



FACTORS AFFECTING VACATION DESTINATION CHOICES OF COLLEGE
STUDENTS

by

MS. MEN SHAOHUA

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

Master of Arts in Tourism Management

Graduate School of Business
Assumption University
Bangkok, Thailand

May 2004

**FACTORS AFFECTING VACATION DESTINATION CHOICES OF COLLEGE
STUDENTS**

by

MS. MEN SHAOHUA

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

Master of Arts in Tourism Management

Graduate School of Business
Assumption University
Bangkok, Thailand

May 2004

ACCEPTANCE

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

K. Puthukittir

Director & Associate Dean
Graduate School of Tourism Management

Thesis Committee:

(Dr. Tang Zhimin)
(Advisor)

(Prof. Navin Mathur)

(Prof. Ishwar C. Gupta)

(Dr. Jakarin Srimoon)

Dr. Rangsun Wiboonuppatun
(MOE Representative)

Abstract

Tourism is one of the largest and most dynamic industries in the world. Demand of tourism and recreation of college students have increased remarkably over the past years.

The objective of this study is to investigate factors affecting vacation destination choice decisions in the mind of college students at Assumption University in Thailand. It identifies pull factors and compares important factors among different demographic and travel characteristics groups of students.

There are two hypotheses, firstly, there are differences on pull factors when college students choose vacation destination among different demographic groups, in terms of age, gender, nationality, and education; secondly, there are differences on pull factors when college students choose vacation destination among different travel characteristics groups, in terms of main source of finance, frequency of travel, length of trip, and travel group size.

A total of 200 questionnaires were distributed to students who are currently studying at Assumption University in Thailand which include Thai students and international students alike. Factor Analysis, Descriptive Statistics, Independent Sample T-test, and ANOVA are the data analysis techniques applied in this research.

The results suggest that college students are mostly concerned with the accessibility & safety, comfort & hospitality, hygiene & culture, personal & historical link, and nature link.

This study indicates that different students demographic groups have differences on pull factors, with the exception of gender. Students who are under 22 years of age are

more concerned about accessibility & safety, and students who over 22 years of age are mostly concerned about comfort & hospitality and nature link. Thai students were concerned about nature link, and graduate students were concerned about comfort & hospitality and nature link.

This research also points out that different travel characteristics groups have differences on pull factors, excluding main source of finance groups. Students who have taken one journey abroad or more than one journey are more concerned with comfort & hospitality and personal & historical link. Students who stayed at their end destination for 1-3 days are concerned with comfort & hospitality, and students who travel with groups of over five people preferred hygiene & culture and nature link.

Based on the findings, the researcher suggests that tour operators should pay more attention to the wants and needs of college students. In addition tourist programs and products should be more individually customized as to the characteristics of the target market. Destination promoters and developers should consider this criterion as they try to appeal to their future customers, as this is an important segment in the tourism industry.

Acknowledgement

To begin with, I would like to take this opportunity to thank the many people and organizations whose cooperation and help have contributed to the completion of my thesis.

I especially would like to express my sincerest gratitude to my great thesis advisor, Dr. Tang Zhimin, for his valuable guidance, suggestions, and encouragement towards this work. I would have not been able to accomplish this thesis without his excellent advice and wisdom.

Special gratitude also goes to my thesis committee members: Prof. Navin Mathur, Prof. Ishwar C. Gupta, Dr. Jakarin Srimoon, and Dr. Rangsun Wiboonuppatun for their constructive comments and suggestions for my thesis.

Finally, I am extremely thankful to my parents, for their continuing support and encouragement towards my studies throughout my whole life. I would also like to give special thanks to my friends who have given me help for my thesis.

Men Shaohua

Assumption University

May 2004

TABLE OF CONTENTS

Abstract	i
Acknowledgement	ii
List of Tables	iii
List of Figures	iv
Chapter I Introduction	1
1.1 Background of the study	1
1.1.1 Travel motivation	1
1.1.2 Pull factors	3
1.1.3 College students market	4
1.1.4 College students market in Thailand	6
1.2 Statement of the problem	7
1.3 Research objective	8
1.4 Research scope	9
1.5 Research limitation	9
1.6 Significance	10
1.7 Glossary	10
Chapter II Literature Review	12
2.1 Key concepts of the study	12
2.1.1 Tourism segmentation	12
2.1.2 Travel motivation	13
2.1.3 Review on push factors and pull factors	22
2.1.4 Previous research on college students	30
2.2 Literature review to support methodology	31
2.3 Conclusion	33

Chapter III Research Framework	34
3.1. Framework	34
3.1.1 Diagram of framework	34
3.1.2 Conceptual framework	35
3.2 Research variables	35
3.2.1 Independent variables	35
3.2.2 Dependent variables	37
3.3 Research hypothesis statements	39
3.4 Operationalization of variables	41
Chapter IV Research Methodology	44
4.1 Data source	44
4.1.1 Target population	44
4.1.2 Sampling procedure	44
4.2 Data collection	46
4.3 Data measurement	47
4.3.1 Questionnaire	48
4.3.2 Pre-testing	50
4.4 Data analysis	50
Chapter V Data Analysis	53
5.1 Profile of respondents	53
5.1.1 Demographic profile	53
5.1.2 Travel characteristics profile	55
5.2 Factor analysis	57
5.3 Results of hypothesis testing	61
5.3.1 Different pull factors among demographic groups	62
5.3.2 Different pull factors among travel characteristics groups	67

Chapter VI Summary, Conclusion, and Recommendation	75
6.1 Summary of findings	75
6.1.1 Summary of respondents' characteristics	75
6.1.2 Summary of hypotheses testing	76
6.2 Conclusion	78
6.3 Implication and Recommendations	80
6.3.1 Recommendations for marketers and destinations	82
6.3.2 Recommendations for further research	85

Bibliography

Appendixes

Appendix 1: Questionnaire

Appendix 2: Outputs of statistical results



List of Tables

Table 2.1 Previous empirical studied push and pull factors	28
Table 3.1 Operationalization of variables	42
Table 4.1 Convenience sample size based on research practice	46
Table 4.2 Questionnaire	48
Table 5.1 Demographic profile of respondents	54
Table 5.2 Travel characteristics profile of respondents	56
Table 5.3 Factor loading	58
Table 5.4 Pull factor between age groups	62
Table 5.5 Pull factor between gender groups	63
Table 5.6 Pull factor between nationality groups	64
Table 5.7 Pull factor between education groups	65
Table 5.8 Pull factor between main source of finance groups	68
Table 5.9 Pull factor among frequency of travel groups	69
Table 5.10 Pull factor among length of trip groups	70
Table 5.11 Pull factor among travel group size groups	71
Table 6.1 Summary of hypotheses testing results	76
Table 6.2 Summary of recommendations	81

List of Figures

Figure 2.1 Maslow's five-stage hierarchy of need theory	14
Figure 2.2 Travel motivation model	19
Figure 3.1 Diagram of framework	34



Chapter I

Introduction

1.1 Background of the study

1.1.1 Travel Motivation

There have been various definitions regarding travel motivation given by numerous researchers. Travel motivation is defined as the global integrating network of biological and cultural forces which gives value and direction to travel choices, behavior and experience (Pearce, Morrison, and Rutledge 1998).

People choose to travel because they are motivated to fulfill a particular need. Motivation and satisfaction are fundamental to gaining an understanding of tourism behavior. Travel marketers with an appreciation of what motivates the tourist subdivide or segment a given market, for instance, the student travel market. The marketers have the ability to differentiate travel motivations within such a market and target those segments where there is a match between the needs of the traveler and the product/service offering available from the marketer. Josiam, Clements, and Hobson (1994) suggest that additional research be conducted on the travel patterns and motivations of sub-cultural and ethnic groups. Chadee and Cutler (1996) focus research on the cross-cultural aspects of travel by students.

Recreational travel is a psychological experience (Chon 1989). Motivation is regarded to be a more influential determinant of recreational travel compared to other factors (Iso-Ahola 1981). A variety of motivation items have been created, measured,

classified, and compared in the leisure industry (Crandall 1980; Iso-Ahola and Allen 1982; Beard and Ragheb 1983). Mannell and Iso-Ahola (1987) defined motivations as occurring before a leisure experience and as a precursor to satisfaction. They introduced two motivational forces that affect individuals; first are those who want to break away from personal problems, plights, difficulties, failures, or the daily interpersonal world; second are those who have a tendency to search for psychological rewards from involvement in leisure activities.

Traditionally, travel motivations have been assessed in relation to the push and pull forces of demand stimulation (Crompton 1979; Chon 1989; Hudman 1980; Pyo, Mihalik, and Uysal 1989; Cha, McCleary, and Uysal 1995). Travel motivations include push and pull concepts that affect reasons for traveling and influence the destination decisions of tourists. Push factors are desires to travel and while pull factors are destination choices. Crompton (1979) classified two types of motives: socio-psychological motives such as escaping, relaxation, and regression that help explain the desire to go on vacation, and cultural motives, such as novelty and education that are associated with destination choice. Iso-Ahola (1982) suggests the two motivational forces, seeking and escaping, are closely related to awareness of traveler satisfaction. The most important motivates are seeking escape and kinship in a study of U.S. tourists (Pyo, Mihalik, and Uysal 1989).

There have strong linkages between travel motivation and destination choice (e.g. Coltman 1989; Mansfeld 1992; Turnbull and Uysal 1995). Destination development and marketing activities should be planned around those factors that uniquely motivate travelers to their specific destinations. In today's competitive environment, marketers

need to observe where their destinations are in terms of travelers' motivations. It is necessary for destination marketers to establish a strong relationship between their destination attributes and the motivations of their target market through effective marketing and promotional programs. Previous work examined marketing applied in the context of destination attributes or development (e.g. Crompton 1979; Dann 1981). Others have investigated the motivations of travelers from countries such as the U.S., Germany, and Japan (Loker and Perdue 1992; Jamrozy and Uysal 1994; Cha, McCleary, and Uysal 1995).

1.1.2 Pull Factors

Pull factors have been characterized in terms of the features, attractions, or attributes of the destination itself, such as sunshine, beaches, sports facilities, and cheap airfares. Pull factors that attract travelers to particular destinations and examine the links between the destination attributes and the higher level motivational forces, that is, the desired or undesired consequences and personal values, these travelers view as important (Klenosky 2002).

There are many items related to pull factors. McIntosh and Goeldner (1984) explained that one of the motivations influencing tourism was cultural motivator. Cultural motivators are identified by the desire to know about other areas – their food, music, art, folklore, dances, painting, and religion. City and landmark, some buildings are the symbols of city. Monuments, architecture, and other important sites are attractive to tourists as well as political places or academic institutes. In addition, tourists are very interested in visiting important places when there are festival activities, like APEC that

was held on October 2003, in Thailand. Climatic condition is a factor that helps persuade visitors, for example sunshine, which promotes sun bathing and other seaside leisure. Friends and relatives is another tourism motivator was involving interpersonal relationships, e.g. visiting friends and relatives, and meeting people. A large amount of people travel to be a part of sports event. For example, basketball games, baseball games, soccer matches as well as games such as those in the Olympics draw large number of people. Everyone enjoys bargaining, buying, and traveling around to buy souvenirs and artifacts. Touching, selecting, comparing and purchasing are regarded as satisfactions of many people, and thus can cause a motivation for traveling. Physical relaxations such as relaxing in hot spas, hot springs, and other similar medical treatments are also factors of tourism motivation.

1.1.3 College Students Market

College students, a subculture within the youth market, are a major economic force in the market place. The leisure travel industry regards the college market as a profitable field if it is appropriately targeted and handled for the fact that a great number of students travel for pleasure during the spring and summer breaks (Field 1999). Bywater (1993) pointed out that although it is difficult to measure the student travel market, it is clear that market is a multi-million dollar business. The Federation of International Youth Travel Organizations (FIYTO), a global trade association representing more than 400 member companies specializing in the youth travel market in 60 countries, estimates that its representative sell over 8 million air-and surface tickets

annually to youth and student travelers generating an annual turnover of more than \$8 billion on U.S. dollars (Federation of International Youth Travel Organizations 2001).

Marketing researchers argue that consumer-groups, segmented by socio-demographic variables are assumed to have distinct subcultures that enable marketers to identify and target the individual consumer. Different age groups represent a form of subculture because of their distinctive value systems, beliefs, attitudes and behavior; thus, there are significant differences in needs, wants and lifestyles among age groups (Michman 1991). For example, according to a study by the American council on Education (1989), college students have more materialistic values than their parents, and thus are more likely to respond to marketing campaigns, which promote economic security and status. Mazance (1984) thinks that certain vacation benefits sought by one segment, for example college students, would be incompatible with other segments (e.g. teen-age youth market) even when age is taken as a differentiating factor. The realization of the distinct values, lifestyles and benefits sought by these various subcultures necessitates further segmentation of the markets into subgroups.

Marketers have targeted the student market as a profitable new field is that students have comparatively more time than other segments of society to take a trip during their spring and summer breaks. However, Field (1999) cautions that these same students may not always have the financial or logistical means to travel. Even though the student segment constitutes a significant portion of revenues in the travel industry, there has not been a lot of research on the characteristics of this portion of the industry. Field (1999), Hsu and Sung (1997), and Chadee and Cutler (1996) have explored the characteristics, travel behaviors and activities of international and domestic college

students. However, with the exception of Josiam, Smeaton, and Clements (1999) and Smeaton, Josiam, and Dietrich (1998) who had the limited focus of assessing the travel motivations of students on spring break, there is little evidence of research to examine travel motivations within the overall student market.

1.1.4 College Students Market in Thailand

According to the World Tourism Organization (WTO) by the year 2000, youth tourism is expected to comprise 20% of global tourism, with a total estimate of 148.25 million youth trips, excluding South East Asia. The East Asia and Pacific region is expected to enjoy the fastest growth in youth tourism, including Thailand.

In Europe, Australia and America, half of the international youth arrivals are mostly from Europe. As for Asia, most of the youth visitors are from Japan and Singapore. It has been forecasted that the Thai youth travel market will increase from 8.7 million trips in 1997 to 9.9 million in the year 2001.

Thailand is a member of Federation of International Youth Travel Organization (FIYTO). Tourism Authority of Thailand (TAT) established the Youth Travel Division to encourage youth travel. On June 18, 1999, there was a special seminar convened by the Youth Travel Division to be held at the Co-operative League of Thailand Training Center, in which the Future Direction of Youth Tourism has been discussed. The seminar was intended to help raise knowledge levels and create a better understanding of the benefits of youth tourism in order to expand this niche market for both Thai and foreign youth. It is also in line with one of the key themes of the Amazing Thailand campaign. TAT feels there is an urgent need for developing tourist attractions, activities, facilities,

transportation and marketing strategies for both Thai and foreign youth visitors (Tourism Authority of Thailand 2002).

1.2 Statement of the Problem

Tourism scholars have long realized the importance of segmenting markets for a better understanding of potential consumers and, thereby, to allocate scarce tourism resources more efficiently (Schewe and Colontone 1978; Woodside and Jacobs 1985). Tourism markets have been subdivided based on the demographic characteristics of travelers; the types of benefits sought; psychographics; vacation attributes; first-time versus repeat visitors; and the response elasticity to marketing variables. Yet, many more studies have been devoted to uncovering factors that affect the selection of a final vacation destination. The majority of these market studies, however, involve samples from older travelers. To date, there seems to be a lack of interest in academic research regarding youth travel in general and the student market in particular; consequently, not much information exists about the travel patterns and characteristics of the student travel market (Aramberri 1992).

Student tourism, a part of youth tourism, is well established in North America, Australia, New Zealand and Europe but there is considerable potential for growth in Thailand and the East Asian region. Tourism Authority of Thailand (TAT) established the Youth Travel Division to encourage travel by both domestic and international young people, who have longer than average lengths of stay and therefore spend more money at the grassroots levels. Youths tend to travel extensively rather than just stay in the cities;

money they spend in the rural areas helps raise the incomes of the provincial people and helps alleviate the impact of the economic crisis (Tourism Authority of Thailand 2002).

This study sets out to answer the following managerial questions that destination planner, developers and marketers are facing:

1. What are the pull factors in the mind of college students when they choose vacation destination?
2. What are the college students' needs and wants when marketers promote vacation destination to them?
3. What should tourism industry do in order to promote student market?

1.3 Research Objective

The focus of this research is to identify factors affecting vacation destination choices in the mind of college students studying at Assumption University. With identifying pull factors and comparing the important factors among different students groups, the result can make a suitable tourism product and target for market planning, which can help promote and develop various vacation destinations and appeal to this market segment.

The objective of this study is:

1. To identify important pull factors affect vacation destination choices of college students.
2. To identify the differences on pull factors among the various groups of college students.

3. To identify the students' wants and needs when marketers promote vacation destination to them.
4. To provide recommendations and suggestions for destination planners, developers and marketers to formulate more effective promotion strategies and marketing plans.

1.4 Research Scope

This research focuses on college students, a subgroup of the youth market, which studies at Assumption University of Bangkok, in Thailand. It identifies factors (focusing on pull factors) affecting vacation destination choices of college students. The target population of this research is limited to college students who study at Assumption University. They are grouped by demographic and travel characteristics regarding of age, gender, nationality, education, main source of finance, frequency of travel, length of trip, and travel group size.

1.5 Research Limitation

Firstly, this study used a non-probability sample of college student from one educational institution – Assumption University (ABAC), therefore, the sample may not be considered as all college students.

Secondly, although push factors play an important role in destination choices of being potential travelers, this study was limited to “pull factors”. It is assumed that travel motives created by push factors, will be reflected in the destination pull attributes of a

specific destination. In this sense, the travelers' motives become external to the destination choice model.

Third, this research will be done during November 2003. Therefore, the time may influence the opinion of students and the result of this study.

1.6. Significance

The current population of college students appears to have sufficient discretionary time and money to consume tourism products and services, and this consequently represents a lucrative market for the tourism businesses. The figures are increased each year. It is reasonable to assume that the student market is a major driving force for the economic factor of many destinations. Destination planners, developers, and marketers must know students' needs and wants, to be able to better satisfy the students, in order to be more successful in the increasingly competitive tourism market.

Understanding why college students' travel and what factors influence their reasons to visit specific destinations are of significant interest to many countries and regions vying for this lucrative market. There are many different factors that a destination can use to capitalize on its strengths with an optimal combination of pull factors to attract and retain college students. This research provides more information about the characteristics of student market for the future researches.

