



UNDERSTANDING MOTIVES AND ACTIVITIES OF INTERNATIONAL
BACKPACKERS AT KHAO SAN ROAD---AN EXPLORATION OF
BACKPACKERS USING BANGKOK AS A GATEWAY

By

WEN CHEN

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

Master of Arts in Tourism Management

Graduate School of Business
Assumption University
Bangkok, Thailand

May, 2005

St. Gabriel's Library, Au

**UNDERSTANDING MOTIVES AND ACTIVITIES OF INTERNATIONAL
BACKPACKERS AT KHAO SAN ROAD—AN EXPLORATION OF
BACKPACKERS USING BANGKOK AS A GATEWAY**

By

WEN CHEN

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

Master of Arts in Tourism Management

Graduate School of Business

Assumption University

Bangkok, Thailand

May, 2005

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.

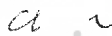


Director / Associate Dean
Graduate School of Tourism Management

Thesis Committee:



(Dr. Jutamas Wisansing)
(Advisor)



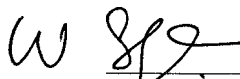
(Dr. Chanchai Athicsitskul)



(Dr. Adarsh Batra)



(Dr. Weerakhan Tantiphaiboon)



Assoc. Prof. **anguanwongwan**
(MOE Representative)

ABSTRACT

The purpose of this study is to gain a better understanding of the difference between demographic characteristics of international backpackers and motivation of international backpackers when traveling in Bangkok. This study is to investigate the relationship between international backpackers' motivation and international backpackers' activities.

A total of 384 questionnaires were distributed to international backpackers who have visited Khao San Road in Bangkok during the period of April to May 2005. Descriptive statistics, Independent Sample T-test, One-way ANOVA Test and Pearson Correlation Analysis are the data analysis techniques applied in this research. For the statistical treatment, Descriptive statistics are used for the presentation of data on 'respondents, demographic profile in the form of percentages and charts. Independent Sample t-test is used to examine the difference between international backpacker's gender and international backpackers' motivation. One-way ANOVA Test is used to examine the difference between international backpackers' motivation and international backpacker's age, educational background and nationality groups. Pearson Correlation tests are used to examine the relationship between international backpackers' motivation and international backpacker's activities.

The result of Independent Sample T-test and One-Way ANOVA Test analysis demonstrates that there is a significant difference between international backpackers' motivation and demographic characteristics in terms of gender, age, and education background and nationality groups. It is found that young international backpackers

have a stronger motivation than old international backpackers. Of course, male backpackers have a stronger motivation than female international backpackers. People with high education reveal a higher motivation than other low education people because they have different views, wants and needs than others. The target markets of the international backpackers in Thailand are from Europe.

The Pearson correlation test proved that there is a significant positive relationship between international backpackers' motivation and international backpacker's activities.



ACKNOWLEDGEMENTS

I would like to take this opportunity to express my profound gratitude and sincere thanks to many people whose cooperation and help have contributed to the completion of my thesis.

First of all, I wish to express my deepest appreciation to my great thesis advisor, Dr. Jutamas Wisansing, for her valuable guidance, suggestions, and encouragement throughout my graduate study. I would not be able to accomplish this thesis without her excellent advice and wisdom.

Especially gratitude goes to my thesis committee members: Dr. Charnchai Athichitsukul, Dr. Adarsh Batra, and Dr. Weerakhan, for their constructive comments and suggestion for my thesis.

Finally, I would like to express deepest gratitude to my beloved family for their endless love and all the wonderful things they have done for me. All of them encouraged and helped me to put in great efforts for this success. At the same time, I would like to thank my friends for their understanding, support, and their encouragement in getting this thesis done.

Chen Wen

TABLE OF CONTENTS

ABSTRACT

ACKNOWLEDGEMENTS iii

LIST OF FIGURES vii

LIST OF TABLES viii

Chapter I Generality of Study

1.1 Historical Background of International Backpacker.....	1
1.2 Definition of Backpacker.....	3
1.3 Thailand and Backpacker.....	5
1.4 Introduction to the Research Site.....	6
1.5 Statement of Problems.....	8
1.6 Research Objective.....	8
1.7 Scope of the Research	9
1.8 Limitation of the Research.....	9
1.9 Significance of the Study.....	9
1.10 Definition of Terms.....	10

Chapter II Review of Related Literature and Studies

2.1 Tourists' Motivation.....	12
2.2 International Backpacker Motivation.....	17
2.3 Travel Activities.....	18
2.4 Definition of the Demographics.....	18
2.5 Demographic Characteristics and International Backpacker Motivation.....	19
2.6 International Backpacker Motivation and Travel Activities.....	20
2.7 Previous Research Studies.....	21

Chapter III Research Framework

3.1 Conceptual Framework	23
3.2 Research Hypothesis Statements	24
3.3 Operationalization of Variable	27

Chapter IV Research Methodology

4.1 Research Methodology	30
4.1.1 Descriptive Research	30
4.1.2 Sample Survey Technique	31
4.2 Respondents and Sampling Procedure	31
4.2.1 Target Population	31
4.2.2 Sample Size	31
4.3 Research Instrument / Questionnaire	32
4.4 Pilot test	33
4.5 Data Collection	34
4.5.1 Primary Data	34
4.5.2 Secondary Data	35
4.6 Statistic Treatment of Data	35
4.7 Data Analysis	36
4.7.1 Descriptive Statistic	37
4.7.2 Independent Sample T-test	37
4.7.3 One-Way ANOVA Test	37
4.7.4 Pearson Correlation	38

Chapter v Presentation of Data and Critical Discussion of Results

5.1 Descriptive Statistics	40
5.2 Hypotheses Testing	54

Chapter VI: Summary, Conclusion, and Recommendations

6.1 Summary of Findings	61
6.2 Conclusion	65
6.3 Recommendations	66
6.4 Further Study	69

Bibliography

Appendixes

Appendix A: Research Questionnaire	74
Appendix B: Reliability	80
Appendix C: Explanation	82



LIST OF FIGURES

Figure 2.2.1: relationships between types of tourists, travel motivations, and types of destination	16
Figure 3.1 Diagram of Framework	23
Figure 5.1 Gender of the Respondents	40
Figure 5.2 Age of the Respondents	41
Figure 5.3 Education background of tile Respondents42
Figure 5.4 Nationality of the Respondents	43
Figure 5.5 Marital status of the Respondents	44
Figure 5.6 How long will you travel around Thailand?	45
Figure 5.7 How long will you be in Bangkok?	46
Figure 5.8 Information sources47
Figure 5.9 How often do you internationally overseas travel?	48
Figure 5.10 Which destination is your secondary destination?	49

LIST OF TABLES

Table 3.1 Operationalization of Variables27
Table 4.1 Sample sizes of Known populations	32
Table 4.2 Reliability Testing of Research33
Table 4.3 Statistical Tools used for Data Analysis.....	36
Table 5.1 Gender of the Respondents	40
Table 5.2 Age of the Respondents41
Table 5.3 Education background of the Respondents42
Table 5.4 Nationality of the Respondents	43
Table 5.5 Marital status of the Respondents	44
Table 5.6 How long will you travel around Thailand?45
Table 5.7 How long will you be in Bangkok?	46
Table 5.8 Information sources	47
Table 5.9 How often do you internationally overseas travel?	48
Table 5.10 Which destination is your secondary destination?	49
Table 5.11 Rating Score and Its Interpretation	50
Table 5.12 Mean of International Backpacker Motivation	51
Table 5.13 Rating Score and Its Interpretation	53
Table 5.14 Mean of International Backpacker Activities	53
Table 5.15 ANOVA Test: Difference of International Backpackers Motivation among Age Groups	54

Table 5.16 Independent Sample T- test: Difference of International Backpackers
Motivation among Gender Groups 55

Table 5.17 ANOVA Test: Difference of International Backpackers Motivation among
Nationality Groups 57

Table 5.18 ANOVA Test: Difference of International Backpackers Motivation among
Education Background Groups 58

Table 5.19 Pearson Correlation Test: Relationship between International Backpackers
Motivation and their activities 59

Table 6.1 Summary of Hypothesis Testing Results 62



CHAPTER I

GENERALITY OF STUDY

1.1 Historical Background of International Backpacker

The roots of backpacking can be traced to other historic modes of travel, starting with early European exploration. Modern tourism may bear little actual resemblance to the rather more serious business of exploration that ushered in the period of European expansion and colonial domination. Orientalist fantasies are deeply ingrained in the travel imagination, in spite of the fact that many international backpackers would consider themselves liberals and identify with political causes such as the anti-globalization movement (Camille, 2003).

In the 17th and 18th centuries, tourism focused on gaining an education – the collecting of desirable attributes through exposure to classical culture. Backpacking can be seen as the modern prevalent travel mode (Camille, 2003). Then, education is called long-term tourism. As Giddens (1991) has described, the reflexive project of modernity includes a reflexive self-identity. Long-term travel today is often presented in terms of the need to 'find myself' or the development of a stronger sense of self and identity.

At the same time, Adler (1985) suggests that 'tramping' might also be a historic antecedent. The labor-related travel of the lower classes was a sort of working man's oversea experience, an institutionalized and respected pattern of travel that peaked in the 19th century and thereafter shifted from employment-related travel to something more like pure tourism. She makes a convincing argument, especially considering that

today many international backpackers combine their travels with a period of work abroad, whether to fund further travels or to gain experience for their future careers. Although work is not as central to backpacking as it was to tramping, this is clearly a thread that links the two forms of travel.

Cohen (1973) writes about the phenomenon of 'drifter' travel of the 1960s and 1970s. Sometimes referred to as 'hippie' travel in places like India, it is perhaps a more direct precursor of at least some of today's international backpacker travel. Tomory (1998) describes life on the overland route to India during this period through a series of interviews and recollections with those who took to the road during this time. Although tourism has changed a great deal since then, the ideal typical international backpacker of today closely resembles the model set down by the hippie travelers of the 1960s and '70s. Of the four types of international tourist described by Cohen (1972), the drifter has least contact with the tourist industry, has no fixed itinerary or timetable, travels on a more limited budget and is more of a risk-taker.

Drifter travel continued into the 1970s, but appears to have declined with the end of the hippie era. The renewed hostilities of the Cold War in the 1980s, including proxy 'hot' conflicts in many regions of the world, made overland travel along the traditional routes through Asia too dangerous. Coupled with economic recession and heavy unemployment in many Western countries, conditions were not conducive to the expansion of this type of travel. Nevertheless, throughout the 1980s, the phenomenon of long-term international budget travel gradually began to grow, with regions such as Southeast Asia, especially Thailand, becoming increasingly popular.

Riley argues that by this time the characterization of long-term budget travelers as hedonistic and anarchistic drifters was no longer accurate, although I would argue that the drifter described by Cohen has continued to be held up as an ideal. Rather, 'the average traveler prefers to travel alone, is educated, European, middle-class, single, obsessively concerned with budgeting his/her money, and at a juncture in life' (Riley 1988: 313).

International Backpacking today is suffering from parallel changes in status and public opinion as the Overseas Experience did in its later years. In the same way that the Overseas Experience appeared to be an excuse for a life of leisure and entertainment free from responsibilities of home for at least some young travelers, today's international backpackers are often maligned for their decadent lifestyle and the apparent extension of adolescent irresponsibility. Over time Overseas Experience became more popular and available to the middle classes, and its status diminished (Towner 1985). Similarly, as backpacking has become more common and accessible to a wider range of people its status as an alternative lifestyle or unusually daring activity has diminished. In the case of backpacking, however, the decline is due less to class snobbery than taste snobbery (Bourdieu 1986). Purists believe that independent travel is now too easy, a sort of 'backpacker Lite' more akin to mass tourism than the genuine travel it once was in an idealized, not-so-distant past.

1.2 Definition of Backpacker

A wide variety of texts and opinions alludes to the fact that International Backpackers are not easily defined. For statistical purposes **the Australian Bureau of**

Tourism Research (BTR) defines an international backpacker as *"an international traveler aged 15 years or above who spent at least one night in a backpacker hotel or youth hostel during their stay in Australia"*.

This definition was adopted several years ago following consultation with the industry and apparently this was the minimum definition all parties could agree on.

International Backpackers see themselves as 'travelers' rather than 'tourists'; they are driven by a desire to experience a different way of life, new cultures and environments and learn more about themselves(**the Australian Bureau of Tourism Research (BTR)**)).

According to BTR, "International Backpackers are a pretty diverse collection of travelers that fall into several different categories... they have different attitudes, interests and behaviors. International Backpackers spend more, travel further and stay longer than other travelers. The typical international backpacker is in the 18 -35 age bracket. They are educated, adventurous and price conscious."

