



A STUDY OF DOMESTIC TOURIST MOTIVATION AND
SEGMENTATION IN THAILAND

By

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A Thesis Submitted in Partial Fulfillment
of the Requirements for the Degree of

Master of Business Administration

Graduate School of Business
Assumption University
Bangkok Thailand

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Abstracts

This thesis is the study of domestic tourist motivation and segmentation in Thailand. It is mainly concentration on measuring tourist motivation and segmentation on Thai tourists who are likely to travel domestically. The theory that has been applied in this study comes from the previous study of Dale Fodness. The purpose of this present study is to find out the reason of why Thai tourists travel domestically and then, segmenting them into groups based on their motivation to travel.

A series of three studies describes as the study of measuring tourist motivation, the study of homogenous clusters, and the study of traveler characteristics. All of them are based on the functional theory of Daniel Katz and Brewster M. Smith, J. S. Bruner, and R. W. White.

The results are discussed the likelihood of applying a functional approach in order to understand, predict, and influence the relationship between Thai tourist motivation and segmentation in Thailand. In the evaluation, there are 28-vacation themes indicate the reason of why Thai tourists travel domestically. Those are groups into motivation factors, which are Utilitarian Factor, Knowledge Factor, Social-Adjustive Factor, and Value-Expressive Factor.

Then, the respondents are clustered into groups based on their motivation to travel. There are four segments in the study. The first segment involves with Knowledge Factor. The second segment fell on the Value-Expressive Factor. The third segment is in the Utilitarian Factor, and the last segment is in the Social-Adjustive Factor.

Accordingly, the travel characteristics are developed in helping to identify the respondents' profile based on the motivation to travel and segmentation. All of the four segments are verified by demographic characteristic, trip characteristic, and trip planning characteristic. They are included genders, family life cycles, income, mode of travel, and information sources used. The other trip behavior characteristic and expenditure pattern fail to differentiate themselves among the segments.

For the recommendation, the study of tourist motivation and segmentation in Thailand will benefit both those who are involved in tourism business and government agency. Firstly, because of economic downturn, tourism industry is becoming very important. The study will give a better picture of Thai tourists' attitude toward domestic travelling and then following by setting an ultimate marketing plan on motivating Thai tourists to travel locally. Secondly, the number of Thai tourists travelling internationally has been continuously increased since 1999. This study will identify the motive of Thai tourists and seek for their individual need, which would lead to the selection of particular type of vacation or destination. Thirdly, market segmentation will help tourism marketers to interpret the type of domestic Thai tourists. Lastly, the population sampling in the study is only in Bangkok area only. It is recommended to wider the area of the study in order to represent the whole population of Thailand effectively and efficiently.

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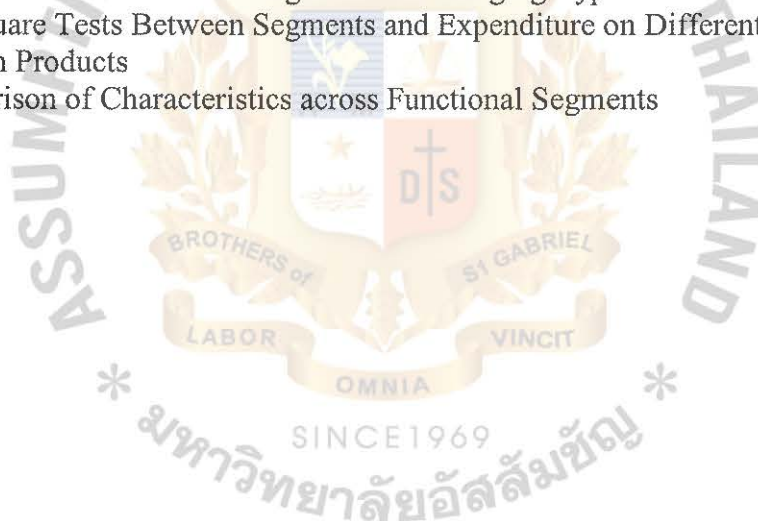
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Chapter 1: Introduction

1.1 Background

Tourism and Economy

Tourism has long been recognized as a fast growing industry, and has been noted as possibly the world's largest industry. Tourism Society defines the word tourism as "the temporary short term movement of people to destinations outside the places where they live and work, and activities during their stay at these destinations." (Middleton 1994) Tourism, for some countries such as Thailand, is now an integral part of the economy. The government believes that tourism industry could provide an opportunity to stimulate investment, and offers a mean of earning foreign exchange, and is a source of employment.

According to Thailand Development Research Institute 1997 (TDRI), "tourism industry is increasingly providing a large number of developing countries an avenue of escape from the quagmire of the international commodity markets and the Asian's economic recession." There is a few brief statements compiled by the World Travel and Tourism Council (WTTC) and World Tourism Organization (WTO) that suggest the importance of tourism from a worldwide perspective as following:

- Travel and Tourism is the world's largest industry and a major contributor to global economic development. This industry is growing faster than the world economy in term of output, value added capital investment, and employment. (WTTC)

- Domestic and international travel expenditures generate about 5.5 percent of the world's gross national product and 1 in 15 employees of people worldwide. Travel and Tourism provides more than \$278 billion in world trade receipts. (WTO)

According to those two statements above, it implies how attractive tourism industry can be. Not surprisingly, many countries, which are in the economic fluctuation like Thailand and Indonesia, will use tourism industry as a tool to promote the economy.

Thai Tourism

Since the collapse of the economy in Thailand during the late 1996, it discovers that tourism industry has now become an even more important source of economic development and foreign exchange as a result of the Asian crisis. (World Travel and Tourism Council 1998) Tourism Authority of Thailand establishes plan by announcing Amazing Thailand, which includes Thais tour Thailand campaign. Amazing Thailand aims at attracting foreign travelers. Thailand positions itself as "Treasures for the Pleasure of the World" with the slogan of "Enchantment for the Next Thousand Years." This plan is quite successful where international arrivals hit 9.5 million in 2000 reported by Bangkok Post on March 8, 2001. (See table 1.1) World Tourism Organization releases news that exhibits the top ten destination in the east. Thailand is in the third position after China and Hong Kong. Table 1.2 illustrates the top ten destinations in Asia/Pacific region. World Tourism Organization predicts the arrivals to the East Asia/Pacific will increase to nearly 110 million in 2000. (World Tourism Organization 2000)

Table 1.1 International Tourist Arrivals

Year	Number	% Change
1998	7,764,980	7.53
1999	8,580,332	10.50
2000	9,578,826	10.72

Sources of data: Immigration Bureau, Police Department.

Note: Tourist arrivals included overseas Thai.

Table 1.2 Top Ten Destinations in the East

Top Ten Destinations in the East Asia/Pacific 1999		
		Change 99/98 %
1. China	27,04,000	7.9
2. Hong Kong - SAR	11,328,000	18.3
3. <i>Thailand</i>	<i>8,651,000</i>	<i>10.3</i>
4. Malaysia	7,931,000	42.9
5. Singapore	6,258,000	11.1
6. Macau	4,743,000	5.0
7. Indonesia	4,700,000	2.0
8. South Korea	4,660,000	9.6
9. Australia	4,459,000	7.0
10. Japan	4,438,000	8.1

Source of data: World Tourism Organization

Thais tour Thailand campaign focuses on Thai people to holiday locally. Its purpose of this campaign is to motivate Thai tourist to travel within the country. It aims at high-income family, teenagers, seminar or conference, and so on. Thailand Development Research Institute or TDRI notes that the period of 1987 through 1996 was termed the golden decade of Thai tourism because of unexpected growth of Thai economy that stimulates local Tourism. By the

end of 1996, the number of trips taken by Thai tourists was estimated by a TDRI study at 42.5 million. During the middle of 1997, Thailand confronts economic difficulty. Thai government declares to devalue the Thai baht. At that time, the Tourism Authority of Thailand reports that Thai people stopped traveling abroad due to the economic slump. (Bangkok Post 1998) Nevertheless, it does not make Thai people to travel locally also because of economic shock. Nilubol Thamvipat, general manager of Bonus Travel, states that “the overall situation is not good, with fewer people making fewer journeys. Thai people haven’t been traveling much domestically, in contrast to expectations.” (Bangkok Post 1997)

Table 1.3 Number of Thai Nationals traveling in Thailand

Year	Thai Nationals	
	Number	% change
1995	52,256,566	22.53
1996	52,469,944	0.40
1997	52,053,251	-0.79
1998	51,681,053	-0.72
1999	53,624,843	3.02

Source of data: Tourism Authority of Thailand

Therefore, Tourism Authority of Thailand attempts to motivate Thai tourists to holiday at home because every time Thai tourists travel abroad, it costs Thailand more than a million baht in foreign exchange. For example, 1.7 million Thai tourists cost the country 83,948 million baht in foreign exchange and reduced the tourism balance to 106,817 million baht. (Thailand Development Research Institute 1997) Especially in this decade where Thailand faces economic

recession, tourism is the alternative strategies for many countries to increase their income, employment, and then hopefully boost the economic. Tourist Forecast Council or TFC mentions that “by the mid-1999, outbound tourism from most of the countries affected by the crisis appeared to be growing.” This displays a negative sign for Thailand. In the table 1.4 presents the number of Thai tourists flowing abroad. In 1999, the number of Thai tourists travels abroad increases sharply from 1998.

Table 1.4: Outgoing Thai Travelers 1995-1999

Year	Thai Nationals	
	Number	% change
1995	1,798,324	8.50
1996	1,823,676	1.41
1997	1,637,595	-10.20
1998	1,393,845	-14.88
1999	1,654,740	18.72

Source of data: Immigration Bureau, Police Department.
 Note: * The figure of Thai Nationals before 1996 included overseas Thai.

The top countries of destination in 1999 among Thai tourists are Malaysia, Singapore, and Hong Kong respectively (see table 1.6). Pradech Phayakvichien, governor of the Tourism Authority of Thailand, estimates the number of Thai tourists flowing abroad would reach 1.8 million at the end of the year 2000. This indicates the equal number of peak outbound tourist in 1996. (Bangkok Post 2000)

Table 1.5: Outgoing Thai Travelers in ten months of departure and mode of transport.

January – October

Month	Year	Total	Thai Nationals		
			Air	Land	Sea
Jan. – Oct.	2000	1,629,771	1,132,466	408,382	88,923
Jan. – Oct.	1999	1,405,620	981,445	362,749	61,426
	% change	15.95	15.39	12.58	44.76

Source of data: Immigration Bureau, Police Department.

Table 1.6: Top ten destination of outgoing Thai Nationals.

January – October

Country of Destination	2000		1999		%change
	Number	% Share	Number	% Share	99/98
1. Malaysia	466,017	28.59	377,085	26.83	23.58
2. Singapore	201,441	12.36	193,552	13.77	4.08
3. Hong Kong	164,349	10.08	148,725	10.58	10.51
4. China	117,438	7.21	107,824	7.67	8.29
5. Taiwan	114,709	7.04	104,528	7.44	9.74
6. Japan	75,216	4.62	65,707	4.67	14.47
7. Laos	55,905	3.43	50,084	3.56	11.62
8. Korea	54,352	3.33	29,753	2.12	82.68
9. Australia	48,137	2.95	41,749	2.97	15.3
10. United States	40,193	2.47	36,807	2.62	9.20

Source of data: Immigration Bureau, Police Department.

According to table 1.5 and 1.6, they show an increasing number of outgoing Thai tourists and the top ten destinations of Thai tourists. What motivation factors that make Thai tourists to travel domestically is still questioning? Is that because of better economic? At this point, the researcher attempts to search for the solution of what motivate Thai tourists to travel locally.

Can they be segmented based on their motivation to travel? Therefore, tourist motivation and segmentation must be investigated for the purpose of studying and understanding Thai tourists.

1.2 Statement of Problem

Tourism has grown to be a very essential economic activity in Thailand as government believes that it would help boosting and recovering economy. Since the mid-1999, the number of Thai tourists traveling seems to be increased continuously both domestic and outbound. Therefore, the question is raised on why do they travel and can they be segmented into group of similarity?

1.3 Objective of Study

The principal objectives of this study are to verify the significance of tourism industry in Thailand in term of understanding Thai tourists. The objectives of the study are as follow:

- To study motivation factors on what makes Thai tourists to travel domestically by basing on vacation experiences.
- To study how Thai tourists can be segmented into groups based on their motivation to travel.

1.4 Importance of Study

Since there is a little study on tourist motivation and segmentation on Thai tourists, this research is meant to benefit those who are involved in Thai tourism industry. The researcher believes that the outcome of the research will be extremely useful for:

- Government agency – The government agency such as Tourism Authority of Thailand can benefit from this research because it provides the better understanding of Thai tourists. Then, they could adopt the result of the research as an information to further use of setting an ultimate plan on Thai tourists. For example, Tourism Authority of Thailand attempts to encourage Thai tourists to travel locally. They can learn from the outcome of the research on what motivate Thai tourists to travel domestically. Moreover, the outcome of segmenting Thai tourists will be essential information in this research, which Tourism Authority of Thailand can acquire the information for targeting Thai tourists.
- Public companies – The public companies such as hotel, tour agency, and airline will be able to use the outcome of the research for better marketing strategy on Thai tourists. They would comprehend on what Thai tourists needs and wants so that they can capture the right target market. For example, if the outcome of the research turns out that most of Thai tourists like to travel domestically with their family, the hotel, tour agency, or airline can set a good deal of package tour to motivate Thai tourists to travel locally.

1.5 Scope of Study

The information of the research will be collected during May 2001, which is considered the peak time of traveling for Thai tourists. Because of school close and summer time, most of Thai tourists will take or plan their trip at this period of time.

- This research will mainly concentrate on Thai tourists. They must be over 15 years of age, and remain in Thailand not less than a year. All of them must have travel experience for the last three years.
- The 400-population sampling will be captured only in Bangkok area. (Including the pre-tested)

1.6 Limitations

This research involves tourist motivation and segmentation. It can be useful information for those who are in the tourism industry. Nevertheless, there are some limitation in this research, which are:

- In the research, it tends to study the reasons of why Thai people travel. However, the target population in the study includes only in Bangkok area. Therefore, the conclusion of the research might not be able to represent the whole population of Thailand.

1.7 Organization of the study

The research comprises of six chapters. The first chapter contains introduction, which includes background of tourism industry in Thailand and generalities to the study.

The second chapter presents the issues surrounding the supporting literature, previous related studies, and relevant theories of tourist motivation and segmentation.

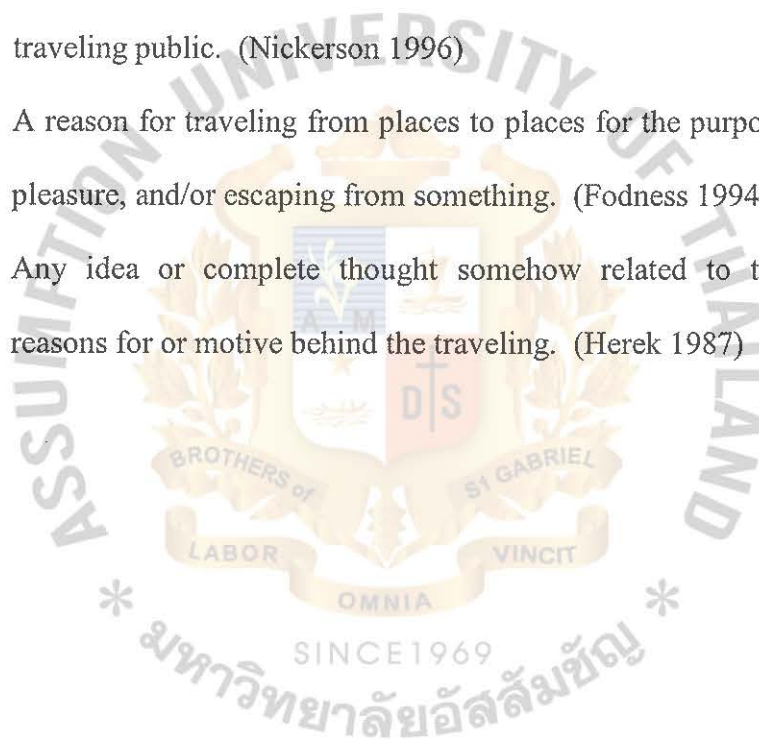
Third chapter and fourth chapter are research framework and research methodology respectively.

The fifth chapter introduces research result of the data collected by questionnaire. And the last chapter will be conclusion and recommendation.

1.8 Definition Terms

Domestic Tourism	Residents visiting destination within their own country's boundaries. (Middleton 1994)
Outbound Tourism	Residents of a country, traveling as visitors to other countries. (Middleton 1994)
Marketing	A subject of vital concern in travel and tourism as the principal management influence, which can be brought to bear on the size and behavior of the market. (Middleton 1994)
Segmentation	The differences in the sample of tourist motivation existed such that homogeneous clusters could be formed based on the functions served by the vacation experience. (Fodness 1994)

Thai Tourists	Thai nationality who are over 15 years old, live or stay in Thailand not less than a year. They must or should have domestic traveling experience within this last 3 years. (Plai-noi 2538)
Tourism	The activity that occurs when tourists travel to places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. (World Tourism Organization 1992)
Tourism Industry	A mix of interdependent businesses that directly or indirectly serves the traveling public. (Nickerson 1996)
Tourist Motivation	A reason for traveling from places to places for the purpose of relaxation, pleasure, and/or escaping from something. (Fodness 1994)
Vacation Themes	Any idea or complete thought somehow related to the respondent's reasons for or motive behind the traveling. (Herek 1987)



Chapter 2: Literature Review

2.1 Tourism industry

The word “tourism” might be just an ordinary word that we all understand the meaning of it, but how many people can really comprehend that word. The primary thought of many people toward “tourism” is that the people who visit a particular place for sightseeing, relaxing, visiting relative and friends, and so on. Robert Christie Mill and Alastair M. Morrison mention about tourism, as it is not an industry, whereas it gives rise to other industry also. It can be directly or indirectly serves the traveling public. Transportation, food service, accommodations, tourism promoters, and any other organization are examples of different businesses that directly and indirectly relate to tourism.

In 1963, the United Nations (UN) arranged a conference on “International Travel and Tourism” in Rome, Italy. UN recommended that tourism is traveling for entertainment, visiting relatives, or involving in conference. They would not receive money from the country that they visit. (Tourism Authority of Thailand 2000) There are two terms in tourism, which are visitors and excursionists.

1. Visitors – include any person who visits a country other than their own countries for more than 24 hours. Their purposes of visiting would be for relaxation, holiday, sport, health, education, business, etc.
2. Excursionists are those who traveling to a place that they visit for less than 24 hours.

This type of excursionists will not stay overnight. They are only passing by.

Benefits of Tourism

Nowadays, tourism is indeed considerable as economic importance throughout the entire world. It is considered to be part of our life. This growing significance of tourism becomes a source of income, employment opportunity, and foreign exchange earning. Consequently, the government has been increasingly paid attention on tourism. There are some major benefits of tourism developed by McIntosh, Goeldner, and Ritchie as follow:

- Provides employment opportunities, both skilled and unskilled
- Generates a supply of needed foreign exchange.
- Increases incomes
- Creates increased gross national product.
- Can build on existing infrastructure.
- Develops an infrastructure that will also help stimulate local commerce and industry.
- Can be developed with local products and resources.
- Helps to diversify the economy.
- Tends to be one of the most compatible economic development activities available to an area, complementing other economic activities.
- Spreads development.
- Increases governmental revenues.
- Broadens educational and cultural horizons and improves feelings of self-worth.
- Improves the quality of life related to a higher level of income and improved standards of living.

2.2 Tourist Motivation

“Why do people travel” appears to be just an ordinary question, whereas who can really answer this question? Many would say they travel because they want to see the world, to confront new experience, to fulfill their dream, or to escape from their routine. A psychologist, Dr. Loepp Smith, states that “Most of you know the reasons you get...if you ask people why they took a trip. ‘I went home to see Grandma’ or ‘I had it at home – we decided it was time for a holiday.’ Somehow, there is something not quite satisfying about a roster of answers of that sort.” (Mayo and Jarvis 1981)

Accordingly, “Why people really take their trip” can be answered by using psychological and sociological to explain the matter of fact. Dale Fodness clarifies why people travel depending upon the internal psychological factors, which are needs, wants, and goals. Those three are generated in our minds and bodies. Lundberg also claims that “what the traveler says are his motivations for traveling may be only reflection of deeper needs, needs which he himself does not understand, may not be aware of, or may not wish to articulate.” (Mayo and Jarvis 1981) Therefore, to understand the reasons of why an individual takes his or her trip is complicated and sophisticated, but it is essential to comprehend the travel motivation. For example, when a marketer wants to set strategy, they indeed learn tourist motivation in order to study the consumer behavior as Fodness notes that “... effective tourism marketing is impossible without an understanding of consumers’ motivations.”

Motivation occurs when some people or an individual wants to satisfy their needs. It can be something as a driving force behind behavior, and it is related with individual’s personality.

Motivation can influence an individual how to react in the world around him or her. (Mayo and Jarvis 1981)

Motive can be defined as “the need or desire of an individual to do a particular thing” according to Jan Van Harssel, Ed. D. Motive intends to protect, satisfy, or enhance the individual. It can be either physiological or psychological. Physiological motives come from biological needs. For instance, the need to survive, everybody would have this need. Oxygen, water, food are examples of physiological motives. Psychological motives, on the other hand, “stem from needs created by an individual’s social environment.” (Mayo and Jarvis 1981) These psychological motives are said to appear right after our birth. The need to go to school, to graduate from college, to have a beautiful house, and/or to be in society is the common examples of psychological motives.

Victor T.C. Middleton combines the contribution of motives list from Valene Smith (1977), Murphy (1985), and McIntosh and Goeldner (1990). The basic travel motivations can be categorized into six types, which are:

1. **Business or work motives:** describe about those who travel away from home because of work-related.
2. **Physical Motives:** is anything that involves physical rest such as sports participation, entertainment, and health considerations.
3. **Cultural Motives:** the desire for knowledge of other countries such as festivals, museum, or any personal interests like woodcraft.
4. **Interpersonal Motives:** the desire to meet new people, enjoying accompanying with friends and relatives, and escaping from routine.

5. **Entertainment Motives:** shopping, watching television, going to amusement park.
6. **Religious Motives:** participating in pilgrimages.