1.7 Glossary

College student: a student enrolled in a college or university. It is operationally defined as student who is currently enrolled and attending at a higher education institute.

Pull factor: physical, cultural, social environment of foreign destinations, which related to college students, motivating them to make an international tourism (Fodness 1994).

Tourism: the temporary trip to somewhere other than one's resident, voluntarily, for tourism purposes, and not for earning, seminar, official meeting, business trip, or academic course.

Tourist: the temporary visitors staying at least 24 hours in the country visited and the purpose of whose journey can be classified as leisure, business, family, meeting or others.

Travel motivation: the psychological feature that arouses an organism to action toward a desired goal; the reason for the action, that which gives purpose and direction to behavior (Fodness 1994).

Youth tourism: is defined as the tourism of the young and young adults at the age of 15-25 (FIYTO) traveling alone or in a group composed of representatives of the same or a similar age cohort (Aramberri 1992).

Chapter II

Literature Review

This chapter presents the key concepts of travel motivation and pull factors in this study, as well as the empirical finding in the previous researches. It involves review studies about key concepts and methodology. Then, evaluates the previous researches related to this research, along with a summation of the chapter.

2.1 Key Concepts of the Study

2.1.1 Tourism Segmentation

Tourism markets have been subdivided based on the demographic characteristics of travelers; the types of benefits sought (Gitelson and Kerstetter 1990; Woodside and Jacobs 1985; Woodside and Pitts 1976); psychographics (Schewe and Colontone 1978); vacation attributes (Crask 1981); first-time versus repeat visitors (McQueen and Miller 1985; Ronkainen and Woodside 1980); and the response elasticity to marketing variables (Weaver and McCleary 1984). Yet, many more studies have been devoted to uncovering factors that affect the selection of a final vacation destination (Borocz 1990; Embacher and Buttle 1989; Goodrich 1978; Haahti 1984; Mak and Moncur 1980; Phelps 1986).

Demography is a useful tool that researchers employ primarily for demand forecast for promoting the market, and as impact assessment to facilitate destination development and management. Traditionally, there are numerous factors considered when conducts demographic analysis of the tourism market. Demographic variables

include age, gender, family size, lifestyle, income, occupation, education, religion, race, and nationality. It is one of the most popular methods of market segmentation (Heath and Wall 1992).

Kotler et al (1993) argues that demographic variables are the most frequently used segmentation variables for three reasons: first, tourists wants, preferences, and usage rates are often highly associated with demographic variables; second, demographic variables are easier to define and measure than most other segmentation variables; and third, when the target market is described in terms of other non-demographic variables, reaching the desired target market depends on determining key demographic characteristics of the target market, that influence what media they use.

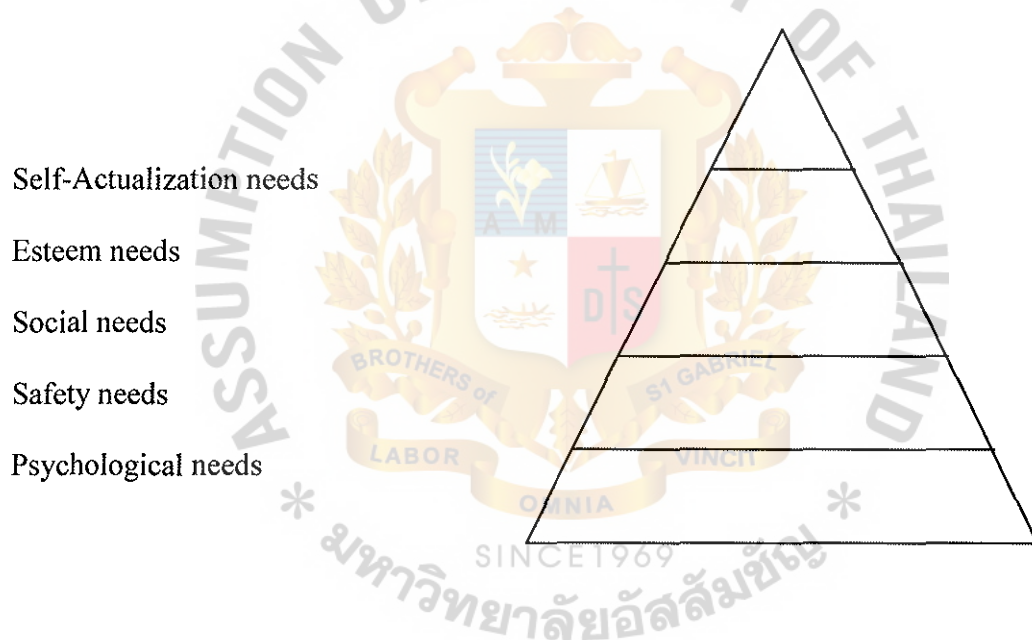
2.1.2 Travel Motivation

Many researchers imply that motivation theory contributes to explaining why people travel (e.g. Dann 1977; Crompton 1979; Pearce and Caltabiano 1983; Yuan and McDonald 1990). Murray (1964) defined motives as an internal factor that arouses, directs, and integrates a person's behavior. Mill and Morrison (1998) saw travel as a need or want to be satisfied and that motivation occurs when an individual wants to satisfy a need. It is generally agreeable that motivation means a state of need or a condition that drives an individual toward certain types of action that are seen as likely to bring satisfaction (Moutinho 2000).

Studies on travel motivation are primarily rooted in theoretical frameworks in sociology and social psychology. Many tourism researchers base their theoretical background on Maslow's five-stage hierarchy of need theory (1954, Figure 2.1).

Maslow's theory offers one systematic approach to motivational structure. The needs proposed by Maslow are in hierarchical order of increasing motivational importance: physiological, safety, social, esteem, and self-actualization. A person will try to satisfy the most basic needs first. When a person succeeds in satisfying a lower level need, it will cease being a current motivator, and the person will try to satisfy the next most-important need (Kotler 1991).

Figure 2.1 Maslow's five-stage hierarchy of need theory



Source: Jang and Cai 2002, Travel Motivations and Destination Choice: A Study of British Outbound Market, *Journal of Travel & Tourism Marketing*, Vol. 13(3) 2002.

Based on Maslow's theory, Pearce and Caltabiano (1983) analyzed nearly 400 travel episodes employing a five-stage classification, and argued for a different needs system that may fit tourists more appropriately. They suggest that there exists a motivational career in travel, with more experienced travelers emphasizing higher needs than less experienced travelers. The career ladder emphasizes that people have a range of motives for seeking out holiday experiences (Pearce, Mirrison, and Rutledge 1998).

Expanding his prior research, Pearce (1988) developed a model known as Travel Career Ladder (TCL). The TCL model with its different levels allows for many motives, it is dynamic and to sum up it covers the seven requirements presented previously mentioned. On the other hand analyzing the different levels, especially the relationship needs, self-esteem/development needs, and fulfillment needs presents possible clues to understand the motivation of travel. The TCL model is a helpful theory to understand travel motivation.

According to the model, travelers will differ with respect to their travel career level due to their motives for travel. While it is expected that a traveler will ascend the ladder over time, it is also recognized that the same traveler may vary in his/her travel career level depending on the travel situation. Motives at each level may also be intrinsic (self-directed) or extrinsic (other-directed) (Loker-Murphy 1996). But after reviewing the findings generated by research using the TCL model and conduce his own case study. Ryan (1998) raised questions about the model, claiming that it has not supported the concept of development motivation and it is not predictive of traveler behavior.

McIntosh and Goeldner (1984) summarize previous work on travel motivation into four categories: (1) physical motivators, including those related to physical rest,

participation in sports, need for recreation at a beach, and those motivations directly connected with a person's bodily health; (2) cultural motivators concerning the desire to gain knowledge about other countries in terms of cultural activities; (3) interpersonal motivators, including a desire to meet new people, visit friends or relatives, get away from the routine conventions of life or to make new friendships; and (4) status and prestige motivators, related to self-esteem and personal development.

Gray's travel motivation theory, although an oversimplification of motivation as noted by Mansfeld (1992), gives us two motives which can help explain why people go to a natural setting. The first motive is the desire to go from a known to an unknown place, called in Gray's theory 'wanderlust'. Secondly, a place "which can provide the traveler with specific facilities that do not exist in his or her own place of residence", referred in Gray's theory as 'sunlust'. It appears that the wanderlust-motives do help us understand why nature tourists search for settings which are different from the city-work-home routine and that enable the nature tourist to participate in activities in unknown territory and that are possible in those natural settings and not at home. Gray's model helps us understand what motivates a person to participate in nature tourism.

Fisher and Price (1991) observed that there was a critical association between intercultural interaction and travel motivations, such as meeting new people, education, escape, and kinship, which were associated with the satisfaction of travelers. Ross and Iso-Ahola (1991) studied sightseeing tourists and reported that a substantial similarity was found between motivation and satisfaction, and suggested that "social interaction" was a vital motive and "knowledge" was an important satisfaction factor.

Wight (1996) studied the travel motivations, performance, and destinations of tourists in eco-tourism markets. The results revealed that “natural setting” was the most important feature, and eco-tourists were most interested in active outdoor experiences.

Qu and Ping (1999) conducted a study of motivations and satisfaction among Hong Kong cruise travelers and found that the major motivations for traveling were “escape from normal life,” “social gathering,” and “beautiful environment and scenery.” Qu and Li (1997) assessed the characteristics and satisfaction of Mainland Chinese visitors to Hong Kong and found that the important considerations of travelers were accessibility, cost, and ease of applying for visa, safety and scenery.

Formica and Uysal (1998) used the factor-cluster segmentation approach to examine the travel motivations of people who attended the Spoleto Festival in Italy. Their findings revealed that, among six motivation factors, the “cultural/historical factor” was the major motivation for attending the festival. Visiting friends and relatives and local attractions have also been cited as important influences in the choices of a travel destination (Moscardo et al 2000).

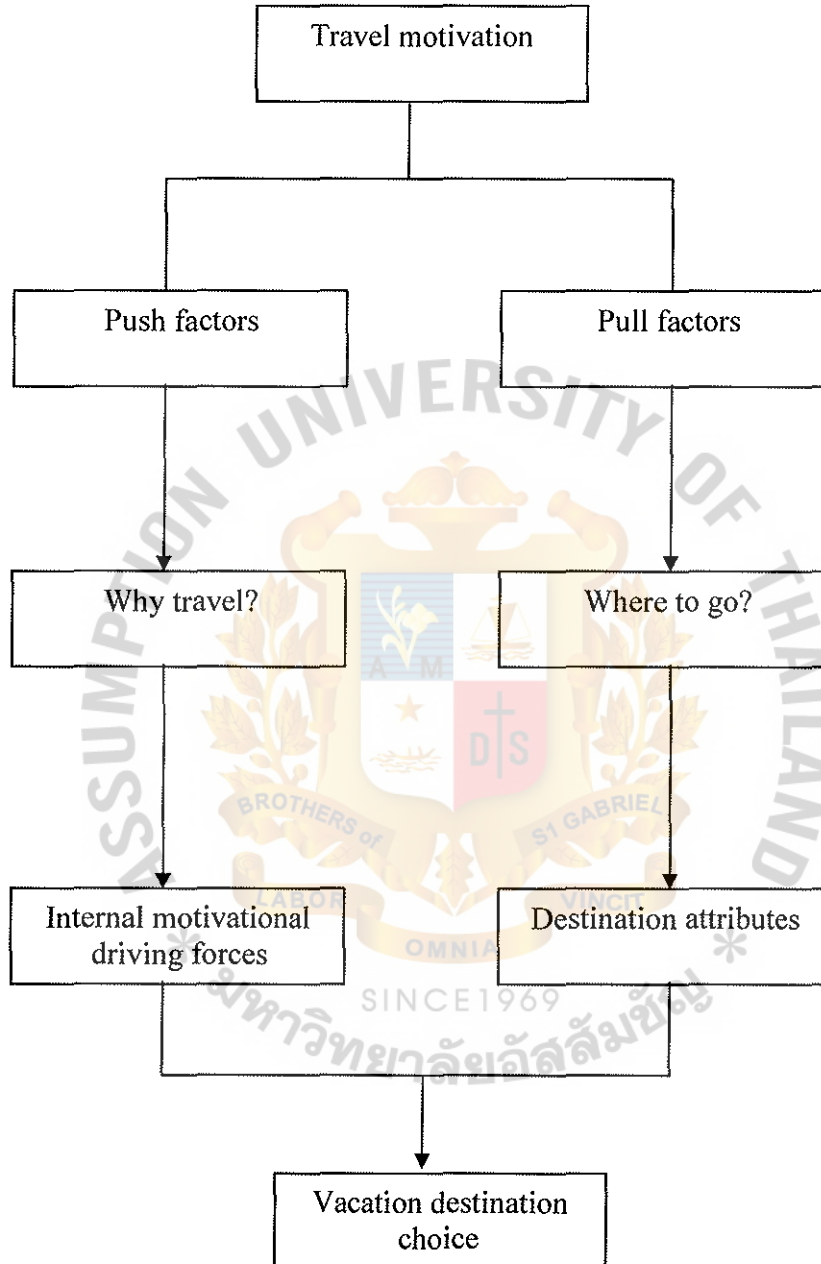
A comparative study of event motivations between Caucasian and Asia visitors in the Asian setting of the Kyongju World Cultural Expo in Korea indicated that there were significant differences in motivation factors such as “cultural exploration,” “family togetherness,” “novelty,” “external group socialization,” “event attractions,” and “known-group socialization” (Lee 2000).

Lee (2000) argues that the identification of motivations is critical in order to appreciate the different desires of travelers and to segment markets. Josiam, Sematon,

and Clements (1999) suggest that marketers should consider motivations and use the information to properly focus on a target customer.

Understanding why people travel, we also need to understand what affects the traveler's vacation destination choices. It appears that there are actually two major forces at work here (Figure 2.2). First, there are what the traveler needs and desires and, second what the travel destination has to offer to satisfy these needs and desires. Driven by inner travel desires, what factors affect the decision of where to go? Certainly one of the most important factors is the extent to which a destination's attributes meet and satisfy the traveler's inner desires. Therefore, it would be meaningful to identify which destination attributes are important to the traveler.

Travel motivation is divided into two parts: push and pull factors. Push factors refer to the specific forces in our lives that lead to the decision to take a vacation (e.g. to travel outside of our normal daily environment), while pull factors refer to those that lead an individual to select one destination over another once the decision to travel has been made. Push factors are viewed as relating to the needs and wants of the travel, such as the desire for escape, rest and relaxation, adventure, prestige, health and fitness, and social interaction. Pull factors, on the other hand, have been characterized in terms of the features, attractions, or attributes of the destination itself, such as sunshine, beaches, sports facilities, and cheap airfares.

Figure 2.2 Travel Motivation Model

Source: You et al 2000, A Cross-Cultural Comparison of Travel Push and Pull Factors: United Kingdom vs. Japan, International Journal of Hospitality & Tourism Administration, Vol. 1(2) p10.

Travel motivation cannot be understood by concentrating on only one of the factors as mentioned, without the needs being considered. It requires a complete knowledge of the processes whereby these needs are transformed into motivation behavior and, in particular, of the way in which people's expectations give motivated behavior its direction (Witt and Wright 1992).

In explaining the push and pull theory, Gnoth (1997) suggested the formation of values and their role in motivation formation to understand how values and subsequent attitudes express both inner-directed and outer-directed values. Inner-directed values contain predominantly emotional drives, while out-directed values are mainly cognitive in nature.

Different from the push and pull approach, Iso-Ahola (1982) proposed two major dimensions of leisure and travel motivational forces: approach (seeking) and avoidance (escape). Iso-Ahola claimed that tourism behavior encompasses these two components. The researcher further added that tourism, because of its unique characteristics, represents more of an escape-oriented than approach-oriented activity for most people under most conditions. However, together with Mannell and Iso-Ahola later (1987) identified two main types of push and pull factors: personal and interpersonal. Similar to Dann's anomie and ego-enhancement motives, they insist that people are motivated to seek travel activities in order both to leave behind the personal and/or interpersonal problems of everyday life and to obtain personal and/or interpersonal rewards from participation in the leisure activities concerned.

In a more recent study, Goossens (2000) explored motivational and emotional aspects of destination choice behavior. A conceptual model using push, pull, and hedonic

factors was developed for research on evaluations of destination attributes. The results show that emotional and experiential needs are relevant in pleasure-seeking and choice behavior.

Previous work also dealt with motivational issues of international travelers. In examining the cross-cultural motivations for outbound travel using push and pull factors, Yuan and McDonald (1990) indicated that people from each of the four countries (Japan, France, West Germany, and the U.K.) travel to satisfy the same unmet needs. However, attractions for choosing a particular destination appear to differ among the four origin countries. They found that the level of importance that individuals attach to the various factors differed from country to country.

A study of German travelers by Jamrozy and Uysal (1994) examined the variation of motivational push and pull factors according to five different types of travel groups. In terms of motivational push factors, they found that the most important item was experiencing a new life-style, followed by seeing and experiencing a foreign destination and being free to act the way I feel, whereas the least important item was visiting places my family came from. In terms of motivational pull factors, the most important item was interesting and friendly local people, followed by outstanding scenery, and warm welcome for tourists. The least important item was hunting, following by snow skiing, fishing, gambling, and golf or tennis. Their findings indicated that overseas travelers from Germany, to a large extent, displayed variations in push motivations while traveling alone and in friendship groups, as opposed to families, couples and tour groups. Motivation push factors were the inner needs and desires within the travelers that

generated the demand for travel. Pull factors which the secondary motives were considered to the pull forces of the destination or the destination attributes factors.

Cha, McCleary, and Uysal (1995) attempted to delineate the push motivations of Japanese travelers who traveled for pleasure. The study revealed six distinct motivation factors: relaxation, knowledge, adventure, travel bragging, family, and sports. Furthermore, using cluster analysis, the results verified three motivation-base market segments: sports seekers, novelty seekers, and family/relaxation seekers.

Travel motivation is more importantly related with tourism, therefore, motivation was uncovered in previous researches. Push and pull factors are appropriate approach to studying travel motivation. In a competitive global tourism industry, it is important to understand the travelers and their behavior.