And, while the dictionary defines an international backpacker as 'a person who hikes with a backpack', the term might be misunderstood in regions such as the United States, where it is used to describe a bushwalker. Some might define an international backpacker as 'a person who wants to experience places' and a tourist as "a person who wants to be shown places' (www.Brainydictionary) .

For the purpose of this study, the definition advanced by BTR will be adopted to frame the research domain.

1.3 Thailand and Backpacker

Thailand has played an important role in the emergence of independent travel, arguably being the destination where the modern day concept of international backpacking developed.

Thailand provides value for money and a culturally alternative experience to international backpacker tourism. The international backpackers are typically dominated by charter tourism packages to 'Sun, Sea and Sand' destinations, primarily on the shores of Thailand, where international backpackers have the opportunity to party on beaches and islands. At the same time, Thailand offers the more international backpacker a myriad of cultures, environments, and most importantly, the sense of authenticity and exploration.

The economics of international backpacking to Thailand was driven by the emergence of the jumbo jet, making the region affordable and accessible. Previously, travel to Thailand involved a long and arduous journey by ship or an expensive flight. The emergence of the jumbo jet meant that large numbers of people could be transported quickly and cost effectively from various parts of the planet to Thailand, though the extent of travel to the region is perhaps enhanced as a result of the outbound tourism industry in the Western world seizing the opportunity to sell high yielding long haul flights and insurance, particularly to the backpacker market. Now, Thailand has seen the advantage in promoting 'Unseen Thailand' to international backpackers in the hope of stimulating demand. One of the prominent areas renowned among international backpacker is called "Khao San" Road.

South East Asia is the most popular region for international backpackers;

Bangkok is their main gateway to the region, and when there, most head for the Khao San Road. The development is spectacular: from two guesthouses in the early 80s, there are now several hundred in the area (Cummings and Martin 2001: 231) along with restaurants, travel agents, internet cafes, bookshops, and more. Thus, the Khao San Road area illustrates the world-wide growth of backpacker tourism during the past two decades.

Khao San Road is, technically speaking; a small street about three blocks long located about a block from the Chao Phraya River in Banglamphu district, northwest of downtown Bangkok. Khao San Road is near by Ratchadamnern Kiang Road and the length of Khao San Road is 300 meters. The east of this road is close to Tanao Road, and the west close to Chakraphong Road.

1.4 Introduction to the Research Site

When Bangkok was established in 1782, the center of the town was the Grand Palace area. For two centuries, Khao San Road, which is 20 minutes' walk from the Palace, remained a quiet residential area for the locals. Thailand's most prominent lawyer/senator, Mr. Marute Bunnag and a billionaire medicine doctor/member of the House of Representatives, Dr. Decha Sukharom, started their careers in this prestigious area decades ago with small offices near the Police Station on Khao San Road.

How did the tranquil road turn out to be a Mecca for international backpackers? On the brink of Thailand's economic boom in 1982, the Thai Government issued its

policy to commemorate Bangkok's bicentennial anniversary and celebrate the Buddhist calendar's lucky year "2525", by launching festive ceremonies in Bangkok to bring in tourist dollars. Tourists poured in from around the world, so that relation to the growth of Khao San.

why do
travelers

Although there is a lack of tourism statistics about the backpacker market in general and Khao San Road in particular, an extensive personal observation indicated that there are many cheap accommodations and low cost for living, so most tourists who like to travel without itinerary, want to save money, and prefer to learn the local life so that they choose Khao San Road as their traveling destination. A certain type of these tourists is called "international backpacker", and characteristics of Khao San Road are suitable for these tourists. Moreover, they have another purpose to visit this road which is learning how to enjoy their life and spend money properly (Cochrane, 1996).

A trip to Khao San Road for foreign tourists seems obligatory, almost all serious travelers and specially international backpackers make their way to Thailand, and almost all of them make their way to this international backpacker's Mecca, especially those tourists who are from Western countries (Source: www.thailandguidebook.com). Some international backpackers, unable to get an overpriced room, successfully convinced local residents on Khao San Road to rent out vacant rooms in their houses, reasoning that, in return, the guesthouse owners could earn some extra income and it was convenient for them to travel to their

destinations. The guesthouse business generated more profits than any amateur entrepreneur ever expected. Before long, more guesthouses, restaurants and souvenir shops sprouted along the road in full bloom. **According to the Tourism Authority of Thailand, Khao San Road can accommodate 8,000 backpackers a day. The high season is between January and April with the peak period at Songkran time. Then the number of backpackers staying in the guest houses rises to 10,000 a day** (Source: www.thailandguidebook.com).

1.5 Statement of Problems

International backpackers should be considered as one of the most important market. Understanding this group of customers/tourists will provide a foundation for further planning and management. This research therefore will proceed on examining the 'international backpacker market in terms of their demographic profile. The objective is to identify the information sources they utilized in planning their trip and to discover what is the motivation of international backpacker visiting Bangkok? And last, what are their activities in Bangkok and Thailand?

1.6 Research Objective

The broad aims of this study are to understand international backpackers in Bangkok, and to identify the motivation of international backpackers visiting Bangkok. The objectives of the study are as follows:

- To create a profile of the international backpacker traveling to Khao San Road, Bangkok.
- To identify motives of international backpackers visiting Khao San Road,

Bangkok.

- To examine the relationship between activities and motives.

1.7 Scope of the Research

The target respondents of this research will be arguably based on the that most international backpackers traveling to Thailand will come to Khao San Rd to enjoy their life in Bangkok. The focus of this study will be to identify the international backpacker's motivation and demographic characteristics of international backpackers in Khao San Rd in Bangkok.

1.8 Limitations of the Research

This research focuses on why international backpackers traveling to Bangkok. However, the target population in the study includes only the Bangkok area. Therefore, the conclusion of the research might not be able to represent the whole group of international backpackers visiting Thailand.

Beside, this study is limited to a time frame and budget. Types of tourists and activities could be varied in different time of the years. All the respondents will be selected from international backpackers who are from only English speaking countries. Therefore, the respondents who have limited command of English language may not be able to understand the questionnaire fully.

1.9 Significance of the Study

The study will derive conclusions and make useful recommendations to tourism planners and business organizations involved in providing various services to international backpackers during their stay in Thailand, especially at Bangkok.

- **Government agency:** the government agency such as TAT can benefit from this research because it provides a better understanding of international backpackers and their motivation. Then they could use the results of the study as information to set up an ultimate plan for international backpackers. According to marketing planning of TAT, we can see the international backpacker tourism is ignored. From this research, TAT can be informed about international backpackers as a tourist type that is important to their marketing planning. At the same time, international backpacker tourism can bring more benefit for Thailand. And TAT can learn from the outcome of the research about what motivates international backpackers to travel to Bangkok.
- **Private companies:** the public companies such as hotels, tour agencies, and airlines and so on will be able to use the result of the research for better marketing strategy for international backpackers. They would better understand what the international backpacker needs and wants so that they can get the right target market.

1.10 Definition of Terms

International Backpacker: An international backpacker may be defined as a traveler who stays in budget accommodation, has a flexible travel itinerary and is predominantly from the 20-35 years-old age groups (Pearce , 1990).

Backpacker motivation: A reason for traveling from place to place for the purpose of relaxation, pleasure, and/or escaping from something (Fodness, 1994).

๒

Demographics: it refers to identifying the main population characteristics (such as age, gender, nationality and so on) that influence motivation for travel and tourism (Jafari, 2000).

Activity: it is a general term which refers to patterns of behavior or movement (Jafari, 2000).



CHAPTER II

REVIEW OF RELATED LITERATURE AND STUDIES

This chapter presents a review of literature and research related to the study. The review is used to support the conceptual framework which will be discussed in Chapter 3. The first section introduces the overview of tourist motivation and international backpacker motivation. The second section explains the definitions of demographic profile and the relationship of international backpacker motivation and demographic profile. The third section contains previous studies and the final is the summary.

2.1 Tourist's Motivation

"Why do tourists travel?" appears to be just an ordinary question. Many would say they travel because they want to see the world, to gain new experience, to fulfill their dreams, or to escape from their routines. Since a paradigm of tourism is always related to human beings and human nature, it is a complex proposition to investigate why people travel and what they want to enjoy. Many disciplines have been utilized to explain phenomena and characteristics related to motivation. In psychology and sociology, the definition of motivation is directed toward emotional and cognitive motives or internal and external motives (Mayo and Jarvis, 1981). An internal motive is associated with drives, feelings, and instincts. An external motive involves mental representations such as knowledge or beliefs. From an anthropological point of view, tourists are motivated to escape from the routine of everyday life, and to seek

authentic experiences (MacCannell, 1977).

Middleton (1994) identifies 6 basic travel motivations types, which are:

1. **Business or Work Motives:** describe about those who travel away from home because of work-related reasons.
2. **Physical Motives:** are anything that involve physical rest such as sports participation, entertainment, and health considerations.
3. **Cultural Motives:** the desire for knowledge of other countries such as festivals, museums, or any personal interests likes woodcraft.
4. **Interpersonal Motives:** the desire to meet new people, enjoying accompanying friends and relatives, and escaping from routine.
5. **Entertainment Motives:** shopping, watching television, going to amusement parks.
6. **Religious Motives:** participating in pilgrimages.

Motivation which is the internal, psychological influences affecting individual choices is a one tool that helps us to understand why people take a vacation. The factors that motivate people to travel have been derived from a range of disciplinary areas which have led to diversity approach. One of the pioneering efforts in behavioral theory was Maslow's needs hierarchy.

Maslow's theory of the basic human needs explains tourist's motivation.

1. **Physiological needs or Survival** – involving relaxation motive such as escape, relaxation, relief of tension.
2. **Safety needs or Security** – refers to security motive, which is described /

as health, recreation, and keeping oneself active and healthy for the future.

3. Belonging and Love needs – love motive provides family togetherness, enhancement of kinship relationships, interpersonal relations.
4. Esteem needs – achievement and status motive by convincing oneself of one's achievements, showing one's achievements prestige, social recognition, ego-enhancement, and personal development.
5. Self – actualization needs – to be true to one's own nature leads to exploration and evaluation of self, self – discovery, and satisfaction of inner desires.

Pearce (1993) presents top ten trends in describing tourist motives. They are:

1. Motive to experience environment.
2. Motive to meet local people.
3. Motive to understand local culture and the host country.
4. Motive to enhance family life.
5. Motive to rest and relax in pleasant setting.
6. Motive to pursue special interests and skills.
7. Motive to be healthy and fit.
8. Motive for self – protection and safety.
9. Motive to be respected and earn social status.
10. Motive to reward oneself.

McIntosh et al (1995) utilize four categories of motivation which are physical,

cultural, and interpersonal and 'status and prestige' motivators.

Physical motivators include those related to physical rest, sports participation, beach recreation, relaxing entertainment, and other motivations directly connected with health. These motivations all have one feature in common which is the reduction of tension through physical activities.

Cultural motivators are identified by the desire to know about other countries such as their music, art, folklore and religion and so on.

Cultural motivators include a desire to meet new people, visit friends or relatives, escape from routine, from family and neighbors, or make new friendships.

Status and prestige motivators concern ego needs and personal development. Within this category are trips related to business, conventions, study and pursuit of hobbies and education. The desire for recognition, attention, appreciation, knowledge, and good reputation can be fulfilled through travel. These categories are not mutually exclusive and McIntosh et al (1995) acknowledged that a person usually travels for more than one reason.

