



A Study on Thai Tourists Photo Taking Behavior

Mr. Maiyasit Pracharmitkij

A Thesis Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Business Administration in Tourism Management
Graduate School of Business
Assumption University
Academic Year 2012
Copyright of Assumption University

A Study on Thai Tourists Photo Taking Behavior



Mr. Maiyasit Pracharmitkij

A Thesis Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Business Administration in Tourism Management
Graduate School of Business
Assumption University
Academic Year 2012
Copyright of Assumption University

Thesis Title A Study on Thai Tourists Photo Taking Behavior.

By Mr. Maiyasit Pracharnitkij
Thesis Advisor Adarsh Batra, Ph.D.
Academic Year 2012

The Graduate School/Faculty of Business, Assumption University, has approved this thesis as a partial fulfillment of the requirements for the Degree of Master of Business in Tourism Management

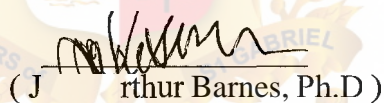


Dean of the Graduate

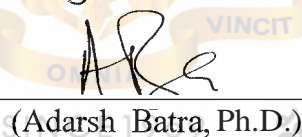
School of Business

(Kitti Phothikitti, Ph.D.)

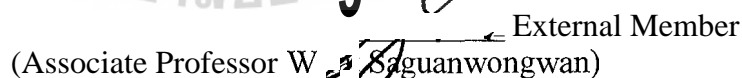
THESIS EXAMINATION COMMITTEE


(J. Arthur Barnes, Ph.D)

Chairman


(Adarsh Batra, Ph.D.)

Thesis Advisor


(Associate Professor W. Saguanwongwan)

External Member


(Kriengsin Prasongsukarn, Ph.D)

Member


(Aaron Luh, Ph.D)

Member

Abstract

The ritual of taking photographs of their destination has become a must for tourists and they can always be seen carrying their cameras to capture the moment to take back home as a souvenir of the trip. A photograph has a different meaning for each individual and the logic behind each photograph is illustrated through the lens of the camera and what they see. The influence of individuals are also different as there are factors that affect their perception, and these are environmental factors, code of conduct, usage of photo, and the tourists themselves. Those factors are related to each other, as taking a photograph is like a puzzle, and an individual needs to be concerned with the various aspects, and weigh up their importance differently. The research has been conducted in Bangkok, Thailand. There are 400 questionnaires which were distributed at famous tourist leisure attractions such as Asiatique or Vachira Benjatas Park (Suan Rot Fai). There are 280 female and 120 male contributions to the research data. This data has been processed using Regression, ANOVA and Independent Sample t-test. The results have shown that there are relationships between tourist photo taking behavior with environmental, individual code of conduct and usage of photo. The individual photography skill has an influence on how the tourist will take a photograph as the difference in taking photographs can be affected by the level of awareness and expectation. This direct research shows how awareness of tourist photo taking and its usage will become a critical point as photography is one of the most powerful mediums of communication which is the main reason why tourist takes photo. The continued use of digital photography and sharing media online will become the norm in society as the younger generation has created the phenomenon of shoot and share, and therefore, understanding and educating tourists to follow guidelines when taking photographs is a must, as it can either be a tool to promote tourism or have a negative effect on the tourism industry and daily life of an individual.

Acknowledgement

This thesis could not have been achieved without the great contribution of advisor, Dr. Adarsh Batra, who always encouraged and supported me until its completion. Moreover, the Thesis Committee who make recommendations leading to the development of this research namely, Dr. John Arthur Barnes, Dr. Thongdee Kijboonchoo, Dr.Kriengsin Prasongsukarn, Assoc. Prof. Wirat Saguanwongwan and Dr. Aaron Loh. There are also individuals, respondents, and friends, especially Mr. Nanond Meesuwan, who was always willing to assist with data collection for the research, and family members who directly and indirectly supported me driving the entire process to completion of this thesis. I would like to thank the St. Gabriel's Library staff for their prompt and sincere support and assistance in finding literature. Lastly, I would like to express sincere appreciation and thanks to those who are mentioned above for their part in the success of this research.

Sincerely and Highly Appreciated

Maiyasit Pracharmitkij

TABLE OF CONTENTS

Table of Contents

List of Tables

List of Figures

vii

List of Equations

vii

Chapter I: Generalities of the Study

1.1 Background of Research

1

1.2 Statement of problem

7

1.3 Scope of research

8

1.4 Limitations of the research

8

1.5 Significance of the study

8

1.6 Definition of terms

9

Chapter II: Literature Review

2.1 Definition of Photography

11

2.2 Photography and Tourism

12

2.3 Environmental Factors

13

2.4 Usage of Photo

15

2.4.1 Photo as Tools for Reminder Value

15

2.4.2 Photo Communication

16

2.5 Code of Conduct	17
2.6 Personal Profile	18
2.6.1 Photographic Skill	18
2.6.2 Age	19
2.6.3 Gender	20
2.7 Photo Taking Behavior	20
2.8 Empirical Study	22
2.9 Summary and analysis of literature reviewed	27
Chapter III: Research Framework	
3.1 Theoretical Framework	29
3.2 Conceptual Framework	30
3.2.1 Independent Variable	31
3.2.2 Relationship with Dependent Variable	34
3.3 Research Hypotheses	34
3.4 Operationalization of Independent and Dependent Variables	36
Chapter IV: Research Methodology	
4.1 Research Method used	41
4.2 Respondents and Sampling Procedures	41
4.2.1 Target Population	41

4.2.2 Sample size	41
4.2.3 Sampling procedure	42
4.3 Research Instrument and Questionnaire	42
4.4 Collection of Data/ Gathering Procedures	44
4.5 Pretest and Reliability test	44
4.6 Statistical treatment of Data	45
4.7 Summary of Statistical tests used	49
Chapter V: Presentation of Data and Critical Discussion of Results	
5.1 Frequency Distribution of Independent Variables	50
5.1.1 Travel Associated	50
5.1.2 Level of Photography	51
5.1.3 Type of Camera	51
5.1.4 Gender	52
5.1.5 Age of Respondents	53
5.2 Hypothesis testing	53
5.2.1 Hypothesis 1 - Code of Conduct, Environmental Factor and Usage of Photo has relationship with Photo taking behavior	54
5.2.2 Hypothesis 2 - Comparative Difference with Travel Associate with Photo Taking Behavior	56

5.2.3 Hypothesis 3 - Comparative Difference with Respondent's Photographic Skill and Photo taking Behavior	57
5.2.4 Hypothesis 4 - Comparative Difference with Respondent's Type of Camera with Photo Taking Behavior.	59
5.2.5 Hypothesis 5 - Comparative Difference with Respondent's Gender with Photo Taking Behavior	60
5.2.6 Hypothesis 6 - Comparative Difference in Respondent's Age Group and Photo Taking Behavior	61
Chapter VI: Summary, Conclusion and Recommendations	
6.1 Summary of Findings	63
6.1.1 Respondent's Profile	63
6.1.2 Hypothesis Testing Result	64
6.3 Discussion of Research Study	65
6.3.1 Discussion of Hypothesis 1	65
6.3.2 Discussion of Hypothesis 2	66
6.3.3 Discussion of Hypothesis 3	67
6.3.4 Discussion of Hypothesis 4	67
6.3.5 Discussion of Hypothesis 5	68
6.3.6 Discussion of Hypothesis 6	69
6.4 Conclusion	70

6.5 Recommendations	70
6.5.1 Recommendation on Code of Conduct	70
6.5.2 Recommendation on Environment Factor	71
6.5.3 Recommendation on Usage of Photo	72
6.5.4 Recommendation for Future Study	73
References List	75
Appendix A (Questionnaire)	73

LIST OF TABLES

Table 1.1 Production of digital cameras from 2007-2010	3
Table 2.1 Summary of related empirical studies	25
Table 3.1 Operationalization of independent variables	36
Table 3.2 Operationalization of dependent variables	38
Table 4.1 Reliability analysis for Pre-Test Questionnaires	45
Table 4.2 Statistical method used for data analysis	49
Table 5.1 – Model Summary for Regression model for Code of Conduct, Environmental, Factor and Usage of Photo related to Photo Taking Behavior	55
Table 5.1.2 - ANOVA result for Code of Conduct, Environmental Factor and Usage of Photo to Photo Taking Behavior	56
Table 5.1.3 – Multiple Regression Coefficients	56

Table 5.1.4 Frequencies the usage of photo	56
Table 5.2 ANOVA test on Travel Associate with Photo taking Behavior	57
Table 5.3 ANOVA test on Respondent's Photographic Skill with Photo Taking Behavior	58
Table 5.3.1 DMRT on Respondent's Photographic Skill with Photo Taking Behavior - Duncan Multiple Range Test	58
Table 5.3.2 - ANOVA Test on Respondent's Photographic Skill with Photo taking Behaviour, Code of Conduct, Environment Factors and Usage of Photo	59
Table 5.4 - ANOVA test on Respondent's Type of Camera with Photo Taking Behavior	60
Table 5.5 - T-test on Respondent's Gender with Photo Taking Behavior	61
Table 5.6 - ANOVA test on Respondent's Type of Camera with Photo Taking Behavior	62
Table 5.6.1 - DMRT on Respondent's Type of Camera with Photo Taking Behavior	62
Table 5.6.2 - ANOVA Test on Respondent's Age with Photo Taking Behaviour, Code of Conduct, Environment Factors and Usage of Photo	62
Table 6.1 Summary of Respondent's Profile	63
Table 6.1.2 Hypothesis Testing Result	64

LIST OF FIGURES

Figure 1.1 Number of digital camera owned in Western Europe per household	2
Figure 2.1 The first person on photo by Louis-Jacques-Mande Daguerre in 1839	12
Figure 2.2 and 2.3 is same place but picture taken at different time	15
Figure 2.4 and 2.5 Professional Photograph and Snapshot of Angkor Wat	19
Figure 3.1 Model of motivation in taking a photograph	29
Figure 3.2 Conceptual Framework	33
Figure 5.1 Travel Associate Respondents	50
Figure 5.2 Level of Photography Respondents	51
Figure 5.3 Type of Camera Respondents	52
Figure 5.4 Gender of Respondents	52
Figure 5.5 Ages of Respondents	53

LIST OF EQUATIONS

Equation 1 Sample Size Calculation	41
Equation 2 Analysis of Variance (ANOVA) Formula	46
Equation 3 Independent T-test Formula	46
Equation 4 Multiple Linear Regression Formula	47
Equation 5 Duncan Test Formula	47

Chapter I

Introduction

1.1 Background of Research

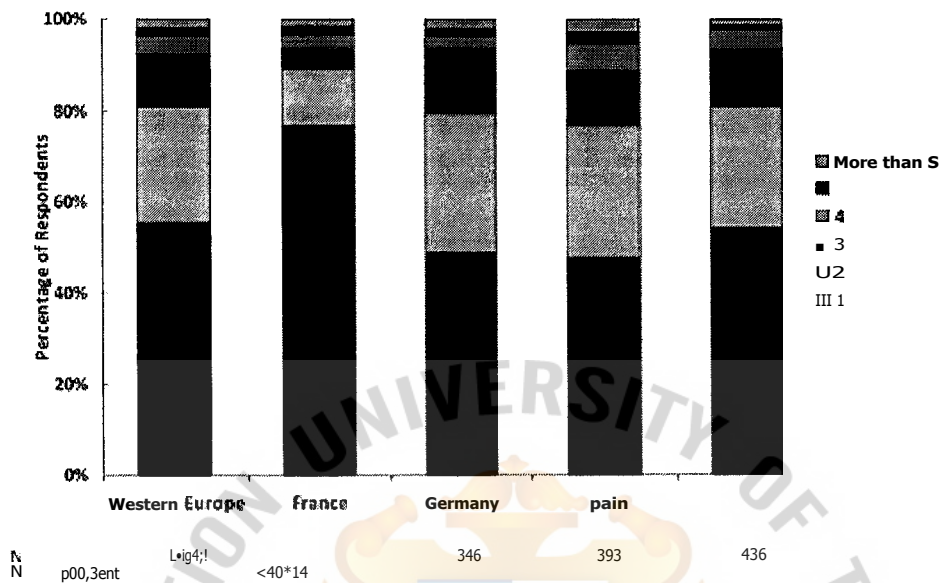
1.1.1 Development of Photography

Travelers have their own way of telling and recalling moments of their travel. In the past, before the invention of the first camera in 1826, a traveler could capture memories by painting the places they visited or buying souvenirs or using other ways to reconstruct their trip. In 1826, a French inventor, Joseph Nicéphore Niépce introduced the world's first photographic image, and since then the technology to capture moments through camera has developed. The development of the camera now allows people access to cameras with less skill to use. In 1991, the first digital camera was produced by Nikon (model F-3) but was still expensive even for professional photography. Development of technology changed the way of taking photographs, and with the introduction of digital photography, discouraged the use of film cameras by consumers. This changed the behaviour of consumers in their approach towards buying digital cameras.

The digital camera is no longer just for professionals, as it has surpassed the film camera and heralds the digital age. A study in Western Europe has shown that digital cameras are one of the most popular personal items purchased by every household. The bar chart (figure 1.1, p.2) shows that some households own more than one digital camera (InfoTrends¹).

¹ InfoTrends is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry.

Figure 1.1 Number of digital cameras owned in Western Europe per household.



(Source: <http://www.infotrends.com/public/Content/INFOSTATS/Articles/2011/08.24.2011.html>)

Figure 1.1 shows the trend of owning digital cameras in Western Europe. From the bar chart, France owns the highest percentage with one digital camera per household. Germany has the highest percentage of owners with two cameras per household. Spain has the highest percentage in terms of ownership with more than five cameras per household. This represents that in the future there would be no first time buyers of digital cameras. Moreover, the production of digital cameras from leading camera brands has been increasing steadily over time.

Table 1.1 Production of Digital Cameras from 2007-2010

Year	2007	2008	2009	2010
Production of Digital Cameras	100,981,778	116,166,909	103,040,969	121,776,943

Source : Camera and Imaging Products Association
<http://www.cipa.jp/english/data/dizital.html>

Table 1.1 shows that the production of Digital Cameras from leading camera brands has steadily increased from time to time. This report is from the Camera and Imagine Products Association, which is the association that gathers information from major digital camera brand production. This will help to predict ownership of digital cameras but in contrast, ownership of digital compact cameras will be less, as there are more devices integrated with digital cameras.

These are just some indicators that owning a digital camera has become necessity for many people. This has shown that the way of taking a photograph or capturing a slice of life has changed and will continue to change. Hence, in future, taking a good quality photograph will no longer be the job of professionals, as the potential to take a quality photograph will be more open to amateurs and anyone interested in photography.

1.1.2 Travel Photography

These days, whenever people prepare for travel they rarely forget to take a digital camera. Cameras have become one of the main gadgets or equipment to take. This question cannot be answered specifically as a photograph is not a limited subject, but based on the creativity and satisfaction of the person who views it.

It can be categorized into various forms such as landscape photography, portrait photography, wildlife photography, cultural photography, and much more.

Photography is also a career that many people want to pursue, especially travel photography, where people travel around the globe to carry out their assignment or build their portfolio to advance their career. In order to become a travel photographer and get hired by an agency, a good quality photograph is not enough; it must also be able to tell a story through that photograph (Stuckey, 2010). Besides selling their photographs to agencies, the travel photographer can also become a trainer or coach for a photographic tour, taking people who have an interest in photography to learn and practice their skills and increase their knowledge in various aspects of photography. There are workshops or tours available for tourists or those interested in photography. One example is a workshop run by Gavin Gough, a freelance travel photographer who has organized such a workshop or a tour and also sells photographs to many agencies (<http://www.gavingough.com/>).

