of Average Expenses for One Domestic Trip of Thai Tourists (Cont')

Average Expense	Frequency (n = 385)	Percentages
7,500 – 8,999 Baht	53	13.8%
More than 9,000 Baht	27	7.0%
Total	385	100%

Most Thai tourists spent 3,000 – 4,499 Baht for their domestic trip which represents 23.4% or 90 people. However, the second rank was not much difference from the first rank which is 4,500 – 5,999 Baht representing 22.3% of total respondent or 86 people. The third rank of average expenses is less than 3,000 Baht which is 19.0% or 73 people.

There are many types of accommodation Thai tourists stayed when they had domestic trip. Table 4.7 shows the frequency and percentages of types of accommodation Thai tourists normally use.

Table 4.7 Frequency and Percentages of Types of Accommodation

Types of Accommodation	Frequency (n = 385)	Percentages
Hotel	275	71.4%
Government Unit Service	11	2.9%
Guest House	30	7.8%
Resort	240	62.3%

Table 4.7 Frequency and Percentages of Types of Accommodation (Cont')

Types of Accommodation	Frequency (n = 385)	Percentages
Friend/ Relative House	78	20.3%
Others	11	2.9%

Thai tourists usually stayed in a hotel when they traveled around Thailand which represents 71.4% of total respondent or 275 people. Besides hotel, resort is the second popular accommodation type Thai tourists liked to stay which is 62.3% or 240 people. The third accommodation type Thai tourist selected for their domestic trip is friend/ relative house which represent 20.3% or 78 people.

## 2.2. Experience Traveling to Chiang Mai

Referring to the questionnaire survey, there are both Thai tourists who have had traveling to Chiang Mai and those who have no experience on Chiang Mai. Table 4.8 represents the frequency and percentages of each group of Thai tourists

Table 4.8 Frequency and Percentages of Each Group of Thai Tourists

Thai Tourists	Frequency (n = 385)	Percentages
Have traveled in Chiang Mai	360	93.5%
Have no experience on Chiang Mai	25	6.5%
Total	385	100%

According to table 4.8, 360 people or 93.5% of total respondents have experience on Chiang Mai while 25 people or 6.5% have never visited to Chiang Mai.

### 2.2.1. Thai Tourists who Have Travel Experience to Chiang Mai

For those who have ever visited to Chiang Mai, they were attracted by many reasons as shown in table 4.9.

Table 4.9 Frequency and Percentages of Reason Influenced a Tourist to Visit to Chiang Mai

Reason	Frequency (n = 360)	Percentages
To visit family/ friends	124	34.4%
To participate the special festival	98	27.2%
Good weather	265	73.6%
Many attractive sightseeing places	239	66.4%
Natural surroundings	174	48.3%
Many activities & facilities	78	21.7%
The influence of medias	33	9.2%
Words of mouth	39	10.8%
Persuasion of friends/ relatives	138	38.3%
Business trip	130	36.1%

According to table 4.9, good weather is the most important reason that attracts the tourists to travel in Thailand which represents 73.6% or 265 people. Many attractive sightseeing places are

the second important reason that attracts the tourists which is 66.4% or 239 people. The third reason is natural surroundings of Chiang Mai which is 174 people responded or 48.3%. The fourth reason is persuasion of friends/ relatives which is 38.3% or 138 people.

Not only traveling alone, Thai tourists usually travel with other people. Table 4.10 shows the frequency and percentages of people whose Thai tourists usually travel with when they traveled to Chiang Mai.

Table 4.10 Frequency and Percentages of People whose Thai Tourists usually Travel with When They Visited to Chiang Mai

People	Frequency (n = 360)	Percentages
Alone	46	12.8%
Family	209	58.1%
Friends	132	36.7%
Relatives	44	12.2%
Colleagues	112	31.1%

According to table 4.10, Thai tourists usually visited Chiang Mai with their family which is 58.1% or 209 people. Besides family, they always travel with their friends and colleagues which represent 132 people (36.7%) and 112 people (31.1%) respectively.

Thai tourists spent vary days for their traveling in Chiang Mai.

Table 4.11 summarizes the frequency and percentages Thai tourists mostly spent on their domestic trip at Chiang Mai.

Table 4.11 Frequency and Percentages of Duration Thai Tourists Mostly Spent for Their Domestic Trip at Chiang Mai

Duration	Frequency (n = 360)	Percentages
1 – 2 Days	25	6.9%
3 – 4 Days	176	48.9%
5 – 6 Days	135	37.5%
7 – 8 Days	23	6.4%
9 Days and more	1	0.3%
Total	360	100%

Thai tourists mostly spent 3 – 4 days for traveling in Chiang Mai which represent 48.9% or 176 people. The second rank is 5 - 6 days for domestic trip which is 135 people or 37.5%. The frequency and percentages for the third rank, 1 - 2 days, and the forth rank, 7 – 8 days, is slightly difference which is 25 people or 6.9% for the third rank and 23 people and 6.4% for the forth rank.

There are 4 transportation methods Thai tourists use when they went to Chiang Mai as shown in Table 4.12.

Table 4.12 Frequency and Percentages of Transportation Methods Thai Tourists Use when They Went to Chiang Mai

Transportation Methods	Frequency (n = 360)	Percentages
Plane	86	23.9%
Train	53	14.7%
Private Car	202	56.1%
Public Bus	19	5.3%
Total	360	100%

According to table 4.12, private car is the most popular transportation method that Thai tourists always use when they went to Chiang Mai which represents 56.1% or 202 people. The second popular transportation is plane which 86 people or 23.9% select when they went to Chiang Mai. Train and public bus are in the third and fourth rank (14.7% and 5.3% respectively).

The average expenses (including accommodation, food, transportation and per diem) for traveling in Chiang Mai of each Thai tourist are varied. Table 4.13 summarizes the frequency and percentages of average expense for Chiang Mai trip of Thai tourists

Table 4.13 Frequency and Percentages of Average Expenses for Chiang Mai Trip of Thai Tourists

Average Expense	Frequency (n = 360)	Percentages
Less than 3000 Baht	3	0.8%
3,000 – 4,499 Baht	38	10.6%
4,500 – 5,999 Baht	157	43.6%
6,000 – 7,499 Baht	130	36.1%
7,500 – 8,999 Baht	25	6.9%
More than 9,000 Baht	7	1.9%
Total	360	100%

According to table 4.13, most Thai tourists spent 4,500 – 5,999 Baht for their Chiang Mai trip which represents 43.6% or 157 people. The second rank is 6,000 – 7,499 Baht which is 36.1% or 130 people. The third rank of average expenses for Chiang Mai trip is 3,000 – 4,499 Baht which is 10.6% or 38 people.

There are many types of accommodation available at Chiang Mai. Table 4.14 shows the frequency and percentages of types of accommodation Thai tourists normally use when they stayed in Chiang Mai.

Table 4.14 Frequency and Percentages of Types of Accommodation Thai Tourists Stayed During Chiang Mai Trip

Types of Accommodation	Frequency (n = 360)	Percentages
Hotel	50	13.9%
Government Unit Service	41	11.4%
Guest House	93	25.8%
Resort	87	24.2%
Friend/ Relative House	61	16.9%
Temple	15	4.2%
Others	13	3.6%
Total	360	100%

Thai tourists usually stayed in a guest house when they visited at Chiang Mai which represents 25.8% or 93 people. Resort is the second popular accommodation type Thai tourists liked to stay at Chiang Mai which is 24.2% or 87 people. The third accommodation type Thai tourist selected for their Chiang Mai trip is friend/ relative house which represent 16.9% or 61 people.

Thai tourists have many perceptions towards Chiang Mai. Table 4.15 summarizes the perception towards Chiang Mai in Thai tourists who have been to that area.

Table 4.15 Frequency and Percentages of Perceptions towards Chiang Mai for Those who Have Ever Visited the Province

Perception	Frequency (n = 360)	Percentages
Chiang Mai is one of ancient city	80	22.2%
Chiang Mai has good climate	324	90.0%
Chiang Mai has beautiful scenery	283	78.6%
Chiang Mai has many important sightseeing places	258	71.7%
Chiang Mai people are very friendly	49	13.6%
Chiang Mai is one of civilized city	89	24.7%
Chiang Mai has many interesting customs, cultures and arts	133	36.9%
Chiang Mai has reputation on natural sightseeing places	197	54.7%
Chiang Mai has reputation on adventure trip	33	9.2%
Chiang Mai has many interesting temples to visit	51	14.2%
Chiang Mai offers various kinds of tasty food	186	51.7%
Chiang Mai has reputation on shopping places	53	14.7%
Chiang Mai is too crowded	42	11.7%

According to table 4.15, the first perception in Thai tourists mind is Chiang Mai has good climate representing 90.0% or 324 people. Chiang Mai has beautiful scenery is the second perception which represents 78.6% or 283 people. The third perception is Chiang Mai has many important sightseeing places representing 71.7% or 258 people.

### 2.2.2. Thai Tourists who Have No Travel Experience to Chiang Mai

The perception towards Chiang Mai between those who have ever visited the province and those who have no experience is slightly difference from those who have travel experience to Chiang Mai. Table 4.16 represents the perceptions of those who have never visited to Chiang Mai towards the province.

Table 4.16 Frequency and Percentages of Perceptions towards Chiang Mai for Those who Have Never Visited the Province

Perception	Frequency (n = 25)	Percentages
Chiang Mai is one of ancient city	7	28.0%
Chiang Mai has good climate	22	88.0%
Chiang Mai has beautiful scenery	22	88.0%
Chiang Mai has many important sightseeing places	17	68.0%
Chiang Mai people are very friendly	4	16.0%
Chiang Mai is one of civilized city	6	24.0%

Table 4.16 Frequency and Percentages of Perceptions towards Chiang Mai for Those who Have Never Visited the Province (Cont')

Perception	Frequency (n = 25)	Percentages
Chiang Mai has many interesting customs, cultures and arts	10	40.0%
Chiang Mai has reputation on natural sightseeing places	10	40.0%
Chiang Mai has reputation on adventure trip	0	0%
Chiang Mai has many interesting temples to visit	3	12.0%
Chiang Mai offers various kinds of tasty food	16	64.0%
Chiang Mai has reputation on shopping places	6	24.0%
Chiang Mai is too crowded	6	24.0%

According to table 4.16, Chiang Mai has good climate representing and Chiang Mai has beautiful scenery are the first perceptions for Thai tourists who never visit to Chiang Mai which represents 88.0% or 22 people. The third perception is Chiang Mai has many important sightseeing places representing 68.0% or 17 people.

### 2.3. The Activities in Chiang Mai that Thai Tourists Preferred

Tourists can participate in many activities during visiting in Chiang Mai. Table 4.17 represents the frequency and percentages of various activities tourists will attend when they visit to Chiang Mai.

Table 4.17 Frequency and Percentages of Various Activities

Activities	Frequency (n = 385)	Percentages
Adventure Activities	117	30.4%
Exposure Activities	241	62.6%
Shopping Activities	117	30.4%
Merit Activities	166	43.1%
Visiting Attraction Activities	283	73.5%
Visiting Scenery Activities	310	80.5%
Arts, Cultures and Customs Activities	131	34.0%
Cuisine Activities	229	59.5%
Visiting Temples and Palaces Activities	215	55.8%
Others	13	3.4%

According to table 4.17, visiting scenery activities such as waterfalls, caves, and mountain hills is the activities that most Thai tourists intend to visit representing 310 people (80.5%). Visiting attractions such as zoo, night safari, etc. is the second activities the tourists will attend which represents 283 people or 73.5%. The third activities Thai tourists prefer is exposure activities such as visiting hilltribe village which represents 62.6%.

## 2.4. The Number of Thai Tourists who Intend to Visit to Chiang Mai

The respondents who intend to visit to Chiang Mai within 1 year are summarized in table 4.18.

Table 4.18 Frequency and Percentages of Respondents who intend to Visit to Chiang Mai within 1 Year

Level of Intention	Frequency (n = 385)	Percentages
Absolutely Visit	54	14.0%
Visit	254	64.0%
Undecided	55	14.3%
Not Visit	11	2.9%
Absolutely Not Visit	11	2.9%
Total	385	100.0%

Thai tourists intend to visit Chiang Mai within 1 year at 64% of 385 respondents. The tourists who undecided to visit Chiang Mai are 13.8%. Then, the tourists will absolutely visit the province representing 54 people (14%).

### 2.4.1. The Number of Thai Tourists who Plan to Visit to Chiang Mai

For those who will visit to Chiang Mai, they are asked to express whether to plan to travel to Chiang Mai within the next 6 months or not. Table 4.19 shows the frequency and percentages of

Thai Tourists who plan to travel to Chiang Mai within the next 6 months.

Table 4.19 Frequency and Percentages of Respondents who Plan to Visit to Chiang Mai within 6 Months

Level of Intention	Frequency (n = 308)	Percentages
Absolutely Visit	17	5.5%
Visit	39	12.7%
Undecided	107	34.7%
Not Visit	108	35.1%
Absolutely Not Visit	37	12.0%
Total	308	100.0%

35.1% of Thai tourists who intend to visit to Chiang Mai or 108 people planed not to visit the province within 6 months. 34.7% or 106 people are undecided. The tourists who have a plan to visit to Chiang Mai within 6 months are 56 people representing 18.2%.

### 3. Testing of the Hypotheses

In this research study, a multiple linear regressions analysis is applied to test the hypotheses at 95% of confidence level. After the data analysis, the results can be used to support the research objectives and answer the research questions.

### 3.1. Multiple Regressions Analysis

Multiple regressions analysis is an analysis of association that investigates the relationship between several independent or predictor variables and a dependent or criterion variable (<http://www.statsoft.com/textbook/stmulreg.html>). The general equation for multiple linear regressions is as follow: -

$$Y = a + b_i * X_i, i = 1, 2, 3, \dots, n$$

Where:

- Y = Estimated value of dependent variable.
- a = The constant value, which is the intercept parameter in the multiple regression equation, representing the amount the dependent Y will be when all independent variables are 0.
- b<sub>i</sub> = The regression coefficients, representing the amount the dependent variable changes (Y) when the corresponding independent changes 1 unit.
- X<sub>i</sub> = Predictor (independent) variables that influence the dependent variable.

#### Hypothesis 1

H1<sub>0</sub>: There is no influence of push to travel needs towards Thai tourists' intention to visit to Chiang Mai.

H1<sub>a</sub>: There is an influence of push to travel needs towards Thai tourists' intention to visit to Chiang Mai.

Multiple linear regressions analysis is conducted to test the relationship between push to travel needs and Thai tourists' intention to visit to Chiang Mai. The

independent variables consisted of being physically active, rest and relaxation, health and fitness, adventure, desire on escape, social interaction, social acceptance, social status, prestige, social recognition, learning and experiencing new things and self – respect.

The multiple regressions model for push to travel needs towards Thai tourists' intention to visit to Chiang Mai is as follow: -

$$Y = a + b_1 * X_1 + b_2 * X_2 + b_3 * X_3 + b_4 * X_4 + b_5 * X_5 + b_6 * X_6 + b_7 * X_7 + b_8 * X_8 + b_9 * X_9 + b_{10} * X_{10} + b_{11} * X_{11} + b_{12} * X_{12}$$

Where:

- Y = Estimate value of Thai tourists' intention to visit to Chiang Mai
- a = Estimated constant value
- b<sub>i</sub> = Coefficient for X<sub>i</sub>
- X<sub>1</sub> = Being physically active
- X<sub>2</sub> = Rest and relaxation
- X<sub>3</sub> = Health and fitness
- X<sub>4</sub> = Adventure
- X<sub>5</sub> = Desire on escape
- X<sub>6</sub> = Social interaction
- X<sub>7</sub> = Social acceptance
- X<sub>8</sub> = Social status
- X<sub>9</sub> = Prestige
- X<sub>10</sub> = Social recognition
- X<sub>11</sub> = Learning and experiencing new things

$X_{12}$  = Self - respect

Table 4.20 MLR Model of Push to Travel Needs towards Thai Tourists' Intention to Visit to Chiang Mai

R	R Square	Adjusted R Square	Std. Error of the Estimate
.260	.068	.038	.782

Table 4.21 Summary of ANOVA Test for MLR Model of Push to Travel Needs towards Thai Tourists' Intention to Visit to Chiang Mai

Model	Sum of Square	df	Mean Square	F	Sig.
Regression	16.510	12	1.376	2.251	.009
Residual	227.344	372	.611		
Total	243.855	384			

Table 4.22 Coefficient Summary of MLR Model of Push to Travel Needs towards Thai Tourists' Intention to Visit to Chiang Mai

Model	Unstandardized		Standardized	t	Sig.
	Coefficient				
	B	Std. Error	Beta		
Constant	1.431	.632		2.265	.024
Being physically active	-.070	.049	-.073	-1.434	.152
Rest and relaxation	.169	.080	.108	2.113	.035
Health and fitness	.157	.060	.137	2.646	.008
Adventure	.095	.061	.079	1.553	.121

Table 4.22 Coefficient Summary of MLR Model of Push to Travel Needs towards Thai Tourists' Intention to Visit to Chiang Mai (Cont')

Model	Unstandardized		Standardized	t	Sig.
	Coefficient		Coefficient		
	B	Std. Error	Beta		
Desire on escape	.081	.041	.102	1.989	.047
Social interaction	.004	.060	.003	.066	.947
Social acceptance	.052	.054	.049	.961	.337
Social status	.022	.055	.021	.409	.683
Prestige	.008	.048	.008	.163	.871
Social recognition	.030	.064	.024	.472	.637
Learning and experiencing new things	.140	.058	.123	2.421	.016
Self - respect	-.031	.054	-.029	-.578	.564

### Hypothesis Testing Summary

1. According to table 4.21, the result shows that the significant value of F is .009, which is less than .05. Therefore, the null hypothesis is rejected. It can be concluded that that at least one factor of push to travel needs has a significant with Thai tourists' intention to visit to Chiang Mai,  $R^2 = .261$ ,  $F_{(12,372)} = 2.251$ ,  $p < .05$ .
2. From the analysis of relationship in table 4.22, t-test is conducted to investigate which factor of push to travel needs influence Thai tourists' intention to visit to Chiang Mai. If the significant of t statistics is  $< .05$ , the null hypothesis, there is

no influence of push to travel needs towards Thai tourists' intention to visit to Chiang Mai, is rejected. The summary of hypothesis testing is summarized in table 4.23.

Table 4.23 Summary of Hypothesis Testing of Each Factor for MLR Model of Push to Travel Needs towards Thai Tourists' Intention to Visit to Chiang Mai

Factor	t	Sig.	Result	Meaning
Being physically active	-1.434	.152	Fail to Reject Ho	Being physically active has no influence towards Thai tourists' intention to visit to Chiang Mai.
Rest and relaxation	2.113	.035	Reject Ho	Rest and relaxation has an influence towards Thai tourists' intention to visit to Chiang Mai.
Health and fitness	2.646	.008	Reject Ho	Health and fitness has an influence towards Thai tourists' intention to visit to Chiang Mai.
Adventure	1.553	.121	Fail to Reject Ho	Adventure has no influence towards Thai tourists' intention to visit to Chiang Mai.
Desire on escape	1.989	.047	Reject Ho	Desire on escape has an influence towards Thai tourists' intention to visit to Chiang Mai.
Social interaction	.066	.947	Fail to Reject Ho	Social interaction has no influence towards Thai tourists' intention to visit to Chiang Mai.

Table 4.23 Summary of Hypothesis Testing of Each Factor for MLR Model of Push to Travel Needs towards Thai Tourists' Intention to Visit to Chiang Mai (Cont')

Factor	t	Sig.	Result	Meaning
Social acceptance	.961	.337	Fail to Reject Ho	Social acceptance has no influence towards Thai tourists' intention to visit to Chiang Mai.
Social status	.066	.947	Fail to Reject Ho	Social status no influence towards Thai tourists' intention to visit to Chiang Mai.
Prestige	.961	.337	Fail to Reject Ho	Prestige has no influence towards Thai tourists' intention to visit to Chiang Mai.
Social recognition	.409	.683	Fail to Reject Ho	Social recognition has no influence towards Thai tourists' intention to visit to Chiang Mai.
Learning and experiencing new things	2.421	.016	Reject Ho	Learning and experiencing new things has an influence towards Thai tourists' intention to visit to Chiang Mai.
Self - respect	-.578	.564	Fail to Reject Ho	Self - respect has no influence towards Thai tourists' intention to visit to Chiang Mai.