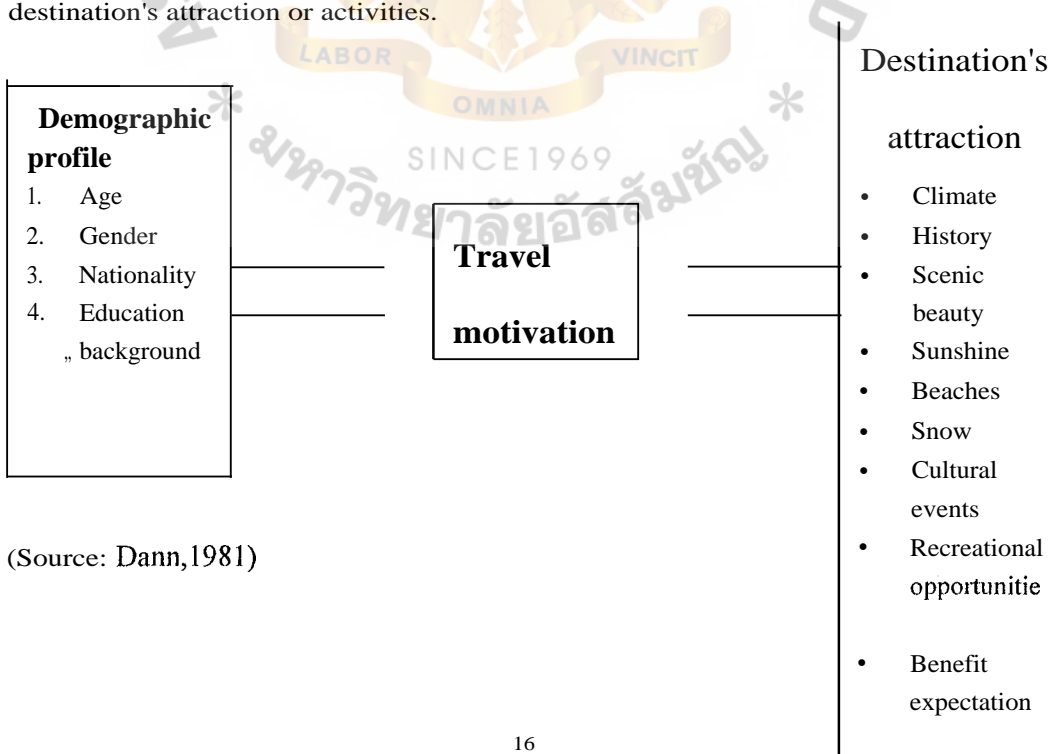
In tourism research, this motivation concept can be classified into two forces, which indicate that people travel because they are pushed and pulled to do so by "some forces" or factors (Dann,1981). According to Uysal and Hagan (1993), these forces describe how individuals are pushed by motivation variables into making travel decisions and how they are pulled or attracted by destination attributes. In other words, the push motivations are related to the tourists' desire, while pull motivations are associated with the attributes of the destination choices (Crompton, 1979; Dann,

1981). Push motivations are more related to internal or emotional aspects. Pull motivations, on the other hand, are connected to external, situational, or cognitive aspects. Push motivations can be seen as the desire for escape, rest and relaxation, prestige, health and fitness, adventure and social interaction, family togetherness, and excitement (Crompton, 1979). Tourists may travel to escape routine and search for authentic experiences. Pull motivations are those that are inspired by a destination's attractiveness, such as beaches, recreation facilities, cultural attractions, entertainment, natural scenery, shopping and parks. These destination attributes may stimulate and reinforce inherent push motivations.

Push factors are the types of tourists in the target market.

Pull factors are the travel motivation of this market that will provide a sound basis for deciding types of attraction that should be provided at the destination.

Figure 2.2.1: relationships between types of tourists, travel motivations, and destination's attraction or activities.



(Source: Dann,1981)

2.2 International Backpacker Motivation

Pearce, Morrison and Rutledge (1998) found that International Backpacker as a travel style is largely concentrated in Australia, South-East Asia and New Zealand. Most previous research has also investigated international backpackers in this region. A review suggested that have been no research conducted in Thailand to date. A historical review of motives giving rise to contemporary backpacking may be summarized under four themes:

1. **Escape:** One dominant motive is that of 'escape', which reflects a sociological and historical trend for young, well-educated Western youths to defer decisions about career and family choices. This escape from responsibility, in effect a moratorium on one's life choices, has been identified in earlier youth tourism studies, including analyses of hippies, drifters and earlier counter-cultures movement (Cohen, 1968; Ten Have, 1974; Riley, 1988). Yet international backpackers are more than a contemporary form of drifter, since most expect to rejoin the workforce and are motivated by more than a simple escape philosophy.
2. **Environmental:** international backpackers use youth hostels extensively and the Youth Hostels Australia organization has updated its management image and facilities to meet this demand. As heirs to the youth hostel tradition, international backpackers participate extensively in environmental and adventure-oriented activities.
3. **Employment:** Many international backpackers in Australia seek

temporary employment, a motive which is derived from notions of the working holiday and skill development.

4. **Social focus:** International Backpackers are highly social, seeking each other's company and that of the local citizens. This reinforces the view that international backpackers are not anti-social drifters or hippies but a new travel market segment with clearly identifiable social motives.

2.3 Travel Activities

Activity is a general term which refers to patterns of behavior or movement. In the tourism context, activities can be seen as those things done while on vacation. In psychology, activities are seen as specific responses to environments and as such represent the link between what individuals are seeking from an experience (their motives and expectations) and what the environment allows. The destination and attractions can be seen as offering opportunities for visitors to be engaged in various activities (Jafari, 2000).

2.4 Definition of the demographics

Demography is statistics that measure observable aspects of a population, such as birth rate, age distribution, and income.

Demographic segmentation is when the market is divided into groups on the basis of demographic variables, such as age, family size, family life cycle, gender, income, occupation, education, religion, race, generation, nationality, or social class. Demographic variables are the most popular bases for distinguishing tourist groups. One reason is that tourist wants, preference, and usage rates are often highly

associated with demographic variables. Another is that demographic variables are easier to measure than most other types of variables.

Demographic variables, such as age, sex, marital status, income, occupation, and education, are most often used as the basis for market segmentation. Demography refers to the vital and measurable statistics of a population. Demographics help to locate a target market, whereas psychological and sociocultural characteristics help to describe how its members think and how they feel. Demographic information is often the most accessible and cost-effective way to identify the target market. Indeed, most secondary data, including census data, are expressed in demographic terms. Demographics are easier to measure than other segmentation variables; they are invariably included in psychographic and sociocultural studies because they add meaning to the findings. Demographic variables reveal ongoing trends that signal business opportunities, such as shift in age, gender, and income distribution (Jafari, 2000).

2.5 Demographic Characteristics and International Backpacker

Motivation

Mohsin and Ryan (2003) conducted a research on the international backpacker motivation and demographic characteristics of international backpacker traveling in the Australia. They found that the majority was young in that 74% were between 20 to 29 years of age. At the same time, 65% of the sample had received a tertiary education. The British/Irish backpackers formed 35.3% of the total sample. 46% were solo travelers, 37.2% were traveling their partner or spouse and 16.8% were traveling as

part of a group. And they found for the factor about 'broadening knowledge about the world' that females scored significant higher than their male counterparts.

The research of Loker-Murphy (1996) identified the international backpacker motivation and demographic characteristics of international backpacker traveling in Australia. His finding indicates:

Gender: international backpacker of males is higher than females.

Age: The young adult matches higher.

Education: The motivation of high educated person is high in the research

The Australian Bureau of Tourism Research (BTR) has found as follows:

Age: Backpackers aged between 25 and 34 years made up 42 per cent (19,115) of the Tasmanian backpacker market in 2003. Thirty per cent (13,631) of international backpackers to the State were aged between 14 and 24 years.

Educational Status: Most international backpackers are well educated. Almost half of all international backpackers visiting Tasmania in 2003 had a degree qualification.

2.6 International Backpacker Motivation and Travel Activities

Results from the study done by Uysal and Hagan (1993) implies that there "are enough relationship between international backpacker motivation and travel activities they researched, in terms of the factors that push or motivate people to travel and in the activities that may pull the tourist to an area."

Cohen (1973) has looked at push factors through the contribution of holidays for 'the nurturance and cultivation of human identity'. Holidays may be considered as means to escape daily pressure and to further develop one's self-determination and

identity through the individual's involvement in activities that meet his or her particular inner needs.

2.7 Previous Research Studies

The study of Buchanan (1997) mentioned demographics may also influence research, with age being negatively related to research. Additionally, a positive relationship usually occurs between the levels of education attained, with the more educated consumers having greater confidence in their ability to research effectively.

The study of Crompton (1983) mentioned if the vacation group comprised mainly college educated travelers (as the backpackers do), they were more likely to use destination specific literature.

The research of Beard (1983) identifies three major motivations for all travel. Firstly, the maintenance of personal ties, secondly, social recognition and prestige and finally, the satisfaction of individualistic inner desires. He believes that all three play a role in motivating the wanderers (backpackers), however the third factor (which is similar to rites of passage theory in that the challenges and opportunities that are thrown at the travelers contribute to personal development) he believes to be the most crucial in motivation.

Ross (1992) present the argument that individuals are motivated to participate in international backpacker activities in order to escape from personal and/or interpersonal problems of their daily lives.

Uysal and Hagan (1993) state that tourist activities can reflect their motives and destination attributes.

The literature supporting the framework and previous empirical research provides useful insight to understand the concept of tourist motivation and international backpacker motivation. It explains how the demographic characteristics have effect on the international backpacker motivation. And, there is a significant relationship between international backpacker's motivation and their activities.

The applications of these theories and previous studies in the conceptual framework will be considered in the next chapter. The framework will serve as a basis for the formulation of hypotheses.



CHAPTER III

RESEARCH FRAMEWORK

This chapter presents the research framework. The first section describes the theoretical framework. Secondly, it defines the variables. The third section is the statement of hypotheses.

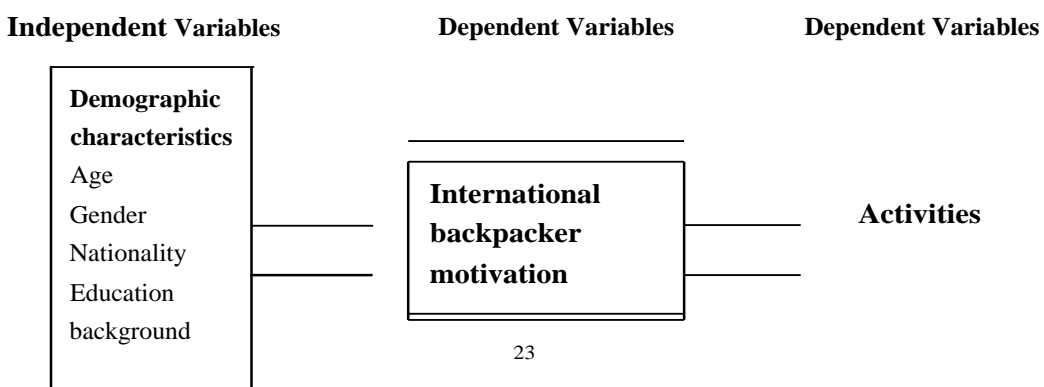
3.1 Conceptual Framework

The conceptual framework provides a conceptual fundamental and understanding of the basic processes underlying the problem situation. The process will suggest key dependent and independent variables (Maholtra, 2002).

Independent variables are so called because they are independent of the outcome itself, instead they are presumed to affect or influence the outcome (Malhotra, 2002). In the case of this study, the demographic characteristics of group including age, gender, nationality, and education are considered as independent variables.

Dependent variables are dependent on the independent variables and presumed to be the effect of the independent variables. (McDaniel and Gates 1998). In this research the international backpacker motivation are dependent variables.

Figure 3.1 Diagram of Framework



Demographic: it refers to identifying the main population characteristics (such as age, gender, nationality and so on) that influence motivation for travel and tourism (Jafari, 2000).

Age: It is the duration of life specific to one person. According to Engel (1993), age is one of the variables most often used in segmentation for two reasons. Because age is one of the most helpful proxy variables for determination of perception, motivation and interest and because of extensive secondary research on this subject

Genders: there are only two groups, male and female.

Nationality: Nationality can determine the values, wants, needs, lifestyle, and characteristics of consumers.

Education background: is classified into up to high school, bachelor, and master or above.

International Backpacker motivation: A reason for traveling from place to place for the purpose of relaxation, pleasure, and/or escaping from something. (Fodness, 1994)

Activities: In the tourism context, activities can be seen as those things done on vacation.

3.2 Research Hypothesis Statements

A hypothesis is a proposition that is stated in testable form and predicts a particular relationship between two or more variables. It is an assumption or a guess that a researcher makes about some characteristics of the population under study (Zikmund, 2000).

Null hypothesis

Is the hypothesis of "no relationship" or "no difference" – it is the one actually tested statistically. It is set up for possible rejection and is an arbitrary convention, hypothesizing that any relationship or difference in the findings is due to chance or sampling error (Zikmund, 2000).

Research hypothesis (Ha)

Otherwise called alternative hypothesis, it states the expectations of the investigator in positive terms. The probability that one dependent variable has multiple causes (independent variables) is always greater than the probability that it is caused by a single independent variable (Zikmund, 2000).

Age and International backpacker motivation

Hypothesis 1o: There is no difference in motivations of international backpackers as classified by age.

Hypothesis 1a: There is a difference in motivations of international backpackers as classified by age.

Gender and International backpacker motivation

Hypothesis 2o: There is no difference between international backpacker motivation of male and female backpackers.

Hypothesis 2a: There is a difference between international backpacker motivation of male and female backpackers.

Nationality and International backpacker motivation

Hypothesis 3o: There is no difference in international backpacker motivation among

demographic characteristics in terms of nationality groups.

Hypothesis3a: There is a significant difference in international backpacker motivation among demographic characteristics in terms of nationality groups.