1.1.3 Photo Tourism

Photo tourism is defined as "travel away from home to engage in photography-related services provided by the tourist destination or tour operator"(Backman, 2009). There are two types of photo tourism. The first one is a guided service where the tour operator takes the tourist through various destinations as set out in the tour program. These kinds of tours are suitable for experienced photographers. The second type of service is related to education, as photography is not just limited to a studio for learning and mastering photography – there are various categories and techniques in photography. In order to learn more and master certain photographic techniques or styles, the photographer will accumulate experience from every picture taken. It is like visiting a cultural or heritage attraction such as the Grand Palace; visitors cannot take anything away except sweet memories to capture the moment of their visit, i.e. photographs. In this situation the tourist will learn how to take photographs from a professional photographer, learn new techniques for making a better photograph. The techniques that the tourist might be engaged in generally, may be landscape photography, portrait photography or macro photography, but it will depend on the destination that the tourist visits as photography is not allowed in some places.

1.1.4 Photo Tourism in Thailand

Thailand is one country that a photographer finds worth visiting for various kinds of photography; there are a wide range of services, attractions, natural resources and cultures to engage in photo tourism, and also the availability of photographic techniques to learn. Firstly, the guided tour will take a photographer to the destination they want to visit or it may have been set by the tour operator. This kind of service has characteristics such as sightseeing, or it could be a normal package tour available on the market, such as the Grasshopper Adventure (<http://grasshopperadventures.com/tours.php?style=Photo>).

Secondly, a professional photographer accompanies the tour for edutainment purposes. This type of tourism is organized by a professional photographer or camera shop. As an example, the Photo Hut Group (a chain of camera shops) organizes an edutainment photography tour operation in which the tour participant will learn various kinds of techniques.

Thirdly, the tour will be organized by the person keen on photography, to gather and organize the trip to pursue the pleasure of taking photographs. This can be organized by the channel of photography community websites such as taklong.com, fotorelax.com and other websites.

These community websites will organize the trip to the destination aligning with seasonality; for example, taklon.com has organized a trip to the north during winter (www.taklong.com/tkfanclub). After photographs have been taken and tourists come back with stunning pictures of the places they visited, the next thing they do is to share them online, publish some in a book or other publication, and send some in to contests or other networks to let others see their photographic work. A professional photographer may enter contests or submit photographs for publication as stated before, but for the amateur their aim may be to show their photographs on the photography community website for review of their skills, and share the experience of their trip. One thing that contributes to tourism is promoting a destination through photo-sharing or informal viewing. The bright side of photography is to capture a photograph at different times of the year, showing different scenes or how a local's way of life changes throughout the year. This can be another positive impact as photo tourism can contribute to promoting and fostering tourism destinations and draw more tourists to visit there.

1.2 Statement of Problem

The development of digital camera technology has enabled the tourist to get exposure to photography, and equipped with a digital camera at all times, there are many photo opportunities. Before taking a photograph, there must be a certain motivation for the tourist to take a photograph, derived from various factors. The activity of photograph taking has a meaning and hidden purpose as one photograph can have a different meaning at an individual level. There are certain factors such as environment, code of conduct, usage of photograph, and personal profile. These can influence and shape a tourist's photo taking behaviour to reflect what influenced the motivation of a tourist to take a photograph. Also, how a difference in age, gender and photography skill affects photo taking behaviour. The answer to these problematic issues can lead the way in maximizing tourist experiences once we have knowledge of their perceptions.

Research Questions:

RQ1: What motivates a tourist to take photos?

RQ2: What factors encourage and discourage the tourist to take a photo?

RQ3: How does photo taking behaviour among individuals differ?

Research Objectives:

1.2.1 To Examine Thai tourists' decision making in taking photos.

1.2.2 To investigate the relationship between environmental factors, usage of photo, code of conduct on photo taking behaviour.

1.2.3 To understand the differences between personal profile and photo taking behaviour.

1.3 Scope of Research

This research is focused on Thai domestic tourists who take photographs. This study uses Thai language questionnaires and target participants will be Thai nationals, regardless of whether the participants in the photography are amateur or professional photographers.

1.4 Limitations of Study

Firstly, this research cannot be generalized to other contexts (e.g. the way of perceiving each nationality is not the same), due to this research being conducted by focusing on Thai tourists only. Secondly, the participants might not provide truthful answers and opinions, and cannot be collected from the participants due to factors such as participants who might not cooperate and provide a truthfully answered questionnaire. The study site being younger friendly led to selection of skewed sample in terms of gender imbalance. Moreover, at the time of data collection, the availability of younger respondents than mature respondents, could lead to biasness in the finding. In addition to that, selection of Thai respondents at the time of data collection, there were instances of overlapping of local Bangkokians and non-residents of Bangkok.

1.5 Significance of the Study

This research will contribute to understanding what motivates a tourist to take photos. This will help the destination itself understand how tourists perceive its image which can lead to development of the weaknesses and strengths of the area that are popular or well known to tourists.

By developing the destination image and understanding that tourists can make the destination itself develop in the right direction, this will help the destination and all parties concerned with it. On the other hand, this will lead to improved quality of the travel experience for tourists. Tourists receive better experiences and will possibly become repeat visitors. Moreover, this research will reveal the interaction between photography and tourism, in terms

of the relationship for further study in other fields that relate to tourism, for example, tourism marketing, sustainable tourism and others.

Furthermore, this research can be the stepping stone for analyzing keys factors that can help a destination to improve the overall visiting experience. This research can therefore be a foundation for gaining deeper understanding of a tourist's perception and satisfaction.

This research will helps destination developer to gain understanding in the part of how to develop a destination to design a photogenic site. Also the marketer of the destination will understand how importance and impact photo can

1.6 Definition of Terms

Amateur- a person who are keen on photography and want to develop to be professional level

Code of Conduct – The set of rules, guidelines, practices, and responsibilities of the photographer to follow or obey the local norm in order to pay respect to the local community, privacy and culture.

D-SLR Like - the camera which able to manual configuration and lens is not interchangeable.

Environmental Factors – This includes the surrounding environment at the time the tourist wants to take a photograph. The factors are the natural environment (e.g. raining, low light conditions), and the manmade environment (e.g. crowded places, high-rise buildings, antique objects, temples, and ruins).

Hobbyist - a person who has no willing to pursue in photography but might keen to take photos.

Photo Taking Behaviour – The behaviour of the photographer when taking photographs. This can include the pattern of photograph, preferred style or technique of photography, frequency of photo taking.

Photo Tourism- travel away from home to engage in photography-related services provided by the tourist destination or tour operator. Usage of Photo - The usage of the photo is how the tourist utilises their photograph such as for communication or reminder.



Chapter II

Literature Review

This section covers the key literature that supports the present study. A basic description of photography is provided, followed by a discussion on the link between photography and the tourism concept. The subsequent sections provide basic theories to support the inclusion of independent and dependent variables. The chapter closes with a section of empirical studies connected to the present study.

2.1 Definition of Photography

8H30

The development of the digital camera has made photo taking easier for everyone. The era of new photo taking is readily available for people at all times as it is integrated with mobile devices and small digital cameras. At present, wherever tourists go, we can see that photo taking becomes a ritual or a must activity that gives them pleasure and provides memories from their trip to become a part of their life. There are certain criteria tourists take into consideration before taking a photograph, or it could be simply that photo taking is a selective action in deciding what to shoot and not to shoot.

Photography emerged in this world a long time ago, but before humans invented cameras they used their eyes as a camera's shutter and brains for the memory of the things they saw. From the time the camera was invented and through its development, the way of taking a photograph has changed and become much more accessible to people. The word "photography" is derived from the Greek words, 'Photos' which means "light" and 'graphein' which means "to draw". The definition emerged to become a method of recording the image of an object through the action of light, or related radiation, on a light-sensitive material (Encyclopaedia Britannica). To simplify, the meaning will be 'drawing a picture with light'. The reason it is called drawing a picture with light derived from the process by

which in order to capture a photograph it required enough light to enter into the camera. Here is an example of the capture of the first photograph (Fig 2.1), with several minutes of exposure.

Figure 2.1 *The first person on photo by Louis-Jacques-Mande **Daguerre** in 1839.*



(Source: http://photography.nationalgeographic.com/photography/image-collection/#/history_of_photography - Retrieved: 6 March 2012)

2.2 Photography and Tourism

2.2.1 Relationship of Tourism and Photography

Photography and tourism have a strong relationship with each other. They are co-dependent and supportive of each other. Taking a photograph is not just limited to within a studio and the use of technology to create the virtual or surreal photograph, but in contrast they can be taken anywhere on many subjects depending on the way the photographer sees the world. In order to take more kinds of photographs, a traveller or photographer can enjoy the experience through visiting different places because it is impossible to take a photograph without the presence of the photographer. As Sontag (1977) said, "It seems positively unnatural to travel for pleasure without taking a camera along. Photographs will offer indisputable evidence that the trip was made, that the program was carried out, and that fun was had". The tourism industry is a heavy user of photography as a medium to communicate and promote destinations to attract tourists to visit the place. The brochure, travel magazine, postcard, and

posters are mediums or channels where the marketer can put an attractive photograph of the destination to promote to the tourist and create a pull demand to visit the destination and have the demand for actual self-experience (Albers and James, 1988). There are even more for travel magazines, which also belong to the branch of photojournalism. It is impossible to describe or tell the experience through words as Lewis Hine, American photojournalist, said "If I could tell the story in words, I would not need to lug a camera around".

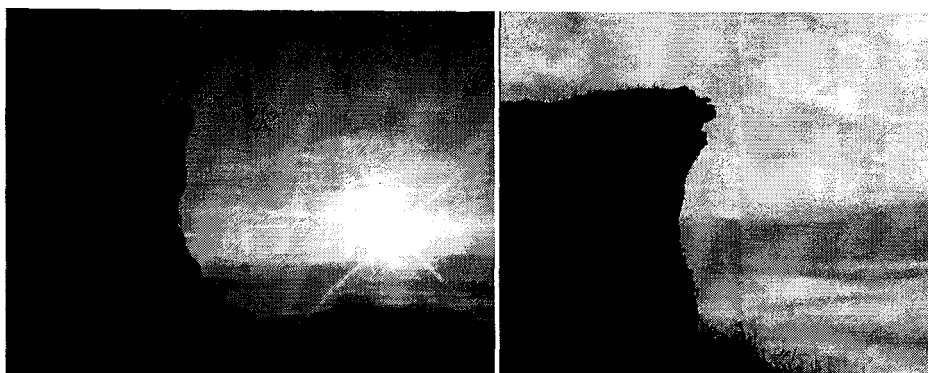
2.3 Environmental Factors

Environmental factors surround the environment of a person and include both manmade and natural environments. In this research, the manmade environment is a crowded place, building or architecture created by man. The natural environment is considered as the creation of nature, for example, mountains, rivers, sunrises, sunsets, etc. Environmental conditions are important, as in the research, there are some days when the weather is not suitable for photography, especially landscape photography. Scarles (2004) confirmed. Markwell findings concerned the environmental impact on taking photographs, Scarles suggests that "the interplay of light and colour on landscape and places intensifies the magical qualities of image and drastically alters the mood and atmosphere". The environmental factor has a direct effect on the mood and quality of the picture. Tourists who try to capture the moment of life with the enhancement of the environment will help to make the picture become more lively and real later when they have a chance to see it. Furthermore this environment can be related to space or a place of visit. Kim(2010) has undertaken research concerning screen tourism in South Korea on Nami Island. His research revealed that tourists visit the Nami Island and take a photograph to imitate as in the movie, or even asks someone to photograph them, also requesting that it be taken at a certain angle. Furthermore, another example of the tourist stimulus to take a similar photograph to that previously seen in the marketing media, is the balcony of Romeo and Juliet in Verona, Italy.

Tourists old and young take a photograph to imitate and portray the scene from the movie or novel. This is the sort of encouragement that the researcher foresees as stimulating tourists to take photos that arise out of the environment.

In contrast, the situation of a bad environment can also discourage tourists to take photographs as it may be that it is not suitable, or not possible to create a good atmosphere for the tourist. The consequence of unsuitable environmental conditions can have an effect on the quality of photograph. The quality in this context not only comprises sharpness and composition, but also includes the mood and feel. The photograph can look dull and give a bad impression to the tourist and will therefore discourage them from taking it. For instance, in terms of lighting, photography requires proper light to maximize the quality of the photograph. The same picture taken at different times of the day can mean an alternative outcome and quality (Fig 2.2-2.3). The lighting can be a factor that a professional photographer is concerned with for a quality photo. For hobbyists or tourists who do not aim to capture a stunning quality photograph, but rather an experience or valuable moment, their criteria might be the ability to capture a valuable experience and remind them of what they did. In terms of photography, this type of photograph is a snapshot. This group might have an interest in how to get the picture of a person or place with less concern of overall quality and feeling that photograph provides. An example of this is that in a crowded place a tourist might be discouraged to take a photograph as it cannot capture what they want and give the opportunity to picture the iconic places. It can be concluded that surroundings and the environment are factors that tourists take to consideration before taking photographs, in order to maximize the value of their photographs and travel experience.

Figures 2.2 and 2.3 is same place but picture taken at different time



This is an example that shows how a different time of the day will affect overall picture quality that comes from an environmental factor, in this case lighting (Source: Maiyasit Pracharnitkij, 2012)

2.4 Usage of Photo

Usage of photo is the definition of how the tourist aims to use the photograph. There are various usages that tourists utilize for their photographs. For example as a means of communication, a way to express themselves or to tell a story, and in this way the photograph has also served the purposed of the person who has taken it. A single photograph can be interpreted into various meanings but there are some reasons why people use them for certain purposes.

2.4.1 Photographs as Tools for Reminder Value

Photo taking is one of the tools that people can use to capture a moment of their life in a still picture to remind them of the moments that they experienced. In the Couldwell and MacKay (2004) research, one of their participants describes the motive that a photograph has the function as a reminder of the trip or something that they have seen before. This implied that their motives are to use photographs as evidence of something they see which is similar to their experience or reminder of the trip. From Sontag (1977), the tourist can take a photograph

of everything, even if viewed as an ugly or unpleasant scene by locals, but for the tourist the thing might be beautiful or worth remembering. This implies that taking a photograph has various motives and there is no need for any actual reason to take a photograph of someone or something, but rather that the tourist wants to take it for personal preference of remembering or reminding.

2.4.2 Photo Communication

Photo taking is also considered as an activity that constructs social interaction among tourists and for maintaining social relations (Franklin and Crang, 2001). The advancement of technology in photography has also enabled the possibility of instantly capturing after the shutter is triggered. This useful equipment has led to the taking of a photograph becoming a "must do" activity. One motivation is to communicate (Crang, 1999). Crang's research reveals that tourists take photographs because it helps them to communicate with each other. The messages that tourists want to send are "I am rich", "I am happy", "I am adventurous", or "I am a good photographer", and any other messages that the tourist wants to convey. The channel for distribution of the message or photograph in the present day helps it to reach more viewers, friends or relations by using the Internet social networks, for example, Facebook, Flickr or Multiply.

The research of Schau and Gilly (2003) supports the behaviour that tourists want to communicate and share their experiences through social media and email to reach a greater audience. Lo, McKercher, Lo, Cheung, & Law (2009) have conducted research on tourism and photography and the findings show that tourists are selective in sharing and communicating via online channels. Young or new generation tourists are more likely to share their photograph online to show where they have been and what they have done during the trip. The research shows that for certain destinations tourists do not share, as it is not

significant or not so popular, but other more popular destinations are widely shared online. This is the way that they can communicate and reach a wider audience and increase or maximize its range. Tourists seek more online channels or even use multiple channels (e.g. a social media sites, blogs or instant messaging.) but the most popular channel is through a social media site.

