

THE DIFFERENCE IN VACATION MOTIVES FOR LEISURE TRAVEL AMONG
CHINESE LEISURE TOURISTS WITH DIFFERENT SOCIO-DEMOGRAPHIC
AND TRAVEL CHARACTERISTIC BACKGROUNDS

By

Ms. Rattanawan Prayortpaiboon

Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of Arts in Tourism Management in the
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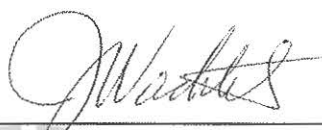
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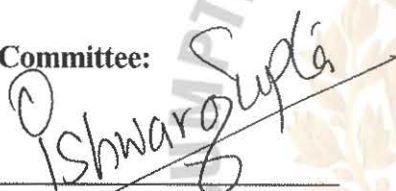
ACCEPTANCE

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



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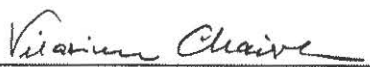
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Abstract

This research studies the relative importance of vacation motives for leisure travel as perceived by Chinese leisure tourists visiting Thailand on vacation, and further examines the difference in vacation motives for leisure travel among Chinese leisure tourists with different socio-demographic and travel characteristic backgrounds. From the research of Vincent C.S. Heung, Hailin Qu and Raymond Chu (2001), twenty-five vacation motives for leisure travel are drawn. The researcher then uses the principle component factor method with a VARIMAX rotation to generate five vacation factors underlying those twenty-five vacation motives for leisure travel.

Primary data are collected through the sample survey method. The Non-probability sampling is used with the convenience sampling approach. Self-administered structured questionnaires in Chinese language version are distributed to 384 Chinese leisure tourists visiting Thailand on vacation. Twenty-five vacation motives for leisure travel are rated on a five-point Likert Scale (5 = extremely important and 1 = extremely unimportant). The mean rating of twenty-five vacation motives for leisure travel is computed for specifying the relative importance. The analysis of variance (One-way ANOVA) is performed for examining the difference in five vacation factors underlying twenty-five vacation motives for leisure travel among socio-demographic and travel characteristic data, determining whether the five vacation factors vary among different socio-demographics and travel characteristics.

The results indicate that Chinese leisure tourists perceive each vacation motive for leisure travel differently. In addition, Chinese leisure tourists with different socio-demographic and travel characteristic backgrounds perceive some vacation motives indifferently, but some vacation motives differently. Further research may be studied for specifying the relative importance of vacation motives for leisure travel as perceived by Chinese leisure tourists visiting Thailand on vacation at different time periods, and for further looking into the vacation motives for leisure travel that are perceived differently by Chinese leisure tourists with different socio-demographic and travel characteristic backgrounds, so that each segment of Chinese leisure tourists with different vacation motives is administered accurately and properly.

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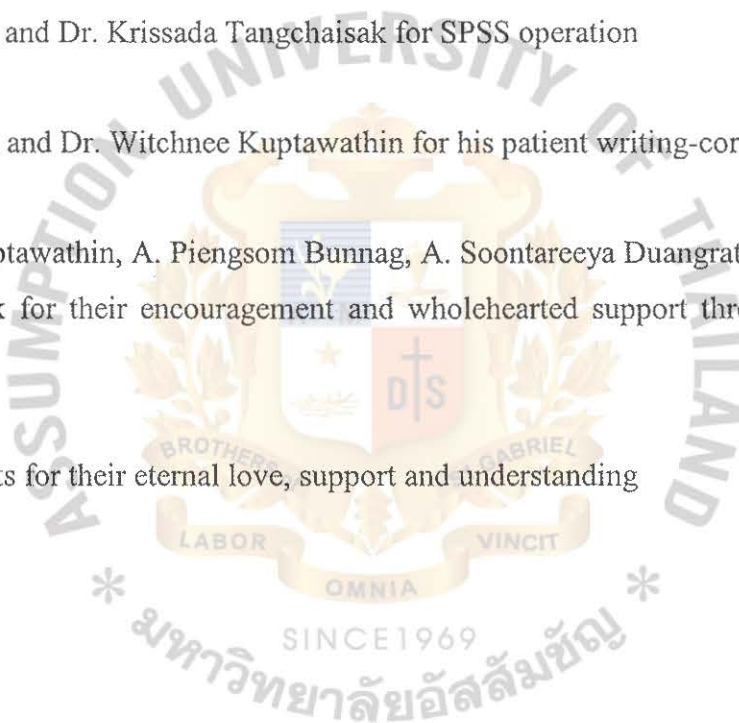
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Chapter 1

Introduction

1.1 Prologue

Tourism has become a prospering phenomenon as the results of increased ease and decreased expense of traveling abroad (Tamara Krueger, 2001). The tourism industry, especially in the developing countries has taken priorities over other industries due to economic reasons (Anita Pleumarom, 2002). It has been a billion-dollar business and one of the leading forms of foreign exchange earnings (Tamara Krueger, 2001).

Although Thailand's economic crisis in 1995 resulted in the contraction of Thai economy, the high rate of inflation, the credit crunch and the reduction in government's revenues had some adverse implications on trade, tourism, investment, employment and development, Thailand's tourism industry continued generating the greatest amount of revenues and bringing the huge amount of foreign currencies to the country (TAT, 1999). The depreciation of Thai currency has made Thailand become an alluring destination for those who want to take advantages from weaker baht, thus Thailand has attracted numerous international tourists preferring to seek bargain visits in a cheaper vacation destination undoubtedly (Anita Pleumarom, 2002).

According to the Executive Summary of TFRC (1998), Thailand's overall picture of inbound tourism brightened in the first half of 1998 (the initial year of the Amazing Thailand Project). Tourists from the East Asian countries were the main international tourists of Thailand's inbound tourism market, accounting for the highest number in the vacation market that was the biggest market of Thailand's inbound tourism.

Table 1.1 International Tourists' Arrivals by the Purpose of Visits (1998)
Tourism Authority of Thailand (TAT)

Country of Residence	Vacation	Business	Convention	Official	Others
<i>East Asia</i>	4,050,270	404,774	41,355	17,475	69,286
China	542,202	18,378	2,455	3,051	4,975
Hong Kong	467,407	44,549	3,039	305	2,666
Japan	856,219	109,871	2,923	2,523	14,728
Taiwan	420,684	29,945	2,038	349	4,344
Korea	174,406	21,951	1,400	850	4,234

Thailand's inbound tourism encountered a remarkable change due to the declining economies across Asia. Whereas the number of the East Asians that were the main foreign tourists of Thailand's inbound tourism market decreased by 4.3 percent, the number of European and US tourists increased to compensate for that of the East Asians (the Executive Summary of TFRC, 1998).

The number of the inbound tourists visiting Thailand from Korea, Indonesia, Malaysia and Japan decreased steadily. Moreover, the increase in the number of the tourists from China, Hong Kong and Taiwan also slowed down. Fortunately, the number of the overall inbound vacation tourists visiting Thailand increased to 4.8 percent from the same period in the year 1997 (the Executive Summary of TFRC, 1998).

According to the Executive Summary of TFRC (1999), the number of the tourists between the ages of 55-59 years old has expanded very rapidly during recent years. Foreign senior tourists (persons over 55 years old) have become the major targets of Thailand's inbound tourism market. The main important groups of foreign senior tourists were the Malaysian, the Japanese and the Chinese. Although the market segment of foreign senior tourists in Thailand was rather small, the number of the foreign senior tourists visiting Thailand on vacation has grown by 5 percent. There were 1.17 million international senior tourists visiting Thailand in the year 1998.

In accordance with the Executive Summary of TFRC (2000), Thailand's inbound tourism has continued prospering since the completion of the 1998-1999 Amazing Thailand Years. The economic revival in Asia was the main impetus of Thailand's increasing tourism revenues. Thailand has continued attracting international tourists worldwide. Most of the international tourists were the East Asians preferring to travel within the region (short distances) rather than outside the region (long distances).

The Executive Summary of TFRC (2000) indicated that the number of the international tourists visiting Thailand totaled 4.5 million in the first half of 2000, up to 7.6 % from the same period in 1999. Most of them were the tourists from the neighboring countries in Asia. East Asia was the biggest market of Thailand's overall inbound tourism, accounting for 61 % with the average growth rate of 7.8 %.

In parallel to the advancement of technologies, WTO estimated that China would be the greatest revenue-generating country (followed by Germany, Japan and the United States) in the tourism market with 100 million Chinese trips abroad annually by the year 2020 (Vellas & Becherel, 1999). Kang Sang-ju (2001) mentioned that with the population of 1.3 billion, it was expected that China become the world's largest tourist market. Accordingly, it is no doubt that most tourist-receiving countries intensively contend with one another for the surge of the potential number of the inbound tourists from this world's most populous country.

Johnson Teng (2002) stated that China facilitated outbound tourism by shortening the passport application period from around two months to only two weeks and increasing the number of outbound tourist destinations. Nevertheless, Hong Kong, Thailand, Macao, Singapore, Malaysia and Korea were still being the main attractive destinations of the Chinese. In addition, Chinese economy expanded significantly against the global economy, resulted in Chinese people enjoyed the higher purchasing power and began to spend more on tourism. Consequently, there was the strong potential for the rapid growth of China's outbound tourism market and the considerable increase in the number of Chinese tourists traveling overseas.

Vacation travel has become popular as the results of technological processes, increased leisure time and more disposable incomes (Yau & Chan, 1990). According to the Executive Summary of TFRC (1999), the number of Chinese tourists arriving Thailand has moved up very rapidly. Not ever been listed among the top ten foreign tourists, the Chinese became the fourth biggest group of foreign tourists in Thailand, following the Japanese, the Malaysian and the Singaporean in 1998, and then surpassed the Singaporean to the third position during the first eight months in 1999.

In the year 2000, there were 753,781 international tourists of Chinese nationality traveling to Thailand with the market share of 7.87 %, and most of the tourists visited Thailand by the purpose of vacation (the Executive Summary of TFRC, 2000). Unfortunately, the terrorist attack on World Trade Center and the weakening economies of major tourist-generating countries have resulted in a halt of the growth rate in the tourism industry. International tourists' arrivals in the year 2001 slipped by 1.3 percent to 689 million, comparing to 697 million in the year 2000 (TAT).

In the second half of 2001, a drop of 11 percent in tourists' arrivals appeared. September, October and November were the disaster for international tourism. However, December was not as bad as it probably was. International tourists' arrivals to East Asia and Pacific grew by 4 percent. China, Hong Kong, Malaysia and Thailand were the main attractive tourist destinations in East Asia, marked by the increasing growth rate (TAT).

According to TAT, international tourists' arrivals to Thailand by the purpose of vacation in the year 2001 were 7,160,506. Tabulated by nationality, Chinese tourists' arrivals totaled 801,362 with the market share of 7.96 percent, accounting for the increase of 6.31 percent over the year 2000. The majority of international tourists traveled to Thailand for the purpose of entertainment and relaxation. The international tourists from East Asia accounted for the highest number. China was one of the fastest growing markets of Thailand's inbound tourism. The Chinese was the fourth biggest group of inbound vacation tourists, following the Japanese, the Malaysian and the Taiwanese. The main travel characteristics of Chinese tourists were group dominated, short-haul destination favored and sightseeing popular.

TAT stated that after the terrorist attack on World Trade Center, the increasing number of the East Asian tourists visiting Europe and U.S.A. continually decreased as the East Asians began to travel within the region instead. Most of the holidaymakers traveled by car rather than by air. Outbound international tourists chose the destinations that are close to home (short-haul destinations) rather than those that are far away from home (long-haul destinations). Moreover, they perceived the more familiar destinations as the safer destinations, and preferred to visit those destinations.

Given the above statement, it might be that Thailand will continue being one of the potential destinations in East Asia due to its distinguished advantages as being a peaceful and stable country without racism (Johnson Teng, 2002). TFRC expects the number of Chinese tourists visiting Thailand increase by 20 percent in the year 2002, and Thailand's inbound tourism market will benefit from the increasing number of potential Chinese tourists not traveling to Europe and U.S.A., resulted from the terrorist attack on World Trade Center.

1.2 The Statement of Problems

According to Solomon M.R. (1999), international destinations need to identify tourists and their travel behavior from international markets because increasing competition among potential tourist destinations makes it less likely that generic and non-targeted promotions can effectively increase, or even maintain the tourists. Solomon M.R. (1999) further mentioned that data about the tourists (e.g. socio-demographics and traveling characteristics) also help marketers define markets. Moreover, information can be used to better segment the markets, and provide a number of strategic advantages necessary for adjusting to achieve a better international position as the tourist destination.

In accordance with McGuiggan, Emerson & Glaser (1995), understanding why people decide to travel and what influence their choices of destinations are the critical importance in developing appropriate marketing strategies. McGuiggan, Emerson & Glaser (1995) also stated that being able to predict the likely choices of vacation destinations and the types of activities in which individuals are likely to engage while being on vacation are beneficial to tourism marketers.

Solomon M.R. (1999) stated that the purchase of products is made for satisfying some needs, and people purchase tourism products in the same way they purchase any other product. Solomon M.R. (1999) further mentioned that nowadays tourists are more demanding and looking for more benefits. As a result, the product providing benefits consistent with those desired by the members of any culture at any point in time have a better chance of attaining acceptance in the marketplace.

Many marketers give more importance to changing attitude and behavior of customers as these two factors affect not only customers' loyalty, but also the patterns customers follow and the value of money the customers pay for products. Anyway, the best way is to segment customers into groups based on consumption behavior, so that each segment is administered accurately and properly. Accordingly, **the problem is "What are the vacation motives for leisure travel of Chinese leisure tourists visiting Thailand on vacation, based on socio-demographic and travel characteristic backgrounds?"**

1.3 The Objectives of the Research

- To specify the relative importance of vacation motives for leisure travel as perceived by Chinese leisure tourists visiting Thailand on vacation
- To examine the difference in vacation motives for leisure travel among Chinese leisure tourists with different socio-demographic backgrounds
- To examine the difference in vacation motives for leisure travel among Chinese leisure tourists with different travel characteristic backgrounds

1.4 The Scope of the Research

- This research is being conducted during May 2002
- This research studies only Chinese leisure tourists living in Mainland China and visiting Thailand on vacation
- Only socio-demographic and travel characteristic data are considered
- From the research of Vincent C.S. Heung, Hailin Qu, Raymond Chu (2001), twenty-five vacation motives for leisure travel are drawn
- The researcher uses the principal component factor method with a VARIMAX rotation to generate five vacation factors underlying those twenty-five vacation motives for leisure travel.

1.5 The Limitations of the Research

- This research is limited to the tourists of Chinese nationality living in mainland China and visiting Thailand on vacation, so that the findings cannot be generalized to the tourists of any other nationality visiting Thailand on vacation
- This research is limited to the leisure tourists visiting Thailand on vacation. Therefore, the findings cannot be generalized to non-leisure tourists visiting Thailand on vacation
- This research is limited to the vacation motives for leisure travel. Thus, the findings cannot be generalized to vacation motives for non-leisure travel
- This research is limited to socio-demographic and travel characteristic data. Hence, the findings cannot be generalized to any other datum

1.6 The Significance of the Research

- This research studies the relative importance of vacation motives for leisure travel as perceived by Chinese leisure tourists visiting Thailand on vacation. Accordingly, Thailand's tourism marketers will be able to administer and develop tourism products or activities in line with the tourists' priorities bound as a result in this study
- This research studies the difference in vacation motives for leisure travel among Chinese leisure tourists with different socio-demographic backgrounds. Hence, Thailand's tourism marketers will be able to administer and adjust tourism products or activities to suit each segment of the tourists with different vacation motives bound as a result in this study accurately and properly
- This research studies the difference in vacation motives for leisure travel among Chinese leisure tourists with different travel characteristic backgrounds. Therefore, Thailand's tourism marketers will be able to administer and adjust tourism products or activities to suit each segment of the tourists with different vacation motives bound as a result in this study accurately and properly

1.7 The Definition of Terms

Vacation Motive

- The reason that a leisure tourist goes on vacation
- The reason that a leisure tourist chooses a particular travel destination against prevailing alternatives

Travel Characteristic

- Trip behavior belonging to a leisure tourist
- Travel behavior often seen in a leisure tourist while being on vacation

Leisure Travel

- The action or activity of people taking trips to a place or places outside their home communities for the purpose of relaxation or entertainment

Chinese leisure Tourist

- Chinese leisure tourists living in Mainland China and visiting Thailand on vacation

Chapter 2

Literature Review

2.1 The Definition of Motivations

According to Moutinho (1987), a motivation is the state of need; a condition that exerts a push on an individual toward the certain type of actions the individual perceives likely to bring satisfaction. Fridgen (1991) stated that a motivation is the force within an individual that causes the individual to do something for fulfilling a biological need or a psychological desire.