2.2.1 Theories of tourist motivation

“Travel is motivated by ‘going away from’ rather than ‘going towards’ something or somebody. To shake off the everyday situation is much more important than the interest in visiting new places and people...travellers’ motives and behaviour are remarkably self oriented: Now I decide what is on and what is good for me.” According to Jost Krippendorf, the holiday makers. (Mill and Morrision 1992)

- ***The application of Maslow’s theory of the basic human needs.***

Maslow’s theory of the basic human need is explaining tourist motivation.

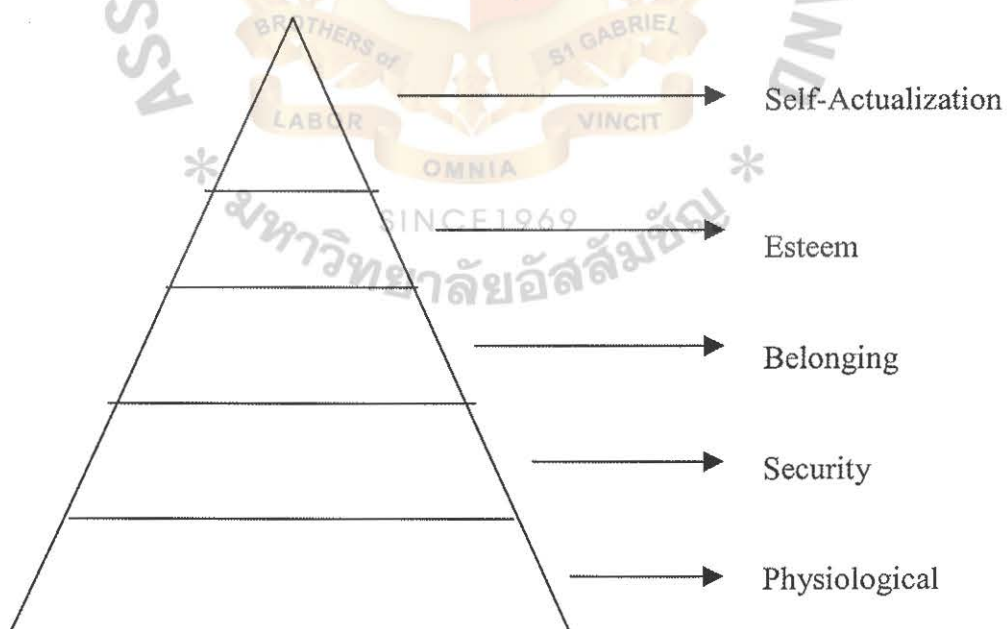
1. Physiological needs or Survival – involve relaxation motive such as escape, relaxation, relief of tension, and sunlust.
2. Safety needs or Security – refers to security motive, which describes as health, recreation, and keep oneself active and healthy for the future.
3. Belonging and love needs – 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 – be true to one's own nature leads to exploration and evaluation of self, self-discovery, and satisfaction of inner desires.

Pearce and Caltabiano, who study tourist motivation, used Maslow's hierarchy to modify travel motivations based on travel experiences. This hierarchy can help to understand the travel motivations because the relationship of our needs can influence our behavior. It is illustrated in Figure 2.1. The first need listed is physical, and the other four are psychological. There are two more added to suit with travel motivation, which are:

6. To know and understand – acquiring knowledge on culture and education.
7. Aesthetics – appreciation of beauty such as environment and scenery.

Figure 2.1 Maslow's hierarchy of needs



▪ **Push and Pull Factors**

Another interesting theory of Tourist motivation is push and pull factors. Graham M. S. Dann introduces this theory in 1977. He argued that there are many research on tourist motivation, but much of them do not really address the fundamental question of “why do people travel?” He does a survey on visitors’ attitudes toward Barbados to describe the common basic of motivations, which are anomie and ego-enhancement. Those two are meant to propose tourist motivation on push and pull factors. Dann believe that it can clearly stage the reasons of why do people travel. The push factors are said to be motives that make one want to travel; for example, novelty, knowledge, education, prestige, escape, shopping, and so on while pull factor affect where you travel, given the initial desire to travel such as transportation, cleanliness, safety, technology, etc. (Johnson and Barry 1992)

▪ **Nine motives of tourist motivation**

The study of John L. Crompton on tourist motivation mainly explains the motives of tourists for their pleasure vacation. He divides tourist motivations into nine motives. The first seven motives based on socio-psychological. They are escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction. The last two are cultural motives, novelty and education. This study tends to measure the tourist motivation by leading the tourist toward the selection of a particular type of vacation or destination.

Unfortunately, Dale Fodness states that “a widely-accepted integrated theory of the needs and personal goals driving these reasons given for travel and the benefits sought from it is, however, lacking.” Motivation seems to be a small area in tourism that researchers are rarely interested in. Nevertheless, it is essential to investigate tourist motivation because the information on motivation can be useful in setting effective marketing strategies. Fodness complains that there are two things that require to fulfill in measuring tourist motivation. Those are establishing motivation theory and doing more research. He, therefore, develops “an easy-to-administer self-report scale that resemble the taxonomies of functional theorists.” (Goossens 2000) This theory is called “A Functional Approach.”

▪ *A Functional Approach*

Fodness develops functional theory to measure tourist motivation. Functional approach to the study of attitudes is actually an extension from Daniel Katz, and Brewster M. Smith, J. S. Bruner, and R. W. White. Fodness attempts to formalize the conceptual relationships between motivations and the attitudes of tourist. He believes that the reasons of individual doing a certain attitude such as traveling serve psychological needs. “The reasons people give for their leisure travel behavior represent the psychological functions (the needs) the vacation serves (satisfies) for the individual. This approach has intuitive appeal. It directly address the question of why tourists behave as they do” (Fodness 1994)

Nevertheless, the functional approach is recognized in operational research that involving social psychology and consumer behavior. It plays an essential tool in tourist motivation since it is not only understand tourist motivations, it also can influence the consumer behavior as well. Functional theory has four general categories according to Daniel Katz, which are ego-defensive

needs, knowledge function, utilitarian, and value-expressive function. Smith, Bruner, and White introduce another functional theory. It is called Social-adjustive function.

1. **Ego-defensive needs** – is a way to protect yourselves from being blame. For example, if someone ask you why didn't you go to visit your parents in Phuket, your answer would be 'I would visit them, if they don't live so far away.'
2. **Knowledge function** – concerns cultural and educational motives. Many tourists want to travel because they want to learn about another culture or to see how other people live. It becomes an opportunity for them to use it as a motivation for education. For example, when tourists want to travel to different places that they might never visit before, there must be a reason for doing that. They might want to experience new adventure and to learn new things.
3. **Utilitarian** – is involved a certain attitude that leads to decision-making. The feeling of wanting to get away from and/or to celebrate work achievement directs to the decision to make some tourists want to travel where it is not home. For example, we take vacation at Hua-Hin every year because it is tradition in our family.
4. **Value-expressive function** – is more likely about the maintaining interpersonal relationship with other people by expressing value to other people. For example, I dream of going to Australia someday at a beautiful hotel.
5. **Social-adjustive function** – is one of the most important that shows the essential of social interaction with vacation experience. It can be anything that involves both family and other. For example, traveling with family and/or good friends is the happiest thing that we prefer. It also includes visiting friends and relative.

2.3 Segmenting tourism markets

Market segment is becoming an essential factor in travel and tourism because it refers to the process by which people obtain similar needs, wants, and characteristics. Consequently, the marketers would be able to group the target market together in order to serve the particular needs and wants of its chosen customers. Segmentation is interpreted as “a process of dividing a total market such as all visitors, or a market sector such as holiday travel, into subgroups or segments of the total for marketing management purposes.” (Middleton 1994) This should aim at strategic (long-term) marketing and management decision. In identifying market segments Mill and Morrison suggest that there are some points that necessary to examine segmenting which are:

1. *Measurable* – it brings up the important of the number of potential tourists within the segment that should be estimate for accuracy.
2. *Accessible* – how easy the tourist can be reach by promotion techniques or media?
And how influence the existing distribution channels can be over the tourists?
3. *Substantial* – Are there sufficient numbers of tourists in the segment that can support a marketing effort?
4. *Defensible* – Are the characteristic of the segment be differed to verify marketing activities and expenditures and can they be grouped?
5. *Durable* – Is the segment maintain the uniqueness or differences occur with time goes by?
6. *Competitive* – Do we have competitive advantage over the competition in serving the market segment?

Methods used to segment markets

The basis market segment on tourism is quite similar to other segmentation. It comprises of approximately seven categories, which are demographic or socioeconomic, product-related, psychographic, geographic, purpose-of-trip, and behavioral.

- ***Demographic and socioeconomic segmentation***

Demographic and socioeconomic is the most common category in segmentation. It contains age, income, education, sex, occupation, family size, family life cycle, etc. (Middleton 1994) It is collected, as customer profiles to easily looking at the fact that obtains existing customers in travel and tourism. This type of segmentation is extremely useful for marketers to predict the recreation participation of tourists and to further categorize the tourists. The information of this segmentation assists the marketers to understand and to have a better idea to whom and where to target advertisements and promotion. (Mill and Morrison 1992) For example, 55 percents of Thai women, whose are single, like to travel abroad. Most of them are employees. With this information, marketers create strategy that is suitable with the type of tourists.

- ***Product-Related segmentation***

It is a major advantage of segmentation because it reveals the benefit that tourists search for. Product-related segmentation aims at gaining information on particular type of tourism

products and services rather than specific products or services. (Mill and Morrison 1992) For example, some tourists might require to have luxury and high levels of personal service as the primary benefits of their traveling. The speed of service and convenience of the location would be considered as their principle.

- ***Psychographic segmentation***

Psychographics helps marketers to comprehend the activities, interests, opinions, personality, and life stage of tourists. This technique might be difficult to do because it relates to an individual's mental attitudes and psychological make-up. (Mill and Morrison 1992) It might sound similar to demographic in terms of life styles, age, genders, and income. Otherwise, psychographics aim to place consumers on psychological rather than physical dimensions. (Mill and Morrison 1992) For example, Thai tourists travel a long way to participate in golfing activity in United States. The common answer to this reason of going there is to involve in the activity provided. However, what is indeed made them to go to that particular country? Psychographic data help marketers to determine the tourists' lifestyle, values, and personality. (Nickerson 1996)

- ***Geographic segmentation***

Geographic segmentation is one of the major points in travel and tourism. It considers to be useful when marketer can define the attractiveness of a tourist destination. Where are their favorite destinations? (Mill and Morrison 1992) The marketers can determine the promotional

efforts toward tourists. The information of geographic, nowadays, becomes an indicator of identifying primary, secondary, and maybe tertiary markets. If geographic and demographic combine together, it provides the means of access to the target markets.

- ***Purpose-of Trip segmentation***

The marketers should not overlook this segmentation because the analysis of the purpose of trip can lead to useful information on which customers travel and use of their products. For example, if most of the travelers are families, it means that the marketers need to provide family type of products that can be used for all the family members. (Mill and Morrison 1992)

- ***Behavioral segmentation***

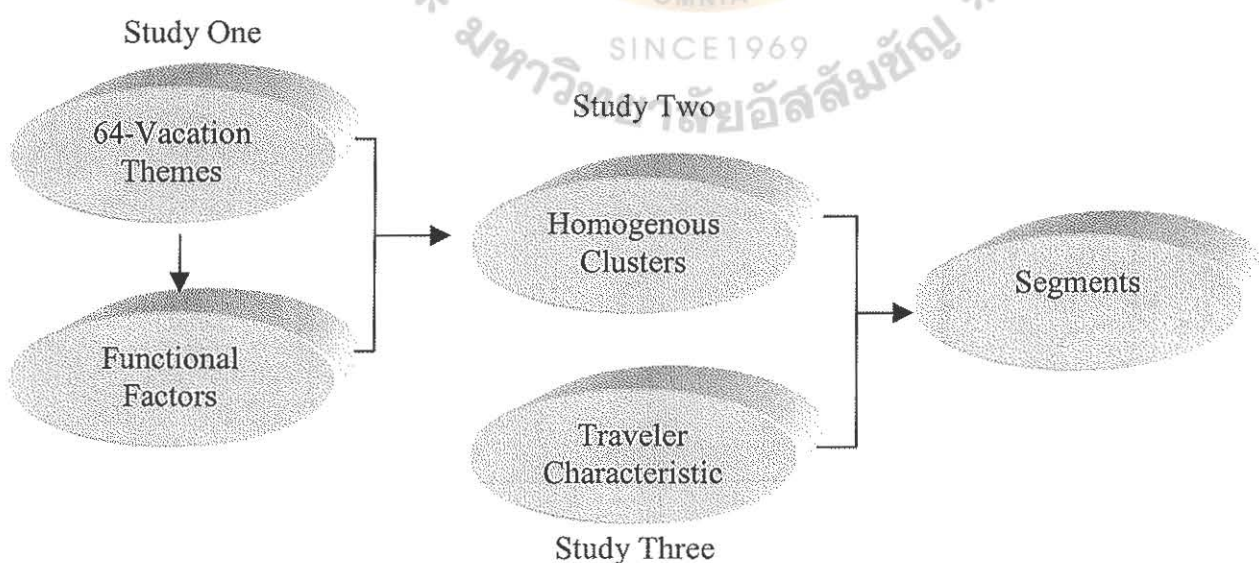
Behavioral segmentation divides tourists into different groups based on usage rates, benefits sought, use occasions, usage status and potential, and brand loyalty. (Mill and Morrison 1992) For instance, some business travelers might prefer to stay at a particular airline, hotel, and car rental company. This is a good example of frequent usage of products. Occasion segmentation is also the most popular in tourism because some resorts or hotel target a certain tourists such as a couple honeymooners. They can draw a special attention on this segment.

Chapter 3: Research Framework

3.1 Conceptual Framework

The conceptual framework is constructed to illustrate the relationship between dependent and independent variables. This research of measuring tourist motivation on Thai tourists will be divided into three studies. (See Figure 3.1) The first study will mainly conduct self-administer scale by using all 64 vacation themes as a questionnaire to measure tourist motivation on why Thai tourists travel and then defines the motivation factors. The result of the first study will direct to the second study by characterizing or grouping the Thai tourists based their motivation factors. The third study is developed to assess the applicability and utility of a functional approach to tourist motivation using traveler characteristics. A segmentation study is performed, wherein a functional segmentation base is created.

Figure 3.1 Conceptual framework



According to chapter 2, the literature review indicates that the study of tourist motivation is rare, and many overlook the importance of motivation. In this research, the researcher would like to indicate the importance of motivation that can benefit the marketers in taking the right action of setting marketing strategy. The researcher attempts to research the measuring of tourist motivation based on Thai tourists using 64 vacation themes to verify the Thai tourist motivation and grouping them into each functional factor. Then, the travel characteristics, which include an ordinary basis of managerial relevance that, appear in the travel literature. The result of measuring tourist motivation leads to the interesting market segmentation, which is presented in Figure 3.2.

▪ Vacation Themes

Gregory M. Herek, the author of “Can Functions Be Measured? A New Perspective on the Functional Approach to attitudes,” define the word theme as “any idea or complete thought somehow related to the respondent’s reason for or motives behind.” Fodness develops the vacation themes by first doing the exploratory study on the tourists across the United States using open-ended questions. The 128 individual were interviewed based on their travel experiences. All of the individuals have been taken leisure trip to a various destinations. He uses the result from the interview to develop the vacation theme and those themes will be applied in suitable with Thai tourists. The 64 vacation themes are listed below on table 3.1:

Figure 3.2 Elaborating the Conceptual Model

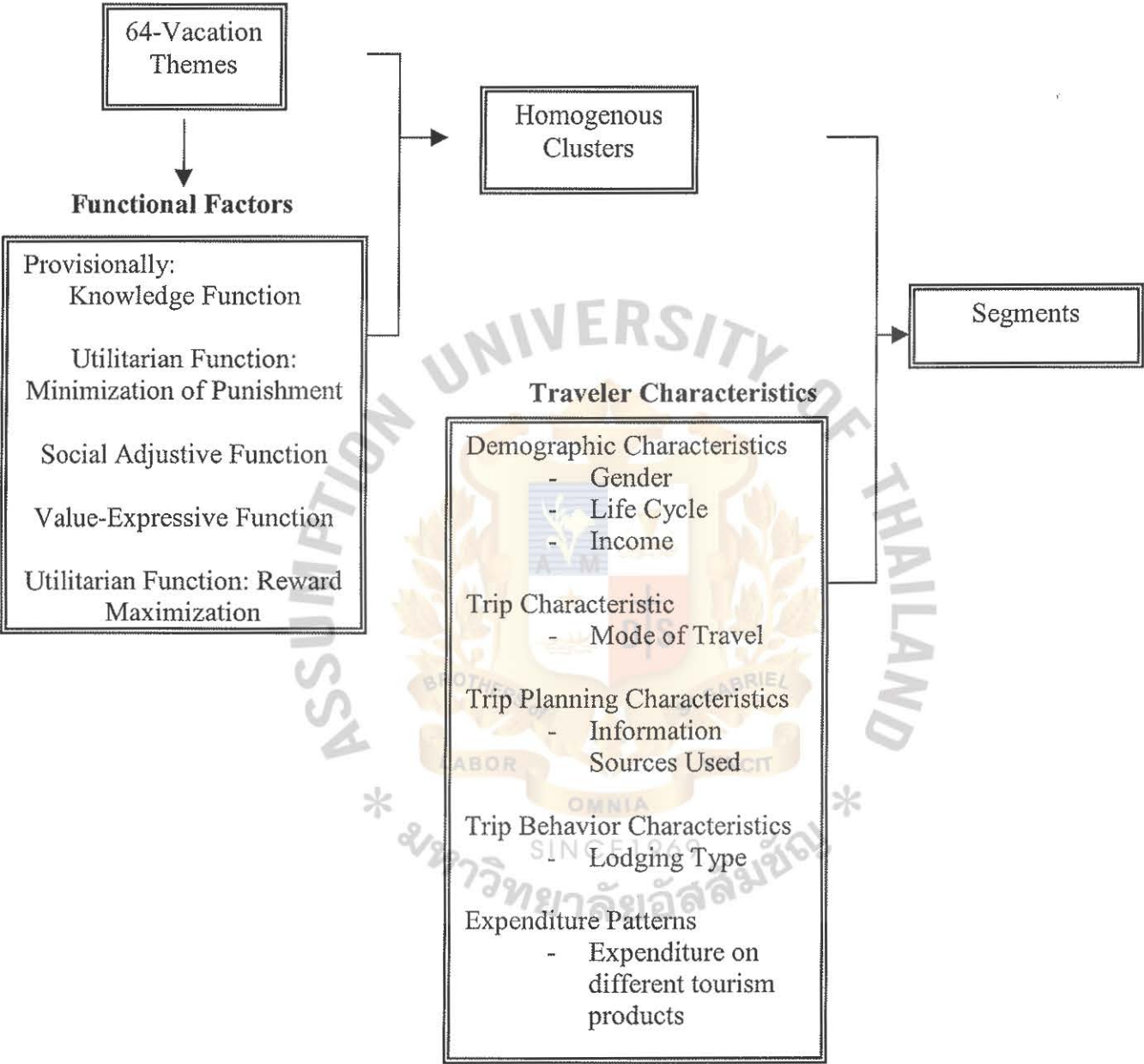


Table 3.1 Vacation Themes

1. Going on vacation with someone is always more fun than going by myself.
2. I like to talk about my vacation when I get back home, you know, relieve it.
3. The planning leading up to a vacation is a lot of fun.
4. When I'm on vacation, I don't want to spend my time worrying about where I need to be.
5. Just to curl up with a good book in the shade sounds like a wonderful vacation to me.
6. The perfect vacation would include all of my family.
7. A vacation around people is very enjoyable.
8. Almost everybody wants a change of pace from what they do.
9. When I go home, I tell everybody about my vacation.
10. I want to see things while on vacation that I don't normally see.
11. Travel gives me a better understanding of current events.
12. Sometimes vacation travel is the only way to see monuments and works of art.
13. While on vacation, I want luxury, nice food, and a comfortable place to stay.
14. I never vacation at the same place twice.
15. It's important for me to experience different cultures and ways of life.
16. It's important for me to show that I can afford a vacation.
17. Just resting and relaxing is vacation enough for me.
18. On vacation, I try to get back to nature.
19. A vacation is a time to move out of your daily routine into a more pleasant routine.
20. On vacation, I like to meet other people who are interested in the same things I am.
21. Who you're with can make or break a vacation.
22. There are some places I have always wanted to visit.
23. Historical sites are very important to my vacation plans.
24. I like to be able to talk about the places I've visited and the things I've seen on vacation.
25. Having fun, being entertained; that's what a vacation is all about.
26. The availability of good restaurants and good food is important in choosing a vacation spot.
27. I travel to keep active.
28. To me, a vacation means seeing and doing lots of things.
29. I guess I'm just always looking for new experiences.
30. Just nature and me, that's my idea of a perfect vacation.
31. On vacation the family gets to know each other better.
32. I would rather go on vacation less frequently and do something exciting than to go often and have to cut back.
33. I think that the kinds of accommodations that you get on vacation are real important.
34. On vacation I don't worry about time.
35. I don't like to vacation where there are lots of people.
36. A vacation is realizing, being able to do nothing, without having any deadlines.
37. I just like to travel, to go somewhere and to do something.
38. The yearly vacation is a time when the family can be together.
39. While on vacation, I attend cultural events that I don't have access to at home.
40. A vacation clears your mind.

41. I like to visit foreign cultures.
42. It's fun to sit around and remember past vacations.
43. No housework, no cooking, no washing dishes, no laundry, that's what a vacation is all about.
44. The best vacations I've ever had were spontaneous.
45. I like traveling with good friends. It's important for me to share my vacations.
46. A vacation means getting away.
47. Usually, we visit relatives or someone we know on our vacations.
48. Vacation time is a recovery period.
49. I vacation in the country when I can because I like a rural environment.
50. I usually will visit a place related to my personal.
51. A vacation means fun, doing things I haven't done before.
52. It's important for me to go someplace fashionable on vacation.
53. Now and then I just need to get away from pressure and stress.
54. I always think that I'll have some sort of romantic experience while on vacation.
55. I like to see how other people live.
56. A vacation means being able to do nothing.
57. There should be no deadlines while on vacation.
58. On vacation, I like to do the same things that people who live there do, you know, "when in Rome, ..."
59. I would be happy taking a vacation anywhere away from home.
60. The main thing for me on vacation is just to slow down.
61. I like to try to tie my vacations in with festivals and celebrations.
62. It's important for me to get away from the kids now and then.
63. I like lots of activities on vacation, like shopping.
64. I vacation for a break from my daily routine, to get refreshed, and to have a different outlook.