### Summary of Hypothesis Test

1. According to table 4.20,  $r^2 = .068$ . This indicates that 6.8% of criterion variance can be explained by its linear relationship with the predictor variables.
2. Multiple regressions model for push to travel needs towards Thai tourists' intention to visit to Chiang Mai is as follow: -

$$Y = .068 + .169*X_2 + .157*X_3 + .081*X_5 + .140*X_{11}$$

Where:

- Y = Estimate value of Thai tourists' intention to visit to Chiang Mai
- X<sub>2</sub> = Rest and relaxation
- X<sub>3</sub> = Health and fitness
- X<sub>5</sub> = Desire on escape
- X<sub>11</sub> = Learning and experiencing new things

From the equation, it can be determined that push to travel needs have an influence towards Thai tourists' intention to visit to Chiang Mai. These push factors are consisted of rest and relaxation, health and fitness, desire on escape and learning and experiencing new things. Rest and relaxation is the most influencing factors affect Thai tourists' intention to visit to Chiang Mai, following with health and fitness, learning and experiencing new things and desire on escape respectively.

### **Rest and Relaxation**

Rest and relaxation has positive relationship with Thai tourists' intention. If they want to have a rest and relax, they will intend to visit to Chiang Mai. A one level increase in need to rest and relaxation would yield a .169-unit increase in the intention of Thai tourists to visit to Chiang Mai while all other variables in the model are assumed to be held constant.

### **Health and Fitness**

Health and fitness has positive relationship with Thai tourists' intention. If they want to be healthy, they will intend to visit to Chiang Mai. A one level increase in need for health and fitness would yield a .150-unit increase in the intention of Thai tourists to visit to Chiang Mai while all other variables in the model are assumed to be held constant.

### **Learning and Experiencing New Things**

Learning and experiencing new things has positive relationship with Thai tourists' intention. If they want to explore some new experiences, they will intend to visit to Chiang Mai. A one level increase in need for learning and experiencing new things would yield a .140-unit increase in the intention of Thai tourists to visit to Chiang Mai while all other variables in the model are assumed to be held constant.

### **Desire on Escape**

Desire on escape has positive relationship with Thai tourists' intention. If they want to escape from the daily lives, they will intend to visit to Chiang Mai. A one level increase in desire in escape would yield a .080-unit increase in the intention of

\* Thai tourists to visit to Chiang Mai while all other variables in the model are assumed to be held constant.

## Hypothesis 2

H2<sub>0</sub>: There is no influence of pull to travel attractiveness towards Thai tourists' intention to visit to Chiang Mai.

H2<sub>a</sub>: There is an influence of pull to travel attractiveness towards Thai tourists' intention to visit to Chiang Mai.

Multiple linear regressions analysis is conducted to test the relationship between pull to travel attractiveness and Thai tourists' intention to visit to Chiang Mai. The independent variables consisted of budget, culture, history, climate, distance, shopping & entertainment, cleanliness, scenery, accommodation, safety, attractions, food, transportation and facilities.

The multiple regressions model for pull to travel attractiveness towards Thai tourists' intention to visit to Chiang Mai is as follow: -

$$Y = a + b_1 * X_1 + b_2 * X_2 + b_3 * X_3 + b_4 * X_4 + b_5 * X_5 + b_6 * X_6 + b_7 * X_7 + b_8 * X_8 + b_9 * X_9 + b_{10} * X_{10} + b_{11} * X_{11} + b_{12} * X_{12} + b_{13} * X_{13} + b_{14} * X_{14}$$

Where:

- Y = Estimate value of Thai tourists' intention to visit to Chiang Mai  
 a = Estimated constant value  
 b<sub>i</sub> = Coefficient for X<sub>i</sub>  
 X<sub>1</sub> = Budget

- $X_2$  = Culture  
 $X_3$  = History  
 $X_4$  = Climate  
 $X_5$  = Distance  
 $X_6$  = Shopping & Entertainment  
 $X_7$  = Cleanliness  
 $X_8$  = Scenery  
 $X_9$  = Accommodation  
 $X_{10}$  = Safety  
 $X_{11}$  = Attractions  
 $X_{12}$  = Food  
 $X_{13}$  = Transportation  
 $X_{14}$  = Facilities

Table 4.24 MLR Model of Pull to Travel Attractiveness towards Thai Tourists' Intention to Visit to Chiang Mai

R	R Square	Adjusted R Square	Std. Error of the Estimate
.290	.084	.049	.777

Table 4.25 Summary of ANOVA Test for MLR Model of Pull to Travel Attractiveness towards Thai Tourists' Intention to Visit to Chiang Mai

Model	Sum of Square	df	Mean Square	F	Sig.
Regression	20.466	14	1.462	2.421	.003
Residual	223.388	370	.604		
Total	243.855	384			

Table 4.26 Coefficient Summary of MLR Model of Pull to Travel Attractiveness towards Thai Tourists' Intention to Visit to Chiang Mai

Model	Unstandardized		Standardized	t	Sig.
	B	Std. Error	Beta		
Constant	3.950	.813		4.860	.000
Budget	-.132	.061	-.109	-2.158	.032
Culture	-.109	.061	-.091	-1.795	.074
History	-.052	.060	-.045	-.878	.380
Climate	.116	.054	.108	2.147	.032
Distance	.002	.060	.002	.032	.975
Shopping & Entertainment	.001	.049	.001	.011	.991
Cleanliness	-.112	.061	-.095	-1.840	.067
Scenery	.145	.059	.126	2.463	.014
Accommodation	-.032	.053	-.031	-.604	.546
Safety	.163	.079	.104	2.056	.041
Attractions	-.131	.059	-.113	-2.238	.026

Table 4.26 Coefficient Summary of MLR Model of Pull to Travel Attractiveness towards Thai Tourists' Intention to Visit to Chiang Mai (Cont')

Model	Unstandardized		Standardized	t	Sig.
	Coefficient		Coefficient		
	B	Std.	Beta		
	Error				
Food	.010	.057	.009	.174	.862
Transportation	.062	.055	.058	1.132	.258
Facilities	.012	.063	.009	.183	.855

### Hypothesis Testing Summary

1. According to table 4.25 the result shows that the significant value of F is .003 which is less than .05. Therefore, the null hypothesis is rejected. It can be concluded that at least one factor of pull to travel attractiveness has an influence towards tourists' intention to visit to Chiang Mai,  $R^2 = .084$ ,  $F_{(14,370)} = 2.421$ ,  $p < .05$ .
2. From the analysis of relationship in table 4.25, t-test is conducted to investigate which factor of pull to travel attractiveness influence Thai tourists' intention to visit to Chiang Mai. If the significant of t statistics is  $< .05$ , the null hypothesis, there is no influence of pull to travel attractiveness towards Thai tourist's intention to visit Chiang Mai, is rejected. The summary of hypothesis testing is summarized in table 4.27.

Table 4.27 Summary of Hypothesis Testing of Each Factor for MLR Model of Pull to Travel Attractiveness towards Thai Tourists' Intention to Visit to Chiang Mai

Factor	t	Sig.	Result	Meaning
Budget	-2.158	.032	Reject Ho	Budget has an influence towards Thai tourists' intention to visit to Chiang Mai.
Culture	-1.795	.074	Fail to reject Ho	Culture has no influence towards Thai tourists' intention to visit to Chiang Mai.
History	-.878	.380	Fail to reject Ho	History has no influence towards Thai tourists' intention to visit to Chiang Mai.
Climate	2.147	.032	Reject Ho	Climate has an influence towards Thai tourists' intention to visit to Chiang Mai.
Distance	.032	.975	Fail to reject Ho	Distance has no influence towards Thai tourists' intention to visit to Chiang Mai.
Shopping & Entertainment	.011	.991	Fail to Reject Ho	Shopping & Entertainment has no influence towards Thai tourists' intention to visit to Chiang Mai.

Table 4.27 Summary of Hypothesis Testing of Each Factor for MLR Model of Pull to Travel Attractiveness towards Thai Tourists' Intention to Visit to Chiang Mai (Cont')

Factor	t	Sig.	Result	Meaning
Cleanliness	-1.840	.067	Fail to Reject Ho	Distance has no influence towards Thai tourists' intention to visit to Chiang Mai.
Scenery	2.463	.014	Reject Ho	Scenery has an influence towards Thai tourists' intention to visit to Chiang Mai.
Accommodation	-.604	.546	Fail to reject Ho	Accommodation has no influence towards Thai tourists' intention to visit to Chiang Mai.
Safety	2.056	.041	Reject Ho	Safety has an influence towards Thai tourists' intention to visit to Chiang Mai.
Attractions	-2.238	.026	Reject Ho	Attractions have an influence towards Thai tourists' intention to visit to Chiang Mai.
Food	.174	.862	Fail to Reject Ho	Food has no influence towards Thai tourists' intention to visit to Chiang Mai.

Table 4.27 Summary of Hypothesis Testing of Each Factor for MLR Model of Pull to Travel Attractiveness towards Thai Tourists' Intention to Visit to Chiang Mai (Cont')

Factor	t	Sig.	Result	Meaning
Transportation	1.132	.258	Fail to Reject Ho	Transportation has no influence towards Thai tourists' intention to visit to Chiang Mai.
Facilities	.183	.855	Fail to Reject Ho	Facilities have no influence towards Thai tourists' intention to visit to Chiang Mai.

#### Summary of Hypothesis Test

1. According to table 4.24,  $r^2 = .084$ . This indicates that 8.4% of criterion variance can be explained by its linear relationship with the predictor variables.
2. Multiple regressions model for pull to travel attractiveness towards Thai tourists' intention to visit to Chiang Mai is as follow: -

$$Y = 3.950 - .132 * X_1 + .116 * X_4 + .145 * X_8 + .163 * X_{10} - .131 * X_{11}$$

Where:

Y = Estimate value of Thai tourists' intention to visit to Chiang Mai

X<sub>1</sub> = Budget

X<sub>4</sub> = Climate

X<sub>8</sub> = Scenery

X<sub>10</sub> = Safety

$X_{11}$  = Attractions

From the equation, it can be determined that pull to travel attractiveness have an influence towards Thai tourists' intention to visit to Chiang Mai. These pull factors are consisted of budget, climate, scenery, safety and attractions.

### **Safety**

Safety is the most influencing factor in pull to travel attractiveness that affects Thai tourists' intention to visit to Chiang Mai. Safety has positive relationship with Thai tourists' intention. If the safety while traveling in Chiang Mai is increased, Thai tourists' intention to visit to the province is increased. A one level increase in safety would yield a .163-unit increase in the intention of Thai tourists to visit to Chiang Mai while all other variables in the model are assumed to be held constant.

### **Scenery**

Following with safety, scenery is an influencing factor in pull to travel attractiveness that affects Thai tourists' intention to visit to Chiang Mai. Scenery has positive relationship with Thai tourists' intention. If the scenery at Chiang Mai is more beautiful, Thai tourists' intention to visit to the province is increased. A one level improve in scenery would yield a .145-unit increase in the intention of Thai tourists to visit to Chiang Mai while all other variables in the model are assumed to be held constant.

### **Budget**

Budget is the third influencing factor in pull to travel attractiveness that affects Thai tourists' intention to visit to Chiang Mai. Budget has negative relationship with Thai tourists' intention. If the expenses during Chiang Mai trip are increased, Thai tourists' intention to visit to Chiang Mai is decreased. On the other hand, if the expenses for traveling to Chiang Mai are decreased, Thai tourists' intention will be increased. A one level increase in budget would yield a .132-unit decrease in the intention of Thai tourists to visit to Chiang Mai while all other variables in the model are assumed to be held constant.

### **Attraction**

Attraction is the fourth influencing factor in pull to travel attractiveness that affects Thai tourists' intention to visit to Chiang Mai. Attraction has negative relationship with Thai tourists' intention. If the attractions in Chiang Mai are increased, Thai tourists' intention to visit to Chiang Mai is decreased. A one level increase in attraction would yield a .131-unit decrease in the intention of Thai tourists to visit to Chiang Mai while all other variables in the model are assumed to be held constant.

### **Climate**

Climate is the last factor in pull to travel attractiveness that affects Thai tourists' intention to visit to Chiang Mai. Climate has positive relationship with Thai tourists' intention. If Chiang Mai's climate is better, Thai tourists' intention to visit to the province is increased. A one level increase in climate would yield a .116-unit

increase in the intention of Thai tourists to visit to Chiang Mai while all other variables in the model are assumed to be held constant.

### Hypothesis 3

H3<sub>0</sub>: There is no influence of information sources towards Thai tourists' intention to visit to Chiang Mai.

H3<sub>a</sub>: There is an influence of information sources towards Thai tourists' intention to visit to Chiang Mai.

Multiple linear regressions analysis is conducted to test the relationship between information sources and Thai tourists' intention to visit to Chiang Mai. The independent variables consisted of noticeably influential source I, noticeably influential source II, unrecognizable influential source I, unrecognizable influential source II, autonomous sources, unrequested sources, requested sources and past trip experience.

The multiple regressions model for information sources towards Thai tourists' intention to visit to Chiang Mai is as follow: -9

$$Y = a + b_1 * X_1 + b_2 * X_2 + b_3 * X_3 + b_4 * X_4 + b_5 * X_5 + b_6 * X_6 + b_7 * X_7 + b_8 * X_8$$

Where:

Y = Estimate value of Thai tourists' intention to visit to Chiang Mai

a = Estimated constant value

b<sub>i</sub> = Coefficient for X<sub>i</sub>

X<sub>1</sub> = Noticeably influential source I

- $X_2$  = Noticeably influential source II  
 $X_3$  = Unrecognizable influential source I  
 $X_4$  = Unrecognizable influential source II  
 $X_5$  = Autonomous sources  
 $X_6$  = Unrequested sources  
 $X_7$  = Requested sources  
 $X_8$  = Past trip experience

Table 4.28 MLR Model of Information Sources towards Thai Tourists' Intention to Visit to Chiang Mai

R	R Square	Adjusted R Square	Std. Error of the Estimate
.222	.049	.029	.785

Table 4.29 Summary of ANOVA Test for MLR Model of Information Sources towards Thai Tourists' Intention to Visit to Chiang Mai

Model	Sum of Square	df	Mean Square	F	Sig.
Regression	11.965	8	1.496	2.425	.015
Residual	231.890	376	.617		
Total	243.855	384			

Table 4.30 Coefficient Summary of MLR Model of Information Sources towards Thai Tourists' Intention to Visit to Chiang Mai

Model	Unstandardized		Standardized	t	Sig.
	Coefficient		Coefficient		
	B	Std. Error	Beta		
(Constant)	2.180	.451		4.833	.000
Noticeably influential source I	.060	.052	.059	1.152	.250
Noticeably influential source II	.043	.059	.038	.736	.462
Unrecognizable influential source I	.016	.052	.016	.316	.752
Unrecognizable influential source II	-.038	.057	-.034	-.675	.500
Autonomous sources	.000	.048	.000	-.009	.993
Unrequested sources	.086	.041	.108	2.105	.036
Requested sources	.143	.059	.124	2.415	.016
Past trip experience	.140	.058	.123	2.407	.017

### Hypothesis Testing Summary

1. According to table 4.29, the result shows that the significant value of F is .013 which is less than .05. Therefore, the null hypothesis is rejected. It can be concluded that that at least one factor of information sources has an influence

towards Thai tourists' intention to visit to Chiang Mai,  $R^2 = .050$ ,  $F_{(8,376)} = 2.460$ ,  $p < .05$ .

- From the analysis of relationship in table 4.30, t-test is conducted to investigate which factor of information sources influence Thai tourists' intention to visit Chiang Mai. If significant of t statistics is  $< .05$ , the null hypothesis, there is no influence of information sources towards tourist's intention to visit to Chiang Mai, is rejected. The summary of hypothesis testing is summarized in table 4.31.

Table 4.31 Summary of Hypothesis Testing of Each Factor for MLR Model of Information Sources towards Thai Tourists' Intention to Visit to Chiang Mai

Source of Information	t	Sig.	Result	Meaning
Noticeably influential source I	1.152	.250	Fail to reject Ho	Noticeably influential source I has no influence towards Thai tourists' intention to visit to Chiang Mai.
Noticeably influential source II	.736	.462	Fail to reject Ho	Noticeably influential source II has no influence towards Thai tourists' intention to visit to Chiang Mai.
Unrecognizable influential source I	.316	.752	Fail to reject Ho	Unrecognizable influential source I has no influence towards Thai tourists' intention to visit to Chiang Mai.

Table 4.31 Summary of Hypothesis Testing of Each Factor for MLR Model of Information Sources towards Thai Tourists' Intention to Visit to Chiang Mai (Cont')

Source of Information	t	Sig.	Result	Meaning
Unrecognizable influential source II	-.675	.500	Fail to reject Ho	Unrecognizable influential source II has an influence towards Thai tourists' intention to visit to Chiang Mai.
Autonomous sources	.009	.993	Fail to reject Ho	Autonomous sources have no influence towards Thai tourists' intention to visit to Chiang Mai.
Unrequested sources	2.105	.036	Reject Ho	Unrequested sources have an influence towards Thai tourists' intention to visit to Chiang Mai.
Requested sources	2.415	.016	Reject Ho	Requested sources have an influence towards Thai tourists' intention to visit to Chiang Mai.
Past trip experience	2.407	.017	Reject Ho	Past trip experience has an influence towards Thai tourists' intention to visit to Chiang Mai.

### Summary of Hypothesis Test

1. According to table 4.28,  $r^2 = .050$ . This indicates that 5% of criterion variance can be explained by its linear relationship with the predictor variables.
2. Multiple regressions model for pull to travel attractiveness towards Thai tourists' intention to visit to Chiang Mai is as follow: -

$$Y = 2.180 + .086 * X_6 + .143 * X_7 + .140 * X_8$$

Where:

- Y = Estimate value of Thai tourists' intention to visit to Chiang Mai
- $X_6$  = Unrequested sources
- $X_7$  = Requested source
- $X_8$  = Previous trip experience

From the equation, it can be determined that information sources have an influence towards Thai tourists' intention to visit to Chiang Mai. These information sources are consisted of unrequested sources, requested sources and previous trip experience. Requested sources are the most influencing factors affect Thai tourists' intention to visit to Chiang Mai, following with previous trip experience and unrequested sources respectively.

#### Requested Sources

Requested sources are the most influencing factor in information sources that affect Thai tourists' intention to visit to Chiang Mai. It has positive relationship with

Thai tourists' intention. If the information about Chiang Mai from requested sources is favorable, Thai tourists' intention to visit to Chiang Mai is increased. On the contrary, Thai tourists' intention to visit to Chiang Mai will be decreased if the information received from requested sources is unfavorable. A one level increase in requested sources would yield a .143-unit increase in the intention of Thai tourists to visit to Chiang Mai while all other variables in the model are assumed to be held constant.

### **Previous Trip Experience**

Following with requested sources, previous trip experience is an influencing factor in information sources that affect Thai tourists' intention to visit to Chiang Mai. It has positive relationship with Thai tourists' intention. If Thai tourists who have ever visited to Chiang Mai and have impressed with the trip, they will intend to visit to Chiang Mai again. On the other hand, they will not intend to visit this province again if they are unimpressive with their previous trip. A one level increase in previous trip experience would yield a .140-unit increase in the intention of Thai tourists to visit to Chiang Mai while all other variables in the model are assumed to be held constant.

### **Unrequested Sources**

Unrequested sources are the last influencing factor in information sources that affect Thai tourists' intention to visit to Chiang Mai. It has positive relationship with Thai tourists' intention. If the information about Chiang Mai from unrequested sources is favorable, Thai tourists' intention to visit to Chiang Mai is increased. On the contrary, Thai tourists' intention to visit to Chiang Mai will be decreased if the information received from unrequested sources is unfavorable. A one level increase in

unrequested sources would yield a .086-unit increase in the intention of Thai tourists to visit to Chiang Mai while all other variables in the model are assumed to be held constant.

#### **Hypothesis 4**

H4<sub>0</sub>: There is no influence of perceived behavioral control towards Thai tourists' intention to visit to Chiang Mai.

H4<sub>a</sub>: There is an influence of perceived behavioral control towards Thai tourists' intention to visit to Chiang Mai.

Multiple linear regressions analysis is conducted to test the relationship between perceived behavioral control and Thai tourists' intention to visit to Chiang Mai. The independent variables consisted of money, time, chance and restriction.