2.1.3 Review on Push Factors and Pull Factors

There are few studies about push and pull factors have been reported in the travel and tourism literature (Table 2.1). Although each of these studies sought to identify motivational influences, they differ in terms of whether the focus was on identifying both push and pull factors (Baloglu and Uysal 1996; Baloglu, Nurdan, and Uysal 1998; Crompton 1979; Jang and Cai 2002; Kim and Jogaratnam 2002; Oh, Uysal, and Weaver 1995; Turnbull and Uysal 1995; Uysal and Jurowski 1994; Yuan and MuDonld 1990), push factors only (Cha, McCleary, and Uysal 1995; Dann 1977; Fodness 1994) or pull factors only (Fakeye and Crompton 1991; Sirakaya and McLelland 1997).

Dann (1977) proposed two factors as travel motives: anomie and ego-enhancement. Anomie means the desire to transcend the feeling of isolation obtained in

everyday life, where the tourist simply wishes to get away from it all. Ego-enhancement, on the other hand, derives from the need for recognition, which is obtained through the status conferred by travel (Fodness 1994). Dann also noted push and pull factors in travel decisions. The push factors are internal to individuals, and install a desire for people to want to travel. The pull factors are external to individuals, and affect where, when, and how people travel, given the initial desire to travel. So, people travel because they are pushed by their internal forces and pulled by the external forces such as destination attributes. It is usually accepted that push factors are present before pull factors can be effective (Mill and Morrison 1998). Push motives have been useful for explaining the desire to go on a vacation, while pull motives have explaining the choice of destination (Goossens 2000). Dann (1981) argued that pull factors of the resort such as sunshine, relaxed tempo, and friendly natives both respond to and reinforce push factors motivation.

On the basis of the Dann's study, Crompton (1979) attempted to conceptualize motives of pleasure vacation travelers. He identified nine motives: seven as socio-psychological or push motives and two as cultural or pull motives. The push motives were escape from a perceived mundane environment, exploring and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction. The pull motives were novelty and education.

Yuan and McDonald (1990) indicated that people from each of the four countries (Japan, France, West Germany, and the U.K.) travel to satisfy the same unmet needs (push factors: escape, novelty, prestige, enhancement of kinship relationships, relaxation/hobbies). However, attractions for choosing a particular destination (pull

factors: budget, culture and history, wilderness, ease of travel, cosmopolitan environment, facilities, hunting) appear to differ among the four origin countries. They found that the level of importance that individuals attach to the various factors differed from country to country.

Fakeye and Crompton (1991) identified six pull factors domains from 32 attribute items using a sample of visitors to a well-known winter destination in Texas. The pull factors identified include “social opportunities and attractions,” “natural and cultural amenities,” “accommodations and transportation,” “infrastructure, foods, and friendly people,” “physical amenities and recreation activities,” and “bars and evening entertainment.” In their study, perceived importance on the attribute domains differed among non-visitors, first timers, and repeaters.

Fodness (1994) used scale development approaches to identify push factors. The items were ego-defense, knowledge, reward maximization, punishment avoidance, value expression, and social adjustment.

Uysal and Jurowski (1994) tested the push and pull factors. Factor analyses of 26 motivational items and 29 destination items. Push factors include re-experiencing family togetherness, sports, cultural experience, and escape. Pull factors include entertainment/resort, outdoors/nature, heritage/culture, and rural/inexpensive.

An exploratory study of German visitors by Turnbull and Uysal (1995) examined the variation of motivational push and pull factors according to Caribbean. Using factor analysis, the results verified five push factors: cultural experience, escape, re-experiencing family, sports, and prestige. And six pull factors: heritage/culture, city enclave, comfort/relaxation, beach resort, outdoor resources, rural and inexpensive.

Oh, Uysal, and Weaver (1995) based on travel motivations to identified product bundles and market segments. Their findings revealed that, among five push factors (knowledge/intellectual, kinship/social interaction, novelty/adventure, entertainment/prestige, sports, and escape/rest) and pull factors (historical/cultural, sports/activity, safety/upscale, nature/outdoor, and inexpensive/budget).

Cha, McCleary, and Uysal (1995) examined the travel motivations of Japanese overseas travelers using a factor-cluster market segmentation approach. Their study included six motivation factors – relaxation, knowledge, adventure, travel bragging, family, and sports, and the authors reported that the important motivations for traveling were knowledge and adventure.

Baloglu and Uysal (1996) identified market segments of push and pull motivations used a canonical correlation approach. Four canonical variate pairs of push and pull items were identified but were not labeled. These variates were used to identify four market segment labeled sports/activity seekers, novelty seekers, urban-life seekers, and beach/resort seekers.

Sirakaya and McLellan (1997) asked students to rate the importance of 56 attributes involves in selecting a spring break destination. This research used convenience sampling to selected students from an university in USA. 181 students are completed the self-administered questionnaires. Factor analysis was then used to reduce the 56 attributes to a set of 9 factors. The 9 factors were labeled “local hospitality and services,” “trip cost and convenience,” “perceptions of a safe/secure environment,” “change in daily life environment,” “recreation and sporting activities,” “entertainment and drinking opportunities,” “personal and historical link,” “cultural and shopping services,” and

“unusual and distant vacation spot.” The study respondents’ rated the first factor – local hospitality and services – as the most important. It should be noted, however, that this factor was made up of seven rather diverse attributes: climate, availability of beaches, good accommodations, large hotels, feeling welcomed, friendly residents, and good food. While these attributes may all be highly important to visitors (thus explaining why they would load together on the same factor), one would expect that the basis of their importance would differ considerably. That is, each attribute may derive its importance or meaning from very different sources. Furthermore, the importance of a particular attribute may well be a function of multiple motivational forces. For example, beaches may be important to respondents because they afford opportunities for water-based recreation, getting a tan, and socializing with others. In short, people may have multiple and possibly very different reasons for valuing the same attributes or pull factors.

Baloglu, Nurdan, and Uysal (1998) compared motivations between European and Turkish travelers to north Cyprus, the factors were labeled based on highly loaded items and common characteristics. For push items, the eight factors were labeled as excitement knowledge/education, relaxation, prestige, family togetherness, escape, safety/fun, and feeling at home. For pull items, the eight factors were labeled as nightlife and entertainment, resort environment, city environs, local atmosphere, nature/scenery, beach activities, cultural attractions, shopping facilities, and budget accommodations.

Jang and Cai (2002) studied the underlying push and pull factors of motivation associated with British outbound pleasure travelers as well as to identify key motivational factors that have significant effects on destination choice. Six push factors and five pull

factors were found. “Knowledge seeking” and “cleanliness & safety” were perceived as the most important factors respectively.

Kim and Jogaratnam (2002) used the important-performance techniques to assess the relative significant of attributes and satisfaction with the fulfillment of need between Asian international and domestic American college students. The seven factors are shown knowledge, sports, entertainment, relax, leisure, family, and travel bragging by factor analysis.

From previous researches analysis, there appears to be strong linkages with push and pull factors of travel motivation. The motivational factors are different in tourism setting. This study integrated to existing literature on travel motivation focuses on pull factors. It related travel motivation to the choice of vacation destination. When marketers understand what college students’ wants and needs, they will be able to promote the niche market effectively.

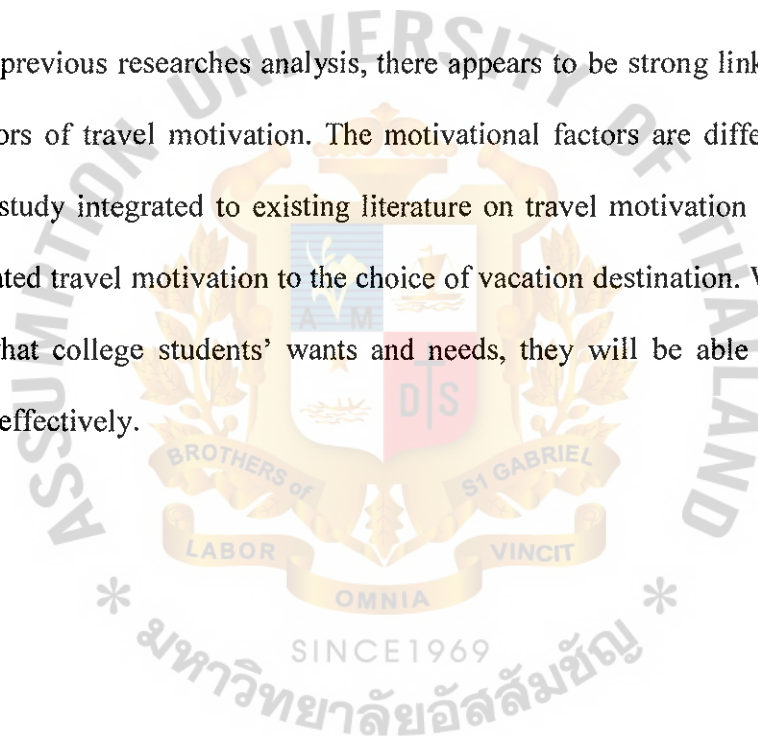


Table 2.1 Previous empirical studies push and pull factors

Source: David B. Klenosky 2002, The “Pull” of Tourism Destinations: A Means-End Investigation, Journal of Travel Research, Vol. 40, May, p387.

Researcher(s)	Research Approach Used	Push Factors Identified	Pull Factors Identified
Dann (1977)	Scale/survey development and analysis	Anomie, ego enhancement	
Crompton (1979)	Unstructured in-depth interviews	Escape, self-exploration and evaluation, relaxation, prestige, regression, enhancement of kinship relationships, social interaction	Novelty, education
Yuan and McDonald (1990)	Factor analyses of 29 motivation/push items and 53 destination/pull items	Escape, novelty, prestige, enhancement of kinship relationships, relaxation/hobbies	Budget, culture and history, wilderness, ease of travel, cosmopolitan environment, facilities, hunting
Fakeye and Crompton (1991)	Factor analysis of 32 destination/pull items		Social opportunities and attractions, natural and cultural amenities, accommodations and transportation, infrastructure foods and friendly people, physical amenities and recreation activities, bars and evening entertainment
Fodness (1994)	Scale development	Ego-defense, knowledge, reward maximization, punishment avoidance, value expression, social adjustive	
Uysal and Jurowski (1994)	Factor analyses of 26 motivation/push items and 29 destination/pull items	Re-experiencing family togetherness, sports, cultural experience, escape	Entertainment/resort, outdoors/nature, heritage/culture, rural/inexpensive
Turnbull and Uysal (1995)	Factor analyses of 30 motivation/push items and 53 destination/pull items	Cultural experiences, escape, re-experiencing family, sports, prestige	Heritage/culture, city enclave, comfort/relaxation, beach resort, outdoor resources, rural and inexpensive
Cha, McCleary, and Uysal (1995)	Factor analysis of 30 motivational/push items	Knowledge, adventure, relaxation, travel bragging, family, sports	

Researcher(s)	Research Approach Used	Push Factors Identified	Pull Factors Identified
Oh, Uysal, and Weaver (1995)	Canonical correlation analysis of 30 motivational/push items and 52 destination/pull items	Knowledge/intellectual, kinship/social interaction, novelty/adventure, entertainment /prestige, sports, escape/rest	Historical/cultural, sports/activity, safety/upscale, nature/outdoor, inexpensive/budget
Baloglu and Uysal (1996)	Canonical correlation analysis of 30 motivational/ push items and 53 destination/pull items	Four canonical variate pairs of push and pull items were identified but were not labeled. These variates were used to identify four market segment labeled sports/activity seekers, novelty seekers, urban-life seekers, beach/resort seekers	
Sriakaya and McLellan (1997)	Factor analysis of 56 destination/pull items		Local hospitality and services, trip cost and convenience, perceptions of a safe/secure environment, change in daily life environment, recreation and sporting activities, entertainment and drinking opportunities, personal and historical link, cultural and shopping services, unusual and distant vacation spot
Baloglu, Nurdan, and Uysal (1998)	Factor analyses of 24 motivational/push items and 28 destination/pull items	Excitement, knowledge/education, relaxation, prestige, family togetherness, escape, safety/fun, feeling at home	Nightlife and entertainment, resort environment, city environs, local atmosphere, nature/scenery, beach activities, cultural attractions, shopping, budget accommodations
Jang and Cai (2002)	Factor analyses of 22 motivational/push items and 19 destination/pull items	Knowledge seeking, escape, family & friend togetherness, novel experience, fun & excitement, rest & relaxation	Cleanliness & safety, easy-to-access & economical deal, sunny & exotic atmosphere, natural & historic environment, outdoor activities
Kim and Jogaratnm (2002)	Factor analysis of 26 items	Knowledge, sports, entertainment, relax, leisure, family, travel bragging	

2.1.4 Previous Research on College Students

Of the previous research that has examined the student and/or spring break travel market (Butts et al 1996; Field 1999; Hobson and Josiam 1992, 1996; Hsu and Sung 1996, 1997; Sirakaya and McLellan 1997), there have been no investigations of push factors and only a handful of attempts to study the pull factors influencing students' destination selection decision. In one study, Hobson and Josiam (1992), students were asked to list their primary reasons for choosing a spring break destination. While most responses referred to the influence of friends and/or family living near or going to the destination, other reasons referred to destination-related attributes such as the destination having a spring break party reputation, warm weather, affordable pricing, quiet environment, good beaches, or good skiing. Another study, Butts et al (1996), found that the factors that were most attractive to students referred to a sunny climate, nature, and a wide choice of accommodations, price of accommodations, the destination's nightlife reputation, and recommendations from others.

Smeaton, Josiam, and Dietrich (1998) and Josiam, Smeaton, and Clements (1999) evaluated the travel motivations and destination selection decision of college students on spring break. They used focus groups to identify push and pull motives for travel. The research conducted during one of the three major vacation breaks in the U.S. found that the primary travel motivation for selecting Panama City Beach was a good party reputation, followed by friends going there, and right price. Students who chose the destination based on party reputation showed a higher frequency of intoxication, and they consumed the most amounts of drinks.

Tourism operators able to better understand the customer's current consumption behaviors or patterns and associate them with market demand could develop a competitive edge within the travel and tourism industry (Fluker and Turner 2000). Travel operators who are able to identify the needs of the student travel market and develop customer loyalty in colleges will benefit because the college market can be profitable field in the travel industry (Field 1999).

2.2 Literature Review to support Methodology

The market research is the managerial tool to accomplish the tourism research. There are two basic approaches that can be taken in gathering data to answer marketing questions: qualitative and quantitative.

Quantitative research seeks conclusive evidence, which is based on large, representative samples and typically applies some form of statistical analysis. Qualitative research provides insights and understanding of the problem setting. It is based on small, non-representative samples, and the data are analyzed in a non-statistical way. It explores the problem with few preconceived notions about the outcome of the exploration, such as questionnaires (Sirakaya and McLellen 1997; Kim and Jogaratnam 2002) and in-depth interviews (Crompton 1979; Jang and Cai 2002; Klenosky 2002). While both methods enable researchers to identify relationship between pull factors and college students' characteristics, each has its own advantages and disadvantages.

Most of the previous researchers on travel motivation employ the quantitative methods – Factor Analysis. Sirakaya and McLellen (1997) selected 56 attributes to asked American students to rate the importance of each attribute. Factor analysis was reduced

attributes to 9 factors, and then given the factors new labels. Kim and Jogaratnam (2002), factor analysis was conducted to determine the underlying factor structure and consolidate data between American students and Asian international students. 26 attributes reduced to 7 travel motivation factors. Jang and Cai (2002) used factor analysis to rank important motivations between push and pull factors with British tourists for traveling to foreign destinations.

After factor analysis, there have more than one method used in the previous researches, such as Independent sample T-test, ANOVA and descriptive statistics. Fakeye and Crompton (1991) used ANOVA compare the differences on pull factors among non-visitors, first timers, and repeaters. Sirakaya and McLellen (1997) employed Independent sample T-test to test if there is a difference in destination factors with respect to gender of American college students. Jang and Cai (2002) used ANOVA and Independent sample T-test indicated that socio-demographic and trip-related characteristics of British outbound traveler were significantly different among the travel regions. Kim and Jogaratnam (2002) used descriptive statistics such as simple frequencies and mean ratings were computed on the characteristics of demography. Independent sample T-test is used to determine if any significant differences exists two different groups between American students and Asia students related to the travel motivation.

Among all the data collection procedures used in questionnaires, the five-point Likert type scale is applied in this research (Sirakaya and McLellen 1997). Based on the literature review, Factor analysis, Descriptive statistics, Independent Sample T-test and ANOVA are used in this study.

2.3 Conclusion

This chapter discussed the travel motivation of pull and push factors, focus on pull factors influence college students choose vacation destination. Push and pull factors are both important, but research pull factor is more suitable for college students.

Previous findings support that different college students' groups indicate there may be have different pull factors that affect them in choosing vacation destination. There have been many studies conducted in regards to attributes of destination, versus the characteristics of students. According to this research, pull factors and students who study at ABAC are selected. A thorough literature review, as well as knowing the student market is an important market for the tourism industry.



Chapter III

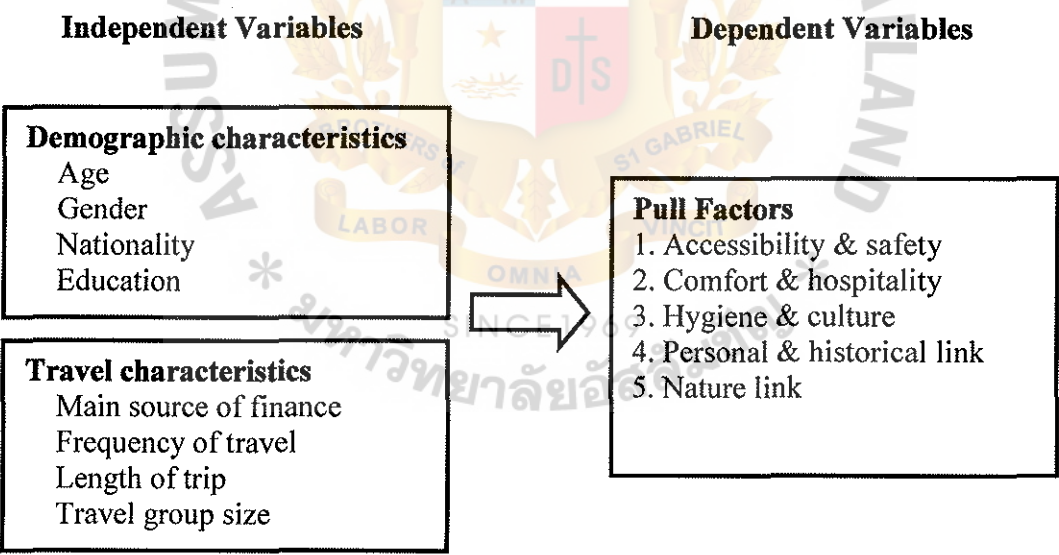
Research Framework

This chapter focuses on the diagram of framework, definition of variables, and the hypothesis. It studies the relationship between pull factors and demographic and travel characteristics of college students.