Source: Annals of Tourism Research: Measuring Tourist Motivation

▪ **Functional Factors**

Those 64 vacation themes are grouped based on similarity, and it then is measured using the alternating least square scaling algorithm (ALSCAL) for multidimensional scaling (MDS). Multidimensional scaling is a technique that measures attitudes about objects in multidimensional space on the basis of respondents' similarity judgments of objects. The solutions are obtained for six factors down to two, with the result of variances accounted for (R-squares) of 0.96, 0.95, 0.91, 0.83, and 0.68 respectively. Therefore, the four maximize amount of

variances are chosen to measure tourist motivation, which are knowledge function of leisure travel, utilitarian function of leisure travel, social-adjustive function of leisure travel, value-expressive function of leisure travel, and utilitarian function of leisure travel.

1. *The knowledge function of leisure travels.* It describes the desire for knowledge and to learn of other cultures. (Mill and Morrison 1992) In this factor, it can be divided into two differences, which are positive and negative poles. Both of them are generally speaking of an idea of escaping from everyday life. The *positive poles* mainly concentrate on wanting to get away from the daily routine toward some well-defined goal or state. For instance, some might say that they want to see how people in other culture live, to gain more knowledge on other culture, and to learn about other countries. Fodness states that "...vacation themes clustered at the positive pole seemed to relate to the vacationer's search for knowledge, organization, and consistency in the world."

2. *The utilitarian function of leisure travel* is considered as *negative pole*. Daniel Katz mentions that if the attitudes consider as maximize reward and minimize punishments, it should be in the utilitarian. Therefore, the negative pole is served as utilitarian. It might be indirect to the form of escaping the everyday life; however, the only reason for this negative pole is wanting to relax. For example, traveling can help the stress from working environment. People want to take a rest and to clear their mind out by traveling to places. Graham M. S. Dann, a researcher on tourist motivation, comments that the meaning of escaping from something depressing suggests the idea of getting away from painful or uncomfortable environment.

3. ***The social-adjustive function of leisure travels.*** This second factor illustrates the social aspects of the vacation experience. People need social interaction; thus, it displays the relationship of people in the society. Visiting friends or family is an example of this factor. For instance, I like going on vacation with my best friend, or I like to have vacation with my family. This factor is one of the powerful motivators for travel. (Crompton 1979)
4. ***The value-expressive function of leisure travels.*** It is the factor that identifies both symbolism and self-expression. Fodness characterizes this into two different aspects, which are *self-esteem* and *ego-enhancement*. Self-esteem defines as "...embodied in such ideas as the need to exhibit strength, achievement, mastery, competence, and independence." (Mill and Morrison 1992) Ego-enhancement is the need to be prestige or to be aware. This refers to going to some places that is well known is extremely essential. Therefore, this factor involves the expression of personal values. (Katz 1960)
5. ***The utilitarian function of leisure travel.*** The last factor quite similar to the first factor, but it actually differs from each other as the fourth factor refers to "escape to recreational or fun activities..." (Fodness 1994) In other word, it is pleasure and sensation seeking. The vacation themes in this factor appear to be having fun, being entertain, and enjoying adventure.

▪ Homogenous Clusters

The homogenous cluster in this meaning is that to group the respondents based on their motivation to travel. In this research, the respondents of the survey will be clustered into groups. Each group must be mutually exclusive groups that identify the likeness and differences among the homogenous clusters. (Fodness 1994)

▪ Traveler Characteristics

The travel characteristics are the main determinants of demand for travel and tourism because it can indicate the tourist behavior individually. The researcher concerns that it can change rapidly depending on the influence over the size and patterns of travel markets. It is also useful in characterized Thai tourists based on similarity. The travel characteristics are developed from tourism literature. There are six characteristics in this research, which are demographic, trip characteristics, trip planning, trip behavior, and expenditure pattern. Each characteristic reflects behavior of Thai tourists.

- Demographic Characteristic

In demographic including gender, family life cycle, income, education, and occupation, the researcher can determine the characteristic of population that influence demand to travel domestically. People have different kinds of family, income, education, and occupation; therefore, not surprisingly that each of them would affect the decision of Thai tourists to travel domestically. For instance, people, who are single, would have the likelihood to travel locally

more than those who are married and have small children. Education is associated with changes in income. It is clear that the higher the education, the greater the amount of travel will be.

- Trip characteristic, trip planning characteristic, and trip behavior

characteristic

Trip characteristic, trip planning, and trip behavior suggest how Thai tourists travel, how much time they take to plan to travel, how they get the information of the countries they want to visit, what is the most favorite destination among Thai tourists, and where they like to stay. This is useful information to verify and/or determine why Thai tourists behave in such a way concerning motivation to stimulate to travel.

- Expenditure pattern

Expenditure pattern relies on the money that is spending in each traveling. Thai tourists usually spend their money on what type of products such as entertainment, gifts, groceries, and personal souvenirs. This source of information can help the marketer providing the certain products that satisfy the needs and wants of Thai tourists.

▪ **Segments**

The researcher tends to use the useful information to verify the functional factors and traveler characteristic that hold for understanding, predicting, and influencing the relationship between Thai tourists and their motivation. Segment is considered based on the vacation

experiences of Thai tourists. This allows the researcher to create or build the accurate segment in reinforcing tourist motivation.

3.2 Hypothesis Statements

The hypothesis is an experimental in describing unproved proposition or supposition according to the fact, phenomena, or event that can be testable. The researcher does not tend to prove the hypothesis, but she attempts to search whether or not the hypothesis statements can be supported. Consequently, the hypothesis statements are created to serve the likelihood of relationship among variables.

The hypothesis statements in this research, additionally, assert to probable answer the research questions of why Thai tourist travel, and then it will be segmented in order to identify tourist motivation. The result hypothesis testing can benefit all of those who involve in tourism industry. The hypothesis statements in this experimental study are represented as following:

H_0 : There is no different among the segments in term of demographic characteristic.

H_1 : There is different among the segments in term of demographic characteristic.

H_0 : There is no different among the segments in term of trip characteristics.

H_2 : There is different among the segments in term of trip characteristics.

H_0 : There is no different among the segments in term of trip planning characteristic.

H_3 : There is different among the segments in term of trip planning characteristic.

H₀: There is no different among the segments in term of trip behavior characteristic.

H₄: There is different among the segments in term of trip behavior characteristic.

H₀: There is no different among the segments in term of expenditure pattern.

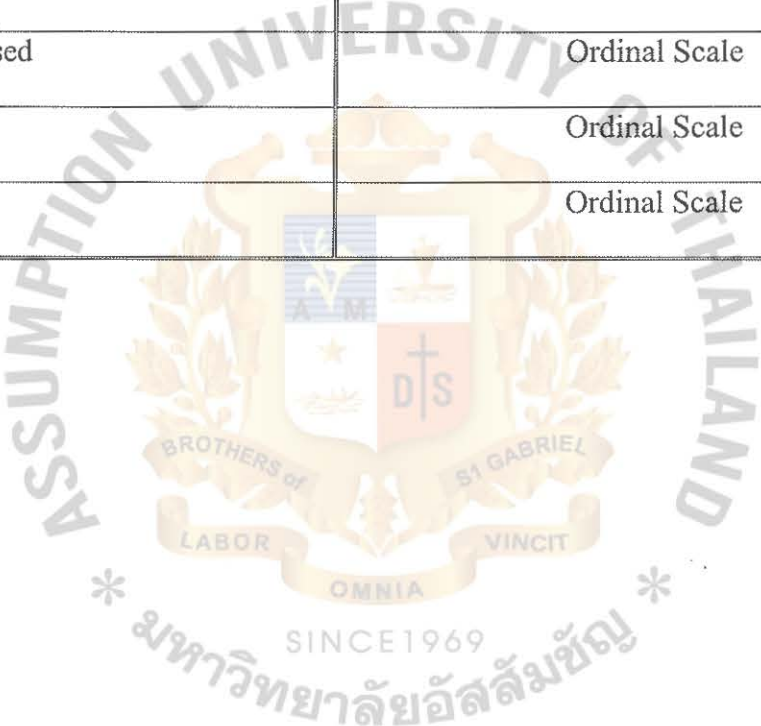
H₅: There is different among the segments in term of expenditure pattern.

3.3 Concepts and Variables

Concept	Concept definition	Relevant variable
Vacation Themes	Any idea or complete thought somehow related to the respondent’s reasons for or motive behind the traveling.	Listed of 64-vacation themes.
Functional factors	The studies of attitudes in term of psychological needs such as knowledge function, value-expressive function, and so on.	The outcome of factor analysis.
Segments	The differences in the sample of tourist motivation existed such that homogeneous clusters could be formed based on the functions served by the vacation experience.	Grouping Thai tourists based on their similarity.
Demographic characteristics	The market is divided into groups on the basis of variables such as age, family life cycle, gender, income, occupation, education, race, and so on.	Gender, Family life cycle, income, education, and occupation.
Trip characteristics	Transportation systems as they relate to tourism are the modes of travel used to get from place to another.	Automobiles, bus or motorcoaches, airlines, cruise lines
Trip planning characteristics	Actual preparation for the event in gathering information.	Information sources used.
Trip behavior characteristics	The selection of destination and hotel are essential to the investigation of why tourists behave what they do.	Lodging type
Expenditure pattern	Shopping is an important part of any tourist’s activities, which can be described as souvenir, gift, handicrafts, and artwork.	Spending pattern such as Entertainment, gifts, groceries, and personal souvenirs.

3.4 Variables Operationalization

Variables	Level of Measurement
64-Vacation Themes	Interval Scale
Gender	Ordinal Scale
Family Life cycle	Ordinal Scale
Income	Ordinal Scale
Mode of travel	Ordinal Scale
Information sources used	Ordinal Scale
Lodging Types	Ordinal Scale
Expenditure pattern	Ordinal Scale



Chapter 4: Research Methodology

4.1 Data sources

4.1.1 Research Technique

The technique that the researcher tends to use in measuring tourist motivation is “*sample survey*.” Survey is the most common method in generating primary data. This technique explores the primary data collection based on communication with a representative sample of individual by using *questionnaire*. The questionnaire will be developed from all 64-vacation themes and traveler characteristics as the primary purpose of describing and/or predicting the phenomenon, which will assist in fulfilling the specific purposes of this research. The researcher can also easily interpret the meaning and analyze the final result of the research. The undisguised questions will be provided in the questionnaire for the purpose of easy to understand. The respondents will then express their real feeling on why they travel domestically. This will lead to more accurate interpretation in the conclusion.

4.1.2 Research instruments

The researchers consider using *self-administered questionnaire* that refers to the easier way for the respondents to fill in the questionnaire whenever the respondents are available to do so. Thus, the respondents will take time to think carefully about what they will reply. They can then express their own judgment freely.

4.1.3 Sampling Design

4.1.3.1 Target Population

Target population: Thai tourists who are over 15 years of age. They should stay in Thailand not less than a year. They must have experiences on traveling domestic for the last 3 years.

Element: Individual Thai tourists (either male or female) who are Thai nationality. They are aged at least 15 years old and live in Bangkok. He or she must have domestic travel experience within this last 3 years.

4.1.3.2 Sampling Unit

The sampling unit by means of this research is concentrated on a single element or group of elements subject to selection in the sample. The sampling unit is any household in Bangkok area. Because of the number of pages in the survey, the population sampling must need some time to answer all the questions completely and successfully. Therefore, having the survey done at their own household would allow more time for the sampling population.

4.1.3.3 Sampling Frame

The sampling frame is developed from the list of elements that a sample may specify. Nevertheless, the researcher can not clarify the sampling frame due to the difficulty in

conducting the name list of Thai tourists whom travels within this last three years. The researcher then concerns only on Thai tourists in Bangkok area.

4.1.3.4 Sampling Plan

The researcher will mainly concentrate on the non-probability sampling. The technique that is the units of the sample is selected on the basis of personal judgment or convenience. The population who is selected to participate in this research is unknown. The researcher refers to the units or people who are Thai nationalities who are over 15 year olds. They must have experience in traveling within this last three year. They should be whoever that is most conveniently available. Consequently, the *convenience sampling* is preferred in this research. This type of sampling allows the researcher to obtain a large number of completed questionnaires quickly and economically. It is also the best utilized for exploratory kind of research.

4.1.3.5 Sampling Size

Since this research is a nonprobability sampling, the convenience sampling will be conducted. This type of research relies heavily on personal judgment; therefore, It depends on the researcher to determine the sample size. The sample size will depend upon the availability of the people who are able to do the questionnaire. Accordingly, the researcher intends to distribute 370 copies of questionnaire to those who are most conveniently available. This way of determining sampling size would allow the researcher to complete questionnaire quickly and economically.

4.2 Data collection

There will be 400 copies of questionnaire distributed in this research. Most of the 400 copies of questionnaire will be spread at the Klongtoey area, Jaktujak area, Bangkapi area, and Bangkolam area. In Klongtoey area, the questionnaire will be collected at the households near the Emporium department store. In Jaktujak area, there are many working places around there. Therefore, some of the questionnaire will be distributed at the working places and they will be pick up after a few day. Bangkapi area is near many universities such as Assumption University and Ramkumhang University. For Bangkolam area, the respondents will be discovered at households around there. This can give more varieties to the research, so that the researcher can successfully reach the result.

4.3 Pre-Testing

The collection of data acquired will be pre-tested for the reliability of the questionnaire. The 30 copies of the questionnaires will be randomly distributed to those respondents who meet the requirement of this research. The researcher looks for any error of ambiguous questions, especially the language conversion process. If there is any mistakes occur in the pre-testing period, the researcher can quickly solve the problems.

4.4 Data Analysis Technique

Data analysis technique will be performed when the necessary data are all collected. The researcher will use Statistical Package for Social Science or SPSS to analyze the raw data from the questionnaire into the interpretable form. There is two type of statistical analysis in this research, which are analysis of interdependence and bivariate statistic.

The first statistical analysis is *analysis of interdependence*. Analysis of interdependence is used to better understanding the structure of a set of variables or objects. The examples of this technique are factor analysis and cluster analysis. Another statistical analysis is *bivariate statistic*. It is the test of differences that indicates whether the two variables are associated with each other or not. This kind of technique is quite useful for the researcher when there are groups of variables need to be measured. Chi-square test is part of bivariate statistic. All of those statistical procedures will be performed to ensure the accuracy of data, the outcome will transform into a readable and interpretable format.

After the researcher is able to distribute all 400 copies of questionnaire, the raw data will be coded into the SPSS software. There are three steps in interpreting the data as follows:

- Factor analysis – consists of four-step iterative procedure, which are correlation matrix, factor extraction or factor loading, rotation, and factor score. It can be accomplished by combining all 64-vacation themes to create new, more abstract variables called factors. In general, the purpose of factor analysis is to reduce a large number of 64-vacation themes to as few dimensions as possible. Only the questions that load on any factors at the 0.6 level or higher will be picked. This 0.6 level is the

level of acceptable in the marketing research according to Dale Fodness. In this research, the 64-vacation themes will be tested whether the variables are interrelated or not, and they will be reduced to a certain underlying dimensions such as knowledge function, utilitarian function, social adjustive function, and value-expressive function.

- Cluster analysis – identifies objects or individuals that are similar with respect to some criterion. In this research, the purpose of cluster analysis is to classify the outcome of factor analysis into mutually exclusive groups. It would allow the researcher to cluster the respondents into group based on their similarity. It must be ensured that there will be much likeness within groups and much difference among groups. Then, the researcher can determine how many clusters to retain by looking at the increase and decrease number in the coefficient. The cluster analysis is facilitating market segmentation by indicating subjects or individuals who have similar needs, lifestyles, or responses to marketing strategies. (Zikmund 2000)
- Hypothesis testing – uses bivariate statistic to indicate the relationship. Chi-square test is considered to determine whether the differences among the variables exist. In Chi-square, cross-tabulation will be applied to identify the subgroup for the purposes of comparison. This hypothesis testing will lead to capability of producing market segments that can be differentiated from one another based on relevant variables from traveler characteristics.

Chapter 5: Data Analysis

This chapter comprises of three studies, which are the study of measuring tourist motivation, the study of homogenous clusters, and the study of traveler characteristics. Those three studies will give the result of measuring tourist motivation on Thai people who travel domestically within the last three years, they will be segmented based on the study of clustering the respondents and traveler characteristics.

5.1 Study One: Measuring Tourist Motivation

In this study, all 64-vacation themes are developed into questionnaire. Each of the vacation theme was paired with a 5-point scale ranging from strongly agree (5) to strongly disagree (1). The data for purification of the study one were collected from a sample of individuals who had been recently travelling domestically. The 370 self-administered surveys were distributed randomly during May 11 through May 18, 2001.

▪ *Data Analysis: Factor Analysis*

The 64-vacation themes was purified and reduced by using “Factor Analysis.” Factor Analysis is the study of “the correlation among a large number of interrelated quantitative variables by grouping the variables into a few factors...” (SPSS Inc.) It would give the better understanding of the structure of a correlation matrix. The Factor Analysis includes the four steps iterative procedure, which are correlation matrix, factor extraction, rotation, and factor score.

The principal components of factor are varimax rotation because the rotation serves the purpose of finding simpler and more easily interpretable results. In this Factor Analysis, it results in four factors with 28 vacation themes. (See table 5.1) The result of the four factors is based on eigenvalue, the scree plot, and level of loading.

- The eigenvalue is set at greater than or equal to one. This is widely acceptable in marketing research. Therefore, there are about 18 components that show the eigenvalue of greater than or equal to one. (See appendix II page 25)
- The eigenvalue is then plotted into the scree plot. The scree plot is used to identify a useful number of factors to retain by looking for large values that separate well from smaller eigenvalue. In this study, the most suitable factors should be three or four factors. (See appendix II page 28)
- In the previous research of Dale Fodness, the level of loading is command to be 0.6 level or higher, a conservative measure; however, only a few vacation themes can make it to 0.6 level. This is not appropriate to define and name the factors using 0.6 in this study. Therefore, the researcher considers reducing it to 0.5 in order to be more interpretable in factoring them. There are 28 vacation themes that show to load at 0.5 level or higher. (See table 5.1)

Table 5.1: Factor Loading

Vacation Themes	Factor 1: Utilitarian Function	Factor 2: Knowledge Function	Factor 3: Social- adjustive Function	Factor 4: Value- expressive Function
I vacation for a break from my daily routine, to get refreshed, and to have a different outlook.	0.606			
There should be no deadlines while on vacation.	0.585			
Now and then I just need to get away from pressure and stress.	0.576			
No housework, no cooking, no washing dishes, no laundry, that's what a vacation is all about.	0.570			
The main thing for me on vacation is just to slow down.	0.537			
I travel to keep active.	0.536			
A vacation is a time to move out of your daily routine into a more pleasant routine.	0.535			
A vacation means being able to do nothing.	0.519			
A vacation means getting away.	0.515			
I would be happy taking a vacation anywhere away from home.	0.501			
I like to visit cultures that differ from mine.		0.620		
Just nature and me, that's my idea of a perfect vacation.		0.619		
I like to see how other people live.		0.617		
Historical sites are very important to my vacation plans.		0.602		
It's important for me to experience different cultures and ways of life.		0.558		
Travel gives me a better understanding of current events.		0.551		
To me, a vacation means seeing lots of things.		0.544		
I guess I'm just always looking for new experiences.		0.542		
On vacation, I like to get back to nature.		0.543		

Vacation Themes	Factor 1: Utilitarian Function	Factor 2: Knowledge Function	Factor 3: Social- adjustive Function	Factor 4: Value- expressive Function
When I go home, I tell everybody about my vacation.			0.622	
The perfect vacation would include all of my family.			0.574	
On vacation the family gets to know each other better.			0.548	
I like to talk about my vacation when I get back home, you know, relieve it.			0.541	
I like to be able to talk about the places I've visited and the things I've seen on vacation.			0.529	
The yearly vacation is a time when the family can be together.			0.508	
It's important for me to go someplace fashionable on vacation.				0.527
A vacation with a lot of people is very enjoyable.				0.522
It's important for me to show that I can afford a vacation.				0.505
Eigenvalue	11.593	3.356	2.962	2.379
% of variance explained	18.114	5.243	4.628	3.717
Cumulative % of variance explained	18.114	23.357	27.985	31.701

According to table 5.1, there are four Factors that meet the requirement of factoring. Those four factors are Utilitarian Function, Knowledge Function, Social-adjustive Function, and Value-expressive Function. There are 28 vacation themes that represent the four distinct dimensions. All of them have eigenvalues greater than one, and successfully load on any of the four factors at 0.5 level or higher.

5.2 Study Two: Homogenous Clusters

The study two is the continuing process of the first study. This study is to classify the outcome of factor analysis by using the factor score (See appendix II page 36) to cluster respondents into groups. Each group must be mutually exclusive groups that contain much likeness within groups and much difference among groups.

▪ *Data Analysis: Cluster Analysis (K-means)*

In order to clustering the respondents, the Cluster Analysis is performed to help fulfilling by identifying the respondents into mutually exclusive groups. The Cluster Analysis can verify objects or individuals that are similar with respect to some criterion. (SPSS Inc.) In this study, the four clusters were judged to provide the most interpretable and useful results by looking at the distances computed from all variables. The following table indicates the means of the standard variables for each cluster.

Table 5.2: Summary of Functional Cluster Analysis Results
(Average Factor Score on Each Functional Cluster)

Functional Segment	Factor 1: Utilitarian Function	Factor 2: Knowledge Function	Factor 3: Social- adjustive Function	Factor 4: Value- expressive Function
Segment 1	0.44334	0.75352	-0.595668	-0.37498
Segment 2	-0.63853	-0.54054	-0.65445	0.81387
Segment 3	0.79464	-0.92958	0.44429	-0.27400
Segment 4	-0.60934	0.32177	0.81904	-0.01016

In table 5.1, it displays the relationship between the four clusters and their factor scores.