The multiple regressions model for perceived behavioral control towards Thai tourists' intention to visit to Chiang Mai is as follow: -

$$Y = a + b_1 * X_1 + b_2 * X_2 + b_3 * X_3 + b_4 * X_4$$

Where:

Y = Estimate value of Thai tourists' intention to visit to Chiang Mai

a = Estimated constant value

b<sub>i</sub> = Coefficient for X<sub>i</sub>

X<sub>1</sub> = Money

X<sub>2</sub> = Time

X<sub>3</sub> = Chance

$X_4$  = Restriction

Table 4.32 MLR Model of Perceived Behavioral Control towards Thai Tourists' Intention to Visit to Chiang Mai

R	R Square	Adjusted R Square	Std. Error of the Estimate
.214	.046	.036	.782

Table 4.33 Summary of ANOVA Test for MLR Model of Perceived Behavioral Control towards Thai Tourists' Intention to Visit to Chiang Mai

Model	Sum of Square	df	Mean Square	F	Sig.
Regression	11.188	4	2.797	4.568	.001
Residual	232.667	380	.612		
Total	243.855	384			

Table 4.34 Coefficient Summary of MLR Model of Perceived Behavioral Control towards Thai Tourists' Intention to Visit to Chiang Mai

Model	Unstandardized		Standardized	t	Sig.
	Coefficient				
	B	Std. Error	Beta		
(Constant)	3.177	.409		7.758	.000
Money	.174	.066	.134	2.640	.009
Time	-.144	.061	-.119	-2.368	.018

Table 4.34 Coefficient Summary of MLR Model of Perceived Behavioral Control towards Thai Tourists' Intention to Visit to Chiang Mai (Cont')

Model	Unstandardized		Standardized	t	Sig.
	Coefficient		Coefficient		
	B	Std. Error	Beta		
Chance	.073	.059	.063	1.241	.215
Restriction	.085	.057	.076	1.502	.134

### Hypothesis Testing Summary

1. According to table 4.33, the result shows that the significant value of F is .001 which is less than .05. Therefore, the null hypothesis is rejected. It can be concluded that at least one factor of information sources has an influence towards Thai tourists' intention to visit to Chiang Mai,  $R^2 = .046$ ,  $F_{(4,380)} = 4.568$ ,  $p < .05$ .
2. From the analysis of relationship in table 4.33, t-test is conducted to investigate which factor of perceived behavioral control influence tourists' intention to visit Chiang Mai. If the significant of t statistics is  $< .05$ , the null hypothesis, there is no influence of perceived behavioral control towards tourist's intention to visit Chiang Mai, is rejected. The summary of hypothesis testing is summarized in table 4.35.

Table 4.35 Summary of Hypothesis Testing of Each Factor for MLR Model of Perceived Behavioral Control towards Thai Tourists' Intention to Visit to Chiang Mai

Perceived	t	Sig.	Result	Meaning
<b>Behavioral Control</b>				
Money	2.640	.009	Reject Ho	Money has an influence towards Thai tourists' intention to visit to Chiang Mai.
Time	-2.368	.018	Reject Ho	Time has an influence towards Thai tourists' intention to visit to Chiang Mai.
Chance	1.241	.215	Fail to reject Ho	Chance has no influence towards Thai tourists' intention to visit to Chiang Mai.
Restriction	1.502	.134	Fail to reject Ho	Restriction has no influence towards Thai tourists' intention to visit to Chiang Mai.

### Summary of Hypothesis Test

1. According to table 4.32,  $r^2 = .046$ . This indicates that 4.6% of criterion variance can be explained by its linear relationship with the predictor variables.

2. Multiple regressions model for perceived behavioral control towards Thai tourists' intention to visit to Chiang Mai is as follow: -

$$Y = 3.177 + .174*X_1 - .144*X_2$$

Where:

Y = Estimate value of Thai tourists' intention to visit to Chiang Mai

X<sub>1</sub> = Money

X<sub>2</sub> = Time

From the equation, it can be determined that perceived behavioral control has an influence towards Thai tourists' intention to visit to Chiang Mai. These perceived behavioral controls are consisted of money and time.

### **Money**

Money is the most influencing factor in perceived behavioral control that affects Thai tourists' intention to visit to Chiang Mai. It has positive relationship with Thai tourists' intention. If Thai tourists have more affordable money, their intention to visit to Chiang Mai is increased. On the contrary, if they have less affordable money, their intention to visit to Chiang Mai will be decreased. A one level increase in requested money would yield a .177-unit increase in the intention of Thai tourists to visit to Chiang Mai while all other variables in the model are assumed to be held constant.

### **Time**

Time is another influencing factor in perceived behavioral control that affects Thai tourists' intention to visit to Chiang Mai. Time has negative relationship with Thai tourists' intention. Thai tourists normally spend only 3 – 4 days for traveling in Chiang Mai. If they have more free time, they will go to other destinations destination instead. Moreover, season plays an important role towards traveling to Chiang Mai. It can attract the tourists in the winter only. Besides winter, Songkran festival is a famous festival that can attract the tourists to visit the province. Hence, although Thai tourists have more free time which is not appropriate to traveling to Chiang Mai, their intention to visit to Chiang Mai is decreased. A one level increase in time would yield a .144-unit decrease in the intention of Thai tourists to visit to Chiang Mai while all other variables in the model are assumed to be held constant.

### **4. Answering the Research Questions**

After completing the data analysis, it summarizes Thai tourists' travel experiences, the influencing factors as well as the answers to the research questions mentioned in the earlier chapter. Thus the questions are shown as follows: -

#### **Question 1: What is the influence of push to travel needs that affects Thai tourists' intention towards visiting to Chiang Mai?**

After hypothesis is measured by using Multiple Linear Regressions Analysis at 95% of confidence level, the result of hypothesis testing shown that there is an influence of push to travel needs towards Thai tourists' intention to visit to Chiang Mai since the significance is 0.009 which is less than 0.05 of significance level. Moreover, factors of push to travel needs that have an influence towards Thai tourists'

intention are rest and relaxation, health and fitness, desire on escape and learning and experiencing new things because all of these factors have significance level less than 0.05.

**Question 2: What is the influence of pull to travel attractiveness that affects Thai tourists' intention towards visiting to Chiang Mai?**

According to hypothesis testing, the results conducted by applying Multiple Linear Regression Analysis and tested at 95% of confidence level. Also, it is indicated that the significance level of pull to travel attractiveness towards intention to visit Chiang Mai is equal to 0.003 which is less than 0.05. Thus, there is an influence of pull to travel attractiveness towards Thai tourists' intention to visit to Chiang Mai. The factors of pull to travel attractiveness which influence Thai tourists' intention are budget, climate, scenery, safety and attractions.

**Question 3: What is the influence of information sources that affects Thai tourists' intention towards visiting to Chiang Mai?**

After conducting Multiple Linear Regressions and testing hypothesis at 95% of confidence level, the results indicate that there is an influence of information sources towards Thai tourists' intention to visit to Chiang Mai as the significance level of these variables is 0.015 which is less than 0.05. There are 3 sources of information that influence Thai tourists' intention. They are unrequested information from individual who have been to Chiang Mai or believe they know Chiang Mai very well, information search from knowledgeable sources including friends and relatives and previous travel experience to Chiang Mai.

**Question 4: What is the influence of perceived behavioral control that affects Thai tourists' intention towards visiting to Chiang Mai?**

After hypothesis is measured by using Multiple Linear Regression Analysis at 95% of confidence level, the result of hypothesis testing shown that there is an influence of perceived behavioral control and Thai tourists' intention to visit to Chiang Mai because the significance is 0.001 which is less than 0.05 of significance level. The factors of perceived behavioral control that influence Thai tourists' intention are money and time.

## **5. Summary**

To collect the data, the researcher distributed 450 questionnaires to the respondents who are office employees working at 3 main business areas; Sathorn, Silom and Sukhumvit. Questionnaires were launched in order to screen out the incomplete or the outlier set of data. Finally, the researcher got 385 set of completed questionnaires which it sufficient to further analysis.

The researcher uses descriptive statistics to describe the general travel experience and experience traveling to Chiang Mai. In addition, inferential statistics which is multiple regression analysis is applied to test 4 hypotheses at 95% of confidence level.

The hypotheses are measured by using Multiple Regression Analysis. 4 hypotheses were proposed to test the influence of push to travel needs, pull to travel attractiveness, information sources and perceived behavioral control towards Thai tourists' intention to visit to Chiang Mai. The results of hypotheses testing are summarized in table 4.36.

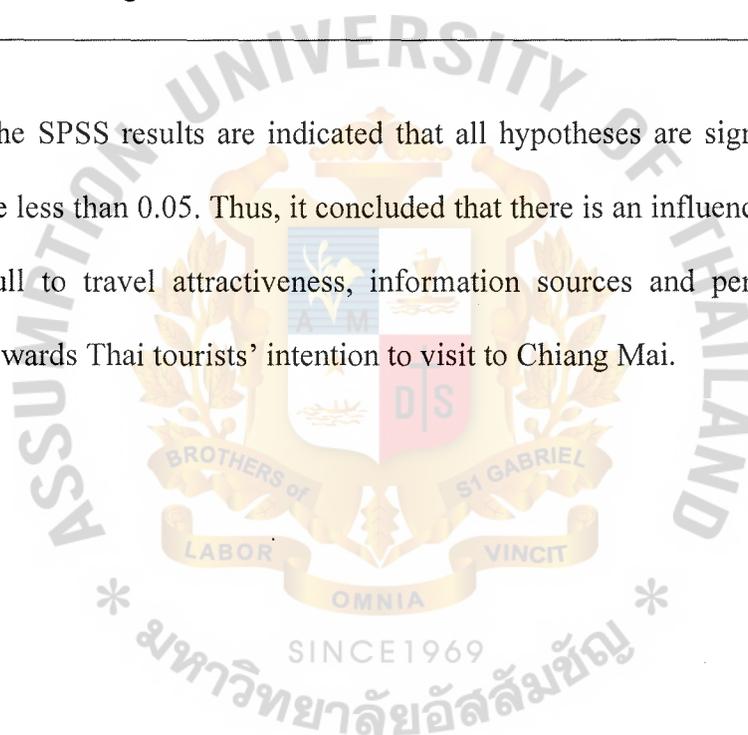
Table 4.36 Summary of Hypotheses Testing

	Hypothesis	Test Result
H1	<p>H1<sub>0</sub>: There is no influence of push to travel needs towards Thai tourists' intention to visit to Chiang Mai.</p> <p>H1<sub>a</sub>: There is an influence of push to travel needs towards Thai tourists' intention to visit to Chiang Mai.</p>	Reject H1 <sub>0</sub>
H2	<p>H2<sub>0</sub>: There is no influence of pull to travel attractiveness towards Thai tourists' intention to visit to Chiang Mai.</p> <p>H2<sub>a</sub>: There is an influence of pull to travel attractiveness towards Thai tourists' intention to visit to Chiang Mai.</p>	Reject H2 <sub>0</sub>
H3	<p>H3<sub>0</sub>: There is no influence of information sources towards Thai tourists' intention to visit to Chiang Mai.</p> <p>H3<sub>a</sub>: There is an influence of information sources towards Thai tourists' intention to visit to Chiang Mai.</p>	Reject H3 <sub>0</sub>

Table 4.36 Summary of Hypotheses Testing (Cont')

	Hypothesis	Test Result
H4	H4 <sub>0</sub> : There is no influence of perceived behavioral control towards Thai tourists' intention to visit to Chiang Mai.	Reject H4 <sub>0</sub>
	H4 <sub>a</sub> : There is an influence of perceived behavioral control towards Thai tourists' intention to visit to Chiang Mai.	

The SPSS results are indicated that all hypotheses are significant and the P-values are less than 0.05. Thus, it concluded that there is an influence of push to travel needs, pull to travel attractiveness, information sources and perceived behavioral control towards Thai tourists' intention to visit to Chiang Mai.



## CHAPTER 5

### CONCLUSIONS AND RECOMMENDATIONS

After interpretation and generalization of the statistical results in Chapter 4, it would be better for the readers to have more convenience and clear understanding of this research by going through this chapter.

The first section summarized the findings from the study including the research problems and research hypotheses. Then, the second section is explained the results of hypothesis testing and the results are discussed in the third section. The implications for practice of this research study which will be applied to the current situation are shown in the next part. The last section is the recommendation that related with topics and suggestion for further study.

#### 1. Summary of the Study

Tourism industry plays an important role to Thai economy. It generates the large amount of money to the country. Besides that, it brings about the other related businesses in Thailand. The government realizes its importance and tries to arouse Thai tourists to travel domestically.

This research is conducted to identify the factors influencing Thai tourists' intention towards visiting to local destination. In the research study, Chiang Mai is applied to be local destination since it is the province that had the highest number of

Thai tourists visited on year 2005 and could generate the highest revenue from domestic tourists in year 2005.

According to research hypothesis, push to travel needs, pull to travel attractiveness, information sources and perceived behavioral control are considered as independent variables and they are used to measure the influence to Thai tourists' intention to visit to Chiang Mai. Meanwhile, Thai tourists' intention is determined as the dependent variable.

In this research study, 450 questionnaires were distributed as a research instrument to office employees who are in 3 business areas; Sathorn, Silom and Sukhumvit. After obtaining the questionnaires, incomplete questionnaires were screened out. Finally, 385 set of completed questionnaires were used for further analysis. After analyzing the data by using SPSS program, the results indicated that all 4 independent variables have an influence towards Thai tourists' intention to visit to Chiang Mai. Moreover, the results explained important factors which are helpful to understand Thai tourists and can effectively reach them. Accordingly, the revenue from domestic tourism will be increased.

## **2. Summary of the Findings**

The objective of this research study is to examine factors affecting Thai tourists' intention towards intention to visit to Chiang Mai. The independent variables were categorized to be 4 mainly groups which are of push to travel needs, pull to travel attractiveness, information sources and perceived behavioral control. On the contrary, the dependent variable of this research study was Thai tourists' intention to visit to Chiang Mai.

The research questionnaire was divided into four parts. Part I asked the general information relating with domestic travel experience. Part II asked the respondents about the travel experience to Chiang Mai. Part III is contained the factors that influence Thai tourists' intention to visit to Chiang Mai and the last part consisted of personal data of respondents which are gender, age, monthly personal income and free time activity.

The questionnaires were distributed to 450 respondents who are office employees working at 3 main business areas: Sathorn, Silom and Sukhumvit. After collecting the questionnaires, some incomplete questionnaires were screen out and the researcher obtained 385 set of completed questionnaires. Then, the data was analyzed by using the Statistical Package for Social Science (SPSS). The methods applied in this research were descriptive statistic and multiple linear regressions analysis.

From 385 set of completed questionnaire, it is shown that most of respondents are female (53%) and male is 47%. The majority of respondents are 27 - 31 years old, representing 37.1%. Monthly personal income of most respondents is 25,001 – 35,000 Baht representing 38.2%. Free time activity for most respondents is sport (19.0%) and traveling (19.0%). The respondents' personal data are summarized in table 5.1.

Table 5.1 Summary of Respondents' Personal Data

Respondents' Profile	Percentage
Gender	Male (47%) and Female (53%)
Age	27 – 31 years old (37.1%)
Monthly personal income	25,001 – 35,000 Baht (38.2%)
Free time activity	Sport (19.0%) and Traveling (19.0%)

In this research study, multiple linear regressions at 95% confidence level is conducted to test 4 hypotheses relating with the influence of independent variables towards intention to visit to Chiang Mai (dependent variable). The results of all hypotheses are summarized in table 5.2.

Table 5.2 Summary of Hypotheses Testing

	Hypothesis	Test Result
H1	<p>H1<sub>0</sub>: There is no influence of push to travel needs towards Thai tourists' intention to visit to Chiang Mai.</p> <p>H1<sub>a</sub>: There is an influence of push to travel needs towards Thai tourists' intention to visit to Chiang Mai.</p>	Reject H1 <sub>0</sub>
H2	<p>H2<sub>0</sub>: There is no influence of pull to travel attractiveness towards Thai tourists' intention to visit to Chiang Mai.</p> <p>H2<sub>a</sub>: There is an influence of pull to travel attractiveness towards Thai tourists' intention to visit to Chiang Mai.</p>	Reject H2 <sub>0</sub>
H3	<p>H3<sub>0</sub>: There is no influence of information sources towards Thai tourists' intention to visit to Chiang Mai.</p> <p>H3<sub>a</sub>: There is an influence of information sources towards Thai tourists' intention to visit to Chiang Mai.</p>	Reject H3 <sub>0</sub>

Table 5.2 Summary of Hypotheses Testing (Cont')

	Hypothesis	Test Result
H4	H4 <sub>0</sub> : There is no influence of perceived behavioral control towards Thai tourists' intention to visit to Chiang Mai.	Reject H4 <sub>0</sub>
	H4 <sub>a</sub> : There is an influence of perceived behavioral control towards Thai tourists' intention to visit to Chiang Mai.	

The results of the hypotheses mentioned in Table 5.2 suggested that all null hypotheses should be rejected.

The summary of the findings based on each research question are as follows:

**Question 1: What is the influence of push to travel needs that affect Thai tourists' intention towards visiting to Chiang Mai?**

This question was developed to explore the influence of push to travel needs towards Thai tourists' intention to visit to Chiang Mai. A multiple linear regression at 95% confidence level was conducted to test the influence of 12 factors of push to travel needs towards Thai tourists' intention.

Table 5.3 Conclusion of Hypothesis Testing of Push to Travel Needs towards Thai Tourists' Intention to Visit to Chiang Mai

Factor	Significant	Analysis Result
Being physically active	.152	Fail to Reject Ho
Rest and relaxation	.035	Reject Ho

Table 5.3 Conclusion of Hypothesis Testing of Push to Travel Needs towards Thai Tourists' Intention to Visit to Chiang Mai (Cont')

Factor	Significant	Analysis Result
Health and fitness	.008	Reject Ho
Adventure	.121	Fail to Reject Ho
Desire on escape	.047	Reject Ho
Social interaction	.947	Fail to Reject Ho
Social acceptance	.337	Fail to Reject Ho
Social status	.683	Fail to Reject Ho
Prestige	.871	Fail to Reject Ho
Social recognition	.637	Fail to Reject Ho
Learning and experiencing new things	.016	Reject Ho
Self - respect	.564	Fail to Reject Ho

After measuring the hypothesis, the result of hypothesis testing shown that there is an influence of push to travel needs towards Thai tourists' intention to visit to Chiang Mai. Moreover, factors of push to travel needs that influence the intention are rest and relaxation, health and fitness, desire on escape and learning and experiencing new things because the significance level of all factors are less than 0.05.

**Question 2: What is the influence of pull to travel attractiveness that affects Thai tourists' intention towards visiting to Chiang Mai?**

This question was developed to explore the influence of pull to travel attractiveness towards Thai tourists' intention to visit to Chiang Mai. A multiple

linear regression at 95% confidence level was conducted to test the influence of 14 factors of pull to travel attractiveness towards Thai tourists' intention.

Table 5.4 Conclusion of Hypothesis Testing of Pull to Travel Attractiveness towards Thai Tourists' Intention to Visit to Chiang Mai

Factor	Significant	Analysis Result
Budget	.032	Reject Ho
Culture	.074	Fail to reject Ho
History	.380	Fail to reject Ho
Climate	.032	Reject Ho
Distance	.975	Fail to reject Ho
Shopping & Entertainment	.991	Fail to Reject Ho
Cleanliness	.067	Fail to Reject Ho
Scenery	.014	Reject Ho
Accommodation	.546	Fail to reject Ho
Safety	.041	Reject Ho
Attractions	.026	Reject Ho
Food	.862	Fail to reject Ho
Transportation	.258	Fail to reject Ho
Facilities	.855	Fail to reject Ho

According to table 5.4, the results indicated pull of travel attractiveness have an influence Thai tourists' intention towards visiting to Chiang Mai. The factors of pull to travel attractiveness which influence Thai tourists' intention are budget, climate, scenery, safety and attractions since their significant values are less than 0.05.

**Question 3: What is the influence of information sources on intention to visit the local destination among Thai tourists?**

This question was developed to explore the influence of information sources to towards Thai tourists' intention to visit to Chiang Mai. A multiple linear regression at 95% confidence level was conducted to test the influence of 8 factors of information sources towards Thai tourists' intention.

Table 5.5 Conclusion of Hypothesis Testing of Information Sources towards Thai Tourists' Intention to Visit to Chiang Mai

Source of Information	Significant	Analysis Result
Noticeably influential source I	.250	Fail to reject Ho
Noticeably influential source II	.462	Fail to reject Ho
Unrecognizable influential source I	.752	Fail to reject Ho
Unrecognizable influential source II	.500	Fail to reject Ho
Autonomous sources	.993	Fail to reject Ho
Unrequested sources	.036	Reject Ho
Requested sources	.016	Reject Ho
Past trip experience	.017	Reject Ho

After conducting multiple linear regression analysis, the results indicate that there is an influence of information sources towards Thai tourists' intention to visit Chiang Mai. There are 3 sources of information that influence Thai tourists' intention. They are unrequested information from individual who have been to Chiang Mai or believe they know Chiang Mai very well, information search from knowledgeable sources including friends and relatives and previous travel experience to Chiang Mai.