3.1 Framework

3.1.1 Diagram of Framework

Figure 3.1 Diagram of Framework



3.1.2 Conceptual Framework

A theoretical framework is a conceptual model of how one theorized the relationships among the several factors that have been identified as important to the problem (Malhotra 2002). It clarifies the questions and it summarized the overall concepts being investigated.

In this research, the conceptual framework determines that the independent variables which are demographic and travel characteristics of college students, and pull factors influenced them choose vacation destination are the dependent variables.

3.2 Research Variables

Research variables can be defined as relational units of analysis that can assume any one of a number of designated sets of values, or properties that take on different values, a symbol to which numerals or values are assigned (Malhotra 2002).

In this research, variables are classified the relationships between independent variables and dependent variables. The demographic and travel characteristics of college students are considered as independent variables, whereas the pull factors are considered as dependent variables when college students choose vacation destination.

3.2.1 Independent variables

Independent variables are independent and whose effects are measured and compared. They are influenced the result. In this research, the demographic and travel characteristics of college students are considered as independent variables.

Definition of independent variables

Demographic segmentation is to divide the tourism market into groups based on demographic variables, such as age, gender, education, income, marital status, family size, life cycle, occupation, religion, race, and nationality. Demography is one of the most popular methods of market segmentation. Demographic segmentation permits the marketing strategist to classify tourists in a very direct and efficient manner. According to the literature review, age, gender, nationality, education, main source of finance, frequency of travel, length of trip, and travel group size have been chosen as independent variables.

Age: the time in life at which some particular qualification or power arises. There are many ways to categorize the age groups. In this research, ordinal scale is used to ask respondents to choose their approximate age.

Gender: the properties that distinguish organisms on the basis of their reproductive roles. Gender is described as male and female.

Nationality: the status of belonging to a particular nation by birth or naturalization. The fulfillment of his mission is to be looked for in the condition of nationalities and the character of peoples. The different nationality has different culture, social, and economic background, so they have different perception of destination choices. In this research, there have two groups of nationality: Thai and non-Thai.

Education: the gradual process of acquiring knowledge. Education influences the lifestyle and therefore consumption patterns of individuals in a direct manner. In this research, education is divided into undergraduate and graduate.

Main source of finance: where do the finances come from that cover travel expenses. Different financial sources have different levels of influence.

Frequency of travel: tourists can be segmented into non-visitors, first visitors and repeat visitors. Tourists are placed in groups, those with travel experience or those without travel experience, which is an important factor when tourists choose their vacation destination.

Length of trip: the period of time that people spend in a destination. It may be measured in hours, days, nights or weeks. How long you stay in one destination during the time of travel.

Travel group size: how large the travel group, how many people travel in one group. The travel group size can influence people choose their vacation destination.

3.2.2 Dependent variables – Pull factors

Dependent variables are dependent on the independent variables and measure the effect of the independent variables. In this research the pull factors are dependent variables, which include accessibility & safety, comfort & hospitality, hygiene & culture, personal & historical link, and nature link.

Definition of dependent variables

Factor 1: Accessibility & safety

Accessibility means that easy to get into the destination. If location of the destination is inconvenience, the destination must be has good transportation system to ease of entrance. Safety is necessary for every tourist who wants to travel in a secure

environment. Most of people will consider safety as a primary item to choose vacation destination. The attributes are accessibility, travel time to the destination, convenience, a stable political environment, a stable social environment, safety of property, popularity of the destination, unlikelihood of experiencing epidemics, nightlife and entertainment opportunities, availability of bars, availability of sporting events, and facilities for sport activities.

Factor 2: Comfort & hospitality

Comfort and local hospitality is constructed primarily to support visitation and visitor activities. The primary ones are airports, railways, accommodation units, and restaurants. Service is a function of the differences between expected and perceived service. It involves travel agents, customer services, tour guides, hotel employees, and so on. The service delivery, attitude and hospitality, service skills, information provided, and language skills will influence service quality. The attributes include people make me feel welcome, friendly people, good accommodation, large hotels, beaches available, good food, climate, and gambling opportunities.

Factor 3: Hygiene & culture

Hygienic and clean environment in a destination is one of significant factors that drive tourists to travel. Culture is one in which the main aim would be to experience and participate in the way of life of its resident or host population, both past or present. Cultural attributes can be presented in such things as food, music, art, folklore, dances, painting, religion, and so on. Those attributes include standards of hygiene and cleanliness, museums and galleries available, concerts available, traditional local

ceremonies, arts shops and boutiques, information centers available, guided tours available, and the destination is far away from home.

Factor 4: Personal & historical link

Some people want to travel to those places, because they have some personal link with those destinations, like visiting places of family's origin, or visiting destinations where friends and relatives are. And historical sights is also included in this factor, historical sites have historic and pre-historic sites, archeological sites, such as historical museums that appeal to tourists who are inspired to learn more about contemporary and long vanished civilizations.

Factor 5: Nature link

Natural attractions can be subdivided into topography, climate, water, wildlife, vegetation and location. As an attraction category, natural sites are extremely important to many destinations. People want to travel because they have different demands. One of the demands is change in daily life route. Those include unusual wildlife, different natural environment, destination has a rural character, different daily life environment, good opportunities for out door activities, and change from usual destinations.

3.3 Research Hypothesis Statements

A hypothesis is an unproven statement or proposition about a factor or phenomenon that is of interest to the researcher between two or more variables. It is an assumption or a guess that a researcher makes about some characteristics of the

population under study (Malhotra 2002). It is a tentative statement about things that the investigator wishes to support or to refuse.

In this research, the hypothesis is tested if there is any difference on pull factors when college students choose vacation destination, in terms of age, gender, nationality, education, main source of finance, frequency of travel, length of trip, and travel group size.

Null hypothesis (H_0):

It is the one actually tested statically which is one of no difference or no relationship. It is set up for possible rejection and is an arbitrary convention, hypothesizing that any relationship or difference in the findings is due to chance or sampling error.

Alternative hypothesis (H_a):

A statement which some difference or effect is expected. The probability that one dependent variable has multiple causes (independent variables) is always greater than the probability that it is caused by a single independent variable (Malhotra 2002).

$H_0 1$: There is no difference on pull factors when college students choose vacation destination among different demographic groups, in terms of age, gender, nationality, and education.

$H_a 1$: There are significant differences on pull factors when college students choose vacation destination among different demographic groups, in terms of age, gender, nationality, and education.

Ho 2: There is no difference on pull factors when college students choose vacation destination among different travel characteristics groups, in terms of main source of finance, frequency of travel, length of trip, and travel group size.

Ha 2: There are significant differences on pull factors when college students choose vacation destination among different travel characteristics groups, in terms of main source of finance, frequency of travel, length of trip, and travel group size.

3.4 Operationalization of the Independent and Dependent Variables

The attributes of pull factors are selected from previous literature review. Sirakaya and McLellan (1997) pointed out about 56 attributes, eleven of the 56 items making the interpretation difficult, and also based on the situation in Thailand. Therefore, 45 attributes are selected for this research regarding as pull factors.

Respondents are asked to rate the importance of each vacation destination attributes of pull factors on a five-point Likert type scale ranging from 1 (least important) to 5 (very important).

The measurement of dependent variables and independent variables will be done through operationalization of these variables as illustrated on table 3.1:

Table 3.1 Operationalization of variables

Concept	Conceptual Definition	Operational Components	Level of Measurement
Attributes of pull factors	Special features and related activities of an area that attract tourists to visit it	Climate	Interval
		Good accommodation	
		People make me feel welcome	
		Good food	
		Friendly people	
		Beaches available	
		Large hotels	
		Travel time to the destination	
		Cost of the trip	
		Good value for money	
		Accessibility	
		Convenience	
		Safety of property	
		A stable political environment	
		A stable social environment	
		Unlikelihood of experiencing epidemics	
		Ease of currency exchange	
		Image of local people	
		Change from usual destinations	
		Good opportunities for outdoor activities	
		Different daily life environment	
		Different natural environment	
		Destination has a rural character	
		Unusual wildlife	
		Facilities for sport activities	
		Availability of sporting events	
		Nightlife and entertainment opportunities	
		Availability of bars	
		Popularity of the destination	
		Gambling opportunities	
		State and national parks available	
		Visiting destinations where friend and relative are	
		Visiting places of family's origin	
		Historical sights	
		Museums available	
		Arts shops and boutiques	

Concept	Conceptual Definition	Operational Components	Level of Measurement
Attributes of pull factors	Special features and related activities of an area that attract tourists to visit it	Traditional local ceremonies	Interval
		Shopping facilities available	
		Guided tours available	
		Concerts available	
		Information centers available	
		Different social environment	
		Different architectural environment	
		The destination is far away for home	
		Standards of hygiene and cleanliness	
Demographic characteristics	Factors which provide an indication of a person's effective situation	Age	Ordinal
		Gender	Nominal
		Nationality	Nominal
		Education	Nominal
Travel characteristics		Main source of finance	Nominal
		Frequency of travel	Ordinal
		Length of trip	Ordinal
		Travel group size	Ordinal

Through factor analysis, those attributes are categorized into a few factors. For example, according to chapter II, Sriakaya and McLellan (1997), putting 56 attributes into the questionnaire and evaluate what are the important items in the mind of American college students, then used factor analysis to reduced the attributes to 9 pull factors, gave them new labels.

Chapter IV

Research Methodology

4.1 Data Source

4.1.1 Target population

The target population for this research was gathered from a group of college students who study at Assumption University, in Bangkok, Thailand.

Assumption University (ABAC) was selected because this university is the first international university in Thailand where students come to study from all over the world, more than 53 countries. Students have high ability of consume tourism products and services than other universities'. Most of the students studying at ABAC have travel experience both domestic and international travel, especial traveling abroad.

Students who study at the Assumption University completed a self-administered questionnaire during regular class hours. But the sample composition reflected the general university students' opinion since the selected students were counted as electives for a variety of majors throughout the university.

4.1.2 Sampling procedure

Non-probability sampling is technically defined as where the chance of selection for each element in a population is unknown, and for some elements, is zero (Arber 1993; Chisnall 1991). In general, non-probability sampling may be crudely understood as

everything that probability sampling is not. The key feature of non-probability sampling is that items chosen for a sample are not chosen randomly but purposively.

Convenience sampling means different things to different commentators on research methodology. At its simplest, convenience sampling means quite literally taking as a sample whoever is available to receive the administration of the research instrument (a questionnaire, an interview). It focuses on a particular issue or issues. It is the least expensive and least time consuming of all sampling techniques. The sampling units are accessible, easy to measure, and cooperative.

Convenience sampling are (1) used of students, church groups, and members of social organizations; (2) mall intercept interviews conducted without qualifying the respondents; (3) department stores using charge account lists; (4) tear-out questionnaires included in a magazine; (5) “people on the street” interviews; and (6) Internet browsers. The target population is college students of this research, so this research used convenience sampling of non-probability sampling.

A convenience sample of 200 was selected from students who study at ABAC. According to literature review, on the previous research, the sample size was 181 students were selected from one American university (Sriakaya and McLellan 1997). In this research, the sample size is divided from the following table (Table 4.1).

Table 4.1: Convenience sample size based on research practice

Type of study	Minimum size	Typical range
Problem identification research (e.g. market potential)	500	1,000-2,500
Problem solving research (e.g. pricing)	200	300-500
Product tests	200	300-500
Test marketing studies	200	300-500

Source: Naresh K. Malhotra (2002): *Basic Marketing Research*, pp 350-351.

This research is a type of problem solving research. It points out the important factors, focuses on pull factors when students choose a vacation destination, so the group sample size that was 200 students from ABAC. Therefore, the sample is not randomly selected; every student can be the target population. The sample composition reflected the general university student population since the selected diverse majors and backgrounds. Students are active travelers and because of the past behavior they can be considered as potential future travelers.

4.2 Data Collection

Data is collected according to previous researches with selected pull factors and demographic and travel characteristics of students. The data of this research were gathered from a group of students at ABAC located in Bangkok of Thailand.

The self-administrated questionnaires are distributed to the respondents and collected by researcher during regular class hours. Data was collected over a period of one month in November 2003 at Huamak Campus, ABAC.

At the main entrances of Huamak Campus, no attempt was made to randomly selected students; every student entering university was approached and asked if he/she would complete the questionnaire. Following a brief induction, the purpose and content of the survey were explained to the prospective respondents. If necessary, the researcher explained the items in the questionnaire to the respondents when they did not understand. The researcher collected the questionnaire until respondents finished it. All of the responses were voluntary and precautions were taken to maintain anonymity and confidentiality.

4.3 Data Measurement

The attributes of pull factors are selected from previous literature review. Sirakaya and McLellan (1997) point out about 56 attributes, eleven of the 56 items making the interpretation difficult, and also based on the situation in Thailand. Therefore, 45 attributes are selected for this research regarding as pull factors.

Respondents are asked to rate the importance of each vacation destination attributes of pull factors on a five-point Likert type scale ranging from 1 (least important) to 5 (very important).

4.3.1 Questionnaire

In the first section of questionnaire, the respondents are asked to measure that how important each attribute of the pull factors in college students' opinion when they choose vacation destination.

In the second section of questionnaire, demographic and travel characteristics data are collected based on age, gender, nationality, education, main source of finance, frequency of travel, length of trip, and travel group size.

Table 4.2 Questionnaire

Variables	Conceptual Definition	Question Numbers
Attributes of pull factors	Special features and related activities of an area that attract tourists to visit it	1
	Climate	1
	Good accommodation	2
	People make me feel welcome	3
	Good food	4
	Friendly people	5
	Beaches available	6
	Large hotels	7
	Travel time to the destination	8
	Cost of the trip	9
	Good value for money	10
	Accessibility	11
	Convenience	12
	Safety of property	13
	A stable political environment	14
	A stable social environment	15
	Unlikelihood of experiencing epidemics	16
	Ease of currency exchange	17
	Image of local people	18
	Change from usual destinations	19
	Good opportunities for outdoor activities	20
	Different daily life environment	21
	Different natural environment	22
	Destination has a rural character	23

Variables	Conceptual Definition	Question Numbers
Attributes of pull factors	Special features and related activities of an area that attract tourists to visit it	1
	Unusual wildlife	24
	Facilities for sport activities	25
	Availability of sporting events	26
	Nightlife and entertainment opportunities	27
	Availability of bars	28
	Popularity of the destination	29
	Gambling opportunities	30
	State and national parks available	31
	Visiting destinations where friend and relative are	32
	Visiting places of family's origin	33
	Historical sights	34
	Museums available	35
	Arts shops and boutiques	36
	Traditional local ceremonies	37
	Shopping facilities available	38
	Guided tours available	39
	Concerts available	40
	Information centers available	41
	Different social environment	42
	Different architectural environment	43
	The destination is far away for home	44
	Standards of hygiene and cleanliness	45
Demographic and travel characteristics	Age	2
	Gender	3
	Nationality	4
	Education	5
	Main source of finance	6
	Frequency of travel	7
	Length of trip	8
	Travel group size	9

4.3.2 Pre-testing

Pre-testing refers to testing the questionnaire on a small sample of respondents, it is usually 15 to 30, to identify and eliminate potential problems (Malhotra 2002). Therefore, pre-test 20 college students who study at ABAC to conduct the questionnaire. It was to ensure that all questions could be clearly and easy to understand. All of the questionnaires have been tested, include question content, wording, sequence, form and layout, question differently, and instruction. Based on the feedback to make necessary change and corrected.

4.4 Data Analysis

Factor analysis, Descriptive statistics, Independent Sample T-test, and ANOVA are the data analysis techniques applied in this research.

4.4.1 Factor analysis

Factor analysis is a statistical approach that can be used to analyze interrelationships among a large number of variables and to explain these variables in terms of their common underlying dimensions (factors). The statistical approach involving finding a way of condensing the information contained in a number of original variables into a smaller set of dimensions (factors) with a minimum loss of information.

Factor analysis is a statistical technique used to identify a relative small number of factors that can be used to represent relationships among sets of many interrelated variables. There are different methods of extracting the factors from a set of data. Principal components analysis (PCA) is used in this study. PCA seeks a linear

combination of variables such that the maximum variance is extracted from the variables. It then removes this variance and seeks a second linear combination which explains the maximum proportion of the remaining variance, and so on. This is called the principal axis method and results in orthogonal (uncorrelated) factors. PCA analyzes total (common and unique) variance. It consists of four-step iterative procedure which is correlation matrix, factor extraction or factor loading, rotation, and factor score. It can be accomplished by combining all 45 attributes to create new, more abstract variables called factor.

4.4.2 Descriptive statistics

Descriptive statistics provide summary measures of the data contained in all the elements of a sample. The calculation of averages, frequency distributions and percentage distributions are the most common forms to summarize data. It gives general ideas as to the respondents' attitudes.

4.4.3 Independent sample T-test

Independent sample T-test is used to determine whether there is a difference within age, gender, nationality, and education segments. The two-tailed significant of t-test at 0.05 level indicates that there is a difference between variables tested at 95% confidence level. If the significant level is lower than 0.05, the null hypothesis is rejected. The difference between groups is showed by the Mean comparisons, which give the results that which groups have more concerned the pull factors.

4.4.4 ANOVA

ANOVA is employed here to assess pull factors among college students' characteristics. ANOVA is a parametric test that requires the independent variables (main source of finance, frequency of travel, length of trip, and travel group size) is at an ordinal or nominal level of measurement, while the dependent variables (pull factors) is at an interval level of measurement. In ANOVA, the research can test for difference between more than two samples or groups, in this research, different travel characteristics groups, and different pull factors. Univariate significances are examined to see which groups have differences on pull factors. The researcher set the confidence at 95%, and will reject the hypothesis if the significance is more than 0.05 in the results.

Then a post hoc LSD procedure at a significant level of 0.05 is employed to compare which groups are significantly different on each factor. If the significant level is lower than 0.05, it means that there is a significant difference on pull factors among different travel characteristics groups at 95% confidence level, which means the result will create 5% error by chance. The sign “(*)” expresses the differences is significant at 0.05 level or 95% confidential level under ANOVA test. The significant of “Mean Difference (I-J)” tells whether the two compared groups are different or not, while the “Mean Difference (I-J)” tells how the two groups differ from each other. If Mean Difference is positive, it means (I) group is important affect than (J) group; if negative, (I) group rate lower than (J) group. Before conducting the analysis, the distributions of the dependent variables are analyzed to check the homogeneity of variance and normality assumption of ANOVA. No significant violation of assumption is found.