2.5 Code of Conduct

A code of conduct is a set of rules, ethics and responsibilities a photographer should follow to respect the local culture and privacy of others. The code of conduct in photography applicable for a tourist can be seen widely at the places of visit that have "NO PHOTO" signage or some rules or regulations that do not allow a tourist to use certain equipment; for instance, flash, as it might be harmful to the subject (e.g. museum, zoo). Beyond the "no photo" signage, the rules and regulations of the place relate to photography, such as behaviour guidelines. For instance, in Thailand the historical sites have signage for proper behaviour guidelines to prevent disrespectful action that might lead to photography and images of the place. Furthermore, at the place of visit, tourists also have to respect the rights and privacy of local people and others. There is some advice from photography magazines for tourists. A research study conducted by Markwell (1997) reveals that some participants do not want to take a photograph of locals as it is viewed as harassment of local people. Sontag(1977) has mentioned that "To photograph people is to violate them, by seeing them as they never see themselves, by having knowledge of them they can never have; it turns people into objects that can be symbolically possessed". Some countries even have the 'No Photograph Policy'. For instance, in the UK there was a case where a father was questioned by police for taking a photo of his own daughter which is against the Prevention of Terrorist Act (BBC). This concludes that there is negative motivation not to take a photograph, as it is

harassment of the object, by law or by policy. The tourist will not be encouraged to take a photo in certain places or of certain objects.

2.6 Personal Profile

A personal profile in this study is the demographic features or background of a tourist (age and travel associate) and also includes photographic skill. Every picture that is taken is selected for selective memory of a particular time, place and performance to enrich the tourist's experience. Personal background in the relationship helps in shaping a tourist's perception of memory and what is valuable enough to capture for a purpose. Couldwell and MacKay (2004) research has revealed the participant's point of view; that they take a picture because it reminds them of their own past experience. "It reminded me of mom's summer kitchen, especially the smells." has come from one of the participants. This reflects that sometimes people just recall their experience or memory through a previously experienced picture or scene.

2.6.1 Photographic Skill

Skill in photography has a relationship with the decision of taking a photograph. Taking a photograph is highly related with the planning of events or a prediction what is likely to happen. Taking photographs in the studio, a photographer can re-take them as much as possible but for some events a photographer will not have a second chance of the same photograph. The amateur or general tourist who seeks just a snapshot; the kind of photograph that is taken spontaneously and less artistically, will take it with less planning and concern about quality but with more emphasis on value. Professional photographers are more concerned planning and the quality, in order to get high quality photographs and expect to achieve this (Stuckey, 2010).

For example, for a sunrise photograph, a professional might have to plan the location, the best time, and how to take the photograph to get the best quality. For a snapshot photograph by a

tourist, they want to get the sort of shot they have seen on a postcard or in travel magazine but with less planning and effort.

Figures 2.4 and 2.5 Professional Photograph and Snapshot of Angkor Wat



This is the difference between a professional photograph and a snapshot photograph.

Source: Best Tourism Website (<http://www.besttourism.com/medias/dfp/10879> - Retrieved 8 August 2012)

Holiday in Angkor Wat Website (<http://www.holiday-in-angkor-wat.com/images/angkor-wat-temple-mirror-full.jpg>)- Retrieved 8 August 2012

2.6.2 Age

Different age ranges have different perceptions towards objects or subjects. For example in the same theme of Nostalgia, the older person will see it as a tool of reminder of how their life use to be in the past, but a teenager could perceive it as a trendy architectural style, since it is unique to them. In this case teenagers view it as a prime experience, one that they never had before, as it is a first time event (Chalfen, 1979). Lo *et al.* (2011) illustrated that differences in age also have a different photo usage as younger ages below 35 years mainly shared their photograph online in various channels, mainly on social network sites, while not many of the older generation aged more than 55 years share photographs and the medium used is photograph albums online. It can be seen that behaviour is also affected by age and gives a different purpose and perception in taking photographs.

2.6.3 Gender

Gender is one of the factors of the tourist profile that is not influenced by photo taking behaviour. Females and males do not exhibit differences when taking photographs. The study conducted by Lo *et al.* (2011) involved a survey on taking photographs and sharing media online, and the research revealed that males and females do not exhibit a difference in behaviour when sharing photographs online. This means that behaviour and motives cannot be differentiated at a level significant enough to distinguish the difference from males and females when taking photographs.

2.7 Photo Taking Behaviour

Photo taking behaviour can be defined as the behaviour of a tourist engaging in photo taking that has an effect on the stimulation of the tourist to take a photograph.

The photo taking behaviour can be different from person to person because it is abstract and polysemic. The central concern of visual analysis is the fluidity of interpretation of visual images, implying that they can be viewed by different people in different ways (Pink, 2001; Collier, 2001). Research by Crang (1999) also supported that tourists are selective in taking photographs that help in communicating with others or even to themselves, and also the tourist has become a narrator and commentator of their own experience which can be shared with others who view the photograph. In addition, to communicate with others and show evidence of being at the destination, a tourist might take a photograph that is the same as the marketing media that they have viewed before. This is one of the factors derived from external media that stimulates tourists to take photographs. There are major filters that stimulate a tourist to take photographs. From selective behaviour, the researcher can point out that a first filter is the capacity of the photograph to be taken. Before digital cameras were introduced into the market, the only type of camera used was a film camera, and hence the number of pictures available to be taken depended on how many rolls of film were carried.

Even in the present day the space on memory cards will limit how many pictures can be taken. In contrast, the number of pictures taken will increase more and more with the cheaper price of memory cards and higher capacity, easing the behaviour of taking photographs in terms tourist enjoyment, and taking photographs can be an endless activity during the trip. Some people keep and maintain a directory/diary of important personal events in their life. This helps an individual look back at life, like a flashback to remember such events. Many times, people start to realise that their trip experience has entered a new phase, with evidence (physical or virtual) in the form of taking pictures of the places visited. From Crang (1999), Pink(2001) and Collier (2001) it can be implied that there is no absolute solid or concrete way to interpret or understand why tourists take photographs as each one taken means a different thing to each person, but we can see what stimulates tourists to take photographs. Furthermore, with the development of cameras, digital cameras can do more than taking a still photograph, it can also shoot video. Digital cameras in the market at present have integrated the function, thus this can enhance the travel experience.

2.8 Empirical Studies

Markwell, K. W. (1997) Dimensions of Photography in a Nature-Based Tour

This study takes 23 students from Australia to visit Kota Kinabalu, Malaysia. The research was conducted using techniques, such as observations, analysing the participants' diaries, photos and conducting pre-and post-trip interviews. The findings proposed that tourists take photographs with certain motivations. The research finding reveals that the participants take photos of the places that they find unique and different from their usual environment. The researcher proposed that the act of photography is an act of filtering and is selective for the tourist. One of the participant's diaries shows that she does not want to take photographs of local people as it was seen as harassment. During observation, it shows that during bad weather the number of landscape photographs dropped, as the effect of the weather did not assist in taking a good quality photograph. The researcher also noted that after participants become more familiar with their new environment the number of photographs taken also declines due to participants wanting to experience and join in the activities of the locals by themselves, rather than be a spectator. The finding reveals there are various factors that influence photo taking behaviour, ranging from personal profile, environment, experiences and usage. Furthermore, photo taking during the trip is one of the social activities that strengthen the group bonding and increase social interaction.

Couldwell, C. M. and Mackay, K. J. (2004) Using Visitor-Employed Photography to Investigate Destination Image

This research aims to investigate destination image by using the VEP technique. This technique is used to gain understanding of landscapes, aesthetics, outdoor recreation experiences and community planning. The research was conducted at a national historic site in Saskatchewan, Canada. The respondent of this research is the tourist who volunteered to be

part of it. The research methods used are the site's visitor satisfaction survey and the distribution of disposable cameras to participants. By distributing the cameras and letting the participants shoot anything according to the instructions on the site contributed to most of the site images, and the participants have to record why they take those photographs in the given diary for correct judgment in the view of the participant. The researcher has to read each diary and match it with the photograph numbers to identify and understand the representation of photographs towards the site. This research had a 95% response rate and some participants are very positive when cooperating with the activity. The findings of the research implied that tourists take photographs of everything and are driven by different motives and self-preference. The photographs that participants take vary from single objects to those that are icons of the site. The motives can be simple from "I like it" or "It looks like my father's house" or "It reminds me of some good memories". The objective of this research is to investigate destination image by using the VEP technique to gain understanding of what the perception of the tourist toward the destination is. This also reveals that destination space and surroundings stimulate the tourist to take photographs as a reminder of their experience.

Belk, R. and Yeh, J., (2011) Tourist Photographs: Signs of Self *

The purpose of this research is to investigate the reasons that tourists take photographs on their trips with cameras or camcorders. These researchers collected data from various sources ranging from observation and photographs or videotapes of tourists taking photographs, and accompanied the tourists on the trip to get actual experience and informal interviews, photos from tourists with narration to elicit their perspective. The findings reveal that photographs act as communication tools to communicate or express themselves and the descriptions of photos in the research results show that every picture has a different meaning varying from person to person. The value is derived from personal perception which makes the tourist

selective when taking a picture. Hence, photo taking has allowed the tourist to represent themselves and become the author of their own experience.

Lo, I. S., McKercher, B., Lo, A., Cheung, C., & Law, R 2011) Tourism and Online Photography

This research investigates the use of online travel photo-sharing technologies among Hong Kong residents. The participants of this research are Hong Kong residents who travel abroad for leisure purposes. The data collection uses 1,466 respondents, many of them who choose social network sites are in the younger age group, better educated and higher earners. The research is conducted by using questionnaires via the telephone and randomly generated from the system. The results show that leisure tourists posting their photographs online by using social network sites (SNS) is the highest channel of photo-sharing. The respondent is also allowed to answer which multiple channels they use to share photographs online. There is clustering by respondents sharing their photographs via SNS and photograph albums online, personal blogs, and instant messaging. The results also show that not all the photographs will be shared, as it depends on the respondent. From the research, tourists who visited Mainland China are less likely to share their photographs than tourists who travel to a European or South East Asian country. This effect is from the development of the internet that allows tourists to reach each other with less limitation in terms of geography. The trend of sharing photographs will still increase as it is a phenomenon that the younger generation are keener on technology and the internet.

Kim, S. (2010) Extraordinary Experience: Re-enacting and Photographing at Screen Tourism Locations

This research aims to understand how screen tourism locations and association with tourist experience are (re)produced, contextualised and performed through production and

consumption of a Korean television drama entitled "Winder Sonata". The research was conducted by observation, photographing tourists and interviews with them. The results show that tourists visit Nami Island and reproduce certain scenes that imitate the scenes from the series, and also include certain views, angles of shooting and how the photograph is shot. This means that tourists who visit the island gain better experience from the destination by enhancing the personalized memory of the place connected with the film location. This can be used as a sample of the development of the destination image and marketing to attract tourists to visit a place with good memories.

Table 2.1 Summary of Related Empirical Studies

Research Years	Research Title	Objective of Research	Research Methodology	Research Findings
Markwell (1997)	Dimensions of photography in a nature-based tour.	To investigate the role of photography in the social interaction of the tour participants and its pattern. To find out the importance of photography and its meaning.	Interview Observation (Kota Kinabalu, Malaysia) (23 Participants).	Result shows that photo shooting is an act of filtering and is selective according to self-preference. Tourists want to engage more in some activities when they seem familiar with the environment.
Couldwell and MacKay (2004)	Using Visitor-Employed Photography to Investigate Destination Image	To investigate tourist destination images by using VEP technique.	Interview Questionnaire Observation (Saskatchewan, Canada) (136 Participants)	Perception of tourists towards destination images of the site has been reflected through photos that tourists take.

Continued

Table 2.1 Summary of Related Empirical Studies (Continued)

Belk and Yeh (2011)	Tourist Photographs: Signs of Self	To investigate the reasons why tourists take photos and videos and what photos mean to them.	Interview Research (Many countries around the world) (Participants not revealed in article) observed and photographed or videotaped tourist taking photo.	Photos that tourists take have variety of meanings according to their self-preference, but the main aim of taking a photo is to store their memory in the form of photos to act as a souvenir from the trip.
Lo, McKercher, Lo, Chueng & Law (2011)	Tourism and online photography	To investigate use of online travel photo-sharing technologies among Hong Kong residents.	Hong Kong residents are the participants who answered Questionnaire via telephone.	Result shows that the younger generation, better educated, higher earners are the group that tend to share their photographs online. The travel photograph from a certain destination will be shared.
Kim (2010)	Extraordinary Experience: Re-enacting and Photographing at Screen Tourism Locations	To understand how screen tourism location and association with tourist experience are (re)produced, contextualised and performed through production and consumption of a Korean television drama entitled "Winder Sonata".	Observation, Photograph tourist, and interview.	This research result shows that tourists visit Nami Island and reproduce certain scenes that imitate the scenes from the series and gain better individual experience and affirms the selective photo taking behaviour.

2.9 Summary and Analysis of Literature Reviews

Photography has changed and shaped tourism. The development of photography has helped tourists by the availability to gain access and mobility when taking a photograph. Tourists take photographs with a certain motivation. Markwell (1997) argued that the tourist has the behaviour of selection, not all the things that the tourist has seen will be taken as a photograph. There are certain reasons why this behaviour occurs. Markwell's research reveals that the tourist takes a photograph because of what they view as important for a certain purpose, which varies from person to person. The factors that affect the decision arise from usage of photo or even the environment; a rainy day or too crowded a place may not make a good photograph. Belk and Yeh (2011) argued the aspect that the photograph which the tourist takes has a different meaning from person to person depends on their motivation. This also leads to the interpretation that even the same photograph can be seen differently. One of the main reasons that the tourist takes a photograph is as a reminding tool. Photography is a support of the tourist's memory that keeps reminding them every time they see the photograph. The utilization of photography has the power of communication, whether it is for marketing media or among tourists themselves. Tourism requires physical presence to gain actual experience but photography is one of the tools that help the tourist to understand what they can expect to see or what kind of location it is before consuming the real experience. This also leads to the imitation of media that the tourist had consumed before. Kim (2010) has undertaken research on screen tourism location support and finds that there are external factors which motivate tourists to take photographs as media to be consumed. Another phenomenon that is widely spread among the young tourist or new generation is that they take photographs for communication purposes, as can be seen clearly by the sharing of photographs on the internet which allows other users to view the photographs that they have taken. The research of Lo *et al.* (2010) confirmed the phenomenon of sharing photographs

online. The research reveals that not every photograph will be shared and this confirms the research of Markwell(1997) that tourists have selective behaviour in photo taking with the act of sharing. There are now fewer boundaries in communication, with the availability of the internet to reach a wider geographical audience.