The highest positive score of each segment will be chosen as following:

- Segment one: had the highest positive score on the “Knowledge Function.”
- Segment two: the highest positive scores fell on the “Value-Expressive Function.”
- Segment three: the highest positive score is on the first factor, which is “Utilitarian Function.”
- Segment four: had highest positive score on the “Social-Adjustive Function.”

5.3 Study three: The Study of Traveler Characteristics

The third study is the study of testing whether there is the differences among the segments and the traveler characteristics. The dependent variable are demographic, trip characteristic, trip planning characteristic, trip behavior characteristic, and expenditure pattern. The functional segments were used as levels of the independent variable. There are five hypotheses, which are

H_0 : There is no different among the segments in term of demographic characteristics.

H_1 : There is different among the segments in term of demographic characteristics.

H_0 : There is no different among the segments in term of trip characteristics.

H_2 : There is different among the segments in term of trip characteristics.

H₀: There is no different among the segments in term of trip planning characteristics.

H₃: There is different among the segments in term of trip planning characteristics.

H₀: There is no different among the segments in term of trip behavior characteristics.

H₄: There is different among the segments in term of trip behavior characteristics.

H₀: There is no different among the segments in term of expenditure pattern.

H₅: There is different among the segments in term of expenditure pattern.

▪ ***Data Analysis: Traveler Characteristics***

The third study of traveler characteristics used bivariate statistic to indicate the relationship. The Chi-square test was developed using cross-tabulation to identify the subgroup for the purposes of comparison.

- The first hypothesis is conjectured to test whether there is differences among the segments in term of demographic characteristics. Since there are three variables in the demographic, which are gender, family life cycles, and income, all will be presented below:

Table 5.3: Chi-Square Tests Between Segments and Gender.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.677 ^a	3	.000
Likelihood Ratio	20.851	3	.000
Linear-by-Linear Association	10.439	1	.001
N of Valid Cases	370		

a. 0 cells (0%) have expected count less than 5. The minimum expected count is 31.60.

Table 5.4: Chi-Square Tests Between Segments and Family Life Cycles.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41.522 ^a	15	.000
Likelihood Ratio	40.997	15	.000
Linear-by-Linear Association	11.223	1	.001
N of Valid Cases	370		

a. 4 cells (16.7%) have expected count less than 5. The minimum expected count is 1.49.

Table 5.5: Chi-Square Tests Between Segments and Income.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.000 ^a	15	.002
Likelihood Ratio	37.220	15	.001
Linear-by-Linear Association	3.197	1	.074
N of Valid Cases	370		

a. 4 cells (16.7%) have expected count less than 5. The minimum expected count is 4.70.

H_0 : There is no different among the segments in term of demographic characteristics.

H_1 : There is different among the segments in term of demographic characteristics.

All three variables, genders, family life cycles, and income, illustrate the p value of less than 0.05. Therefore, the null hypothesis of there is no different among the segments in term of demographic characteristics is rejected.

- The second hypothesis is considered to test the different among the segments in term of trip characteristics. The variable in the trip characteristics is mode of travel.

Table 5.6: Chi-Square Tests Between Segments and Mode of Travel.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.339 ^a	6	.055
Likelihood Ratio	11.979	9	.062
Linear-by-Linear Association	3.327	1	.068
N of Valid Cases	344		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.70.

H₀: There is no different among the segments in term of trip characteristic.

H₂: There is different among the segments in term of trip characteristic.

SPSS reports the minimum expected count less than 5, and the % of cells with expected counts less than 5. It has more than 20% of cell, which is violated to conclusion. Therefore, in this table, it uses select cases to omit travel by cruise and by train categories that have expected counts less than 5. The null hypothesis should be accepted since the p value is more than 0.05; nevertheless, it is very close to 0.05. It can be considered rejecting the null hypothesis.

- The third hypothesis is considered to test the different among the segments in term of trip planning characteristic. The variable in the trip planning characteristics is Information Sources Used.

Table 5.7: Chi-Square Tests Between Segments and Information Sources Used.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.813 ^a	15	.053
Likelihood Ratio	26.858	15	.030
Linear-by-Linear Association	0.064	1	.801
N of Valid Cases	354		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.30.

H₀: There is no different among the segments in term of trip planning characteristic.

H₃: There is different among the segments in term of trip planning characteristic.

SPSS reports the minimum expected count less than 5, and the % of cells with expected counts less than 5. It has more than 20% of cell, which is violated to conclusion. Therefore, in this table, it uses select cases to omit newspaper and travel agency categories that have expected counts less than 5. The null hypothesis should be accepted since the p value is more than 0.05; nevertheless, it is very close to 0.05. It can be considered rejecting the null hypothesis.

- The fourth hypothesis is considered to test the different among the segments in term of trip behavior characteristic. The variable in the trip behavior characteristics is Lodging Type.

Table 5.8: Chi-Square Tests Between Segments and Lodging Type.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.247 ^a	9	.331
Likelihood Ratio	1.206	9	.334
Linear-by-Linear Association	2.364	1	.124
N of Valid Cases	370		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.62.

H₀: There is no different among the segments in term of trip behavior characteristic.

H₄: There is different among the segments in term of trip behavior characteristic.

The null hypothesis is accepted since the p value is more than 0.05. This can be defined that there is no different among the segments in term of trip behavior characteristic.

- The fifth hypothesis is considered to test the different among the segments in term of expenditure pattern. The variable in the trip characteristics is expenditure on different tourism products.

Table 5.9: Chi-Square Tests Between Segments and Expenditure on Different Tourism Products.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.619 ^a	15	.479
Likelihood Ratio	15.049	15	.448
Linear-by-Linear Association	1.103	1	.294
N of Valid Cases	370		

a. 3 cells (12.5%) have expected count less than 5. The minimum expected count is 3.84.

H₀: There is no different among the segments in term of expenditure pattern.

H₄: There is different among the segments in term of expenditure pattern.

The null hypothesis is accepted since the p value is more than 0.05. This can be defined that there is no different among the segments in term of expenditure pattern.

The third study illustrates that not all the variables produced significant differences across functional segments. Accordingly, the results of the preceding analyses would permit only the rejection of the null hypothesis of no differences. The demographic characteristics, trip characteristic, trip planning characteristic can then be used to analyses in the research to producing useful information viable market segments. Each segment can be differentiated from one another on managerially relevant variables of demographic characteristics, trip characteristic, and trip planning characteristic.



Chapter 6: Conclusion and Recommendation

This chapter will summarize and conclude the result of the data analysis in the previous chapter. There are three studies in this research, which are the study of measuring tourist motivation, the study of homogenous clusters, and the study of traveler characteristics. Those three studies will lead to the understanding of domestic tourist motivation and segmentation in Thailand. Then, the last part of this chapter will be recommendation and/or suggestion for the future study.

6.1 Conclusion

This study is developed from the previous research of Dale Fodness who had done research on measuring tourist motivation and segmentation. The functional models of Katz (1960) and Smith, Bruner, and White (1956) are applied in suitable with Thai tourists. The functional theory comprises of four dimensions, which are knowledge function, social-adjustive function, value-expressive function, and utilitarian function. Those four dimensions were used in adaptation with Thai tourists who travel domestically. Then the segmentation shows how the Thai tourism market can be segmented based on the Thai tourists' motivation to travel.

▪ *Study One: Measuring Tourist Motivation*

All 64-vacation themes were developed into the questionnaire ranging from strongly agree (5) to strongly disagree (1). The 370 Thai people who had experiences in traveling domestically within the last 3 years were asked to do the survey during May 11 through May 18,

2001. The Factor Analysis was used to see whether all 64-vacation themes related with their motivation to travel or not. Unfortunately, the outcome indicated that not all the themes related to Thai tourist's motivation to travel. There are only 28 vacation themes with four factors that revealed the relationship of the Thai tourists and their motivation. (See table 5.1)

- The first factor is "**Utilitarian Function.**" It illustrates that the purpose of Thai tourists to travel domestically is just to take a rest and to have some relaxation. They tend to get away from the pressure and stress and to have freshness by rewarding themselves. Moreover, they want to have something different from their daily routine. For example, "A vacation is a time to move out of your daily routine into a more pleasant routine," "A vacation means getting away," and "The main thing for me on vacation is just to slow down."

- The second factor is "**Knowledge Function,**" which is also the idea of escaping from everyday life. The difference between the first factor and the second factor is that the knowledge function describes an escape from the daily routine toward some well-defined goal or state. (Fodness 1994) For instance, "I like to visit cultures that differ from mine," "I like to see how other people live," and "Historical sites are very important to my vacation plan." Those three examples can be seen as wanting to break a routine with the excuse of searching for knowledge, experiencing different way of life, and sightseeing.

- Third factor is "**Social-Adjustive Function.**" It describes the social aspects of the vacation experience. People need to communicate and to have interactions with each other. (Crompton 1979) Especially, Thai people seem to be socializing people since in the past.

Therefore, when they travel, they would likely to share their travel experience with other people and to have vacation with their family.

- The last factor is “*Value-Expressive Function.*” This factor indicates the elements of symbolism and self-expression. (Fodness 1994) It implies that Thai people seem to value object and want to express themselves. For example, they want to have vacation at the fashionable places in order to be recognized. Going on vacation can also show that they can afford a vacation, and they would prefer to travel with a lot of people. Those examples are the expression of personal values of Thai tourists.

It can be conclude that the four dimensions, Knowledge, Social-Adjustive, Value-Expressive, and Utilitarian Functions, are likely to be the reasons of why Thai tourists take their trip domestically. Those four dimensions are based on the vacation experiences, which believe to be the list of possibility of why do they travel. Therefore, measuring tourist motivation on Thai people who travel domestically is successfully to define their motivation to travel.

▪ Study Two: Homogenous Clusters

The study of clustering the respondents would benefit in segmenting the Thai tourism market. In this study, the outcome of measuring tourist motivation was used to classifying the respondents. The four dimensions, which are knowledge, social-adjustive, value-expressive, and utilitarian, were tested with the functional segment to see which groups of the respondents paired with what segments. Then, it can be concluded as following:

- The respondents in *segment one* seem to travel domestically with the purpose of knowledge function. They travel to get away from their daily routine to something more joyful. This kind of respondents would set the goal in their mind of what they want. For instance, they travel because they want to see some historical site or culture.
- The respondents in *segment two* are those who have high personal values. This can imply that they like to travel with lots of people to go to fashionable places. They tend to show that they can afford a vacation. Accordingly, the respondents in this segment have high self-expression and self-esteem because they are in value-expressive function.
- In *segment three*, the respondents are the kind of people who like to have relaxation and are quite stressful from things around them. It can be from work, house, or co-workers. These are the reasons that they choose to travel in order to escape from pressure and stress. These kinds of respondents are in utilitarian function. They want to go someplace away from home and to have something more pleasant in their everyday life.
- The last segment is the *segment four*. The respondents of this segment are those who like to be socialized. They need social interaction such as family and friends. They prefer to travel with family or relatives and to tell their friends about their amazing vacation. They are in social-adjustive function.

▪ Study Three: The Study of Traveler Characteristics

The study of traveler characteristic gives the better understanding of attitude of why Thai tourist travel domestically, and it is the whole conclusion of this study. In the study, the demographic characteristic, trip characteristic, and trip planning characteristic indicate the differences among groups of respondents. Trip behavior characteristic and expenditure pattern fail to differentiate the respondents. Accordingly, only demographic characteristics, trip characteristic, and trip planning characteristic will be used to analyze the result of tourist motivation and segmentation. All three of them will be analyzed by looking at the differences between observed counts and expected counts, which is called adjusted residual. If the table variables were independent, they would indicate a positive sign that indicates observed counts are higher than expected counts. (See table 6.1)

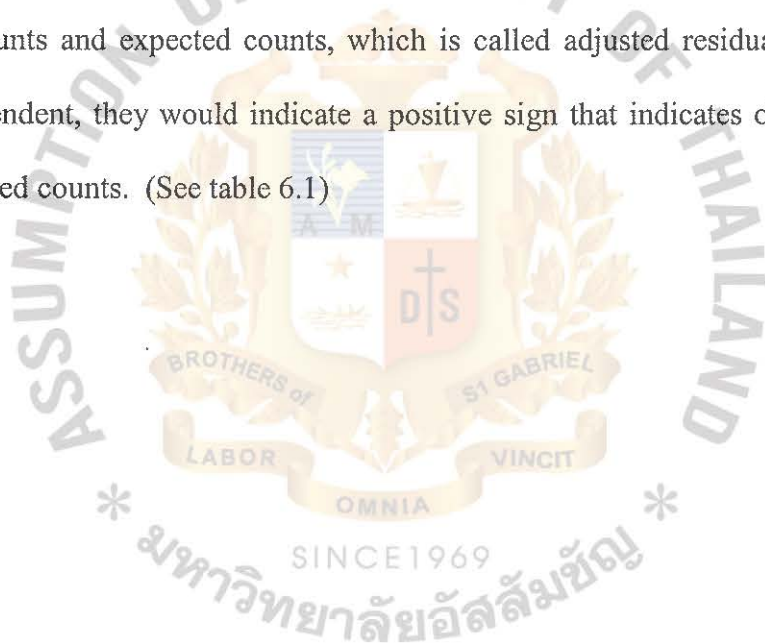


Table 6.1: Comparison of Characteristics across Functional Segments

	Segment 1: Knowledge Function	Segment 2: Value- Expressive Function	Segment 3: Utilitarian Function	Segment 4: Social- Adjustive Function
Demographic Variables				
Genders				
- Male	1.5	3.5	-2.7	-2.2
- Female	-1.5	-3.5	2.7	2.2
Family Life Cycles				
- Single	3.0	-0.3	1.8	-4.5
- Married without children	-0.1	-1.7	0.4	1.4
- Family with young children	-2.0	1.6	-0.1	0.7
- Family with teenagers	-2.0	-0.6	-2.3	4.7
- Family with grown up children	-0.5	0.6	-0.9	0.7
- Married couple with at least one retired spouse	-0.1	0.5	-0.5	0.1
Income (Baht)				
- Under or equal to 10,000	2.3	-0.9	0.7	-2.1
- 10,001 – 20,000	-0.8	0.4	1.2	-0.7
- 20,001 – 30,000	-0.8	-0.4	1.8	-0.4
- 30,001 – 40,000	-2.1	-0.2	-2.0	4.2
- 40,001 – 50,000	0.7	1.2	-2.0	0.0
- Over 50,001	0.0	0.6	-2.1	1.3
Trip Variable				
Mode of Travel				
- By car	-0.3	-1.2	0.9	0.6
- By Bus	-1.9	1.7	-0.1	0.5
- By Air	2.8	-0.3	-1.2	-1.5
Trip Planning Variable				
Information Sources Used				
- Brochures	0.1	0.3	-0.1	0.6
- Commercial guide books	1.6	-1.0	1.1	-1.8
- Friends or relatives	-2.2	-0.5	2.3	0.6
- Magazines	1.0	-1.1	0.8	-0.8
- Past experiences	1.2	1.1	-2.9	0.4
- Television	-1.3	1.5	-1.2	1.1

According to table 6.1, the cluster's profiles of each segment are outlined to fulfill market segmentation as following:

- **Segment 1:** This segment is likely to be male (1.5) more than female (-1.5). They are single (3.0) and have income under or equal to 10,000 baht. They usually travel by air (2.8) rather than by car (-0.3) or by bus (-1.9). They plan their trip by looking at the commercial guide books (1.6), and some are from past experiences (1.2) and Magazine (1.0). These types of tourists are travelling to escape from their daily routine. They want to see other culture and to learn some thing from their trip. (Knowledge Function)
- **Segment 2:** Male (3.5) is considered to be in this segment. They are married with young children and a few of married with grown up children (0.6) and married couple with at least one retired spouse (0.5). Their income is ranging from 40,001 through 50,000 baht and small number of over 50,001 baht. They seem to travel by bus (1.7) and get the information about travelling from television (1.5) and past experience (1.1). These types of tourists have high self-esteem. They value things that they believe. For example, they like to go some fashionable places, and they want to show people that they can afford a good vacation. (Value-Expressive Function)
- **Segment 3:** The members of this segment are mostly female (2.7). They are likely to be single and very few numbers of married without children. Their income is from under or equal to 10,000 through 30,000 baht. They travel by car (0.9). They plan

their trip by getting information from friends or relatives (2.3), commercial guide books (1.1), and magazine (0.8) respectively. These females want to take a rest by travelling in escaping from their daily routine. They need to get away from pressure and stress. (Utilitarian Function)

- **Segment 4:** The members of this segment are female (2.2). Most of them are family with teenagers (4.7) and married without children (1.4). There are a few of family with young children (0.7) and family with grown up children (0.7). Their income is quite high, which is between 30,001 and 40,000 baht. Few are over 50,001 baht. They like to travel either by car (0.6) or by bus (0.5). They get the information on travelling from television (1.1), Brochures (0.6), friends and relatives (0.6), and past experience (0.4). These females like to communicate and be socialized. They prefer to travel with family or relatives. (Social-Adjustive Function)

6.2 Recommendation

The study of measuring tourist motivation and segmentation on Thai tourists who travel domestically has fulfilled the objective of this research. The outcome of the study can verify the motivation factors of why Thai tourists travel domestically, and it can segment them into a certain group based on their motivation to travel. Nevertheless, there are some suggestion that would surly benefit those who need or want to study Thai tourists, and those who involve in tourism industry.

Firstly, nowadays tourism industry has become an essential source of the economic development due to the economic downturn. Thai government foresees that tourism industry could be one of the country's resources to help improving the cash flow in Thailand. Additionally, it can benefit Thailand by providing employment opportunity, earning more foreign exchange, and increase national income. Therefore, this growing significance of tourism industry should not be overlooked because the study of domestic tourist motivation and segmentation would give better picture of Thai tourists' attitude toward domestic travelling. Moreover, those who are involved in domestic travelling such as Tourism Authority of Thailand, travel agency, hotel, and airline should bring the outcome of this study to considering setting an ultimate marketing plan on motivating Thai tourists to travel locally.

Secondly, the number of Thai tourists travelling internationally has been continuously increased since 1999. This indicates that it is important to identify motives of Thai tourists that would lead to selection of particular type of vacation or destination. The study of domestic tourist motivation and segmentation allows us to see the benefit that each individual Thai tourist are seeking from their domestic leisure travel experiences. For example, the most reason that Thai tourists travel domestically is utilitarian factor. They want to relax and take a good rest. Their purposes are escaping from their daily routine for relaxation and rewarding themselves after working hard. With this information from the study, Tourism Authority of Thailand and those in tourism business should promote places that are peaceful and beautiful to reach this target tourist. If Tourism Authority of Thailand is successfully to promote Thai tourists to travel locally, it can increase the number of Thai tourists traveling domestically. It can also reduce the lost of foreign exchange.

Thirdly, market segmentation is one of the significant factors in travel and tourism because it refers to the process by which people obtain similar needs, wants, and characteristics. Consequently, the tourism marketers can interpret the type of domestic Thai tourists by looking at the tourist segmentation. Then, the information of this study of domestic tourist motivation and segmentation in Thailand would assist tourism marketers in conducting product development, service improvement, and promotional activities.

Fourthly, although the outcome of this study has been fulfilled, the population sampling in this study is in Bangkok area only. For the future research, the researchers are suggested to extend the area of the study in order to cover more sampling groups. By doing that, the researchers are not only being able to wider the area of the study, but they can also acquire varieties of sample population. For instance, if the area of the study include both Bangkok and around Bangkok areas, the outcome would differ from the present research. It would probably enable to represent the tourist motivation and segmentation of the whole population within Thailand effectively and efficiently.

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2543.

Appendix I: Questionnaire



Questionnaire

The following questionnaire pertains to a project being conducted by a graduated student at Assumption University. The intent of the study is to better understanding the motivation and attitudes of Thai tourists. The questionnaire will take only 15-20 minutes to fill out at your convenience. Please read each question thoroughly and answer to the best of your travel experiences. Simply mark an "X" in the box next to your response. Thank you very much for participating in our research study.

Part 1. Vacation Themes

Vacation Themes	<i>Strongly Agree</i>	5	4	3	2	1	<i>Strongly Disagree</i>
1. Going on vacation with someone is always more fun than going by myself.							
2. I like to talk about my vacation when I get back home, you know, relieve it.							
3. The planning leading up to a vacation is a lot of fun.							
4. When I'm on vacation, I don't want to spend my time worrying about where I need to be.							
5. Just curl up with a good book in the shade sounds like a wonderful vacation to me.							
6. The perfect vacation would include all of my family.							
7. A vacation with a lot of people is very enjoyable.							
8. I always want to change from what I do.							
9. When I go home, I tell everybody about my vacation.							
10. I want to see things while on vacation that I don't normally see.							
11. Travel gives me a better understanding of current events.							
12. Sometimes vacation travel is the only way to see monuments and work of art.							
13. While on vacation, I want luxury and a comfortable place to stay.							
14. I never vacation at the same place twice.							
15. It's important for me to experience different cultures and ways of life.							
16. It's important for me to show that I can afford a vacation.							
17. Just resting and relaxing is vacation enough for me							
18. On vacation, I try to get back to nature.							
19. A vacation is a time to move out of your daily routine into a more pleasant routine.							
20. On vacation, I like to meet other people who are interested in the same things I am.							
21. Who you're with can make or break a vacation.							
22. There are some places I have always wanted to visit.							
23. Historical sites are very important to my vacation plans.							