Chapter V

Data Analysis

5.1 Profile of Respondents

This section describes the primary data of a respondent's particular profile such as age, gender, nationality, education, main source of finance, frequency of travel, length of trip, and travel group size. Descriptive statistics are employed to determine the frequency distribution of profiles of the surveyed respondents.

A total of 200 questionnaires were distributed to the respondents in November 2003, and two hundred questionnaires were collected at the end of the November 2003 by researcher.

Those respondents (n=200) who completed all sections of the questionnaires and students of ABAC are included in the analysis of the data. This research used convenience sampling to do the research, thus, the response rate was 100%.

5.1.1 Demographic Profile

The demographic characteristics of the sample including age, gender, nationality, and education are shown in Table 5.1.

Age: among 200 students, 49% of the respondents reported ages below 22 years old, while 51% of respondents reported their age to be over 22 years old. Therefore, the majority of the respondents are aged above 22 years old in this particular research.

Gender: as shown on table 5.1, 91 respondents are male and account for 45.5%, whereas the remaining 54.5% of respondents are female. Thus, the majority of respondents used in this study are female.

Nationality: table 5.1 illustrates that 105 of respondents are Thai students and account for 52.5%, and 95 of them are non-Thai students and account for 47.5%.

Education: 58% of the respondents are studying graduate programs, whereas, the percentage of undergraduate programs is 42%.

Table 5.1 Demographic profile of respondents (N=200)

		Number	%
Age	Below 22	98	49.0
	Above 22	102	51.0
	Total	200	100.0
Gender	Male	91	45.5
	Female	109	54.5
	Total	200	100.0
Nationality	Thai	105	52.5
	Non-Thai	95	47.5
	Total	200	100.0
Education	Undergraduate	84	42.0
	Graduate	116	58.0
	Total	200	100.0

5.1.2 Travel Characteristics Profile

Table 5.2 presents the profile of students who study at ABAC. The travel characteristics investigated include main source of finance, frequency of travel, length of trip, and travel group size.

Main source of finance: illustrates the main source of finance of the respondents. Table 5.2 shows that 57.5% of respondents finance resource come from parents/family, while 42.5% of respondents of the finance resource come from self-savings. Other replies, such as the percentage of assistantship/scholarship, loans or other sources, were not chosen, so these are reported to be 0%.

Frequency of travel: table 5.2 illustrated among 200 respondents, 45 of respondents (22.5%) have never taken a trip, 96 of respondents (48%) have taken a single trip, and 59 of respondents (29.5%) have taken more than one time trip last past year.

Length of trip: the majority of the respondents (40%) preferred to utilize a period of 4-6 days per trip, 28.5% of respondents appeared to stay at their destination for 1-3 weeks, while 20.5% of respondents stayed at their destination for a period of 1-3 days. Only 11% of respondents stayed for a period of over 4 weeks.

Travel group size: in general people like to travel with their families or friends, while only 13% of respondents like to travel alone. The majority of respondents (46%) travel with two-three people per group, 26% of respondents travel in groups of four-five people, while 15% of respondents prefer to travel in groups with over five people in one group.

Table 5.2 Travel characteristics profile of respondents (N=200)

	Number	%
Main source of finance		
Assistantship/scholarship	0	0.0
Parents/family	115	57.5
Self-savings	85	42.5
Loans	0	0.0
Other	0	0.0
Total	200	100.0
Frequency of travel		
Never	45	22.5
1 time	96	48.0
Over 1 time	59	29.5
Total	200	100.0
Length of trip		
1-3 days	41	20.5
4-6 days	80	40.0
1-3 weeks	57	28.5
Over 4 weeks	22	11.0
Total	200	100.0
Travel group size		
Single	26	13.0
Tow – Three	92	46.0
Four - Five	52	26.0
Over Five	30	15.0
Total	200	100.0

5.2 Factor Analysis

In this study, all 45 attributes of pull factors were developed into the questionnaire. Each of the attributes was paired with a 5-point Likert scale ranging from least important (1) to very important (5). The data for the study was collected from a sample of students who study at ABAC.

The 45 attributes of pull factors were purified and reduced by using “Factor Analysis.” Factor analysis is the study of the correlation among a large number of interrelated quantitative variables, computed by grouping the variables into a few factors (Malhotra 2002). Using the structure of a correlation matrix provides easier understanding. The factor analysis includes the four steps iterative procedure, which are correlation matrix, factor extraction, rotation, and factor score.

The principal components of factor are varimax rotation because the rotation serves the purpose of finding simpler and more easily interpretable results. In this factor analysis, it results in 5 factors with 45 attributes. The Scree Plot presented in dictated that the optimum cut point was in the fifth factors (Appendix 2: Scree Plot). The retained five common factors accounted for 42.032% (Appendix 2: Total Variance Explained). Five factors accounted for 42.032% of the total variance extracted. Forty-five of the original items were retained. After a close examination of the loading on the factors, a name was given to each factor according to the content of the variables making the greatest contribution to each of the dimensions.

Only items with factor loading greater than 0.4 were retained for each factor grouping. For interpreting the extracted factors, only items that had factor loading more than 0.4 were considered. Although all variables that had factor loading above the

threshold value were used in the interpretation process, those with a larger loading value should be considered to a greater extent. The factor loading of each item is presented on Table 5.3 and the loading more than 0.4 are highlighted. 8 attributes are deleted because the factor loading of those attributes are lower than 0.4. So at the end of the result, 37 attributes are used in this study. The five factors are labeled as follows: 1) accessibility & safety; 2) comfort & hospitality; 3) hygiene & culture; 4) personal & historical link; and 5) nature link.

Table 5.3 Factor Loading

Factor Name	Factor Loading
Factor 1: Accessibility & Safety	
Accessibility	.623
Travel time to the destination	.569
A stable political environment	.562
A stable social environment	.549
Availability of bars	.529
Safety of property	.521
Availability of sporting events	.514
Convenience	.504
Popularity of the destination	.459
Unlikelihood of experiencing epidemics	.456
Nightlife and entertainment opportunities	.438
Facilities for sport activities	.424
Factor 2: Comfort & Hospitality	
People make me feel welcome	.616
Friendly people	.560
Good accommodation	.560
Large hotels	.532
Beaches available	.520
Gambling opportunities	.513
Good food	.500
Climate	.495

Factor Name	Factor Loading
Factor 3: Hygiene & Culture	
Standards of hygiene and cleanliness	.618
Museums and galleries available	.589
Information centers available	.571
The destination is far away from home	.545
Concerts available	.482
Guided tours available	.466
Traditional local ceremonies	.447
Arts shops and boutiques	.440
Factor 4: Personal & Historical link	
Visiting place of family's origin	.637
Visiting destinations where friends and relative are	.582
Historical sights	.411
Factor 5: Nature link	
Unusual wildlife	.573
Different natural environment	.516
Destination has a rural character	.489
Different daily life environment	.473
Good opportunities for outdoor activities	.449
Change from usual destinations	.424

A 5-point Likert-type scale: 1 = least important, 5 = very important.

Factor 1: Accessibility & safety

This factor was named “accessibility & safety” because it contained attributes related to both accessibility and safety. Students seemed to associate items such as accessibility of the destination, the travel time involved, and convenience of getting to the destination. This factor also relates to the safety and the security of the person at their final destination. The students were able to associate attributes such as a stable political and social environment. Nightlife and entertainment are also included in this factor of students choosing their vacation destination. It was composed of three descriptors: 1) availability of nightlife and entertainment; 2) availability of bars; and 3) popularity of the

destination. In this factor, the attribute “accessibility” has the highest factor loading, which is 0.623.

Factor 2: Comfort & hospitality

This factor measures the local’s attitudes toward the tourists as well as the comfort and quality of hospitality services that are provided to the tourists. The climate, availability of good accommodations, good food, availability of beaches, and large hotels as well as friendly people are loaded heavily on this factor. Within the factor, local people make tourists feel welcome had the highest loading of 0.616.

Factor 3: Hygiene & culture

The contents of this factor relate to hygiene and socio-cultural service such as the standards of hygiene and cleanliness, the available of museums and galleries, art shops, boutiques, music concerts, and the availability of the presentation of traditional ceremonies. Information centers and guided tours in local communities also play an important role.

Factor 4: Personal & historical link

This factor relates to destinations where students have their friends and relatives visit them. One observation that generated curiosity is that the students correlated the availability of attractions such as historical sights with their kin and friends visiting them. Perhaps, they considered these types of attractions to be an important component of their trip if their friends and relatives were visiting them. This aspect of travel behavior requires more detailed review in future studies.

Factor 5: Nature link

This group includes items that measure the nature link that record change from one's own daily life environment. This factor contained items such as a change from usual destinations; visiting unusual wildlife; visiting places that provide opportunities for outdoor activities; and destinations with a rural character. The students tended to associate a change from their daily life environment with a natural environment that is rural in character and has unusual wildlife. The unusual wildlife appeared to be highest loading (0.573) in this factor.

5.3 Results of Hypothesis testing

In this section, Independent Sample T-test is employed to determine the difference between two groups when examining the differences on pull factors between age, gender, nationality, and education segments. In this research, the No. 6 question asked respondents about the main source of finance; respondents have chosen only two replies: parents/family and self-savings, so to test the hypothesis of this group an Independent sample T-test is used. ANOVA is used to determine whether different students' characteristics have differences on pull factors when they choose a vacation destination according to frequency of travel, length of trip, and travel group size segments.

5.3.1 Different pull factors among demographic groups

Hypothesis 1: There are significant differences on pull factors when college students choose vacation destinations among different demographic groups, in terms of age, gender, nationality, and education.

Independent Sample T-test is used to determine whether there is a difference within age, gender, nationality and education segments. If the significant level is lower than 0.05, the null hypothesis is rejected. The mean comparisons give the results that which group may has difference on pull factors.

5.3.1.1 Pull factors differences between age groups

Table 5.4 Pull factors differences between age groups

Independent T-test					
Factors	Age	Mean		T	Sig. (2-tailed)
1. accessibility & safety	Below 22	.1506789	Equal variances assumed	2.107	.036(*)
	Above 22	-1.447699		2.108	.036(*)
2. comfort & hospitality	Below 22	-.1830202	Equal variances assumed	-2.573	.011(*)
	Above 22	.1758429		-2.583	.011(*)
3. hygiene & culture	Below 22	.0286938	Equal variances assumed	.397	.692
	Above 22	-.0275685		.397	.692
4. personal & historical link	Below 22	-.0061231	Equal variances assumed	-.085	.933
	Above 22	.0058916		-.085	.932
5. nature link	Below 22	-.1675588	Equal variances assumed	-2.349	.020(*)
	Above 22	.1609879		-2.347	.020(*)

* Difference is significant at the .05 level.

Table 5.4 shows the results of Independent Sample T-test of different age groups. The differences between students' age below 22 and those above 22 years old were significant concerning the following three factors: 1) accessibility & safety; 2) comfort & hospitality; and 3) nature link. An examination of the differences of mean scores revealed

that students under 22 years of age tend to assign greater weight to the factor “accessibility & safety” than those over 22 years of age. Students of over 22 years of age, however, tend to put a significantly higher importance on destination factors such as comfort & hospitality and nature link.

5.3.1.2 Pull factors differences between gender groups

Table 5.5 shows the results of Independent Sample T-test of different gender groups. There is no recorded difference between male and female groups because male and female groups hold similar opinion on pull factors. The finding is not consistent with a previous research, which indicates gender has a difference regarding the pull factors (Sirakaya and McLellan 1997). It may be explained by the characteristics of students, because most previous researches focus on American students.

Table 5.5 Pull factors differences between gender groups

Independent T-test					
Factors	Gender	Mean		T	Sig. (2-tailed)
1.accessibility & safety	Male	-.0064839	Equal variances assumed	-.084	.933
	Female	.0054132		-.084	.933
2. comfort & hospitality	Male	-.0205165	Equal variances assumed	-.264	.792
	Female	.0171285		-.266	.792
3. hygiene & culture	Male	.0352202	Equal variances assumed	.454	.650
	Female	-.0294041		.454	.650
4. personal & historical link	Male	.1042867	Equal variances assumed	1.350	.178
	Female	-.0870651		1.358	.176
5. nature link	Male	-.1314260	Equal variances assumed	-1.706	.090
	Female	.1097226		-1.685	.094

* Difference is significant at the .05 level.

5.3.1.3 Pull factors differences between nationality groups

Table 5.6 shows the results of Independent Sample T-test of different nationality groups. Most of the two-tailed significant are higher than 0.05 level. Only one factor – nature link has difference between different nationality groups. From the significance we can know that Thai students are more concerned with nature link than non-Thai students when they choose vacation destination, because the mean of Thai students is higher than non-Thai students’.

Table 5.6 Pull factors differences between nationality groups

Independent T-test					
Factors	Nationality	Mean		T	Sig. (2-tailed)
1. accessibility & safety	Thai	-.0376376	Equal variances assumed	-.559	.577
	Non-Thai	.0415994		-.561	.575
2. comfort & hospitality	Thai	-.0219458	Equal variances assumed	-.326	.745
	Non-Thai	.0242559		-.325	.746
3. hygiene & culture	Thai	.0667485	Equal variances assumed	.992	.322
	Non-Thai	-.0737747		.990	.323
4. personal & historical link	Thai	-.1041721	Equal variances assumed	-1.554	.121
	Non-Thai	.1151376		-1.559	.121
5. nature link	Thai	.0108292	Equal variances assumed	2.627	.010(*)
	Non-Thai	-.0119691		2.648	.010(*)

* Difference is significant at the .05 level.

5.3.1.4 Pull factors differences between education groups

Table 5.7 shows the results of Independent Sample T-test of different education groups. Most of the two-tailed significant are higher than 0.05 level. There are two factors have differences between different education groups that they are the factors 2) comfort & hospitality and 5) nature link. Graduate students are more concerned with the comfort & hospitality and nature link than undergraduate students, because the

significance is 0.04 lower than 0.05 and the mean of graduate students are both higher than undergraduate students'.

Table 5.7 Pull factors differences between education groups

Independent T-test

Factors	Education	Mean		T	Sig. (2-tailed)
1. accessibility & safety	Undergraduate	.0767769	Equal variances assumed	.924	.357
	Graduate	-.0555971		.930	.354
2. comfort & hospitality	Undergraduate	-.3199285	Equal variances assumed	-3.992	.000(*)
	Graduate	.2316724		-3.947	.000(*)
3. hygiene & culture	Undergraduate	.0259467	Equal variances assumed	.312	.756
	Graduate	-.0187890		.316	.752
4. personal & historical link	Undergraduate	.0262624	Equal variances assumed	.315	.753
	Graduate	-.0190176		.319	.750
5. nature link	Undergraduate	-.2400350	Equal variances assumed	-2.944	.004(*)
	Graduate	.1738184		-2.882	.004(*)

* Difference is significant at the .05 level.

Explanation of statistics results:

From the results of Independent Sample T-test, both of male and female students hold similar opinion on pull factors. This result differs from the previous research of Sirakaya and McLellan (1997). It concluded that American male and female students have different perceptions of destination choices. American male students seek experiences that are more action oriented; female students seem to be more drawn towards cultural, shopping, and friendly areas. This inconsistent result might reflect culture differences between western and oriental. Because western people appear an individualism culture, Thai people emphasize a collectivism culture. In other words, the western appears to follow their own preferences and want to be distinguished from other people. Other rational explanation is the mature of consumers and stage of tourism

development. Thai people travel form is mostly to take group trip, American students like to take self-travel or individual travel. So Thai people might have similar opinion but American students tend to show different ideas between male and female.

Concerning age groups, the differences between students under 22 years of age are more concerned with “accessibility & safety”, conversely, those who are above 22 years old are more concerned with “comfort & hospitality” and “nature link”. This result could be explained by the travel experience of respondents. In other words, the students who are above 22 years old may have more travel experience and knowledge about the destination than students who are under 22 years of age, so that they may concern comfort & hospitality and nature link more than safety. Those who have no travel experiences may be unfamiliar with the destinations. They know the destination from TV, Internet, or their friends, and they don't know what situation the destination actually is. So the accessibility & safety is more important for students who are under 22 years old. This explanation also can be placed in education groups, the result indicated that the students who study graduate program are more concerned with comfort & hospitality and nature link, because graduate students have more travel experience than undergraduate students. The finding showed the same conclusion as previous research that there are differences on “cleanliness & safety”, “easy-to-access & economical deal”, and “natural & historic environment” among different age and education groups (Jang and Cai 2002).

Concerning nationality groups, nature link is more important for Thai students compared with non-Thai students when they choose vacation destination. Thai students are more likely to contact with nature environment. The possible explanation for this interesting phenomenon is that Thailand has a tradition of agricultural society. There are

a lot of idyllic, beautiful and natural environment in Thailand, which infers Thai people tend to seek a natural lifestyle. However, most Bangkok students live in city and seldom contact with nature and rural life. It is rational for Thai students in the survey to search for nature environment.

5.3.2 Different pull factors among travel characteristics groups

Hypothesis 2: There are significant differences on pull factors when college students choose vacation destinations among different travel characteristics groups, in terms of main source of finance, frequency of travel, length of trip, and travel group size.

One-way ANOVA results are examined to see whether there are significant differences among different travel characteristics groups. Then, the significant of “Mean Difference (I-J)” tells whether the two compared groups are different or not, while the “Mean Difference (I-J)” tells how the two groups differ from each other.

In this hypothesis, for question 6, respondents have chosen only answer 2(parents/family) and 3(self-savings), so to test the hypothesis of this group is used Independent Sample T-test.

5.3.2.1 Pull factors differences between main source of finance groups

Table 5.8 shows the results of Independent Sample T-test of different main source of finance groups. There is no difference between different main source of finance groups: parents/family and self-savings. The finding is not consistent with previous research (Kim and Jogaratnam 2002), which indicated main source of finance is an important factor influencing destination choice. It may be explained by the situation of

students in Thailand, the majority of these students are not considered about the finance resource when they choose vacation destination.