**Question 4: What is the influence of perceived behavioral control on intention to visit the local destination among Thai tourists?**

This question was developed to explore the influence of perceived behavioral control of individual to towards Thai tourists' intention to visit to Chiang Mai. A multiple linear regressions at 95% confidence level was conducted to test the influence of 4 factors of perceived behavioral control towards tourists' intention.

Table 5.6 Conclusion of Hypothesis Testing of Perceived Behavioral Control towards Thai tourists' Intention to Visit to Chiang Mai

Perceived Behavioral Control	Significant	Analysis Result
Money	.009	Reject Ho
Time	.018	Reject Ho
Chance	.215	Fail to reject Ho
Restriction	.134	Fail to reject Ho

According to table 5.6, the result of hypothesis testing shown that there is an influence of perceived behavioral control to Thai tourists' intention to visit Chiang Mai. The factors of perceived behavioral control that influence Thai tourists' intention are money and time.

### 3. Discussion of the Research Findings

A tourist believes that travel can fulfill their need. There are many factors influencing a tourist when he/ she select the travel destination. Some factors are mentally factors while some are physically factors. Besides that, the information from various sources can encourage as well as discourage a tourist to travel to that

destination. The intrinsic needs in a tourist's mind, the attractiveness of the destination and sources of information are basically factors influence Thai tourists' intention to visit local destination. Furthermore, the individual factor cannot be eliminated.

Therefore, the following part would be discussed the influence of push to travel needs, pull to travel attractiveness, information sources and perceived behavioral control towards Thai tourists' intention to visit to Chiang Mai.

### **Push to Travel Needs and Intention to Visit to Chiang Mai**

From the hypotheses testing, push to travel needs have an influence towards Thai tourists' intention to visit to Chiang Mai.

The influence could be explained by testing the factors of push to travel needs. Push to travel needs are being physically active, rest and relaxation, health and fitness, adventure, desire on escape, social interaction, social acceptance, social status, prestige, social recognition, learning and experiencing new things, and self – respect. However, all of push to travel needs do not influence Thai tourist's intention. Based on the hypothesis testing, rest and relaxation, health and fitness, desire on escape and learning and experiencing new things are the factors of push to travel needs that influence Thai tourists' intention to visit to Chiang Mai.

### **Pull to Travel Attractiveness and Intention to Visit to Chiang Mai**

From the hypotheses testing, pull to travel attractiveness have an influence towards Thai tourists' intention to visit to Chiang Mai.

Pull to travel attractiveness refers to the attractiveness of the destination as perceived by a tourist. There are 14 factors of pull to travel attractiveness. They are

budget, culture, history, climate, distance, shopping & entertainment, cleanliness, scenery, accommodation, safety, attractions, food, transportation, and facility. The influence could be explained by testing the factors of push to travel needs. However, all of pull to travel attractiveness do not influence the intention to visit to Chiang Mai. Based on the hypothesis testing, budget, climate, scenery, safety and attractions affect Thai tourists' intention to visit to Chiang Mai.

### **Information Sources and Intention to Visit to Chiang Mai**

From the hypotheses testing, information sources have an influence towards Thai tourists' intention to visit to Chiang Mai.

Information sources refer to the sources of information that Thai tourists can search for the information about Chiang Mai. There are 8 sources of information consisting of noticeably influential source I, noticeably influential source II, unrecognizable influential source I, unrecognizable influential source II, autonomous sources, unrequested sources, requested sources and past trip experience. The influence could be explained by testing the sources of information. However, all sources of information do not influence the intention to visit to Chiang Mai. Based on the hypothesis testing, unrequested sources, requested sources and past trip experience affect Thai tourists' intention to visit to Chiang Mai.

### **Perceived Behavioral Control and Intention to Visit to Chiang Mai**

From the hypotheses testing, perceived behavioral control have an influence towards Thai tourists' intention to visit to Chiang Mai.

Perceived behavioral control refers to the individual factors that motivate or obstruct the individual for performing some behavior. In this research study,

affordable money, affordable time, chance and restriction are applied to be perceived behavioral control. The influence could be explained by testing the perceived behavioral control. However, all perceived behavioral control do not influence the intention to visit to Chiang Mai. Based on the hypothesis testing, affordable time and affordable money are perceived behavioral controls that affect Thai tourists' intention to visit to Chiang Mai.

#### **4. Conclusion**

This study examines the influence of push to travel needs, pull to travel attractiveness, information sources and perceived behavioral control towards Thai tourists' intention to visit to Chiang Mai

From the result of this research, all of these variables have influence to the tourists' intention. The factors of push to travel needs that influence Thai tourists' intention to visit to Chiang Mai are rest and relaxation, health and fitness, desire on escape and learning and experiencing new things. The factors of pull to travel attractiveness that influence Thai tourists' intention to visit to Chiang Mai are budget, climate, scenery, safety and attractions. The factors of information sources that influence Thai tourists' intention to visit to Chiang Mai are requested sources, unrequested sources and past trip experience. The individual factors that influence Thai tourists' intention are money and time.

According to the finding, it represents Chiang Mai's image in Thai tourists' perspective. Therefore, Chiang Mai government, TAT, the related parties both within tourism industry and related industries should realize on these influential factors. They are beneficial to create the marketing strategies in order to boost up the revenues from domestic travel to Thai economy.

## 5. Implication for Practice

For Chiang Mai government, TAT, tourism industry and other related industries' entrepreneurs, knowledge about the influencing factors that affect Thai tourists' intention towards visiting to Chiang Mai can be considerable importance. With the current emphasis encouraging Thai tourists to visit to Chiang Mai, the influencing factors become strategically important.

This research has helped the related parties to gain better understanding of push to travel needs, pull to travel attractiveness, information sources and perceived behavioral control and how its components may affect Thai tourists' intention to visit to Chiang Mai. This study shows that push to travel needs, pull to travel attractiveness, information sources and perceived behavioral control have influence on Thai tourists' intention towards visiting to Chiang Mai. Understanding these factors will also be valuable for the related parties when they draw up marketing strategies related to Chiang Mai province.

According to the research results and analysis, recommendations to encouraging Thai tourists' intention to visit to Chiang Mai are as follow: -

### 5.1 Push to Travel Needs

Push to travel needs is desires to travel. The factors of push to travel needs that have influence towards Thai tourists' intention to visit to Chiang Mai are rest and relaxation, health and fitness, learning and experiencing new things and desire on escape.

### **5.1.1 Rest and Relaxation**

Thai tourists will intend to visit to Chiang Mai if they want to take a rest and relax. So, the accommodations should be natural, peaceful, and not crowded. The activities during in Chiang Mai trip that will be created to serve this tourists' need should be easily attainable such as merit activities, visiting attractions, scenery and temples and palaces activities, arts, cultures and customs activities and cuisine activities, etc. So, Chiang Mai government and related parties should offer the enough facilities with good condition for these mentioned activities. Moreover, the route to the travel attractions should good and safe. Thai tourists will perceive that they can reinvigorate themselves when they have traveling to Chiang Mai.

### **5.1.2 Health and Fitness**

Thai tourists will intend to visit to Chiang Mai if they want their health to be healthier. Therefore, the activities during in Chiang Mai trip that will be created to serve this tourists' need should offer the tourists with fun and create a good health such as rafting, jungle tours, climbing, etc. These mentioned activities should offer trainers or specialists who have specialized in each field to give the information and support the tourists when they do the activities. So, the tourists can assure that doing these activities will be useful for their health and fitness as well as reduce the injuries.

### ***5.1.3 Learning and Experiencing New Things***

Thai tourists will intend to visit to Chiang Mai if they want to explore and learn new things. The activities during in Chiang Mai trip that will be created to serve this tourists' need are visiting hilltribe village, jungle tour, and bird seeing. The tourists will get the impression with new experiences through doing these activities. Before doing these mentioned activities, there should have a short training course to the tourists. The objective of this course is to give the primary information about the activity, how to prepare themselves and things to do and not to do during doing the activities. After finish the activities, a small meeting should be set to share and conclude the experiences the tourists obtain from doing the activities. Moreover, Chiang Mai province should create new and special things such as festivals, activities to attract the tourists.

### ***5.1.4 Desire on Escape***

Thai tourists will intend to visit to Chiang Mai if they want to escape from usual situations. Therefore, Chiang Mai province, its travel attractions, its restaurants and its accommodations should offer peacefulness and privacy to the tourists who visit to the province.

## **5.2 Pull to Travel Attractiveness**

Pull to travel attractiveness are results of the attractiveness of a destination as perceived by a tourist. The factors of pull to travel attractiveness that have influence

towards Thai tourists' intention to visit to Chiang Mai are safety, scenery, budget, attractions, and climate.

### **5.2.1 Safety**

Safety is the most critical factor that Thai tourists concern. Thai tourists perceive that traveling into Chiang Mai is safety. So, there should be tourist information centers at major travel attractions. The information centers will acknowledge the tourists of their safety and belongings as well as crimes free when traveling in Chiang Mai. Moreover, the information centers will also receive the complaints, resentments and suggestions from the tourists relating with their safety in term of lives and belongings.

Besides the tourist information center, police sub-stations and first aid centers should be supplied at the key travel attractions. These will increase tourists' confidence.

Lost and found center should be provided at famous and popular travel attractions. Furthermore, all lost and found centers should be a network and can connect to major transport stations such as airport, bus station, train station, etc. This service will be useful for the tourists who lost their belongings at some travel attractions. They can contact any lost and found centers and inform about their losing. The lost and found center will ask for the additional information including contact number and address during staying in Chiang Mai. Then, it will contact to the lost and found center which located at the travel attractions that the tourist's specify in order to search for the lost

belongings. In case the lost belonging is found, the lost and found center will contact the tourist to verify the belonging. After verifying, the tourists will be asked whether to pick the belonging at any lost and found center or transport stations. After that, the tourist will receive the code for pick up the belonging. Then, the belonging will be sent to the place where the tourist is willing to pick up.

### **5.2.2 Scenery**

Beautiful and fruitful natural surroundings are one of important factor that attract Thai tourist to visit to Chiang Mai. Therefore, Chiang Mai government and the related parties should concern on the environment and natural resources. Some travel attractions such as waterfalls, mountain hills, and caves should limit the number of tourists since too many of tourists will destroy the environments. For example, if too many of the tourists visit the waterfalls, the wastes will be too much and the garbage bins are not enough. They will drop the wastes into the water and on the ground. If the wastes cannot get rid of on time, they will spoil and bring about the pollutions. Therefore, the natural resources and environments should be preserved and retain to be in traditional forms.

### **5.2.3 Budget**

Thai tourists perceive that the expenses during Chiang Mai trip are reasonable. So, the price for all goods and service should be set in the reasonable level and have standard price for all types of tourists. If

the tourists perceive that the expenses during Chiang Mai trip are expensive, they will not intend to visit the province. Moreover, Chiang Mai government, TAT and the related parties should offer some promotional campaigns as follow: -

1) Chiang Mai Tour Visa Card

It is a discount card from various famous sightseeing places at Chiang Mai. The tourists will get the 5 – 10% discount for entrance fees when showing the card.

2) Chiang Mai Fest & Fun

The campaign will offer the card for collecting stamps. Many travel attractions will be put in the card. When the tourists visit the places specified in the card, they can stamp on that places. After the tourists collect all stamps in every place in the card, they can send the card to compete for the reward. The tourists not only lower their expenses, but they also have a chance to get the reward if they can stamp all places in the card.

**5.2.4 Attractions**

Thai tourists are attracted by some specific travel attractions. They are waterfalls, mountain hills, caves. Then, Thai tourists are attracted by zoo or botanical garden and hilltribe village. If new travel attractions have been introduced, it will not attract the tourists to visit to Chiang Mai since the tourists would like to travel to Chiang Mai because of its existing travel attractions. So, Chiang Mai government and related parties should concern about the famous and popular travel

attractions. They should be maintained to be in good condition all time in term of the buildings and environments. For example, many Thai tourists are attracted by Chiang Mai Zoo. They want to visit 2 pandas that were loaned from China. So, the Chiang Mai Zoo should take care of 2 pandas very well. Besides pandas, they should concern about other animals, shuttle buses, driving route, parking areas, restaurants and toilets. If these are managed properly, the tourists will be impressed with this attraction.

#### **5.2.5 Climate**

Thai tourists intend to visit the mountain hills because they would like to see the sunrise and watch the scenery of Talay-Mhork. If the climate is better, the scenery will be more beautiful. So, the higher number of Thai tourists will travel to Chiang Mai. In order to maintain the good climate, Chiang Mai should inform the Chiang Mai villagers not to cut off or burn the trees in the forests. If the villagers either cut off or burn the trees, the large amount of smoke will be on the sky. It affects the climate of Chiang Mai and damages people health as well.

### **5.3 Information Sources**

Information sources are the information that has an influence towards Thai tourists' intention whether to visit or not to visit to Chiang Mai. The factors of information sources that have influence towards Thai tourists' intention to visit to Chiang Mai are requested sources, past trip experience, and unrequested sources.

### **5.3.1 Requested Sources**

Requested sources are the most influential source that has an influence towards Thai tourists' intention to visit to Chiang Mai. Requested sources refer to an active information search from knowledgeable sources including friends and relatives.

### **5.3.2 Past Trip Experience**

Past trip experience is the second influential source that have an influence towards Thai tourists' intention to visit to Chiang Mai. Past trip experience refer to information acquired based on previous travel to Chiang Mai. If Thai tourists are impressed with traveling Chiang Mai experiences, they will be back to the province again.

### **5.3.3 Unrequested Sources**

Unrequested sources are the last influential source that has an influence towards Thai tourists' intention to visit to Chiang Mai. Unrequested sources refer to unrequested information from the persons who have been to that area or tourists believe they know that area.

Since the best communication channel to promote Chiang Mai is word-by-word from those who have been to Chiang Mai or know Chiang Mai very well, friends and relatives, and own previous experience traveling to Chiang Mai, there is no need for advertisements, billboards, spokesperson or articles. Therefore, Chiang Mai government and entrepreneurs in travel and hospitality industries in Chiang Mai should welcome the tourists and offer them with best quality products and services. If

those people were served very impressive, they would recommend traveling to Chiang Mai to others.

#### **5.4 Perceived Behavioral Control**

The influencing factors of perceived behavioral control that have influence towards Thai tourists' intention to visit to Chiang Mai are money and time.

##### **5.4.1 Money**

Money is the most influential source of perceived behavioral control that has an influence towards Thai tourists' intention to visit to Chiang Mai. If they have enough money to visit to Chiang Mai, they will intend to visit to the province. So, the price for all goods and service should be set in the reasonable level and have standard price for all types of tourists. If the tourists perceive that the expenses for Chiang Mai trip are expensive and they are not affordable, they will not intend to visit the province.

##### **5.4.2 Time**

Time is another influential factor that has an influence towards Thai tourists' intention to visit to Chiang Mai. Thai tourists perceive that the duration for traveling into Chiang Mai is not quite long and they can take their holidays to traveling to the province. The suitable duration for traveling into Chiang Mai is 3 – 4 days. Therefore, the Chiang Mai government, TAT and related parties should offer some services to the tourists such as information centers that provide the

information about Chiang Mai province and its travel attractions, route map and famous restaurants. This kind of promotion can help the tourists to save time.

In conclusion, Chiang Mai province including accommodations and travel attractions should provide peacefulness and privacy to the tourists. The attractions, natural resources and environment should be preserved and retained. The facilities such as toilets, parking area, restaurants and tourist information centers should be provided with good condition and enough for the tourists. Some promotion should be launched in order to stimulate the tourists' intention and save tourists' budget. The price for all products and services should be reasonable and have standard for all types of tourists. It will be beneficial for the tourist if there are some trainers or specialists to give the essential information as well as short training course when they will do many activities provided by the province. The tourists should be impressively served and treated. Then, they are the best way to promote traveling to Chiang Mai to others.

## **6. Recommendation for Further Study**

This study has focused only one province, Chiang Mai. Further research is recommended in the following areas:

1. This research study should be reexamined continually since Chiang Mai's image and tourists' perception have been changed all time. Once they are changed, the influencing factors will be adjusted.
2. It would be beneficial to use similar studies conducting in other provinces to evaluate the factors that influence Thai tourists' intention towards visiting to those

provinces. Since each province has its own distinctions and image, the factors that influence tourists' intention will be differed.

3. It is also beneficial to apply this research study to hospitality industries such as hotels and resorts, shopping and entertainment centers, etc.



## REFERENCES

- Aaker D. A., Kumar V. & Day G. S. (1998). *Marketing Research* (6<sup>th</sup> ed.). John Wiley & Sons, Inc.
- Ajzen, I. & Fishbein M. (1988). *Theory of Reasoned Action*. Retrieved September 28, 2006, from <http://www.fw.msu.edu/outreachextension/theoryofreasonedaction.htm>
- Ajzen, I. & Driver, B. L. (1992). Application of the theory of planned behavior to leisure choice. *Journal of Leisure Research*. 24, 207-224.
- Ajzen, I. (2006). *Theory of Planned Behavior*. Retrieved September 29, 2006, from <http://www.people.umass.edu/aizen/tpb.diag.html>
- Àguas P., Costa J. & Rita P. (2000). A tourist market portfolio for Portugal. *International Journal of Contemporary Hospitality Management*. 12/7, 394 - 400.
- Andrew Bond. Your Guide to Chiang Mai and Northern Thailand. Retrieved November 25, 2006, from <http://www.1stopchiangmai.com/>
- Baloglu S. & Uysal M. (1996). Market segments of push and pull motivations: a canonical correlation approach. *International Journal of Contemporary Hospitality Management*. 8/3, 32 - 38.
- Bowen J. T. (1996). Managing environmental change: insights from researchers and practitioners. *International Journal of Contemporary Hospitality Management*. 8/7, 75 - 90.
- Burns, A. C. & Bush, R. F. (2005). *Marketing Research: Online Research Application* (4<sup>th</sup> ed.). Upper Saddle River, NJ: Prentice Hall.

- Caballero M. C. & Hart M. (1996). Market dynamics: three-“S” tourism and the mature single lady. *International Journal of Contemporary Hospitality Management*. 8/2, 10 – 13
- Chiang Mai Guide, The Gateway to Chiang Mai, Thailand. Retrieved November 25, 2006, from <http://www.chiangmaiguide.com/>
- Chiang Mai, Thailand - A Complete Homepage All About Chiang Mai Thailand. Retrieved November 25, 2006, from <http://www.chiangmai-thai.com/>
- Chen J. S. & Gursoy D. (2001). An investigation of tourist' destination and preferences. *International Journal of Contemporary Hospitality Management*. 13/2, 79 - 85.
- Chung K. H. (2004). The relationship between destination cues of Asian countries and Korean tourist images. *Asia Pacific Journal of Marketing and Logistics*. 16/2, 82 - 100.
- Choi T. Y. & Chu R. (2000). Levels of satisfaction among Asian and Western travelers. *International Journal of Quality & Reliability Management*. 17/2, 116 - 131.
- Coathup D. C. (1999). Dominant actors in international tourism. *International Journal of Contemporary Hospitality Management*. 2/3, 69 - 72.
- Costa J. & Ferrone L. (1995). Sociocultural perspectives on tourism planning and development. *International Journal of Contemporary Hospitality Management*. 7/7, 27 - 35.
- Costa J. (1995). International perspectives on travel and tourism development. *International Journal of Contemporary Hospitality Management*. 7/7, 10 - 19.
- Crotts J. C. & Erdmann R. (2000). Does national culture influence consumers' evaluation of travel services? A test of Hofstede's model of cross-cultural differences. *Managing Service Quality*. 10/6, 410 - 419.
- Font X. & Ahjem T. E. (1999). Searching for a balance in tourism development strategies. *International Journal of Contemporary Hospitality Management*. 2/3, 73 - 77.