Vacation Themes	Strongly Agree			Strongly Disagree		
	5	4	3	2	1	
24. I like to be able to talk about the places I've visited and the things I've seen on vacation.						
25. Having fun, being entertained; that's what a vacation is all about.						
26. The availability of good restaurants and good food is important in choosing a vacation spot.						
27. I travel to keep active.						
28. To me, a vacation means seeing lots of things.						
29. I guess I'm just always looking for new experiences.						
30. Just nature and me, that's my idea of a perfect vacation.						
31. On vacation the family gets to know each other better.						
32. I would rather go on vacation less frequently and do something exciting than to go often and have to cut back.						
33. I think that the kinds of accommodations that you get on vacation are real important.						
34. On vacation I don't worry about time.						
35. I don't like to vacation where there are lots of people.						
36. A vacation is being able to do nothing, without having any deadlines.						
37. I just like to travel, to go somewhere and to do something.						
38. The yearly vacation is a time when the family can be together.						
39. While on vacation, I attend cultural events that I don't have access to at home.						
40. A vacation clears your mind.						
41. I like to visit cultures that differ from mine.						
42. It's fun to sit around and remember past vacation.						
43. No housework, no cooking, no washing dishes, no laundry, that's what a vacation is all about.						
44. The best vacations I've ever had were spontaneous.						
45. I like traveling with good friends. It's important for me to share my vacations.						
46. A vacation means getting away.						
47. Usually, we visit relatives or someone we know on our vacations.						
48. Vacation time is a recovery period.						
49. I vacation in the countryside when I can because I like a rural environment.						
50. I usually will visit a place related to my personal experiences.						
51. A vacation means fun, doing things I haven't done before.						
52. It's important for me to go someplace fashionable on vacation.						
53. Now and then I just need to get away from pressure and stress.						

Vacation Themes	Strongly Agree			Strongly Disagree		
	5	4	3	2	1	
54. I always think that I'll have some sort of romantic experience while on vacation.						
55. I like to see how other people live.						
56. A vacation means being able to do nothing.						
57. There should be no deadlines while on vacation.						
58. On vacation, I like to do the same things that people who live there do.						
59. I would be happy taking a vacation anywhere away from home.						
60. The main thing for me on vacation is just to slow down.						
61. I like to try to tie my vacations in with festivals and celebrations.						
62. It's important for me to get away from the kids now and then.						
63. I like lots of activities on vacation, like shopping.						
64. I vacation for a break from my daily routine, to get refreshed, and to have a different outlook.						

Part 2. General Information

1. Genders

Male

☐

Female

☐

2. Family Life Cycles

Single

☐

Married without children

☐

Family with young children

☐

Family with teenagers

☐

Family with grown up children

☐

Married couple with at least one retired spouse

☐

3. Income

Under 10,000 baht

☐

10,001 – 20,000 baht

☐

20,001 – 30,000 baht

☐

30,001 – 40,000 baht

☐

40,001 – 50,000 baht

☐

Over 50,001 baht

☐

4. Mode of Travel on your last trip

By car	<input type="checkbox"/>	By bus	<input type="checkbox"/>
By air	<input type="checkbox"/>	By cruise	<input type="checkbox"/>
By train	<input type="checkbox"/>		

5. What is the most Information Sources Used for deciding going on the last trip?

Brochures	<input type="checkbox"/>	Commercial guide books	<input type="checkbox"/>
Friends or relatives	<input type="checkbox"/>	Magazines	<input type="checkbox"/>
Newspapers	<input type="checkbox"/>	Past experience	<input type="checkbox"/>
Travel agency	<input type="checkbox"/>	Television	<input type="checkbox"/>

6. Lodging Type

Hotel/Motel/Resort	<input type="checkbox"/>	Friends or relatives	<input type="checkbox"/>
Apartment or Condominium	<input type="checkbox"/>	Others	<input type="checkbox"/>

7. What is the most tourism product that you usually spend on?

Lodging	<input type="checkbox"/>	Gifts or Personal souvenirs	<input type="checkbox"/>
Groceries	<input type="checkbox"/>	Entertainment	<input type="checkbox"/>
Restaurant	<input type="checkbox"/>	Personal Shopping	<input type="checkbox"/>

แบบสอบถาม

แบบสอบถามนี้เป็นส่วนหนึ่งของงานวิจัย ของนักศึกษาระดับปริญญาโท จากมหาวิทยาลัยอัสสัมชัญ (Assumption university) แบบสอบถามนี้ทำขึ้นเพื่อศึกษาพฤติกรรมการท่องเที่ยวภายในประเทศของนักท่องเที่ยวชาวไทย กรุณาใช้เวลาสัก 15-20 นาที ของท่าน เพื่อตอบคำถามข้างล่างนี้ โดยใช้ เครื่องหมายกากบาท หรือ X ลงในช่องสี่เหลี่ยม ขอขอบคุณทุกท่านที่ให้ความร่วมมือค่ะ

ส่วนที่ 1 การท่องเที่ยว

เห็นด้วย

ไม่เห็นด้วย

อย่างยิ่ง

อย่างยิ่ง

วันหยุดพักผ่อน

5

4

3

2

1

1. การเดินทางไปเที่ยวในวันหยุดพักผ่อน กับใครบางคนสนุกกว่าไปคนเดียว					
2. ฉันชอบพูดถึงการเดินทางในวันหยุดพักผ่อนให้คนอื่นฟัง เพราะมันทำให้รู้สึกผ่อนคลาย					
3. การวางแผนการเดินทางในวันหยุดพักผ่อน สามารถทำให้ฉันรู้สึกถึงความสนุกได้					
4. เวลาที่ฉันอยู่ระหว่างวันหยุดพักผ่อน ฉันไม่ชอบเอาเวลามานั่งกังวล ว่าฉันควรจะต้องทำอะไรบ้าง					
5. แค่นี้ได้เห็นหนังสือดี ๆ สักเล่มก็ทำให้ฉันรู้สึกได้ถึงความสุขของวันหยุดพักผ่อน					
6. วันหยุดพักผ่อนที่สมบูรณ์แบบ ต้องรวมทุกคนในครอบครัว					
7. การหยุดพักผ่อน ในที่ที่มีผู้คนมาก ๆ ทำให้ฉันมีความสุข					
8. ฉันมักชอบที่จะ เปลี่ยนแปลงตัวเองจากสิ่งที่เป็นอยู่เสมอ ๆ					
9. เมื่อฉันกลับถึงบ้าน ฉันอยากจะบอกเล่ากับทุกคน เกี่ยวกับการท่องเที่ยวในวันหยุดพักผ่อน					
10. ในการเดินทางพักผ่อน ฉันต้องการจะได้เห็นสิ่งต่าง ๆ ที่ฉันไม่ค่อยได้เห็นทุกวัน					
11. การเดินทางทำให้ฉันเข้าใจสิ่งต่างๆหรือ เหตุการณ์ต่าง ๆ ที่เกิดขึ้นกับฉันมากขึ้น					
12. บางครั้ง การท่องเที่ยวในวันหยุดพักผ่อนนั้นก็เป็นสิ่งเดียวที่ทำให้ฉันได้มีโอกาสเห็นอนุสาวรีย์ และ ศิลปะวัฒนธรรมต่างๆ					
13. ระหว่างวันหยุดพักผ่อน ฉันต้องการความหรูหรา และที่พักค้างคืนดี ๆ สักแห่ง					
14. ฉันไม่เคยที่จะใช้เวลาในวันหยุดพักผ่อน ในที่ที่ฉันเคยไปมาแล้วอีกเป็นครั้งที่ 2					
15. การได้พบได้เห็นวัฒนธรรม และการดำเนินชีวิตที่ต่างออกไป เป็นส่วนสำคัญในการท่องเที่ยวในวันหยุดพักผ่อนของฉัน					
16. การที่จะแสดงให้คนอื่นเห็นว่าฉันมีเงินมากพอที่จะเดินทางนั้น สำคัญมาก					
17. การที่ได้หยุดพัก และพักผ่อนหย่อนใจ ก็เป็นวันหยุดที่เพียงพอสำหรับฉันแล้ว					
18. ฉันมักพยายามที่จะกลับสู่ธรรมชาติในช่วงวันหยุดพักผ่อนของฉัน					
19. วันหยุดพักผ่อน คือการหลบหนีสิ่งที่ฉันทำอยู่เป็นประจำ ไปสู่สิ่งที่ฉันคาดฝันใจมากกว่า					

วันหยุดพักผ่อน	เห็นด้วย อย่างยิ่ง		ไม่เห็นด้วย อย่างยิ่ง		
	5	4	3	2	1
20. ในวันหยุดพักผ่อน ฉันชอบที่จะ พบปะผู้คนที่มีความชอบเหมือน ๆ กับฉัน					
21. คนสำคัญของฉัน สามารถทำให้ฉันรู้สึกได้ถึงวันหยุดพักผ่อน					
22. ฉันมักจะมีสถานที่ที่ฉันอยากจะไปอยู่เสมอๆ					
23. สถานที่ท่องเที่ยวทางประวัติศาสตร์ เป็นส่วนหนึ่งของแผนการท่องเที่ยวในวันหยุดพักผ่อนของฉัน					
24. ฉันชอบที่จะได้พบถึงสถานที่ ที่ฉันได้ไป และได้เห็นมา					
25. ความสนุกสนานและการได้รับความบันเทิงคือ วันหยุดพักผ่อนของฉันแล้ว					
26. ร้านอาหาร และอาหารที่อร่อยๆ ก็มีสำคัญในการเลือกสถานที่ในวันหยุดพักผ่อน					
27. การได้เดินทางในวันหยุดพักผ่อน ทำให้ฉันรู้สึกกระฉับกระเฉงอยู่ตลอดเวลา					
28. สำหรับฉัน การท่องเที่ยวในวันหยุดพักผ่อน คือ การได้เปิดโลกกว้าง					
29. ฉันคิดว่า ฉันมักจะค้นหาประสบการณ์แปลกใหม่ให้กับตัวเองเสมอ					
30. วันหยุดพักผ่อนที่สมบูรณ์แบบในความคิดของฉัน คือ การได้อยู่กับธรรมชาติ					
31. วันหยุดพักผ่อนทำให้ สมาชิกในครอบครัวได้สนิทสนมกันมากขึ้น					
32. ฉันเลือกที่จะไปท่องเที่ยวในวันหยุดพักผ่อนให้น้อยลง และทำสิ่งที่น่าตื่นเต้นมากกว่า เพราะการท่องเที่ยวในวันหยุดพักผ่อนบ่อยๆ ทำให้ฉันต้องมาประหยัดทีหลัง					
33. ฉันคิดว่า ชนิดของที่พักมีความสำคัญต่อการท่องเที่ยวในวันหยุดพักผ่อนของฉัน					
34. ในวันหยุดพักผ่อน ฉันจะไม่กังวลเกี่ยวกับเวลา					
35. ฉันไม่ชอบที่จะท่องเที่ยวในวันหยุดพักผ่อนที่มีผู้คนสับสน พลุกพล่าน	*				
36. วันหยุดพักผ่อน คือการได้พักผ่อนอย่างจริงจังๆ โดยไม่มีเรื่องงานมาเกี่ยวข้อง					
37. ฉันชอบที่จะเดินทางไปในที่ต่าง ๆ และทำสิ่งต่างๆ					
38. วันหยุดพักผ่อนประจำปี เป็นช่วงเวลาที่เหมาะกับครอบครัวจะได้อยู่กันพร้อมหน้าพร้อมตา					
39. การท่องเที่ยวในวันหยุดพักผ่อน ทำให้ฉันมีโอกาสได้ร่วมในเหตุการณ์สำคัญทางวัฒนธรรมต่าง ๆ ที่ฉันไม่สามารถทำได้ที่บ้าน					
40. วันหยุดพักผ่อนทำให้สมองของฉัน โปรงใส					
41. ฉันชอบที่จะได้มีโอกาสสัมผัสวัฒนธรรมของคนภาคต่าง ๆ					
42. การได้นั่งจิบเครื่องดื่มถึงการท่องเที่ยวในวันหยุดพักผ่อนเก่าๆ ทำให้รู้สึกสนุก					
43. วันหยุดพักผ่อน คือ การที่ไม่ต้องมานั่งทำงานบ้าน ต่างๆ					

วันหยุดพักผ่อน	เห็นด้วย อย่างยิ่ง		ไม่เห็นด้วย อย่างยิ่ง		
	5	4	3	2	1
44. วันหยุดพักผ่อนที่ดีที่สุดที่ฉันเคยประสบมา คือ การท่องเที่ยวที่ไม่ได้วางแผนล่วงหน้า					
45. ฉันชอบที่จะได้ท่องเที่ยวไปกับเพื่อนสนิทมิตรสหายที่ดีเพื่อแบ่งปันความสุขให้กัน					
46. วันหยุดพักผ่อน คือ การหลบหนีจากสิ่งต่าง ๆ					
47. โดยปกติ ฉันจะมีโอกาสได้ไปเยี่ยมชมเขื่อนภูมิพลหรือคนรู้จัก ระหว่างท่องเที่ยวในวัน หยุดพักผ่อน					
48. ช่วงเวลาของวันหยุดพักผ่อน คือ ช่วงเวลาแห่งการพักผ่อน					
49. ฉันมักเลือกไปเที่ยวต่างจังหวัดทุกครั้งที่ฉันมีเวลา เพราะฉันชอบบรรยากาศของมัน					
50. ฉันมักจะเดินทางท่องเที่ยวไปยังสถานที่แห่งความหลังของฉัน					
51. การหยุดพักผ่อน คือ ความสนุกสนานที่ฉันจะได้ทำในสิ่งที่ฉันไม่เคยทำมาก่อน					
52. มันสำคัญต่อฉันมาก ที่จะไปท่องเที่ยวในวันหยุดพักผ่อน ในที่ที่กำลังได้รับความนิยม อยู่					
53. ฉันแค่ต้องการหลบหนีไปจาก ความกดดันและความเครียด					
54. ฉันคิดอยู่เสมอ ๆ ว่าฉันอยากจะมีประสบการณ์ที่โรแมนติกในวันหยุดพักผ่อนของฉัน					
55. ฉันชอบที่จะได้เห็นวิถีชีวิตของคนอื่น					
56. วันหยุดพักผ่อน คือ การที่ฉันได้ปล่อยวางจากทุกสิ่ง					
57. ฉันไม่อยากให้มีวันสุดท้าย ในวันหยุดพักผ่อน					
58. การท่องเที่ยวในวันหยุดพักผ่อน ทำให้ฉันอยากที่จะทำตัวให้เข้ากับคนในที่นั้นๆ					
59. ฉันมีความสุขมากที่ได้ท่องเที่ยวไปในที่ที่ไกลจากบ้านของตนเอง					
60. การท่องเที่ยวในวันหยุดพักผ่อนของฉัน ทำให้ทุกอย่างดูสบายๆ ขึ้น					
61. ที่ไหนมีเทศกาลหรืองานเลี้ยงฉลองที่นั่นฉันจะมีเงินเสมอ					
62. มันมีความสำคัญต่อฉันมาก ที่จะได้หลบหนีจากความวุ่นวายของเด็ก ๆ ที่บ้าน					
63. ฉันชอบที่ทำกิจกรรมต่างๆ ระหว่างวันหยุดพักผ่อน เช่น การซื้อของ					
64. ฉันหยุดพักผ่อน เพราะต้องการหยุดความน่าเบื่อจำเจ เพื่อให้ฉันสดชื่นขึ้น และเพื่อ ให้เห็นทัศนียภาพที่ใหม่ๆ					

ส่วนที่ 2 ข้อมูลทั่วไป

1. เพศ

ชาย

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2. สถานภาพ

โสด	<input type="checkbox"/>	แต่งงานแล้วแต่ยังไม่มีบุตร	<input type="checkbox"/>
แต่งงานแล้วและมีบุตรยังเด็กอยู่	<input type="checkbox"/>	แต่งงานแล้วและมีบุตร อยู่ในช่วงวัยรุ่น	<input type="checkbox"/>
แต่งงานแล้วและมีบุตรโตแล้ว	<input type="checkbox"/>	คู่แต่งงานที่มีคนใดคนหนึ่งเกษียณอายุแล้ว	<input type="checkbox"/>

3. รายได้ต่อเดือน

น้อยกว่า 10,000 บาท	<input type="checkbox"/>	10,001 – 20,000 บาท	<input type="checkbox"/>
20,001 – 30,000 บาท	<input type="checkbox"/>	30,001 – 40,000 บาท	<input type="checkbox"/>
40,001 – 50,000 บาท	<input type="checkbox"/>	มากกว่า 50,001 บาท	<input type="checkbox"/>

4. พาหนะที่คุณใช้ในการเดินทางครั้งล่าสุด

โดยรถยนต์	<input type="checkbox"/>	โดยรถประจำทาง	<input type="checkbox"/>
โดยทางอากาศ	<input type="checkbox"/>	โดยทางเรือ	<input type="checkbox"/>
โดยทางรถไฟ	<input type="checkbox"/>		

5. คุณได้รับแหล่งข้อมูลของสถานที่ท่องเที่ยว จากสื่อใดมากที่สุด

แผ่นพิมพ์ หรือ โบรชัวร์	<input type="checkbox"/>	หนังสือท่องเที่ยว	<input type="checkbox"/>
เพื่อนหรือญาติ	<input type="checkbox"/>	นิตยสาร	<input type="checkbox"/>
หนังสือพิมพ์	<input type="checkbox"/>	ประสบการณ์	<input type="checkbox"/>
บริษัททัวร์	<input type="checkbox"/>	โทรทัศน์	<input type="checkbox"/>

6. ชนิดของที่พักที่คุณใช้บริการ ครึ่งล่าสุด

โรงแรม/โมเตล/รีสอร์ท	<input type="checkbox"/>	บ้านเพื่อน หรือญาติสนิท	<input type="checkbox"/>
อพาทเมนต์ หรือ คอนโดมิเนียมส่วนตัว	<input type="checkbox"/>	อื่น ๆ	<input type="checkbox"/>

7. การเดินทางครึ่งล่าสุด คุณใช้เงินส่วนใหญ่ของคุณไปกับอะไร

ที่พัก	<input type="checkbox"/>	ของขวัญ หรือ ของที่ระลึก	<input type="checkbox"/>
ของชำ	<input type="checkbox"/>	ความบันเทิง	<input type="checkbox"/>
ร้านอาหาร	<input type="checkbox"/>	ข้อบังคับ ของส่วนตัว	<input type="checkbox"/>



Appendix II: Result



Frequency Table

1. Going on vacation with someone is always more fun than going by myself.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	3	.8	.8	.8
Disagree	6	1.6	1.6	2.4
medium	20	5.4	5.4	7.8
Agree	97	26.2	26.2	34.1
Strongly agree	244	65.9	65.9	100.0
Total	370	100.0	100.0	

2. I like to talk about my vacation when I get back home, you know, relieve it.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	8	2.2	2.2	2.2
Disagree	18	4.9	4.9	7.0
medium	118	31.9	31.9	38.9
Agree	145	39.2	39.2	78.1
Strongly agree	81	21.9	21.9	100.0
Total	370	100.0	100.0	

3. The planning leading up to a vacation is a lot of fun.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	1	.3	.3	.3
Disagree	12	3.2	3.2	3.5
medium	64	17.3	17.3	20.8
Agree	177	47.8	47.8	68.6
Strongly agree	116	31.4	31.4	100.0
Total	370	100.0	100.0	

4. When I'm on vacation, I don't want to spend my time worrying about where I need to be.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	2	.5	.5	.5
Disagree	18	4.9	4.9	5.4
medium	66	17.8	17.8	23.2
Agree	120	32.4	32.4	55.7
Strongly agree	164	44.3	44.3	100.0
Total	370	100.0	100.0	

5. Just curl up with a good book in the shade sounds like a wonderful vacation to me.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	15	4.1	4.1	4.1
Disagree	42	11.4	11.4	15.4
medium	130	35.1	35.1	50.5
Agree	124	33.5	33.5	84.1
Strongly agree	59	15.9	15.9	100.0
Total	370	100.0	100.0	

6. The perfect vacation would include all of my family.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	11	3.0	3.0	3.0
	Disagree	37	10.0	10.0	13.0
	medium	101	27.3	27.3	40.3
	Agree	78	21.1	21.1	61.4
	Strongly agree	143	38.6	38.6	100.0
	Total	370	100.0	100.0	

7. A vacation with a lot of people is very enjoyable.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	91	24.6	24.6	24.6
	Disagree	124	33.5	33.5	58.1
	medium	95	25.7	25.7	83.8
	Agree	43	11.6	11.6	95.4
	Strongly agree	17	4.6	4.6	100.0
	Total	370	100.0	100.0	

8. I always want to change from what I do.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	9	2.4	2.4	2.4
	Disagree	41	11.1	11.1	13.5
	medium	172	46.5	46.5	60.0
	Agree	108	29.2	29.2	89.2
	Strongly agree	40	10.8	10.8	100.0
	Total	370	100.0	100.0	

9. When I go home, I tell everybody about m vacation.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	9	2.4	2.4	2.4
	Disagree	19	5.1	5.1	7.6
	medium	146	39.5	39.5	47.0
	Agree	137	37.0	37.0	84.1
	Strongly agree	59	15.9	15.9	100.0
	Total	370	100.0	100.0	

10. I want to see things while on vacation that I don't normally see.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	.3	.3
	Disagree	5	1.4	1.4	1.6
	medium	34	9.2	9.2	10.8
	Agree	158	42.7	42.7	53.5
	Strongly agree	172	46.5	46.5	100.0
	Total	370	100.0	100.0	

11. Travel gives me a better understanding of current events.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	1	.3	.3	.3
Disagree	7	1.9	1.9	2.2
medium	79	21.4	21.4	23.5
Agree	172	46.5	46.5	70.0
Strongly agree	111	30.0	30.0	100.0
Total	370	100.0	100.0	

12. Sometimes vacation travel is the only way to see monuments and work of art.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	7	1.9	1.9	1.9
Disagree	44	11.9	11.9	13.8
medium	82	22.2	22.2	35.9
Agree	159	43.0	43.0	78.9
Strongly agree	78	21.1	21.1	100.0
Total	370	100.0	100.0	

13. While on vacation, I want luxury and a comfortable place to stay.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	37	10.0	10.0	10.0
Disagree	68	18.4	18.4	28.4
medium	132	35.7	35.7	64.1
Agree	82	22.2	22.2	86.2
Strongly agree	51	13.8	13.8	100.0
Total	370	100.0	100.0	

14. I never vacation at the same place twice.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	87	23.5	23.5	23.5
Disagree	140	37.8	37.8	61.4
medium	104	28.1	28.1	89.5
Agree	33	8.9	8.9	98.4
Strongly agree	6	1.6	1.6	100.0
Total	370	100.0	100.0	

15. It's important for me to experience different cultures and ways of life.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	4	1.1	1.1	1.1
Disagree	32	8.6	8.6	9.7
medium	118	31.9	31.9	41.6
Agree	158	42.7	42.7	84.3
Strongly agree	58	15.7	15.7	100.0
Total	370	100.0	100.0	