Table 5.8 Pull factors differences between main source of finance groups

Independent T-test

Factors	Main source of finance	Mean		T	Sig. (2-tailed)
1. accessibility & safety	Parents/family	.0188156	Equal variances assumed	.234	.815
	Self-savings	-.0294296		.245	.807
2. comfort & hospitality	Parents/family	.0089362	Equal variances assumed	.111	.912
	Self-savings	-.0139771		.111	.912
3. hygiene & culture	Parents/family	-.1106564	Equal variances assumed	-1.390	.168
	Self-savings	.1730779		-1.481	.142
4. personal & historical link	Parents/family	-.0589481	Equal variances assumed	.736	.464
	Self-savings	-.0922009		.734	.465
5. nature link	Parents/family	-.0241884	Equal variances assumed	-.301	.764
	Self-savings	.0378332		-.306	.760

* Difference is significant at the .05 level.

5.3.2.2 Pull factors differences among frequency of travel groups

From Table 5.9, it can be seen that there are significant differences toward pull factors among different frequency of travel groups with a confidence level of 95%, because the significant is lower than 0.05 on factor 2: comfort & hospitality; and factor 4: personal & historical link.

The table of Post Hoc Comparison illustrated that there are significant differences on pull factors among frequency of travel groups, although the significant level is different among items.

Table 5.9 Pull factors differences among frequency of travel groups

ANOVA

LSD

Dependent Variable	(I) Frequency of travel	(J) Frequency of travel	Mean Difference (I-J)	Sig.
REGR factor score 2 for analysis 1	Never	1 time	.1691684	.335
		over 1 time	-.4446814(*)	.021
	1 time	never	-.1691684	.335
		over 1 time	-.6138498(*)	.000
	over 1 time	never	.4446814(*)	.021
		1 time	.6138498(*)	.000
REGR factor score 4 for analysis 1	Never	1 time	-.1375823	.445
		over 1 time	.1890199	.338
	1 time	never	.1375823	.445
		over 1 time	.3266022(*)	.049
	over 1 time	never	-.1890199	.338
		1 time	-.3266022(*)	.049

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

Factor 2 (comfort & hospitality): it can be noticed that respondents whose frequency of travel groups falls into “never”, “1 time,” and “over 1 time” hold different opinions on comfort & hospitality from significance is lower than 0.05. If we look at the “Mean Difference (I-J)”, it can be found that the mean of “over 1 time” groups is higher than other groups because all the “Mean Difference (I-J)” is positive.

Factor 4 (personal & historical link): from table 5.9, we can see the difference between “1 time” and “over 1 time” groups. Respondents who have traveled abroad one time hold the higher mean on factor “personal & historical link” when compared with “over1 time” groups, because the “Mean Difference (I-J)” is positive.

5.3.2.3 Pull factors differences among length of trip groups

Table 5.10 shows the results of ANOVA that respondents have no difference on pull factors exclude the factor “comfort & hospitality.” The significant difference at the 0.05 level is found the difference between the length of trip of “1-3 days” and “4-6 days”. The students who would like stay the vacation destination for 1-3 days is rated higher mean on this factor than for 4-6 days groups, because the Mean Difference (I-J) is positive when compare between “1-3 days” and “4-6 days” the two groups.

Table 5.10 Pull factors differences among length of trip groups

ANOVA				
LSD				
Dependent Variable	(I) Length of trip	(J) Length of trip	Mean Difference (I-J)	Sig.
REGR factor score 2 for analysis 1	1-3 days	4-6 days	.3896484(*)	.043
		1-3 weeks	.1842916	.367
		over 4 weeks	.1390398	.598
	4-6 days	1-3 days	-.3896484(*)	.043
		1-3 weeks	-.2053567	.236
		over 4 weeks	-.2506085	.297
	1-3 weeks	1-3 days	-.1842916	.367
		4-6 days	.2053567	.236
		over 4 weeks	-.0452518	.857
	over 4 weeks	1-3 days	-.1390398	.598
		4-6 days	.2506085	.297
		1-3 weeks	.0452518	.857

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

5.3.2.4 Pull factors differences among travel group size groups

The results of one-way ANOVA of the differences between pull factors and travel group size of students is shown in Table 5.11. It can be seen that there are significant differences on pull factors among travel group size groups at the confidence level of 95%, because the significance is lower than 0.05.

Table 5.11 Pull factors differences among travel group size groups

ANOVA

LSD

Dependent Variable	(I) Travel group size	(J) Travel group size	Mean Difference (I-J)	Sig.
REGR factor score 3 for analysis 1	Single	two-three	.2505859	.482
		four-five	.5710066	.136
		over five	-.2275406	.595
	two-three	single	-.2505859	.482
		four-five	.3204208	.178
		over five	-.4781264	.120
	four-five	single	-.5710066	.136
		two-three	-.3204208	.178
		over five	-.7985472(*)	.019
	over five	single	.2275406	.595
		two-three	.4781264	.120
		four-five	.7985472(*)	.019
REGR factor score 5 for analysis 1	Single	two-three	-1.0209607(*)	.004
		four-five	-.8410820(*)	.026
		over five	-1.3202022(*)	.002
	two-three	Single	1.0209607(*)	.004
		four-five	.1798787	.438
		over five	-.2992415	.318
	four-five	Single	.8410820(*)	.026
		two-three	-.1798787	.438
		over five	-.4791202	.145
	over five	Single	1.3202022(*)	.002
		two-three	.2992415	.318
		four-five	.4791202	.145

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

The table of Post Hot Comparison illustrated that there are significant differences on factors “hygiene & culture” and “nature link” among travel group size groups, because of the significance is lower than 0.05 level among factor items. Table 5.11 shows over five people in one group are more concerned with the factor “hygiene & culture,” from the mean difference (I-J), we can know that the mean of over five people in one group is higher than four-five people in one group, and it tends to be a higher importance on this factor.

The group with over five people among groups also holds the highest mean on the factor “nature link,” the mean of two-three people and four-five people are rated similar mean, and students who travel alone hold the lowest mean with this factor when they choose vacation destination.

Explanation of statistic results:

The finding of Independent Sample T-test shows that there is no significant difference on pull factors between groups with different finance resource. In general, no matter the finance resource come from parents or self-savings, the finance for most students is very limited. The limited budget means limited selection of travel destination. Generally, the students would use limited finances, either from parents or self-savings, to choose their travel destination with consistent tendency. Before this research, there is no research whether there is a difference on pull factors between different finance resource groups, so this results maybe useful for future research.

The finding of ANOVA shows that there are significant differences on pull factors among different groups of traveler characteristics. Students who have traveled

abroad for one time are more concerned with “personal link”. However, students who have traveled abroad for over one time are more concerned with “comfort & hospitality”. It could be explained by the travel experience of respondents. Students who have travel experience may have better knowledge about destinations’ qualities and recent improvements compared to past trips. These travel experience may help them to feel more familiar with the destinations. So they would consider “comfort & hospitality” factor rather than “personal link” factor. For students who do not have travel experience, they might consider the destination where they can find their friends and relatives. The result is consistent with Kim and Jogaratnam (2002), it concluded that frequency of travel is one of important items to influence the destination choice of students.

From the result, there is significance difference on "comfort & hospitality" between the respondents who stay longer or shorter. The possible explanation of this result is that people who stay shorter might consider about comfort to select the destination with large hotel, good food and facilities. For people who stay longer, they might consider the cost of travel more than comfort & hospitality. They may not spend much money on accommodation, when compared with group who stay shorter. This reason especial for students, because they don't have enough travel budgets.

There are significance differences on pull factor "nature link" between individual and group. The group tourists are more concerned with nature link than individual tourist. This result can be explained that nature link imply some sort of adventure and access to wildlife that are attributes of “nature link” factor. In other words, nature link might infer more risk for individual tourists than group travelers. For the safety reason, individuals are more concerned safety factor over "nature link" factor when compared with group

tourists. In addition, the group visitors have more opportunities to enjoy outdoor activities than individual, like climbing mountain, picnic, trekking, etc. The “nature link” could create more enjoyments in these activities for group tourists than individual tourists.



Chapter VI

Summary, Conclusion and Recommendation

6.1 Summary of the findings

6.1.1 Summary of respondents' characteristics

Among the available 200 respondents, there are more female respondents (54.5%) than male respondents (45.5%). The age of the respondents over 22 years of age is 51% while that below 22 years of age is 49%. 52.5% of respondents are Thai students, and 58% of the students are currently studying a graduate program. When respondents were asked to indicate their main source of finance, there were 57.5% respondents that replied their finance resource came from family/parents, and 42.5% of them whose finance resource came from self-savings, there were no finance resources that came from other sources, such as assistantship/scholarship, loans, or any other sources. This result is dependent on the economic situation in Thailand and the targeted population of students. The majority of the respondents (48%) took an international trip at least one time, 29.5% of the students took more than one trip, and only 22.5% respondents had never taken a trip last year. 40% of respondents would stay at their end destination for 4-6 days. The majority of the students (46%) liked to travel with two or three people in each group.

To summarize, the factor analysis of 37 destination specific attributes, the findings of this current study revealed the five underlying pull factors: “accessibility & safety”, “comfort & hospitality”, “hygiene & culture”, “personal & historical link”, and

“nature link”. Five destination choice factors emerged from college students traveling overseas for pleasure.

6.1.2 Summary of hypotheses testing

Table 6.1 Summary of hypotheses testing results

Hypothesis	Test statistic	Result
H ₀ 1: There is no significant difference on pull factors when college students chose vacation destination among different demographic groups, in terms of age, gender, nationality, and education.		
Age	Independent T-test	Reject H ₀
Gender		Accept H ₀
Nationality		Reject H ₀
Education		Reject H ₀
H ₀ 2: There is no significant difference on pull factors when college students chose vacation destination among different travel characteristics groups, in terms of main source of finance, frequency of travel, length of trip, and travel group size.		
Main source of finance	Independent T-test	Accept H ₀
Frequency of travel	ANOVA	Reject H ₀
Length of trip		Reject H ₀
Travel group size		Reject H ₀

Hypothesis of pull factors among demographic groups

The null hypothesis of the significant differences on pull factors among student demographic groups is generally rejected, excluding the gender characteristics, because male and female respondents hold a similarity on pull factors.

By contrast, different age groups, different nationality groups, and different education groups have differences on pull factors. In these segments, concerning age groups, the students who are under 22 years of age are more concerned with accessibility & safety, while those students who are over 22 years of age are more concerned with comfort & hospitality and nature link. Concerning nationality groups, pull factor “nature link” is more important for Thai students than non-Thai students. Concerning education groups, graduate students are more concerned about comfort & hospitality and nature link when they chose a vacation destination. From the above, we can see those factors which are the most important factors for students when they choose a vacation destination.

Hypothesis of pull factors among travel characteristics groups

The null hypothesis of the significant differences on pull factors among students' characteristics groups is generally rejected, with the exception of the main source of finance, because where ever the finance resource comes from, the students hold a similarity on those pull factors.

The different frequency of travel groups, length of the trip groups, and travel group size groups have differences on pull factors. Concerning the frequency of travel groups, students who have traveled abroad for one time are more concerned with “personal & historical link”, and students who have traveled abroad for over one time are

more concerned with “comfort & hospitality” than other groups. Concerning the length of trip groups, students who stayed at their end destination for 1-3 days hold a high value on pull factor “comfort & hospitality” when compared with group of 4-6 days. Concerning the travel group size groups, students are more concerned with hygiene & culture and nature link when they travel with over five people in a group.

6.2 Conclusion

The research framework is established to understand the demographic and characteristics of students and pull factors, and to find out the differences on pull factors when students choose a vacation destination. This research hypothesis consists of two parts, firstly, there are significant differences on pull factors among demographic characteristics groups, in terms of age, gender, nationality, and education; secondly, there are significant differences on pull factors among students' characteristics groups, in terms of main source of finance, frequency of travel, length of trip, and travel group size.

The questionnaires were distributed and collected throughout the month of November 2003 by the researcher. The data was analyzed from the 200 sets of questionnaires in the form of descriptive and hypothesis analysis, by using Factor Analysis, Independent Sample T-test, and ANOVA.

This research reveals some initial insight into the factors affecting college students' choice of a vacation destination. The analysis revealed that student over 22 years of age stipulated their major differences in choosing a vacation destination with regards to factors such as comfort & hospitality and nature link. Students under 22 years of age were concerned about accessibility & safety. There is no difference in destination

factors with respect to gender. Thai students tend to differentiate on the factor “nature link” than non-Thai students. Students who are currently studying for their master’s degree have various differences of opinions on the factors “comfort & hospitality” and “nature link”.

On the other hand, as for the travel characteristics and destination choice factors, there is no difference in choice of destination in regards to factors concerned with the main source of finance. The frequency of travel is one of the main influences of a student’s choice of a vacation destination. Students tend to put a significantly different value on the factors – comfort & hospitality and personal & historical link when they have traveled abroad for one or more time trips last year. Comfort & hospitality is one of the pull factors that affect students who stayed in their travel destination for 1-3 days than other length of trip groups.

Traveling with companions was one of the significant characteristics of students that related to the factors that influenced their choice of destination. Specifically, people taking a trip with varied amounts of partners differed significantly on the factors “hygiene & culture” and “nature link”. Those who traveled with groups that had over five people in a group were more concerned with these two factors than those traveling in smaller groups. Recognizing such specific factors, it can aid marketers in developing a proper marketing strategy. For example, when students are used as the marketing target, creating a promotion campaign around a theme, such as “we provide the different natural and cultural environment that you are looking for”, could be very useful.

The findings of this research can assist the marketers and destination planners by pointing out the important pull factors that affect vacation destination choices of college

students. This information can also help them to understand students' wants and needs. Using an optimal combination of pull factors can help decide travel destinations. This information can also help marketers plan their future strategies, so as to be more successful in the current competitive tourism market.

6.3 Implications and Recommendations

The study of pull factors affecting vacation destination choices of college students help determine the marketing strategy. Understanding the market scope/potential and the latent destination choices of students participating in international pleasure travel is a must for those marketing tourist destinations toward them. This information is also critical in determining how to manage and develop a strategy for presenting various destination choices. Since the choices of places to visit are strongly associated with what the destination choice provides, then evaluating choices of destinations can help the marketers to further their promotional strategies and at the same time this information can also be used to improve the quality of products and services at each destination of choice.

Accessibility & safety, comfort & hospitality, hygiene & culture, personal & historical link, and nature link are considered as the most significant factors when selecting a vacation destination for the student market.

Table 6.2 Summary of recommendations

Hypotheses	Findings of study	Recommendations
H 1	Different demographic groups have differences on pull factors	
	Students who age below 22 years old are more concerned about accessibility & safety. Students who age above 22 years old are more concerned about comfort & hospitality and nature link.	Adding more tourist activities and entertainment, and providing a safety environment. Providing a natural environment and a high quality of hospitality.
	Thai students are more concerned with nature link.	Providing the different natural environment which lead to more contact with nature.
	Students who study master's degree are concerned with comfort & hospitality and nature link.	Providing the high quality of facilities and services, and different natural environment.
H 2	Different travel characteristics groups have differences on pull factors	
	Students who have traveled abroad over 1 time are concerned with comfort & hospitality. Students who have traveled abroad 1 time are concerned with personal & historical link.	Providing a high quality of hospitality. Destinations should use specific strategies to student markets, capitalizing on its strengths.
	Students traveled a destination for 1-3 days are concerned about comfort & hospitality.	Providing the high standard facilities and services.
	Students' travels with over five people in one group are concerned with hygiene & culture and nature link.	More cultural environment should be added, providing an accessible and safety travel environment.

6.3.1 Recommendation for marketers and destinations

From the results of hypotheses 1 and 2, it can be concluded that different demographic and travel characteristics of different student groups have different influences on pull factors, especially age, nationality, education, frequency of travel, length of trip, and travel group size. Therefore, it is very important in this market segment to understand the students' wants and needs, investigate the important pull factors, and then customize the products, services, and promotional campaigns to coincide with the needs of the students when targeting student market.

Based on the findings of the differences between different age groups, this research suggests that there should be an increase of more tourist activities and entertainment, those that are more accessible keeping in mind creating a safe environment. For young students who are under 22 years of age, having a dance in a disco at night will give them an opportunity to meet new friends, increase their interaction with youth, and to know more about the life of local people.

Another tourist activity is sports activities. Students generally like sporting activities, and therefore, travel destinations should concentrate more on providing sports activities and organizing sporting events that attract students, such as holding basketball matches, football matches, and so on. In addition, if local government could add more sports facilities, these would definitely attract more students to travel there to take part in various sports. In Thailand there are a lot of beautiful islands and beach such as Phuket, Koh Samui, Pattaya, and so on. These destinations can arrange some water sports activities to draw more students, like deep sea fishing, sailing, scuba diving, kayaking and "banana boat" rides have gained in popularity.

As for students, who are below 22 years of age, some very important things are that easy, convenience and safety of arriving the destination. Destinations should make basic constructions such as transportations, communication networks, health care facilities, security system, and many other support facilities. Tourism infrastructure and facilities are constructed primarily to support visitation and visitor activities, like airports, railways, roads, transfers within destination, park lots, marinas and dock facilities, resorts, and similar structures. In addition, destination marketers can provide a different natural environment with high quality of facilities and services to students.

According to these findings, Thai students are concerned about the nature link, they want to travel to destinations where the natural environment is a different from their daily life. Students who live in the city, especially Thai students, seldom have contact with nature and destinations that have a rural character. When marketers promote the student market, they should make some special programs for students. For example, sightseeing trips should include more scenery spots that include beautiful floral landscapes, providing the opportunity for the student to be more in touch with nature. For students who are studying for their master's degree and those traveling in groups that have an excess of five persons, this pull factor is still suitable for them.

Another suggestion based on what students mostly prefer is that of comfort & hospitality. For those students who have traveled abroad more than one journey and have stayed at their destination of choice for 1-3 days, nice spacey accommodations, good food, and friendly people are considered as the more important attributes. When traveling, students not only consider their travel environment, but also pay attention to the quality of travel. These students require large hotels, good accommodations, and good

food. When planning a promotion for the student market, the planner should use an optimal combination these factors to attract students and solicit their continuing support.

Personal & historical link, this factor is also an important pull factor for students' choice of vacation destinations. Students will first consider this factor when they wish to travel. Destinations where students have friends and relatives and the place where is family's origin should very clearly known. For example, in Thailand, some of Thai students may have close blood relation with Chinese, or speak and read more Chinese, or eager to go back to see their home towns, all of which would result student travel Chinese destinations. So Chinese destination should used those strengths and arrange special trips emphasize Chinese relation, such as Chinese culture and history trip, Chinese ancient trip, or Chinese language learning trip.