Motivating is to stimulate an interest, or to cause a person to act in a certain way. The word “motive” is concerned with inducing a person to act or initiating a movement (Cooper et al., 2000). A motive can be best defined as the need or the desire of individuals to do a particular thing (Harssel, 1994). Mill & Morrison (1992) mentioned that a motive might be general or specific. If a generic motive is thought as an end objective, a specific motive will be thought as a means to reach the end objective. Um (1987) defined vacation motives as the set of attributes that when they are aggregated together describe a place as a travel destination. Vacation motives include all the elements relating to a destination and to traveling to a place.

According to Vincent C.S. Heung, Hailin Qu and Raymond Chu (2001), there are twenty-five vacation motives for leisure travel. They are enjoying holidays, enjoying a great variety of food, traveling to a safe destination, exploring a different culture, seeking fun, sightseeing of tourist spots, seeking adventure, taking advantages of discounted fares and tour packages, shopping, traveling to a destination that people appreciate, exploring a different lifestyle, seeking novelty, escaping from daily routine, experiencing pleasant climate/ temperature, meeting people, traveling to closer or nearby destination, traveling to a destination without language barrier, having enough money to travel, traveling to a destination with a mixture of East and West, bypassing a gateway to other destinations, enjoying nightlife, traveling to a cosmopolitan city, fulfilling dreams of traveling, traveling to a destination that I have never been to and visiting friends and relatives.

2.2 The Concept of Motivations

Motivation is based on sociological and psychological norms, attitudes, cultures, perceptions and so on, leading to the person-specific forms of motivation (Cooper et al., 2000). Mill & Morrison (1992) stated that motivation occurs when an individual wants to satisfy a need, or when an individual is moved to satisfy a need (Mill, 1990). According to Cooper et al (2000), motivation is an essential concept behind the different patterns of tourist demand. Although motivation can be stimulated or activated in relation to a product, needs themselves cannot be created.

Motive implies an action; an individual is moved to do something (Mill & Morrison, 1992). It is one of the main factors influencing behavior. We cannot specify that an individual is motivated at any one time by only one motive. It is important, as we discuss needs and motives individually, to bear in mind that behavior results from the interaction of various motives; one of which may be dominant at any one time. Moreover, motives may interact with various other socioeconomic and psychographic factors (Mill & Morrison, 1992).

The description of motivation process begins with the consideration of an individual's needs. Need is intrinsic; an innate condition arising from the lack of something that reflect an individual's emotional, spiritual and physical drives and are necessary to an individual's well being. Desire is extrinsic; a feeling that an individual gets pleasure and satisfaction from doing something which are acquired through and dependent on the value systems prevalent in a society. Needs and desires determine motivations, i.e. definite and positive inclinations to do something (Goodall & Ashworth, 1993).

People are motivated to satisfy either innate or learned needs. An individual learns the alternative ways of satisfying needs from personal experience, similar experience and information gained from the commercial or social environment. The alternatives considered are linked to an individual's motives by the set of decision criteria-guidelines used by an individual to select among alternatives. Accordingly, there is a great likelihood that a specific motive under the condition described above results in a tendency in the purchase of a particular product, service or experience (Mill & Morrison, 1992).

2.3 The Theory of Motivations

Pearce et al (1998) stated that the sound theory of tourists' motivation has seven core requirements:

1. It functions as a true theory: the motivation theory must integrate the existing needs of tourists that have been described in previous studies. It will be desirable if the theory can reorganize the known needs and can provide a new orientation for future researches
2. It appeals to different users: the motivation theory must appeal to several different groups, for example, specialist researchers who investigate the behavior of tourists or marketing researchers who design survey questions. Ideally, the theory should make sense to customers who see and experience their own behavior
3. It is easy to communicate: undoubtedly, the motivation theory that can be easily explained to government officials and operators in tourism industry appeals to researchers, market-survey workers and customers. The important principle of easily communicated theory is that it applies across nations
4. It suggests a way to measure motivation: the motivation theory must be amenable to practical studies. Moreover, the idea in the theory can be translated into questions and responses for assessment purpose
5. It allows to many motives: the motivation theory must accommodate the view tourists seek to satisfy several needs at once rather than have just one goal such as to escape. It is likely that one or two motives may be dominant in an individual's desire to visit a specific location, but ideally, the theory should be a multi-motive one, providing a pattern or tapestry of motives rather than focusing on only one need
6. It is dynamic: the motivation theory must have enough subtlety to monitor changes in individuals and societies because both of them change over time
7. It accounts for intrinsic and extrinsic motivations: the motivation theory should be able to detect two aspects of tourists' motivation. In one aspect, Tourists are motivated by intrinsic motivation: self-directed or self-satisfying needs. In another aspect, tourists are motivated by extrinsic motivation; they respond to the opinion of friends, relatives or work colleagues

Optimal Arousal Theory

45739 e 2

Iso-Ahola proposed an optimum arousal theory in 1982. He argues that tourists and leisure behavior take place within the framework of optimal arousal and incongruity. While an individual is seeking for different levels of stimulation, the individual is sharing a need to avoid either over-stimulation (mental and physical exhaustion) or boredom (too little stimulation). A need for leisure and travel is dynamic. It varies across lifespan and places with the changing need of society. Unsurprisingly, the introduction of a potential dynamic element into the categorization of tourists appears. Iso-Ahola states that the understanding of tourists' motivation can be advanced by defining motivation questions for travel and leisure that emphasize on the participants' feeling of self-determination and competence. He also recommends researchers ask questions that are close to experience in which tourists are engaged so that the questions focus on the actual participation in behavior rather than the abstract assessment of life purpose.

According to Fridgen (1991), a person seeks out the level of stimulation that is best for him/her as an individual. Tourism provides the excellent means of accommodating a person's need for the optimal level of stimulation. The optimal arousal theory considers travel to be guided primarily by intrinsic motives and a need to escape stress or excessive stimulation and mundane. A tourist seeks a stimulation or peace and tranquility he/she may not have at home or at work. Nevertheless, a tourist seeks out a situation that is less boring or less stimulating simultaneously. A tourist seeks out new or different environment that may supply intrinsic rewards such as enjoyment, relaxation, challenge and the sense of competence.

Whalers and Etzel (1985) examined the relationship between preferences to vacation activities and individuals' stimulation needs. They hypothesized that individuals select holidays that correspond to their optimal arousal levels. Individuals who experience stimulation deficiency in their everyday lives (seekers) would prefer stimulating vacations. Contrarily, individuals who are subject to stimulation overload (avoiders) would look for tranquil holidays. According to Pearce (1995), both stimulation deficiency and stimulation overload are relative to individuals' needs; an optimal level that is the balance between a need for stability and a need for variety. It is individually determined and changes over a person's lifespan.

The Maslow's Hierarchy of Needs

The study of tourists' motivation would not be complete without the discussion of Abraham Maslow's theory. Maslow believes that all human beings proceed through the five stages of motivation.

1. Survival--hunger, thirst, rest and activity
2. Safety--security, freedom from fear and anxiety
3. Belonging and love-- affection, giving and receiving love
4. Esteem--self esteem, esteem from others
5. Self-actualization--personal self-fulfillment

Needs are ordered in priority levels. Needs must be satisfied in order because higher-level needs will not motivate behavior until lower-level needs are satisfied; only unsatisfied needs motivate behavior. A person will be motivated to fulfill needs at the higher level only when needs at the lower level have already been fulfilled. An individual must be comfortable at the lower level before moving to the higher one.

Different people require the different degrees of satisfaction at various levels before moving on to the higher level. It is impossible to move to the higher stages, if satisfaction at the lower stages is not met. Nevertheless, an individual does not function on just one level at a time. The individual operates on different levels for different activities at different time.

Fridgen (1991) stated that it is not clear whether Maslow's hierarchy holds true for travel motivations because tourists are capable of experiencing, expressing and pursuing needs from several steps in the hierarchy simultaneously. However, it would seem that Maslow's hierarchy is not as rigid as originally proposed because travel permits several needs to be fulfilled at the same time.

Need-satisfaction Theory

Each individual has a desire for something. Depending on circumstances, the desire may or may not grow into an actual need. If the desire is strong enough, it will become a need. The purchase of consumers is made for satisfying some needs. People do not travel just because they want to travel. They travel because their needs are fulfilled by doing so (Davidoff et al., 1994).

2.4 The Model of Motivations

Travel Career Ladder

Travel career ladder retains Maslow's idea that the lower levels of the ladder have to be satisfied before a person moves to the higher levels of the ladder. Pearce (1988) stated that travel behavior reflects the hierarchy of travel motives. Nevertheless, travel motives can start at different levels similarly as people start their careers at work. The motives are likely to be changed during lifecycle. Money, health and people are factors that influence the change.

Tourists have the range of motives for seeking out holiday experience. Travel motives influence what tourists seek from a destination. Travel destinations are seen as the settings where vastly different holiday experience is possible. However, each destination varies in its capacity of providing the range of holiday experience. Tourists visit a place not because of the standard objective destination features, but activities and holiday experience offered by the place suit their personal psychological and motivational profile.

The travel career ladder recognizes both intrinsic and extrinsic motivation by ascribing internally oriented and externally influenced components to most levels of the ladder. However, this total pattern of travel motives describes the motives in the whole picture rather than focuses on any single motive. Several travel motives at different levels of the ladder work together for providing the multi-motive picture of travel motivation. The flexibility and variability of travel motives recognizes that tourists' motivation may change over time and across situations.

The Leisure Ladder Model

Pearce attempts to explain tourists' behavior based on stages in a tourists' life cycle. The concept of leisure ladder model is similar to that of Maslow's hierarchy of needs. Tourists move through a hierarchy of needs. The tourists must firstly take care of relaxation and bodily needs before they can move up to the successively higher rungs of stimulation, relationship, self-esteem and development and the fulfillment on "the leisure ladder". However, the leisure ladder model goes further by providing more detailed insights into the specific behavior of tourists (Cook, et al., 1999).

The Leisure Motivation Scale

Basing on the work of Maslow, a model that classifies motivators into four types is developed:

1. The intellectual component: assesses the extent to which individuals are motivated to engage in leisure activities involving mental activities such as learning, exploring, discovering and thought or imagery
2. The social component: assesses the extent to which individuals engage in leisure activities for social reasons. This component includes two basic needs that are the need for friendship and interpersonal relationships and the need for the esteem of others
3. The competence-mastery component: assesses the extent to which individuals engage in leisure activities usually physical in nature in order to achieve, master, challenge and compete
4. The stimulus-avoidance component: assesses the desire to escape and get away from over-stimulating life situations. For some individuals, it is the need to avoid social contact and to seek solitude and calm conditions, but for others, it is the need to seek a rest and to unwind themselves

Leiper (1984) stated that leisure involves the temporary escape of some kinds. Tourism enhances leisure opportunities, particularly for rest and relaxation. Tourism is unique because it involves real physical escape reflected in traveling to one or more destinations where leisure experience transpires. A holiday trip allows a person the temporary withdrawal from environment affecting day-to-day existence and the multi-dimensional changes e.g. place, pace, face, lifestyle, behavior and attitude.

The aim of this study is to examine the influence of holiday variables on the evaluation of entire experience. The analysis assesses relative influences the image of destination, the type of accommodation and duration and cost have on choices. As different tourists seek alternative means to fulfill their holiday tastes and have contrasting infrastructure demands, data were sought to allow comparisons to be made among non-commercial, package and independent tourists (Sinclair & Stabler, 1993).

Sinclair & Stabler (1993) mentioned that the important elements of holiday choices are 'the enhancement of kinship relationship', 'prestige' and 'the exploration and the evaluation of self'. The desire to escape from the monotony of everyday life and the enhancement of self-image are key motivational forces. According to Dann (1977), fantasy is an important element of travel demand.

Desberats (1983) argued that the valid analysis of human spatial behavior is developed and reinforced through the social interaction with an enclosed in-group. Through interaction, common beliefs, standards and expectations are created to form the basis for future behavior. Kent (1989) stated that individuals select travel experience based on group-defined goals, expectations and standards.

2.5 The Type of Motivations

McIntosh and Goeldner (2000) grouped travel motivations into four categories

1. Physical motivators: include those related to physical rest, sport participation, beach recreation, relaxing entertainment and others directly connected with health (refreshment of body and mind, health purpose, sport and pleasure) all of these motivations have one common feature which is the reduction of tension through physical activities
2. Interpersonal motivators: include the desire to meet new people, visit friends or relatives, seek new and different experience or make new friendships. Travel is an escape from routine, family and neighbor or the home environment. It is used for spiritual reason
3. Status and prestige motivators: concern ego needs and personal development. Within this category are trips related to business, convention, study and the pursuit of hobby and education. The desire for recognition, attention, appreciation, knowledge and good reputation can be fulfilled through travel
4. Cultural motivators: these are identified by the desire to see and know more about other cultures, to find out about the natives of a country: lifestyle, music, art, folklore, dance, etc.

Harszel (1994) mentioned that the desire to participate in new activities, to sample different food, to mingle with foreigners and to adjust to new custom is the combination of a learning element: the desire to explore. Additionally, the need for status recognition and the way we spend our money and use our leisure time become a means by which we express our success and well-being.

Motivation has to be translated into action in terms of the type of holidays and destinations chosen which are the reflection of the psychological make-up of tourists, the images they hold and the constraints acting on them (Goeldner et al., 2000). According to Fridgen (1991), both short term and long term motivation guides travel behavior. Motivations associated with tourism are primarily long-term. Long-term motivation influences destination choices, friendships and vacation travel patterns.

Swarbrooke & Horner (1999) split motivating factors in tourism into two groups: those that motivate a person to take a holiday and those that motivate a person to take a particular holiday to a specific destination at a particular time. Fridgen (1991) stated that motivations for travel cover a broad range of human behavior and human experience. A brief listing of travel motivations might include: relaxation, excitement, social interaction with friends, adventure, family interaction, status, physical challenge and escape from routine or stress.

Fridgen (1991) stated that the common set of themes run through the list of motivations. The first one is the need to escape from something such as stress or boredom. In the second one, travel motives consistently involve social exchanges that reflect the strong social nature of tourism. In the third one, many travel motivations involve social and personal comparison. Finally, many people travel in the search of novelty and exploration.

2.6 The Study of Motivations in Tourism

The dimension of motivation concepts in tourism context is not easy to map out or comprehend. Travel motivation is complex. It is unique to an individual and central to travel behavior (Fridgen, 1991). Even if people have time, money and mobility,

tourism will not take place unless people are motivated to take a trip. People become tourists only when they have time, money, a means and motivation (Mill, 1990).

Nevertheless, motivation is not the only factor that comes into play in the decision to go on holidays and the selection of a particular destination. The process involves the hierarchy of decisions (Hodgson, 1983), successive stages (Van Raaij and Francken, 1984) and the complex of tourist characteristics, destination attributes and marketing variables (Moutinho, 1987; Woodside and Lysonski, 1989; Witt and Wright, 1992).

Sinclair & Stabler (1993) mentioned that a decision to take a holiday stems from both needs and desires. Vacation is a way of satisfying needs. To see vacation travel as the satisfier of needs and wants is a key for understanding travel motivation. An individual will purchase a vacation to satisfy a need or needs if the individual perceives that the vacation can satisfy those needs, or if he learns that the vacation can satisfy those needs under the constraints of external factors such as time, money and social pressure (Mill & Morrison, 1992). People buy vacations for the same reasons they buy anything else. They feel that needs and wants can be satisfied by making the purchase (Mill, 1990).