16. It's important for me to show that I can afford a vacation.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	137	37.0	37.0	37.0
Disagree	111	30.0	30.0	67.0
medium	100	27.0	27.0	94.1
Agree	18	4.9	4.9	98.9
Strongly agree	4	1.1	1.1	100.0
Total	370	100.0	100.0	

17. Just resting and relaxing is vacation enough for me

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	2	.5	.5	.5
Disagree	25	6.8	6.8	7.3
medium	72	19.5	19.5	26.8
Agree	163	44.1	44.1	70.8
Strongly agree	108	29.2	29.2	100.0
Total	370	100.0	100.0	

18. On vacation, I t to et back to nature.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	3	.8	.8	.8
Disagree	4	1.1	1.1	1.9
medium	113	30.5	30.5	32.4
Agree	151	40.8	40.8	73.2
Strongly agree	99	26.8	26.8	100.0
Total	370	100.0	100.0	

19. A vacation is a time to move out of your daily routine into a more pleasant routine.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	9	2.4	2.4	2.4
Disagree	28	7.6	7.6	10.0
medium	111	30.0	30.0	40.0
Agree	137	37.0	37.0	77.0
Strongly agree	85	23.0	23.0	100.0
Total	370	100.0	100.0	

20. On vacation, I like to meet other people who are interested in the same thin s I am.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	9	2.4	2.4	2.4
Disagree	31	8.4	8.4	10.8
medium	152	41.1	41.1	51.9
Agree	115	31.1	31.1	83.0
Strongly agree	63	17.0	17.0	100.0
Total	370	100.0	100.0	

21. Who you're with can make or break a vacation.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	.8	.8	.8
	Disagree	13	3.5	3.5	4.3
	medium	90	24.3	24.3	28.6
	Agree	166	44.9	44.9	73.5
	Strongly agree	98	26.5	26.5	100.0
	Total	370	100.0	100.0	

22. There are some laces I have always wanted to visit.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	8	2.2	2.2	2.2
	medium	78	21.1	21.1	23.2
	Agree	171	46.2	46.2	69.5
	Strongly agree	113	30.5	30.5	100.0
	Total	370	100.0	100.0	

23. Historical sites are ver important to my vacation plans.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	8	2.2	2.2	2.2
	Disagree	44	11.9	11.9	14.1
	medium	168	45.4	45.4	59.5
	Agree	108	29.2	29.2	88.6
	Strongly agree	42	11.4	11.4	100.0
	Total	370	100.0	100.0	

24. I like to be able to talk about the places I've visited and the things I've seen on vacation.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.3	.3	.3
	Disagree	26	7.0	7.0	7.3
	medium	122	33.0	33.0	40.3
	Agree	154	41.6	41.6	81.9
	Strongly agree	67	18.1	18.1	100.0
	Total	370	100.0	100.0	

25. Having fun, being entertained; that's what a vacation is all about.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	.8	.8	.8
	Disagree	20	5.4	5.4	6.2
	medium	92	24.9	24.9	31.1
	Agree	172	46.5	46.5	77.6
	Strongly agree	83	22.4	22.4	100.0
	Total	370	100.0	100.0	

26. The availability of good restaurants and good food is important in choosing a vacation spot.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	1	.3	.3	.3
Disagree	26	7.0	7.0	7.3
medium	70	18.9	18.9	26.2
Agree	165	44.6	44.6	70.8
Strongly agree	108	29.2	29.2	100.0
Total	370	100.0	100.0	

27. I travel to keep active.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	2	.5	.5	.5
Disagree	14	3.8	3.8	4.3
medium	84	22.7	22.7	27.0
Agree	169	45.7	45.7	72.7
Strongly agree	101	27.3	27.3	100.0
Total	370	100.0	100.0	

28. To me, a vacation means seeing lots of things.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	2	.5	.5	.5
Disagree	11	3.0	3.0	3.5
medium	64	17.3	17.3	20.8
Agree	180	48.6	48.6	69.5
Strongly agree	113	30.5	30.5	100.0
Total	370	100.0	100.0	

29. I guess I'm just always looking for new experiences.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	3	.8	.8	.8
Disagree	16	4.3	4.3	5.1
medium	98	26.5	26.5	31.6
Agree	158	42.7	42.7	74.3
Strongly agree	95	25.7	25.7	100.0
Total	370	100.0	100.0	

30. Just nature and me, that's my idea of a perfect vacation.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	2	.5	.5	.5
Disagree	27	7.3	7.3	7.8
medium	101	27.3	27.3	35.1
Agree	141	38.1	38.1	73.2
Strongly agree	99	26.8	26.8	100.0
Total	370	100.0	100.0	

31. On vacation the family gets to know each other better.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	3	.8	.8	.8
Disagree	10	2.7	2.7	3.5
medium	72	19.5	19.5	23.0
Agree	140	37.8	37.8	60.8
Strongly agree	145	39.2	39.2	100.0
Total	370	100.0	100.0	

32. I would rather go on vacation less frequently and do something exciting than to go often and have to cut back.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	24	6.5	6.5	6.5
Disagree	84	22.7	22.7	29.2
medium	137	37.0	37.0	66.2
Agree	94	25.4	25.4	91.6
Strongly agree	31	8.4	8.4	100.0
Total	370	100.0	100.0	

33. I think that the kinds of accommodations that you get on vacation are real important.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	6	1.6	1.6	1.6
Disagree	28	7.6	7.6	9.2
medium	115	31.1	31.1	40.3
Agree	150	40.5	40.5	80.8
Strongly agree	71	19.2	19.2	100.0
Total	370	100.0	100.0	

34. On vacation I d about time.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	6	1.6	1.6	1.6
Disagree	49	13.2	13.2	14.9
medium	77	20.8	20.8	35.7
Agree	147	39.7	39.7	75.4
Strongly agree	91	24.6	24.6	100.0
Total	370	100.0	100.0	

35. I don't like to vacation where there are lots of people.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	10	2.7	2.7	2.7
Disagree	19	5.1	5.1	7.8
medium	84	22.7	22.7	30.5
Agree	100	27.0	27.0	57.6
Strongly agree	157	42.4	42.4	100.0
Total	370	100.0	100.0	

36. A vacation is being able to do nothing, without having any deadlines.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	2	.5	.5	.5
Disagree	10	2.7	2.7	3.2
medium	29	7.8	7.8	11.1
Agree	116	31.4	31.4	42.4
Strongly agree	213	57.6	57.6	100.0
Total	370	100.0	100.0	

37. I just like to travel, to go somewhere and to do something.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	11	3.0	3.0	3.0
medium	87	23.5	23.5	26.5
Agree	169	45.7	45.7	72.2
Strongly agree	103	27.8	27.8	100.0
Total	370	100.0	100.0	

38. The yearly vacation is a time when the family can be together.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	5	1.4	1.4	1.4
Disagree	14	3.8	3.8	5.1
medium	89	24.1	24.1	29.2
Agree	139	37.6	37.6	66.8
Strongly agree	123	33.2	33.2	100.0
Total	370	100.0	100.0	

39. While on vacation, I attend cultural events that I don't have access to at home.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	1	.3	.3	.3
Disagree	25	6.8	6.8	7.0
medium	129	34.9	34.9	41.9
Agree	151	40.8	40.8	82.7
Strongly agree	64	17.3	17.3	100.0
Total	370	100.0	100.0	

40. A vacation clears your mind.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	4	1.1	1.1	1.1
Disagree	9	2.4	2.4	3.5
medium	48	13.0	13.0	16.5
Agree	165	44.6	44.6	61.1
Strongly agree	144	38.9	38.9	100.0
Total	370	100.0	100.0	

41. I like to visit cultures that differ from mine.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	10	2.7	2.7	2.7
Disagree	22	5.9	5.9	8.6
medium	128	34.6	34.6	43.2
Agree	137	37.0	37.0	80.3
Strongly agree	73	19.7	19.7	100.0
Total	370	100.0	100.0	

42. It's fun to sit around and remember past vacation.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	3	.8	.8	.8
Disagree	15	4.1	4.1	4.9
medium	82	22.2	22.2	27.0
Agree	173	46.8	46.8	73.8
Strongly agree	97	26.2	26.2	100.0
Total	370	100.0	100.0	

43. No housework, no cooking, no washing dishes, no laundry, that's what a vacation is all about.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	14	3.8	3.8	3.8
Disagree	56	15.1	15.1	18.9
medium	94	25.4	25.4	44.3
Agree	109	29.5	29.5	73.8
Strongly agree	97	26.2	26.2	100.0
Total	370	100.0	100.0	

44. The best vacations I've ever had were spontaneous.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	32	8.6	8.6	8.6
Disagree	85	23.0	23.0	31.6
medium	109	29.5	29.5	61.1
Agree	93	25.1	25.1	86.2
Strongly agree	51	13.8	13.8	100.0
Total	370	100.0	100.0	

45. I like travelling with good friends. It's important for me to share m vacations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	1	.3	.3	.3
Disagree	11	3.0	3.0	3.2
medium	68	18.4	18.4	21.6
Agree	152	41.1	41.1	62.7
Strongly agree	138	37.3	37.3	100.0
Total	370	100.0	100.0	

46. A vacation means getting away.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	18	4.9	4.9	4.9
Disagree	64	17.3	17.3	22.2
medium	120	32.4	32.4	54.6
Agree	92	24.9	24.9	79.5
Strongly agree	76	20.5	20.5	100.0
Total	370	100.0	100.0	

47. Usually, we visit relatives or someone we know on our vacations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	17	4.6	4.6	4.6
Disagree	51	13.8	13.8	18.4
medium	149	40.3	40.3	58.6
Agree	121	32.7	32.7	91.4
Strongly agree	32	8.6	8.6	100.0
Total	370	100.0	100.0	

48. Vacation time is a recover period.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	15	4.1	4.1	4.1
Disagree	57	15.4	15.4	19.5
medium	117	31.6	31.6	51.1
Agree	118	31.9	31.9	83.0
Strongly agree	63	17.0	17.0	100.0
Total	370	100.0	100.0	

49. I vacation in the countryside when I can because I like a rural environment.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	5	1.4	1.4	1.4
Disagree	20	5.4	5.4	6.8
medium	87	23.5	23.5	30.3
Agree	147	39.7	39.7	70.0
Strongly agree	111	30.0	30.0	100.0
Total	370	100.0	100.0	

50. I usually will visit a place related to my personal experiences.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	27	7.3	7.3	7.3
Disagree	85	23.0	23.0	30.3
medium	184	49.7	49.7	80.0
Agree	55	14.9	14.9	94.9
Strongly agree	19	5.1	5.1	100.0
Total	370	100.0	100.0	

51. A vacation means fun, doing things I haven't done before.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	9	2.4	2.4	2.4
	Disagree	32	8.6	8.6	11.1
	medium	131	35.4	35.4	46.5
	Agree	142	38.4	38.4	84.9
	Strongly agree	56	15.1	15.1	100.0
	Total	370	100.0	100.0	

52. It's important for me to go someplace fashionable on vacation.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	35	9.5	9.5	9.5
	Disagree	80	21.6	21.6	31.1
	medium	170	45.9	45.9	77.0
	Agree	68	18.4	18.4	95.4
	Strongly agree	17	4.6	4.6	100.0
	Total	370	100.0	100.0	

53. Now and then I just need to get away form pressure and stress.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	15	4.1	4.1	4.1
	Disagree	61	16.5	16.5	20.5
	medium	122	33.0	33.0	53.5
	Agree	118	31.9	31.9	85.4
	Strongly agree	54	14.6	14.6	100.0
	Total	370	100.0	100.0	

54. I always think that I'll have some sort of romantic experience while on vacation.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	9	2.4	2.4	2.4
	Disagree	39	10.5	10.5	13.0
	medium	134	36.2	36.2	49.2
	Agree	107	28.9	28.9	78.1
	Strongly agree	81	21.9	21.9	100.0
	Total	370	100.0	100.0	

55. I like to see how other people live.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	5	1.4	1.4	1.4
	Disagree	31	8.4	8.4	9.7
	medium	144	38.9	38.9	48.6
	Agree	138	37.3	37.3	85.9
	Strongly agree	52	14.1	14.1	100.0
	Total	370	100.0	100.0	

56. A vacation means being able to do nothing .

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	1	.3	.3	.3
Disagree	7	1.9	1.9	2.2
medium	76	20.5	20.5	22.7
Agree	163	44.1	44.1	66.8
Strongly agree	123	33.2	33.2	100.0
Total	370	100.0	100.0	

57. There should be no deadlines while on vacation.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	11	3.0	3.0	3.0
Disagree	24	6.5	6.5	9.5
medium	89	24.1	24.1	33.5
Agree	93	25.1	25.1	58.6
Strongly agree	153	41.4	41.4	100.0
Total	370	100.0	100.0	

58. On vacation, I like to do the same things that people who live there do.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	7	1.9	1.9	1.9
Disagree	25	6.8	6.8	8.6
medium	169	45.7	45.7	54.3
Agree	128	34.6	34.6	88.9
Strongly agree	41	11.1	11.1	100.0
Total	370	100.0	100.0	

59. I would be happy taking a vacation anywhere away from home.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	7	1.9	1.9	1.9
Disagree	28	7.6	7.6	9.5
medium	133	35.9	35.9	45.4
Agree	125	33.8	33.8	79.2
Strongly agree	77	20.8	20.8	100.0
Total	370	100.0	100.0	

60. The main thing for me on vacation is just to slow down.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	1	.3	.3	.3
Disagree	7	1.9	1.9	2.2
medium	76	20.5	20.5	22.7
Agree	177	47.8	47.8	70.5
Strongly agree	109	29.5	29.5	100.0
Total	370	100.0	100.0	

61. I like to try to tie my vacation in with festivals and celebrations.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	57	15.4	15.4	15.4
Disagree	117	31.6	31.6	47.0
medium	131	35.4	35.4	82.4
Agree	45	12.2	12.2	94.6
Strongly agree	20	5.4	5.4	100.0
Total	370	100.0	100.0	

62. It's important for me to get away from the kids now and then.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	61	16.5	16.5	16.5
Disagree	86	23.2	23.2	39.7
medium	161	43.5	43.5	83.2
Agree	43	11.6	11.6	94.9
Strongly agree	19	5.1	5.1	100.0
Total	370	100.0	100.0	

63. I like lots of activities on vacation, like shopping.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	15	4.1	4.1	4.1
Disagree	38	10.3	10.3	14.3
medium	134	36.2	36.2	50.5
Agree	125	33.8	33.8	84.3
Strongly agree	58	15.7	15.7	100.0
Total	370	100.0	100.0	

64. I vacation for a break from my daily routine, to get refreshed, and to have a different outlook.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	4	1.1	1.1	1.1
Disagree	12	3.2	3.2	4.3
medium	74	20.0	20.0	24.3
Agree	143	38.6	38.6	63.0
Strongly agree	137	37.0	37.0	100.0
Total	370	100.0	100.0	

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
1. Going on vacation with someone is always more fun than going be my self.	370	1	5	4.55	.74
2. I like to talk about my vacation when I get back home, you know, relieve it.	370	1	5	3.74	.93
3. The planning leading up to a vacation is a lot of fun.	370	1	5	4.07	.80
4. When I'm on vacation, I don't want to spend my time worrying about where I need to be.	370	1	5	4.15	.92
5. Just curl up with a good book in the shade sounds like a wonderful vacation to me.	370	1	5	3.46	1.02
6. The perfect vacation would include all of my family.	370	1	5	3.82	1.14
7. A vacation with a lot of people is very enjoyable.	370	1	5	2.38	1.11
8. I always want to change from what I do.	370	1	5	3.35	.90
9. When I go home, I tell everybody about in vacation.	370	1	5	3.59	.90
10. I want to see things while on vacation that I don't normally see.	370	1	5	4.34	.72
11. Travel gives me a better understanding of current events.	370	1	5	4.04	.78
12. Sometimes vacation travel is the only way to see monuments and work of art.	370	1	5	3.69	.99
13. While on vacation, I want luxury and a comfortable place to stay.	370	1	5	3.11	1.16
14. I never vacation at the same lace twice.	370	1	5	2.27	.97
15. It's important for me to experience different cultures and ways of life.	370	1	5	3.63	.89
16. It's important for me to show that I can afford a vacation.	370	1	5	2.03	.97
17. Just resting and relaxing is vacation enough for me	370	1	5	3.95	.90
18. On vacation, I t to et back to nature.	370	1	5	3.92	.83
19. A vacation is a time to move out of your daily routine into a more pleasant routine.	370	1	5	3.71	.98
20. On vacation, I like to meet other people who are interested in the same thin s I am.	370	1	5	3.52	.95
21. Who you're with can make or break a vacation.	370	1	5	3.93	.85
22. There are some laces I have always wanted to visit.	370	2	5	4.05	.78

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
23. Historical sites are ver important to my vacation plans.	370	1	5	3.36	.91
24. I like to be able to talk about the places I've visited and the things I've seen on vacation.	370	1	5	3.70	.85
25. Having fun, being entertained; that's what a vacation is all about.	370	1	5	3.84	.86
26. The availability of good restaurants and good food is important in choosing a vacation spot.	370	1	5	3.95	.89
27. I travel to keep active.	370	1	5	3.95	.84
28. To me, a vacation means seeing lots of things.	370	1	5	4.06	.80
29. I guess I'm just always looking for new experiences.	370	1	5	3.88	.87
30. Just natuer and me, that's my idea of a perfect vacation.	370	1	5	3.83	.92
31. On vacation the family gets to know each other better.	370	1	5	4.12	.87
32. I would rather go on vacation less frequently and do something exciting than to go often and have to cut back.	370	1	5	3.06	1.04
33. I think that the kinds of accommodations that you get on vacation are real important.	370	1	5	3.68	.92
34. On vacation I d about time.	370	1	5	3.72	1.03
35. I don't like to vacation where there are lots of people.	370	1	5	4.01	1.05
36. A vacation is being able to do nothing, without having any deadlines.	370	1	5	4.43	.79
37. I just like to travel, to go somewhere and to do something.	370	2	5	3.98	.80
38. The yearly vacation is a time when the family can be together.	370	1	5	3.98	.92
39. While on vacation, I attend cultural events that I don't have access to at home.	370	1	5	3.68	.85
40. A vacation clears your mind.	370	1	5	4.18	.83
41. I like to visit cultures that differ from mine.	370	1	5	3.65	.95
42. It's fun to sit around and remember past vacation.	370	1	5	3.94	.85
43. No housework, no cooking, no washing dishes, no laundry, that's what a vacation is all about.	370	1	5	3.59	1.14
44. The best vacations I've ever had were spontaneous.	370	1	5	3.12	1.17

	N	Minimum	Maximum	Mean	Std. Deviation
45. I like travelling with good friends. It's important for me to share m vacations.	370	1	5	4.12	.83
46. A vacation means getting away.	370	1	5	3.39	1.14
47. Usually, we visit relatives or someone we know on our vacations.	370	1	5	3.27	.96
48. Vacation time is a recover period.	370	1	5	3.42	1.07
49. I vacation in the countryside when I can because I like a rural environment.	370	1	5	3.92	.93
50. I usually will visit a place related to my personal experiences.	370	1	5	2.88	.93
51. A vacation means fun, doing things I haven't done before.	370	1	5	3.55	.93
52. It's important for me to go someplace fashionable on vacation.	370	1	5	2.87	.97
53. Now and then I just need to get away form pressure and stress.	370	1	5	3.36	1.05
54. I always think that I'll have some sort of romantic experience while on vacation.	370	1	5	3.57	1.02
55. I like to see how other people live.	370	1	5	3.54	.88
56. A vacation means being able to do nothing .	370	1	5	4.08	.80
57. There should be no deadlines while on vacation.	370	1	5	3.95	1.09
58. On vacation, I like to do the same things that people who live there do.	370	1	5	3.46	.85
59. I would be happy taking a vacation anywhere away from home.	370	1	5	3.64	.96
60. The main thing for me on vacation is just to slow down.	370	1	5	4.04	.77
61. I like to try to tie my vacation in with festivals and celebrations.	370	1	5	2.61	1.06
62. It's important for me to get away from the kids now and then.	370	1	5	2.66	1.05
63. I like lots of activities on vacation, like shopping.	370	1	5	3.47	1.01
64. I vacation for a break from my daily routine, to get refreshed, and to have a different outlook.	370	1	5	4.07	.89
Valid N (listwise)	370				

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	148	40.0	40.0	40.0
	Female	222	60.0	60.0	100.0
	Total	370	100.0	100.0	

Life Cycles

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	206	55.7	55.7	55.7
	Married without children	38	10.3	10.3	65.9
	Family with young children	58	15.7	15.7	81.6
	Family with teenagers	34	9.2	9.2	90.8
	Family with grown up children	27	7.3	7.3	98.1
	Married couple with at least one retired spouse	7	1.9	1.9	100.0
	Total	370	100.0	100.0	

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under or equal 10,000	119	32.2	32.2	32.2
	10001-20000	124	33.5	33.5	65.7
	20001-30000	52	14.1	14.1	79.7
	30001-40000	30	8.1	8.1	87.8
	40001-50000	22	5.9	5.9	93.8
	Over 50,001	23	6.2	6.2	100.0
	Total	370	100.0	100.0	

Mode of Travel on your last trip

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	By Car	258	69.7	69.7	69.7
	By Bus	54	14.6	14.6	84.3
	By Air	32	8.6	8.6	93.0
	By Cruise	13	3.5	3.5	96.5
	By Train	13	3.5	3.5	100.0
	Total	370	100.0	100.0	

What is the most Information Sources Used for deciding going on the last trip?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brochures	43	11.6	11.6	11.6
	Commercial guide books	79	21.4	21.4	33.0
	Friends or relatives	104	28.1	28.1	61.1
	Magazines	29	7.8	7.8	68.9
	Newspapers	8	2.2	2.2	71.1
	Past experience	55	14.9	14.9	85.9
	Travel agency	17	4.6	4.6	90.5
	Television	35	9.5	9.5	100.0
	Total	370	100.0	100.0	

Lodging Type

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hotel/Motel/Resort	229	61.9	61.9	61.9
	Friends or relatives	72	19.5	19.5	81.4
	Apartment or condominium	31	8.4	8.4	89.7
	Others	38	10.3	10.3	100.0
	Total	370	100.0	100.0	