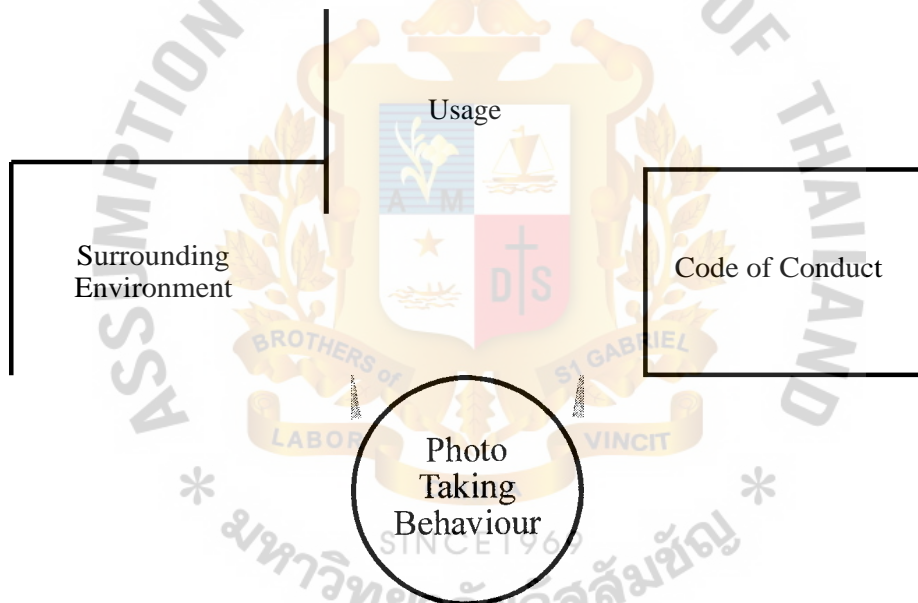
The literature discussed above confirms that tourists behave selectively when taking photographs, and is derived individually and differs from person to person. These are personal preferences and the purpose of each photograph has its own personal value. The interpretation of the same photograph can be varied depending on the perspective of the person who is taking it. The stimulation that pushes the tourist to take a photograph can be aroused by the media they consume, as in the case of screen tourism location. They may imitate or copy a scene they have previously encountered in the media or even from a magazine they have read. Tourists also utilize photographs for reminders, but beyond that every photograph has its own hidden meaning, particularly if the narrator of the photograph is the person who takes it. Communication by photography is now widely spread with the easy use of the internet and the collaboration of social network sites, blogs, travel websites and other internet channels. Especially in the younger generation, taking photographs and sharing them on the internet has become like packages that shoot and share to reach others. This has shown that in the future photograph taking will become more like a ritual or a "must do" for tourists, as nowadays taking photographs is very popular as there are always new gadgets or devices integrated with digital cameras as well as the easy availability of internet connections. We can see from these developments that mobile devices now have more access to the internet and most places have available Wi-Fi. This will make the phenomenon of more photography being taken and shared on the internet to keep as personal storage online and to also share and let others see with selective sharing support to become part of a self-communication system.

Chapter III

This chapter includes the theoretical framework, conceptual framework, research hypotheses and functions of independent and dependent variables. The conceptual and theoretical framework has been developed according to the literature reviewed in the previous chapter together with the statements of hypotheses and sets of variables.

3.1 Theoretical Framework

Figure 3.1 Model of motivation in taking a photograph



Source: Markwell, W, K. (1997) Dimensions of photography in a nature-based tour. *Annals of Tourism Research*, 24(1), 131-155.

Markwell (1997) conducted research by gathering data from a photograph collection, pre and post-interviews of participants, with analysis of participants' personal diaries to gain an understanding of why the participants chose to take certain photographs at a certain time and place and what the photograph means to them. The number of participants joining in this research was 23, all originating from Australia, and the destination used to conduct this research was Kota Kinabalu, Malaysia. Markwell's analysis came up with the conclusion as to why a participant takes a photograph. Markwell has drawn the conclusion that in order to take a photograph participant needs to be motivated by the meaning of it, which varies from person to person. In his research, participants have different backgrounds; one-third of participants come from social sciences and major in tourism, and the remainder were science students, majoring in environmental science. The results from different educational backgrounds shows in his research and is reflected on the type of photograph. In the research, it also shows the motivations that affect the decision not to take photographs. This was reflected as self-preference. During the research, there are some days when the weather does not contribute to photo taking or an activity, which discourages participation. From the research results the number of photographs taken declined on those days. This was reflected in the surrounding environment.

3.2 Conceptual Framework

This research purports to understand the motivation behind tourists taking photographs or not. Tourists were stimulated to take photographs deriving from their perception of an object and surrounding environment. When a tourist travels, they have a chance to stay in different environments that encourage them to keep as memories, both good and bad. The photograph is evidence to show that the trip was made. The tourist becomes a narrator of their experience from the trip so the photograph becomes a tool for them to remember events and make their experience last longer, but it cannot replace the actual experience. There are groups of

tourists that take the quality of photograph more seriously. This motivation and criteria to shoot a photograph are different from others.

3.2.1 Independent Variable

The linkage between dependent and independent variables help to understand the effect and cause among variables. This model helps to gain understanding on how environmental factors, usage of photo, code of conduct and personal profile affect photo taking behaviour.

Environmental Factors

An environmental factor is one of the independent variables and has an effect on photo taking behaviour. The surrounding environments encourage or discourage tourists to take photographs. While tourists travel, the environment might change from their original environment and how they spend their daily life as they may have experienced differences, either good or bad, which triggers them to take it as a memory or a slice of life. Other factors are categorized by two environments; manmade and natural. Those two categories can portray the picture in different environments. Manmade environments include architecture, buildings, structures, or even crowded places, which have an effect on decision making. In natural environments, nature has created something man cannot imitate, for example, sea, mountains, sunrises, sunsets, etc. Those are the scenes that tourists might be motivated to go and experience and take the memory back home. For instance, there are some tourists who are eager to visit a certain place to experience a natural scene or phenomenon and capture the photograph to take home as evidence of being there and being part of that environment.

Usage of Photo

The usage of photo is one of the variables that motivate tourists to take photographs and is affected directly by dependent variables. The usage of photo can be varied from person to person but can be categorized as the main reason for the photograph to serve its purpose. The usage of photo is for reminder and communication. The reminder usage of photo is one of the purposes to keep the memory or experience alive. As time passes the human memory might get mixed up or fade but photographs still remain as reminders of what they have to do or what they have done in the past, or recall the memory that has been stored and remind them of that memory once again. A picture is worth a thousand words and has power, and is heavily used in the marketing function to communicate the hidden message inside the picture, for example, to motivate or to send a message of status. A classic example in the present day is the tourist who posts or shares their travel photographs on a social network site or travel blog, as it can reach limitless people in terms of geography and relay their experience. Furthermore, such communication can also be used to express or transmit their perception to others. The usage still varies but can be seen from what kind of picture they take or their behaviour when taking photographs.

Code of Conduct

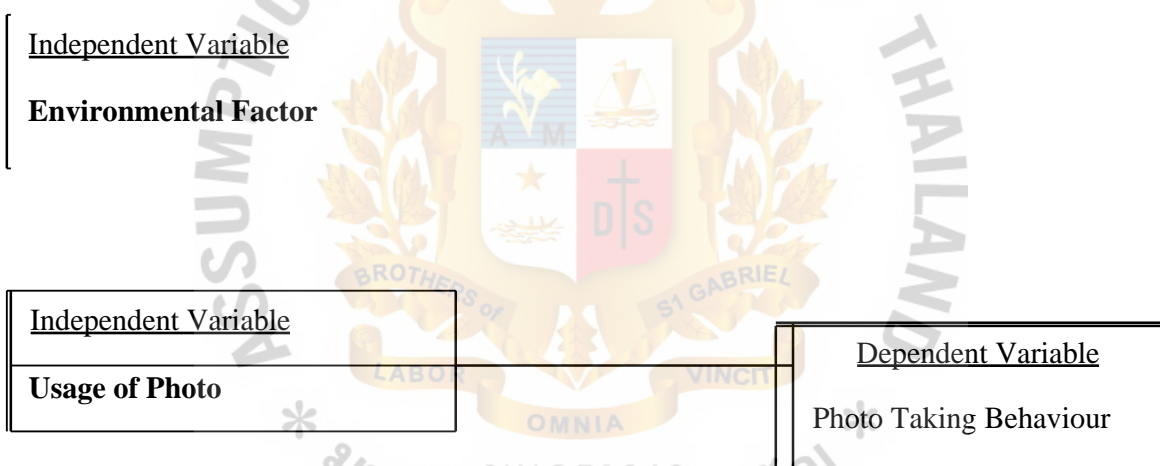
Code of conduct is a personal, ethical responsibility when taking photographs, and following the guidelines of the destination or certain practices in order to respect local people and their culture. This can be a stimulus to motivate tourists as to whether or not to take a photograph, as tourists might view it as harassment and violation of privacy and rights. To illustrate this as a clear picture, tourists usually buy some goods or services of small value in order to ask permission to take a photograph of the shop or the owner. In places that control the use of cameras and have a "no photography" or "no flash photography" sign; for instance a museum, tourists have the option either to sneakily take photographs or obey the rule not to

take photographs, and follow the guidelines of the place visited. Hence, this factor has an effect on photo taking behaviour.

Personal Profile

The personal Profile of a person portrays their experience and expectation of what to see and what to take. The difference between the levels of photography can be reflected by their seriousness when taking photographs. For instance, the tourist who is casual or a hobbyist photographer would rather seek to create a snapshot, the main purpose being to capture the moment. In contrast, professional photographers are more concerned with factors such as lighting, composition, angles, time, and quality.

Figure 3.2 Conceptual Frameworks



Independent Variable

Code of Conduct

Independent Variable

Personal Profile

- Travel Associate,
- Photographic Skill
- Camera Type
- Gender
- Age

Source: Adapted from Markwell(1997)

This can also be linked to the type of camera used. Age is also another factor that plays an important role; teenagers tend to be familiar with gadgets such as cameras and keen on using the internet. Research shows that teenagers tend to share more photographs online than adults with less knowledge of the internet. In conclusion, personal profiles have shaped the perception and other purposes of photographs which lead to modified photo taking behaviour.

3.2.2 Relationship with Dependent Variable

Photo taking Behaviour (dependent variable) is affected by the variation of independent variables. Independent variables affect the result of photo taking behaviour. Before the tourist takes a photograph, there is a moment when they are selective in what should be taken. The combination of four independent variables mean that each individual has a different way of taking a photograph and what kind of photograph to take. Tourists with different personal profiles might wait or prioritize each independent variable differently. Certain groups might just want to capture a photograph for memory or simply for creating a snapshot of their travel journey, but certain groups of tourists might be concerned with overall quality or want to send a more serious message. The priority of each individual shifts and makes every photograph unique and valued differently. Researches by Pink(2001) and Collier (2001) argues that the interpretation of the photograph is fluid and polysemic.

3.3 Research Hypotheses

This research sets pre-determined outcomes of why tourists take photographs. The hypotheses were set for the empirical study and conceptual framework.

Hypothesis 1 : Code of conduct, environmental factors and usage of photo do influence photo taking behaviour

Hypothesis 2 : Differences in travel associate influenced on photo taking behaviour

Hypothesis 3 : Differences in photographic skill influenced on photo taking behaviour

Hypothesis 4 : Differences in camera type influenced on photo taking behaviour

Hypothesis 5 : Differences in gender influenced on photo taking behaviour

Hypothesis 6 : Differences in age influenced on photo taking behaviour



3.4 Operationalization of Independent and Dependent Variables

Table 3.1 Operationalization of independent variables

Independent Variable	Conceptual Definition	Operational Components	Scale of Measurement	Question No.
Travel associates	Travel Companions at the time of taking photo	<ul style="list-style-type: none"> – Solo – Friend – Family 	Nominal Scale	1 Part I
Photographic Skill	Photography Skills Status Camera Type	<ul style="list-style-type: none"> – Amateur – Professional – Mobile Phone – Compact Camera – D-SLR Like – D-SLR 	Nominal Scale Nominal Scale	2 Part I 3Part I
Gender	Biological Status of an individual	<ul style="list-style-type: none"> – Male – Female 	Nominal Scale	4 Part I
Age	Age of an individual	<ul style="list-style-type: none"> – 15-25 – 26-35 – 36-45 – 46-55 – Above 55 	Ordinal Scale	5 Part I

Continued

Table 3.1 **Operationalization** of independent variables (Continued)

Code of Conduct for taking photograph	To measure Ethical level of tourist	<ul style="list-style-type: none"> – Photograph as harassment – Follow the guideline of place – Awareness of local culture – Respect privacy 	Interval Scale	6-11, Part II
Environmental Factor	Environmental Condition	<ul style="list-style-type: none"> – Stimulation from weather condition – Stimulation from Crowds – Stimulation from overall environment – Stimulation from unusual Environment 	Interval Scale	12-15, Part III

on inue

Table 3.1 Operationalization of independent variables (Continued)

Usage of Photo	Meaning of Photo Usage of Photo Photo Quality Value of Photo	<ul style="list-style-type: none"> – Reminder of place – Reminder of associate – Photo as souvenir – Photo as tool for expression – Quality concern – Usage of photo 	Interval Scale	16-20, Part IV
----------------	---	--	----------------	-------------------

Table 3.2 Operationalization of Dependent Variable

Dependent Variable	Conceptual Definition	Operational Components	Scale of Measurement	Question No.
Photo taking behaviour	Understanding behaviour of respondent in taking photo	<ul style="list-style-type: none"> – Importance of photo taking – Addiction to photo taking 	Interval Scale	21-31 Part V

Continued

Table 3.2 Operationalization of Dependent Variable (Continue)

Photo taking behaviour (Continued)		<ul style="list-style-type: none"> – External Motivation to stimulate tourist to take photo – Selective photo taking – Photo as a journal – Perception of taking human photo – Importance of capturing a moment – Photo taking to enhance travel experience – Obsession with photo taking 		
--	--	--	--	--

Continued

Table 3.2 Operationalization of Dependent Variable (Continued)

Photo taking behaviour (Continued)		<ul style="list-style-type: none">– Privacy concern of sharing photo– the usage of photo after the trip		
--	--	--	--	--



Chapter IV

Research Methodology

4.1 Research Method Used

This research is descriptive research. Descriptive research is aimed at the newness of the field, the change of nature of the phenomenon being studied and the frequent separation between research and action (Veal, 2006). Descriptive research is pre-planned and structured. It is based on large representative samples. This research uses survey techniques. The information is gathered from samples of subjects by using questionnaires as a tool.

4.2 Respondent and Sampling Procedure

4.2.1 Target Population

The target of this research is Thai citizens who travel domestically.

4.2.2 Sample Size

This research has an unknown population from the fact that anyone can become a tourist by him/herself. This research aims to have a confidence interval of 95%. The confidence interval approach is worded to determine the sample size (Burns & Bush, 1995). The formula for determining 95% accuracy at the 95% confidence level is

Equation 1 Sample Size Calculation

$$N = \frac{z^2(pq)}{e^2} = \frac{1.96^2(0.5 \times 0.5)}{0.05^2} = 385$$

Where:

z = the standard error associated with the chosen level of confidence (95%);

p = the estimated variability in the population (50%);

$q = 1 - p$; and

e = the acceptable error $\pm 5\%$ (desired accuracy 95%)

The amount of variability in the population is estimated to be 50% which is used in social research.

4.2.3 Sampling Procedure

The sample design in this study is non-probability sampling which means the subjects are selected on the basis of personal judgment or convenience. The researcher conducted a survey by selecting Thai tourist through screening by using a Thai language questionnaire and those who like to take photos.

The sample procedure of this study design is according to the following stages:

1. In the first stage, the researcher conducted a pre-test with 30 questionnaires to select Thai tourists in Bangkok on 15th September 2012.
2. In the second stage, the researcher self-administered 400 questionnaires to Thai tourists at selected the places in Bangkok that have photogenic features e.g. Asiatique, Vachira Benjatas Park (Rot Fai Park), etc. The potential respondents were enquired whether they were Thai nationals and visitor in Bangkok before handing over copy of the questionnaire.

4.3 Research Instrument and Questionnaire

The research uses questionnaires as an instrument. The questionnaire is structured and designed to collect information on Thai tourists. The questionnaire used in this research has been categorized into five parts to serve this research.

Part I: Personal Profile

This part has five questions that aim to understand the level of photographic skill and seriousness of the respondent towards photography and gather information on the gender and age of the respondent.

Part II: Code of Conduct

This part has six questions that aim to understand a respondent's behaviour in photography regarding ethical behaviour. The level of agreement is measured on a five-point Likert scale: 5 - Strongly Agree; 4 - Agree; 3 - Neither agree nor disagree; 2 - Disagree; 1 - Strongly Disagree.