Education background and International backpacker motivation

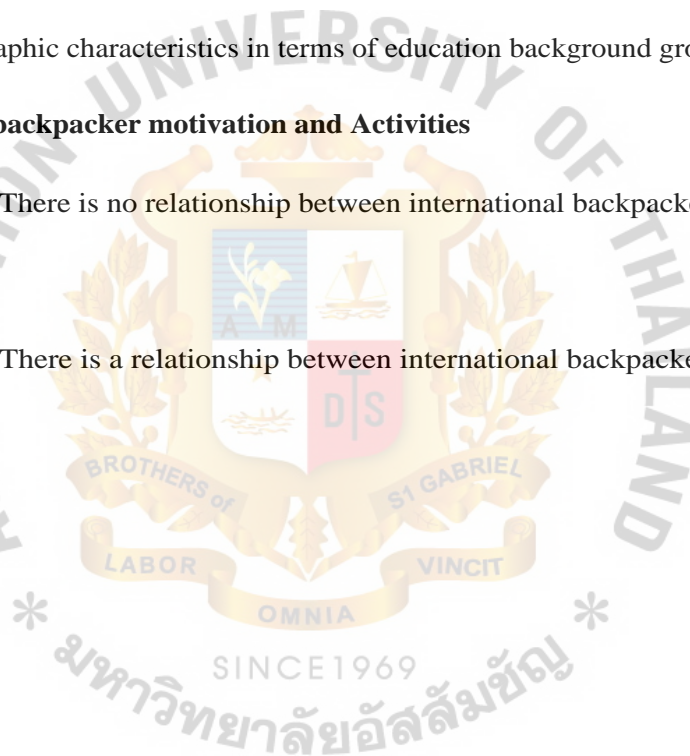
Hypothesis4o: There is no difference in international backpacker motivation among demographic characteristics in terms of education background groups.

Hypothesis4a: There is a significant difference in international backpacker motivation among demographic characteristics in terms of education background groups.

International backpacker motivation and Activities

Hypothesis5o: There is no relationship between international backpacker motivation and activities.

Hypothesis5a: There is a relationship between international backpacker motivation and activities.



3.3 Operationalization of Variables

Table 3.1 Operationalization of Variables

Variables	Conceptual Definition	Operational Components	Level of Measurement	Question No.
Gender	Gender only has two groups, male or female.	1 Male 2.Female	Nominal	Q ¹
Age	It is the duration of life specific to one person.	1.Less than or equal to 20 years 2.21-30 years 3.31-40years 4.41-50 years 5.Above 51 years	Ordinal	Q2
Education background	It is classified into up to high school, bachelor, and master or above.	1.Primary school 2.Secondary school 3.Certificate/Diploma 4. Bachelor degree 5. Master degree 6. Others	Ordinal	Q ³
Nationality	The status of belonging to a particular nation by origin, birth, or naturalization	string	Nominal	Q4

Variables	Concept Definition	Operational Components	Level of measurement	Question No.
International backpacker motivation	A reason for traveling from place to place for the purpose of relaxation, pleasure, and/or escaping from something. (Fodness, 1994)	1.escape 2.broaden knowledge 3.natural attractions 4.seek adventure 5.different cultures and ways of life 6.Thailand has many places I have always wanted to visit 7.Thailand has many historical sites. 8.I just like to travel 9.good hotel/motel 10.Bangkok is a safe and easy destination to travel 11.warm and sunny climate 12.Bangkok is a gateway to other destinations 13.look for a short-term job 14.look for a long-term job 15.lots of activities on vacation, like shopping 16.cheap accommodation 17.meet local people 18.relax and rest in pleasant setting 19.try local foods 20.meet new friends	Interval	Q1 Q2 Q3 Q4 Q5 Q6 Q7 Q8 Q9 Q10 Q11 Q12 Q13 Q14 Q15 Q16 Q17 Q18 Q19 Q20

Variables	Concept Definition	Operational Components	Level of measurement	Question No.
Activities	Activity is general term which refers to patterns of behavior or movement (Jafari, 2000).	1.Full moon party 2.Shopping 3 Spa 4.Visiting historical sites and national park 5.Riding elephant 6.Go to night club 7.Go to beach 8.Diving 9.Fishing 10.Visit hill tribe/ethical tour 11.Sunbathing 12.Water sports(for example: kayaking, banana boat and so on) 13.Golf 14.Special events and festivals	Interval	Q21 Q22 Q23 Q24 Q25 Q26 Q27 Q28 Q29 Q30 Q31 Q32 Q33 Q34

CHAPTER IV

RESEARCH METHODOLOGY

4.1 Research Methodology

4.1.1 Descriptive Research

The descriptive analysis was conducted to transform the raw data into one form that will make it easy to understand and interpret; rearranging, ordering, manipulating data to provide descriptive information. Describing responses or observations is typically the first form of analysis. The calculation of averages, frequency distributions, and percentage distributions is the most common form of summarizing data (Zikmund, 2000). In this research, the researcher used descriptive research to describe the motivation influencing the international backpacker visiting Bangkok.

4.1.2 Sample Survey Technique

Surveys require asking people, who are called respondents, for information, using either verbal or written questions. Questionnaires are utilized to collect data on the telephone, face-to-face, and through other communication media. The more formal term "sample survey" emphasizes that the purpose of contacting respondents is to obtain a representative sample of the target population. Thus, a survey is defined as a method of gathering primary data based on communication with a representative sample of individuals (Zikmund, 2000). In this study, the sample survey was used. A designed questionnaire was used to targeted respondents to collect data.

4.2 Respondents and Sampling Procedure

4.2.1 Target Population

Neuman (2000) stated that the target population is the units in the population that the researcher wishes to target for study. The target population of this research is both male and female international backpackers who visit Khao San Road.

4.2.2 Sample Size

Non-probability sampling decided the sample size of the research. Non-probability sampling relies on the personal judgment of the researcher rather than the chance to select sample elements. The researcher can arbitrarily or consciously decide what elements to include in the sample (Malhotra, 2004: 320). Due to this, the researcher chose convenience sampling. Convenience sampling is regarded as a non-probability sampling technique that attempts to obtain a sample of convenient elements. It is arbitrary (nonrandom) and subjective, and the respondents are selected because they happen to be in the right place at the right time (Malhotra, 2002). In determining absolute sample size, statisticians have developed tables that can assist in determining sample size and the degree of confidence that the findings from the study reflect the whole population. Table 4.1 provides researchers with sample size when the population number is known. This table was developed by Krejcie and Morgan (1970).

Table 4.1 Sample sizes of Known populations

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2 800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3 500	346
25	24	130	97	320	175	950	274	4 000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6 000	361
45	40	170	118	400	196	1300	297	7 000	364
50	44	180	123	420	201	1400	302	8 000	367
55	48	190	127	440	205	1500	306	9 000	368
60	52	200	132	460	210	1600	310	10 000	370
65	56	210	136	480	214	1700	313	15 000	375
70	59	200	140	500	217	1800	317	20 000	377
75	63	230	144	550	226	1900	320	30 000	379
80	66	240	148	600	234	2000	322	40 000	380
85	70	250	152	650	242	2200	327	50 000	381
90	73	260	155	700	248	2400	331	75 000	382
95	76	270	159	750	254	2600	335	1 000 000 <i>And above</i>	384

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

According to Table 4.1 which shows the sample size of known population, the target sample size of this research is 384 respondents

4.3 Research Instrument/Questionnaire

The questionnaire was applied for data collection in this research. There were 400 copies of questionnaire distributed in this research. The 400 copies of questionnaire will be spread at the Khao San Road in Bangkok from April to May, 2005. 384 papers have been return from the respondents.

In this research, a self-administered questionnaire was designed to collect the information from the respondents. This questionnaire is constructed in two parts.

Part 1 consists of 20 questions, which attempt to ask the respondents to express

their motivation for visiting Bangkok. Each of the statements is applied with a five-point Likert scale.

Five-point Likert scale

5 = Strongly agree 4 = Agree 3 = Neutral

2 = Disagree 1 = Strongly Disagree

Part 2: This part consists of 14 questions, which attempt to ask the respondents to express their activities in Thailand. Each of the statements is applied with a five-point Likert scale.

Part3: This part of the questionnaire attempts to ask the respondents to express their general information. There are 10 questions asked in this part.

4.4 Pilot Test

The collections of data acquired were pre-tested for the reliability of the questionnaire. The 32 copies of the questionnaires were randomly distributed to those respondents who meet the requirement of this research. Reliability test will test whether the questionnaire is reliable. Validity test will try to find out the error. The result of pre-test showed that:

Table 4.2 Reliability. Testing of Research

Variable	Reliability Coefficients
	Alpha
Motivation	0.7553
Activities	0.7491

4.5 Collection of Data /Gathering Procedures

In the procedure of data collection, a structured questionnaire will be given to every sample of the target population. The researcher collects the data through two basic sources: primary data and secondary data. Survey questionnaire is used to gather primary data.

4.5.1 Primary Data

In this research, primary data was gathered by a self-administered questionnaire for searching the information acquired from respondents. Malhotra (1999) mentioned that self-administered questionnaire is a survey in which the respondent takes the responsibility for reading and answering the questions.

Exploration: the researcher visited Khao San Road in February, 2005.

Observation and informal interview: the researcher found three kinds of activities international backpackers are undertaking. Firstly, they go to pubs, meet local people, go shopping and so forth. Secondly, they are eager to find their further destinations and make their travel planning through travel agents. Thirdly, they expect to find the cheapest accommodation around Khao San area.

Interview: there are four questions asked here, attempting to let the respondents express their own opinions regarding their motivation and behavior to travel to Thailand. The first question is where are they from? The second question is what kinds of activities do they do, will do or have been done? The third question is why did they choose to come to Thailand? The fourth question is whether Bangkok is their main stop?

From the above, we can get a preliminary understanding about international backpacker motivation. Meanwhile, this information provides a comprehensive basis for further questionnaire development.

A structured questionnaire is given to every sample of the target population and designed to elicit specific information from the respondents

4.5.2 Secondary Data

Secondary data is the information that has already been collected for some purpose other than the problem at hand (Malhotra, 1999).

In this study, secondary data sources come from some useful websites, textbooks, newspapers, and professional journals

4.6 Statistical Treatment of Data

The researcher used the Statistical Package for Social Science (SPSS) program for both descriptive analysis and the test of hypotheses.

Table 4.3 Statistical Tools used for Data Analysis

Hypothesis	Statistical tool
Hypothesis1o: There is no difference among international backpacker motivations of young backpackers (under 30 years old), middle-age backpackers (31-50 years old) and aged backpackers (above 51 years old). Hypothesis1a: There is a difference among international backpacker motivations of young backpackers (under 30 years old), middle-age backpackers (31-50 years old) and aged backpackers (above 51 years old).	One-way ANOVA
Hypothesis2o: There is no difference between international backpacker motivation of male and female backpackers. Hypothesis2a: There is a difference between international backpacker motivation of male and female backpackers.	Independent Sample T-test
Hypothesis3o: There is no difference in international backpacker motivation among demographic characteristics in terms of nationality groups. Hypothesis3a: There is a significant difference in international backpacker motivation among demographic characteristics in terms of nationality groups.	One-way ANOVA
Hypothesis4o: There is no difference in international backpacker motivation among demographic characteristics in terms of education background groups. Hypothesis4a: There is a significant difference in international backpacker motivation among demographic characteristics in terms of education background groups.	One-way ANOVA
Hypothesis5o: There is no relationship between international backpacker motivation and activities Hypothesis5a: There is a relationship between international backpacker motivation and activities	Pearson Correlation Analysis

4.7 Data Analysis

In this research, the Statistical Package for Social Science (SPSS 11.5) program was used to analyze the data collected from the respondents. All statistical manipulation of the data follow commonly accepted research practices. A series of descriptive frequency statistics, a one-way ANOVA test and independent sample t-test

was conducted. The principle of each statistical method is listed below:

4.7.1 Descriptive Statistic

Using the descriptive statistic, the frequency and the percentage of the respondents' data will be summarized (Zikmund, 2000). In the study, the descriptive statistic is used to describe the general information of the respondents, such as age, gender, educational background and nationality.

4.7.2 Independent Sample T-test

As mentioned previously, the t-test is a technique used to test the hypotheses that the mean scores on some interval scaled variables are significantly different for two independent samples or groups (Zikmund, 2000). In this study, the independent sample t-test, one type of t-test, tests whether the mean of a single variable for subjects in one group differs from that in another.

Independent sample t-test is used to determine whether there is a difference within gender (female and male) segments, and international backpacker motivation segment. The two-tailed significance of t-test at 0.05 level indicates that there is a difference between variables tested at 95% confidence level. If the significant level is lower than 0.05, the null hypothesis is rejected. The difference between gender groups is shown by Mean comparisons, which give the results about which group may hold better motivation visiting Bangkok.