- Gilbert D. & Terrata M. (2001). An exploratory study of factors of Japanese tourism demand for the UK. *International Journal of Contemporary Hospitality Management*. 13/2, 70 - 78.
- González A. M. & Bello L. (2002). The construct “lifestyle” in market segmentation: The behavior of tourist consumers. *European Journal of Marketing*. 1/2, 51 – 85.
- Hankinson G. (2004). The brand images of tourism destinations: a study of the saliency of organic images. *Journal of Product & Brand Management*. 13/1, 6 – 14.
- Hankinson G. (2005). Destination brand images: a business tourism perspective. *Journal of Services Marketing*. 19/1, 24 – 32.
- Hanlan J. & Kelly S. (2005). Image formation, information sources and an iconic Australian tourist destination. *Journal of vacation marketing*. 11/2, 163 – 179.
- Hjalger A.M. (2001). Research and Concepts: Quality in tourism through the empowerment of tourists. *Managing Service Quality*. 11/4, 287 – 295.
- Hosany S., Ekinici Y. & Gilbert D. (2005). Describing And Measuring Emotional Responses Towards Tourist Destinations. *ANZMAC 2005 Conference: Tourism Marketing*. 34 - 42
- Hoyer, W. D. & MacInnis, D. J. (2004). *Consumer Behavior* (3<sup>rd</sup> ed.). Boston, MA: Houghton Mifflin Company.
- Ibrahim E. E. & Gill J. (2005). A positioning strategy for a tourist destination, based on analysis of customers’ perceptions and satisfactions. *Marketing Intelligence & Planning*, 23/12, 172 - 188
- Jayawardena C. & Ramajeasingh D.(2003). Performance of tourism analysis: a Caribbean perspective. *International Journal of Contemporary Hospitality Management*. 15/3, 176 – 179.
- Jensen J. M.(2004). The application of Herzberg’s two-factor theory to the realm of tourist attractions. *International Journal of Contemporary Hospitality Management*. 15/3, 176 – 179.

- Kontogeorgopoulos N. (2004). Ecotourism and mass tourism in Southern Thailand: Spatial interdependence, structural connections, and staged authenticity. *GeoJournal*. 61, 1 – 11.
- Kotler, P. (2000). *Marketing Management* (The Millennium ed.). Upper Saddle River, NJ: Prentice-Hall.
- Kotler, P., Ang, S. W., Leong, S. M., & Tan, C. T. (2003). *Marketing Management: An Asian Perspective* (3<sup>rd</sup> ed.). Upper Saddle River, NJ: Pearson Education.
- Leisen B.(2001). Image segmentation: the case of a tourist destination. *Journal of service marketing*. 15/1, 49 – 66.
- Obenour W., Lengfelder J. & Groves D. (2005). The development of a destination through the image assessment of six geographic markets. *Journal of vacation marketing*. 11/2, 107 – 119.
- Rebollo J. F. V. & Baidal J. A. I. (2003). Measuring Sustainability in a Mass Tourist Destination: Pressures, Perceptions and Policy Responses in Torrevieja, Spain. *Journal of Sustainable Tourism*. 11/2&3, 181 – 203.
- Riege A. M. & Perry C. (2000). National marketing strategies in international travel and tourism. *European Journal of Marketing*. 11/12, 1290 – 1304.
- Reisinger Y. & Turner L. (1999). A cultural analysis of Japanese tourists: challenges for tourism marketers. *European Journal of Marketing*. 11/12, 1203 – 1227.
- Thailand Hotels & Resorts – Chiang Mai Hotels Pictures & Facilities. Retrieved November 25, 2006, from <http://www.go-chiangmai.com/>
- The Best Website Chiang Mai Travel and Chiang Mai Hotel with Chiang Mai Tour, Visit Chaing Mai Thailand. Retrieved November 25, 2006, from <http://www.chiangmaivisitor.com/eng/index.html>
- Thwaites D. (1999). Closing the gaps: service quality in sport tourism. *Journal of Services Marketing*. 13/6, 500 – 516.
- Weiermair K. (2000). Tourists' perceptions towards and satisfaction with service quality in the cross-cultural service encounter: implications for hospitality and tourism management. *Managing Service Quality*. 10/6, 397 – 409.

Wen J. (1998). Evaluation of tourism and tourist resources in China Existing methods and their limitations. *International Journal of Social Economic*. 2/3/4, 467 – 485.

Welcome to Chiang Mai. Retrieved on November 25, 2006, from <http://www.justchiangmai.com/>

Wheeler M. (1995). Tourism marketing ethics: an introduction. *International Marketing Review*. 12/4, 38 – 49.

White C. J. (2004). Destination image: to see or not to see? *International Journal of Contemporary Hospitality Management*. 16/5, 309 – 314.

White C. J. (2005). Destination image: to see or not to see? Part II. *International Journal of Contemporary Hospitality Management*. 17/2, 191 – 196.

Wu J. J. & Chang Y. S. (2005). Towards understanding members' interactivity, trust, and flow in online travel community. *Industrial Management & Data Systems*. 15/7, 937 – 954.

Zikmund W. G. (1997). *Business Research Methods* (5<sup>th</sup> ed.). The Dryden Press.

รองศาสตราจารย์ ดร. กัลยา วาณิชย์ปัญญา. (2549) การใช้ SPSS ในการวิเคราะห์ข้อมูล

รอบรู้ทุกเรื่องเมืองเชียงใหม่. Retrieved November 25, 2006, from <http://www.geocities.com/echiangmai/>

[www.envisionsoftware.com](http://www.envisionsoftware.com)

[www.palgrave.com](http://www.palgrave.com)

[www.people.umass.edu](http://www.people.umass.edu)

[www.statisticssolutions.com](http://www.statisticssolutions.com)

[www.statsoft.com](http://www.statsoft.com)

[www.tat.or.th](http://www.tat.or.th)



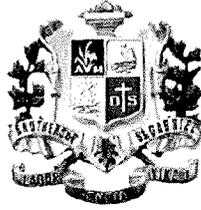


**Appendices**



**Appendix A:**

**Research Tool: Questionnaire (English Version)**



## QUESTIONNAIRE

This questionnaire is designed as the partial fulfillment of research project of Master of Science in Management student, Assumption University of Thailand. This questionnaire is proposed to obtain the information about “Factors affecting Thai tourists toward selecting the local destination”. The researcher selects “Chiang Mai” as a local destination since it is the country that most Thai tourists visited in the last 2 year. All information is for academic purpose only and will be kept anonymous and confidential. Your full-cooperation in responding to all items in this questionnaire is very much appreciated. Thank you very much for your kind cooperation.

---

Please put ✓ for the best results that match with your travel experience.

### **Part A: General Travel Experience**

1. Have you ever visited any provinces in Thailand?  
\_\_\_\_\_ Yes \_\_\_\_\_ No (skip to No.15)
2. What is/ are the reason(s) that attract you to travel in Thailand? (You can choose more than 1 answer)  
\_\_\_\_\_ Visit family/ friends \_\_\_\_\_ Participate the special festival  
\_\_\_\_\_ Good weather \_\_\_\_\_ Many attractive sightseeing places  
\_\_\_\_\_ Natural surroundings \_\_\_\_\_ Many activities & facilities  
\_\_\_\_\_ The influence of medias \_\_\_\_\_ Words of mouth  
\_\_\_\_\_ Persuasion of friends / relatives \_\_\_\_\_ Business Trip  
\_\_\_\_\_ Others \_\_\_\_\_
3. Who do usually travel with you? (You can choose more than 1 answer)  
\_\_\_\_\_ Alone \_\_\_\_\_ Family  
\_\_\_\_\_ Friends \_\_\_\_\_ Relatives  
\_\_\_\_\_ Colleagues \_\_\_\_\_ Others, \_\_\_\_\_

4. How many day(s) do you mostly spend for a domestic trip?  
 \_\_\_\_\_ 1 - 2 days                      \_\_\_\_\_ 3 - 4 days                      \_\_\_\_\_ 5 - 6 days  
 \_\_\_\_\_ 7 - 8 days                      \_\_\_\_\_ 9 days and more
5. Which transportation do you usually use when you have a domestic trip?  
 \_\_\_\_\_ By plane                      \_\_\_\_\_ By boat                      \_\_\_\_\_ By train  
 \_\_\_\_\_ By private car                      \_\_\_\_\_ By public bus                      \_\_\_\_\_ By public van  
 \_\_\_\_\_ Others, \_\_\_\_\_
6. How much is your average expenses (including accommodation, food, transportation and per diem) for a domestic trip?  
 \_\_\_\_\_ Less than 3,000 Baht                      \_\_\_\_\_ 3,000 – 4,499 Baht  
 \_\_\_\_\_ 4,500 – 5,999 Baht                      \_\_\_\_\_ 6,000 – 7,499 Baht  
 \_\_\_\_\_ 7,500 – 8,999 Baht                      \_\_\_\_\_ More than 8,999 Baht
7. What is the type of accommodation you normally use for domestic trip?  
 \_\_\_\_\_ Hotels                      \_\_\_\_\_ Government Units Service                      \_\_\_\_\_ Guest House  
 \_\_\_\_\_ Resort                      \_\_\_\_\_ Relative/ Friend's House                      \_\_\_\_\_ Others, \_\_\_\_\_

### **Part B: Experience on Chiang Mai**

8. Have you ever visited Chiang Mai?  
 \_\_\_\_\_ Yes                      \_\_\_\_\_ No (skip to No.15)
9. What was/ were the reason(s) that attracted you to visit Chiang Mai? (You can choose more than 1 answer)  
 \_\_\_\_\_ Visit family/ friends                      \_\_\_\_\_ Participate the special festival  
 \_\_\_\_\_ Good weather                      \_\_\_\_\_ Many attractive sightseeing places  
 \_\_\_\_\_ Natural surroundings                      \_\_\_\_\_ Many activities & facilities  
 \_\_\_\_\_ The influence of medias                      \_\_\_\_\_ Words of mouth  
 \_\_\_\_\_ Persuasion of friends / relatives                      \_\_\_\_\_ Business Trip  
 \_\_\_\_\_ Others \_\_\_\_\_

10. Who did traveling with you during the Chiang Mai trip?

Alone
  Family  
 Friends
  Relatives  
 Colleagues
  Others, \_\_\_\_\_

11. How many day(s) did you spend for Chiang Mai trip?

1 - 2 days
  3 - 4 days
  5 - 6 days  
 7 - 8 days
  9 days and more

12. Which transportation do you use when visiting Chiang Mai?

By plane
  By train
  By private car  
 By public bus
  Others, \_\_\_\_\_

13. How much is your average expenses for Chiang Mai trip?

Less than 3,000 Baht
  3,000 – 4,499 Baht  
 4,500 – 5,999 Baht
  6,000 – 7,499 Baht  
 7,500 – 8,999 Baht
  More than 8,999 Baht

14. What is the type of accommodation you use for Chiang Mai trip?

Hotels
  Government Units Service
  Guest House  
 Resort
  Relative/ Friend's House
  Temple  
 Others, \_\_\_\_\_

15. What is/ are Chiang Mai in your perception? (You can choose more than 1 answer)

- Chiang Mai is one of ancient city  
 Chiang Mai has good climate  
 Chiang Mai has beautiful scenery  
 Chiang Mai has many important sightseeing places  
 Chiang Mai people are very friendly  
 Chiang Mai is one of civilized city  
 Chiang Mai has many interesting customs, cultures and arts  
 Chiang Mai has reputation on natural sightseeing places  
 Chiang Mai has reputation on adventure trip  
 Chiang Mai has many interesting temples to visit  
 Chiang Mai offers various kinds of tasty food  
 Chiang Mai has reputation on shopping places  
 Chiang Mai is too crowded  
 Others, \_\_\_\_\_

### **Part C: Factors Affecting your Decision Making towards Visiting Chiang Mai**

Please put ✓ in the columns that mostly match with your opinion.

- 5 means this factor is the **most important factor** for you to visit Chiang Mai  
 4 means this factor is **highly important factor** for you to visit Chiang Mai  
 3 means this factor is **moderately important factor** for you to visit Chiang Mai  
 2 means this factor is the **less important factor** for you to visit Chiang Mai  
 1 means this factor is the **least important factor or has no any effect** for you to visit Chiang Mai

	1 Least or not Important	2 Less Important	3 Moderately Important	4 Highly Important	5 Most Important
16. <b><u>My decision making towards visiting Chiang Mai is .....</u></b> Being physically active					
17. Rest and relaxation					
18. Health and fitness					
19. Adventure					

	1 Least or not Important	2 Less Important	3 Moderately Important	4 Highly Important	5 Most Important
20. Desire on escape					
21. Social interaction					
22. Social Acceptance					
23. Social Status					
24. Prestige					
25. Social Recognition					
26. Learning and experiencing new things					
27. Self-respect					
28. Budget					
29. Culture					
30. History					
31. Climate					
32. Distance					
33. Shopping & Entertainment					
34. Cleanliness					
35. Scenery					
36. Accommodation					
37. Safety					
38. Attractions					
39. Food					
40. Transportation					
41. Facilities					

<b><u>Information Sources</u></b>	<b>1 Least or not Important</b>	<b>2 Less Important</b>	<b>3 Moderately Important</b>	<b>4 Highly Important</b>	<b>5 Most Important</b>
42. Traditional forms of advertising including TV, radio, brochures, billboards and print media					
43. Information from tour operators, wholesalers, and organizations					
44. Articles, reports by travels writers					
45. Recognizable spokespersons					
46. Independently produced reports, documentaries, movies and news articles					
47. Unrequested information from individual who have been to an area or believe they know that area					
48. Information search from knowledgeable sources including friends and relative					
49. Previous travel to the area					

Please put ✓ in the columns that mostly match with your opinion.

5 means you strongly agree with the statement.

4 means you agree with the statement.

3 means you feel neutral with the statement.

2 means you disagree with the statement.

1 means you strongly disagree with the statement.

	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
<b><u>Perceived Behavioral Control</u></b>					
50. I have affordable money to visit Chiang Mai					
51. I have affordable time to visit Chiang Mai					
52. I have a chance to visit Chiang Mai					
53. I can visit Chiang Mai without any restrictions					
<b><u>Intention</u></b>					
54. I intend to visit Chiang Mai within 1 year					
55. I plan to visit Chiang Mai within 6 months					

56. What is/are the type of activities you intend to visit in Chiang Mai? (You can choose more than 1 answer)

\_\_\_\_\_ Adventure activities such as rafting, jungle tours, climbing, bird seeing, etc

\_\_\_\_\_ Exposure activities such as visiting hilltribe villages, etc.

\_\_\_\_\_ Shopping activities

\_\_\_\_\_ Merit activities

\_\_\_\_\_ Visiting attractions activities such as zoo, night safari, Queen Sirikit Botanical Garden, Orchid and Butterfly Farm, etc

\_\_\_\_\_ Visiting scenery activities such as waterfalls, caves, mountain hills, etc

\_\_\_\_\_ Arts, cultures and customs activities such as Yee-Peng,

\_\_\_\_\_ Cuisine activities

\_\_\_\_\_ Visiting temples and palaces activities

\_\_\_\_\_ Others, \_\_\_\_\_

## PERSONAL DATA

Gender

\_\_\_\_\_ Male

\_\_\_\_\_ Female

Age

\_\_\_\_\_ 22 – 26 years old

\_\_\_\_\_ 27 – 31 years old

\_\_\_\_\_ 32 – 36 years old

\_\_\_\_\_ 37 – 41 years old

\_\_\_\_\_ 42 – 46 years old

\_\_\_\_\_ 47 – 51 years old

\_\_\_\_\_ 52 – 56 years old

\_\_\_\_\_ 56 years old and more

Personal Monthly Income

\_\_\_\_\_ 15,001 – 25,000Baht

\_\_\_\_\_ 25,001 – 35,000Baht

\_\_\_\_\_ 35,001 – 45,000Baht

\_\_\_\_\_ 45,001 – 55,000Baht

\_\_\_\_\_ 55,001 – 65,000Baht

\_\_\_\_\_ 65,001Baht and more

Free Time Activities

\_\_\_\_\_ Seeing a movie

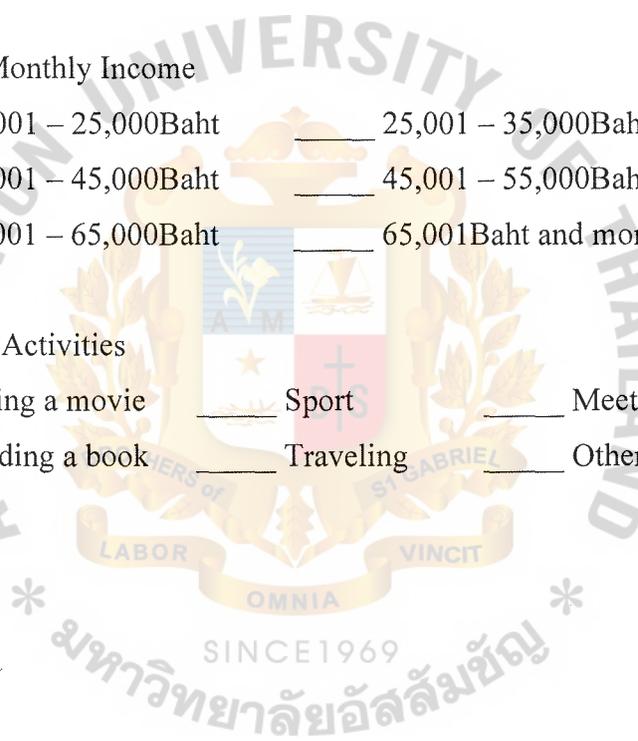
\_\_\_\_\_ Sport

\_\_\_\_\_ Meeting with friends

\_\_\_\_\_ Reading a book

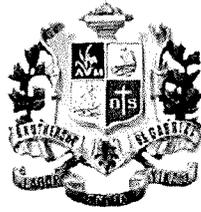
\_\_\_\_\_ Traveling

\_\_\_\_\_ Others \_\_\_\_\_





**Appendix B:**  
**Research Tool: Questionnaire (Thai Version)**



## แบบสอบถาม

แบบสอบถามนี้ ถูกจัดทำขึ้นเพื่อเป็นส่วนหนึ่งของการศึกษาวิจัยของนักศึกษามหาบัณฑิต คณะวิทยาศาสตร์ สาขาวิชาการจัดการ มหาวิทยาลัยอัสสัมชัญ ปีการศึกษา 2549 จุดประสงค์ของแบบสอบถามชุดนี้คือเพื่อสอบถามข้อมูลเกี่ยวกับ “ปัจจัยที่มีผลต่อนักท่องเที่ยวชาวไทย ในการเลือกสถานที่ท่องเที่ยวภายในประเทศ” ผู้จัดทำเลือก จ. เชียงใหม่เป็นจุดหมายของแบบสอบถามชุดนี้ เนื่องจาก จ.เชียงใหม่เป็นจังหวัดที่มีนักท่องเที่ยวชาวไทยเดินทางไปท่องเที่ยวมากที่สุด ข้อมูลที่ได้จากแบบสอบถามจะถูกนำไปใช้เพื่อการศึกษาวิจัยเท่านั้น และจะถูกเก็บไว้เป็นความลับ จึงใคร่ขอความร่วมมือในการตอบแบบสอบถามชุดนี้ตามความเป็นจริง และขอขอบคุณสำหรับความร่วมมือ

โปรดใส่เครื่องหมาย ✓ ลงในช่องที่ใกล้เคียงกับข้อเท็จจริงของคุณ หรือที่ตรงกับความคิดเห็นของคุณมากที่สุด

### ส่วนที่ 1 ข้อมูลการท่องเที่ยวในประเทศโดยทั่วไป

- คุณเคยท่องเที่ยวในประเทศไทยหรือไม่  
\_\_\_\_\_ เคย \_\_\_\_\_ ไม่เคย (กรุณาข้ามไปตอบข้อที่ 15)
- ปัจจัยข้อใดที่มีส่วนในการตัดสินใจเลือกไปสถานที่นั้น (เลือกได้มากกว่า 1 ข้อ)  
\_\_\_\_\_ เยี่ยมเพื่อน /ญาติ \_\_\_\_\_ เข้าร่วมกิจกรรมในโอกาสพิเศษ  
\_\_\_\_\_ อากาศดี \_\_\_\_\_ มีสถานที่ท่องเที่ยวหลากหลาย  
\_\_\_\_\_ สภาพภูมิประเทศ \_\_\_\_\_ มีกิจกรรมและสิ่งบันเทิงมากมาย  
\_\_\_\_\_ อิทธิพลจากสื่อ \_\_\_\_\_ คำบอกเล่าของคนที่เคยไป  
\_\_\_\_\_ คำชักชวนของเพื่อน /ญาติ \_\_\_\_\_ เดินทางไปเพื่อธุรกิจ  
\_\_\_\_\_ อื่นๆ (โปรดระบุ) \_\_\_\_\_
- โดยปกติแล้ว ใครร่วมเดินทางไปกับคุณ (คุณสามารถเลือกได้มากกว่า 1 คำตอบ)  
\_\_\_\_\_ เดินทางคนเดียว \_\_\_\_\_ ครอบครัว  
\_\_\_\_\_ เพื่อน \_\_\_\_\_ ญาติ  
\_\_\_\_\_ เพื่อนร่วมงาน \_\_\_\_\_ อื่นๆ (โปรดระบุ) \_\_\_\_\_
- คุณใช้เวลาานเท่าใด สำหรับการท่องเที่ยวในประเทศโดยทั่วไป  
\_\_\_\_\_ 1 – 2 วัน \_\_\_\_\_ 3 – 4 วัน \_\_\_\_\_ 5 – 6 วัน  
\_\_\_\_\_ 7 – 8 วัน \_\_\_\_\_ 9 วันขึ้นไป