Part III: Environmental Factors

This part has four questions that aim to understand how environment or surrounding conditions will affect the decision making of respondents prior to photo taking. The level of agreement is measured on a five-point Likert scale, where values are as before: 5 - Strongly Agree; 4 - Agree; 3 - Neither agree nor disagree; 2 - Disagree; 1 - Strongly Disagree.

Part IV: Usage of Photo

This part has five questions on the Likert scale and aims to understand a respondent's motivation to take a photograph. This will investigate four aspects; meaning, value, quality and usage of photo. The level of agreement is measured on a five-point Likert scale: 5 - Strongly Agree; 4 - Agree; 3 - Neither agree nor disagree; 2 - Disagree; 1 - Strongly Disagree.

Part V: Photo Taking Behaviour

This part has ten questions on the Likert scale and one question with a nominal scale that aim to understand the respondent's behaviour to photography. The level of agreement was measured on a five-point Likert scale, where: 5 - Strongly Agree; 4 - Agree; 3 - Neither agree nor disagree; 2 - Disagree; 1 - Strongly Disagree.

4.4 Collection of Data/Gathering Procedures

4.4.1 Primary Data

This research gathers primary data from self-administered questionnaires. Data was collected from 1st to 30 November 2012. Potential respondents below 15 years of age and above 45 were not included in the study. The research instrument is a Thai language questionnaire.

4.4.2 Secondary Data

The source of secondary data in this study includes textbooks, travel photography guidebooks, magazines, research from marketing intelligence companies, photography organizations, and academic tourism research gathered from the St. Gabriel's Library at Assumption University, online databases, and various photography community websites.

4.5 Pre-test and reliability test

Pre-test is a trial run with a small group of respondents as a process to screen out problems in the design of the questionnaire. In this process, the researcher looks for errors that might arise from the questionnaire itself or make respondents' misunderstand ambiguous questions.

The reliability analysis indicated the questionnaire design is effective and sufficient to examine the six hypotheses.

Table 4.1 Reliability Analysis for Pre-Test Questionnaire

Variable	No. of Items	Cronbach's Alpha
Code of Conduct	6-11	.608
Environmental Factors	12-15	.715
Usage of Photo	16-20	.694
Photo Taking Behaviour	21-30	.660

The alpha showed in the table is based on Cronbach's Coefficient Alpha Scale, the result reflects that items are positively correlated to one another. Reliabilities over .60 are considered acceptable. This pre-test distributed 30 sets of questionnaires; 36.7% are male and 63.3% are female. The respondent age group comprised: 40.0% aged 15-25 years old, 45.3% aged 26-35 years old and 16.7% aged 36-45 years old. The respondents' photographic skill comprised: 60.0% - hobby, 16.7% amateur and 23.3% professional. Respondents travelling with a friend accounted for 56.7%, with family accounted for 26.7% and solo travellers accounted for 16.7%.

4.6 Statistical treatment of Data

This research used the Statistical Package for Social Science (SPSS) software for both descriptive and hypotheses testing. Hypotheses are tested by using relevant statistical testing, this research used descriptive statistics to analyse photo taking behaviour.

This research used regression to see the relationship between photo taking behaviour and environmental factors, usage of photo and code of conduct.

ANOVA is used to see the differences between each respondent's profile and their photo taking behaviour. This illustrated that the different backgrounds of the respondents will affect their photo taking behaviour and their decisions when taking a photograph. Analysis of variance (ANOVA) measures the statistical significance between more than two means.

The test of hypotheses by using ANOVA is aimed at seeing the difference between each group based on their personal profile and whether the personal profile has an effect.

Equation 2 Analysis of Variance (ANOVA) Formula

$$S_{Between} = \frac{(\sum X_1)^2}{n_1} + \frac{(\sum X_2)^2}{n_2} + \dots + \frac{(\sum X_a)^2}{n_a} - \frac{(\sum X)^2}{N}$$

Source: AdScience

([http://www.adscience.eu/uploads/ckfiles/files/html_files/StatEL/state Lone-way anova_dependent_groups.htm](http://www.adscience.eu/uploads/ckfiles/files/html_files/StatEL/state_Lone-way_anova_dependent_groups.htm))

T- Test is another statistical analysis used in this research. T-test assesses whether the means of two groups are statistically different from each other (Zikmund, 2003). This research proposes to compare the difference between gender and photo taking behaviour. Zikmund (2003) pointed out that the independent t-test is used to t-test the hypothesis where the mean scores on some interval or ratio scaled variables are significantly different for two independent sample or groups.

Equation 3 Independent T-test Formula

$$t = \frac{\bar{X}_1 - \bar{X}_2}{S_{\bar{X}_1 - \bar{X}_2}}$$

Source: Heiman(2010). Chapter 12: The Two-Sample t-test: independent samples t-test. Basic Statistics for the Behavioural Science. (6 Ed, pp.262-266). Wadsworth: Cengage Learning, Inc.

Where:

\bar{X}_1 = the mean of sample 1 or group 1

\bar{X}_2 = the mean of sample 2 or group 2

$S_{\bar{X}_1 - \bar{X}_2}$ = the standard error of the difference between the mean values of group 1 and 2

Multiple Linear Regression is the analysis to see the relationship between a dependent variable with multiple independent variables which have a linear relationship(Veal, 2006).

The values that are represented in the results are in R to tell how strong the linear relation of the independent variable as the value that goes higher shows a stronger relationship.

Equation 4 Multiple Linear Regression Formula

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_k X_k + \varepsilon$$

Where:

Y=Dependent Variable

β_0 =the constant term

$\beta_1 - \beta_k$ = the coefficients relating the X explanatory variables to the variables of interest

X = Number of Independent Variables

The Duncan Multiple Test Range is another test that is used in this research. The Duncan Multiple Test Range(DMTR) is used to compare all pairs of means and is the multiple range test developed by Duncan in 1955. This procedure is based on the comparison of the range of a subset of the sample means with a calculated least significant range. This least significant range increases with the number of sample means in the subset. If the range of the subset exceeds the least significant range, then the population means can be considered significantly (Waldo, 1976).

Equation 5 Duncan Test Formula

$$MRT_p = Q(\alpha_p, p, n_2) S_X$$

Where:

Q = the multiple range statistic

α_p = the p-treatment error rate

The assumptions of each hypothesis are:

The difference in the age of the group has an effect on photo taking by the frequency of photography and also the usage of photo. The younger age group tend to take more photographs as they are keener on cameras and devices and this is linked to how they use the photograph, e.g. shared online on social media sites. In terms of photographic skill, this might create more awareness of a quality picture than a snapshot, as a professional photographer will tend to focus on overall quality, while a hobbyist might concentrate on the value gained from the photograph. Gender is one of the factors that may make a difference to photo taking behaviour, as females might be more addicted to photo taking than males. Tourists who travel in a group (including travel with family and friends) would take a photograph more frequently with less awareness of environmental factors and code of conduct, as this group tend to take photographs for reminder value and communication. The solo traveler tends to take a photograph as a reminder with awareness of environmental factors and code of conduct, as this group have more time to spend at the destination and also have less social interaction.

The relationship between photo taking behaviour and environmental factors assumed that tourists who are aware of the environment might take more or less photographs when by their surroundings.

The relationship between the variables of photo taking behaviour and usage of photo may have an effect on perception and selection when taking a photograph for personal value as a communication or reminder.

The relationship between the variables of photo taking behaviour and code of conduct is measured by how the responsibility of the tourist affects photographs. Following guidelines and awareness of local culture which will affect photo taking behaviour resulted in high

scores in code of conduct which discourages or controls the behaviour of the tourist when taking a certain type of photograph at a particular destination.

4.7 Summary of Statistical Tests Used

Table 4.2 Statistical method used for data analysis

No	Hypotheses Statements	Statistical Test
Ho1	Code of conduct, environment factors and usage of photo do not significantly influence photo taking behaviour	Multiple Linear Regression
Ho2	There is no difference between travel associates and photo taking behaviour	One-Way ANOVA
Ho3	There is no difference between photographic skill and photo taking behaviour	One-Way ANOVA
Ho4	There is no difference between camera type and photo taking behaviour	One-Way ANOVA
Ho5	There is no difference in gender and photo taking behaviour	Independent sample t-test
Ho6	There is no difference between age and photo taking behaviour	One-Way ANOVA

Chapter V

Presentation of Data and Critical Discussion of Results

This chapter discusses the primary data collected from the structure questionnaire regarding hypothesis and the discussion of the research results gathered from the 400 respondents.

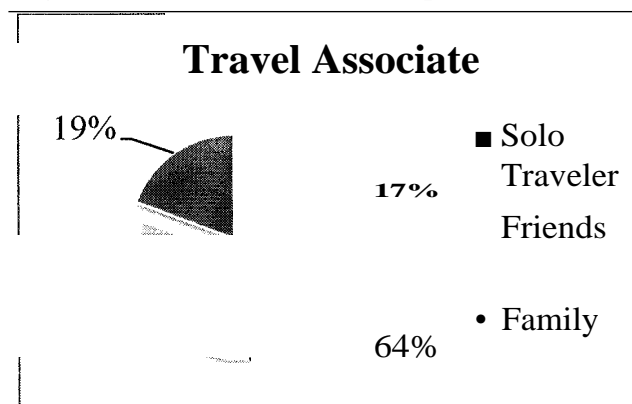
The number of participants in this survey is 400. There are 120 male and 280 female. The participant will be selected during they taking photograph from researcher preliminary observation. This research focuses on Thai participant tourists who take photographs categorized by personal profile to see the difference between each group.

5.1 Frequency Distribution of Independent Variables

5.1.1 Travel Associates

This research is conducted using 400 questionnaires completed by respondents categorized into three groups. Ranking from the highest to lowest, participants who mostly travel with friends accounted for 63.8% (255 respondents), those who mostly travel with family accounted for 19.3% (77 respondents) and participants who mostly travel alone accounted for 17.0% (68 respondents). It is noted that the highest percentage of respondents travel with friends and together with those traveling in a group account for 83% of the total.

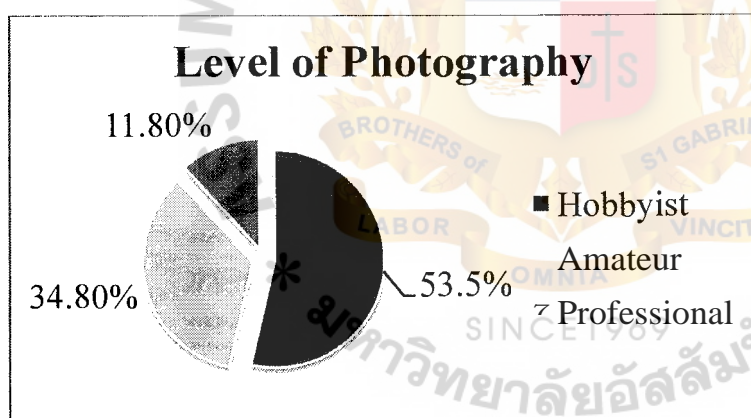
Figure 5.1 Travel Associate Respondents



5.1.2 Level of Photography

This research has categorized the participants by level of photography at three levels. From the response from participants, Hobbyist photographers accounted for 53.5% (214 respondents), Amateur photographers accounted for 34.8% (139 respondents) and Professional photographers accounted for 11.8% (47 respondents) respectively. The largest group are the Hobbyists who account for more than half of the respondents. This research distinguished Hobbyist and Amateur by verbally asking and explain differentiation that Hobbyist is a person who has no willing to pursue in photography but might keen to take photos but for Amateur is the person who are keen on photography and willing to develop their skill to be professional level

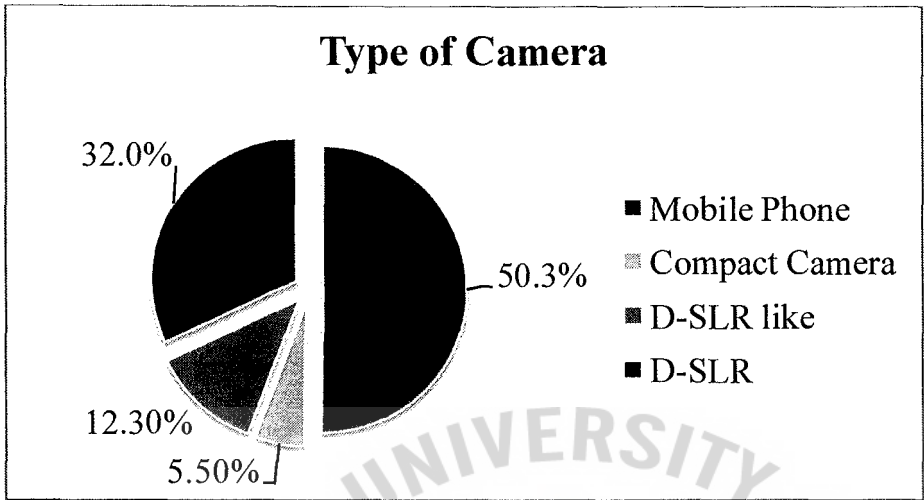
Figure 5.2 Level of Photography of Respondents



5.1.3 Type of Camera

This research collects data on the respondents by the type of camera used to take photographs. The highest percentage cameras used are mobile phones integrated with a digital camera which accounted for 50.3% (201 respondents), D-SLR accounted for 32.0% (128 respondents), D-SLR like accounted for 12.3% (49 respondents), and compact cameras accounted for 5.5% (22 respondents) respectively.

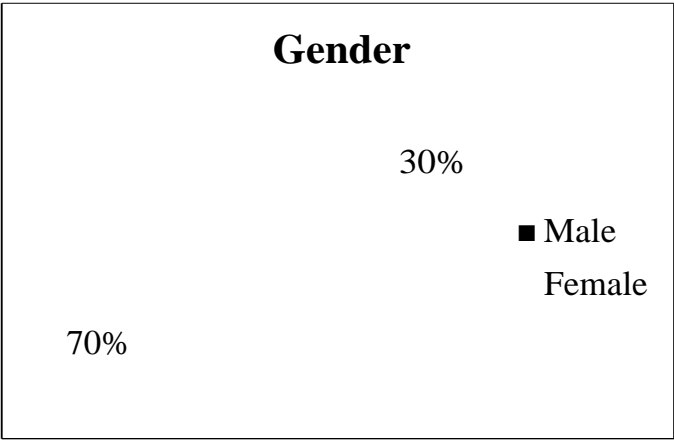
Figure 5.3 Type of Camera of Respondents



5.1.4 Gender

This research has 400 respondents and categorized by gender 30% are male (120 respondents) and 70% are female (280 respondents). Thus, the majority of respondents in this study are female. Probably because more females appeared to be more cooperative in the collection of data than males. This research has high percentage of females as majority respondents. This has derived from the observation of researcher that female are found of taking pictures which align with the screening in sample selection procedure.