4.7.3 One-way ANOVA test

One-way ANOVA test is the appropriate statistical tool when the means of more than two groups or populations are to be compared. This bivariate statistical technique

is referred to as "one-way" because there is only one independent variable (even though there may be several levels of that variable). In this research, there are means of age, educational background, and nationality and international backpacker motivation to be compared, so the researcher should apply one-way ANOVA to test H_0 , H_{0_1} , H_{0_2} , if the following assumptions are met:

- Each data value is independent and does not relate to any of the other data. This means that you should not use one-way ANOVA where data values are related in some way such as the same person being tested repeatedly;
- The data for each group are normally distributed. This assumption is not particularly important provided that the number of cases in each groups is large (30 or more);
- The data for each group have the same variance (standard deviation squared). However, provided that the number of cases in the largest group is not more than 1.5 times that of the smallest group, this appears to have very little effect on the test results (Zikmund, 2000).

4.7.4 Pearson Correlation:

Hypothesis 5 is analyzed using Pearson correlation. The Pearson Correlation Coefficient, r , is the most widely used statistic, summarizing the strength of association between metric (interval or ratio scaled) variables, say X and Y . It is an index used to determine whether a linear or straight-line relationship exists between X and Y . It indicates the degree to which the variation in one variable, x is related to the variation in one variable, X is related to the variation in another variable, Y . The

Pearson Correlation Coefficient, r , can be calculated as follows (Malhotra, 2002).

$$R_{xy} = R_{yx} = \frac{\sum (X_i - \bar{X})(Y_i - \bar{Y})}{\sqrt{\sum (X_i - \bar{X})^2 \sum (Y_i - \bar{Y})^2}}$$

The symbols \bar{X} and \bar{Y} represent the sample mean of X and Y , respectively.

The Pearson Correlation Coefficient (r) ranges from +1.0 to —1.0. If the value of r is 1.0, there is a perfect positive linear (straight-line) relationship. If the value of r is —1.0, a perfect negative linear relationship or a perfect inverse relationship is indicated. No correlation is indicated if $r = 0$.



CHAPTER V

PRESENTATION OF DATA AND CRITICAL DISCUSSION OF RESULTS

The chapter provides the data analysis and the findings of the collected data. The data are collected from 384 questionnaires during the period of April to May 2005. This chapter covers two parts, the first part explains the descriptive statistics in section 5.1, the second part is the inferential statistics, the five hypotheses testing dependent and independent variables is in section 5.2.

5.1 Descriptive Statistics

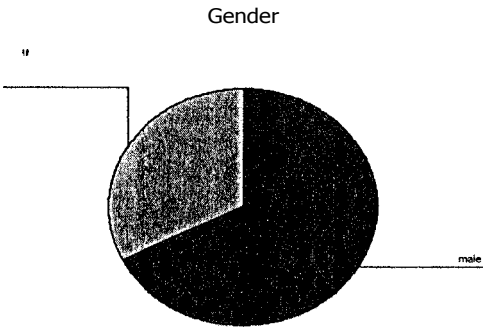
The demographic profiles of the respondents are presented in Table 5.1-5.6

Table 5.1 Gender of the Respondent

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	259	67.4	67.4	67.4
	female	125	32.6	32.6	100.0
	Total	384	100.0	100.0	

Figure 5.1 Gender of the Respondent



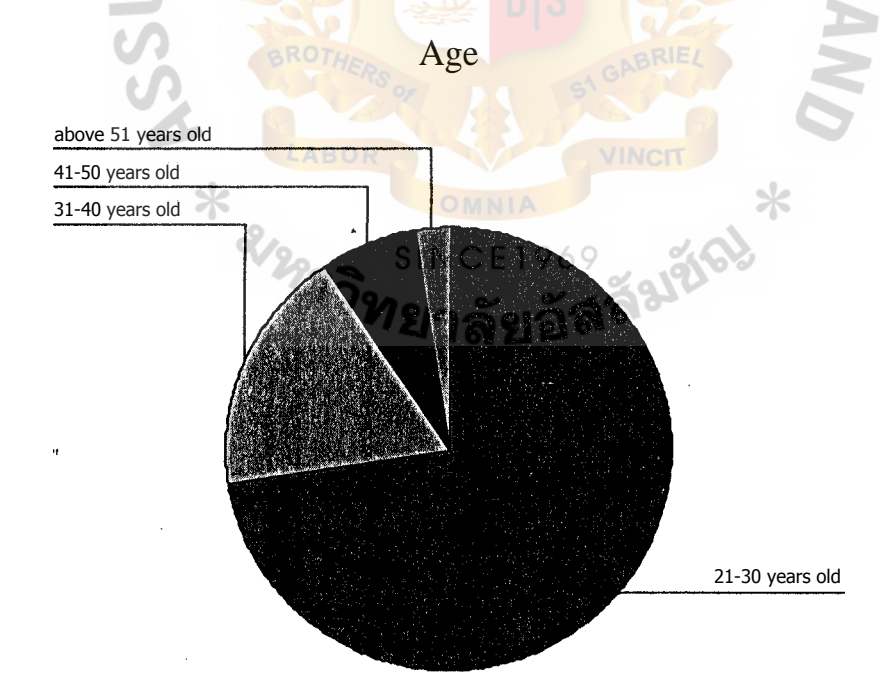
Gender: As illustrated, among 383 respondents, 125 of respondents are female and account for 32.6%, whereas the remaining 67.4% of respondents are male. Thus, the majority of respondents for this study are male.

Table 5.2 Age of the Respondents

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-30 years old	278	72.4	72.4	72.4
	31-40 years old	70	18.2	18.2	90.6
	41-50 years old	26	6.8	6.8	97.4
	above 51 years old	10	2.6	2.6	100.0
	Total	384	100.0	100.0	

Figure 5.2 Age of the Respondents



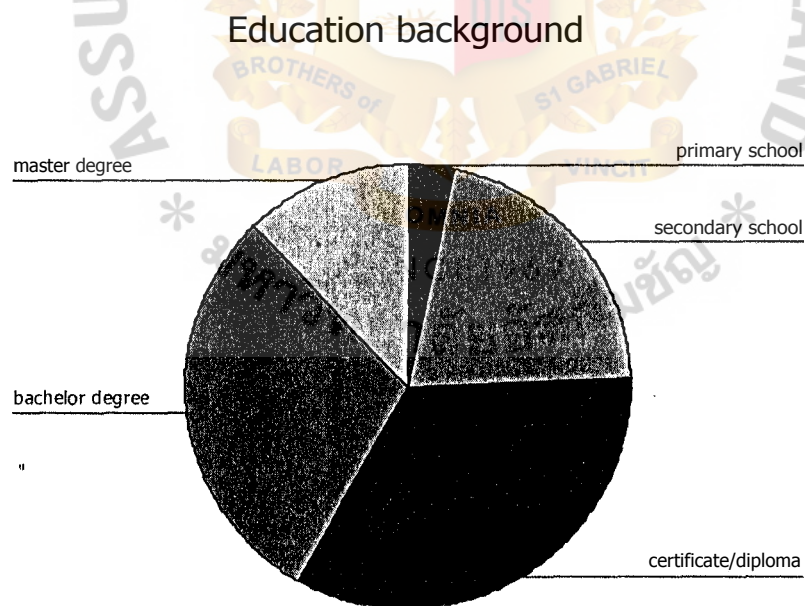
Age: As shown in Table 5.2, the ages of the respondents are above 51 years and 41-50 years is the least, so only two sorts are set: 21-30s is 72.4%; 31-40s is 18.2%.

Table 5.3 Education background of the Respondents

Education background

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	primary school	13	3.4	3.4	3.4
	secondary school	81	21.1	21.1	24.5
	certificate/diploma	129	33.6	33.6	58.1
	bachelor degree	114	29.7	29.7	87.8
	master degree	47	12.2	12.2	100.0
	Total	384	100.0	100.0	

Figure 53 Education background of the Respondents



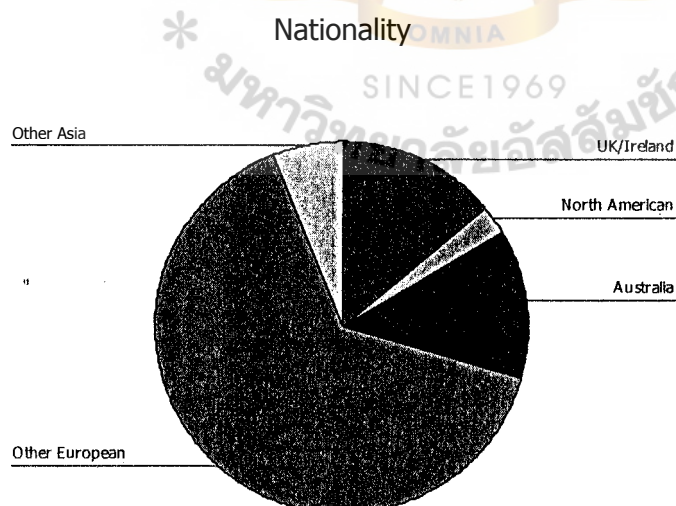
Education Background: Table 5.3 highlights the educational level of respondents. It shows that the largest group of respondents (129 or 33.6% of respondents) has certificate/diploma. The second largest group of respondents (114 or 29.7% of respondents) has bachelor degrees. A total of 81 or 21.1% of respondents have secondary school and 47 or 12.2% of respondents have master degree. Finally, 13 or 3.4% of respondents filled in the 'primary school' item on the questionnaire.

Table 5.4 Nationality of the Respondents

Nationality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	UK/Ireland	53	13.8	13.8	13.8
	North American	10	2.6	2.6	16.4
	Australia	50	13.0	13.0	29.4
	Other	247	64.3	64.3	93.8
•	European	24	6.3	6.3	100.0
	Other Asia	384	100.0	100.0	
	Total				

Figure 5.4 Nationality of the Respondents



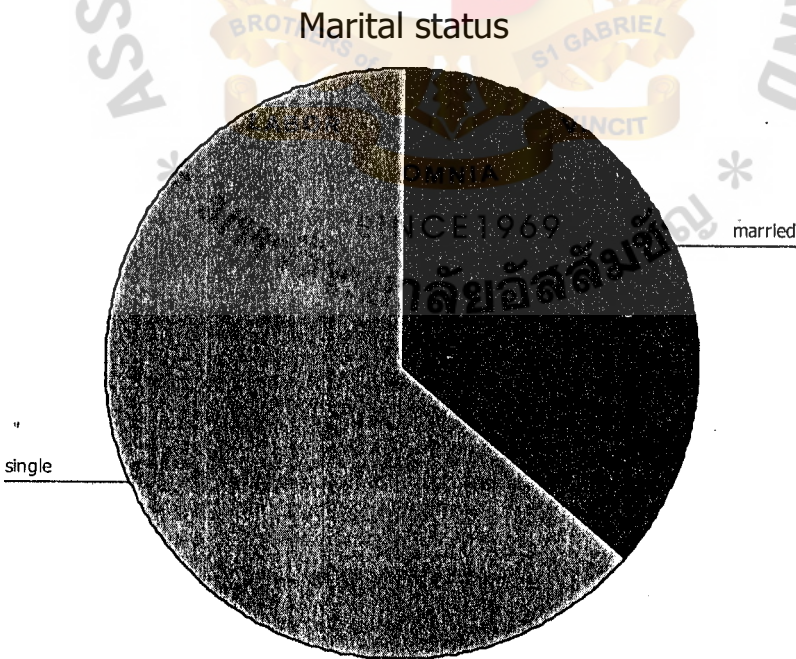
Nationality: Table 5.4 shows the nationality of respondents. The largest group of respondents is from other European (247 or 64.3% of respondents). The second largest group of respondents is from UK/Ireland (53 or 13.8% of respondents). The third largest group of respondents is from Australia (50 or 13.0% of respondents). The fourth group of respondents is from other Asia (24 or 6.3% of respondents) and North American (10 or 2.6% of respondents).

Table 5.5 Marital status of the Respondents

Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	married	140	36.5	36.5	36.5
	single	244	63.5	63.5	100.0
	Total	384	100.0	100.0	

Figure 5.5 Marital status of the Respondent



Marital Status: Table 5.5 illustrates that regarding marital status, 63.5% of respondents still are single, and 36.5% of them have been married.

Table 5.6 How long will you travel around Thailand?

How long will you travel around Thailand?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	one week	13	3.4	3.4	3.4
	two weeks	83	21.6	21.6	25.0
	one month	75	19.5	19.5	44.5
	more than one month	213	55.5	55.5	100.0
	Total	384	100.0	100.0	

Figure 5.6 how long will you travel around Thailand?