Tourism demand is the outcome of tourism motivation. Tourist motivation is then a part of tourist demand (Pearce et al., 1998). Demand for tourism at the individual level can be treated as a consumption process influenced by a number of factors. It may be the combination of needs and desires, the availability of time and money or the image, perception and attitude of an individual. It is clear that factors influencing demand for tourism are closely linked to the models of consumer behavior in tourism.

No two individuals are alike. The difference in attitude, perception and motivation influences travel decisions. Nevertheless, attitudes and perceptions themselves do not explain why people want to travel. The inner urges that initiate travel demand are called travel motivators (Cooper et al., 2000). Swarbrooke & Horner (1999) stated that tourists are not likely to be influenced by only one but a number of motivators at any one time. Most holidays represent a compromise among multiple motivators. A holiday is purchased because either one motivator becomes dominant or the holiday ensures all of the motivators are at least partly satisfied.

To understand the future spatial distribution of tourists, it is important to remember that the aggregate flow of tourists emerge from a huge number of independent decisions made by individual tourists. Possibly, the most important is 'do I want to go on holiday this year?' a positive response to this prompts a second (arguably more important) question: 'which holiday shall I choose?' This question lies at the heart of the interaction between tourism industry and consumers, as choice represents a moment at which the tourists' tastes and desires are compared against the range of products offered by producers. It is the basic product decision that reflects the distribution and nature of destination infrastructure and attributes and leads to personal spatial behavior (Sinclair & Stabler, 1993).

Furthermore, tourists make a holiday decision from a position constrained not only by temporal and financial factors but also by incomplete knowledge of various existing products. Accordingly, the tourists are bounded by attainability and awareness. The former is the reflection of individuals' social position and economic power in obtaining sufficient funds and holiday time for a holiday to be taken. Limitation on awareness, however, can arise from the extent and method of information searches the tourists may undergo in seeking a suitable holiday (Sinclair & Stabler, 1993).

Dann (1981) pointed out that there were seven elements within motivation

1. Travel as a response to what is lacking yet desired: tourists are motivated by the desire to experience phenomena different from those available in their home environment
2. Destination pull in response to motivational push: this analyzes the motivation of individual tourists in terms of the level of desire (push) and the attractiveness (pull) of destinations or attractions
3. Motivation as fantasy: tourists travel in order to undertake behavior that may not be culturally sanctioned in their home settings
4. Motivation as a classified purpose: a broad category that invokes the main purposes of a trip as a motivator for travel. The purposes may include visiting friends and relatives, enjoying leisure activities or studying
5. Motivational typologies: this approach internally divides motivation into behavioral typologies such as the motivator's sunlust and wanderlust proposed by Gray and typologies focusing on the dimensions of tourists' role

6. Motivation and tourists' experience: this approach is characterized by a debate regarding the authenticity of tourists' experience and dependence on the beliefs about the types of tourists' experience
7. Motivation as auto-definition and meaning: the way in which tourists define their situations provides an understanding in tourists' motivation better than the way of simple observation in tourists' behavior

Cooper et al (2000) mentioned that tourism consumer-decision process involves four basic elements

1. The energizers of demand: the forces of motivation leading a tourist to decide to visit an attraction or to go on a holiday
2. The filterers of demand: even though motivation exists, demand is constrained or channeled by economic (discretionary incomes), sociological (reference groups and cultural values) or psychological factors (perceptions or risks, personality and attitudes)
3. Affecters: consumers develop the idea of a destination, a product or an organization from its promotion, the development of image and information generally available. These affecters heighten or dampen the various energizers of consumers and result in the actions of consumers
4. Roles: family members play the important role in the different tasks of purchasing process and the final resolving decisions about when, where, and how the group consumes the tourism products (family influence or cultural influence)

French et al (1996) stated that tourism activities satisfy some human's needs. He divided basic travel motivators into four categories

1. Physical motivators: relate to a rest, sport, recreation and those directly connect with a person's health such as spas, baths, etc.
2. Cultural motivators: are the desire of tourists to learn about other countries such as their art, music, dances, traditions, religion, etc.
3. Interpersonal motivators: include the desire to meet new people, visit friends or relatives, get away from routine or simply escape

- 4. Status and prestige motivators: relate to the desire for recognition, attention, power and appreciation, as well as the desire for enhancing sexual attractiveness

According to Sinclair & Stabler (1993), individuals make a travel decision based on the complex and interrelated set of personal, social and environmental factors.

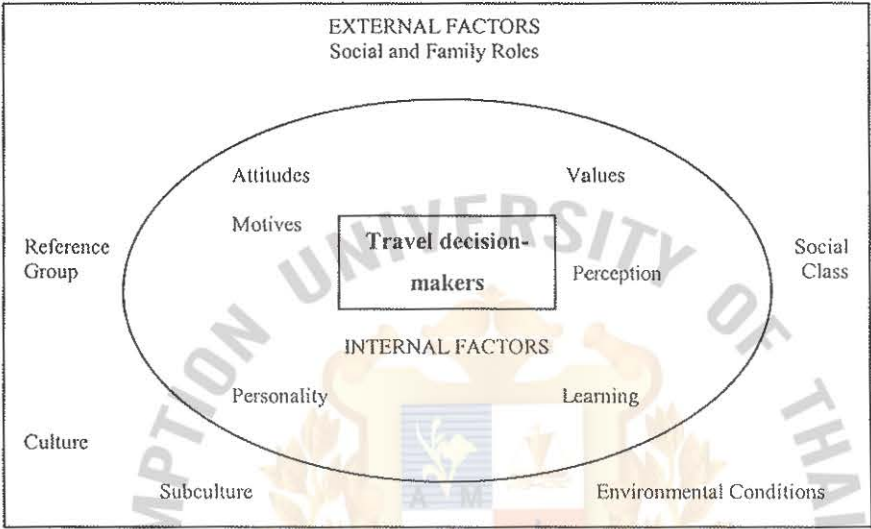


Figure 2.6.1 The Set of Personal, Social and Environmental Factors

Ryan (1991) stated that motivations operate on humans in two dimensions: man as the social animal seeking inter-personal relationships and man as the solitary person seeking either solitude or refuge from others. Accordingly, a matrix of four segments is suggested by Iso-Ahola (1982), in which it becomes possible to locate the series of different motivations that other writers have identified.

		SEEK INTRINSIC REWARD	
		Personal	Interpersonal
DESIRE TO LEAVE BEHIND ENVIRONMENT	Personal	Ego-enhancement Escape from responsibilities Aesthetics	Strengthen kinship
	Inter-personal	Status-enhancement Prestige	Meet new people in new places Play

Figure 2.6.2 The Motivation of Holidaymakers: Iso-Ahola (1982)

Table 2.6 Needs and Motivations listed in Tourism Literature (Maslow, 1954)

Need	Motive	Tourism Literature Reference
Physiological	Relaxation	Escape Relaxation Relief of tension Sunlust Physical Mental relaxation of tension
Safety	Security	Health Recreation Keep oneself active and healthy for the future
Belonging	Love	Family togetherness Enhancement of kinship relationships Companionship Facilitation of social interaction Maintenance of personal ties Interpersonal relations Roots Ethnic Show one's affection for family members Maintain social contacts
Esteem	Achievement status	Convince oneself of one's achievements Show one's importance to others Prestige Social recognition Ego-enhancement Professional/ business Personal development Status and prestige

Need	Motive	Tourism Literature Reference
Self-actualization	Be true to one's own nature	Exploration and evaluation of self Self-discovery Satisfaction of inner desires
To know and understand	Knowledge	Cultural Education Wanderlust Interest in foreign areas
Aesthetics	Appreciation of beauty	Environmental scenery

Mill & Morrison (1992) stated the relationship among needs, motives and references listed in tourism literature. The description of tourists is based on behavioral patterns and travel motivations. The list of motivations is composed of two essential drives. Those two drives may be crudely described as a push motivation: a wish to get away from a place and a pull motivation: a desire to see some other areas.

Psychological Motivators

Gee et al. (1997) mentioned that certain primal motivators play a role in the pursuit of pleasure through travel: power, ego enhancement and love. Psychological factors that motivate people to participate in pleasure travel include:

1. Cultural experience: humanistic reasons such as cross-cultural exchanges, experiencing how other people live and fostering international understanding may be a form of pleasure travel that satisfies curiosity about other cultures, lifestyles and places
2. Leisure/escape: travel fulfills an individual's needs for catharsis, independence, understanding, affiliation and getting along with others. Leisure travel is becoming a means of maintaining a healthy balance between work and relaxation or of escaping routine cares
3. Personal values: this concept is important for travel motivator. Personal values appear particularly useful in describing those who visit a specific attraction versus those who do not visit the attraction. The comparison allows the identification of a value comparison profile

4. Social contact: human beings are gregarious animals and typically need the contact and communication with others. They enjoy the feeling of companionship when traveling alone and not worrying about with whom to eat or with whom to sightsee. People in similar circumstances can reminisce, commiserate or simply enjoy each other's company
5. Social trends: for many people, travel represents fashion. It can serve as an informal means of being a part of a social group. Keeping up with the Joneses, one-upmanship and following the social trends are motivating factors

2.7 Tourists' Motivations and Destination Choices

Destination-related travel motivations allow tourists to select where to go (Fridgen 1991). Graham (1981) classified vacation motives into two distinct categories: "push" and "pull". Cognitive processes and travel motivations including socialization, novelty seeking, adventure seeking, dream fulfillment and the need for escape are in push category (Chon, 1989). The behavior is stimulated and reinforced by internal satisfaction such as the personal feeling of accomplishment (Fridgen, 1991). The tangible and intangible cues of a specific destination driving tourists to realize their needs from particular experience such as natural attractions, food and people are in pull category (Sirakaya, Sheppard & McLellan, 1997).

One distinction widely used now is the difference between push and pull factors in tourist behavior (see Crompton, 1979). Push factors are forces arising from within an individual and from an individual's social context. These factors are true motivational forces. Contrarily, pull factors refer to the features of a destination that are likely to attract people. It is misleading to refer to these pull factors as motivational forces because they are properly described as destination attributes which may fulfill people's motives for traveling.

Recent researches in travel motivation have concentrated on the concept of push and pull. Push factors for a vacation emanate exclusively from within tourists. They are often the reaction to the living or working environment and are related to social and psychological conditions unique to particular individuals (Harsel, 1994).

Questions about travel motivations (why do certain groups of tourists travel?) must be distinguished from questions relating to destination choice (why do people go to a certain place?). The first question seeks to understand the individual psychology of tourists, whereas the second question requires the description of the important features of a tourism destination and the assessment of how well those features satisfy the needs of potential tourists' (Pearce et al., 1998).

Travel is initially need-related so that travel manifests itself in terms of motivation or 'push' as the energizer of action (Cooper et al., 2000). Motivation generates basic positive inclinations to undertake tourist experience. This type of travel can be motivated by the tourists' desire to be able to talk to others about a trip for the reasons of ego-enhancement or self-esteem, to follow a trend to a particular destination, or to be one of the first to visit a new destination. The romance of travel, the use of leisure time to escape, the need for social contact, the desire for a change of routine or merely the wish to have a new experience or to do nothing (such as lie on a beach and get a tan) are also included (Coltman, 1989).

Sinclair & Stabler (1993) mentioned that there are factors both pushing tourists away from generating areas and pulling them towards destination areas. Motivations for pleasure travel contain push factors related to the home environment, such as break from work, escape from routine, respite from everyday worries. Pull factors are related to the stimulus of new places and the attractions of destinations' images (Goodall & Ashworth, 1993). Pull factors for a vacation are aroused by destinations themselves. Push motives help explain why people develop the desire to go on vacation, but pull motives help explain the choices of destinations (Harssel, 1994).

Cooper et al. (2000) stated that the image of a destination created through 'induced' or 'organic' communication channels influences motivation and subsequently affects the type of travel undertaken. The tourism products supplied are examined in terms of both their actual characteristics and images that are projected by producers and perceived by consumers. According to Sinclair & Stabler (1993), it is important to examine not only the actual tourism products and destinations supplied, but also the products and destination images projected by an industry and public sectors and images received by tourists themselves.

Conflicts in images can occur in terms of the projected and actual behavior of tourists, facilities supplied and the character of destinations, the means of image transmission and the spatial scale of images promoted. Such contradictions can result in the disillusionment with products in the part of tourists and future decreases in demand (Sinclair & Stabler, 1993).

Coltman (1989) stated that although the causes of destination-related travel are difficult to determine, they might include such things as the curiosity about other cultures, races, people, religions and political systems as well as the desire to see attractions such as art, drama, music and folklore. Most travels are the function of either intrinsic or extrinsic motivations. Both intrinsic and extrinsic motivations influence travel decision-making and behavior. Intrinsic motivation is personal and psychological. It is difficult by themselves in understanding, and even more difficult for people to manipulate (Fridgen, 1991).

While development studies and promotional efforts in destination areas have often continued concentrating on pull factors with respect to products offered, recent motivational researches have tended to emphasize on push factors: the need to break from routine and to get away from it all (Pearce, 1995). Mill & Morrison (1992) stated that this view of travel motivations is critical. It is the difference between seeing a destination as a collection of palm trees and hotel rooms for tourists and seeing a destination as a means for satisfying the needs and wants of tourists. It is the difference between travel agents who see themselves as the sellers of airline seats and those who view themselves as dealers in dreams.

According to Pearce (1995), most of the basic psychological factors underlying vacation motivations and behavior were put forward in the pioneering paper by Grinstien (1955). He identified a need to get away from it all, a need to escape from the demand of everyday life. Indulging one's pleasure principle to the maximum, he concluded the needs could be achieved by the change of place. Cooper et al. (2000) mentioned that while some types of motivations may be innate in us all (curiosity or need for physical contact), other types are learnt (status or achievement) as they are judged as valuable or positive.

Sinclair & Stabler (1993) stated that when holiday choices are examined, a number of factors need to be considered. In basic terms, choices represent the comparison of personal needs and desires with a number of products, from which one (that which is perceived to meet these requirements most closely) is selected. Therefore, in noting factors that are important in the choice process of tourists, a distinction must be drawn between the elements of demand (i.e. goals that tourists wish to attain during their holidays) and the elements of supply (i.e. the variety and composition of available holiday products). Crompton (1979) suggested that push factors in holiday choices can be reduced to a number of basic deep-rooted motivations reflecting the socio-psychological condition of individuals.

2.8 The Importance of Understanding Motivational Factors

Since tourism grows as an increasing sophisticated consumer industry, there is an increase in the importance of understanding tourists' needs. Tourists' motivations become the core part of all the tourism studies undoubtedly (Goeldner et al., 2000). The way in which and extent to which different motivations influence destination choices and generate different travel patterns become particularly important for the geography of tourism (Pearce, 1995). According to Paul et al. (1994), people's motives for travel become crucial, as do the ways in which people try to satisfy their needs through travel experience. It is important to recognize that travel motivations, whatever they may be, are essential elements in understanding the growth of travel and tourism (Gee et al., 1997).

Travel motivation studies include consumers' motivation, decision-making, product satisfaction, overall acceptability of holiday experience, pleasure in the vacation environment and interaction with local inhabitants (Goeldner et al., 2000). Although travel motivations have their roots in psychological and sociological factors that are difficult to analyze, especially on a mass scale (Gee et al., 1997), psychological and sociological analyses have made a valuable contribution to the explanation of consumers' motivations, choices and holiday behavior (Sinclair & Stabler, 1993).

Modern marketing is predicated on the idea that knowing your customers and then anticipating and meeting their needs is the key to success (Swarbrooke & Horner, 1999). Mill (1990) mentioned that to know and understand what make people travel; tourism marketers can do a better advertising job in catering to people's needs. Although it is not easy to measure needs and wants, this task is crucial for marketers involving travel facilities and services (French et al., 1996).

Sinclair & Stabler (1993) stated that the analysis of an individual's holiday needs and desires requires the assessment of the interaction of a number of specific psychological variables (for example motivations and preferences) and sociological variables (for example social norms and expectations). According to Paul et al. (1994), attitudes and motivations together with beliefs and perceptions form the psycho-graphic profile of consumers. Once marketers understand the profile of consumers, they can infer the buying behavior of consumers, and then devise appropriate products in line with different segments of tourist market.