5. คุณมักเดินทางโดยพาหนะใด เมื่อคุณท่องเที่ยวภายในประเทศ
- \_\_\_\_\_ เครื่องบิน                      \_\_\_\_\_ เรือ                      \_\_\_\_\_ รถไฟ  
 \_\_\_\_\_ รถยนต์ส่วนตัว                      \_\_\_\_\_ รถโดยสารประจำทาง                      \_\_\_\_\_ รถตู้โดยสาร  
 \_\_\_\_\_ อื่นๆ (โปรดระบุ) \_\_\_\_\_
6. ค่าใช้จ่ายโดยเฉลี่ย (รวมถึงค่าที่พัก อาหาร การเดินทาง และค่าใช้จ่ายส่วนตัว) ในการท่องเที่ยวในประเทศของคุณประมาณเท่าใด
- \_\_\_\_\_ น้อยกว่า 3,000 บาท                      \_\_\_\_\_ 3,000 – 4,499 บาท  
 \_\_\_\_\_ 4,500 – 5,999 บาท                      \_\_\_\_\_ 6,000 – 7,499 บาท  
 \_\_\_\_\_ 7,500 – 8,999 บาท                      \_\_\_\_\_ 9,000 บาท ขึ้นไป

7. โดยทั่วไปแล้ว คุณนิยมใช้บริการที่พักแบบใด เวลาคุณท่องเที่ยวในประเทศ
- \_\_\_\_\_ โรงแรม                      \_\_\_\_\_ ที่พักของหน่วยงานราชการ                      \_\_\_\_\_ เกสต์เฮาส์  
 \_\_\_\_\_ รีสอร์ท                      \_\_\_\_\_ บ้านญาติ / เพื่อน                      \_\_\_\_\_ อื่นๆ (โปรดระบุ) \_\_\_\_\_

## ส่วนที่ 2 ประสบการณ์ท่องเที่ยว จ. เชียงใหม่

8. คุณเคยไปเที่ยว จ. เชียงใหม่หรือไม่
- \_\_\_\_\_ เคย                      \_\_\_\_\_ ไม่เคย (กรุณาข้ามไปข้อที่ 15)
9. ปัจจัยข้อใดที่มีส่วนในการตัดสินใจเลือกไปเที่ยว จ. เชียงใหม่ (เลือกได้มากกว่า 1 ข้อ)
- \_\_\_\_\_ เยี่ยมเพื่อน / ญาติ                      \_\_\_\_\_ เข้าร่วมกิจกรรมในโอกาสพิเศษ  
 \_\_\_\_\_ อากาศดี                      \_\_\_\_\_ มีสถานที่ท่องเที่ยวหลากหลาย  
 \_\_\_\_\_ สภาพภูมิประเทศ                      \_\_\_\_\_ มีกิจกรรมและสิ่งบันเทิงมากมาย  
 \_\_\_\_\_ อิทธิพลจากสื่อ                      \_\_\_\_\_ คำบอกเล่าของคนที่เคยไป  
 \_\_\_\_\_ คำชักชวนของเพื่อน / ญาติ                      \_\_\_\_\_ เดินทางไปเพื่อธุรกิจ  
 \_\_\_\_\_ อื่นๆ (โปรดระบุ) \_\_\_\_\_
10. ใครร่วมเดินทางไปท่องเที่ยว จ. เชียงใหม่กับคุณ (คุณสามารถเลือกได้มากกว่า 1 คำตอบ)
- \_\_\_\_\_ เดินทางคนเดียว                      \_\_\_\_\_ ครอบครัว  
 \_\_\_\_\_ เพื่อน                      \_\_\_\_\_ ญาติ  
 \_\_\_\_\_ เพื่อนร่วมงาน                      \_\_\_\_\_ อื่นๆ (โปรดระบุ) \_\_\_\_\_
11. คุณใช้เวลาานานเท่าใด สำหรับการท่องเที่ยว จ. เชียงใหม่
- \_\_\_\_\_ 1 – 2 วัน                      \_\_\_\_\_ 3 – 4 วัน                      \_\_\_\_\_ 5 – 6 วัน  
 \_\_\_\_\_ 7 – 8 วัน                      \_\_\_\_\_ 9 วันขึ้นไป

12. คุณใช้พาหนะใดในการเดินทางไปจ. เชียงใหม่
- เครื่องบิน                       รถไฟ                       รถยนต์ส่วนตัว  
 รถโดยสารประจำทาง             รถตู้โดยสาร             อื่นๆ (โปรดระบุ) \_\_\_\_\_
13. ค่าใช้จ่ายโดยเฉลี่ย (รวมถึงค่าที่พัก อาหาร การเดินทาง และค่าใช้จ่ายส่วนตัว) ในการท่องเที่ยวในจ. เชียงใหม่ของคุณประมาณเท่าใด
- น้อยกว่า 3,000 บาท                       3,000 – 4,499 บาท  
 4,500 – 5,999 บาท                       6,000 – 7,499 บาท  
 7,500 – 8,999 บาท                       9,000 บาท ขึ้นไป
14. คุณใช้บริการที่พักแบบใด เวลาคุณไปเที่ยว จ. เชียงใหม่
- โรงแรม                       ที่พักของหน่วยงานราชการ                       เกสท์เฮาส์  
 รีสอร์ท                       บ้านญาติ / เพื่อน                       วัด  
 อื่นๆ (โปรดระบุ) \_\_\_\_\_
15. คุณมีความคิดเห็นต่อจ. เชียงใหม่อย่างไร (คุณสามารถเลือกได้มากกว่า 1 คำตอบ)
- เชียงใหม่เป็นเมืองที่มีประวัติศาสตร์สำคัญเมืองหนึ่งของประเทศไทย  
 เชียงใหม่เป็นเมืองที่อากาศดี  
 เชียงใหม่เป็นเมืองที่มีทิวทัศน์สวยงาม  
 เชียงใหม่เป็นเมืองที่มีสถานที่ท่องเที่ยวมากมาย  
 ผู้คนในจ. เชียงใหม่มีอัธยาศัยดี  
 เชียงใหม่เป็นเมืองที่เจริญแล้ว  
 เชียงใหม่เป็นเมืองที่มีขนบธรรมเนียม ประเพณี และวัฒนธรรมที่น่าสนใจ  
 เชียงใหม่เป็นเมืองที่มีชื่อเสียงทางด้านสถานที่ท่องเที่ยวทางด้านธรรมชาติ  
 เชียงใหม่เป็นเมืองที่มีชื่อเสียงทางด้านสถานที่ท่องเที่ยวทางด้านกิจกรรมผจญภัย  
 เชียงใหม่เป็นเมืองที่มีวัดที่มีชื่อเสียงมากมาย  
 เชียงใหม่เป็นเมืองที่มีอาหารพื้นเมืองที่มีชื่อเสียง  
 เชียงใหม่เป็นเมืองที่มีชื่อเสียงทางด้านสถานที่ shopping  
 เชียงใหม่เป็นเมืองที่มีผู้คนแออัด  
 อื่นๆ (โปรดระบุ) \_\_\_\_\_

**ส่วนที่ 3 ปัจจัยที่มีผลต่อการตัดสินใจไปท่องเที่ยว จ.เชียงใหม่**

โปรดใส่เครื่องหมาย ✓ ลงในช่องที่ตรงกับความคิดเห็นของคุณมากที่สุด

- 5 หมายถึง เป็นปัจจัยที่มีผลต่อการตัดสินใจในการไปท่องเที่ยว จ.เชียงใหม่มากที่สุด  
 4 หมายถึง เป็นปัจจัยที่มีผลต่อการตัดสินใจในการไปท่องเที่ยว จ.เชียงใหม่มาก  
 3 หมายถึง เป็นปัจจัยที่มีผลต่อการตัดสินใจในการไปท่องเที่ยว จ.เชียงใหม่ปานกลาง  
 2 หมายถึง เป็นปัจจัยที่มีผลต่อการตัดสินใจในการไปท่องเที่ยว จ.เชียงใหม่น้อย  
 1 หมายถึง เป็นปัจจัยที่มีผลต่อการตัดสินใจในการไปท่องเที่ยว จ.เชียงใหม่น้อยที่สุดหรือไม่มีผลเลย

	1 น้อยที่สุด หรือไม่มี ผลเลย	2 น้อย	3 ปาน กลาง	4 มาก	5 มากที่สุด
<b>ฉันตัดสินใจไปท่องเที่ยว จ. เชียงใหม่เพราะฉัน</b>					
16. ต้องการมีสุขภาพร่างกายแข็งแรง					
17. ต้องการพักผ่อนและผ่อนคลาย					
18. มีความพร้อมของร่างกาย					
19. ต้องการผจญภัย					
20. ต้องการหลุดพ้นจากสภาพที่เป็นอยู่					
21. ต้องการมีปฏิสัมพันธ์ทางสังคม					
22. ต้องการได้รับการยอมรับจากสังคม					
23. ต้องการมีสถานภาพทางสังคม					
24. ต้องการมีชื่อเสียง					
25. ต้องการเป็นที่เคารพยกย่องของสังคม					
26. ต้องการเรียนรู้สิ่งใหม่ๆ					
27. ต้องการพิสูจน์ตัวเอง					
<b>สิ่งดึงดูดใจของสถานที่ที่เลือก</b>					
28. ค่าใช้จ่าย					
29. วัฒนธรรม					
30. ประวัติศาสตร์					
31. สภาพอากาศ					

ปัจจัยที่มีผลต่อการตัดสินใจ	1 น้อยที่สุด หรือไม่มี ผลเลย	2 น้อย	3 ปาน กลาง	4 มาก	5 มากที่สุด
32. ระยะเวลา					
33. แหล่ง Shopping และสถานบันเทิง					
34. ความสะอาด					
35. ทิวทัศน์ทางธรรมชาติ					
36. สถานที่พักผ่อน					
37. ความปลอดภัย					
38. สิ่งดึงดูดใจ					
39. อาหาร					
40. การคมนาคม					
41. สิ่งอำนวยความสะดวก					
<b>แหล่งข้อมูล</b>					
42. โฆษณาทั้งทางโทรทัศน์ วิทยุ แผ่นพับ ป้ายประกาศ และสิ่งพิมพ์ต่างๆ					
43. ข้อมูลจากบริษัทท่องเที่ยว และองค์กรต่างๆ					
44. Presenter ที่มีชื่อเสียง					
45. รายงาน เอกสาร ภาพยนตร์ และข่าวที่นำเสนออย่าง เป็นอิสระ					
46. ข้อมูลจากผู้ที่เคยไปสถานที่นั้นหรือมีความชำนาญใน สถานที่นั้น					
47. ข้อมูลจากแหล่งที่น่าเชื่อถือได้ รวมทั้ง เพื่อนและ ครอบครัว					
48. ประสบการณ์จากการไปเยือนสถานที่นั้นในครั้งที่ แล้ว					

โปรดใส่เครื่องหมาย ✓ ลงในช่องที่ตรงกับความคิดเห็นของคุณมากที่สุด

- 5 หมายถึง คุณเห็นด้วยอย่างยิ่งกับข้อความนี้  
 4 หมายถึง คุณเห็นด้วยกับข้อความนี้  
 3 หมายถึง คุณรู้สึกเฉยๆกับข้อความนี้  
 2 หมายถึง คุณไม่เห็นด้วยกับข้อความนี้  
 1 หมายถึง คุณไม่เห็นด้วยอย่างยิ่งกับข้อความนี้

ความตั้งใจ	1 ไม่เห็นด้วย อย่างยิ่ง	2 ไม่เห็น ด้วย	3 เฉยๆ	4 เห็นด้วย	5 เห็นด้วย อย่างยิ่ง
<b>ปัจจัยอื่นๆ ที่ส่งผลต่อพฤติกรรม</b>					
49. เวลา					
50. งบประมาณของตัวคุณเอง					
51. โอกาส					
52. กฎข้อบังคับ					
<b>ความตั้งใจ</b>					
53. ฉันตั้งใจจะไป จ. เชียงใหม่ไปภายใน 1 ปี					
54. ฉันวางแผนจะไป จ. เชียงใหม่ภายใน 6 เดือน					

55. กิจกรรมใดที่คุณตั้งใจจะทำเมื่อคุณไปเที่ยว จ. เชียงใหม่ (คุณสามารถเลือกได้มากกว่า 1 คำตอบ)

- \_\_\_ กิจกรรมผจญภัย เช่น ล่องแก่ง ล่องแพไม้ไผ่ เดินป่า ปีนเขา ดูนก  
 \_\_\_ เยี่ยมชมหมู่บ้านชาวเขา  
 \_\_\_ กิจกรรม Shopping  
 \_\_\_ ทำบุญ  
 \_\_\_ เยี่ยมชมสถานที่ท่องเที่ยวต่างๆ เช่น สวนสัตว์ สวนสิริกิติ์ ฟาร์มกล้วยไม้และผีเสื้อ  
 \_\_\_ เยี่ยมชมสถานที่ท่องเที่ยวต่างๆ ตามธรรมชาติ เช่น น้ำตก ถ้ำ ยอดดอย  
 \_\_\_ เข้าร่วมพิธีกรรมที่เกี่ยวข้องกับขนบธรรมเนียม ประเพณี และวัฒนธรรม เช่น ประเพณีลอยกระทงในวัน  
 ลอยกระทง  
 \_\_\_ รับประทานอาหารพื้นเมือง  
 \_\_\_ เยี่ยมชมวัดและพระราชวังต่างๆ  
 \_\_\_ อื่นๆ (โปรดระบุ) \_\_\_\_\_

## PERSONAL DATA

เพศ

\_\_\_\_\_ ชาย

\_\_\_\_\_ หญิง

Age

\_\_\_\_\_ 22 – 26 ปี

\_\_\_\_\_ 27 – 31 ปี

\_\_\_\_\_ 32 – 36 ปี

\_\_\_\_\_ 37 – 41 ปี

\_\_\_\_\_ 42 – 46 ปี

\_\_\_\_\_ 47 – 51 ปี

\_\_\_\_\_ 52 – 56 ปี

\_\_\_\_\_ 56 ปีขึ้นไป

รายได้ส่วนตัวต่อเดือน

\_\_\_\_\_ 15,001 – 25,000 บาท

\_\_\_\_\_ 25,001 – 35,000 บาท

\_\_\_\_\_ 35,001 – 45,000 บาท

\_\_\_\_\_ 45,001 – 55,000 บาท

\_\_\_\_\_ 55,001 – 65,000 บาท

\_\_\_\_\_ 65,001 บาทขึ้นไป

กิจกรรมยามว่าง

\_\_\_\_\_ ชมภาพยนตร์

\_\_\_\_\_ เล่นกีฬา

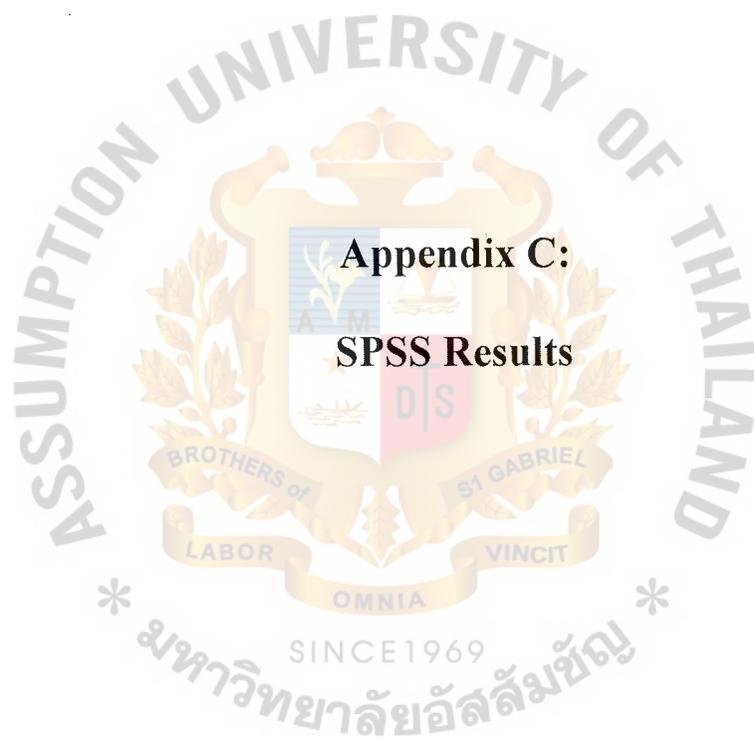
\_\_\_\_\_ ตั้งสรรค์กับเพื่อน

\_\_\_\_\_ อ่านหนังสือ

\_\_\_\_\_ ท่องเที่ยว

\_\_\_\_\_ อื่นๆ \_\_\_\_\_

ASSUMPTION UNIVERSITY OF THAILAND  
 \* มหาวิทยาลัยอัสสัมชัญ \*  
 SINCE 1969  
 LABOR OMNIA VINCIT



**Appendix C:**

**SPSS Results**

# Frequencies

[DataSet1] K:\385Questionnaires\_final.sav

## Statistics

		gender	age	income	free time activity
N	Valid	385	385	385	385
	Missing	0	0	0	0

## Frequency Table

### gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	181	47.0	47.0	47.0
	Female	204	53.0	53.0	100.0
	Total	385	100.0	100.0	

### age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	22 -26 years old	59	15.3	15.3	15.3
	27 -31 years old	143	37.1	37.1	52.5
	32 -36 years old	100	26.0	26.0	78.4
	37 - 41 years old	38	9.9	9.9	88.3
	42 -46 years old	26	6.8	6.8	95.1
	47 - 51 years old	9	2.3	2.3	97.4
	52 - 56 years old	7	1.8	1.8	99.2
	57 years old and more	3	.8	.8	100.0
	Total	385	100.0	100.0	