According to the Table 5.6, 55.5% of respondents will travel around Thailand more than one month. 21.6% of will travel around Thailand two weeks. 19.5% of will travel around Thailand one month. The last group, 3.4% of respondents will travel

around Thailand one week.

Table 5.7 How long will you be in Bangkok?

How long will you be in Bangkok?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4 days or less	151	39.3	39.3	39.3
	5 days or more	233	60.7	60.7	100.0
	Total	384	100.0	100.0	

Figure 5.7 How long will you be in Bangkok?



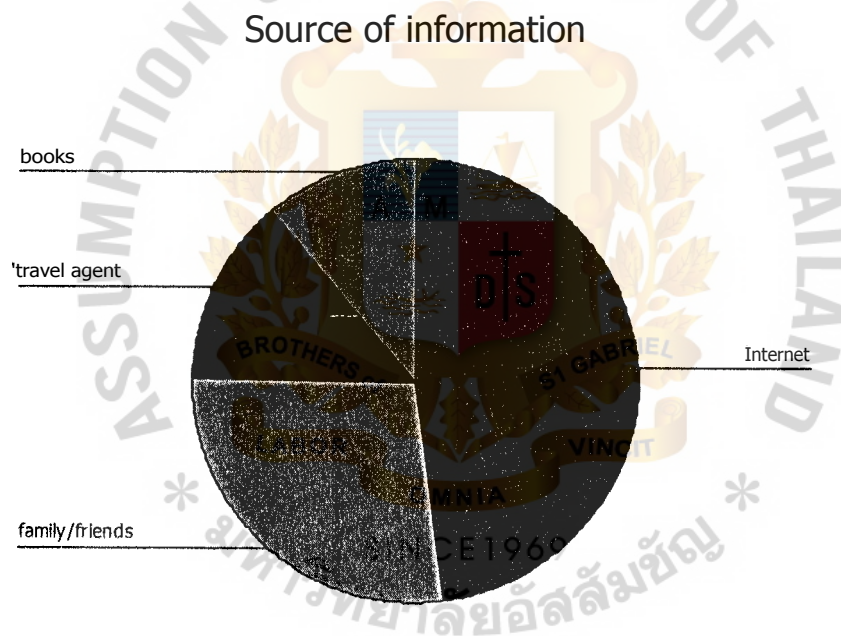
"According to the Table 5.7, 60.7% of respondents will stay in Bangkok 5days or more. 39.3% of respondents will stay in the Bangkok 4days or less.

Table 5.8 Information sources

Source of information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Internet	183	47.7	47.7	47.7
	family/friends	106	27.6	27.6	75.3
	travel agent	52	13.5	13.5	88.8
	books	43	11.2	11.2	100.0
	Total	384	100.0	100.0	

Figure 5.8 Information sources



Information sources: Table 5.8 shows that 47.7% of respondents have used Internet, and 27.6% of them used family/friends, 13.5% used travel agents and 11.2% used books.

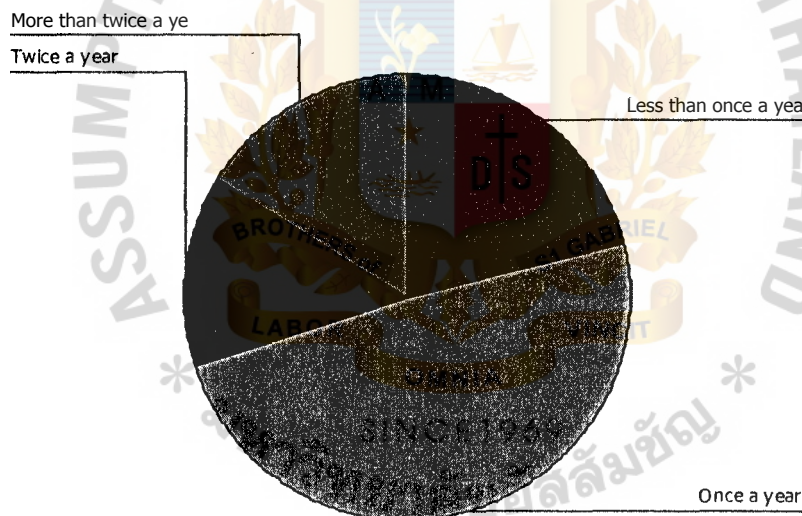
Table 5.9 How often do you internationally overseas travel?

How often do you internationally overseas travel?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than once a year	81	21.1	21.1	21.1
	Once a year	188	49.0	49.0	70.1
	Twice a year	53	13.8	13.8	83.9
	More than twice a year	62	16.1	16.1	100.0
	Total	384	100.0	100.0	

Figure 5.9 How often do you travel abroad?

How often do you internationally overseas travel?



According to Table 5.9, it shows that 49% of respondents visit a foreign country once a year. 21.1% of respondents visit a foreign country less than once a year. More than twice a year and twice a year are 16.1% and 13.8%.

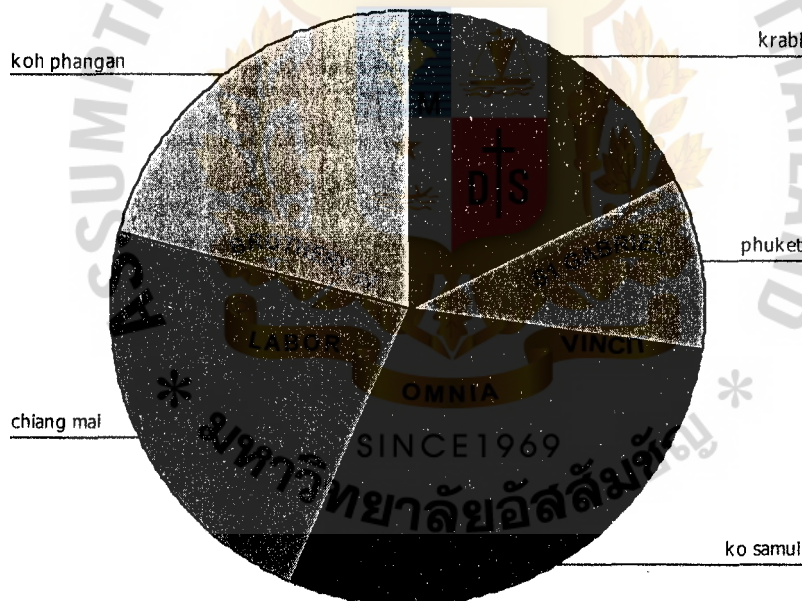
Table 5.10 Which destination is your secondary destination?

Please choose your preference among the following destinations which you would like to visit.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	krabi	68	17.7	17.7	17.7
	phuket	36	9.4	9.4	27.1
	ko samui	112	29.2	29.2	56.3
	chiang mai	88	22.9	22.9	79.2
	koh phangan	80	20.8	20.8	100.0
	Total	384	100.0	100.0	

Figure 5.10 Which destination is your secondary destination?

Please choose your preference among the following destinations



According to Table 5.10, it shows that 29.2% of respondents will travel from Bangkok to Ko Samui. 22.9% of respondents will go from Bangkok to Chiang Mai. 20.8% of respondents will go from Bangkok to Koh Phangan. 17.7% of respondents will go from Bangkok to Krabi. And the last, 9.4% of respondents will go from

Bangkok to Phuket.

5.11 Descriptive analysis of respondents toward their motivation

Average Weighted Mean Technique (Rating Score for Responses)

For the interpretation of Average Weighted Mean Technique, the researcher can interpret by investigating the survey weighted mean and interpreting this from the interval score table (Table 5.11). According to Vanichbancha (2001), the interval score table can be calculated by using the formula as follows:

Range	Max. — Min.
	$5 - 1 = 4$
Interval	Range/Level
	$4/5$
	0.8

Table 5.11 Rating Score and Its Interpretation

Rating Score	Interpretation
4.20--5.00	Very high
3.40--4.19	High
2.60--3.39	Neutral means neither positive or negtive
1.80--2.59	Low
1.00--1.79	Very low

Table 5.12 international backpacker motivation**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
I like to go places to escape from routine life	384	1.00	5.00	3.8724	1.27922
I want to broaden knowledge about the world	384	1.00	5.00	4.2422	1.08692
There are many undeveloped sight	384	2.00	5.00	3.3698	.89893
I like to go places to seek adventure	384	1.00	5.00	3.5521	1.15954
It's important for me to experience different cultures and ways of life	384	1.00	5.00	4.3125	1.07730
There are some places I have always wanted to visit	384	2.00	5.00	3.9479	.93239
Historical sites are very important to my travel planning	384	1.00	5.00	3.3568	1.15860
I just like to travel, to go somewhere and to do something	384	1.00	5.00	3.6745	1.06977
There are many good hotel/motel accommodation	384	1.00	5.00	2.7995	.95535
Bangkok is a safe and easy destination to travel	384	1.00	5.00	3.3880	1.19309
There are warm and sunny climate in Bangkok	384	1.00	5.00	3.0104	1.23690
Bangkok is a gateway to other destination	384	1.00	5.00	4.1641	1.11793
I want to search a short-term job	384	1.00	5.00	1.6927	1.18931
I want to search a long-term job	384	1.00	5.00	1.7630	1.24476
I like lots of activities on vacation, like shopping	384	1.00	5.00	3.2630	1.37910
There are many cheap accommodation	384	1.00	5.00	3.5260	1.42134

I would like to meet local people	384	1.00	5.00	2.6849	1.39082
I just like to relax and rest in pleasant setting	384	1.00	5.00	3.0781	1.28828
I want to try local foods	384	1.00	5.00	3.0312	1.33991
I like to meet new friends who are interested in the same things I am.	384	1.00	5.00	3.6016	1.14490
Valid N (listwise)	384				

According to Table 5.12, it shows that the mean of respondents toward international backpackers motivation. Therefore, respondents believed *I like to go places to escape from routine life, I like to go places to seek adventure, I just like to travel, to go somewhere and to do something, Bangkok is a gateway to other destination, There are many cheap accommodation, I like to meet new friends who are interested in the same things I am, There are some places I have always wanted to visit* are high motivation when they travel.

However, respondents considered *I want to broaden knowledge about the world and it's important for me to experience different cultures and ways of life* are very high motivation when traveling.

5.12 Descriptive analysis of respondents toward their activities

According to Vanichbancha (2001), the interval score table can be calculated by using the formula as follows:

$$\text{Range} = \text{Max.} - \text{Min.}$$

$$3 - 1 = 2$$

$$\text{Interval} = \text{Range/Level}$$

$$2/3$$

$$0.6$$

Table 5.13 Rating Score and Its Interpretation

Rating Score	Interpretation
2.19-3.00	Very interested
1.60-2.19	Somewhat interested
1.00-1.59	Not at all interested

Table 5.14 international backpacker activities

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Full moon party	384	1.00	3.00	1.8698	.80386
shopping	384	1.00	3.00	2.1719	.80250
Spa	384	1.00	3.00	2.0104	.77823
Visiting historical sites and national park	384	1.00	3.00	2.1563	.61024
Riding elephant	384	1.00	3.00	1.8594	.85259
Go to night club/pub	384	1.00	3.00	2.2344	.78979
Go to beach	384	2.00	3.00	2.6901	.46305
Diving	384	1.00	3.00	2.2839	.75455
Fishing	384	1.00	3.00	1.2870	.72612
visit hill tribe/Ethical tour	384	1.00	3.00	2.0286	.75217
sunbathing	384	1.00	3.00	1.4870	.72612
water sports(surfing and kayaking and so on)	384	1.00	3.00	2.0104	.77823
golf	384	1.00	3.00	2.2839	.75455
special event/festivals	384	1.00	3.00	1.8698	.80386
Valid N (listwise)	384				

According to Table 5.14, it shows that the mean of respondents toward their activities. Therefore, respondents believed going to beach (2.69), going to night club/pub (2.23), diving (2.28), golf (2.28) are very interested activities. However, respondents considered that fishing (1.28) and sunbathing (1.48) are not at all interested activities when traveling. Respondents feel other activities are somewhat interested.

5.2 Hypotheses Testing

In this section, correlation analysis is used to identify the relationship between international backpacker motivation and their activities. Then, ANOVA is used to determine the difference between international backpacker motivation and age groups, nationality groups and education background groups. In addition, Independent Sample T-test is employed to determine the difference between two groups when examining the difference of motivation between male international backpackers and female international backpackers.

5.2.1 International backpacker motivation between age groups

Age and International backpacker motivation

Hypothesis 1 o: There is no difference in motivations of international backpackers as classified by age.

Hypothesis 1 a: There is a difference in motivations of international backpackers as classified by age.