These pull factors could enable marketers and destination planners to develop and promote their tourism products more effectively. When designing vacation tours and/or tour package that are specifically tailored to the needs and desires of this market, it is possible to select the destination, thereby increasing the demand for the final tourism product.

To promote the student market, it is useful to identify important factors for this market. Similarly, attention must be paid by marketers not to include any nonessential factors in their promotional messages, since their inclusion may lead the entire message to be ignored by students (Mill and Morrison 1998). Potential host communities that want to attract college students can use these factors to identify and match their tourism products with the needs of this special market. Moreover, it could be useful for the end destinations to actually create a positive image of their communities or possibly correct a

negative image, if any, as perceived by students in light of the factors identified in this study. This market appears to be extremely cost conscious as one would expect. Designing tour packages that are both suitable and affordable for this growing clientele remains a challenging task for tourism businesses as well as host communities.

6.3.2 Recommendation for future research

Further research should be oriented towards exploring the motives that are behind the selection of destinations with these specific attributes since the college students market seems to be differentiated from any other market because of its distinct values and life styles. More specifically, incorporating motivational factors (push factors) of college students into a similar study would enable researchers to shed more light onto the elusive components of this growing market.

Moreover, a generalization of the results towards a broader population of college students and a more representative sample is advised. The sample of this study was exclusively representative of the population groups in one educational institution – Assumption University in Thailand, further research looking at other university groups is required to determine the overall factors formed in selecting a vacation destination.

Bibliography

- American Council on Education (1989). Freshman Participation in Federal Student Aid Programs Continues to Decline. Telephone interview with Ellyne Bertz. 1989 Freshman Survey Results. Los Angeles: University of California.
- Aramberri, J.R. (1992). The Nature of Youth Tourism: Concepts, Definitions and Evaluation. Paper presented at *The International Conference on Youth Tourism (January)*. New Delhi, India.
- Arber, S. (1993). The Research Process, in Gilbert, N. (ed). *Researching Social Life*. London: Sage, pp32-50.
- Baloglu, S., Nurdan, Y., and Uysal, M. (1998). Market Segmentation of European and Turkish Travelers to North Cyprus. *Anatolia: An International Journal of Tourism and Hospitality Research*, Vol. 9 No. 1, pp4-18.
- Baloglu, S. and Uysal, M. (1996). Market Segments of Push and Pull Motivations: A Canonical Correlation Approach. *International Journal of Contemporary Hospitality Management*, Vol. 8 No. 3, pp32-38.
- Beard, J.G. and Ragheb, M.G. (1983). Measuring Leisure Motivation. *Journal of Leisure Research*, Vol. 15 No. 3, pp219-228.
- Borocz, J. (1990). Hungary as a Destination 1960-1984. *Annals of Tourism Research*, Vol. 17 No. 1, pp19-35.
- Butts, F.B., Salazar, J., Sapio, K., and D. Thomas (1996). The Impact of Contextual Factors on the Spring Break Travel Decisions of College Students. *Journal of Hospitality and Leisure Marketing*, Vol. 4 No. 3, pp63-70.

Bibliography

- Bywater, M. (1993). Market Segment: The Youth and Student Travel Market. *EIU Travel & Tourism Analyst*, Vol. 3, pp35-51.
- Cha, S., McCleary, K.W., and Uysal, M. (1995). Travel Motivations of Japanese Overseas Travelers: A Factor-Cluster Segmentation Approach. *Journal of Travel Research*, Vol. 34, pp33-39.
- Chadee, D.D. and Cutler, J. (1996). Insight into International Travel by Students. *Journal of Travel Research*, Vol. 35 No. 2, pp75-80.
- Chisnall, P.M. (1991). *The Essence of Marketing Research*. London: Prentice-Hall.
- Chon, K.S. (1989). Understanding Recreational Traveler's Motivation, Attitude and Satisfaction. *The Tourist Review*, Vol. 44 No. 1, pp3-6.
- Coltman, M.M. (1989). *Tourism Marketing*. New York: Van Nostrand Reinhold.
- Crandall, R. (1980). Motivations for Leisure. *Journal of Leisure Research*, Vol. 12 No. 1, pp45-54.
- Crask, M.R. (1981). Segmenting the Vacationer Market: Identifying the Vacation Preferences, Demographics and Magazine Readership of Each Group. *Journal of Travel Research*, Vol. 20 No. 2, pp29-34.
- Crompton, J.L. (1979). Motivations for Pleasure Vacation. *Annals of Tourism Research*, Vol. 6 No. 4, pp408-424.
- Dann, G. (1977). Anomie, Ego-enhancement and Tourism. *Annals of Tourism Research*, Vol. 4, pp184-194.
- Dann, G. (1981). Tourist Motivation: An appraisal. *Annals of Tourism Research*, Vol. 8, pp187-219.

Bibliography

- Embacher, J. and Buttle, F. (1989). A Repertory Grid Analysis of Austria's Image as a Summer Vacation Destination. *Journal of Travel Research*, Vol. 27 No. 3, pp3-8.
- Fakeye, P.C. and Crompton, J.L. (1991). Image Differences between Prospective, First-time, and Repeat Visitors to the Lower Rio Grande Valley. *Journal of Travel Research*, Vol. 30 No. 2, pp10-16.
- Federation of International Youth Travel Organizations (2001). Available at <http://www.fiyto.org/Docs/html/whatis.html>
- Field, A.M. (1999). The College Student Market Segment: A Comparative Study of Travel Behaviors of International and Domestic Students at a Southeastern University. *Journal of Travel Research*, Vol. 37 No. 4, pp375-381.
- Fisher, R.J. and Price, L.L. (1991). International Pleasure Travel Motivations and Post-Vacation Cultural Attitude Change. *Journal of Leisure Research*, Vol. 23 No. 3, pp193-208.
- Fluker, M.R. and Turner, L.W. (2000). Needs, Motivations, and Experiences of a Commercial Whitewater Rafting Experience. *Journal of Travel Research*, Vol. 38, pp380-389.
- Fodness, D. (1994). Measuring Tourist Motivation. *Annals of Tourism Research*, Vol. 21 No. 3, pp555-581.
- Formica, S. and Uysal, M. (1998). Market Segmentation of an International Cultural-Historical Event in Italy. *Journal of Travel Research*, Vol. 36 No. 4, pp16-24.
- Gitelson, R. and Kerstetter, D.L. (1990). The Relationship between Sociodemographic Variables, Benefits Sought and Subsequent Vacation Behavior: A Case Study. *Journal of Travel Research*, Vol. 28 No. 3, pp24-30.

Bibliography

- Gnoth, J. (1997). Tourism motivation and Expectation Formation. *Annals of Tourism Research*, Vol. 24 No. 2, pp283-304.
- Goodrich, J.N. (1978). The Relationship between Preferences for and Perceptions of Vacation Destination: Application of a Choice Model. *Journal of Travel Research*, Vol. 17 No. 2, pp8-13.
- Goossens, C. (2000). Tourism Information and Pleasure Motivation. *Annals of Tourism Research*, Vol. 27, pp301-321.
- Haahti, A. (1984). Finland's Competitive Position as a Destination. *Annals of Tourism Research*, Vol. 13 No. 1, pp11-35.
- Heath, E. and Wall, G. (1992). *Marketing Tourism Destinations: A Strategic Planning Approach*. New York: John Wiley & Sons, Inc.
- Hobson, J.S.P. and Josiam, B. (1992). Spring Break Student Travel: An Exploratory Study. *Journal of Travel & Tourism Marketing*, Vol. 1 No. 3, pp87-97.
- Hobson, J.S.P. and Josiam, B. (1996). Spring Break Student Travel: A Longitudinal Study. *Journal of Vacation Marketing*, Vol. 2 No. 2, pp137-150.
- Hsu, C.H.C. and Sung, S. (1996). International Students Travel Characteristics: An Exploratory Study. *Journal of Travel & Tourism Marketing*, Vol. 5 No. 3, pp277-283.
- Hsu, C.H.C. and Sung, S. (1997). Travel Behavior of International Students at a Midwestern University. *Journal of Travel Research*, Vol. 36 (summer), pp59-65.
- Hudman, L.E. (1980). *Tourism: A Shrinking World*. Columbus, OH: Grid Inc.
- Iso-Ahola, S.E. (1981). The Social Psychology of Recreational Travel. *Proceedings of Travel and Tourism Research Association Annual Conference*, pp113-124.

Bibliography

- Iso-Ahola, S.E. (1982). Toward a Social Psychological Theory of Tourism Motivation: A Rejoinder. *Annals of Tourism Research*, Vol. 12, pp256-262.
- Iso-Ahola, S.E. and Allen, J.R. (1982). The Dynamics of Leisure Motivation: The Effects of Outcome on Leisure Needs. *Research Quarterly for Exercise and Sport*, Vol. 53, pp141-159.
- Jamrozy, U. and Uysal, M. (1994). Travel Motivation Variations of Overseas German Visitors. *Journal of International Consumer Marketing*, Vol. 6 No. 3, 4, pp135-160.
- Jang, S. and Cai, L.A. (2002). Travel Motivations and Destination Choice: A Study of British Outbound Market. *Journal of Travel & Tourism Marketing*, Vol. 13 No. 3, pp111-133.
- Josiam, B.M., Clements, C.J., and Hobson, J.S.P. (1994). Youth Travel in the USA: Understanding the Spring Break Market. In A. V. Seaton (ed.). *Tourism: The State of the Art* (pp322-331). New York: John Wiley & Sons.
- Josiam, B.M., Smeaton, G., and Clements, C.J. (1999). Involvement: Travel Motivation and Destination Selection. *Journal of Vacation Marketing*, Vol. 5 No. 2, pp167-175.
- Kim, K. and Jogaratnam, G. (2002). Travel Motivations: A Comparative Study of Asia International and Domestic American College Students. *Journal of Travel & Tourism Marketing*, Vol. 13 No. 4, pp61-83.
- Klenosky, D.B. (2002). The "Pull" of Tourism Destinations: A Means-End Investigation. *Journal of Travel Research*, Vol. 40, pp385-395.
- Kotler, P. (1991). *Marketing Management: Analysis, Planning, Implementation, and Control*, (10th). Englewood Cliffs, NJ: Prentice-Hall, Inc.

Bibliography

- Kotler, P., Haider, D.H., and Rein, I. (1993). *Marketing places: attracting investment industry, and tourism to cities, states, and nations*. New York: The Free Press.
- Lee, C.K. (2000). A Comparative Study of Caucasian and Asian Visitors to a Cultural Expo in an Asian Setting. *Tourism Management*, Vol. 21, pp169-176.
- Loker, L. and Perdue, R. (1992). A Benefit-based Segmentation of a Nonresident Summer Travel Market. *Journal of Travel Research*, Vol. 31 No. 1, pp30-35.
- Loker-Murphy, L. (1996). Backpackers in Australia: A motivation-based segmentation study. *Journal of Travel & Tourism Marketing*, Vol. 5 No. 4, pp23-45.
- Mak, J. and Moncur, J.E.T. (1980). The Choice of Journey Destination and Lengths of Stay: A Micro Analysis. *Review of Regional Studies*, Vol. 10 No. 3, pp38-48.
- Malhotra, N.K. (2002). *Basic Marketing Research: Applications to Contemporary Issues*. New Jersey: Prentice Hall International Inc.
- Mannell, R.C. and Iso-Ahola, S.E. (1987). Psychological Nature of Leisure and Tourism Experience. *Annals of Tourism Research*, Vol. 14, pp314-331.
- Mansfeld, Y. (1992). From Motivation to Actual Travel. *Annals of Tourism Research*, Vol. 19, pp399-419.
- Maslow, A. (1954). *Motivation and Personality*. New York, NY: Harper and Row.
- Mazanee, J.A. (1984). How to Detect Travel Market Segment: A Clustering Approach. *Journal of Travel Research*, Vol. 21 No. 1, pp17-21.
- McIntosh, R. and Goeldner, C. (1984). *Tourism Principles, Practices, Philosophies*, (4th ed). Columbus, Ohio: Grid Publishing Inc.
- McQueen, J. and Miller, K.A. (1985). Target Market Selection of Tourists: A Comparison of Approaches. *Journal of Travel Research*, Vol. 24 No. 1, pp2-6.

Bibliography

- Michman, R.D. (1991). *Lifestyle Market Segmentation*. New York: Praeger Publishers.
- Mill, R.C. and Morrison, K.A. (1998). *The Tourism System: An Introductory Text*. New Jersey: Prentice Hall, Inc.
- Moscardo, G., Pearce, P., Morrison, A., Green, D., and O'Leary, J.T. (2000). Developing a Typology for Understanding Visiting Friends and Relatives Markets. *Journal of Travel Research*, Vol. 38, pp251-259.
- Moutinho, L. (2000). *Strategic Management in Tourism*. New York, NY: CABI Publishing.
- Murray, E.J. (1964). *Motivation and Emotion*. Englewood Cliffs: Prentice-Hall.
- Oh, H.C., Uysal, M., and Weaver, P.A. (1995). Product Bundles and Market Segments Based on Travel Motivation: A Canonical Correlation Approach. *International Journal Hospitality Management*, Vol. 14 No. 2, pp123-137.
- Pearce, P.L. (1988). *The Ulysses Factor: Evaluating Visitors in Tourism Settings*. New York, NY: Springer-Verlag.
- Peace, P.L. and Caltabiano, M. (1983). Inferring Travel Motivation from travelers' experiences. *Journal of Travel Research*, Vol. 12 No. 2, pp16-20.
- Pearce, P.L., Morrison, A.M., and Rutledge, J.L. (1998). *Tourism: Bridges across continents*. Sydney: McGraw-Hill, Chapter 2, 'Motivational influences in tourism demand'.
- Phelps, A. (1986). Holiday Destination Image: The Problem of Assessment. *Tourism Management*, Vol. 7 No. 3, pp168-180.

Bibliography

- Pyo, S., Mihalik, B.J., and Uysal, M. (1989). Attraction Attributes and Motivations: A Canonical Correlation Analysis. *Annals of Tourism Research*, Vol. 16 No. 2, pp277-282.
- Qu, H. and Li, I. (1997). The Characteristics and Satisfaction of Mainland Chinese Visitors to Hong Kong. *Journal of Travel Research*, Vol. 35 No. 4, pp37-41.
- Qu, H. and Ping, E.W.Y. (1999). A Service Performance Model of Hong Kong Cruise Traveler's Motivation Factors and Satisfaction. *Tourism Management*, Vol. 20, pp237-244.
- Ronkainen, I.A. and Woodside, A.G. (1980). First-Timer versus Repeat Visitors: Analyzing Multiple Travel Segments. *Research and the Changing World of Travel in the 1980s*. Salt Lake City: University of Utah.
- Ross, E.L.D. and Iso-Ahola, S.E. (1991). Sightseeing Tourists' Motivation and Satisfaction. *Annals of Tourism Research*, Vol. 18, pp226-237.
- Ryan, C. (1998). The travel career ladder: An appraisal. *Annals of Tourism Research*, Vol. 25 No. 4, pp936-957.
- Schewe, C.D. and Colontone, R.J. (1978). Personal Values and Travel Decisions. *Journal of Travel Research*, Vol. 26 No. 3, pp14-20.
- Sirakaya, E. and McLellan, R.W. (1997). Factors Affecting Vacation Destination Choices of College Students. *Anatolia: An International Journal of Tourism and Hospitality Research*, Vol. 8 No. 3, pp31-44.
- Smeaton, G., Josiam, B.M., and Dietrich, U.C. (1998). College Students' Binge Drinking at a Beach-Front Destination during Spring Break. *Journal of American College Health*, Vol. 46 No. 6, pp247-254.

Bibliography

- TAT (2002). Tourism Authority of Thailand. TAT Newsroom Website.
http://newsroom.tat.or.th/about_tat/102.asp
- Turnbull, D.R. and Uysal, M. (1995). An Exploratory Study of German Visitors to the Caribbean: Push and Pull motivations. *Journal of Travel & Tourism Marketing*, Vol. 4 No. 2, pp85-92.
- Uysal, M. and Jurowski, C. (1994). Testing the Push and Pull Factors. *Annals of Tourism Research*, Vol. 21 No. 4, pp844-846.
- Weaver, P.A. and McCleary, L.M. (1984). A Market Segmentation Study to Determine the Appropriate AD/Model Format for Travel Advertising. *Journal of Travel Research*, Vol. 23 No. 1, pp12-16.
- Wight, P.A. (1996). North American Eco-Tourism Markets: Motivations, Preferences, and Destinations. *Journal of Travel Research*, Vol. 35, pp3-10.
- Witt, C.A. and Wright, P.L. (1992). Tourism Motivation: Life after Maslow. In, Peter Johnson and Barry Thomas (eds). *Choice and Demand in Tourism*. London: Mansell.
- Woodside, A.G. and Jacobs, L.W. (1985). Step Two in Benefit Segmentation: Learning the Benefits Realized by Major Travel Markets. *Journal of Travel Research*, Vol. 24 No. 1, pp7-13.
- Woodside, A.G. and Pitts, R.E. (1976). Effects of Consumer Life Styles, Demographics, and Travel Activities on Foreign and Domestic Travel Behavior. *Journal of Travel Research*, Vol. 15 No. 3, pp13-15.
- You, X., O'Leary, J., Morrison, A., and Hong, G. (2000). A Cross-Cultural Comparison of Travel Push and Pull Factor: United Kingdom vs. Japan. *International Journal of Hospitality & Tourism Administration*, Vol. 1 No. 2, pp1-26.

Bibliography

- Yuan, S. and McDonald, C. (1990). Motivational Determinates of International Pleasure Time. *Journal of Travel Research*, Vol. 29 No. 1, pp42-44.





Appendix 1



Graduate School of Business **Assumption University of Thailand**

Dear students:

This following questionnaire pertains to the master thesis of Tourism Management Program of Assumption University of Thailand. It is to investigate the factors affecting vacation destination choices of college students at Assumption University. All the personal information will be used to the research only.

The questionnaire will not take you more than 5 minutes to complete it. Please answer the questions below by placing a check mark (✓) in the appropriate boxes.

Thank you in advance.