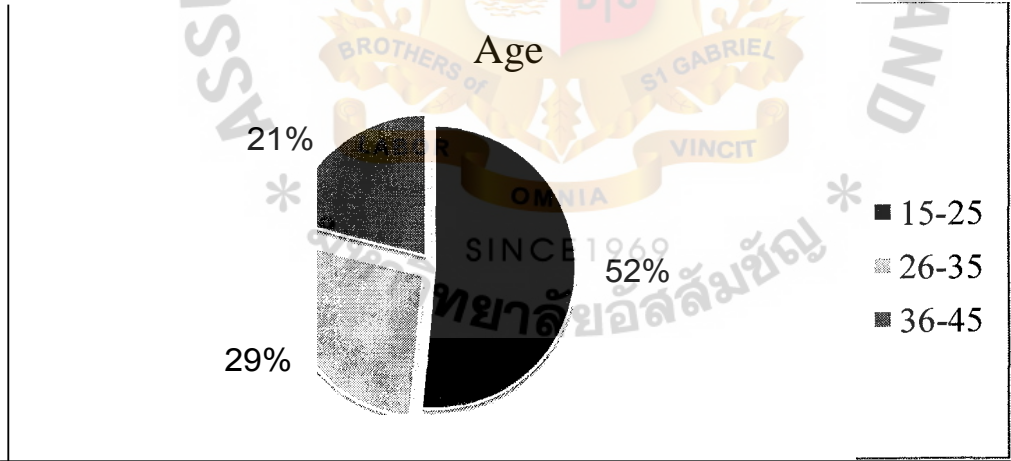
Figure 5.4 Gender of Respondents



5.1.5 Age of Respondents

This research has three respondent age groups. The respondents in the age group of 15-25 year olds accounted for 51.5% (206 respondents), 26-35 year olds accounted for 27.5% (110 respondents) and 36-45 year olds accounted for 21% (84 respondents). There are no respondents in the age group between 46-55 years old and above 55 years old. The main group of respondents are in the 15-25 years bracket. This research has aim to collect the data on the group that has usage of digital camera and keen on digital photography, thus this age of respondent between 15-45 is a suitable age. For the group that younger 15 still do not have a clear judgement and might interpret the question wrongly and for over 45 is the group that general do not keen on photography and the usage are limited than the age group that this research focused.

Figure 5.5 Ages of Respondents



5.2 Hypothesis Testing

The research uses One-way ANOVA for analyzing the different respondent profiles between code of conduct, environmental factors, usage of photo and photo taking behaviour to see the relationship and whether different travel associates, level of photography, type of camera,

gender and age are different within each profile item. According to Zikmund (2003), to judge whether the null hypothesis is to be rejected or not the value of significance level should be less than 0.05. If the data has shown the probability of occurrence less than the significance level, then the data suggests that the null hypothesis should be rejected. This research also used Multiple Linear Regression to see the relationship between one dependent variable and multiple independent variables. Furthermore, this analysis also shows the strength of the relationship among independent variables. Lastly, this model of analysis presents which dominate independent variable has the most effect on dependent variables.

5.2.1 Hypothesis 1- Code of Conduct, Environmental Factors and Usage of Photo Relationship with Photo Taking Behaviour

H₀ 1: Code of conduct, environment factors and usage of photo do not significantly influence photo taking behaviour

H_a1: Code of conduct, environment factors and usage of photo do significantly influence photo taking behaviour

Based on the hypotheses set above by using Multiple Linear Regression to explore the relationship among independent variables, it also examines the relationship with dependent variables. This research looks at the relationships between code of conduct, environmental factors and usage of photo and also photo taking behaviour. The first table in the output titled 'Model Summary' shows the three independent variables that are entered into the regression model where the value of R square is .709. This is considered a strong relationship between code of conduct, environmental factors, usage of photo and photo taking behaviour. This represents that these three factors have an effect on photo taking behaviour which reflects confirmation of the framework. With further analysis by using ANOVA to see the relationship to photo taking behaviour, the F value of 322.31 is significant at the 0.000 level.

This can be interpreted to show that code of conduct, environmental factors and usage of photo are related to photo taking behaviour. This can help to ensure that the framework is valid. There is validity of a strong relationship among independent variables but the standard coefficient value shows that usage of photo has a bigger influence on photo taking behaviour, accounting for .581 and is significant at the 0.000 level. The second variable related to photo taking behaviour is code of conduct which accounted for .204, and is also significant at 0.000. The least independent variable that influences photo taking behaviour is the environmental factor which accounted for .132. This has drawn the conclusion that in this study code of conduct, environmental factors and usage of photo are related to photo taking behaviour. Usage of photo is the most influential factor contributing towards photo taking behaviour. Lastly, the null hypothesis is rejected. The result can be interpreted that before tourist take photo, there are three factors worth consideration which are code of conduct, environmental factors and usage of photo. The most influential factor is usage of photo. The usage is a critical factor as there are variety of it usage, as reflected from the table 5.1.4 that the dominant usage is to share the photo on social network and the least one is print. This has shown tourist use their photo as communication and as a reminder value as the photo will be stored on the server. Thus, the tourist are likely not to store the photo as a file on their device(s) or printed as a hard copy.

Table 5.1 – Model Summary for Regression model for Code of Conduct, Environmental Factors and Usage of Photo Related to Photo Taking Behaviour

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.842a	.709	.707	.26106

a. Predictors: (Constant), Usage of Photo, Environmental Factor, Code of conduct

Table 5.1.2 - ANOVA Result for Code of Conduct, Environmental Factors and Usage of Photo in Photo Taking Behaviour

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.900	3	21.967	322.319	.000a
	Residual	26.988	396	.068		
	Total	92.889	399			

a. Predictors: (Constant), Usage of Photo, Environmental Factor, Code of conduct

b. Dependent Variable: Photo Taking Behavior

Table 5.1.3—Multiple Regression Coefficients

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.828	.106		7.780	.000
	Code of conduct	.190	.039	.204	4.928	.000
	Environmental Factor	.112	.035	.132	3.216	.001
	Usage of Photo	.482	.035	.581	13.604	.000

a. Dependent Variable: Photo Taking Behavior

Table 5.1.4 Frequencies the usage of photo

Share on Social Network	Post on website	Store as a file	Printing
358	54	233	104

5.2.2 Hypothesis2 - Comparative Difference in Travel Associates with Photo Taking Behaviour

H02: There is no difference between travel associates and photo taking behaviour

Ha2: There is a difference between travel associates and photo taking behaviour

From the data collected, there are three types of traveler in the sample group of participants. There are solo travelers, friends, and family. The solo traveler accounted for 17.0% (68 respondents), respondents traveling with friends accounted for 63.8% (255 respondents), which is dominant in the travel associate group, and respondents traveling with family accounted for 19.3% (77 respondents). The result has shown that there is no significant difference occurring, so the null hypothesis is not rejected. The data can be interpreted as that people taking photographs do not relate to whom they travelled with rather tourist emphasis more on the usage of photo. The behaviour might shift when tourists travel with friends tend to take more group photos.

Table 5.2 - ANOVA Test on Travel Associates in Photo Taking Behaviour

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Photo Taking Behaviour	Between Groups	701.92187	2	.351	1.510	.222
	Within Groups	92.885	397	.232		
	Total		399			

5.2.3 Hypothesis 3 - Comparative Difference with Respondent's Photographic Skill and Photo Taking Behaviour

H₀3: There is no difference between photographic skill and photo taking behaviour.

H_a3: There is a difference between photographic skill and photo taking behaviour.

In the data collected, the value shows that significant differences occur. The usage of photo has shown in the results that there is a significant difference occurring. The value shown as sig 0.004 with the Duncan analysis has shown that professional photographers have an

outstanding value at 4.08, whilst hobbyists and amateurs have a value at 3.84 and 3.93 respectively.

This concludes that levels of photographic skill have different perceptions or concerns as significant differences occur. Professional photographers are dominant in the aspects of photo taking behaviour by having outstanding value in the Duncan analysis. Hence, the null hypothesis are rejected. This can be interpreted that difference in skill required to take photo will lead to different photo taking behaviour.. Finding in table 5.3.3 shown that the mean value increased in all factors as the level photography become more advanced. This represent that "professional" aims to get a quality photo but an hobbyist simply aims to get a photo with less concern on such factors.

Table 5.3 - ANOVA Test on Respondent's Photographic Skill with Photo Taking Behaviour

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig
Photo Taking Behaviour	Between Groups	2.583	2	1.292	5.679	.004
	Within Groups	90.305	397	.227		
	Total	92.889	399			

Table 5.3.1 - DMRT on Respondent's Photographic Skill with Photo Taking Behaviour -

Duncan Multiple Range Test

Photo Taking Behavior			
Level of Photography	N	Subset for alpha = .05	
		1	2
Hobby	214	3.8407	
Amateur	139	3.9324	
Professional	47		4.0894
Sig.		.197	1.000

- Means for groups in homogeneous subsets are displayed.
- a. Uses Harmonic Mean Sample Size = 90.515.
 - b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Table 5.3.2 - ANOVA Test on Respondent's Photographic Skill with Photo taking Behaviour, Code of Conduct, Environment Factors and Usage of Photo

	Level of Photography						Sig
	Hobby		Amateur		Professional		
	Mean	Std Deviation	Mean	Std Deviation	Mean	Std Deviation	
Code of conduct	3.914	0.478	3.960	0.548	4.227	0.529	0.001*
Environmental Factor	3.895	0.569	4.043	0.537	4.218	0.582	0.001*
Usage of Photo	3.809	0.556	3.915	0.600	4.174	0.557	0.000*
Photo Taking Behavior	3.841	0.432	3.932	0.518	4.089	0.543	0.004*

*Significance as 0.01 levels

5.2.4 Hypothesis 4 - Comparative Difference with Respondent's Type of Camera in Photo Taking Behaviour.

H04: There is no difference between the type of camera and photo taking behaviour.

Ha4: There is a difference between the type of camera and photo taking behaviour.

The types of camera that has the highest use among the participants are Mobile phones which accounted for 50.3% (201 participants), compact cameras accounted for 5.5% (22 participants), D-SLR like cameras accounted for 12.3% (49 participants), and D-SLR accounted for 32.0% (128 participants). The results have shown that the significant value of photo taking behaviour is .429. The data leads to the conclusion that the type of camera used does not lead to any effect on photo taking behaviour. Hence, the null hypothesis failed to reject as there is no occurrence of significant difference. This can be interpreted that the type of camera would not have effect on the way a tourist take photo. From finding, there is not always that hobbyist would not use only compact camera or professional will always use D-SLR camera.

Table 5.4 - ANOVA Test on Respondent's Type of Camera with Photo Taking Behaviour

ANOVA

		Sum of Squares	df	Mean Square	F	Sig
Photo Taking Behaviour	Between Groups	.646	3	.215	.924	.429
	Within Groups	92.243	396	.233		
	Total	92.889	399			

Table 5.4.1 - Level of Photography with type of camera used.

Type of Camera	Level of Photography			Total
	Hobby	Amateur	Professional	
Mobile Phone	191	10	0	201
Compact Camera	12	8	0	22
DSLR-Like	2	47	0	49
D-SLR	7	74	47	128

5.2.5 Hypothesis 5 - Comparative Difference in Respondent's Gender with Photo Taking Behaviour

H05: There is no difference between gender and photo taking behaviour.

Ha5: There is a difference between gender and photo taking behaviour.

In order to test this hypothesis, the researcher used the independent sample t-test to analyze the value. From the analysis, the result has shown that there is no significant difference occurring in photo taking behaviour which has the significance value of .536.

With the test of equality of variance, the result has also shown that there no significant difference occurring. The test has shown the result of photo taking behaviour has the levene

test of 0.007 which is judged as notable. This has shown that females have some differences compared to males but with the t-test equality of mean the result is .536, so the conclusion has been drawn that there is no significant difference occurring. The conclusion of the results confirms that the null hypotheses are not rejected. This concludes that between male and female there is not any difference in photo taking behaviour.

Table 5.5 - T-test on Respondent's Gender with Photo Taking Behaviour

Independent Samples Test						
		Levene's Test for Equality of Variances		t-test for Equality of Means		
		F	Sig.	t	df	Sig. (2-tailed)
Photo Taking Behaviour	Equal variances assumed	7.254	.007	.653	398	.514
	Equal variances not assumed			.620	201.413	.536

5.2.6 Hypothesis 6 - Comparative Difference in Respondent's Age Group and Photo Taking Behaviour

H₀6: There is no difference between age groups in code of conduct, environmental factors, usage of photo and photo taking behaviour.

Ha6: There is a difference between age groups in code of conduct, environmental factors, usage of photo and photo taking behaviour.

The data collection in this research has only three age groups, comprising 15-25 year old, 26-35 year old and 36-45 year old. From the result, there are significant differences occurring in the groups. The photo taking behaviour has the significance difference of .003. Further analysis of Duncan has explored that more respondents in the age group of 26-35 year olds have the highest concerns in photo taking behaviour as the value shows 4.0309. This reflects that age groups have an effect on photo taking behaviour shown by the different values of each age group. This can be interpreted that differences in age of the respondents have effect on photo taking behaviour. The photo taking behaviour will be difference as table 5.6.2

shows that differences in age group leads to differences in code of conduct, environment factor and usage of photo.

Table 5.6 - ANOVA Test on Respondent's Age with Photo Taking Behaviour

ANOVA

		Sum of Squares	df	Mean Square	F	Sig
Photo Taking Behaviour	Between Groups	2.685	2	1.343	5.909	.003
	Within Groups	90.204	397	.227		
	Total	92.889	399			

Table 5.6.1 - DMRT on Respondent's Age with Photo Taking Behaviour

Photo Taking Behavior

Duncan

Age	N	Subset for alpha = .05	
		1	2
36-45 years old	84	3.8167	
15-25 years old	206	3.8675	
26-35 years old	110		4.0309
Sig.		.417	1.000

Means for groups in homogeneous subsets are displayed.

- Uses Harmonic Mean Sample Size = 116.054.
- The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Table 5.6.2 - ANOVA Test on Respondent's Age with Photo Taking Behaviour, Code of Conduct, Environment Factors and Usage of Photo

	Age						Sig
	15-25 years old		26-35 years old		36-45 years old		
	Mean	Std Deviation	Mean	Std Deviation	Mean	Std Deviation	
Code of conduct	3.917	0.488	4.068	0.505	3.958	0.586	0.045**
Environmental Factor	3.903	0.568	4.077	0.602	4.063	0.498	0.012**
Usage of Photo	3.815	0.556	4.035	0.582	3.881	0.614	0.006*
Photo Taking Behavior	3.867	0.444	4.031	0.482	3.817	0.543	0.003*

*Significance as 0.01 levels

**Significance as 0.05 levels

CHAPTER VI

SUMMARY, CONCLUSION AND RECOMMENDATIONS

Chapter six includes a summary of findings, discussions and conclusion of the outcomes along with recommendations and suggestions for further study.

6.1 Summary of Findings

This part consists of a summary of respondents' profiles and hypotheses testing results from 400 respondents.

6.1.1 Respondent's Profile

Table 6.1 Summary of Respondents' Profiles

Respondents' Sample Profile	Findings (%)
Travel Associate	Solo Traveler 17% Friends 63.8% Family 19.3%
Level of Photography	Hobbyist 53.5% Amateur 34.8% Professional 11.8%
Type of Camera Used	Mobile Phone 50.3% Compact Camera 5.5% D-SLR like 12.3% D-SLR 32.0%
Gender	Male 30% Female 70%
Age Group	15-25 years old 51.5% 26-35 years old 27.5% 36-45 years old 21.0%

In table 6.1, over half (63.8%) of the respondents were traveling with friends and it can be concluded that group travel accounted for 83.1% when combined with respondents traveling with friends and family. 53.5% of the respondents claim to be hobbyist photographers. This is the largest group, and the smallest group were professional photographers who accounted for 11.8%. The dominant type of camera used by the respondents is a mobile phone which accounted for 50.3%, and the lesser type of camera used is a compact camera, which accounted for 5.5%. This research comprised 30% male and 70% female. The dominant age

group of respondents was 15-25 year olds which at 51.5% accounted for more than half, and the smallest age group of 36-45 year olds accounted for 21%.