1. **Test Statistic:** One-Way ANOVA test
2. **Significance Level:** $\alpha = 0.05$
3. **Decision Rule:**

* Calculated significance > 0.05 , **Accept H_0**

* Calculated significance < 0.05 , **Reject H_0**

Table 5.15 ANOVA Test: Difference of International Backpackers Motivation among Age Groups

ANOVA

MOTIVE

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	20.152	3	6.717	34.823	.000
Within Groups	73.301	380	.193		
Total	93.452	383			

Table 5.15 shows the significance level of 0.000, which is less than 0.05. It can be concluded that there is a difference in motivations of international backpackers as classified by age. The result of the ANOVA test **rejects Ho**.

5.2.2 International backpacker motivation between gender groups

Gender and International backpacker motivation

Hypothesis2o: There is no difference between international backpacker motivation of male and female backpackers.

Hypothesis2a: There is a difference between international backpacker motivation of male and female backpackers.

1. **Test Statistic:** Independent Sample T- test
2. **Significance Level:** $\alpha = 0.05$
3. **Decision Rule:**

* Calculated significance > 0.05 , **Accept Ho**

* Calculated significance < 0.05 , **Reject Ho**

Table 5.16 Independent Sample T- test: Difference of International Backpackers

Motivation among Gender Groups

Independent Sample 1-test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
MOTIVE	Equal variances assumed	28.975	.000	-3.997	382	.000	-.2109	.5278	-.3146 9	.10716
	Equal variances not assumed			-4.531	337. 043	.000	.2109	.4656	-.3025 0	.11935

Table 5.16 shows the significant level of 0.000, which is less than 0.05. It can be concluded that there is a difference in motivations of international backpackers as classified by gender. The result of the Independent Sample T-test **rejects Ho**.

Explanation of statistic results:

From the results of ANOVA and Independent Sample T-test, the conclusion can be drawn is that there is a difference in international backpacker motivation among demographic characteristics in terms of age and gender groups. Young international backpackers have a stronger motivation than old international backpackers. Of course, male backpackers have a stronger motivation than female international backpackers. Thus, the international backpacker's motivation will be represented according to their age and gender, which may influence their activities by international backpackers.

5.2.3 International backpacker motivation between nationality groups

Nationality and International backpacker motivation

Hypothesis3o: There is no difference in international backpacker motivation among

demographic characteristics in terms of nationality groups.

Hypothesis3a: There is a significant difference in international backpacker motivation among demographic characteristics in terms of nationality groups.

1. **Test Statistic:** One-Way ANOVA test
2. **Significance Level:** $\alpha = 0.05$
3. **Decision Rule:**
 - a) Calculated significance > 0.05 , **Accept H_0**
 - b) Calculated significance < 0.05 , **Reject H_0**

Table 5.17 ANOVA Test: Difference of International Backpackers Motivation among Nationality Groups

ANOVA
MOTIVE

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.356	4	2.339	10.541	.025
Within Groups	84.097	379	.222		
Total	93.452	383			

Table 5.13 shows the significance level of 0.025, which is less than 0.05. It can be concluded that there is a difference in motivations of international backpackers as classified by nationality. The result of the ANOVA test **rejects H_0** .

Explanation of statistic results:

From the results of ANOVA, the conclusion can be drawn is that there is a difference in international backpacker motivation among demographic characteristics in terms of nationality groups. The target markets of the international backpackers in Thailand are from Europe.

5.2.4 International backpacker motivation between education background groups

Education background and International backpacker motivation

Hypothesis4o: There is no difference in international backpacker motivation among demographic characteristics in terms of education background groups.

Hypothesis4a: There is a significant difference in international backpacker motivation among demographic characteristics in terms of education background groups.

1. **Test Statistic:** One-Way ANOVA test

2. **Significance Level:** $\alpha = 0.05$

3 **Decision Rule:**

a) Calculated significance > 0.05 , **Accept H_0**

b) Calculated significance < 0.05 , **Reject H_0**

Table 5.14 ANOVA Test: Difference of International Backpackers Motivation among Education Background Groups

ANOVA

MOTIVE

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.386	4	1.596	6.949	.000
Within Groups	87.067	379	.230		
Total	93.452	383			

Table 5.14 shows the significance level of 0.025, which is less than 0.05. It can be concluded that there is a difference in motivations of international backpackers as classified by education background. The result of the ANOVA test **rejects H_0** .

Explanation of statistic results:

From the results of ANOVA, the conclusion can be drawn is that there is a difference in international backpacker motivation among demographic characteristics in terms of education background groups. A total of 129 or 33.6% respondents have certificate and diploma. A total of 114 or 29.7% respondents have bachelor degrees. Normally, people with higher education reveal the higher motivation than other low educated people because they have different views, wants and needs than others.

5.2.5 Relationship between international backpacker motivations and their activities

International backpacker motivation and Activities

Hypothesis5o: There is no relationship between international backpacker motivation and activities.

Hypothesis5a: There is a relationship between international backpacker motivation and activities.

Table 5.15 Pearson Correlation Test: Relationship between International Backpackers Motivation and their activities.

Correlations

		MOTIVE	ACTIVITY
MOTIVE	Pearson Correlation	1	.444(**)
	Sig. (2-tailed)	.	.000
	N	384	384
ACTIVITY	Pearson Correlation	.444(**)	1
	Sig. (2-tailed)	.000	.
	N	384	384

** Correlation is significant at the 0.01 level (2-tailed).

Pearson Correlation test in Table 5.1.5 indicates that there is a significant

relationship between international backpacker's motivation and their activities at the 0.01 significant levels. It presents a moderate positive relation between international backpacker's motivation and their activities. The H_0 is rejected.

Explanation of statistic results:

From the results of Pearson Correlation test, the conclusion can be drawn that there is a relationship between international backpacker motivation and activities. A factor is noticed here, international backpackers who consider the international backpackers motivation as important factor have relatively positive image towards their activities.



CHAPTER VI

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

This is the final chapter of this thesis. This chapter has five sections. Section 6.1 provides the summary of the important findings for this research, section 6.2 provides conclusion. In section 6.3 is the summary of the recommendations and in section 6.5 recommendation for future study.

6.1 Summary of Findings

The purpose of this study aimed at studying the differences between international backpacker's demographic characteristics and their motivation. This study also was to create a profile of international backpackers traveling to Khao San Road, Bangkok. And the last was to examine the relationship between the motivation of international backpackers and their activities.

6.1.1 Summary of Respondents' demographic characteristics

Among the available 384 respondents, there are more male respondents (67.4%) than female respondents (32.6%). The majority of the sample is within young age bracket, since more than half of the respondents are 21-30 years old (72.4%). 33.6% respondents have certificate/diploma. The largest group of respondents is from European countries (78.1% of respondents). The majority of respondents (63.5%) are single. About (55.5%) of respondents will travel around Thailand more than one month and (60.7%) of respondents have been in Bangkok 5days or more. 47.7% of respondents have used the interne to search for information. 49% of respondents visit

foreign country once a year. The last, 29.2% of respondents will choose Ko Samui as their secondary destination.

6.1.2 Summary of Hypothesis Testing

As to the four hypotheses, the results of hypotheses testing at 95% confidence level in this research are illustrated in Table 6.1.

Hypothesis	Statistics Technique	Calculated Significant	Significant Level	Conclusion
H1o	One-Way ANOVA Test	0.000	0.05	Reject Ho
H2o	Independent Sample T-test	0.000	0.05	Reject Ho
H3o	One-Way ANOVA Test	0.025	0.05	Reject Ho
H4o	Pearson Correlation Coefficient	0.000	0.05	Reject Ho

Table 6.1 summarizes the result of hypotheses testing by SPSS processes. There are four hypotheses including H_1 , H_2 , H_3 , H_4 , the null hypothesis was rejected due to the significant value (two tailed) which was lower than 0.05 at 95 percent confidence interval.

Hypothesis of the difference of international backpacker motivation between age groups

Hypothesis of the difference of international backpacker motivation between gender groups

Hypothesis of the difference of international backpacker motivation between nationality groups

Hypothesis of the difference of international backpacker motivation between education background groups

Independent Sample T-test and One-Way ANOVA Test were used to find the difference between international backpackers' motivation and demographic characteristics in terms of gender, age, and education background and nationality groups.

The result of Independent Sample T-test and One-Way ANOVA Test analysis demonstrates that there is a significant difference between international backpackers' motivation and demographic characteristics in terms of gender, age, education background and nationality groups.

Wants and needs of people change with various gender, age, education background and nationality in destination according to Dann and Pearce, Morrison and Rutledge theory and the research of Loker-Murphy (1996) and so on.

First, in this study, young international backpackers have a stronger motivation than old international backpackers. Of course, male backpackers have a stronger motivation than female international backpackers. According to Chapter 5, we can see the age of the respondents is 21-30 years and 278 of respondents are male and account for 67.4%. Thus, the international backpacker's motivation will be represented according to their age and gender, which may influence their activities by international backpackers. In contrast, old international backpackers and female international backpackers may not agree with these motivations.

Second, international backpackers who belong to different education

backgrounds and different knowledge levels have different thinking on issues; therefore, their motives differ from each other. Normally, people with high education reveal the higher motivation than other low educated people because they have different views, wants and needs than others. This finding has been confirmed in many previous studies.

Third, Chapter 5 shows the target markets of the international backpackers in Thailand are from Europe. According to the Chapter 1, the roots of backpacking can be traced to other historic modes of travel, starting with early European exploration (Camille, 2002). Thailand has long been romanticized by the West as a place of mystery and adventure for young international backpackers of character. At the same time, the backpacker market of Australia and New Zealand is a mature market. Every year, backpackers can help to make more money for Australia and New Zealand. The backpacker market of Thailand is a developing market and this market can give international backpackers many new challenges and experiences.

Hypothesis of the relationship between international backpacker motivation and their activities

The Pearson Correlation test proved that there is a moderate positive relationship between international backpackers' motivation and international backpackers activities while at the 0.01 significant levels. A factor is noticed here, international backpackers who consider the international backpackers motivation as important factor have relatively positive image towards their activities. Thus we reject the null hypothesis.

6.2 Conclusion

This study provides insights regarding difference of motivation of international backpackers. These insights are illustrated from actual motivation of international backpackers described, and differentiated from different demographic groups. And furthermore this study identifies the relationship between international backpackers' motivation and their activities.

The research framework is established to understand the effect of international backpacker's demographic characteristics on their motivation and examined the relationship between international backpackers' motivation and their activities. A research hypothesis consists of four parts; which state that there are significant differences between international backpackers' motivation and demographic characteristics in terms of gender, age, nationality, education background and that there is a significant relationship between international backpacker' motivation and their activities.

The questionnaires were distributed and collected during the period of April to May 2005. Data were analyzed from the 384 sets of questionnaires in the form of descriptive and hypothesis analysis, by using One-Way ANOVA test, Independent T-test and Pearson Correlation Coefficient.

Data analysis reveals that the majority of the sample is young backpackers and male who have strong motivation to visit Bangkok, Thailand. At the same time, well-educated and European backpackers have strong motivation to visit Bangkok,

Thailand. International backpacker' motivation and their activities influence each other.

6.3 Recommendations

Economic:

Clear evidence has been provided as to the potential benefits backpackers can bring in terms of promoting local development in Thailand. The Thai government can provide services and products demanded by backpackers. In addition, the foreign exchange brought in by backpackers often surpasses that provided by other international tourists. So, backpacker tourism is not just a type of small-scale tourism but might be broadly beneficial for Thailand local economic development. The government agencies such as TAT can benefit from this research because it provides the better understanding of international backpacker and their motivation. Then, they could use the results as information to set up an ultimate plan for international backpackers.

Thailand provides value for money and a culturally alternative experience to international backpacker tourism. The international backpackers are typically dominated by charter tourism packages to 'Sun, Sea and Sand' destinations, primarily on the shores of Thailand, where international backpackers also have the opportunity to party on the islands. At the same time, Thailand offers the more international backpacker a myriad of cultures, environments, and most importantly, the sense of authenticity and exploration. The Thai government needs to develop these abundant tourism resources for backpackers by creating a safe and comfortable environment,

for example: Full moon party, Songkran festival and so on. These festival or events are an attraction. Backpackers like to seek adventure, enjoy their life, and meet local people and so on. Then, these festivals or events can satisfy their needs.

Branding Strategic:

Thailand possesses many well-known brands for example: "Amazing Thailand" and "Sun, Sea, Sand" and so on. So, the Thailand government can use Khao San Road as a brand. Because South East Asia is the most popular region for international backpackers, Bangkok is their main gateway to the region, and when there, most head for the Khao San Road. Khao San Road is the international backpacker's Mecca. Not only can we attract more international backpackers to come to Thailand but also can attract other types of tourists to join this group. Maybe this is a new in sight. According to Chapter 5, international backpackers' rate high marks for "the internet" and "family/friends" as information source when they come to Thailand. Tour operators may invest most of the budget to make well-designed itineraries, good information and facilities on the internet and some brochures. Additionally, the role of these young international backpackers is important in spreading positive word of mouth information among their peer groups and families. Satisfied international backpackers tend to act as unofficial tourism ambassadors.