### income

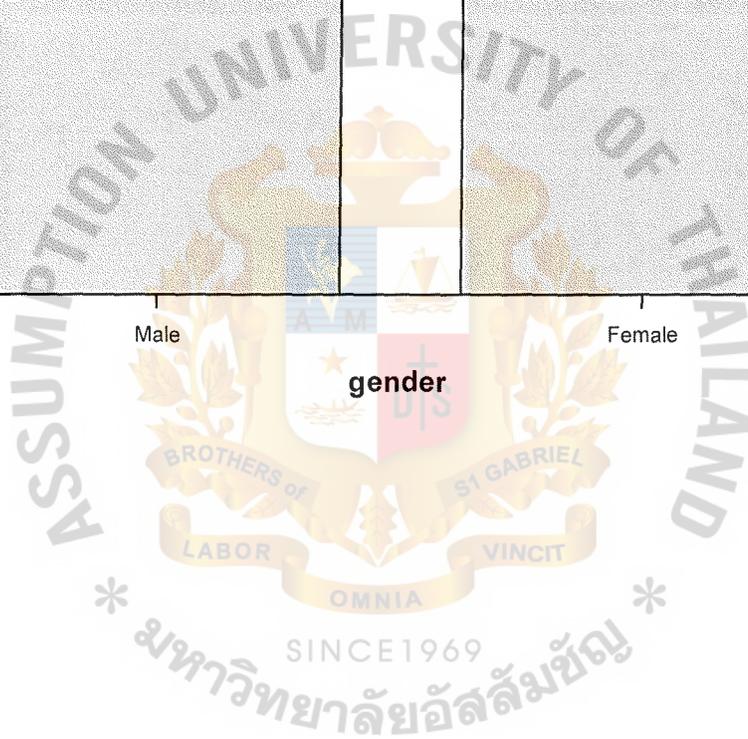
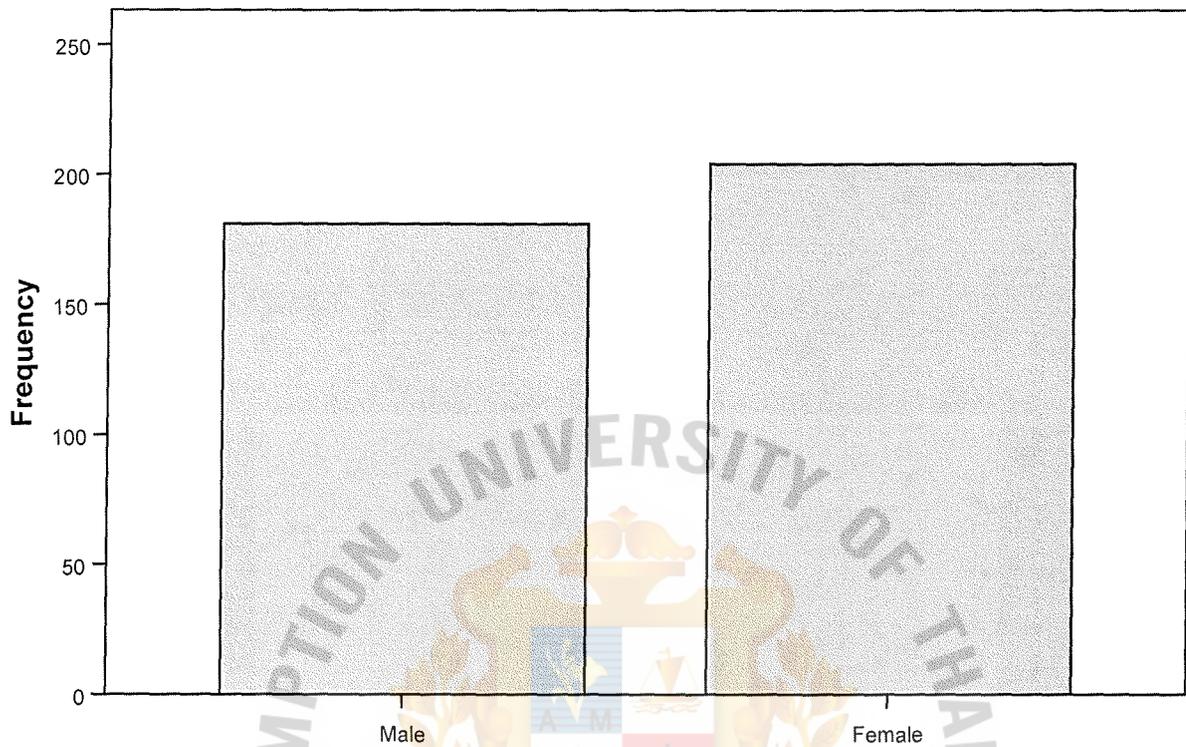
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15,000 - 25,000 Baht	52	13.5	13.5	13.5
	25,001 - 35,000 Baht	147	38.2	38.2	51.7
	35,001 - 45,000 Baht	106	27.5	27.5	79.2
	45,001 - 55,000 Baht	48	12.5	12.5	91.7
	55,001 - 65,000 Baht	23	6.0	6.0	97.7
	65,001 Baht and more	9	2.3	2.3	100.0
	Total	385	100.0	100.0	

### free time activity

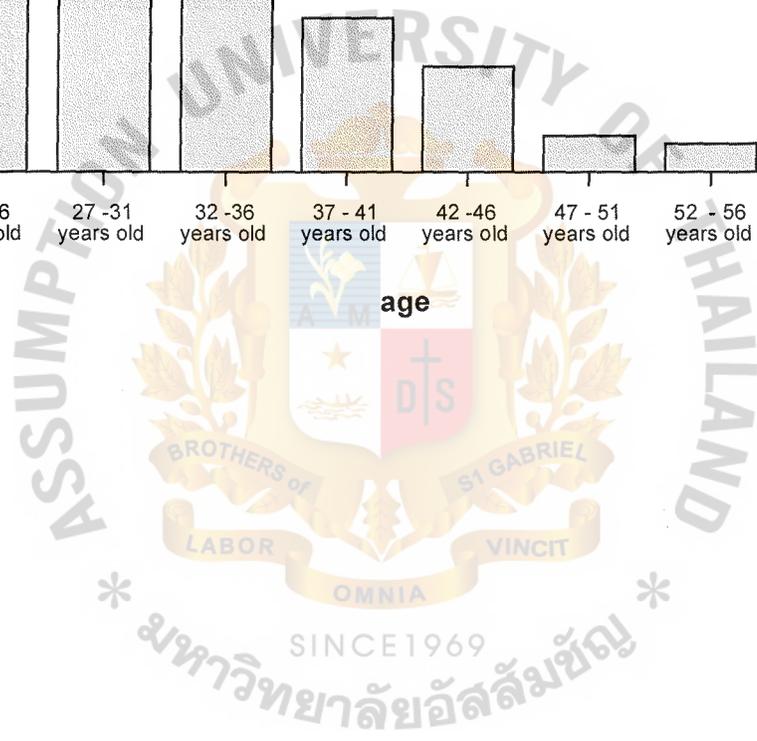
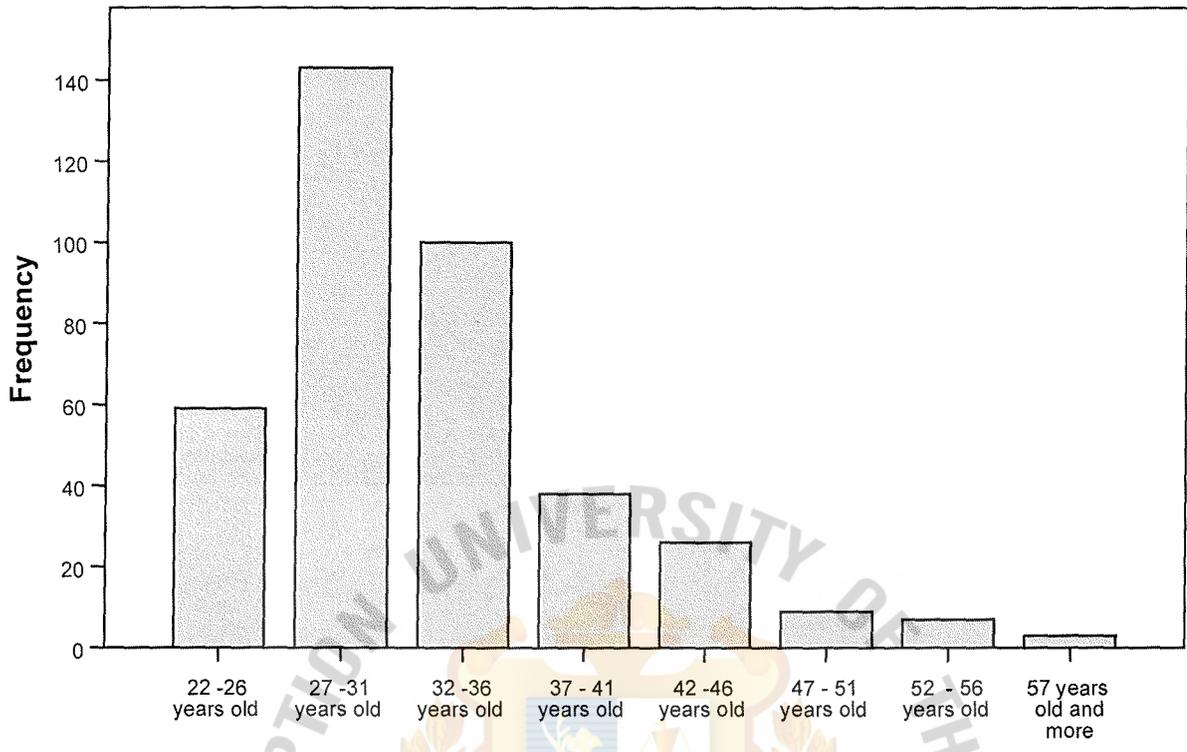
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Movie	72	18.7	18.7	18.7
	Sport	73	19.0	19.0	37.7
	Meeting with friends	62	16.1	16.1	53.8
	Reading	59	15.3	15.3	69.1
	Travelling	73	19.0	19.0	88.1
	Others	46	11.9	11.9	100.0
	Total	385	100.0	100.0	

# Bar Chart

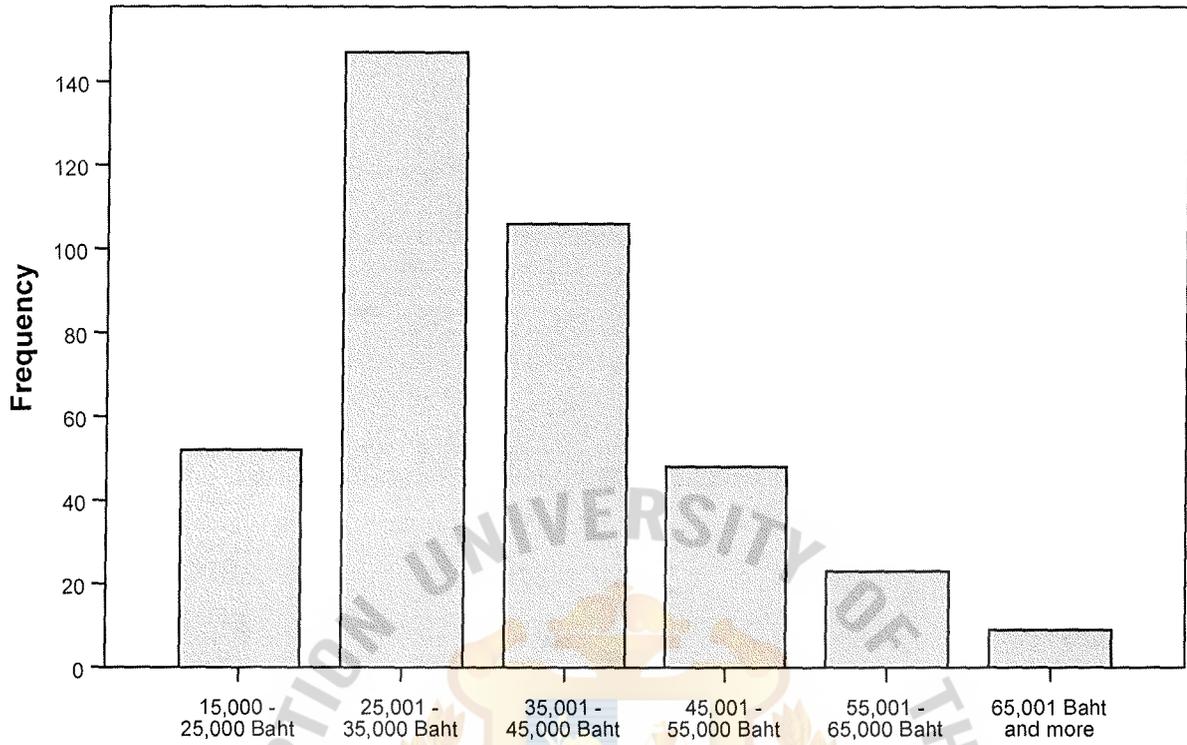
gender



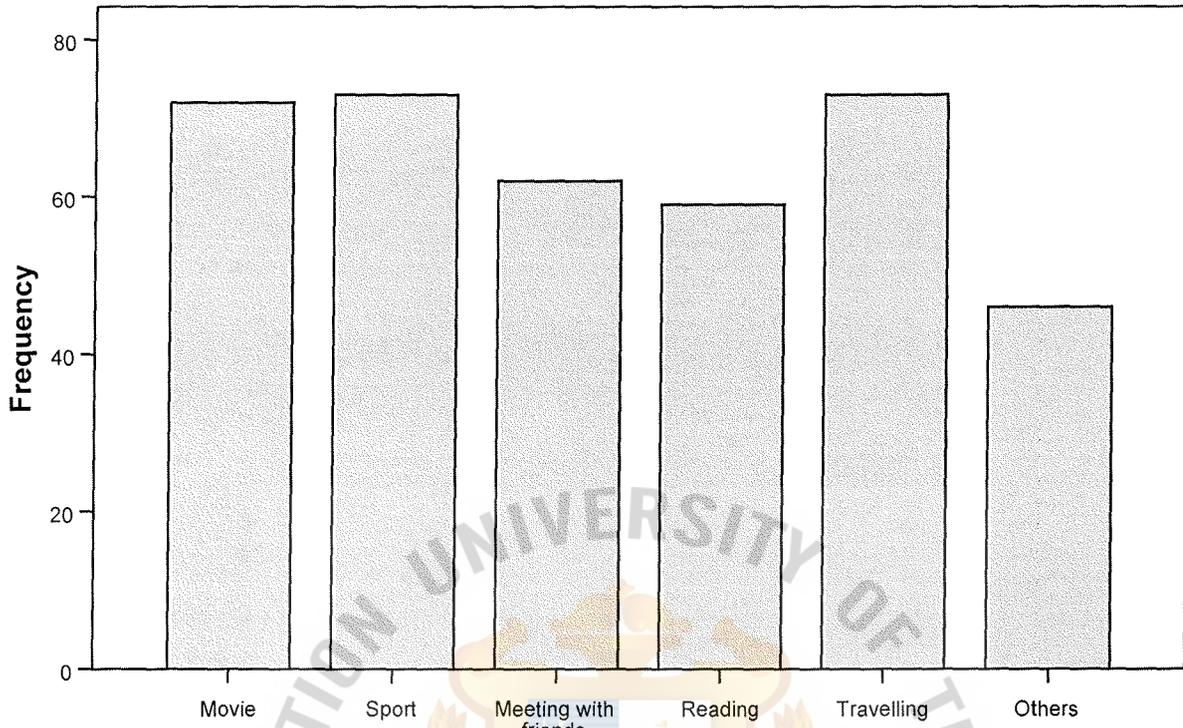
age



### income



### free time activity



### free time activity

## Frequencies

[DataSet1] K:\385Questionnaires\_final.sav

### Statistics

		reason_visit family	reason_festival	reason_weather	reason_sightseeing	reason_natural surrounding
N	Valid	108	132	233	245	287
	Missing	277	253	152	140	98

### Statistics

		reason_activities	reason_medias	reason_words	reason_persuasion
N	Valid	161	50	142	234
	Missing	224	335	243	151

### Statistics

		reason_business trip	reason_other
N	Valid	120	26
	Missing	265	359

## Frequency Table

### reason\_visit family

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	108	28.1	100.0	100.0
Missing	System	277	71.9		
Total		385	100.0		

### reason\_festival

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	132	34.3	100.0	100.0
Missing	System	253	65.7		
Total		385	100.0		

### reason\_weather

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	233	60.5	100.0	100.0
Missing	System	152	39.5		
Total		385	100.0		

### reason\_sightseeing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	245	63.6	100.0	100.0
Missing	System	140	36.4		
Total		385	100.0		

### reason\_natural surrounding

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	287	74.5	100.0	100.0
Missing	System	98	25.5		
Total		385	100.0		

### reason\_activities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	161	41.8	100.0	100.0
Missing	System	224	58.2		
Total		385	100.0		

### reason\_medias

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	50	13.0	100.0	100.0
Missing	System	335	87.0		
Total		385	100.0		

**reason\_words**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	142	36.9	100.0	100.0
Missing	System	243	63.1		
Total		385	100.0		

**reason\_persuasion**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	234	60.8	100.0	100.0
Missing	System	151	39.2		
Total		385	100.0		

**reason\_business trip**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	120	31.2	100.0	100.0
Missing	System	265	68.8		
Total		385	100.0		

**reason\_other**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	26	6.8	100.0	100.0
Missing	System	359	93.2		
Total		385	100.0		

**Frequencies**

[DataSet1] K:\385Questionnaires\_final.sav

**Warnings**

No valid cases remain for others. A bar chart or histogram cannot be produced.

**Statistics**

		alone	family	friends	relatives	colleagues	others
N	Valid	40	298	294	116	205	0
	Missing	345	87	91	269	180	385

**Frequency Table**

**alone**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	40	10.4	100.0	100.0
Missing	System	345	89.6		
Total		385	100.0		

family

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	298	77.4	100.0	100.0
Missing System	87	22.6		
Total	385	100.0		

friends

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	294	76.4	100.0	100.0
Missing System	91	23.6		
Total	385	100.0		

relatives

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	116	30.1	100.0	100.0
Missing System	269	69.9		
Total	385	100.0		

colleagues

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	205	53.2	100.0	100.0
Missing System	180	46.8		
Total	385	100.0		

others

	Frequency	Percent
Missing System	385	100.0

## Frequencies

[DataSet1] K:\385Questionnaires\_final.sav

### Statistics

days

N	Valid	385
	Missing	0

### days

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 - 2 days	91	23.6	23.6	23.6
3 - 4 days	196	50.9	50.9	74.5
5 - 6 days	84	21.8	21.8	96.4
7 - 8 days	12	3.1	3.1	99.5
9 days and more	2	.5	.5	100.0
Total	385	100.0	100.0	

# Frequencies

[DataSet1] K:\385Questionnaires\_final.sav

## Statistics

		transpotatio n plane	transpotati on boat	transpotati on train	transpotatio private car	transpotatio public bus
N	Valid	167	12	24	367	90
	Missing	218	373	361	18	295

## Statistics

		transpotatio public van	transpotatio n others
N	Valid	51	0
	Missing	334	385

## Frequency Table

### transpotation\_plane

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	167	43.4	100.0	100.0
Missing	System	218	56.6		
Total		385	100.0		

### transpotation\_boat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	12	3.1	100.0	100.0
Missing	System	373	96.9		
Total		385	100.0		

### transpotation\_train

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	24	6.2	100.0	100.0
Missing	System	361	93.8		
Total		385	100.0		

### transpotation\_private car

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	367	95.3	100.0	100.0
Missing	System	18	4.7		
Total		385	100.0		

**transpotation\_public bus**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	90	23.4	100.0	100.0
Missing System	295	76.6		
Total	385	100.0		

**transpotation\_public van**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	51	13.2	100.0	100.0
Missing System	334	86.8		
Total	385	100.0		

**transpotation\_others**

	Frequency	Percent
Missing System	385	100.0

**Frequencies**

[DataSet1] K:\385Questionnaires\_final.sav

**Statistics**

expense

N	Valid	Missing
	385	0

**expense**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than 3,000 Baht	73	19.0	19.0	19.0
3,000 - 4,499 Baht	90	23.4	23.4	42.3
4,500 - 5,999 Baht	86	22.3	22.3	64.7
6,000 - 7,499 Baht	56	14.5	14.5	79.2
7,500 - 8,999 Baht	53	13.8	13.8	93.0
More than 8,999 Baht	27	7.0	7.0	100.0
Total	385	100.0	100.0	

**Frequencies**

[DataSet1] K:\385Questionnaires\_final.sav

**Statistics**

	accomodati on_hotel	accomodation _government unit service	accomodation _guest house	accomodati on_resort	accomodation _friend/relative house	accomodatio n_others
N Valid	275	11	30	240	78	11
Missing	110	374	355	145	307	374

**Frequency Table**

accomodation\_hotel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	275	71.4	100.0	100.0
Missing	System	110	28.6		
Total		385	100.0		

accomodation\_government unit service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	11	2.9	100.0	100.0
Missing	System	374	97.1		
Total		385	100.0		

accomodation\_guest house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	30	7.8	100.0	100.0
Missing	System	355	92.2		
Total		385	100.0		

accomodation\_resort

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	240	62.3	100.0	100.0
Missing	System	145	37.7		
Total		385	100.0		

accomodation\_friend/relative house

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	78	20.3	100.0	100.0
Missing	System	307	79.7		
Total		385	100.0		

accomodation\_others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	11	2.9	100.0	100.0
Missing	System	374	97.1		
Total		385	100.0		

## Frequencies

[DataSet1] K:\385Questionnaires\_final.sav

### Statistics

visit chiang mai

N	Valid	385
	Missing	0

visit chiang mai

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	360	93.5	93.5	93.5
	No	25	6.5	6.5	100.0
	Total	385	100.0	100.0	

## Frequencies

[DataSet1] K:\385Questionnaires\_final.sav

### Statistics

		reason_visit family	reason_festival	reason_weather	reason_sightseeing	reason_natural surrounding
N	Valid	124	98	265	239	174
	Missing	236	262	95	121	186

### Statistics

		reason_activities	reason_medias	reason_words	reason_persuasion	reason_business trip
N	Valid	78	33	39	138	130
	Missing	282	327	321	222	230

### Statistics

		reason_other	alone	family	friends	relatives	colleagues	others
N	Valid	0	46	209	132	44	112	0
	Missing	360	314	151	228	316	248	360