6.1.2 Hypothesis Testing Result

In hypothesis testing this research has utilized One-Way ANOVA, Multiple Linear Regression, Independent T-Test, and Duncan Test. The results are shown below:

Table 6.2 Summary of Hypothesis Testing Result

Number	Hypothesis statement	Statistical test	Results
H ₀₁	Code of conduct, environmental factors and usage of photo do not significantly influence photo taking behaviour	Multiple Linear Regression	Rejected
H ₀₂	There is no difference between travel associates and photo taking behaviour	One-way ANOVA	Not Rejected
H ₀₃	There is no difference between photographic skill and photo taking behaviour	One-way ANOVA *	Rejected
H ₀₄	There is no difference between camera type and photo taking behaviour	One-way ANOVA	Not Rejected

Continue

Table 6.2 Summary of Hypothesis Testing Result (Continued)

H ₀₅	There is no difference in gender and photo taking behaviour	Independent T-Test	Not Rejected
H ₀₆	There is no difference between age group and photo taking behaviour	One-way ANOVA	Rejected

6.3 Discussion of Research Study

6.3.1 Discussion of Hypothesis 1

The research has a hypothesis as stated in chapter 5. As stated in chapter 5 the three aspects: code of conduct, environmental factors and usage of photo have a strong correlation with photo taking behaviour. The results show in previous chapters that all of the variables have a significant difference. The result reflects that the biggest effect on photo taking behaviour is usage of photo, as the standard coefficient value is the highest. However, code of conduct and environmental factors have some influence on photo taking behaviour but code of conduct has more influence than other aspects as the value is shown at .204 over .132. This means respondents give priority to the usage of photo as the main focus when taking photographs. This has confirmed the study by Markwell (1997) that environmental factors, code of conduct and usage of photo have become the criteria for tourist photo taking behaviour. The main focus of the tourist is on the usage of photo as a tool for reminder, and whether it is ugly or pleasant, it is part of their memory (Sontag, 1977). The accessibility of the internet as a channel to post a photograph online (Lo *et al*, 2009) has made it a stronger tool in communication as it can reach a larger audience and allows self-expression. The code of conduct has discouraged tourists from taking photographs because there are certain rules that need to be followed in some destinations, either by local culture or where the taking of photographs is not permitted. Environmental factors have become part of the decision making

process in photo taking. Markwell (1997) has shown in his study results that people are discouraged or encouraged when photo taking by the effect the environment may have on the photograph. Findings have shown that respondents take photographs both as a communication tool and as a reminder for permanent memory. The findings have shown that usage of photo is predominant when it is used to upload on social networks. The photo will then be stored on the server, internet or on devices. In terms of tourism this will help the tourist to access information about the destination and see an actual snapshot of the place rather than a professional shot that has been edited. On the other hand, the destination itself has to learn how to be perceived as the photo represents the highlight or an outstanding aspect of the destination. It is a two-way communication between tourist and destination.

6.3.2 Discussion of Hypothesis 2

It can be seen that a difference in travel associate has made no significant difference. Those who travel with various types of people have no different concerns with photo taking behaviour. It is not necessary for the travel associate to be taken into account for the tourist to make a decision in photo taking. Franklin and Crang (2001) argued that photo taking is one of the social activities during the trip. Thus, a tourist who is not a solo traveler would expect to have a group photograph taken during the trip. Markwell (1997) also pointed out in the study that there are a number of group photo taking opportunities at the beginning of a trip. In contrast to this research, results show that there may be differentials between each group but there was still no notable significant difference in photo taking behaviour. Traveling with different people or traveling alone does not shape individual behavior in taking photos. This derives from photos, which act as evidence of the traveler's presence at the destination and they want to communicate to the photo viewer that they have been there and to share with their network. These days the solo traveler is no longer completely alone as they always travel with a network of virtual friends.

6.3.3 Discussion of Hypothesis 3

This hypothesis has made the assumption that the photographic level of the respondent would have an effect on photo taking behaviour. The result has shown that the photographic level has an effect on those factors. In this research, hobbyists accounted for 53.5%, amateurs accounted for 34.8% and professionals accounted for 11.8%. Based on the Duncan test, professionals have the highest value in photo taking behaviour as this group has more concerns when taking a photograph but in contrast the hobbyist has the least value in the Duncan test. This is reflected by the hobbyist and professional having different concerns in this respect. The result has confirmed the research of Stuckey (2012) who pointed out the differences in the photographer's skill. The variation in skill has made the level of concern in taking a photograph different. This has shaped the photographer's behaviour. For instance, the hobbyist or amateur has less concern in taking a photograph than a professional. The as the photographic skill increases. The way tourist perception shifts towards destination changes when taking photos. The perception in taking photos shifts in accordance with photographic skill. The way tourists take photos will change as the hobbyist aims to produce a snapshot but the professional aims to produce a photo that involves photographic skill.

6.3.4 Discussion of Hypothesis 4

The null hypothesis has been rejected in the previous chapter. The differentiation in the type of camera has not had an effect on any variables in this research. In this research, there are four types of camera; mobile phones accounted for 50.3%, compact cameras accounted for 5.5%, D-SLR like accounted for 12.3%, and D-SLR accounted for 32.0%. This has shown that camera types are not important enough to make a difference in photo taking behaviour. This reflects that external factors such as cameras would not have an effect but more intrinsic factors such as photography level do have an effect on those variables. This shows that the tools when taking photographs are not essential enough to shape photo taking behaviour.

Stuckey (2012) pointed out that photographic levels which can be linked to that of professionals improve concern, so it can be implied that nowadays with the technological advance in digital cameras, it is possible for every camera to take a good photograph. As can be seen from the results, most of the participants in this research used a mobile phone as their preferred tool in taking a photograph, with fewer people using compact cameras. The implication of this tool selection reflects that tourists perceive mobile phone cameras to be able to produce the same quality photograph as compact cameras, and if tourists require more quality, they will go for D-SLR like or D-SLR. The behaviour of sharing a photograph online has also resulted in the mobile phone being the best tool for taking photographs for tourists. The type of camera used has changed the way of taking photos and affects the perception of the viewer. In the present day, photos will be shared on the internet and can be accessed globally, and will become easier when shooting with a mobile phone. This has changed the method of destination information research, so that tourists will get almost real time updates on the same destination from different angles or views. This will help to construct the tourist's perception towards the destination. The truth is that professionals do not need to use a professional camera as most mobile phones (the dominant camera type in this research) have an integrated quality camera enhanced with various applications to produce a professional shot, but still cannot achieve high quality. This derives from its usage that there is no need for a high quality photo as it is mainly used to upload on to the social network, but there are certain groups that have a greater necessity to achieve a quality photo, and these belong to the group that print it.

6.3.5 Discussion of Hypothesis 5

This hypothesis failed to reject in the previous chapter. The difference in gender between male and female does not make any significant difference. This research comprised 30% male and 70% female. This reflects that the difference in gender does not lead to a significant

difference in concern with photo taking behaviour. Lo *et al*(2011) has pointed out that gender has no influence in shaping the photo taking behaviour of tourists, and this research has confirmed the finding. The findings result shows that there are 70% female respondent as the research observation that female are more keen on photography than men as they admire to take more photos. From a tourism aspect, this affects the number of photos of the same destination to help others to easily acquire photos and information on it, as these days the amount of internet access steadily increases. It will be difficult to provide untruthful information and photos to tourists, but this will help the promotion of a destination.

6.3.6 Discussion of Hypothesis 6

The null hypothesis is rejected in the previous chapter. There are three age groups in this research. 15-25 year olds accounted for 51.5% which is more than half of the respondents, 26-35 year olds accounted for 27.5%, and 36-45 year olds accounted for 21.0%. Furthermore, with the Duncan test, the result has shown that the age group of 36-35 year olds has concern with this aspect but the 15-25 year olds are moderate in photo taking behaviour. Research from Lo *et al*(2011) has shown that the difference in age has an effect on how the photograph is used but there is no differentiation in tourist photo taking behaviour. The only difference that can be seen is the way of usage, as the younger generation use social media sites more than the older generation, as the familiarity of each generation to each channel is different. In conclusion, there are no significant differences between age groups in photo taking behaviour. The major age group in this research remains the teenagers and young adults aged from 15-25 years old. This group has spare time, and are able to afford the expense of traveling, and are very keen to use the internet and take photos with digital cameras. This will change the method of destination information for tourists. There will be more photos of each destination reported online for other tourists wishing to visit the site and might also provide positive or negative motivation for tourists in this age group to visit the destination. This

challenge will impact on destination image, and the owner of the destination will need to be aware of how the tourist perceives it. Photos are a main tool in communication and are able to spread like a grapevine on the internet. The marketing of a destination will adapt to a change in the way a destination image is communicated to the tourist.

6.4 Conclusion

The research has achieved its objective. The result of each hypothesis is illustrated and supported by previous studies done by various researchers. The result of hypothesis testing and research has shown that Markwell (1997) has confirmed that photo taking behaviour is influenced by environmental factors, code of conduct and usage of photo. In the aspect of personal profile, the travel associate has not had an effect on photo taking behaviour. Event photo taking is a social activity that tourists expect (Franklin and Crang, 2001). Photographic skill has an influence on the way tourists take photographs (Stuckey, 2012). Type of camera, gender and age does not have an influence on the way a tourist takes a photograph as the result has shown it is not significant enough to be affected by those factors as Lo *et al* (2011) confirms that age group has no influence.

6.5 Recommendations

6.5.1 Recommendation on Code of Conduct

Regarding code of conduct, the result has illustrated that code of conduct has an influence on how the tourist takes a photograph. The result reflects that the level of photographic ability and age have an influence and create differences. This would suggest that educating photographers in good moral behaviour should start at the levels of hobbyist and amateur but must also be communicated to the professional photographer as this group should have a solid code of conduct as their photographs will be used for commercial, media or other professional use and may have greater impact. The professionals can have a bigger impact as they have wider coverage and are more influential than other groups. Important points to be

highlighted are the right of the individual to be respected and the social norm as these are the reasons which can violate the code of conduct. Age groups also affect the respondents' code of conduct. The age group that has the least interest in code of conduct is the 15-25 year olds. This is reflected in lack of concern by the younger generation. This might derive from being willing to take a photograph without being conscious or concerned with the right of the individual. The generation that has the highest concern with code of conduct is the age group of 26-35 year olds. This group are more mature in respecting the rights of others and the norm of society as this group has experience of a bigger society. If tourists learn and improve in this respect there would be less news on the media of inappropriate photographs, for instance the photographs that do not respect Buddhism and Buddha statues or other kinds of photograph that are prohibited. Tourist destinations should be encouraged to communicate clearly what is prohibited and place signs in the area to educate tourists in their unusual environment. On the other hand, tourists should also learn the norm or rules of photography at destinations to avoid conflict. Overall, code of conduct should be developed at all levels, as photographs are a powerful tool to convey messages, as is sharing photographs online which has led to greater sharing of information and less boundaries in communication to reach a wider geographical area.

6.5.2 Recommendations on Environmental Factors

The result claims that environmental factors have an influence on photo taking behaviour. This can be seen clearly at the professional level. The professionals are concerned with the overall composition of the photograph in that it must be nice and clean and convey the correct message. A professional photographer will wake up early to capture the sunrise with the aim of getting a stunning shot and might be inspired by a magazine that they have seen before. For the hobbyist or amateur, environmental factors are of less concern as their aim is to produce a snapshot or professional-like photo that they have seen before in the media or

simply just to take a snapshot of life. The suggestion is that the tourist destination should provide a corner or place, to draw a tourist to the site and be able to control the way that they move around. Another recommendation would be that the destination should promote itself by having a manmade structure to provide a memorable or iconic photograph which will bring with it the benefit of a photogenic site. This will help the destination to promote itself, as one of the rituals of the present day is tourists taking a photograph and sharing it online. Technology has made the taking of a photograph possible anywhere and anytime. With the majority of cameras used to take photographs being mobile phones, this is also a sign that in the future there will be more and more photographs taken by this method. This will have an impact on the size of the audience and with social network sites readily available to tourists there will be a quicker fluctuation in photogenic information. Also in the future the use of compact cameras will decrease as both the mobile phone and compact camera can produce exactly the same quality of image and tourists who strive for better photo quality can opt for D-SLR like or D-SLR. To conclude, environmental factors can help in promoting destinations to attract tourists and control their movement as tourists prefer to go to a place that is iconic or photogenic.

6.5.3 Recommendation on Usage of Photo

The usage of photo is the dominant factor that influences tourists to take photographs. In the present day, the use of a photograph is more than a reminder for the place or associates, tourists travel with. The function seems to be expanding towards communication, either with each other or to convey a certain message. These days the channels that cannot be neglected and are gaining in popularity rapidly are social network sites such as Facebook, Pinterest (the social network that also has fast growth in members). A single sharing of a photograph can reach hundreds or thousands of people across the globe instantly. The availability of internet and the integration of mobile phones with internet, both from cellular data or wifi hotspots,

are widely available in tourist destinations and have meant that tourists can share photographs while they are traveling. Another usage on the internet that has a big impact on communication and destination image is the travel review site. Tourists find the information on the internet or media before traveling, and a website like Tripadvisor helps a destination to promote itself with the photograph coming from the tourist and therefore considered to be less biased than a professional shot provided by the destination. The trend of sharing photographs online has become more and more popular which can be good for destinations. However, word of mouth can provide good publicity when combined with a photograph as evidence, but it can also have a downside. This trend will keep going on combining the usage and other two variables to help the destination to understand what tourists expect and will be reflected on where tourists take photographs and what they will capture, which will lead to more usage. Linked with the code of conduct, tourists will be able to understand the impact of their shared photograph, and how it might create confusion or a misperception of themselves or the destination. Hence, tourists should be encouraged to share or use their photographs responsibly.

6.5.4 Recommendation for Future Study

This research has shown that tourists taking photos are willing to communicate to others what they have seen or where they have been. Photos produce inarguable evidence of the visit and what the destination looks like, together with a reminder, as photos can be recalled anywhere and at any time when the internet is available. The perception of the tourist can change by the overflow of information produced, whether from photos or reviews widely spread on the internet. Also, this research mainly focuses on still photography which is just a slice of memory or part of the destination. For future study, the researcher recommends investigating the impact of social network photos on destination image and promotion. There will be further challenges in destination promotion from a marketing aspect as there will be more

intense competition. Another study to be recommended is the kind of images that tourists produce during their trip. There are many kinds of photography generated from tourism but knowing what kind of photo is produced from a destination will help the destination understand tourist perception. There are a number of photos produced by tourists at the same destination, and these can be considered to ascertain what the tourist is looking for and expects, and thus this will reveal the perception of the tourist. The final recommendation is videography, once internet connection is widely accessible, the development of connection speed and software will make uploading a video to share on social networks more possible. In the future, there will be more people sharing videos and this might lead to a decrease in still photos being uploaded as video is livelier and produces better communication for the viewer and photographer. There will be a greater challenge on the part of communication with the rise of various mediums, and the challenge to the destination in promoting their image to tourists that their destination is worth a visit. The researcher hopes that this research can contribute to the future research mentioned above. This research only reveals why tourists take photos while traveling, but with the development of various aspects there are still various dimensions to be covered to gain understanding and adapt to the tourism industry.