Gee et al. (1997) stated that even with time and money, a large proportion of population chooses not to travel. However, a small proportion of population travels frequently, accounting for a substantial portion of the trips taken. To market travel services and destinations effectively, tourism marketers must understand motivating factors leading to travel decisions. According to Gee, Choy and Makens (1984), to market travel services and destinations well, there must be the degree of an understanding on the part of travel sellers and suppliers about motivating factors leading to travel decisions and consumption behavior.

Goeldner et al. (2000) mentioned that to be successful, tourism marketers and practitioners must understand the motivations of consumers. It is important for tourism industry to understand why people travel so that it will be easier for the producers and developers of tourism products or services to think in terms of benefits and segment tourist markets accordingly. (French et al., 1996).

Motivations embrace inner needs and wants. Those needs and wants reflect perception, cultural conditioning and learning (French et al., 1996). According to Goeldner et al. (2000), the general issues of understanding consumers' needs fall in the area of the psychology of tourists' behavior. This study area is concerned with what motivate tourists, how tourists make decisions, how tourists think about products they buy, how much tourists enjoy and learn during their holiday experience, how tourists interact with the local people and environment and how satisfied tourists are with their holidays.

Needs can be satisfied in a variety of ways. Different people in different circumstances look for different ways of satisfaction (Mill, 1990). In an attempt to recognize and account for the motivational differences of individuals, a system of segmenting consumers was developed (French et al., 1996). Explanatory market segmentation variables are important to understand because they allow marketers to look inside consumers' mind and to determine why consumers act in a certain manner (Paul et al., 1994). If the concept is studied within a context, it can provide information into how tourists select activities and experience to suit their personal psychological and motivational profiles (Goeldner et al., 2000).

French et al. (1996) stated that consumers search for and buy products or services that provide certain benefits or a means of satisfying their needs. Consumers buy a product only when they recognize benefits provided by the product (Paul et al., 1994). Accordingly, product benefits become important. If the producers or providers of products or services are not aware of their inherent benefits perceived by consumers, there are chances that they will not be as successful as they might probably be in attracting potential consumers (French et al., 1996). According to Paul et al. (1994), marketers have to identify specific benefits that consumers in a particular market segment look for when going on vacation. After identification, the marketers can devise a holiday package providing the specific benefits that are attractive to each market segment.

According to Swarbrooke & Horner (1999), not only are motivators different for each individual tourist but perhaps they also vary among different market segments, tourism industry seems convinced that market segments are based on demographic criteria. It is assumed that:

- 1 Young people want to party, relax, drink heavily, have sex, dance and make lots of new friends
- 2 Elderly people are presumed to have a preference for sedate activities such as bowls and bingo and to be almost obsessed by nostalgia
- 3 Parents are thought to be preoccupied with the need to keep their children happy. They are also thought to escape from their parental responsibilities from time to time to spend time together

If people in tourism business are aware of the underlying reasons for taking a vacation (the satisfaction of various needs), effective marketing campaigns can be developed to meet those needs. We will be able to satisfy those needs if we are aware of the (often hidden) real reasons for traveling. Appeals that are more effective will lead to more people buying trips (Mill, 1990). Additionally, marketers must make an individual beware of products or services and perceive the purchase of those products or services as having a positive effect on satisfying the needs of which she or he is aware (Mill & Morrison, 1992).

Marketers need to commission market researches for the provision of information for understanding why consumers act in a certain way, or buy a certain travel or tourism product. By conducting market research surveys, information that explains consumer behavior can be obtained. Market researches can discover benefits people look for when buying a product, their beliefs and attitudes, perceptions of different travel products, and their motivations to travel or visit a particular tourist attraction. In addition, market researches can establish other reasons why consumers behave in a certain way. The market researches are important because they allow marketers to look inside consumer's mind. Once research findings have been analyzed, the marketers are in a better position to explain why consumers behave in a certain way, or why they buy a particular travel or tourism product. Markets can be segmented by the reasons why people travel consequently (Paul et al., 1994).

Pleasure travel encompasses a wide range of human emotions and motivations that modern science still has difficulty in measuring. The problem for tourism planners is that a single motive can result in many different forms of behavioral expression, making it difficult in the prediction of how potential tourists might respond to particular tourism promotions and market campaigns (Gee et al., 1997).

Although a person may want satisfaction for a need or needs, no action will be taken until that person is motivated (Mill & Morrison, 1992). It is important to note that tourist behavior is under long-term motivational control (Pearce et al., 1998). To date, the studies of tourists' motivations have concentrated on developing the lists of reasons for travel. Several studies indicate that tourists travel to view scenery, to learn about other cultures, or to visit friends and relatives, etc.

The development of such lists is a necessary first step toward establishing a classification system that will enable us to understand and ultimately predict the tourist's decision-making process although this approach of understanding tourists' motivations is insufficient for two reasons. First, tourists themselves may be unaware of true reasons behind their travel behavior. Individuals are often unaware of the real reasons for doing certain things. The second reason that such lists are insufficient for explaining consumers' motivations is that marketers concentrate on selling products rather than satisfying the needs of markets (Mill & Morrison, 1992).

Chapter 3

Research Framework

3.1 Theoretical Framework

According to Solomon M.R. (1999), understanding consumers' behavior is vital for doing a good business. Mayo & Jarvis (1981) stated that the major influences on vacation travel behavior (e.g. perception) are culture and social class, thus it is no doubt that the members of different cultural groups may perceive the attributes of destinations differently. Mill & Morrison (1985) mentioned that tourists from different countries with different cultures generally have different perceptions regarding favorite attractions. Consumers' preferences depend on what are available in the market and what consumers consider being an ideal vacation (Van Raaij, 1986). Nevertheless, consumers' culture determines an overall priority consumers attach to different activities and products (Solomon M.R. 1999).

A tourist's decision to vacation destinations is a sophisticated process, involving an individual's previous experience, information search, intention, attitudes, perceptions and motivations (Shih, 1986). According to Um & Crompton (1990), both internal and external inputs influence tourists' perceptions about destinations. Um & Crompton (1990) further stated that the internal inputs refer to tourists' socio-demographics, values and motives, and the external inputs refer to the various sources of information, including mass media, word-of mouth and previous experience.

The tourism literature has reported that people's perceptions of travel lie in the results of travel attitudes (Ragheb & Beard, 1982; Gartner & Hunt, 1987), perceived awareness, knowledge and information about travel resources (Riddick, 1986) and the images of tourist areas (Crompton, 1992; Rafferty, 1990). Goodall and Ashworth (1988) stated that socio-demographic variables such as age, occupation and income are the important factors influencing the formation of tourists' images about destinations and the perceptions of travel experience. Goodrich (1980), Woodside & Lysonski (1989) and Um & Crompton (1990) further stated that socio-demographics and trip variables affect tourists' perceptions about the images of destinations.

In accordance with Ahmed & Krohn (1990) and Haahti (1986), successful tourism marketing requires the understanding of factors that affect the images and attractiveness of destinations. Woodside & Lysonski (1989) mentioned that the attributes of destinations and tourists' variables such as age, income, previous experience and personal value influence the images of destinations. However, Fridgen (1984) stated that trip behavior such as the length of stays, the planned activities and the sources of information are also related to the images of destinations.

3.2 Conceptual Framework

The understanding of consumers' behavior is essential for creating and developing effective marketing strategies for both products and services. Therefore, understanding why people decide to travel and what influence their choices of destinations are crucial for tourism marketers. Vacation motive is the major factor that affects the tourists' choices of destinations and tourists' perceptions about the images of destinations. According to Graham (1981), vacation motive is classified into two distinct categories: push and pull. Tourists' psychological variables (e.g. motivation) are included in the push category, but the attributes of destinations (both given and man-made) are included in the pull category.

The difference in vacation motives for leisure travel among Chinese leisure tourists with different socio-demographic and travel characteristic backgrounds is considered for determining the factors that affect the decision-making and vacation travel behavior of Chinese leisure tourists visiting Thailand on vacation.

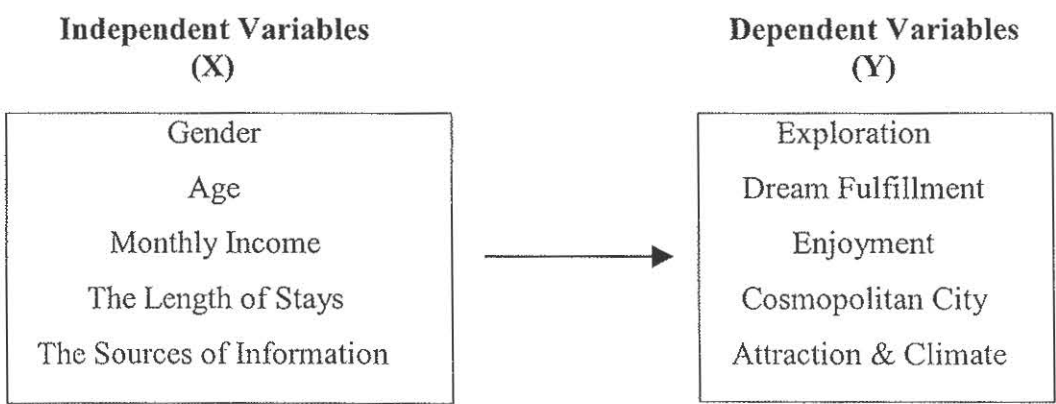


Figure 3.2 Conceptual Framework

Figure 3.2 outlines the relationship between independent and dependent variables

Independent Variables : Socio-demographic and Travel Characteristic Data

Socio-demographics

<i>Gender</i>	Male and female
<i>Age</i>	15-34, 35-54, 55 and above
<i>Monthly Income</i>	Less than 4000 Yuan
	4000-12000 Yuan
	More than 12000 Yuan

Travel Characteristics

<i>The Length of Stays</i>	One to four days (≤ 4 days)
	More than four days (> 4 days)

The average length of stays of Chinese tourists visiting Thailand in 2001 was 5.86 days (Tourism Authority of Thailand). Therefore, the length of stays is grouped into one to four days (≤ 4 days) and more than four days (> 4 days).

<i>The Sources of Information</i>	Travel agencies/ airlines
	Friends/ relatives/ business associates
	Media (travel brochures/ magazines/ TV/ radio/ Internet)
	National tourist organizations
	Others

Dependent Variables : Vacation Motives for Leisure Travel

The review of relevant literature has identified thirty-three vacation motives reported in various studies as the major factors that drive tourists to choose a destination (Chon, 1989; Goodall & Ashworth, 1988; Goodrich, 1978; Graham, 1981; HKTA, 1995; Mok & Armstrong, 1995; Mok et al., 1995; Sirakaya et al., 1997; Shih, 1986; Um, 1987; Um & Crompton, 1990; Van Raaij, 1986; Weaver et al., 1994; Woodside & Lysonski, 1989; Yau & Chan, 1990; Zimmer et al., 1995). From the research of Vincent C.S. Heung, Hailin Qu and Raymond Chu (2001), those thirty-three vacation motives were refined and condensed into twenty-five attributes after the consultation with a group of experts including tourism lecturers and travel agents.

In this research, the researcher uses the principal component factor method with a VARIMAX rotation to generate the vacation factors underlying those twenty-five vacation motives. Only the factors that have the eigenvalues of greater than or equal to 1.0, and the factor loadings of greater than 0.5 are retained. Five vacation factors are generated and labeled as 'exploration', 'dream fulfillment', 'enjoyment', 'cosmopolitan city' and 'attraction & climate'. In addition, Cronbach's alpha coefficients ranging from 0.6019 to 0.9527, above the minimum value of 0.5, are calculated for testing the reliability of each vacation factor.

Table 3.2 Factor Analysis with a VARIMAX Rotation

Vacation Dimension	Factor loading	Communality	EV	Pct of Variance (%)
<i>Factor 1 – Exploration</i>			5.026	20.104
Exploring a different culture	.818	.698		
Seeking fun	.784	.694		
Seeking adventure	.774	.654		
Meeting people	.793	.644		
Exploring a different lifestyle	.780	.618		
Seeking novelty	.622	.613		
<i>Factor 2 -- Dream Fulfillment</i>			2.535	10.141
Fulfilling dreams of traveling	.815	.667		
Traveling to a destination with a mixture of East and West	.745	.624		
Bypassing a gateway to other destinations	.745	.624		
Escaping from daily routine	.649	.540		
Traveling to a destination that I have never been to	.617	.521		
<i>Factor 3 – Enjoyment</i>			1.816	7.263
Enjoying holidays	.914	.719		
Enjoying nightlife	.737	.632		
Shopping	.588	.608		
Enjoying a great variety of food	.599	.533		
Having enough money to travel	.538	.518		
Taking advantages of discounted fares and tour packages	.587	.516		
<i>Factor 4 – Cosmopolitan City</i>			1.609	6.434
Traveling to a cosmopolitan city	.792	.673		
Traveling to a destination without language barrier	.757	.640		
Traveling to a safe destination	.725	.617		
Traveling to a destination that people appreciate	.646	.594		
Traveling to a closer or nearby destination	.778	.583		
Visiting friends and relatives	.553	.527		
<i>Factor 5 – Attraction & Climate</i>			1.510	6.039
Experiencing pleasant climate/ temperature	.737	.936		
Sightseeing of tourist spots	.735	.935		

Factor 1-- Exploration

exploring a different culture, seeking fun,
seeking adventure, meeting people, exploring
a different lifestyle and seeking novelty

Factor 2 -- Dream Fulfillment

fulfilling dreams of traveling, traveling to a
destination with a mixture of East and West,
bypassing a gateway to other destinations,
escaping from daily routine, traveling to a
destination that I have never been to

Factor 3 -- Enjoyment

enjoying holidays, enjoying nightlife, shopping,
enjoying a great variety of food, having enough
money to travel and taking advantages of
discounted fares and tour packages

Factor 4 -- Cosmopolitan City

traveling to a cosmopolitan city, traveling to a
destination without language barrier, traveling
to a safe destination, traveling to a destination
that people appreciate, traveling to a closer or
nearby destination and visiting friends and
relatives

Factor 5 -- Attraction & Climate

experiencing pleasant climate/ temperature and
sightseeing of tourist spots

3.3 Research Hypotheses**Gender/ Exploration**

H1o: There is no difference in the exploration motive between male and female
Chinese leisure tourists

H1a: There is a difference in the exploration motive between male and female
Chinese leisure tourists

Gender/ Dream Fulfillment

H2o: There is no difference in the dream fulfillment motive between male and
female Chinese leisure tourists

H2a: There is a difference in the dream fulfillment motive between male and female
Chinese leisure tourists

Gender/ Enjoyment

- H3o: There is no difference in the enjoyment motive between male and female Chinese leisure tourists
- H3a: There is a difference in the enjoyment motive between male and female Chinese leisure tourists

Gender/ Cosmopolitan City

- H4o: There is no difference in the cosmopolitan city motive between male and female Chinese leisure tourists
- H4a: There is a difference in the cosmopolitan city motive between male and female Chinese leisure tourists

Gender/ Attraction & Climate

- H5o: There is no difference in the attraction & climate motive between male and female Chinese leisure tourists
- H5a: There is a difference in the attraction & climate motive between male and female Chinese leisure tourists

Age/ Exploration

- H6o: There is no difference in the exploration motive among Chinese leisure tourists with different ages
- H6a: There is a difference in the exploration motive among Chinese leisure tourists with different ages

Age/ Dream Fulfillment

- H7o: There is no difference in the dream fulfillment motive among Chinese leisure tourists with different ages
- H7a: There is a difference in the dream fulfillment motive among Chinese leisure tourists with different ages

Age/ Enjoyment

- H8o: There is no difference in the enjoyment motive among Chinese leisure tourists with different ages
- H8a: There is a difference in the enjoyment motive among Chinese leisure tourists with different ages

Age/ Cosmopolitan City

H9o: There is no difference in the cosmopolitan city motive among Chinese leisure tourists with different ages

H9a: There is a difference in the cosmopolitan city motive among Chinese leisure tourists with different ages

Age/ Attraction & Climate

H10o: There is no difference in the attraction & climate motive among Chinese leisure tourists with different ages

H10a: There is a difference in the attraction & climate motive among Chinese leisure tourists with different ages

Monthly Income/ Exploration

H11o: There is no difference in the exploration motive among Chinese leisure tourists with different monthly incomes