Social Culture:

The private companies such as hotels, tour agencies, and airlines and so on will be able to use the results of the research for better marketing strategy for international backpackers. They should train their employees and increase their English language

proficiency level and knowledge about backpacker's culture, which, at the same time, helps to build a better image in the minds of international backpackers. That means we need some well-trained and professional employees. The researcher would like to suggest that the tourism related organizations provide practical tourism English courses or classes for those people who work in the tourism and hospitality industry to improve their communication skills in English.

Environment:

Beach is a good tourism resource and Thailand possesses many good beaches. At the same time, Thailand has a well-known brand that is "Sun, Sea, and Sand". Firstly, government needs to protect the local environment. For example:

- For waste management, the government should serve the combined practice of garbage disposal that the government was building the total solution of waste management centers in the city including the garbage pits and garbage burn plants and also plan for water treatment project too.
- The government plans to provide sewage management from the land before move to the sea. If this project is done that may attract more tourist to visit the there because of creating a good view.

In addition, the researcher suggests that many of Thailand's destinations for example Bangkok and Pattaya, should coordinate their marketing and promotion efforts together to create a regional identity and attract international backpackers to their area.

6.4 Recommendation for further research

Firstly, what is needed now is for the backpacker market to be included in regular tourism statistics such as those collected by the Australia Bureau of Tourism Research (BTR).

Secondly, in this research, the data collection was done only on Khao San Road that is located in Bangkok. Therefore the data may not completely tourists in the whole of Thailand. For future research, the researchers suggest extending the area of study in order to cover more sampling groups. By doing that, the researcher will not only be able to cover a wider area, but can also acquire varieties of sample population.



BIBLIOGRAPHY

- 1) Adler, J. (1985). Youth on the road: Reflections on the history of tramping. *Annals of Tourism Research* 12, 335-354.
- 2) Adler, J. (1989). Travel as Performed Art. *American Journal of Sociology* 6: 1366-91.
- 3) Anders, S. (2003). Backpacker Ethnography. *Annual of Tourism Research* 4, 847-867.
- 4) Beard JG (1983). Measuring leisure motivation. *Journal of Leisure Research* 15(3): 219-228.
- 5) Bourdieu, P. (1986). *Distinction: A Social Critique of the Judgement of Taste*. London: Routledge.
- 6) Buchana, I (1997). With my swag upon my shoulder-a comprehensive study of international backpackers to Australia. Occasional paper No. 24, Bureau of Tourism Research: Canberra.
- 7) Camille C. O'Reilly (2003). From Drifter to Gap Year: Mainstreaming the backpacker experience University of Surrey, Roehampton PhD thesis.
- 8) Ryan, Chris (2003). Backpackers – What is the peak experience? *Tourism Research* 3, 93-98.
- 9) Cochrane, J. (1996). *Environmental change in South-East Asia: People, Politics and Sustainable Development* London: Routledge
- 10) Cohen, E. (1968). Nomads from Affluence: Notes on the phenomenon of drifter-tourism. *International Journal of Comparative Sociology* 14, 1-2, 88-103
- 11) Cohen, E. (1972). Towards a Sociology of International Tourism. *Social Research* 39, 164-89.
- 12) Cohen, E. (1973). Nomads from Affluence: Notes on the phenomenon of drifter-tourism. *International Journal of Comparative Sociology* 14, 89-102.
- 13) Cohen, Erik. (1979). A Phenomenology of Tourist Experiences. *Sociology* 13, 179-201.
- 14) Crompton, J.L. (1979). Motivations of Pleasure Vacation, *Annals of Tourism Research* 4, 408-424.

- 15) Cummings, J and Martin, S (2001). Thailand 9th ed Melbourne: Lonely Planet
- 16) Dann G. M. (1981). Tourist Motivation: An Appraisal, *Annals of Tourism Research* 8: 187-219.
- 17) Engel, J.F. (1993). Consumer Behavior, 7th ed. Fort Worth: Dryden Press.
- 18) Fodness, D. (1994). Measuring Tourist Motivation, *Annals of Tourism Research* 27, 3
- 19) Giddens, A. (1990). The Consequences of Modernity. Cambridge: Polity Press.
- 20) Giddens, A. (1991). Modernity and Self-Identity: Self and Society in the Late Modern Age. Cambridge: Polity Press.
- 21) Hampton, M (1998). Backpacker Tourism and Economic Development, *Annals of Tourism Research* 3 639-660
- 22) Jafari, J. (2000). Encyclopedia of Tourism. London and New York.
- 23) Krejcie, R. V., and Morgan, D. W. (1970). Determining Sample Size for Research Activities. *Educational and Psychological Measurement*, 30, 607-10.
- 24) Loker-Murphy, Laurie & Pearce, Philip L. (1995). Young Budget Travelers: Backpackers In Australia. *Annals of Tourism research*, 4, 819-843
- 25) Loker-Murphy, L. (1996). Backpacker in Australia: A motivation-based segmentation study. *Journal of Travel and Tourism Marketing* 4: 23-45.
- 26) MacCannell, D. (1976). The tourists, New York: Schocken.
- 27) Malhotra, N.K. (2002). Basic Marketing Research: Applications to contemporary issues, New Jersey: Prentice Hall International Inc.
- 28) Malhotra, N.K. (1999). Marketing Research, Third Edition, Prentice Hall, Inc, Upper Saddle River, New Jersey.
- 29) Mayo, Edward J and Lance P. Jarvis (1981). Motivation: The Psychology of Leisure Travel. "Motivation: Why people travel." Boston: CBI Publishing.
- 30) McDaniel, C., and Gates, R.H. (1998). Marketing research essentials, 2nd ed. Cincinnati, OH: South-Western College.

- 31) McIntosh, Robert W., et al (1995). *Tourism: Principles, Practices, Philosophies*. 7th ed. New York: John Wiley & Sons.
- 32) Middleton, Victor T.O (1994). *Marketing in Travel and Tourism*. 2nd ed. Oxford: Butterworth Heinemann
- 33) Mohsin, A. and C. Ryan (2003). Backpackers in the Northern Territory of Australia – Motives, Behaviors and Satisfaction. *International Journal of Tourism Research* 5(2): 113-131.
- 34) Neuman, W.L. (2000). *Social Research Methods, Qualitative and Quantitative Approaches*, 3rd ed. Boston.
- 35) Pearce, P. (1990). "The Backpacker Phenomenon" Townsville: James Cook University.
- 36) Pearce, P. L. (1993). Fundamentals of tourists motivation. In D.G. Pearce and R.W. Bulter.
- 37) Pearce, P. L. (1996). Recent research in tourism behaviour. *Asia Pacific Journal of Tourism Research*, 1, 1, 7-17.
- 38) Pearce, P. L, Morrison, A and Rutledge J, L. (1998). *Tourism Bridges Across Continents*. The McGraw-Hill company Inc.
- 39) Riley, P. (1988). Road culture of international long-term budget travellers. *Annals of Tourism Research* 15, 313-328.
- 40) Ross GF. (1997). Tourist motivation among backpacker visitors to the wet tropics of northern Australia. *Journal of Travel and Tourism Marketing* 1(3): 43-60.
- 41) Scheyvens R (2002). Backpacker tourism and Third World Development. *Annals of Tourism Research* 1, 144-164.
- 42) SPSS base 10.0 applications guide. (1999). Chicago, IL: SPSS.
- 43) Ten Have, p. (1974). The counter culture on the move. *Mens en Maatschappiji*, 49, 3, 297-315.
- 44) Tomory, D. (1998). *A Season in Heaven: True Tales from the Road to Kathmandu*. London: Lonely Planet Publications.
- 45) Towner, J. (1985). The Grand Tour: A Key Phase in the History of Tourism. *Annals of Tourism Research* 12: 297-326.

- 46) Uysal, M., and Hagan, L.A.R(1993). Motivation of Pleasure Travel and Tourism, in M. Khan, M. Olsen and T. Var (eds.) Encyclopedia of Hospitality and Tourism, Van Nostrand Reinhold, New York. 798-810.
- 47) Zikmund, W.G. (5th Ed.) (2000).Business Research Methods. The Dryden Press: Orlando.
- 48) The Australian Bureau of Tourism Research (BTR).
- 49) www.Brainydictionary.com
- 50) www.thailandguidebook.com



Appendix A

Questionnaire



Questionnaire

Dear Sir (Madam):

This questionnaire is designed as the partial fulfillment of thesis of Tourism Management student, Assumption University of Thailand. This questionnaire is proposed to obtain information about "**Understanding the motives and activities of international backpackers at Khao San Road---An examination of backpackers using Bangkok as a gateway**". There are three parts in the questionnaire. All the information is for academic purpose. **Your** full-cooperation in responding to all items in this questionnaire would be very much appreciated. Thank you very much for your kind cooperation.

Part 1 The Motivation of International Backpacker Visiting Bangkok

Instructions: Please express your viewpoint about the following questions by putting the symbol (1) into the given space.

1=strongly disagree 2=Disagree 3=Neutral 4=Agree 5=Strongly agree

Question: Why did you come to Thailand?	1	2	3	4	5
1. I like to go to places to escape from my routine life					
2. I want to broaden my knowledge about the world					
3. There are many natural attractions in Thailand.					
4. I like to go to places to seek adventure					
5. I want to experience Thai cultures and ways of life					
6. Thailand has many places I have always wanted to visit					
7. Thailand has many historical sites.					
8. I just like to travel, to go somewhere and to do something					

Question: Why did you come to Bangkok?	1	2	3	4	5
9. There are many good hotel/motel accommodation in Bangkok					
10. Bangkok is a safe and easy destination to travel					
11. There are warm and sunny climate in Bangkok					
12. Bangkok is a gateway to other destinations					
13. I want to look for a short-term job in Bangkok					
14. I want to look for a long-term job in Bangkok					
15. I like lots of activities on vacation, like shopping					

Question: Why did you come to Khao San Road?	1	2	3	4	5
16. There are many cheap accommodation					
17. I would like to meet local people					
18. I just like to relax and rest in pleasant setting					
19. I want to try local foods					
20. I like to meet new friends who are interested in the same things I am.					

Part 2 Activities by International Backpacker in Thailand

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

1=Not at all interested 2=Somewhat interested 3=very interested

Activities	1	2	3
21.Full moon party			
22.shopping			
23.Spa			
24.Visiting historical sites and national park			
25. Riding elephant			
26. Go to night club			
27. Go to beach			
28. Diving			
29. Fishing			
30. visit hill tribe/Ethical tour			
31. sunbathing			
32. water sports(surfing and kayaking and so on)			
33. golf			
34. special event/festivals			

Part 3 General Information

The general information of respondents is present in this part. There are four questions in this part. Based on respondents' current situation, please select only one answer in each question by “√” before the answer.

1. Gender:

☐ Male

☐ Female

2. Age:

☐ Less than or equal to 20 years old

☐ 21-30 years old

- ☐ 31-40 years old
- ☐ 41-50 years old
- ☐ Above 51 years old

3. Education Background:

- ☐ Primary School
- ☐ Certificate/Diploma
- ☐ Others
- ☐ Secondary School
- ☐ Degree

4. What is your nationality? (Please specify your country name)

Your answer: _____

5. Marital status:

- ☐ Married
- ☐ Single
- ☐ Widowed
- ☐ Divorced or separated

6. How long will you travel around Thailand?

- ☐ Less than one week
- ☐ One week
- ☐ Two week
- ☐ One month
- ☐ More than one month

7. How long will you be in Bangkok?

- ☐ 4 days or less
- ☐ 5 days or more

8. Which sources of information did you use when planning your trip to Thailand?

- ☐ Internet
- ☐ Family/friends
- ☐ Travel agent
- ☐ Newspaper and Magazine
- ☐ Books

9. How often do you travel abroad?

- ☐ Less than once a year
- ☐ Once a year
- ☐ Twice a year
- ☐ More than twice a year

10. Please choose your preference among the following destinations which you would like to visit.

- ☐ Krabi
- ☐ Phuket
- ☐ Ko Samui
- ☐ Chiang Mai
- ☐ Koh Phangan



Appendix B

Reliability



Reliability

Motivation

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 32.0 N of Items = 20

Alpha = .7553

Activities

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

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

N of Cases = 32.0 N of Items = 14

Alpha = .7491

Appendix C

Explanation



**Understanding the motives and activities of international backpackers at Khao
San Road---An examination of backpackers using Bangkok as a gateway**

Explanation: gateway means international backpackers travel from Bangkok to another city in Thailand. For example: from Bangkok to Phuket, from Bangkok to Chiang Mai and so on.