References List

- Ad Science. (n.d.). Retrieved November 18, 2012, from StatEL : Analysis of Variance (ANOVA): http://www.adscience.eu/uploads/ckfiles/files/html_files/StatEL/statel_one-way_anova_dependent_groups.htm
- Albers, C. P., & James, W. R. (1988). Travel Photography: A Methodological Approach. *Annals of Tourism, 15*, 134-158.
- Amateur Photo of Angkor Wat. (n.d.). Retrieved August 8, 2012, from Holiday in Angkor Wat: <http://www.holiday-in-angkor-wat.com/images/angkor-wat-temple-mirror-full.jpg>
- Backman, M. (2009). Photo Tourism. Unpublished manuscript. in Lu, L. (2010) *The Emerging Concept of Photo Tourism*. retrieved from <http://lup.lub.lu.se/luur/download?func=downloadFile&recordId=1784746&fileId=1784748>
- Belk, R., & Yeh, J. H.-y. (2011). Tourist Photograph : signs of self. *International Journal of Culture Tourism and Hospitality Research*, 345-353.
- Burn, R. F., & Bush, A. C. (1995). *Marketing Research*. New Jersey: Prentice Hall.
- Camera Production Statistic. (n.d.). Retrieved March 12, 2012, from Camera and Image Products Association: <http://www.cipa.jp/english/data/dizital.html>
- Chalfen, R. M. (1979). Photography's Role in Tourism, Some Unexplored Relationships. *Annals of Tourism Research*, 6, 435-447.
- Collier, M. (2001). *Approaches to analysis in visual anthropology*. In T. L. C. Jewitt (eds), *Handbook of Visual Analysis* (pp. 35-50). London : Sage Publications.
- Couldwell, C. M. and MacKay, K. J. (2004). Using Visitor-Employed Photography to Investigate Destination Image. *Journal of Travel Research*, pp. 390-396.
- Crang, M. (1999). "Knowing, tourism and practices of vision", in Couch, D. (Ed). *Leisure Tourism Geographies: Practices and Geographical Knowledge*. London. 238-256.
- Franklin, A., & Crang, M. (2001). The trouble with tourism and travel theory? *Tourist Studies*, 5-22.
- Gough, G. (n.d.). Bangkok Photo Workshop. Retrieved September 18, 2012, from Gavin Gough: <http://www.gavingough.com/>
- Grasshopper Adventure. (n.d.). Retrieved August 18, 2012, from Photo Tour: <http://grasshopperadventures.com/tours.php?style=Photo>
- Heiman, G. W. (2010). The Two-Sample t-test: independent samples t-test. In Basic Statistics for the Behavioural Science (pp. 262-266). Wadsworth: Cengage Learning, Inc.

- History of Photography. (n.d.). Retrieved March 6, 2012, from National Geographic:
http://photography.nationalgeographic.com/photography/image-collection/#!/history_of_photography
- Infotrend. (2011, August 24). Number of Digital Camera Owned in Western Europe per household. Retrieved September 19, 2012, from
<http://www.infotrends.com/public/Content/INFOSTATS/Articles/2011/08.24.2011.html>
- Kim, S. (2010). Extraordinary Experience: Re-enacting and Photographing at Screen Tourism Locations. *Tourism and Hospitality Planning & Development*, 7(1), 59-75.
- Krejcie, R. V. & Morgan, D. W. (1970). Determine Sample Size for Research Activities. *Education and Psychological Measurement*, 30, 607-610.
- Lo, I. S., McKercher, B., Lo, A., Cheung, C., & Law, R. (2011). Tourism and online photography. *Tourism Management*, 725-731.
- Markwell, K. W. (1997). Dimension of Photography in a Nature-Based Tour. *Annals of Tourism Research*, 24(1), 131-155.
- Photography. (n.d.). Retrieved March 14, 2012, from Britanica Encyclopedia:
<http://www.britannica.com/EBchecked/topic/457919/photography-history-of/>
- Pink, S. (2001). *Doing Visual Ethnography*. London : Sage Publication.
- Professional Photo of Angkor Wat. (n.d.). Retrieved August 8, 2012, from Best Tourism Website: <http://www.besttourism.com/medias/dfp/10879>
- Rennie, V. A. and Webster, C. M. (2011). Pursuing pleasure: consumer value in leisure travel. *International Journal of Culture, Tourism and Hospitality Research*, 5(4), 334-344.
- Searles, C. (2004). Mediating Landscapes: the processes and practices of image construction in tourist brochures of Scotland. *Tourist Studies*, 4(1), 43-67.
- Schau, H. J. and Gilly, M.C. (2003). We are what we post: self-presentation in personal web space. *Journal of Consumer Research*, 30, 385-404.
- Sontag, S. (1977). *On Photography*. London : Penguin Reader.
- Stuckey, S. S. (2010). *Ultimate field guide to travel photography*. Washington: National Geographic Society.
- Taklong. (n.d.). Retrieved August 20, 2012, from TK Fan Club:
<http://www.taklong.com/tkfclub/>
- Veal, A. J. (2006). *Research Methods for Leisure & Tourism: A Practical Guide*. Pearson Education. London : Pearson Education Limited.
- Waldo, D. R. (1976). An Evaluation of Multiple Comparison Procedures. *Journal of Animal Science*, 539-544.



Questionnaire



Dear Respondents:

This questionnaire is part of the Master Thesis for Master of Business Administration in Tourism Management, Graduate School of Business, Assumption University. The study is "A Study on Thai Tourist Photo taking Behaviour". Your answers are very valuable and your information will be treated as confidential and used for academic purpose only. Your cooperation and precious time spent in answering this questionnaire is highly appreciated.

Part I : Personal Profiles

1. Whom you always travel with?

☐ Solo Traveller ☐ Friends ☐ Family

2. What is your level of Photography?

☐ Hobby ☐ Amateur ☐ Professional

3. What types of camera you often use to take photo while travel? (Choose 1)

☐ Mobile Phone ☐ Compact Camera (e.g. Canon IXUS)
☐ DSLR-Like (e.g. Canon G12) ☐ D-SLR (e.g. Canon 1100 D or above)

4. Gender

☐ Male ☐ Female

5. Age

☐ Below 15 ☐ 15-25 ☐ 26-35 ☐ 36-45 ☐ Above 45

Part II : Code of Conduct

Please tick (✓) one best that indicate your level of agreement for following statements: 5 - Strongly Agree, 4 - Agree, 3 -Neither agree nor disagree, 2 — Disagree, 1- Strongly Disagree

No	Statements	5	4	3	2	1
6	I think taking photo of stranger without consent is harassment					
7	If there is "NO PHOTO" signage, I follow the sign (at religious ceremonies, shrines and military sights)					
8	I try to be aware of cultural values while taking photo (e.g. not to take photo at religious places)					
9	I politely ask before taking someone's picture					
10	My pictures cover both locals and guests					
11	Group photographs during the tour is socially expected thing to do					

Part III : Environmental Factor

Please tick (✓) one best that indicate your level of agreement for following statements: 5 - Strongly Agree, 4 - Agree, 3 -Neither agree nor disagree, 2 — Disagree, 1- Strongly Disagree

No	Statements	5	4	3	2	1
12	Weather conditions rules my decision to take photo					
13	Overcrowded place discourage me to take photo					
14	Beautiful surrounding motivates me to take photo					
15	Surrounding same as my daily life discourage me to take photo					

Part IV : Usage of Photo

Please tick (✓) one best that indicate your level of agreement for following statements: 5 - Strongly Agree, 4 - Agree, 3 -Neither agree nor disagree, 2 — Disagree, 1- Strongly Disagree

No	Statements	5	4	3	2	1
16	Photos remind me of the place I visit					
17	Photos remind me of the people I travelled with					
18	I take photos as a symbol that represent my experience					
19	I take photo as a tool to express myself					
20	I value my photo over the quality					

Part V : Photo Taking Behaviour

Please tick (✓) one best that indicate your level of agreement for following statements: 5 - Strongly Agree, 4 - Agree, 3 —Neither agree nor disagree, 2 — Disagree, 1- Strongly Disagree

No	Statements	5	4	3	2	1
21	I always plan to take a good photo					
22	I take lot of photos while travelling					
23	I want to take photos that are same on marketing media that I have seen (e.g. brochure, travel magazine)					
24	I am selective before taking a photo (e.g. take photo of things I never experience before)					
25	Taking images help me keep a record of travel journey of the places visited					
26	I try to capture humans same as objects					
27	I prefer making video alongside taking pictures to cover scenario					

28	My travel experiences is much better now with camera than before					
29	For me, taking pictures seems to be my endless obsession (the more photographs I take, the more I need)					
30	I do not mind sharing my travel photograph online					

31. I use photo: (You can choose more than 1)

- ☐ Share on social media (e.g. Facebook, Twitter, Pinterest)
- ☐ Post on website (e.g. travel, blog, photography website)
- ☐ Store as a file in the device/computer
- ☐ Print
- ☐ Others (please specific) _____

แบบสอบถาม



แบบสอบถามนี้เป็นส่วนหนึ่งของภาควิชาการบริหารการจัดการการท่องเที่ยว มหาวิทยาลัยอัสสัมชัญ

ในหัวข้อเรื่อง “การศึกษาพฤติกรรมการถ่ายภาพในการถ่ายภาพของนักท่องเที่ยวไทย”

ความคิดเห็นของท่านมีค่าอย่างยิ่งและจะถูกรับเป็นความลับและใช้เพื่อการศึกษาเท่านั้น

ขอบคุณสำหรับความคิดเห็นของท่าน

ส่วนที่ 1 :

1. คุณท่องเที่ยวกับใครเป็นส่วนใหญ่

เที่ยวคนเดียว

☐ a IA

☐ f15D11f151

2. ทักษะการถ่ายภาพของท่านอยู่ในระดับใด?

☐ มือสมัครเล่น

3. กล้องประเภทใดที่ท่านใช้ถ่ายภาพบ่อยที่สุด ขณะท่องเที่ยว (เลือกเพียงหนึ่งข้อเท่านั้น)?

ศัพท์มือถือ

SINCE 1969

(เช่น Canon IXUS)

กล้องเปรียบเสมือน D-SLR (เช่น Canon G12)

กล้อง D-SLR (เช่น Canon 1100 D)

4. เพศ

ชาย

5. a1

น้อยกว่า 15

☐ 15-25

☐ 26-35

☐ 36-45

3J1f1fril 45

2 : มาตรฐานทางจริยธรรม

กรุณทำเครื่องหมาย()ในช่องคำตอบที่ท่านเห็นชอบด้วยมากที่สุด 5 – เห็นด้วยอย่างยิ่ง, 4 – เห็นด้วย, 3 – ไม่เห็นด้วยและเห็นด้วย, 2 – ไม่เห็นด้วย 1- ไม่เห็นด้วยอย่างยิ่ง

ข้อ	หัวข้อ	5	4	3	2	1
6	ฉันคิดว่า 15 di รูปคนแปลกหน้าโดยไม่ขออนุญาต เป็นการล่วงละเมิดสิทธิ					
7	ฉันไม่ถ่ายรูปในสถานที่ที่มีป้ายห้ามถ่ายรูป (เช่น พิธีกรรมทางศาสนา, วัดหรือ สถเนที่ 141111 15)					
8	ฉันพยายามที่จะตระหนักถึง วัฒนธรรมท้องถิ่น ขณะถ่ายรูป เช่น ไม่ถ่ายรูปในสถานที่ทางศาสนา					
9	นขออนุญาตอย่างสุภาพในการ ถ่ายภาพบุคคลที่ไม่รู้จัก					
10	ฉันถ่ายรูปทั้งคนท้องถิ่นและนักท่องเที่ยว					
11	ฉันคาดหวังว่าจะได้ ถ่ายหมู่ขณะท่องเที่ยว					

3 : ปัจจัยแวดล้อม

กรุณทำเครื่องหมาย()ในช่องคำตอบที่ท่านเห็นชอบด้วยมากที่สุด 5 – เห็นด้วยอย่างยิ่ง, 4 – เห็นด้วย, 3 – ไม่เห็นด้วยและเห็นด้วย, 2 – ไม่เห็นด้วย 1- ไม่เห็นด้วยอย่างยิ่ง

ข้อ	หัวข้อ	5	4	3	2	1
12	สภาพอากาศส่งผลต่อการตัดสินใจในการถ่ายรูปของฉัน					
13	สถานที่ที่มีคนพลุกพล่านทำให้ฉันไม่อยากจะถ่ายรูป					
14	สภาพแวดล้อมที่สวยงามทำให้ฉันอยากจะถ่ายรูป					
15	สภาพแวดล้อมที่ฉันคุ้นเคยทำให้ฉันไม่อยากจะถ่ายรูป					

ส่วนที่ 4 : การใช้รูปถ่าย

กรุณาทำเครื่องหมาย() ในช่องคำตอบที่ท่านเห็นชอบด้วยมากที่สุด 5 – เห็นด้วยอย่างยิ่ง, 4 – เห็นด้วย, 3 – ไม่เห็นด้วยและเห็นด้วย, 2 – ไม่เห็นด้วย 1- ไม่เห็นด้วยอย่างยิ่ง

ข้อ	หัวข้อ	5	4	3	2	1
16	รูปถ่ายทำให้ฉันนึกถึงสถานที่ที่ฉันเคยไป					
17	รูปถ่ายทำให้ฉันนึกถึงคนที่เกี่ยวข้องกับฉัน					
18	รูปถ่ายเปรียบเสมือนสัญลักษณ์ที่แทนประสบการณ์การท่องเที่ยวของฉัน					
19	รูปถ่ายเปรียบเสมือนสิ่งที่ฉันถ่ายทอดความเป็นตัวฉันเอง					
20	ฉันให้ความสำคัญของสิ่งที่ฉันต้องการจะบันทึกมากกว่าคุณภาพของภาพถ่าย					

ส่วนที่ 5 :

กรุณาทำเครื่องหมาย() ในช่องคำตอบที่ท่านเห็นชอบด้วยมากที่สุด 5 – เห็นด้วยอย่างยิ่ง, 4 – เห็นด้วย, 3 – ไม่เห็นด้วยและเห็นด้วย, 2 – ไม่เห็นด้วย 1- ไม่เห็นด้วยอย่างยิ่ง

ข้อ	หัวข้อ	5	4	3	2	1
21	ฉันวางแผนเพื่อจะให้ได้รับรูปถ่ายที่ดี					
22	ฉันถ่ายภาพเป็นจำนวนมากขณะท่องเที่ยว					
23	ฉันอยากถ่ายรูปตามที่ฉันได้เห็นตามสื่อต่างๆ เช่น โปรชัวร์ท่องเที่ยว, นิตยสารท่องเที่ยว ฯ					
24	ฉันเลือกที่จะถ่ายภาพบางสิ่งเท่านั้น เช่นสิ่งที่ฉันไม่เคยปร สบมาก่อน					

25	การถ่ายภาพช่วยให้ฉันบันทึกการท่องเที่ยวและสถานที่ฉันได้ท่องเที่ยว					
26	ฉันพยายามที่จะถ่ายภาพบุคคลเหมือนกับภาพของวัตถุ					
27	ฉันชอบถ่ายภาพนิ่งและวิดีโอขณะท่องเที่ยวเพื่อที่จะได้ครอบคลุมประสบการณ์ในการท่องเที่ยวของฉัน					
28	การถ่ายภาพทำให้ประสบการณ์การท่องเที่ยวของฉันดีขึ้น					
29	ฉันว่าการถ่ายภาพเปรียบเสมือนสิ่งที่จะต้องทำอย่างไม่สิ้นสุด (ฉันต้องการที่จะถ่ายภาพมาขึ้นเรื่อยๆ ขณะท่องเที่ยว)					
30	ฉันยินดีที่จะแบ่งปันรูปถ่ายของฉันบนอินเทอร์เน็ต					

31. ฉันใช้รูปถ่ายของฉันเพื่อ: (เลือกได้มากกว่าหนึ่งข้อ) 9

โพสต์บนเครือข่ายสังคมออนไลน์ Facebook, Twitter, Pinterest)

โพสต์เว็บไซต์ (เช่น บล็อกการท่องเที่ยว, เว็บไซต์ที่เกี่ยวกับภาพถ่าย)

เก็บบันทึกไว้เป็นไฟล์ในคอมพิวเตอร์หรือมือถือเท่านั้นสำหรับการดูภายหลัง

พิมพ์ภาพ

- อื่นๆ โปรดระบุ _____