H11a: There is a difference in the exploration motive among Chinese leisure tourists with different monthly incomes

Monthly Income/ Dream Fulfillment

H12o: There is no difference in the dream fulfillment motive among Chinese leisure tourists with different monthly incomes

H12a: There is a difference in the dream fulfillment motive among Chinese leisure tourists with different monthly incomes

Monthly Income/ Enjoyment

H13o: There is no difference in the enjoyment motive among Chinese leisure tourists with different monthly incomes

H13a: There is a difference in the enjoyment motive among Chinese leisure tourists with different monthly incomes

Monthly Income/ Cosmopolitan City

H14o: There is no difference in the cosmopolitan city motive among Chinese leisure tourists with different monthly incomes

H14a: There is a difference in the cosmopolitan city motive among Chinese leisure tourists with different monthly incomes

Monthly Income/ Attraction & Climate

H15o: There is no difference in the attraction & climate motive among Chinese leisure tourists with different monthly incomes

H15a: There is a difference in the attraction & climate motive among Chinese leisure tourists with different monthly incomes

The Length of Stays/ Exploration

H16o: There is no difference in the exploration motive among Chinese leisure tourists with the different length of stays

H16a: There is a difference in the exploration motive among Chinese leisure tourists with the different length of stays

The Length of Stays/ Dream Fulfillment

H17o: There is no difference in the dream fulfillment motive among Chinese leisure tourists with the different length of stays

H17a: There is a difference in the dream fulfillment motive among Chinese leisure tourists with the different length of stays

The Length of Stays/ Enjoyment

H18o: There is no difference in the enjoyment motive among Chinese leisure tourists with the different length of stays

H18a: There is a difference in the enjoyment motive among Chinese leisure tourists with the different length of stays

The Length of Stays/ Cosmopolitan City

H19o: There is no difference in the cosmopolitan city motive among Chinese leisure tourists with the different length of stays

H19a: There is a difference in the cosmopolitan city motive among Chinese leisure tourists with the different length of stays

The Length of Stays/ Attraction & Climate

H20o: There is no difference in the attraction & climate motive among Chinese leisure tourists with the different length of stays

H20a: There is a difference in the attraction & climate motive among Chinese leisure tourists with the different length of stays

The Sources of Information/ Exploration

H21o: There is no difference in the exploration motive among Chinese leisure tourists with the different sources of information

H21a: There is a difference in the exploration motive among Chinese leisure tourists with the different sources of information

The Sources of Information/ Dream Fulfillment

H22o: There is no difference in the dream fulfillment motive among Chinese leisure tourists with the different sources of information

H22a: There is a difference in the dream fulfillment motive among Chinese leisure tourists with the different sources of information

The Sources of Information/ Enjoyment

H23o: There is no difference in the enjoyment motive among Chinese leisure tourists with the different sources of information

H23a: There is a difference in the enjoyment motive among Chinese leisure tourists with the different sources of information

The Sources of Information/ Cosmopolitan City

H24o: There is no difference in the cosmopolitan city motive among Chinese leisure tourists with the different sources of information

H24a: There is a difference in the cosmopolitan city motive among Chinese leisure tourists with the different sources of information

The Sources of Information/ Attraction & Climate

H25o: There is no difference in the attraction & climate motive among Chinese leisure tourists with the different sources of information

H25a: There is a difference in the attraction & climate motive among Chinese leisure tourists with the different sources of information

3.4 The Operationalization of Independent and Dependent Variables

Variable	The Operationalization of Variables	Question No.
Vacation Motives	Exploration Seeking adventure	7
	Seeking fun	5
	Exploring a different culture	4
	Seeking novelty	12
	Exploring a different lifestyle	11
	Meeting people	15
	Dream Fulfillment Fulfilling dreams of traveling	23
	Traveling to a destination that I have never been to	24
	Traveling to a destination with a mixture of East and West	19
	Bypassing a gateway to other destinations	20
	Escaping from daily routine	13
	Enjoyment Taking advantages of discounted fares and tour packages	8
	Enjoying holidays	1
	Shopping	9
	Having enough money to travel	18
	Enjoying a great variety of food	2
	Enjoying nightlife	21
	Cosmopolitan City Traveling to a cosmopolitan city	22
	Traveling to a closer or nearby destination	16
	Traveling to a destination without language barrier	17
	Visiting friends and relatives	25
	Traveling to a destination that people appreciate	10
	Traveling to a safe destination	3

Variable	The Operationalization of Variables		Question No.
Vacation Motives	Attraction	Sightseeing of tourist spots	6
	&	Experiencing pleasant	14
Socio-demographics	Climate	climate/ temperature	
	Gender	Male	28
		Female	
	Age	15-34 years old	29
		35-54 years old	
Travel characteristics		55 years old and above	
	Monthly Income	Less than 4000 Yuan	30
		4000-12000 Yuan	
		More than 12000 Yuan	
	The Length of Stays	One to four days (4 days)	26
		More than four days (> 4 days)	
	The Sources of Information	Travel agencies/ Airlines	27
		Friends/ Relatives/ Business associates	
		Media (travel brochures/ magazines/TV/ radio/Internet)	
		National tourist organizations	
		Others	

The analysis of variance (One-way ANOVA) is used for examining the difference in five vacation factors underlying twenty-five vacation motives for leisure travel among socio-demographic and travel characteristic data, determining whether the five vacation factors vary among different socio-demographics and travel characteristics.

Chapter 4

Research Methodology

4.1 Data Collection

Primary-data Collection Method

Primary data are original information collected for a specific purpose at hand (Chisnall, 1992). In this research, **Sample Survey Method** is used for collecting the primary data. Zikmund (2000) stated that survey is a technique in which information is gathered from a sample of people by the use of questionnaires. Survey instruments take four forms: self-administered questionnaire, interview, structured record review and structured observation (Fink, 1995).

According to Fink (1995), interview requires at least two persons: one to ask questions (an interviewer) and one to answer questions (an interviewee). Structured record review is a survey instrument that uses a specially created form for guiding the collection of data from financial, medical, school and other records, but structured observation collects data visually, guiding an observer by focusing on specific actions or characteristics. Zikmund (2000) mentioned that self-administered questionnaires are completed by respondents themselves rather than by an interviewer, and a structured question limits the number of available responses, or it imposes the limit on the number of allowable responses.

An instrument that contributes to a moderate sample size with limited time and reasonable cost is required. Therefore, **Self-administered Structured Questionnaire** is the most appropriate instrument. The self-administered structured questionnaire is originally designed in English. Under the principle of back translation, i.e. from English to Chinese and then from Chinese back to English, the self-administered structured questionnaire in Chinese language version is created.

The self-administered structured questionnaire is composed of three sections. In the first section, respondents are asked to rate for the twenty-five vacation motives for leisure travel on a five-point Likert Scale (1 = extremely unimportant and 5 =

extremely important). The respondents indicate their attitudes by checking how strongly they agree or disagree with carefully constructed statements, ranging from very positive to very negative toward attitudinal objects. The travel characteristic data of the respondents (the length of stays and the sources of information) are collected in the second section, and the socio-demographic data of the respondents (gender, age and monthly income) are collected in the third section.

Pre-Testing

The researcher has conducted a pretest to detect problems, and to test the reliability of the self-administered structured questionnaire. The pretest has been conducted at the departure lounge of Bangkok International Airport and the lounges of hotels in Bangkok where Chinese leisure tourists have been staying. Thirty self-administered structured questionnaires in Chinese language version have been distributed to Chinese leisure tourists visiting Thailand on vacation.

Reliability analysis is the degree to which measurements are consistent, and contain the minimum amount of measurement errors (Heiman, 1995). Reliability is usually expressed in the form of reliability analyses--scale or alpha, and the level of 0.7 or more is generally accepted for representing good reliability (Mark, S.L., 1995). According to Sekaran (2000), Cronbach's alpha is a reliability coefficient that reflects how well the items in a set positively correlate to one another, and the Cronbach's alpha of greater than 0.8 expresses great internal consistency reliability.

For testing the reliability of the self-administered structured questionnaire, Cronbach's alpha (0.837) has been calculated. Additionally, problems in the process of questionnaire design and in the respondents' understanding of questionnaires have been detected for determining whether any problem in wording, meaning, the sequence and continuity of questions in the questionnaire exists.

Secondary-data Collection Method

Secondary data are collected from books, research articles, TAT publications and tourism websites.

4.2 Data Source

Respondents and the Sampling Procedure

- **Target Population**

All the Chinese leisure tourists living in Mainland China and visiting Thailand on vacation

- **Sampling Element**

The Chinese leisure tourist living in Mainland China and visiting Thailand on vacation

- **Sampling Unit**

The departure lounge of Bangkok International Airport and the lounges of hotels in Bangkok where Chinese leisure tourists are staying

- **Sampling Method**

The researcher will distribute the self-administered structured questionnaires in Chinese language version to 384 Chinese leisure tourists being visiting Thailand on vacation in May 2002. The *Non-probability Sampling* is used with the convenience sampling approach for obtaining the large number of questionnaires quickly and economically. Chinese leisure tourists are approached while they are lining up for checking-in. If target samples are not the Chinese leisure tourists being visiting Thailand on vacation, the next samples will be approached.

- **Sample Size**

According to Anderson (1996), the major principles governing a sample size are the variability of characteristics being estimated, the level of confidence, the tolerance of sampling errors, sample size versus proportion and sub-divisions or cells. Moreover, the major concern in choosing the sample size is that it is large enough to be the representative of target population from which it comes.

Because the target population is large and the sample is drawn with the help of convenience sampling approach, Anderson's table is used for indicating the possibility of accurate forecast for a moderate sample size.

Table 4.2 Theoretical Sample Sizes for the Different Sizes of Population and Different Tolerable Errors

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

Source: Anderson Gary (1996), *Fundamentals of Educational Research*

The number of Chinese leisure tourists visiting Thailand in 2001 was 563,088 (Tourism Authority of Thailand). Considering the number of Chinese leisure tourists visiting Thailand in 2001 based on the above table of Anderson (1996), “384” is the selected sample size.

4.3 Data Instrument and Measurement

Research Instrument

An instrument contributing to a moderate sample size with limited time and reasonable cost is required. Hence, self-administered structured questionnaire is selected. The self-administered structured questionnaire in Chinese language version consists of three sections:

Section I **Vacation Motives for Leisure Travel**

There are twenty-five vacation motives for leisure travel: Enjoying holidays, enjoying a great variety of food, traveling to a safe destination, exploring a different culture, seeking fun, sightseeing of tourist spots, seeking adventure, taking advantages of discounted fares and tour packages, shopping, traveling to a destination that people appreciate, exploring a different lifestyle, seeking novelty, escaping from daily routine, experiencing pleasant climate/ temperature, meeting people, traveling to closer or nearby destination, traveling to a destination without language barrier, having enough money to travel, traveling to a destination with a mixture of East and

West, bypassing a gateway to other destinations, enjoying nightlife, traveling to a cosmopolitan city, fulfilling dreams of traveling, traveling to a destination that I have never been to and visiting friends and relatives. These twenty-five vacation motives for leisure travel are arranged in the form of statement questions. The respondents are asked to express their attitudes toward those twenty-five vacation motives for leisure travel on a five-point Likert scale, ranging from very positive to very negative (5 = extremely important and 1 = extremely unimportant).

Section II **Travel Characteristics**

There are two questions in which the travel characteristic data of the respondents (the length of stays and the sources of information) are collected.

Section III **Socio-demographics**

There are three questions in which the socio-demographic data of the respondents (gender, age and monthly income) are collected.

Variable Measurement

Independent Variables: Socio-demographic and travel characteristic data
(gender, age, monthly income, the length of stays and the sources of information)

Dependent Variables: Five vacation factors underlying twenty-five vacation motives
(exploration, dream fulfillment, enjoyment, cosmopolitan city and attraction & climate)

4.4 Data Analysis

Statistic Tool and Method

Primary data will be analyzed by using SPSS program (statistical package for social science). The mean rating of twenty-five vacation motives for leisure travel will be computed for specifying the relative importance. The analysis of variance (One-way ANOVA) will be performed for examining the difference in five vacation factors underlying twenty-five vacation motives for leisure travel among socio-demographic and travel characteristic data, determining whether the five vacation factors vary among different socio-demographics and travel characteristics.

According to Zikmund (2000), one-way analysis of variance (ANOVA) is an appropriate statistical tool when the means of more than two groups or populations are compared. ANOVA is the analysis of the effects of one treatment variable on an interval-scaled or ratio-scaled dependent variable. Additionally, it is a technique for determining whether the statistically significant differences of means occur between two or among more groups.

Interval scale is a scale that not only arranges objects according to their magnitudes (indicating order), but also distinguishes the ordered arrangement in the unit of equal intervals (measuring distance). When an interval scale is used for measuring psychological attitudes, the researcher can comment on the magnitudes of differences, or compare the average differences in attitudes that are measured, but cannot determine the actual strengths of attitudes toward an object. However, changes in concepts over time will be compared if the researcher continues using the same scale in the longitudinal research (Zikmund, 2000).

Table 4.4 The Analysis of Variance (One-way ANOVA) for Dependent Variables

Concept	Questionnaire Design	Scale of Measurement	Statistics
Vacation motives	Exploration Q 7. Seeking adventure Q 5. Seeking fun Q 4. Exploring a different culture Q12. Seeking novelty Q11. Exploring a different lifestyle Q15. Meeting people Dream Q23. Fulfilling dreams of traveling Fulfillment Q24. Traveling to a destination that I have never been to Q19. Traveling to a destination with a mixture of East and West Q20. Bypassing a gateway to other destinations Q13. Escaping from daily routine	Likert Scale (interval scale)	ANOVA

Concept	Questionnaire Design	Scale of Measurement	Statistics
Vacation motives	Enjoyment Q 8. Taking advantages of discounted fares and tour packages	Likert Scale (interval scale)	ANOVA
	Q 1. Enjoying holidays		
	Q 9. Shopping		
	Q 2. Enjoying a great variety of food		
	Q21. Enjoying nightlife		
	Q18. Having enough money to travel		
	Cosmopolitan Q10. Traveling to a destination that people appreciate		
	City Q 3. Traveling to a safe destination		
	Q22. Traveling to a cosmopolitan city		
	Q16. Traveling to a closer or nearby destination		
Attraction & Climate	Q17. Traveling to a destination without language barrier	Likert Scale (interval scale)	ANOVA
	Q25. Visiting friends and relatives		
	Q 6. Sightseeing of tourist spots		
	Q14. Experiencing pleasant climate/ temperature		

The analysis of variance (ANOVA) is performed for examining the difference in five vacation factors underlying twenty-five vacation motives for leisure travel among socio-demographic and travel characteristic data, determining whether the five vacation factors vary among different socio-demographics and travel characteristics.

Chapter 5

Data Analysis

5.1 The Profile of Respondents

The socio-demographic and travel characteristic data of Chinese leisure tourists visiting Thailand on vacation are collected through the distribution of self-administered structured questionnaires in Chinese language version. The profile of 384 respondents from the sample survey is presented below.