Expenditure on different tourism products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lodging	76	20.5	20.5	20.5
	Gift or Personal souvenirs	41	11.1	11.1	31.6
	Groceries	18	4.9	4.9	36.5
	Entertainment	68	18.4	18.4	54.9
	Restaurant	121	32.7	32.7	87.6
	Personal Shopping	46	12.4	12.4	100.0
	Total	370	100.0	100.0	



Factor Analysis

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
1. Going on vacation with someone is always more fun than going be my self.	4.55	.74	370
2. I like to talk about my vacation when I get back home, you know, relieve it.	3.74	.93	370
3. The planning leading up to a vacation is a lot of fun.	4.07	.80	370
4. When I'm on vacation, I don't want to spend my time worrying about where I need to be.	4.15	.92	370
5. Just curl up with a good book in the shade sounds like a wonderful vacation to me.	3.46	1.02	370
6. The perfect vacation would include all of my family.	3.82	1.14	370
7. A vacation with a lot of people is very enjoyable.	2.38	1.11	370
8. I always want to change from what I do.	3.35	.90	370
9. When I go home, I tell everybody about m vacation.	3.59	.90	370
10. I want to see things while on vacation that I don't normally see.	4.34	.72	370
11. Travel gives me a better understanding of current events.	4.04	.78	370
12. Sometimes vacation travel is the only way to see monuments and work of art.	3.69	.99	370
13. While on vacation, I want luxury and a comfortable place to stay.	3.11	1.16	370
14. I never vacation at the same lace twice.	2.27	.97	370
15. It's important for me to experience different cultures and ways of life.	3.63	.89	370
16. It's important for me to show that I can afford a vacation.	2.03	.97	370
17. Just resting and relaxing is vacation enough for me	3.95	.90	370
18. On vacation, I t to et back to nature.	3.92	.83	370
19. A vacation is a time to move out of your daily routine into a more pleasant routine.	3.71	.98	370
20. On vacation, I like to meet other people who are interested in the same thin s I am.	3.52	.95	370
21. Who you're with can make or break a vacation.	3.93	.85	370
22. There are some laces I have always wanted to visit.	4.05	.78	370

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
23. Historical sites are very important to my vacation plans.	3.36	.91	370
24. I like to be able to talk about the places I've visited and the things I've seen on vacation.	3.70	.85	370
25. Having fun, being entertained; that's what a vacation is all about.	3.84	.86	370
26. The availability of good restaurants and good food is important in choosing a vacation spot.	3.95	.89	370
27. I travel to keep active.	3.95	.84	370
28. To me, a vacation means seeing lots of things.	4.06	.80	370
29. I guess I'm just always looking for new experiences.	3.88	.87	370
30. Just nature and me, that's my idea of a perfect vacation.	3.83	.92	370
31. On vacation the family gets to know each other better.	4.12	.87	370
32. I would rather go on vacation less frequently and do something exciting than to go often and have to cut back.	3.06	1.04	370
33. I think that the kinds of accommodations that you get on vacation are really important.	3.68	.92	370
34. On vacation I'd about time.	3.72	1.03	370
35. I don't like to vacation where there are lots of people.	4.01	1.05	370
36. A vacation is being able to do nothing, without having any deadlines.	4.43	.79	370
37. I just like to travel, to go somewhere and to do something.	3.98	.80	370
38. The yearly vacation is a time when the family can be together.	3.98	.92	370
39. While on vacation, I attend cultural events that I don't have access to at home.	3.68	.85	370
40. A vacation clears your mind.	4.18	.83	370
41. I like to visit cultures that differ from mine.	3.65	.95	370
42. It's fun to sit around and remember past vacation.	3.94	.85	370
43. No housework, no cooking, no washing dishes, no laundry, that's what a vacation is all about.	3.59	1.14	370
44. The best vacations I've ever had were spontaneous.	3.12	1.17	370

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
45. I like travelling with good friends. It's important for me to share m vacations.	4.12	.83	370
46. A vacation means getting away.	3.39	1.14	370
47. Usually, we visit relatives or someone we know on our vacations.	3.27	.96	370
48. Vacation time is a recover period.	3.42	1.07	370
49. I vacation in the countryside when I can because I like a rural environment.	3.92	.93	370
50. I usually will visit a place related to my personal experiences.	2.88	.93	370
51. A vacation means fun, doing things I haven't done before.	3.55	.93	370
52. It's important for me to go someplace fashionable on vacation.	2.87	.97	370
53. Now and then I just need to get away form pressure and stress.	3.36	1.05	370
54. I always think that I'll have some sort of romantic experience while on vacation.	3.57	1.02	370
55. I like to see how other people live.	3.54	.88	370
56. A vacation means being able to do nothing .	4.08	.80	370
57. There should be no deadlines while on vacation.	3.95	1.09	370
58. On vacation, I like to do the same things that people who live there do.	3.46	.85	370
59. I would be happy taking a vacation anywhere away from home.	3.64	.96	370
60. The main thing for me on vacation is just to slow down.	4.04	.77	370
61. I like to try to tie my vacation in with festivals and celebrations.	2.61	1.06	370
62. It's important for me to get away from the kids now and then.	2.66	1.05	370
63. I like lots of activities on vacation, like shopping.	3.47	1.01	370
64. I vacation for a break from my daily routine, to get refreshed, and to have a different outlook.	4.07	.89	370

Communalities

	Initial	Extraction
1. Going on vacation with someone is always more fun than going by my self.	1.000	.180
2. I like to talk about my vacation when I get back home, you know, relieve it.	1.000	.392
3. The planning leading up to a vacation is a lot of fun.	1.000	.298
4. When I'm on vacation, I don't want to spend my time worrying about where I need to be.	1.000	.233
5. Just curl up with a good book in the shade sounds like a wonderful vacation to me.	1.000	4.637E-02
6. The perfect vacation would include all of my family.	1.000	.352
7. A vacation with a lot of people is very enjoyable.	1.000	.341
8. I always want to change from what I do.	1.000	9.566E-02
9. When I go home, I tell everybody about my vacation.	1.000	.475
10. I want to see things while on vacation that I don't normally see.	1.000	.278
11. Travel gives me a better understanding of current events.	1.000	.321
12. Sometimes vacation travel is the only way to see monuments and work of art.	1.000	.341
13. While on vacation, I want luxury and a comfortable place to stay.	1.000	.226
14. I never vacation at the same place twice.	1.000	.258
15. It's important for me to experience different cultures and ways of life.	1.000	.330
16. It's important for me to show that I can afford a vacation.	1.000	.271
17. Just resting and relaxing is vacation enough for me.	1.000	.114
18. On vacation, I like to get back to nature.	1.000	.385
19. A vacation is a time to move out of your daily routine into a more pleasant routine.	1.000	.395
20. On vacation, I like to meet other people who are interested in the same things I am.	1.000	.299
21. Who you're with can make or break a vacation.	1.000	.180
22. There are some places I have always wanted to visit.	1.000	.270
23. Historical sites are very important to my vacation plans.	1.000	.412

Extraction Method: Principal Component Analysis.

Communalities

	Initial	Extraction
24. I like to be able to talk about the places I've visited and the things I've seen on vacation.	1.000	.443
25. Having fun, being entertained; that's what a vacation is all about.	1.000	.252
26. The availability of good restaurants and good food is important in choosing a vacation spot.	1.000	.195
27. I travel to keep active.	1.000	.436
28. To me, a vacation means seeing lots of things.	1.000	.403
29. I guess I'm just always looking for new experiences.	1.000	.411
30. Just nature and me, that's my idea of a perfect vacation.	1.000	.484
31. On vacation the family gets to know each other better.	1.000	.388
32. I would rather go on vacation less frequently and do something exciting than to go often and have to cut back.	1.000	.161
33. I think that the kinds of accommodations that you get on vacation are real important.	1.000	.169
34. On vacation I did about time.	1.000	.226
35. I don't like to vacation where there are lots of people.	1.000	.207
36. A vacation is being able to do nothing, without having any deadlines.	1.000	.366
37. I just like to travel, to go somewhere and to do something.	1.000	.360
38. The yearly vacation is a time when the family can be together.	1.000	.324
39. While on vacation, I attend cultural events that I don't have access to at home.	1.000	.331
40. A vacation clears your mind.	1.000	.313
41. I like to visit cultures that differ from mine.	1.000	.463
42. It's fun to sit around and remember past vacation.	1.000	.405
43. No housework, no cooking, no washing dishes, no laundry, that's what a vacation is all about.	1.000	.375
44. The best vacations I've ever had were spontaneous.	1.000	.156
45. I like travelling with good friends. It's important for me to share my vacations.	1.000	.275

Extraction Method: Principal Component Analysis.

Communalities

	Initial	Extraction
46. A vacation means getting away.	1.000	.307
47. Usually, we visit relatives or someone we know on our vacations.	1.000	.231
48. Vacation time is a recover period.	1.000	.328
49. I vacation in the countryside when I can because I like a rural environment.	1.000	.346
50. I usually will visit a place related to my personal experiences.	1.000	.306
51. A vacation means fun, doing things I haven't done before.	1.000	.368
52. It's important for me to go someplace fashionable on vacation.	1.000	.331
53. Now and then I just need to get away from pressure and stress.	1.000	.419
54. I always think that I'll have some sort of romantic experience while on vacation.	1.000	.292
55. I like to see how other people live.	1.000	.441
56. A vacation means being able to do nothing .	1.000	.340
57. There should be no deadlines while on vacation.	1.000	.380
58. On vacation, I like to do the same things that people who live there do.	1.000	.330
59. I would be happy taking a vacation anywhere away from home.	1.000	.372
60. The main thing for me on vacation is just to slow down.	1.000	.399
61. I like to try to tie my vacation in with festivals and celebrations.	1.000	.387
62. It's important for me to get away from the kids now and then.	1.000	.490
63. I like lots of activities on vacation, like shopping.	1.000	.173
64. I vacation for a break from my daily routine, to get refreshed, and to have a different outlook.	1.000	.415

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11.593	18.114	18.114	11.593	18.114	18.114
2	3.356	5.243	23.357	3.356	5.243	23.357
3	2.962	4.628	27.985	2.962	4.628	27.985
4	2.379	3.717	31.701	2.379	3.717	31.701
5	2.180	3.405	35.107			
6	1.824	2.850	37.957			
7	1.706	2.665	40.622			
8	1.622	2.535	43.157			
9	1.587	2.480	45.637			
10	1.438	2.247	47.884			
11	1.373	2.146	50.030			
12	1.322	2.066	52.096			
13	1.266	1.978	54.074			
14	1.221	1.907	55.981			
15	1.177	1.839	57.820			
16	1.108	1.731	59.551			
17	1.080	1.688	61.238			
18	1.033	1.614	62.852			
19	.997	1.558	64.410			
20	.961	1.502	65.912			
21	.923	1.442	67.354			
22	.902	1.410	68.764			
23	.861	1.345	70.109			
24	.846	1.321	71.430			
25	.810	1.266	72.697			
26	.779	1.218	73.914			
27	.757	1.183	75.097			
28	.727	1.136	76.233			
29	.673	1.051	77.285			
30	.663	1.036	78.321			
31	.656	1.025	79.346			
32	.637	.996	80.341			
33	.621	.970	81.311			
34	.607	.948	82.259			
35	.582	.909	83.169			
36	.563	.880	84.048			
37	.562	.878	84.927			
38	.551	.861	85.788			
39	.526	.823	86.610			
40	.500	.782	87.392			
41	.488	.762	88.154			
42	.479	.749	88.903			
43	.462	.721	89.624			
44	.446	.697	90.321			
45	.437	.683	91.004			
46	.427	.667	91.672			
47	.418	.653	92.325			
48	.401	.626	92.951			
49	.374	.584	93.535			
50	.357	.558	94.093			
51	.352	.549	94.643			
52	.338	.528	95.171			
53	.322	.504	95.674			
54	.315	.492	96.167			
55	.308	.482	96.649			
56	.291	.455	97.104			

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
57	.280	.438	97.542			
58	.273	.426	97.968			
59	.254	.397	98.365			
60	.240	.375	98.741			
61	.213	.333	99.073			
62	.210	.328	99.402			
63	.196	.306	99.708			
64	.187	.292	100.000			

Extraction Method: Principal Component Analysis.



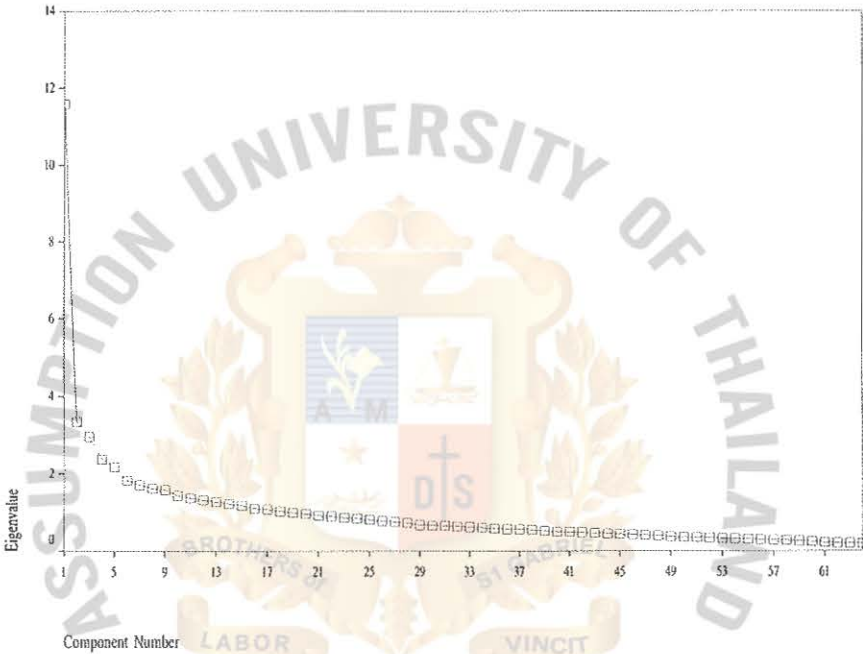
Total Variance Explained

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	6.631	10.360	10.360
2	6.111	9.549	19.909
3	3.932	6.144	26.053
4	3.615	5.649	31.701
5			
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Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
57			
58			
59			
60			
61			
62			
63			
64			

Extraction Method: Principal Component Analysis.

Scree Plot



Component Matrix^a

	Component			
	1	2	3	4
1. Going on vacation with someone is always more fun than going be my self.	.250	-.190	-7.387E-02	.276
2. I like to talk about my vacation when I get back home, you know, relieve it.	.463	-5.587E-02	.245	.338
3. The planning leading up to a vacation is a lot of fun.	.377	-.207	-4.641E-02	.334
4. When I'm on vacation, I don't want to spend my time worrying about where I need to be.	.272	-.273	-.276	-8.837E-02
5. Just curl up with a good book in the shade sounds like a wonderful vacation to me.	.152	-9.560E-02	9.797E-02	-6.745E-02
6. The perfect vacation would include all of my family.	.288	-.160	.284	.404
7. A vacation with a lot of people is very enjoyable.	.160	.370	.307	.291

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component			
	1	2	3	4
8. I always want to change from what I do.	.232	.201	-3.813E-02	1.315E-02
9. When I go home, I tell everybody about m vacation.	.421	-9.716E-02	.358	.401
10. I want to see things while on vacation that I don't normally see.	.461	-.156	.190	-7.014E-02
11. Travel gives me a better understanding of current events.	.392	-8.249E-02	.278	-.288
12. Sometimes vacation travel is the only way to see monuments and work of art.	.353	-.139	.437	-7.605E-02
13. While on vacation, I want luxury and a comfortable place to stay.	.263	.306	-1.008E-02	.252
14. I never vacation at the same lace twice.	1.379E-02	.427	.254	-.104
15. It's important for me to experience different cultures and ways of life.	.422	-.236	.147	-.272
16. It's important for me to show that I can afford a vacation.	.180	.446	.196	-3.662E-02
17. Just resting and relaxing is vacation enough for me	.264	-.117	6.352E-02	.162
18. On vacation, I t to et back to nature.	.467	-.213	-5.387E-02	-.345
19. A vacation is a time to move out of your daily routine into a more pleasant routine.	.574	.155	-.180	-9.521E-02
20. On vacation, I like to meet other people who are interested in the same thin s I am.	.443	.277	-9.690E-02	-.129
21. Who you're with can make or break a vacation.	.402	-8.582E-03	.123	-5.783E-02
22. There are some laces I have always wanted to visit.	.403	-.262	-.197	1.294E-02
23. Historical sites are ver important to my vacation plans.	.390	-.268	.383	-.202
24. I like to be able to talk about the places I've visited and the things I've seen on vacation.	.565	-.168	.189	.244
25. Having fun, being entertained; that's what a vacation is all about.	.481	3.422E-02	1.016E-02	.139
26. The availability of good restaurants and good food is important in choosing a vacation spot.	.401	6.048E-02	1.658E-03	.175
27. I travel to keep active.	.637	5.842E-04	-.167	4.739E-02
28. To me, a vacation means seeing lots of things.	.593	-.108	9.548E-02	-.175
29. I guess I'm just aways looking for new experiences.	.577	7.049E-03	6.430E-02	-.273
30. Just natuer and me, that's my idea of a perfect vacation.	.486	-.338	-2.006E-02	-.364

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component			
	1	2	3	4
31. On vacation the family gets to know each other better.	.419	-.312	.208	.267
32. I would rather go on vacation less frequently and do something exciting than to go often and have to cut back.	.109	.330	.200	2.333E-02
33. I think that the kinds of accommodations that you get on vacation are real important.	.307	2.144E-02	-.144	.232
34. On vacation I d about time.	.328	-7.141E-02	-.334	-4.121E-02
35. I don't like to vacation where there are lots of people.	.179	-.244	-.321	-.113
36. A vacation is being able to do nothing, without having any deadlines.	.364	-.244	-.417	1.849E-02
37. I just like to travel, to go somewhere and to do something.	.580	-2.173E-02	-2.957E-02	-.151
38. The yearly vacation is a time when the family can be together.	.357	-.317	.166	.261
39. While on vacation, I attend cultural events that I don't have access to at home.	.500	-.190	.195	-8.355E-02
40. A vacation clears your mind.	.529	-.125	6.029E-03	.131
41. I like to visit cultures that differ from mine.	.565	-.203	.277	-.157
42. It's fun to sit around and remember past vacation.	.575	-.182	-2.436E-02	.201
43. No housework, no cooking, no washing dishes, no laundry, that's what a vacation is all about.	.477	.167	-.289	.190
44. The best vacations I've ever had were spontaneous.	.119	.232	1.441E-03	-.297
45. I like travelling with good friends. It's important for me to share m vacations.	.415	1.905E-02	-.307	-8.944E-02
46. A vacation means getting away.	.364	.309	-.276	4.899E-02
47. Usually, we visit relatives or someone we know on our vacations.	.264	.195	.341	-8.188E-02
48. Vacation time is a recover period.	.483	.287	3.740E-02	-.104
49. I vacation in the countryside when I can because I like a rural environment.	.542	-.140	-.122	-.136
50. I usually will visit a place related to my personal experiences.	.421	.273	.225	-5.888E-02
51. A vacation means fun, doing things I haven't done before.	.583	.123	3.524E-02	-.110

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component			
	1	2	3	4
52. It's important for me to go someplace fashionable on vacation.	.313	.351	.321	8.454E-02
53. Now and then I just need to get away form pressure and stress.	.517	.319	-.221	2.166E-02
54. I always think that I'll have some sort of romantic experience while on vacation.	.469	.249	-9.646E-02	3.387E-02
55. I like to see how other people live.	.562	-6.981E-02	.167	-.305
56. A vacation means being able to do nothing .	.457	-4.737E-02	-.314	.175
57. There should be no deadlines while on vacation.	.387	5.417E-02	-.431	.203
58. On vacation, I like to do the same things that people who live there do.	.541	.117	.114	-.108
59. I would be happy taking a vacation anywhere away from home.	.570	6.789E-02	-.168	-.117
60. The main thing for me on vacation is just to slow down.	.580	-4.735E-02	-.236	6.997E-02
61. I like to try to tie my vacation in with festivals and celebrations.	.395	.480	8.286E-05	-1.119E-03
62. It's important for me to get away from the kids now and then.	.314	.584	-.111	-.195
63. I like lots of activities on vacation, like shopping.	.188	.216	9.044E-02	.287
64. I vacation for a break from my daily routine, to get refreshed, and to have a different outlook.	.527	.192	-.290	.128

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Rotated Component Matrix^a

	Component			
	1	2	3	4
1. Going on vacation with someone is always more fun than going be my self.	.183	2.411E-02	.363	-.118
2. I like to talk about my vacation when I get back home, you know, relieve it.	.132	.202	.541	.203
3. The planning leading up to a vacation is a lot of fun.	.246	8.473E-02	.473	-8.606E-02
4. When I'm on vacation, I don't want to spend my time worrying about where I need to be.	.299	.200	5.199E-02	-.316
5. Just curl up with a good book in the shade sounds like a wonderful vacation to me.	5.461E-04	.204	6.770E-02	-5.607E-03

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotated Component Matrix^a

	Component			
	1	2	3	4
6. The perfect vacation would include all of my family.	-3.224E-02	.105	.574	.104
7. A vacation with a lot of people is very enjoyable.	-4.407E-03	-7.165E-02	.252	.522
8. I always want to change from what I do.	.230	5.514E-02	1.740E-02	.199
9. When I go home, I tell everybody about my vacation.	1.721E-02	.198	.622	.221
10. I want to see things while on vacation that I don't normally see.	.120	.454	.234	5.447E-02
11. Travel gives me a better understanding of current events.	1.829E-02	.551	3.250E-02	.125
12. Sometimes vacation travel is the only way to see monuments and work of art.	-.122	.483	.253	.168
13. While on vacation, I want luxury and a comfortable place to stay.	.270	-9.043E-02	.190	.330
14. I never vacation at the same place twice.	-7.020E-02	3.143E-02	-.156	.477
15. It's important for me to experience different cultures and ways of life.	9.340E-02	.558	7.345E-02	-6.101E-02
16. It's important for me to show that I can afford a vacation.	8.753E-02	6.563E-02	-6.165E-02	.505
17. Just resting and relaxing is vacation enough for me.	.106	.131	.292	3.565E-03
18. On vacation, I try to get back to nature.	.267	.542	-3.490E-02	-.138
19. A vacation is a time to move out of your daily routine into a more pleasant routine.	.535	.290	3.812E-02	.153
20. On vacation, I like to meet other people who are interested in the same things I am.	.420	.222	-5.890E-02	.265
21. Who you're with can make or break a vacation.	.168	.335	.148	.133
22. There are some places I have always wanted to visit.	.337	.250	.203	-.231
23. Historical sites are very important to my vacation plans.	-9.980E-02	.602	.197	2.957E-02
24. I like to be able to talk about the places I've visited and the things I've seen on vacation.	.204	.335	.529	9.441E-02
25. Having fun, being entertained; that's what a vacation is all about.	.323	.209	.288	.148
26. The availability of good restaurants and good food is important in choosing a vacation spot.	.285	.126	.274	.152
27. I travel to keep active.	.536	.300	.235	5.623E-02
28. To me, a vacation means seeing lots of things.	.280	.544	.157	6.551E-02