Part I:

1. How important is each of the following attributes when you choose foreign vacation destination?

- 1 = least important
- 2 = less important
- 3 = neutral
- 4 = important
- 5 = very important

Attributes	1	2	3	4	5
1. Climate ✓					
2. Good accommodation ✓					
3. People make me feel welcome ✓					
4. Good food					
5. Friendly people					
6. Beaches available					
7. Large hotels					
8. Travel time to the destination					
9. Cost of the trip					
10. Good value for money					
11. Accessibility					
12. Convenience					

Attributes	1	2	3	4	5
13. Safety of property					
14. A stable political environment					
15. A stable social environment					
16. Unlikelihood of experiencing epidemics					
17. Ease of currency exchange					
18. Image of local people					
19. Change from usual destinations					
20. Good opportunities for outdoor activities					
21. Different daily life environment					
22. Different natural environment					
23. Destination has a rural character					
24. Unusual wildlife					
25. Facilities for sport activities					
26. Availability of sporting events					
27. Nightlife and entertainment opportunities					
28. Availability of bars					
29. Popularity of the destination					
30. Gambling opportunities					
31. State and national parks available					
32. Visiting destinations where friend and relative are					
33. Visiting places of family's origin					
34. Historical sights					
35. Museums and galleries available					
36. Arts shops and boutiques					
37. Traditional local ceremonies					
38. Shopping facilities available					
39. Guided tours available					
40. Concerts available					
41. Information centers available					
42. Different social environment					
43. Different architectural environment					
44. The destination is far away from home					
45. Standards of hygiene and cleanliness					

Part II:

2. Age: ☐1. Below 22

☐2. Above 22

3. Gender: ☐1. Male

☐2. Female

4. Nationality: ☐1. Thai

☐2. Non-Thai

5. What program are you studying currently?

☐1. Undergraduate

☐2. Graduate

6. Where does your travel finance come from?

☐1. Assistantship/scholarship

☐2. Parents/family

☐3. Self-savings

☐4. Loans

☐5. Other _____

7. How often did you travel abroad last year?

☐1. Never

☐2. 1 time

☐3. Over 1 time

8. How long do you stay in the destination usually?

☐1. 1-3 days

☐2. 4-6 days

☐3. 1-3 weeks

☐4. Over 4 weeks

9. How many people go to travel with you usually?

☐1. Single

☐2. Two – Three

☐3. Four – Five

☐4. Over Five

Thank you very much!

SINCE 1969

มหาวิทยาลัยอัสสัมชัญ



Appendix 2

Appendix 2: Outputs of statistical results

Factor Analysis

Communalities

	Initial	Extraction
climate	1.000	.483
good accommodation	1.000	.430
people make me feel welcome	1.000	.565
good food	1.000	.517
friendly people	1.000	.428
beaches available	1.000	.470
large hotels	1.000	.479
travel time to the destination	1.000	.356
cost of the trip	1.000	.191
good value for money	1.000	.410
accessibility	1.000	.482
convenience	1.000	.434
safety of property	1.000	.439
a stable political environment	1.000	.369
a stable social environment	1.000	.418
unlikelihood of experiencing epidemics	1.000	.497
ease of currency exchange	1.000	.427
image of local people	1.000	.467
change from usual destinations	1.000	.388
good opportunities for outdoor activities	1.000	.371
different daily life environment	1.000	.421
different natural environment	1.000	.529
destination has a rural character	1.000	.470
unusual wildlife	1.000	.634
facilities for sport activities	1.000	.273
availability of sporting events	1.000	.582
nightlife and entertainment opportunities	1.000	.400
availability of bars	1.000	.450
popularity of the destination	1.000	.334
gambling opportunities	1.000	.402
state and national parks available	1.000	.256
visiting destinations where friends and relative are	1.000	.444
visiting places of family's origin	1.000	.550
historical sights	1.000	.433

museums and galleries available	1.000	.477
arts shops and boutiques	1.000	.372
traditional local ceremonies	1.000	.408
shopping facilities available	1.000	.248
guided tours available	1.000	.455
Concerts available	1.000	.378
information centers available	1.000	.412
Different social environment	1.000	.143
different architectural environment	1.000	.271
the destination is far away from home	1.000	.477
standards of hygiene and cleanliness	1.000	.476

Extraction Method: Principal Component Analysis.

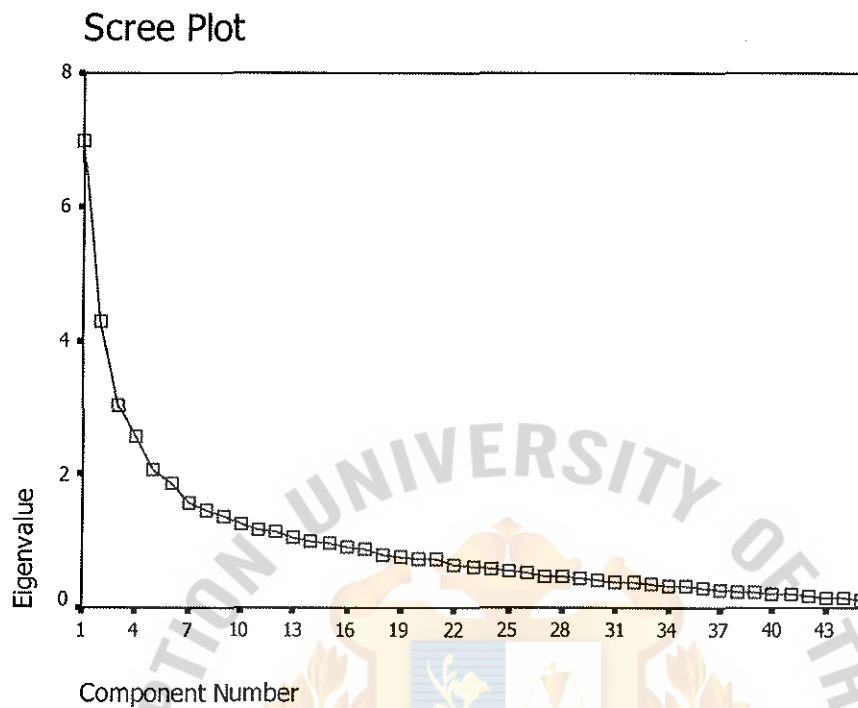
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.969	15.486	15.486	6.969	15.486	15.486
2	4.278	9.507	24.993	4.278	9.507	24.993
3	3.032	6.737	31.730	3.032	6.737	31.730
4	2.572	5.716	37.446	2.572	5.716	37.446
5	2.064	4.586	42.032	2.064	4.586	42.032
6	1.853	4.117	46.149			
7	1.583	3.519	49.668			
8	1.468	3.261	52.929			
9	1.375	3.056	55.986			
10	1.257	2.793	58.778			
11	1.161	2.581	61.359			
12	1.142	2.538	63.897			
13	1.037	2.305	66.202			
14	.993	2.207	68.409			
15	.948	2.106	70.515			
16	.898	1.995	72.510			
17	.861	1.913	74.423			
18	.798	1.774	76.197			
19	.756	1.679	77.876			
20	.727	1.615	79.491			
21	.718	1.596	81.088			
22	.639	1.419	82.507			
23	.623	1.384	83.891			
24	.593	1.317	85.208			
25	.542	1.204	86.411			
26	.527	1.172	87.583			
27	.477	1.061	88.644			

28	.460	1.022	89.667
29	.436	.968	90.634
30	.420	.934	91.568
31	.390	.867	92.436
32	.377	.837	93.273
33	.349	.775	94.048
34	.333	.740	94.788
35	.318	.707	95.495
36	.297	.660	96.155
37	.256	.570	96.725
38	.239	.530	97.255
39	.233	.518	97.773
40	.204	.454	98.227
41	.200	.444	98.670
42	.174	.387	99.058
43	.158	.350	99.408
44	.138	.306	99.714
45	.129	.286	100.000

Extraction Method: Principal Component Analysis.





Component Matrix (a)

	Component				
	1	2	3	4	5
climate	.246	.495	-.130	-.210	-.342
good accommodation	.061	.560	-.137	-.004	-.306
people make me feel welcome	.161	.616	-.360	-.175	-.004
good food	.354	.500	-.291	-.132	-.197
friendly people	.163	.560	-.264	-.045	-.125
beaches available	.104	.520	-.102	-.233	-.353
large hotels	-.019	.532	.020	-.003	-.442
travel time to the destination	.569	.117	.053	-.090	-.088
cost of the trip	.245	.208	.138	-.151	.214
good value for money	.366	.359	-.195	.039	.328
accessibility	.623	-.185	-.121	-.189	.097
convenience	.504	.089	.017	-.396	-.122
safety of property	.521	.062	-.039	-.398	-.060
a stable political environment	.562	-.115	.058	-.023	.191
a stable social environment	.549	-.059	.259	-.196	.087
unlikelihood of experiencing epidemics	.456	-.159	.393	-.323	-.067
ease of currency exchange	.262	-.026	.306	-.514	.011
image of local people	.134	.177	.143	-.592	.217
change from usual destinations	.183	.342	-.209	-.117	.424

good opportunities for outdoor activities	.115	.329	-.186	-.113	.449
different daily life environment	.381	.124	-.190	-.016	.473
different natural environment	.296	-.270	-.259	.187	.516
destination has a rural character	.080	-.267	-.298	.254	.489
unusual wildlife	-.113	-.306	-.262	.361	.573
facilities for sport activities	.424	-.180	-.202	.130	-.057
availability of sporting events	.514	-.390	-.146	.250	-.288
nightlife and entertainment opportunities	.438	-.392	-.190	.125	-.057
availability of bars	.529	-.340	-.081	-.130	-.177
popularity of the destination	.459	.078	-.341	-.024	-.005
gambling opportunities	.044	.513	.099	.269	-.235
state and national parks available	.324	.081	-.050	.369	-.077
visiting destinations where friends and relative are	.014	.307	-.063	.582	.084
visiting places of family's origin	.055	.364	.093	.637	.009
historical sights	.401	.228	.203	.411	-.101
museums and galleries available	-.075	.224	.589	.170	-.211
arts shops and boutiques	.306	.116	.440	.261	-.054
traditional local ceremonies	.298	.247	.447	.230	.081
shopping facilities available	.324	.069	.354	.116	.014
guided tours available	.253	-.060	.466	.204	.358
concerts available	.113	-.262	.482	.107	.229
information centers available	.245	.083	.571	-.066	.119
different social environment	.049	.236	.171	.081	-.221
different architectural environment	.324	.027	.201	.242	.259
the destination is far away from home	.396	-.007	.545	.152	.012
standards of hygiene and cleanliness	.281	-.119	.618	-.022	.007

Extraction Method: Principal Component Analysis.

a 5 components extracted.

Table 5.9 Pull factors differences among frequency of travel groups

ANOVA

LSD

Dependent Variable	(I) Frequency of travel	(J) Frequency of travel	Mean Difference (I-J)	Sig.
REGR factor score 1 for analysis 1	Never	1 time	.0825236	.649
		over 1 time	.1658684	.405
	1 time	never	-.0825236	.649
		over 1 time	.0833449	.616
	over 1 time	never	-.1658684	.405
		1 time	-.0833449	.616
REGR factor score 2 for analysis 1	Never	1 time	.1691684	.335
		over 1 time	-.4446814(*)	.021
	1 time	never	-.1691684	.335
		over 1 time	-.6138498(*)	.000
	over 1 time	never	.4446814(*)	.021
		1 time	.6138498(*)	.000
REGR factor score 3 for analysis 1	Never	1 time	-.1262655	.487
		over 1 time	-.0286505	.885
	1 time	never	.1262655	.487
		over 1 time	.0976150	.557
	over 1 time	never	.0286505	.885
		1 time	-.0976150	.557
REGR factor score 4 for analysis 1	Never	1 time	-.1375823	.445
		over 1 time	.1890199	.338
	1 time	never	.1375823	.445
		over 1 time	.3266022(*)	.049
	over 1 time	never	-.1890199	.338
		1 time	-.3266022(*)	.049
REGR factor score 5 for analysis 1	Never	1 time	-.0702225	.699
		over 1 time	-.0131307	.947
	1 time	never	.0702225	.699
		over 1 time	.0570918	.732
	over 1 time	never	.0131307	.947
		1 time	-.0570918	.732

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

Table 5.10 Pull factors differences among length of trip groups

ANOVA

LSD

Dependent Variable	(I) Length of trip	(J) Length of trip	Mean Difference (I-J)	Sig.
REGR factor score 1 for analysis 1	1-3 days	4-6 days	.1643995	.392
		1-3 weeks	-.0198267	.923
		over 4 weeks	-.2850660	.281
	4-6 days	1-3 days	-.1643995	.392
		1-3 weeks	-.1842262	.288
		over 4 weeks	-.4494655	.063
	1-3 weeks	1-3 days	.0198267	.923
		4-6 days	.1842262	.288
		over 4 weeks	-.2652393	.291
	over 4 weeks	1-3 days	.2850660	.281
		4-6 days	.4494655	.063
		1-3 weeks	.2652393	.291
REGR factor score 2 for analysis 1	1-3 days	4-6 days	.3896484(*)	.043
		1-3 weeks	.1842916	.367
		over 4 weeks	.1390398	.598
	4-6 days	1-3 days	-.3896484(*)	.043
		1-3 weeks	-.2053567	.236
		over 4 weeks	-.2506085	.297
	1-3 weeks	1-3 days	-.1842916	.367
		4-6 days	.2053567	.236
		over 4 weeks	-.0452518	.857
	over 4 weeks	1-3 days	-.1390398	.598
		4-6 days	.2506085	.297
		1-3 weeks	.0452518	.857
REGR factor score 3 for analysis 1	1-3 days	4-6 days	.0901945	.641
		1-3 weeks	-.0292457	.887
		over 4 weeks	.0433103	.871
	4-6 days	1-3 days	-.0901945	.641
		1-3 weeks	-.1194402	.494
		over 4 weeks	-.0468841	.847
	1-3 weeks	1-3 days	.0292457	.887
		4-6 days	.1194402	.494
		over 4 weeks	.0725561	.774
	over 4 weeks	1-3 days	-.0433103	.871
		4-6 days	.0468841	.847
		1-3 weeks	-.0725561	.774
REGR factor score 4 for analysis 1	1-3 days	4-6 days	.1063264	.582
		1-3 weeks	-.0668340	.745
		over 4 weeks	-.1412160	.595
	4-6 days	1-3 days	-.1063264	.582
		1-3 weeks	-.1731604	.321
		over 4 weeks	-.2475425	.307

REGR factor score 5 for analysis 1	1-3 weeks	1-3 days	.0668340	.745
		4-6 days	.1731604	.321
		over 4 weeks	-.0743821	.768
	over 4 weeks	1-3 days	.1412160	.595
		4-6 days	.2475425	.307
		1-3 weeks	.0743821	.768
	1-3 days	4-6 days	-.1202439	.532
		1-3 weeks	-.2443672	.235
		over 4 weeks	.1097896	.679
	4-6 days	1-3 days	.1202439	.532
		1-3 weeks	-.1241233	.475
		over 4 weeks	.2300335	.341
	1-3 weeks	1-3 days	.2443672	.235
		4-6 days	.1241233	.475
		over 4 weeks	.3541568	.160
	over 4 weeks	1-3 days	-.1097896	.679
		4-6 days	-.2300335	.341
		1-3 weeks	-.3541568	.160

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

Table 5.11 Pull factors differences among travel group size groups

ANOVA

LSD

Dependent Variable	(I) Travel group size	(J) Travel group size	Mean Difference (I-J)	Sig.
REGR factor score 1 for analysis 1	Single	two-three	-.6236175	.087
		four-five	-.5237559	.178
		over five	-.3649437	.401
	two-three	single	.6236175	.087
		four-five	.0998616	.678
		over five	.2586738	.406
	four-five	single	.5237559	.178
		two-three	-.0998616	.678
		over five	.1588122	.641
	over five	single	.3649437	.401
		two-three	-.2586738	.406
		four-five	-.1588122	.641
REGR factor score 2 for analysis 1	Single	two-three	-.2289383	.528
		four-five	-.5470029	.161
		over five	-.3692966	.397
	two-three	single	.2289383	.528
		four-five	-.3180645	.189
		over five	-.1403583	.652
	four-five	single	.5470029	.161
		two-three	.3180645	.189

REGR factor score 3 for analysis 1	over five	over five	.1777063	.603
		single	.3692966	.397
		two-three	.1403583	.652
		four-five	-.1777063	.603
REGR factor score 4 for analysis 1	Single	two-three	.2505859	.482
		four-five	.5710066	.136
		over five	-.2275406	.595
	two-three	single	-.2505859	.482
		four-five	.3204208	.178
		over five	-.4781264	.120
	four-five	single	-.5710066	.136
		two-three	-.3204208	.178
		over five	-.7985472(*)	.019
	over five	single	.2275406	.595
		two-three	.4781264	.120
		four-five	.7985472(*)	.019
REGR factor score 5 for analysis 1	Single	two-three	.4066748	.260
		four-five	.3309652	.392
		over five	.8341055	.056
	two-three	single	-.4066748	.260
		four-five	-.0757096	.752
		over five	.4274307	.169
	four-five	Single	-.3309652	.392
		two-three	.0757096	.752
		over five	.5031403	.140
	over five	Single	-.8341055	.056
		two-three	-.4274307	.169
		four-five	-.5031403	.140
REGR factor score 5 for analysis 1	Single	two-three	-1.0209607(*)	.004
		four-five	-.8410820(*)	.026
		over five	-1.3202022(*)	.002
	two-three	Single	1.0209607(*)	.004
		four-five	.1798787	.438
		over five	-.2992415	.318
	four-five	Single	.8410820(*)	.026
		two-three	-.1798787	.438
		over five	-.4791202	.145
	over five	Single	1.3202022(*)	.002
		two-three	.2992415	.318
		four-five	.4791202	.145

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

To Whom It May Concern

This is to certify that Ms. Men Shaohua who currently is studying her final semester of Master of Arts Program in Assumption University (ABAC) of Thailand majoring in Tourism Management. Her thesis named "Factor affecting vacation destination choices of college students" has been proof read and edited by undersigned. My personal details are as following:

Name: Robert Gibbs

Nationality: United States of America

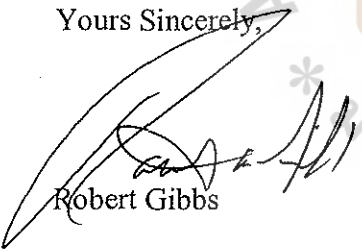
Occupation: Director of Education
California Learning Center

Telephone: 02-957-5053-4

E-mail: bobbygth@yahoo.com

If you have further questions concerning her thesis checking, please do not hesitate to connect me.

Yours Sincerely,



Robert Gibbs

St. Gabriel's Library, Au