Figure 5.1.1 the Percentage of Male and Female Respondents

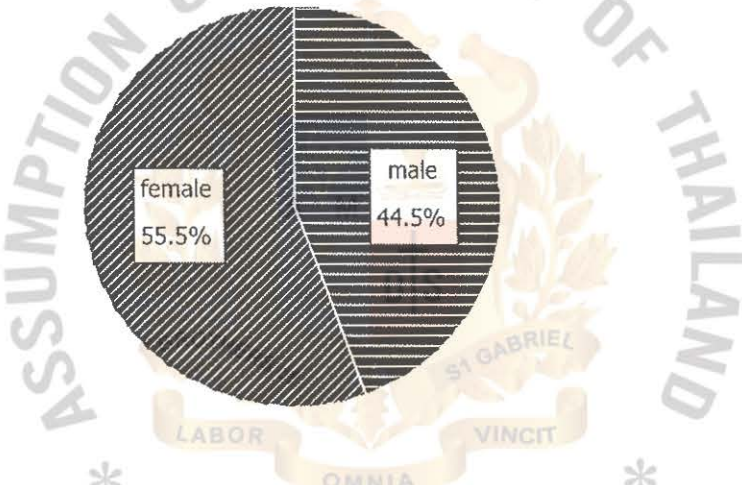


Figure 5.1.2 the Percentage of Respondents with Different Ages

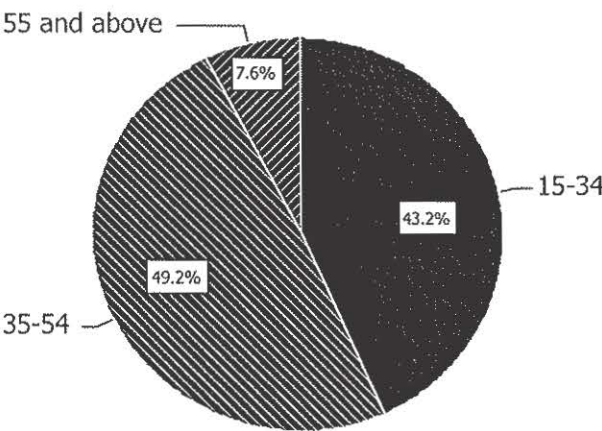


Figure 5.1.3 the Percentage of Respondents with Different Monthly Incomes

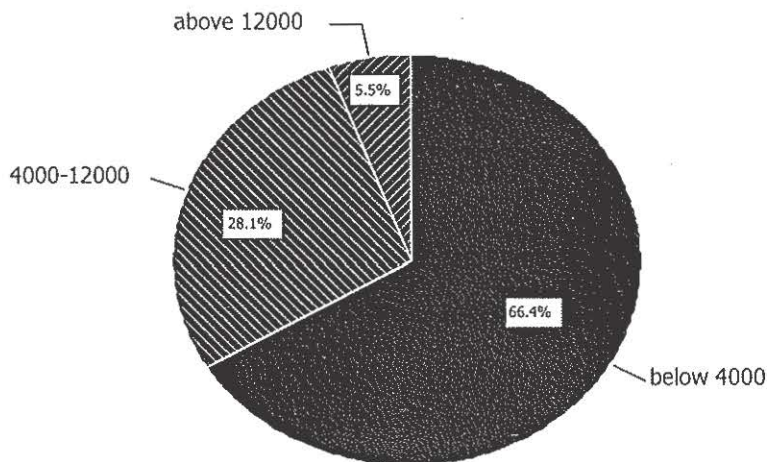


Figure 5.1.4 the Percentage of Respondents with the Different Length of Stays

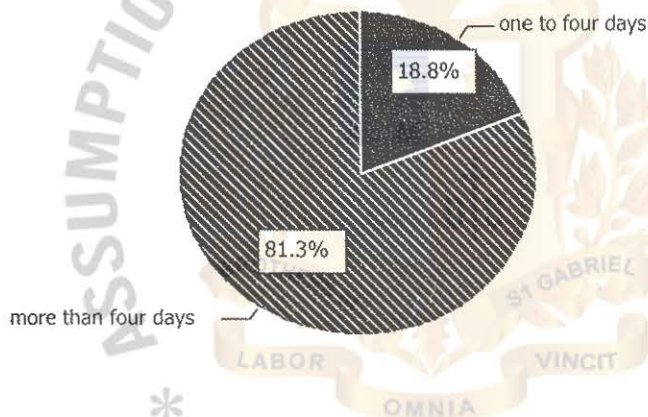


Figure 5.1.5 the Percentage of Respondents with the Different Sources of Information

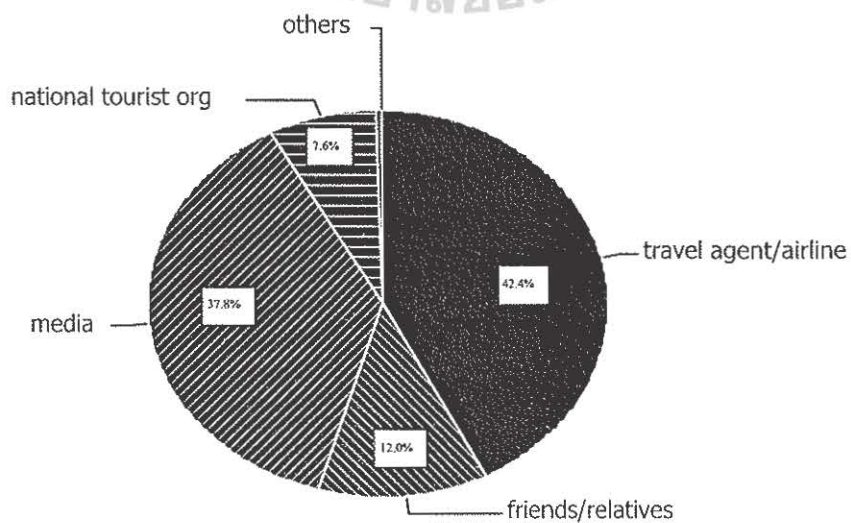


Table 5.1 the socio-demographic and Travel Characteristic Profile of Chinese Leisure Tourists Visiting Thailand on Vacation

Socio-demographics	Frequency	Percentage
<i>Gender</i>		
Male	171	44.5
Female	213	55.5
<i>Age</i>		
15-34 years old	166	43.2
35-54 years old	189	49.2
55 years old and above	29	7.6
<i>Monthly Income</i>		
Less than 4000 Yuan	255	66.4
4000-12000 Yuan	108	28.1
More than 12000 Yuan	21	5.5
Travel Characteristics	Frequency	Percentage
<i>The Length of Stays</i>		
One to four days (≤ 4 days)	72	18.8
More than four days (> 4 days)	312	81.2
<i>The Sources of Information</i>		
Travel agencies/ Airlines	163	42.4
Friends/ Relatives/ Business associates	46	12.0
Media (travel brochures/ magazines/TV/ radio/Internet)	145	37.8
National tourist organizations	29	7.6
Others	11	0.3

5.2 The Relative Importance of Vacation Motives for Leisure Travel

From the research of Vincent C.S. Heung, Hailin Qu and Raymond Chu (2001), twenty-five vacation motives for leisure travel are drawn. The sample of 384 Chinese leisure tourists visiting Thailand on vacation is asked to rate those twenty-five vacation motives for leisure travel on a five-point Likert Scale, ranging from very positive to very negative (5 = extremely important and 1 = extremely unimportant).

Table 5.2 the Relative Importance of Vacation Motives for Leisure Travel as Perceived by Chinese Leisure Tourists Visiting Thailand on Vacation

Ranking	Vacation Motive	Mean
1	Exploring a different culture	4.4583
2	Traveling to a safe destination	4.3177
3	Traveling to a destination that I have never been to	4.2943
4	Exploring a different lifestyle	4.2943
5	Sightseeing of tourist spots	4.1849
6	Enjoying holidays	4.1771
7	Experiencing pleasant climate/ temperature	4.0684
8	Seeking novelty	3.9609
9	Seeking fun	3.9010
10	Escaping from daily routine	3.7682
11	Traveling to a destination with a mixture of East and West	3.6927
12	Fulfilling dreams of traveling	3.6380
13	Traveling to a cosmopolitan city	3.4792
14	Having enough money to travel	3.1953
15	Enjoying a great variety of food	3.1875
16	Meeting people	3.1563
17	Traveling to a destination without language barrier	3.0833
18	Bypassing a gateway to other destinations	2.8880
19	Traveling to a closer or nearby destination	2.8594
20	Traveling to a destination that people appreciate	2.7448
21	Shopping	2.4818
22	Seeking adventure	2.4531
23	Enjoying nightlife	2.4453
24	Taking advantages of discounted fares and tour packages	2.2969
25	Visiting friends and relatives	1.4036

Among twenty-five vacation motives for leisure travel, ten vacation motives, the score of which falls between 3.0 and 4.0, indicate the fair importance of attributes to Chinese leisure tourists. 'Exploring a different culture' is the most important vacation motive for leisure travel, followed by, in the descending order of importance, 'traveling to a safe destination', 'traveling to a destination that I have never been to', 'exploring a different lifestyle', 'sightseeing of tourist spots', 'enjoying holidays' and 'experiencing pleasant climate/ temperature'. The score of which is more than 4.0 on a five-point scale (5.0 = extremely important), indicating the extreme importance. However, 'visiting friends and relatives' is a vacation motive with the lowest mean score, indicating the least importance of attributes to the Chinese leisure tourists.

5.3 The Test of Hypotheses

The difference in vacation motives for leisure travel among Chinese leisure tourists with different socio-demographic and travel characteristic backgrounds is considered for determining the factors that affect the decision-making and vacation travel behavior of Chinese leisure tourists visiting Thailand on vacation.

The analysis of variance (ANOVA) is performed for examining the difference in five vacation factors underlying twenty-five vacation motives for leisure travel among Chinese leisure tourists with different socio-demographic and travel characteristic backgrounds, determining whether the five vacation factors vary among different socio-demographics and travel characteristics.

The Analysis of Variance (One-way ANOVA)

		Mean	F	Sig.
Exploration	Male	3.7096	.021	.884
	Female	3.6995		
Dream Fulfillment	Male	3.6164	1.016	.314
	Female	3.6883		
Enjoyment	Male	3.0692	7.625	.006
	Female	2.8795		
Cosmopolitan City	Male	2.9016	4.942	.027
	Female	3.0454		
Attraction & Climate	Male	3.8743	3.040	.082
	Female	4.0141		

Table 5.3.1 the Difference in Vacation Motives for Leisure Travel between Male and Female Chinese Leisure Tourists

Gender/ Exploration

H1o: There is no difference in the exploration motive between male and female Chinese leisure tourists

H1a: There is a difference in the exploration motive between male and female Chinese leisure tourists

The analysis of variance shows the significant level of .884, which is more than .05, indicating no difference, so H1o is accepted. There is no difference in the exploration motive between male and female Chinese leisure tourists.

Gender/ Dream Fulfillment

H2o: There is no difference in the dream fulfillment motive between male and female Chinese leisure tourists

H2a: There is a difference in the dream fulfillment motive between male and female Chinese leisure tourists

The analysis of variance shows the significant level of .314, which is more than .05, indicating no difference. Thus, H2o is accepted. There is no difference in the dream fulfillment motive between male and female Chinese leisure tourists.

Gender/ Enjoyment

H3o: There is no difference in the enjoyment motive between male and female Chinese leisure tourists

H3a: There is a difference in the enjoyment motive between male and female Chinese leisure tourists

The analysis of variance shows the significant level of .006, which is less than .05, indicating the difference. Hence, H3o is rejected. There is a difference in the enjoyment motive between male and female Chinese leisure tourists.

Gender/ Cosmopolitan City

H4o: There is no difference in the cosmopolitan city motive between male and female Chinese leisure tourists

H4a: There is a difference in the cosmopolitan city motive between male and female Chinese leisure tourists

The analysis of variance shows the significant level of .027, which is less than .05, indicating the difference, so H4o is rejected. There is a difference in the cosmopolitan city motive between male and female Chinese leisure tourists.

Gender/ Attraction & Climate

H5o: There is no difference in the attraction & climate motive between male and female Chinese leisure tourists

H5a: There is a difference in the attraction & climate motive between male and female Chinese leisure tourists

The analysis of variance shows the significant level of .082, which is more than .05, indicating no difference, so H5o is accepted. There is no difference in the attraction & climate motive between male and female Chinese leisure tourists.

The Analysis of Variance (One-way ANOVA)

		Mean	F	Sig.
Exploration	15-34	3.7470	.626	.535
	35-54	3.6675		
	55 and above	3.6954		
Dream Fulfillment	15-34	3.6482	.182	.833
	35-54	3.6519		
	55 and above	3.7310		
Enjoyment	15-34	2.9106	.930	.395
	35-54	3.0079		
	55 and above	2.9828		
Cosmopolitan City	15-34	2.7530	21.664	.000
	35-54	3.1728		
	55 and above	3.0402		
Attraction & Climate	15-34	3.8133	4.851	.008
	35-54	4.0450		
	55 and above	4.1379		

Table 5.3.2 the Difference in Vacation Motives for Leisure Travel among Chinese Leisure Tourists with Different Ages

Age/ Exploration

H6o: There is no difference in the exploration motive among Chinese leisure tourists with different ages

H6a: There is a difference in the exploration motive among Chinese leisure tourists with different ages

The analysis of variance shows the significant level of .535, which is more than .05, indicating no difference, thus H6o is accepted. There is no difference in the exploration motive among Chinese leisure tourists with different ages.

Age/ Dream Fulfillment

H7o: There is no difference in the dream fulfillment motive among Chinese leisure tourists with different ages

H7a: There is a difference in the dream fulfillment motive among Chinese leisure tourists with different ages

The analysis of variance shows the significant level of .833, which is more than .05, indicating no difference, so H7o is accepted. There is no difference in the dream fulfillment motive among Chinese leisure tourists with different ages.

Age/ Enjoyment

H8o: There is no difference in the enjoyment motive among Chinese leisure tourists with different ages

H8a: There is a difference in the enjoyment motive among Chinese leisure tourists with different ages

The analysis of variance shows the significant level of .395, which is more than .05, indicating no difference, thus H8o is accepted. There is no difference in the enjoyment motive among Chinese leisure tourists with different ages.

Age/ Cosmopolitan City

H9o: There is no difference in the cosmopolitan city motive among Chinese leisure tourists with different ages

H9a: There is a difference in the cosmopolitan city motive among Chinese leisure tourists with different ages

The analysis of variance shows the significant level of .000, which is less than .05, indicating the difference, thus H9o is rejected. There is a difference in the cosmopolitan city motive among Chinese leisure tourists with different ages.

Age/ Attraction & Climate

H10o: There is no difference in the attraction & climate motive among Chinese leisure tourists with different ages

H10a: There is a difference in the attraction & climate motive among Chinese leisure tourists with different ages

The analysis of variance shows the significant level of .008, which is less than .05, indicating the difference. H10o is rejected. There is a difference in the attraction & climate motive among Chinese leisure tourists with different ages.

The Analysis of Variance (One-way ANOVA)

		Mean	F	Sig.
Exploration	Less than 4000 Yuan	3.7059	1.317	.269
	4000-12000 Yuan	3.7423		
	More than 12000 Yuan	3.4841		
Dream Fulfillment	Less than 4000 Yuan	3.6722	.248	.780
	4000-12000 Yuan	3.6333		
	More than 12000 Yuan	3.5810		
Enjoyment	Less than 4000 Yuan	2.9497	.170	.844
	4000-12000 Yuan	2.9923		
	More than 12000 Yuan	2.9921		
Cosmopolitan City	Less than 4000 Yuan	3.0078	.736	.480
	4000-12000 Yuan	2.9383		
	More than 12000 Yuan	2.8810		
Attraction & Climate	Less than 4000 Yuan	4.0314	5.039	.007
	4000-12000 Yuan	3.8380		
	More than 12000 Yuan	3.5714		

Table 5.3.3 the Difference in Vacation Motives for Leisure Travel among Chinese Leisure Tourists with Different Monthly Incomes

Monthly Income/ Exploration

H11o: There is no difference in the exploration motive among Chinese leisure tourists with different monthly incomes

H11a: There is a difference in the exploration motive among Chinese leisure tourists with different monthly incomes

The analysis of variance shows the significant level of .269, which is more than .05, indicating no difference. Therefore, H11o is accepted. There is no difference in the exploration motive among Chinese leisure tourists with different monthly incomes.

Monthly Income/ Dream Fulfillment

H12o: There is no difference in the dream fulfillment motive among Chinese leisure tourists with different monthly incomes

H12a: There is a difference in the dream fulfillment motive among Chinese leisure tourists with different monthly incomes

The analysis of variance shows the significant level of .780, which is more than .05, indicating no difference, thus H12o is accepted. There is no difference in the dream fulfillment motive among Chinese leisure tourists with different monthly incomes.

Monthly Income/ Enjoyment

H13o: There is no difference in the enjoyment motive among Chinese leisure tourists with different monthly incomes

H13a: There is a difference in the enjoyment motive among Chinese leisure tourists with different monthly incomes

The analysis of variance shows the significant level of .844, which is more than .05, indicating no difference, so H13o is accepted. There is no difference in the enjoyment motive among Chinese leisure tourists with different monthly incomes.