### Statistics

		days	transpotation	expense	accommodation	perception_ancient	perception_cilmate
N	Valid	360	360	360	360	80	324
	Missing	0	0	0	0	280	36

### Statistics

		perception_scenery	perception_sightseeing	perception_friendly	perception_civilized	perception_cultures
N	Valid	283	258	49	89	133
	Missing	77	102	311	271	227

### Statistics

		perception_ natural	perception_ adventure	perception_ temple	perception_ food	perception_ shopping
N	Valid	197	33	51	186	53
	Missing	163	327	309	174	307

### Statistics

		perception_ crowded	perception_ others
N	Valid	42	0
	Missing	318	360

## Frequency Table

### reason\_visit family

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	124	34.4	100.0	100.0
Missing	System	236	65.6		
Total		360	100.0		

### reason\_festival

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	98	27.2	100.0	100.0
Missing	System	262	72.8		
Total		360	100.0		

### reason\_weather

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	265	73.6	100.0	100.0
Missing	System	95	26.4		
Total		360	100.0		

### reason\_sightseeing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	239	66.4	100.0	100.0
Missing	System	121	33.6		
Total		360	100.0		

### reason\_natural surrounding

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	174	48.3	100.0	100.0
Missing	System	186	51.7		
Total		360	100.0		

**reason\_activities**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	78	21.7	100.0	100.0
Missing	System	282	78.3		
Total		360	100.0		

**reason\_medias**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	33	9.2	100.0	100.0
Missing	System	327	90.8		
Total		360	100.0		

**reason\_words**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	39	10.8	100.0	100.0
Missing	System	321	89.2		
Total		360	100.0		

**reason\_persuasion**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	138	38.3	100.0	100.0
Missing	System	222	61.7		
Total		360	100.0		

**reason\_business trip**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	130	36.1	100.0	100.0
Missing	System	230	63.9		
Total		360	100.0		

**reason\_other**

		Frequency	Percent
Missing	System	360	100.0

**alone**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	46	12.8	100.0	100.0
Missing	System	314	87.2		
Total		360	100.0		

**family**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	209	58.1	100.0	100.0
Missing System	151	41.9		
Total	360	100.0		

**friends**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	132	36.7	100.0	100.0
Missing System	228	63.3		
Total	360	100.0		

**relatives**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	44	12.2	100.0	100.0
Missing System	316	87.8		
Total	360	100.0		

**colleagues**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	112	31.1	100.0	100.0
Missing System	248	68.9		
Total	360	100.0		

**others**

	Frequency	Percent
Missing System	360	100.0

**days**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 - 2 days	25	6.9	6.9	6.9
3 - 4 days	176	48.9	48.9	55.8
5 - 6 days	135	37.5	37.5	93.3
7 - 8 days	23	6.4	6.4	99.7
9 days and more	1	.3	.3	100.0
Total	360	100.0	100.0	

**transportation**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid By plane	86	23.9	23.9	23.9
By train	53	14.7	14.7	38.6
By private car	202	56.1	56.1	94.7
By public bus	19	5.3	5.3	100.0
Total	360	100.0	100.0	

expense

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 3,000 Baht	3	.8	.8	.8
	3,000 - 4,499 Baht	38	10.6	10.6	11.4
	4,500 - 5,999 Baht	157	43.6	43.6	55.0
	6,000 - 7,499 Baht	130	36.1	36.1	91.1
	7,500 - 8,999 Baht	25	6.9	6.9	98.1
	More than 8,999 Baht	7	1.9	1.9	100.0
	Total	360	100.0	100.0	

accommodation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hotel	50	13.9	13.9	13.9
	Government Unit Services	41	11.4	11.4	25.3
	Guest House	93	25.8	25.8	51.1
	Resort	87	24.2	24.2	75.3
	Relative/ Friend's House	61	16.9	16.9	92.2
	Temple	15	4.2	4.2	96.4
	Others	13	3.6	3.6	100.0
	Total	360	100.0	100.0	

perception\_ancient

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	80	22.2	100.0	100.0
Missing	System	280	77.8		
Total		360	100.0		

perception\_cilmate

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	324	90.0	100.0	100.0
Missing	System	36	10.0		
Total		360	100.0		

perception\_scenery

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	283	78.6	100.0	100.0
Missing	System	77	21.4		
Total		360	100.0		

perception\_sightseeing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	258	71.7	100.0	100.0
Missing	System	102	28.3		
Total		360	100.0		

**perception\_friendly**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	49	13.6	100.0	100.0
Missing	System	311	86.4		
Total		360	100.0		

**perception\_civilized**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	89	24.7	100.0	100.0
Missing	System	271	75.3		
Total		360	100.0		

**perception\_cultures**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	133	36.9	100.0	100.0
Missing	System	227	63.1		
Total		360	100.0		

**perception\_natural**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	197	54.7	100.0	100.0
Missing	System	163	45.3		
Total		360	100.0		

**perception\_adventure**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	33	9.2	100.0	100.0
Missing	System	327	90.8		
Total		360	100.0		

**perception\_temple**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	51	14.2	100.0	100.0
Missing	System	309	85.8		
Total		360	100.0		

**perception\_food**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	186	51.7	100.0	100.0
Missing	System	174	48.3		
Total		360	100.0		

perception\_shopping

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	53	14.7	100.0	100.0
Missing System	307	85.3		
Total	360	100.0		

perception\_crowded

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	42	11.7	100.0	100.0
Missing System	318	88.3		
Total	360	100.0		

perception\_others

	Frequency	Percent
Missing System	360	100.0

### Frequencies

[DataSet1] K:\385Questionnaires\_final.sav

Statistics

	perception_ancient	perception_cilmate	perception_scenery	perception_sightseeing	perception_friendly
N Valid	7	22	22	17	4
Missing	18	3	3	8	21

Statistics

	perception_civilized*	perception_cultures	perception_natural	perception_adventure	perception_temple
N Valid	6	10	10	0	3
Missing	19	15	15	25	22

Statistics

	perception_food	perception_shopping	perception_crowded	perception_others
N Valid	16	6	6	0
Missing	9	19	19	25

### Frequency Table

**perception\_ancient**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	7	28.0	100.0	100.0
Missing System	18	72.0		
Total	25	100.0		

**perception\_cilmate**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	22	88.0	100.0	100.0
Missing System	3	12.0		
Total	25	100.0		

**perception\_scenery**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	22	88.0	100.0	100.0
Missing System	3	12.0		
Total	25	100.0		

**perception\_sightseeing**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	17	68.0	100.0	100.0
Missing System	8	32.0		
Total	25	100.0		

**perception\_friendly**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	4	16.0	100.0	100.0
Missing System	21	84.0		
Total	25	100.0		

**perception\_civilized**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	6	24.0	100.0	100.0
Missing System	19	76.0		
Total	25	100.0		

**perception\_cultures**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	10	40.0	100.0	100.0
Missing System	15	60.0		
Total	25	100.0		

**perception\_natural**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	10	40.0	100.0	100.0
Missing System	15	60.0		
Total	25	100.0		

**perception\_adventure**

	Frequency	Percent
Missing System	25	100.0

**perception\_temple**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	3	12.0	100.0	100.0
Missing System	22	88.0		
Total	25	100.0		

**perception\_food**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	16	64.0	100.0	100.0
Missing System	9	36.0		
Total	25	100.0		

**perception\_shopping**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	6	24.0	100.0	100.0
Missing System	19	76.0		
Total	25	100.0		

**perception\_crowded**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	6	24.0	100.0	100.0
Missing System	19	76.0		
Total	25	100.0		

**perception\_others**

	Frequency	Percent
Missing System	25	100.0

**Frequencies**

[DataSet1] K:\385Questionnaires\_final.sav

**Statistics**

		activity_ adventure	activity_ exposure	activity_ shopping	activity_ merit	activity_ attraction
N	Valid	117	241	117	166	283
	Missing	268	144	268	219	102

**Statistics**

		activity_ scenery	activity_ art	activity_ cuisine	activity_ temple	activity_ other
N	Valid	310	131	229	215	13
	Missing	75	254	156	170	372

**Frequency Table**

**activity\_adventure**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	117	30.4	100.0	100.0
Missing	System	268	69.6		
Total		385	100.0		

**activity\_exposure**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	241	62.6	100.0	100.0
Missing	System	144	37.4		
Total		385	100.0		

**activity\_shopping**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	117	30.4	100.0	100.0
Missing	System	268	69.6		
Total		385	100.0		

**activity\_merit**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	166	43.1	100.0	100.0
Missing	System	219	56.9		
Total		385	100.0		

**activity\_attraction**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	283	73.5	100.0	100.0
Missing	System	102	26.5		
Total		385	100.0		

**activity\_scenery**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	310	80.5	100.0	100.0
Missing System	75	19.5		
Total	385	100.0		

**activity\_art**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	131	34.0	100.0	100.0
Missing System	254	66.0		
Total	385	100.0		

**activity\_cuisine**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	229	59.5	100.0	100.0
Missing System	156	40.5		
Total	385	100.0		

**activity\_temple**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	215	55.8	100.0	100.0
Missing System	170	44.2		
Total	385	100.0		

**activity\_other**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	13	3.4	100.0	100.0
Missing System	372	96.6		
Total	385	100.0		

**Frequencies**

[DataSet1] K:\385Questionnaires\_final.sav

**Statistics**

	intention	plan
N Valid	385	385
Missing	0	0

**Frequency Table**

intention

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Absolutely not visit	11	2.9	2.9	2.9
Not visit	11	2.9	2.9	5.7
Undecided	55	14.3	14.3	20.0
Visit	254	66.0	66.0	86.0
Absolutely visit	54	14.0	14.0	100.0
Total	385	100.0	100.0	

Frequencies

[DataSet1] K:\385Questionnaires\_final.sav

Statistics

plan

N	Valid	308
	Missing	0

plan

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Absolutely not visit	37	12.0	12.0	12.0
Not visit	108	35.1	35.1	47.1
Undecided	107	34.7	34.7	81.8
Visit	39	12.7	12.7	94.5
Absolutely visit	17	5.5	5.5	100.0
Total	308	100.0	100.0	

Regression

[DataSet1] K:\385Questionnaires\_final.sav

Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	respect, experience, adventure, acceptance, status, active, interaction, escape, prestige, rest, recognition, health		Enter

a. All requested variables entered.

b. Dependent Variable: intention

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.260 <sup>a</sup>	.068	.038	.782

**Model Summary<sup>b</sup>**

Model	Change Statistics					Durbin-Watson
	R Square Change	F Change	df1	df2	Sig. F Change	
1	.068	2.251	12	372	.009	1.849

a. Predictors: (Constant), respect, experience, adventure, acceptance, status, active, interaction, escape, prestige, rest, recognition, health

b. Dependent Variable: intention

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.510	12	1.376	2.251	.009 <sup>a</sup>
	Residual	227.344	372	.611		
	Total	243.855	384			

a. Predictors: (Constant), respect, experience, adventure, acceptance, status, active, interaction, escape, prestige, rest, recognition, health

b. Dependent Variable: intention

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	1.431	.632			2.265	.024
	active	-.070	.049	-.073		-1.434	.152
	rest	.169	.080	.108		2.113	.035
	health	.157	.060	.137		2.646	.008
	adventure	.095	.061	.079		1.553	.121
	escape	.081	.041	.102		1.989	.047
	interaction	.004	.060	.003		.066	.947
	acceptance	.052	.054	.049		.961	.337
	status	.022	.055	.021		.409	.683
	prestige	.008	.048	.008		.163	.871
	recognition	.030	.064	.024		.472	.637
	experience	.140	.058	.123		2.421	.016
	respect	-.031	.054	-.029		-.578	.564

**Coefficients<sup>a</sup>**

Model		95% Confidence Interval for B	
		Lower Bound	Upper Bound
1	(Constant)	.189	2.673
	active	-.166	.026
	rest	.012	.326
	health	.040	.274
	adventure	-.025	.214
	escape	.001	.161
	interaction	-.113	.121
	acceptance	-.055	.159
	status	-.085	.130
	prestige	-.087	.102
	recognition	-.096	.157
	experience	.026	.254
	respect	-.137	.075

a. Dependent Variable: intention

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.14	4.42	3.85	.207	385
Residual	-2.907	1.495	.000	.769	385
Std. Predicted Value	-3.445	2.714	.000	1.000	385
Std. Residual	-3.719	1.912	.000	.984	385

a. Dependent Variable: intention

**Regression**

[DataSet1] K:\385Questionnaires\_final.sav

**Variables Entered/Removed<sup>b</sup>**

Model	Variables Entered	Variables Removed	Method
1	facility, budget, culture, cleanliness, climate, food, safety, attraction, accom, history, transport, distance, scenery, <sup>a</sup> shopping		Enter

a. All requested variables entered.

b. Dependent Variable: intention

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.290 <sup>a</sup>	.084	.049	.777

**Model Summary<sup>b</sup>**

Model	Change Statistics					Durbin-Watson
	R Square Change	F Change	df1	df2	Sig. F Change	
1	.084	2.421	14	370	.003	1.889

a. Predictors: (Constant), facility, budget, culture, cleanliness, climate, food, safety, attraction, accom, history, transport, distance, scenery, shopping

b. Dependent Variable: intention

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.466	14	1.462	2.421	.003 <sup>a</sup>
	Residual	223.388	370	.604		
	Total	243.855	384			

a. Predictors: (Constant), facility, budget, culture, cleanliness, climate, food, safety, attraction, accom, history, transport, distance, scenery, shopping

b. Dependent Variable: intention

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.950	.813		4.860	.000
	budget	-.132	.061	-.109	-2.158	.032
	culture	-.109	.061	-.091	-1.795	.074
	history	-.052	.060	-.045	-.878	.380
	climate	.116	.054	.108	2.147	.032
	distance	.002	.060	.002	.032	.975
	shopping	.001	.049	.001	.011	.991
	cleanliness	-.112	.061	-.095	-1.840	.067
	scenery	.145	.059	.126	2.463	.014
	accom	-.032	.053	-.031	-.604	.546
	safety	.163	.079	.104	2.056	.041
	attraction	-.131	.059	-.113	-2.238	.026
	food	.010	.057	.009	.174	.862
	transport	.062	.055	.058	1.132	.258
	facility	.012	.063	.009	.183	.855

### Coefficients<sup>a</sup>

Model		95% Confidence Interval for B	
		Lower Bound	Upper Bound
1	(Constant)	2.352	5.549
	budget	-.252	-.012
	culture	-.228	.010
	history	-.169	.065
	climate	.010	.223
	distance	-.115	.119
	shopping	-.095	.096
	cleanliness	-.233	.008
	scenery	.029	.261
	accom	-.135	.072
	safety	.007	.319
	attraction	-.246	-.016
	food	-.102	.121
	transport	-.046	.169
	facility	-.113	.136

a. Dependent Variable: intention

### Residuals Statistics<sup>a</sup>

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.04	4.74	3.85	.231	385
Residual	-3.045	1.623	.000	.763	385
Std. Predicted Value	-3.541	3.830	.000	1.000	385
Std. Residual	-3.919	2.088	.000	.982	385

a. Dependent Variable: intention

## Regression

[DataSet1] K:\385Questionnaires\_final.sav

### Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	previous, travel writers, independent, unrequested, tour operator, traditional form, spokesperson, information search <sup>a</sup>		Enter

a. All requested variables entered.

b. Dependent Variable: intention

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.222 <sup>a</sup>	.049	.029	.785

**Model Summary<sup>b</sup>**

Model	Change Statistics					Durbin-Watson
	R Square Change	F Change	df1	df2	Sig. F Change	
1	.049	2.425	8	376	.015	1.860

a. Predictors: (Constant), previous, travel writers, independent, unrequested, tour operator, traditional form, spokesperson, infor search

b. Dependent Variable: intention

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.965	8	1.496	2.425	.015 <sup>a</sup>
	Residual	231.890	376	.617		
	Total	243.855	384			

a. Predictors: (Constant), previous, travel writers, independent, unrequested, tour operator, traditional form, spokesperson, infor search

b. Dependent Variable: intention

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.180	.451		4.833	.000
	traditional form	.060	.052	.059	1.152	.250
	tour operator	.043	.059	.038	.736	.462
	spokeperson	.016	.052	.016	.316	.752
	travel writers	-.038	.057	-.034	-.675	.500
	independent	.000	.048	.000	-.009	.993
	unrequested	.086	.041	.108	2.105	.036
	infor search	.143	.059	.124	2.415	.016
	previous	.140	.058	.123	2.407	.017

### Coefficients<sup>a</sup>

Model		95% Confidence Interval for B	
		Lower Bound	Upper Bound
1	(Constant)	1.293	3.066
	traditional form	-.043	.163
	tour operator	-.072	.159
	spokeperson	-.085	.118
	travel writers	-.150	.073
	independent	-.095	.094
	unrequested	.006	.166
	infor search	.027	.260
	previous	.026	.255

a. Dependent Variable: intention

### Residuals Statistics<sup>a</sup>

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.02	4.46	3.85	.177	385
Residual	-2.901	1.397	.000	.777	385
Std. Predicted Value	-4.712	3.445	.000	1.000	385
Std. Residual	-3.694	1.778	.000	.990	385

a. Dependent Variable: intention

## Regression

[DataSet1] K:\385Questionnaires\_final.sav

### Variables Entered/Removed<sup>b</sup>

Model	Variables Entered	Variables Removed	Method
1	restriction, time, money, <sup>a</sup> chance		Enter

a. All requested variables entered.

b. Dependent Variable: intention

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.214 <sup>a</sup>	.046	.036	.782

Model Summary<sup>b</sup>

Model	Change Statistics					Durbin-Watson
	R Square Change	F Change	df1	df2	Sig. F Change	
1	.046	4.568	4	380	.001	1.821

a. Predictors: (Constant), restriction, time, money, chance

b. Dependent Variable: intention

ANOVA<sup>b</sup>

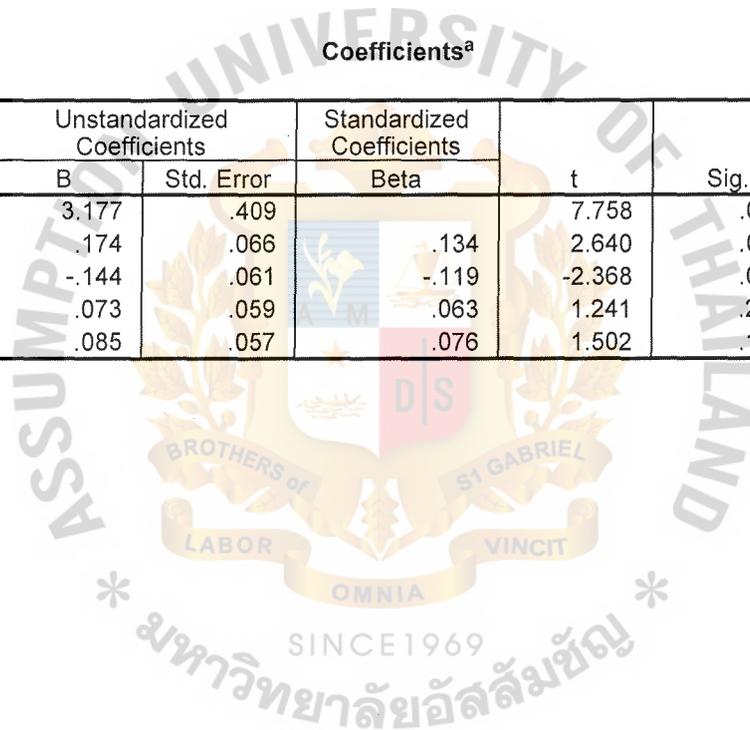
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.188	4	2.797	4.568	.001 <sup>a</sup>
	Residual	232.667	380	.612		
	Total	243.855	384			

a. Predictors: (Constant), restriction, time, money, chance

b. Dependent Variable: intention

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.177	.409		7.758	.000
	money	.174	.066	.134	2.640	.009
	time	-.144	.061	-.119	-2.368	.018
	chance	.073	.059	.063	1.241	.215
	restriction	.085	.057	.076	1.502	.134



**Coefficients<sup>a</sup>**

Model		95% Confidence Interval for B	
		Lower Bound	Upper Bound
1	(Constant)	2.372	3.982
	money	.044	.304
	time	-.264	-.024
	chance	-.043	.190
	restriction	-.026	.196

a. Dependent Variable: intention

**Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.11	4.26	3.85	.171	385
Residual	-3.075	1.402	.000	.778	385
Std. Predicted Value	-4.380	2.397	.000	1.000	385
Std. Residual	-3.930	1.792	.000	.995	385

a. Dependent Variable: intention