Monthly Income/ Cosmopolitan City

H14o: There is no difference in the cosmopolitan city motive among Chinese leisure tourists with different monthly incomes

H14a: There is a difference in the cosmopolitan city motive among Chinese leisure tourists with different monthly incomes

The analysis of variance shows the significant level of .480, which is more than .05, indicating no difference. Therefore, H14o is accepted. There is no difference in the cosmopolitan city motive among Chinese leisure tourists with different monthly incomes.

Monthly Income/ Attraction & Climate

H15o: There is no difference in the attraction & climate motive among Chinese leisure tourists with different monthly incomes

H15a: There is a difference in the attraction & climate motive among Chinese leisure tourists with different monthly incomes

The analysis of variance shows the significant level of .007, which is less than .05, indicating the difference. Therefore, H15o is rejected. There is a difference in the attraction & climate motive among Chinese leisure tourists with different monthly incomes.

The Analysis of Variance (One-way ANOVA)

		Mean	F	Sig.
Exploration	One to four days	3.9144	8.964	.003
	More than four days	3.6554		
Dream Fulfillment	One to four days	3.8806	9.449	.002
	More than four days	3.6045		
Enjoyment	One to four days	2.7083	13.119	.000
	More than four days	3.0230		
Cosmopolitan City	One to four days	3.0231	.386	.535
	More than four days	2.9717		
Attraction & Climate	One to four days	3.9306	.065	.799
	More than four days	3.9567		

Table 5.3.4 the Difference in Vacation Motives for Leisure Travel among Chinese Leisure Tourists with the Different Length of Stays

The Length of Stays/ Exploration

H16o: There is no difference in the exploration motive among Chinese leisure tourists with the different length of stays

H16a: There is a difference in the exploration motive among Chinese leisure tourists with the different length of stays

The analysis of variance shows the significant level of .003 that is less than .05, indicating the difference. Therefore, H16o is rejected. There is a difference in the exploration motive among Chinese leisure tourists with the different length of stays.

The Length of Stays/ Dream Fulfillment

H17o: There is no difference in the dream fulfillment motive among Chinese leisure tourists with the different length of stays

H17a: There is a difference in the dream fulfillment motive among Chinese leisure tourists with the different length of stays

The analysis of variance shows the significant level of .002, which is less than .05, indicating the difference. Thus, H17o is rejected. There is a difference in the dream fulfillment motive among Chinese leisure tourists with the different length of stays.

The Length of Stays/ Enjoyment

H18o: There is no difference in the enjoyment motive among Chinese leisure tourists with the different length of stays

H18a: There is a difference in the enjoyment motive among Chinese leisure tourists with the different length of stays

The analysis of variance shows the significant level of .000, which is less than .05, indicating the difference. Therefore, H18o is rejected. There is a difference in the enjoyment motive among Chinese leisure tourists with the different length of stays.

The Length of Stays/ Cosmopolitan City

H19o: There is no difference in the cosmopolitan city motive among Chinese leisure tourists with the different length of stays

H19a: There is a difference in the cosmopolitan city motive among Chinese leisure tourists with the different length of stays

The analysis of variance shows the significant level of .535, which is more than .05, indicating no difference. Therefore, H19o is accepted. There is no difference in the cosmopolitan city motive among Chinese leisure tourists with the different length of stays.

The Length of Stays/ Attraction & Climate

H20o: There is no difference in the attraction & climate motive among Chinese leisure tourists with the different length of stays

H20a: There is a difference in the attraction & climate motive among Chinese leisure tourists with the different length of stays

The analysis of variance shows the significant level of .799, which is more than .05, indicating no difference. Therefore, H20o is accepted. There is no difference in the attraction & climate motive among Chinese leisure tourists with the different length of stays.

The Analysis of Variance (One-way ANOVA)

		Mean	F	Sig.
Exploration	Travel agencies/ airlines	3.7280	1.542	.189
	Friends/relatives	3.5580		
	Media	3.6943		
	National tourist organizations	3.8793		
	Others	2.8333		
Dream Fulfillment	Travel agencies/ airlines	3.6049	1.837	.121
	Friends/relatives	3.8043		
	Media	3.6497		
	National tourist organizations	3.7862		
	Others	2.4000		
Enjoyment	Travel agencies/ airlines	2.9898	1.389	.237
	Friends/relatives	2.8986		
	Media	3.0080		
	National tourist organizations	2.7069		
	Others	2.8333		
Cosmopolitan City	Travel agencies/ airlines	3.0419	1.910	.108
	Friends/relatives	2.8877		
	Media	2.9954		
	National tourist organizations	2.7184		
	Others	3.000		
Attraction & Climate	Travel agencies/ airlines	4.000	2.655	.033
	Friends/relatives	3.8043		
	Media	3.8690		
	National tourist organizations	4.3103		
	Others	4.5000		

Table 5.3.5 the Difference in Vacation Motives for Leisure Travel among Chinese Leisure Tourists with the Different Sources of Information

The Sources of Information/ Exploration

H21o: There is no difference in the exploration motive among Chinese leisure tourists with the different sources of information

H21a: There is a difference in the exploration motive among Chinese leisure tourists with the different sources of information

The analysis of variance shows the significant level of .189, which is more than .05, indicating no difference. H21o is accepted. There is no difference in the exploration motive among Chinese leisure tourists with the different sources of information.

The Sources of Information/ Dream Fulfillment

H22o: There is no difference in the dream fulfillment motive among Chinese leisure tourists with the different sources of information

H22a: There is a difference in the dream fulfillment motive among Chinese leisure tourists with the different sources of information

The analysis of variance shows the significant level of .121 that is more than .05, indicating no difference. Therefore, H22o is accepted. There is no difference in the dream fulfillment motive among Chinese leisure tourists with the different sources of information.

The Sources of Information/ Enjoyment

H23o: There is no difference in the enjoyment motive among Chinese leisure tourists with the different sources of information

H23a: There is a difference in the enjoyment motive among Chinese leisure tourists with the different sources of information

The analysis of variance shows the significant level of .237 that is more than .05, indicating no difference, so H23o is accepted. There is no difference in the enjoyment motive among Chinese leisure tourists with the different sources of information.

The Sources of Information/ Cosmopolitan City

H24o: There is no difference in the cosmopolitan city motive among Chinese leisure tourists with the different sources of information

H24a: There is a difference in the cosmopolitan city motive among Chinese leisure tourists with the different sources of information

The analysis of variance shows the significant level of .108 that is more than .05, indicating no difference. H24o is accepted. There is no difference in the cosmopolitan city motive among Chinese leisure tourists with the different sources of information.

The Sources of Information/ Attraction & Climate

H25o: There is no difference in the attraction & climate motive among Chinese leisure tourists with the different sources of information

H25a: There is a difference in the attraction & climate motive among Chinese leisure tourists with the different sources of information

The analysis of variance shows the significant level of .033, which is less than .05, indicating the difference. Therefore, H25o is rejected. There is a difference in the attraction & climate motive among Chinese leisure tourists with the different sources of information.

5.4 The Summary of Hypothesis Test

Twenty-five hypotheses are set for examining the difference in five vacation factors underlying twenty-five vacation motives for leisure travel among Chinese leisure tourists with different socio-demographic and travel characteristic backgrounds, determining whether the five vacation factors vary among different socio-demographics and travel characteristics.

Table 5.4 the Hypothesis-Test Summary

Hypothesis	Statistics Test	F	Sig.	Result
H1o: There is no difference in the exploration motive between male and female Chinese leisure tourists	ANOVA	.021	.884 NSD	Accept H1o
H2o: There is no difference in the dream fulfillment motive between male and female Chinese leisure tourists	ANOVA	1.016	.314 NSD	Accept H2o
H3a: There is a difference in the enjoyment motive between male and female Chinese leisure tourists	ANOVA	7.625	.006	Reject H3o
H4a: There is a difference in the cosmopolitan city motive between male and female Chinese leisure tourists	ANOVA	4.942	.027	Reject H4o
H5o: There is no difference in the attraction & climate motive between male and female Chinese leisure tourists	ANOVA	3.040	.082 NSD	Accept H5o

H6o: There is no difference in the exploration motive among Chinese leisure tourists with different ages	ANOVA	.626	.535 NSD	Accept H6o
H7o: There is no difference in the dream fulfillment motive among Chinese leisure tourists with different ages	ANOVA	.182	.833 NSD	Accept H7o
H8o: There is no difference in the enjoyment motive among Chinese leisure tourists with different ages	ANOVA	.930	.395 NSD	Accept H8o
H9a: There is a difference in the cosmopolitan city motive among Chinese leisure tourists with different ages	ANOVA	21.66	.000	Reject H9o
H10a: There is a difference in the attraction & climate motive among Chinese leisure tourists with different ages	ANOVA	4.851	.008	Reject H10o
H11o: There is no difference in the exploration motive among Chinese leisure tourists with different monthly incomes	ANOVA	1.317	.269 NSD	Accept H11o
H12o: There is no difference in the dream fulfillment motive among Chinese leisure tourists with different monthly incomes	ANOVA	.248	.780 NSD	Accept H12o
H13o: There is no difference in the enjoyment motive among Chinese leisure tourists with different monthly incomes	ANOVA	.170	.844 NSD	Accept H13o
H14o: There is no difference in the cosmopolitan city motive among Chinese leisure tourists with different monthly incomes	ANOVA	.736	.480 NSD	Accept H14o

H15a: There is a difference in the attraction & climate motive among Chinese leisure tourists with different monthly incomes	ANOVA	5.039	.007	Reject H15o
H16a: There is a difference in the exploration motive among Chinese leisure tourists with the different length of stays	ANOVA	8.964	.003	Reject H16o
H17a: There is a difference in the dream fulfillment motive among Chinese leisure tourists with the different length of stays	ANOVA	9.449	.002	Reject H17o
H18a: There is a difference in the enjoyment motive among Chinese leisure tourists with the different length of stays	ANOVA	13.11	.000	Reject H18o
H19o: There is no difference in the cosmopolitan city motive among Chinese leisure tourists with the different length of stays	ANOVA	.386	.535 NSD	Accept H19o
H20o: There is no difference in the attraction & climate motive among Chinese leisure tourists with the different length of stays	ANOVA	.065	.799 NSD	Accept H20o
H21o: There is no difference in the exploration motive among Chinese leisure tourists with the different sources of information	ANOVA	1.542	.189 NSD	Accept H21o
H22o: There is no difference in the dream fulfillment motive among Chinese leisure tourists with the different sources of information	ANOVA	1.837	.121 NSD	Accept H22o

H23o: There is no difference in the enjoyment motive among Chinese leisure tourists with the different sources of information	ANOVA	1.389	.237 NSD	Accept H23o
H24o: There is no difference in the cosmopolitan city motive among Chinese leisure tourists with the different sources of information	ANOVA	1.910	.108 NSD	Accept H24o
H25a: There is a difference in the attraction & climate motive among Chinese leisure tourists with the different sources of information	ANOVA	2.655	.033	Reject H25o

Among the above twenty-five hypotheses, sixteen “Ho” are accepted indicating no differences in vacation motives for leisure travel among Chinese leisure tourists with different socio-demographic and travel characteristic backgrounds. In contrast, nine “Ho” are rejected indicating the differences in vacation motives for leisure travel among Chinese leisure tourists with different socio-demographic and travel characteristic backgrounds.

Male Chinese leisure tourists perceive the enjoyment motive as the more important vacation motive with the mean of 3.0692, but female Chinese leisure tourists perceive it as the less important vacation motive with the mean of 2.8795. In addition, male Chinese leisure tourists perceive the cosmopolitan city motive as the less important vacation motive with the mean of 2.9016, but female Chinese leisure tourists perceive it as the more important vacation motive with the mean of 3.0454.

Chinese leisure tourists with the ages between 15-34 years old perceive the cosmopolitan city motive as the less important vacation motive with the mean of 2.7530, but Chinese leisure tourists with the ages of more than 54 years old perceive it as the more important vacation motive with the mean of 3.0402. However, Chinese leisure tourists with the ages between 35-54 years old perceive it as the most important vacation motive with the mean of 3.1728. Additionally, Chinese leisure

tourists with the ages between 15-34 years old perceive the attraction & climate motive as the less important vacation motive with the mean of 3.8133, but Chinese leisure tourists with the ages between 35-54 years old perceive it as the more important vacation motive with the mean of 4.0450. Nevertheless, Chinese leisure tourists with the ages of more than 54 years old perceive it as the most important vacation motive with the mean of 4.1379.

Chinese leisure tourists with the monthly incomes of more than 12000 Yuan perceive the attraction & climate motive as the less important vacation motive with the mean of 3.5714, but Chinese leisure tourists with the monthly incomes between 4000-12000 Yuan perceive it as the more important vacation motive with the mean of 3.8380. However, Chinese leisure tourists with the monthly incomes of less than 4000 Yuan perceive it as the most important vacation motive with the mean of 4.0314.

Chinese leisure tourists with the length of stays between one to four days perceive the exploration motive as the more important vacation motive with the mean of 3.9144, but Chinese leisure tourists with the length of stays of more than four days perceive it as the less important vacation motive with the mean of 3.6554. In addition, Chinese leisure tourists with the length of stays between one to four days perceive the dream fulfillment motive as the more important vacation motive with the mean of 3.8806, but Chinese leisure tourists with the length of stays of more than four days perceive it as the less important vacation motive with the mean of 3.6045. Moreover, Chinese leisure tourists with the length of stays between one to four days perceive the enjoyment motive as the less important vacation motive with the mean of 2.7083, but Chinese leisure tourists with the length of stays of more than four days perceive it as the more important vacation motive with the mean of 3.0230.

Chinese leisure tourists receiving information from travel agencies/ airlines, national tourist organizations and other sources perceive the attraction & climate motive as the more important vacation motive with the mean of 4.000, 4.3103 and 4.5000 respectively. However, Chinese leisure tourists receiving information from friends/ relatives/ business associates and media perceive the attraction & climate motive as the less important vacation motive with the mean of 3.8043 and 3.8690 respectively.

Chapter 6

Conclusion & Recommendations

6.1 The Profile of Respondents

The profile of 384 respondents from the sample survey is presented in table 5.1. The socio-demographic (gender, age and monthly income) and travel characteristic data (the length of stays and the sources of information) are collected.

There are 44.5 % of male respondents and 55.5 % of female respondents. The ratio of the respondents with the ages between 15-34 years old, 35-54 years old and of more than 54 years old is 43.2 %, 49.2 % and 7.6 % respectively. There are 66.4 % of the respondents with the monthly incomes of less than 4000 Yuan, 28.1 % of the respondents with the monthly incomes between 4000-12000 Yuan and 5.5 % of the respondents with the monthly incomes of more than 12000 Yuan. The majority of the respondents (81.2 %) stay in Thailand more than four days (> 4 days), whereas 18.8 % of the respondents stay in Thailand within one to four days (≤ 4 days). Most of the respondents receive information from travel agencies/ airlines with the ratio of 42.4 % and from media (travel brochures/ magazines/ TV/ radio/ internet) with the ratio of 37.8 %. Nevertheless, the rest of the respondents receive information from friends/ relatives/ business associates with the ratio of 12 %, from national tourist organizations with the ratio of 7.6 % and from other sources with the ratio of 0.3 %.

6.2 Finding Summary

6.2.1 The Relative Importance of Vacation Motives for Leisure Travel

The ranking and mean score of the perceived importance of vacation motives for leisure travel by Chinese leisure tourists visiting Thailand on vacation is presented in table 5.2. 'Exploring a different culture' with the mean score of 4.4583 is the most important vacation motive for leisure travel, followed by, in the descending order of importance, 'traveling to a safe destination' with the mean score of 4.3177, 'traveling to a destination that I have never been to' with the mean score of 4.2943, 'exploring a different lifestyle' with the mean score of 4.2943, 'sightseeing of tourist spots' with the mean score of 4.1849, 'enjoying holidays' with the mean score of 4.1771 and 'experiencing pleasant climate/ temperature' with the mean score of 4.0684.

'Seeking novelty' with the mean score of 3.9609, 'seeking fun' with the mean score of 3.9010, 'escaping from daily routine' with the mean score of 3.7682, 'traveling to a destination with a mixture of East and West' with the mean score of 3.6927, 'fulfilling dreams of traveling' with the mean score of 3.6380, 'traveling to a cosmopolitan city' with the mean score of 3.4792, 'having enough money to travel' with the mean score of 3.1953, 'enjoying a great variety of food' with the mean score of 3.1875, 'meeting people' with the mean score of 3.1563 and 'traveling to a destination without language barrier' with the mean score of 3.0833 are vacation motives for leisure travel with the mean score falling between 3.0 and 4.0, indicating the fair importance of attributes to Chinese leisure tourists.

'Bypassing a gateway to other destinations' with the mean score of 2.8880, 'traveling to a closer or nearby destination' with the mean score of 2.8594, 'traveling to a destination that people appreciate' with the mean score of 2.7448, 'shopping' with the mean score of 2.4818, 'seeking adventure' with the mean score of 2.4531, 'enjoying nightlife' with the mean score of 2.4453 and 'taking advantages of discounted fares and tour packages' with the mean score of 2.2969 are vacation motives for leisure travel with the mean score of lower than 3.0. However, 'visiting friends and relatives' with the mean score of 1.4036 is a vacation motive with the lowest mean score, indicating the least importance of attributes to Chinese leisure tourists.

6.2.2 The Test of Hypotheses

The difference in five vacation factors underlying twenty-five vacation motives for leisure travel among Chinese leisure tourists with different socio-demographic and travel characteristic backgrounds is presented in table 5.3.1- 5.3.5.

Among twenty-five hypotheses, sixteen "Ho" are accepted indicating no differences in vacation motives for leisure travel among Chinese leisure tourists with different socio-demographic and travel characteristic backgrounds. There are no significant differences in the exploration motive between male and female Chinese leisure tourists, in the dream fulfillment motive between male and female Chinese leisure tourists, in the attraction & climate motive between male and female Chinese leisure tourists, in the exploration motive among Chinese leisure tourists with different ages,

in the dream fulfillment motive among Chinese leisure tourists with different ages, in the enjoyment motive among Chinese leisure tourists with different ages, in the exploration motive among Chinese leisure tourists with different monthly incomes, in the dream fulfillment motive among Chinese leisure tourists with different monthly incomes, in the enjoyment motive among Chinese leisure tourists with different monthly incomes, in the cosmopolitan city motive among Chinese leisure tourists with different monthly incomes, in the cosmopolitan city motive among Chinese leisure tourists with the different length of stays, in the attraction & climate motive among Chinese leisure tourists with the different length of stays, in the exploration motive among Chinese leisure tourists with the different sources of information, in the dream fulfillment motive among Chinese leisure tourists with the different sources of information, in the enjoyment motive among Chinese leisure tourists with the different sources of information and in the cosmopolitan city motive among Chinese leisure tourists with the different sources of information orderly.

In contrast, nine “Ho” are rejected indicating the significant differences in vacation motives for leisure travel among Chinese leisure tourists with different socio-demographic and travel characteristic backgrounds. There are the differences in the enjoyment motive between male and female Chinese leisure tourists with the significant level of .006, in the cosmopolitan city motive between male and female Chinese leisure tourists with the significant level of .027, in the cosmopolitan city motive among Chinese leisure tourists with different ages with the significant level of .000, in the attraction & climate motive among Chinese leisure tourists with different ages with the significant level of .008, in the attraction & climate motive among Chinese leisure tourists with different monthly incomes with the significant level of .007, in the exploration motive among Chinese leisure tourists with the different length of stays with the significant level of .003, in the dream fulfillment motive among Chinese leisure tourists with the different length of stays with the significant level of .002, in the enjoyment motive among Chinese leisure tourists with the different length of stays with the significant level of .000, and in the attraction & climate motive among Chinese leisure tourists with the different sources of information with the significant level of .033 orderly.

6.3 Conclusion

The mean rating of twenty-five vacation motives for leisure travel was computed for specifying the relative importance of vacation motives as perceived by Chinese leisure tourists visiting Thailand on vacation. The results indicate that Chinese leisure tourists perceive each vacation motive for leisure travel differently. 'Exploring a different culture' is the most important vacation motive for leisure travel, but 'visiting friends and relatives' is the least important vacation motive for leisure travel.

Factor analysis with a VARIMAX rotation was performed for generating the vacation factors underlying twenty-five vacation motives for leisure travel, so that the researcher could classify Chinese leisure tourists according to the vacation factors generated. Five vacation factors underlying twenty-five vacation motives for leisure travel are presented in Table 3.2. Factor 1, named "Exploration" represents exploring a different culture, seeking fun, seeking adventure, meeting people, exploring a different lifestyle and seeking novelty. Factor 2, named "Dream fulfillment" represents fulfillment dreams of traveling, traveling to a destination with a mixture of East and West, bypassing a gateway to other destinations, escaping from daily routine and traveling to a destination that I have never been to. Factor 3, named "Enjoyment" represents enjoying holidays, enjoying nightlife, shopping, enjoying a great variety of food, having enough money to travel and taking advantages of discounted fares and tour packages. Factor 4, named "Cosmopolitan city" represents traveling to a cosmopolitan city, traveling to a destination without language barrier, traveling to a safe destination, traveling to a destination that people appreciate, traveling to a closer or nearby destination and visiting friends and relatives. Factor 5, named "Attraction & Climate" represents experiencing pleasant climate/temperature and sightseeing of tourist spots. In addition, the analysis of variance (One-way ANOVA) is performed for examining the difference in five vacation factors underlying twenty-five vacation motives for leisure travel among Chinese leisure tourists with different socio-demographic and travel characteristic backgrounds, determining whether the five vacation factors vary among different socio-demographics and travel characteristics. The results indicate that Chinese leisure tourists with different socio-demographic and travel characteristic backgrounds perceive some vacation motives indifferently, but some vacation motives differently.

Male and female Chinese leisure tourists perceive exploration, dream fulfillment and attraction & climate motives indifferently, but perceive enjoyment and cosmopolitan city motives differently. Chinese leisure tourists with different ages perceive exploration, dream fulfillment and enjoyment motives indifferently, but perceive cosmopolitan city and attraction & climate motives differently. Chinese leisure tourists with different monthly incomes perceive exploration, dream fulfillment, enjoyment and cosmopolitan city motives indifferently, but perceive the attraction & climate motive differently. Chinese leisure tourists with the different length of stays perceive cosmopolitan city and attraction & climate motives indifferently, but perceive exploration, dream fulfillment and enjoyment motives differently. Chinese leisure tourists with the different sources of information perceive exploration, dream fulfillment, enjoyment and cosmopolitan city motives indifferently, but perceive the attraction & climate motive differently.

6.4 Recommendations

The effective marketing of Thailand's tourism requires an understanding in the perceptions of Thailand's attributes among the tourists with different geographic and cultural backgrounds. Various segments with different motivations require different marketing plans. Tourism marketers must understand what motivate people to take a particular action that is to travel, how they travel and the patterns they follow, so that any component of the tourism industry can reach its fullest potential.

Knowing tourists' needs and motives help marketers in the planning process for developing goods and services. To be successful, tourism marketers must understand tourists' motivations. If this concept is studied within a context, it can provide useful information about how tourists select products, activities and experience to suit their personal motivational profiles. It is important that tourism marketers are familiar with tourists' motives. The combination of product knowledge and the understanding in the tourists' ways of thinking allows tourism marketers to recommend the vacation types that are beneficial to both tourists and tourism marketers themselves.

Understanding the characteristics of tourists' behavior based on a predetermined segmentation basis enables marketing professionals to design, enhance, develop and promote product features and services that are preferred and valued by each different target segment. China is expected to become one of the most important sources of international tourists. Thailand's tourism marketers must not think that the Chinese in the future will be the same as those in the past. Instead, Thailand's tourism marketers must anticipate changes, and respond in the proper way. Tourism marketers who are able to reposition themselves quickly to the new patterns will be at an advantage.

This research studies the relative importance of vacation motives for leisure travel as perceived by Chinese leisure tourists visiting Thailand on vacation. The results indicate that Chinese leisure tourists perceive each vacation motive for leisure travel differently. Accordingly, Thailand's tourism marketers should develop tourism products or activities in line with the priorities of Chinese leisure tourists found as a result in this study, so that Chinese leisure tourists with different priorities are administered appropriately.

In addition, this research studies the difference in vacation motives for leisure travel among Chinese leisure tourists with different socio-demographic and travel characteristic backgrounds. Factor analysis with a VARIMAX rotation was performed for generating five vacation factors underlying twenty-five vacation motives for leisure travel, so that the researcher could classify Chinese leisure tourists according to the vacation factors generated. Accordingly, Thailand's tourism marketers targeting Chinese leisure tourists should adjust tourism products or activities to attract the tourists who had the exploration, dream fulfillment, enjoyment, cosmopolitan city and attraction & climate motives (i.e. factors) differently.

Male and female Chinese leisure tourists perceive enjoyment and cosmopolitan city motives differently. Thus, tourism marketers should adjust tourism products or activities concerning enjoyment and cosmopolitan city motives to suit male and female segments differently. Chinese leisure tourists with different ages perceive cosmopolitan city and attraction & climate motives differently. Therefore, tourism marketers should adjust tourism products or activities concerning cosmopolitan city and attraction & climate motives to suit each segment of Chinese leisure tourists differently. Chinese leisure tourists with different monthly incomes perceive the

attraction & climate motive differently, so tourism marketers should adjust tourism products or activities concerning the attraction and climate motive to suit each segment of Chinese leisure tourists differently. Chinese leisure tourists with the different length of stays perceive exploration, dream fulfillment and enjoyment motives differently. Hence, tourism marketers should adjust tourism products or activities concerning exploration, dream fulfillment and enjoyment motives to suit each segment of Chinese leisure tourists differently. Chinese leisure tourists with the different sources of information perceive the attraction & climate motive differently. Therefore, tourism marketers should adjust tourism products or activities concerning the attraction & climate motive to suit each segment of Chinese leisure tourists differently.

6.5 Further Research

The findings of this research are essential in the way that they begin with the relative importance of vacation motives for leisure travel as perceived by Chinese leisure tourists visiting Thailand on vacation, followed by the difference in vacation motives for leisure travel among Chinese leisure tourists with different socio-demographic and travel characteristic backgrounds.

This research specifies the relative importance of vacation motives for leisure travel as perceived by Chinese leisure tourists visiting Thailand on vacation for a particular period. Accordingly, further research may be studied for specifying the relative importance of vacation motives for leisure travel as perceived by Chinese leisure tourists visiting Thailand on vacation at different time periods. Additionally, this research examines the difference in vacation motives for leisure travel among Chinese leisure tourists with different socio-demographic and travel characteristic backgrounds. The results indicate that Chinese leisure tourists with different socio-demographic and travel characteristic backgrounds perceive some vacation motives indifferently, but some vacation motives differently. Accordingly, further research may be studied for looking into the vacation motives that are perceived differently by Chinese leisure tourists with different socio-demographic and travel characteristic backgrounds, so that each segment of Chinese leisure tourists with different vacation motives is administered accurately and properly.

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Appendix

The Questionnaire in English Language Version
The Questionnaire in Chinese Language Version



Questionnaire

THE DIFFERENCE IN VACATION MOTIVES FOR LEISURE TRAVEL
AMONG CHINESE LEISURE TOURISTS WITH DIFFERENT SOCIO-
DEMOGRAPHIC AND TRAVEL CHARACTERISTIC BACKGROUNDS

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Section I Vacation Motives

Instructions: Please express your viewpoint about the following statements by putting
the symbol (/) into the given space

Vacation Motives	Extremely Important		3	Extremely Unimportant	
	5	4		2	1
1. I come to enjoy my holidays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I come to enjoy a great variety of food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I like traveling to a safe destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I come to explore a different culture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. I come to seek fun	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. I like sightseeing of tourist spots	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. I come to seek adventure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. I come to take advantages of discounted fares and tour packages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. I like shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. I like traveling to a destination that people appreciate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. I come to explore a different lifestyle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. I come to seek novelty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. I come to escape from my daily routine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. I come to experience pleasant climate/ temperature	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. I like meeting people	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. I like traveling to a closer or nearby destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. I like traveling to a destination without language barrier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. I have enough money to travel ☐ ☐ ☐ ☐ ☐
19. I like traveling to a destination with ☐ ☐ ☐ ☐ ☐
the mixture of East and West
20. I come to bypass a gateway to other destinations ☐ ☐ ☐ ☐ ☐
21. I come to enjoy nightlife ☐ ☐ ☐ ☐ ☐
22. I like traveling to a cosmopolitan city ☐ ☐ ☐ ☐ ☐
23. I come to fulfill my dreams of traveling ☐ ☐ ☐ ☐ ☐
24. I like traveling to a destination that ☐ ☐ ☐ ☐ ☐
I have never been to
25. I come to visit friends and relatives ☐ ☐ ☐ ☐ ☐

Section II Travel Characteristics

Instructions: Please choose one answer from each question by putting the symbol (/) into the given space in front of the selected answer

26. How many days on average do you stay in Thailand during your leisure vacation?
☐ one to four days (≤ 4 days) ☐ more than four days (> 4 days)
27. What is your primary source of information regarding leisure vacation destinations? (Tick only one answer)
☐ travel agencies/ airlines
☐ friends/ relatives/ business associates
☐ media (travel brochures/ magazines/ TV/ radio/ internet)
☐ national tourist organizations
☐ others

Section III Socio-demographics

Instructions: Please choose one answer from each question by putting the symbol (/) into the given space in front of the selected answer

28. Gender
☐ male ☐ female
29. Age
☐ 15-34 years old ☐ 35-54 years old ☐ 55 years old and above
30. Monthly Income
☐ less than 4000 Yuan ☐ 4000-12000 Yuan ☐ more than 12000 Yuan

Thank you

问卷调查

中国旅客来泰旅游的动机与其社会背景和旅游资讯之间的关系

研究者：刘佩佩—泰国曼谷易三仓大学旅游管理研究所

第一部分 度假动机

说明：请表示你对下列问题的意见（5—1代表从很重要到不重要）

度假动机	很重要			不重要	
	5	4	3	2	1
1. 我来享受假期	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. 我来享受各种美食	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. 我喜欢到安全的地点旅游	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. 我来认识不同的文化	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. 我来寻求乐趣	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. 我喜欢观光旅游景点	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. 我来探险	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. 我来享受特价或打折的吸引	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. 我喜欢购物	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. 我喜欢到别人来玩过的地点旅游	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. 我来看看不同文化的生活方式	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. 我来追求新鲜	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. 我来脱离每天固定规律的生活	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. 我喜欢到气候适合的地点旅游	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. 我喜欢跟不同的人结识	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. 我喜欢到邻近地区旅游	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. 我喜欢到没有语言困扰的地区旅游	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. 我有多余的钱旅游	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. 我喜欢到东西文化交流的地点旅游	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. 我来到其他各地的交通要道	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. 我来享受夜生活	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

度假动机

很重要 不重要

5 4 3 2 1

- 22。我喜欢到国际大都市旅游
- ☐ ☐ ☐ ☐ ☐
- 23。我来实现旅游梦想
- ☐ ☐ ☐ ☐ ☐
- 24。我喜欢到从未去过的地方旅游
- ☐ ☐ ☐ ☐ ☐
- 25。我来探亲访友
- ☐ ☐ ☐ ☐ ☐

第二部分 旅游资讯

说明：单项选择、在所选择前空格内填入（/）

- 26。你在泰国旅游期间平均逗留多少天？
- ☐ 一到四天（≤4天） ☐ 四天以上（>4天）
- 27。你旅游主要的讯息是从哪里获得的？（只选一个答案）
- ☐ 旅行社、航空公司 ☐ 国家旅游机构
- ☐ 朋友、亲戚、商业伙伴 ☐ 其他
- ☐ 大众传媒（旅游指南、杂志、电视、广播、网络）

第三部分 社会背景

说明：单项选择、在所选择前空格内填入（/）

- 28。性别
- ☐ 男 ☐ 女
- 29。年龄
- ☐ 15—34 岁 ☐ 35—54 岁 ☐ 55 岁以上
- 30。月收入
- ☐ 4000 元以下 ☐ 4001—12000 元 ☐ 12000 元以上

谢谢