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotated Component Matrix^a

	Component			
	1	2	3	4
29. I guess I'm just always looking for new experiences.	.314	.542	2.152E-02	.134
30. Just nature and me, that's my idea of a perfect vacation.	.223	.619	1.276E-02	-.224
31. On vacation the family gets to know each other better.	6.033E-02	.286	.548	-4.529E-02
32. I would rather go on vacation less frequently and do something exciting than to go often and have to cut back.	1.297E-02	2.493E-02	7.760E-04	.401
33. I think that the kinds of accommodations that you get on vacation are real important.	.321	-1.179E-02	.254	3.225E-02
34. On vacation I did about time.	.431	.118	2.222E-02	-.160
35. I don't like to vacation where there are lots of people.	.277	.130	-2.722E-02	-.336
36. A vacation is being able to do nothing, without having any deadlines.	.473	.128	.121	-.333
37. I just like to travel, to go somewhere and to do something.	.383	.444	.103	7.539E-02
38. The yearly vacation is a time when the family can be together.	4.884E-02	.237	.508	-8.366E-02
39. While on vacation, I attend cultural events that I don't have access to at home.	.133	.499	.251	3.532E-02
40. A vacation clears your mind.	.316	.293	.356	2.178E-02
41. I like to visit cultures that differ from mine.	.109	.620	.247	7.209E-02
42. It's fun to sit around and remember past vacation.	.357	.287	.441	-2.474E-02
43. No housework, no cooking, no washing dishes, no laundry, that's what a vacation is all about.	.570	1.335E-02	.192	.114
44. The best vacations I've ever had were spontaneous.	.118	.175	-.274	.193
45. I like travelling with good friends. It's important for me to share my vacations.	.488	.182	-7.077E-03	-5.700E-02
46. A vacation means getting away.	.515	-1.468E-02	-1.120E-02	.203
47. Usually, we visit relatives or someone we know on our vacations.	-2.689E-02	.284	6.652E-02	.381
48. Vacation time is a recover period.	.354	.282	1.187E-02	.351
49. I vacation in the countryside when I can because I like a rural environment.	.396	.413	.115	-7.589E-02
50. I usually will visit a place related to my personal experiences.	.179	.296	8.367E-02	.423

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

	Component			
	1	2	3	4
51. A vacation means fun, doing things I haven't done before.	.378	.400	.104	.233
52. It's important for me to go someplace fashionable on vacation.	6.775E-02	.157	.157	.527
53. Now and then I just need to get away from pressure and stress.	.576	.115	3.884E-02	.268
54. I always think that I'll have some sort of romantic experience while on vacation.	.439	.151	9.140E-02	.262
55. I like to see how other people live.	.210	.617	4.745E-02	.114
56. A vacation means being able to do nothing .	.519	6.960E-02	.242	-8.311E-02
57. There should be no deadlines while on vacation.	.585	-7.015E-02	.167	-6.869E-02
58. On vacation, I like to do the same things that people who live there do.	.293	.406	.115	.258
59. I would be happy taking a vacation anywhere away from home.	.501	.334	5.373E-02	8.282E-02
60. The main thing for me on vacation is just to slow down.	.537	.239	.228	-2.810E-02
61. I like to try to tie my vacation in with festivals and celebrations.	.378	8.804E-02	-1.997E-02	.485
62. It's important for me to get away from the kids now and then.	.420	7.508E-02	-.276	.482
63. I like lots of activities on vacation, like shopping.	.130	-8.814E-02	.251	.292
64. I vacation for a break from my daily routine, to get refreshed, and to have a different outlook.	.606	7.220E-02	.153	.139

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 8 iterations.

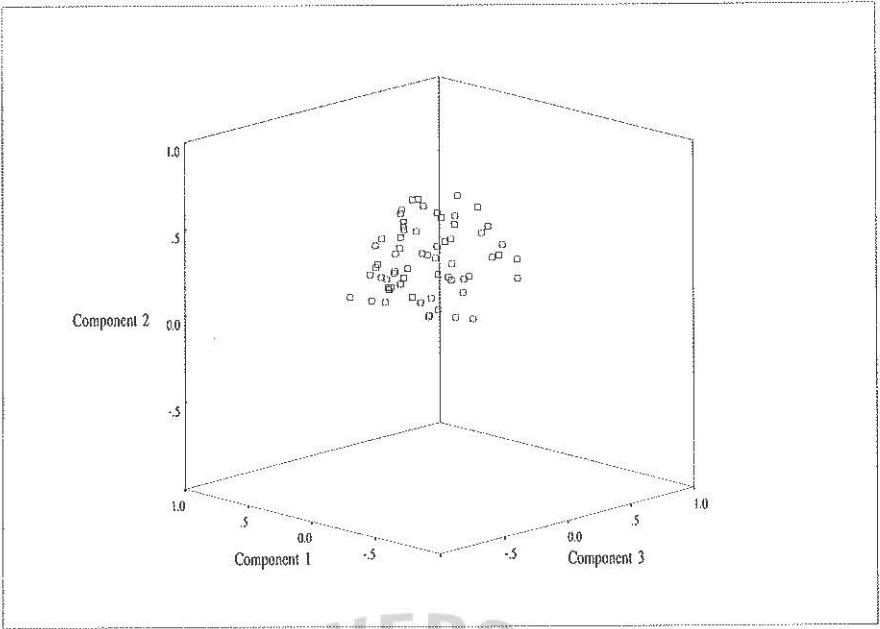
Component Transformation Matrix

Component	1	2	3	4
1	.650	.619	.387	.211
2	.253	-.327	-.358	.837
3	-.714	.398	.292	.496
4	.060	-.592	.798	.092

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Component Plot in Rotated Space



Quick Cluster

Initial Cluster Centers

	Cluster			
	1	2	3	4
REGR factor score 1 for analysis 1	1.73393	-.52961	1.64907	-3.01862
REGR factor score 2 for analysis 1	-.33178	-2.68486	-3.11943	.02452
REGR factor score 3 for analysis 1	-1.82760	-1.83060	2.60393	1.89170
REGR factor score 4 for analysis 1	-2.35244	2.30490	-.29070	-.74979

Iteration History^a

Iteration	Change in Cluster Centers			
	1	2	3	4
1	2.649	2.767	2.739	2.719
2	.222	.193	.348	.103
3	.133	4.772E-02	.147	6.020E-02
4	.113	.157	.178	9.461E-02
5	4.220E-02	8.415E-02	7.009E-02	4.646E-02
6	3.981E-02	3.464E-02	4.387E-02	1.754E-02
7	2.200E-02	.000	1.990E-02	2.127E-02
8	.000	.000	3.024E-02	2.355E-02
9	.000	.000	.000	.000

a. Convergence achieved due to no or small distance change. The maximum distance by which any center has changed is .000. The current iteration is 9. The minimum distance between initial centers is 5.598.

Final Cluster Centers

	Cluster			
	1	2	3	4
REGR factor score 1 for analysis 1	.44334	-.63853	.79464	-.60934
REGR factor score 2 for analysis 1	.75352	-.54054	-.92958	.32177
REGR factor score 3 for analysis 1	-.59568	-.65445	.44429	.81904
REGR factor score 4 for analysis 1	-.37498	.81387	-.27400	-.01016

Number of Cases in each Cluster

Cluster	1	111.000
	2	79.000
	3	79.000
	4	101.000
Valid		370.000
Missing		.000

Cluster Number of Case

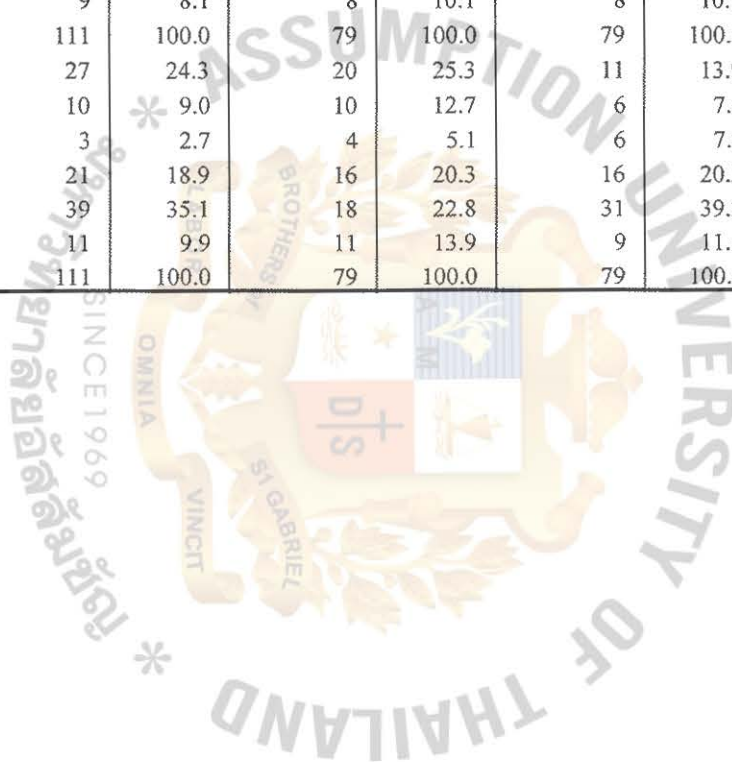
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	111	30.0	30.0	30.0
	2	79	21.4	21.4	51.4
	3	79	21.4	21.4	72.7
	4	101	27.3	27.3	100.0
	Total	370	100.0	100.0	

			REGR factor score 1 for analysis 1	REGR factor score 2 for analysis 1	REGR factor score 3 for analysis 1	REGR factor score 4 for analysis 1
Cluster Number of Case	1	Mean	.44334	.75352	-.59568	-.37498
	2	Mean	-.63853	-.54054	-.65445	.81387
	3	Mean	.79464	-.92958	.44429	-.27400
	4	Mean	-.60934	.32177	.81904	-.01016



		Cluster Number of Case								Total	
		1		2		3		4		Frequency	Percent
		Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent		
Gender	Male	51	45.9	45	57.0	21	26.6	31	30.7	148	40.0
	Female	60	54.1	34	43.0	58	73.4	70	69.3	222	60.0
Total		111	100.0	79	100.0	79	100.0	101	100.0	370	100.0
Life Cycles	Single	75	67.6	43	54.4	51	64.6	37	36.6	206	55.7
	Married without children	11	9.9	4	5.1	9	11.4	14	13.9	38	10.3
	Family with young children	11	9.9	17	21.5	12	15.2	18	17.8	58	15.7
	Family with teenagers	5	4.5	6	7.6	2	2.5	21	20.8	34	9.2
	Family with grown up children	7	6.3	7	8.9	4	5.1	9	8.9	27	7.3
	Married couple with at least one retired spouse	2	1.8	2	2.5	1	1.3	2	2.0	7	1.9
Total		111	100.0	79	100.0	79	100.0	101	100.0	370	100.0
Income	Under or equal 10,000	45	40.5	22	27.8	28	35.4	24	23.8	119	32.2
	10001-20000	34	30.6	28	35.4	31	39.2	31	30.7	124	33.5
	20001-30000	13	11.7	10	12.7	16	20.3	13	12.9	52	14.1
	30001-40000	4	3.6	6	7.6	2	2.5	18	17.8	30	8.1
	40001-50000	8	7.2	7	8.9	1	1.3	6	5.9	22	5.9
	Over 50,001	7	6.3	6	7.6	1	1.3	9	8.9	23	6.2
Total		111	100.0	79	100.0	79	100.0	101	100.0	370	100.0
Mode of Travel on your last trip	By Car	79	71.2	50	63.3	57	72.2	72	71.3	258	69.7
	By Bus	11	9.9	16	20.3	11	13.9	16	15.8	54	14.6
	By Air	17	15.3	6	7.6	4	5.1	5	5.0	32	8.6
	By Cruise	1	.9	5	6.3	3	3.8	4	4.0	13	3.5
	By Train	3	2.7	2	2.5	4	5.1	4	4.0	13	3.5
Total		111	100.0	79	100.0	79	100.0	101	100.0	370	100.0
What is the most Information Sources Used for deciding going on the last trip?	Brochures	13	11.7	10	12.7	7	8.9	13	12.9	43	11.6
	Commercial guide books	29	26.1	14	17.7	21	26.6	15	14.9	79	21.4
	Friends or relatives	22	19.8	21	26.6	31	39.2	30	29.7	104	28.1
	Magazines	11	9.9	4	5.1	8	10.1	6	5.9	29	7.8
	Newspapers	4	3.6	3	3.8			1	1.0	8	2.2
	Past experience	20	18.0	15	19.0	4	5.1	16	15.8	55	14.9
	Travel agency	5	4.5	1	1.3	3	3.8	8	7.9	17	4.6
	Television	7	6.3	11	13.9	5	6.3	12	11.9	35	9.5

		Cluster Number of Case								Total	
		1		2		3		4		Frequency	Percent
		Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent		
Total		111	100.0	79	100.0	79	100.0	101	100.0	370	100.0
Lodging Type	Hotel/Motel/Resort	78	70.3	42	53.2	48	60.8	61	60.4	229	61.9
	Friends or relatives	19	17.1	21	26.6	13	16.5	19	18.8	72	19.5
	Apartment or condominium	5	4.5	8	10.1	10	12.7	8	7.9	31	8.4
	Others	9	8.1	8	10.1	8	10.1	13	12.9	38	10.3
Total		111	100.0	79	100.0	79	100.0	101	100.0	370	100.0
Expenditure on different tourism products	Lodging	27	24.3	20	25.3	11	13.9	18	17.8	76	20.5
	Gift or Personal souvenirs	10	9.0	10	12.7	6	7.6	15	14.9	41	11.1
	Groceries	3	2.7	4	5.1	6	7.6	5	5.0	18	4.9
	Entertainment	21	18.9	16	20.3	16	20.3	15	14.9	68	18.4
	Restaurant	39	35.1	18	22.8	31	39.2	33	32.7	121	32.7
	Personal Shopping	11	9.9	11	13.9	9	11.4	15	14.9	46	12.4
Total		111	100.0	79	100.0	79	100.0	101	100.0	370	100.0



Crosstabs

Gender * Cluster Number of Case

Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
Gender	Male	Count	51	45	21	31	148
		Expected Count	44.4	31.6	31.6	40.4	148.0
		Adjusted Residual	1.5	3.5	-2.7	-2.2	
	Female	Count	60	34	58	70	222
		Expected Count	66.6	47.4	47.4	60.6	222.0
		Adjusted Residual	-1.5	-3.5	2.7	2.2	
Total	Count		111	79	79	101	370
	Expected Count		111.0	79.0	79.0	101.0	370.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.677 ^a	3	.000
Likelihood Ratio	20.851	3	.000
Linear-by-Linear Association	10.439	1	.001
N of Valid Cases	370		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 31.60.

Life Cycles * Cluster Number of Case

Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
Life Cycles	Single	Count	75	43	51	37	206
		Expected Count	61.8	44.0	44.0	56.2	206.0
		Adjusted Residual	3.0	-.3	1.8	-4.5	
	Married without children	Count	11	4	9	14	38
		Expected Count	11.4	8.1	8.1	10.4	38.0
		Adjusted Residual	-.1	-1.7	.4	1.4	
	Family with young children	Count	11	17	12	18	58
		Expected Count	17.4	12.4	12.4	15.8	58.0
		Adjusted Residual	-2.0	1.6	-.1	.7	
	Family with teenagers	Count	5	6	2	21	34
		Expected Count	10.2	7.3	7.3	9.3	34.0
		Adjusted Residual	-2.0	-.6	-2.3	4.7	
	Family with grown up children	Count	7	7	4	9	27
		Expected Count	8.1	5.8	5.8	7.4	27.0
		Adjusted Residual	-.5	.6	-.9	.7	
	Married couple with at least one retired spouse	Count	2	2	1	2	7
		Expected Count	2.1	1.5	1.5	1.9	7.0
		Adjusted Residual	-.1	.5	-.5	.1	
Total	Count	111	79	79	101	370	
	Expected Count	111.0	79.0	79.0	101.0	370.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41.522 ^a	15	.000
Likelihood Ratio	40.997	15	.000
Linear-by-Linear Association	11.223	1	.001
N of Valid Cases	370		

a. 4 cells (16.7%) have expected count less than 5. The minimum expected count is 1.49.

Income * Cluster Number of Case

Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
Income	Under or equal 10,000	Count	45	22	28	24	119
		Expected Count	35.7	25.4	25.4	32.5	119.0
		Adjusted Residual	2.3	-.9	.7	-2.1	
	10001-20000	Count	34	28	31	31	124
		Expected Count	37.2	26.5	26.5	33.8	124.0
		Adjusted Residual	-.8	.4	1.2	-.7	
	20001-30000	Count	13	10	16	13	52
		Expected Count	15.6	11.1	11.1	14.2	52.0
		Adjusted Residual	-.8	-.4	1.8	-.4	
	30001-40000	Count	4	6	2	18	30
		Expected Count	9.0	6.4	6.4	8.2	30.0
		Adjusted Residual	-2.1	-.2	-2.0	4.2	
	40001-50000	Count	8	7	1	6	22
		Expected Count	6.6	4.7	4.7	6.0	22.0
		Adjusted Residual	.7	1.2	-2.0	.0	
	Over 50,001	Count	7	6	1	9	23
		Expected Count	6.9	4.9	4.9	6.3	23.0
		Adjusted Residual	.0	.6	-2.1	1.3	
	Total	Count	111	79	79	101	370
		Expected Count	111.0	79.0	79.0	101.0	370.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.000 ^a	15	.002
Likelihood Ratio	37.220	15	.001
Linear-by-Linear Association	3.197	1	.074
N of Valid Cases	370		

a. 4 cells (16.7%) have expected count less than 5. The minimum expected count is 4.70.

Mode of Travel * Cluster Number of Case

Mode of Travel on your last trip * Cluster Number of Case Crosstabulation

			Cluster Number of Case				Total
			1	2	3	4	
Mode of Travel on your last trip	By Car	Count	79	50	57	72	258
		Expected Count	80.3	54.0	54.0	69.8	258.0
		Adjusted Residual	-.3	-1.2	.9	.6	
	By Bus	Count	11	16	11	16	54
		Expected Count	16.8	11.3	11.3	14.6	54.0
		Adjusted Residual	-1.9	1.7	-.1	.5	
	By Air	Count	17	6	4	5	32
		Expected Count	10.0	6.7	6.7	8.7	32.0
		Adjusted Residual	2.8	-.3	-1.2	-1.5	
Total	Count	107	72	72	93	344	
	Expected Count	107.0	72.0	72.0	93.0	344.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.339 ^a	6	.055
Likelihood Ratio	11.979	6	.062
Linear-by-Linear Association	3.327	1	.068
N of Valid Cases	344		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.70.

Information Sources Used * Cluster Number of Case

What is the most Information Sources Used for deciding going on the last trip? * Cluster Number of Case Crosstabulation

			Cluster Number of Case				Total
			1	2	3	4	
What is the most Information Sources Used for deciding going on the last trip?	Brochures	Count	13	10	7	13	43
		Expected Count	12.7	9.3	9.5	11.5	43.0
		Adjusted Residual	.1	.3	-1.0	.6	
	Commercial guide books	Count	29	14	21	15	79
		Expected Count	23.4	17.2	17.4	21.1	79.0
		Adjusted Residual	1.6	-1.0	1.1	-1.8	
	Friends or relatives	Count	22	21	31	30	104
		Expected Count	30.7	22.6	22.9	27.7	104.0
		Adjusted Residual	-2.2	-.5	2.3	.6	
	Magazines	Count	11	4	8	6	29
		Expected Count	8.6	6.3	6.4	7.7	29.0
		Adjusted Residual	1.0	-1.1	.8	-.8	
	Past experience	Count	20	15	4	16	55
		Expected Count	16.3	12.0	12.1	14.7	55.0
		Adjusted Residual	1.2	1.1	-2.9	.4	
	Television	Count	7	11	5	12	35
		Expected Count	10.3	7.6	7.7	9.3	35.0
		Adjusted Residual	-1.3	1.5	-1.2	1.1	
	Total	Count	102	75	76	92	345
		Expected Count	102.0	75.0	76.0	92.0	345.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.813 ^a	15	.053
Likelihood Ratio	26.858	15	.030
Linear-by-Linear Association	.064	1	.801
N of Valid Cases	345		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.30.

Lodging Type * Cluster Number of Case

Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
Lodging Type	Hotel/Motel/Resort	Count	78	42	48	61	229
		Expected Count	68.7	48.9	48.9	62.5	229.0
		Adjusted Residual	2.2	-1.8	-.2	-.4	
	Friends or relatives	Count	19	21	13	19	72
		Expected Count	21.6	15.4	15.4	19.7	72.0
		Adjusted Residual	-.7	1.8	-.8	-.2	
	Apartment or condominium	Count	5	8	10	8	31
		Expected Count	9.3	6.6	6.6	8.5	31.0
		Adjusted Residual	-1.8	.6	1.5	-.2	
	Others	Count	9	8	8	13	38
		Expected Count	11.4	8.1	8.1	10.4	38.0
		Adjusted Residual	-.9	.0	.0	1.0	
Total	Count	111	79	79	101	370	
	Expected Count	111.0	79.0	79.0	101.0	370.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.247 ^a	9	.331
Likelihood Ratio	10.206	9	.334
Linear-by-Linear Association	2.364	1	.124
N of Valid Cases	370		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.62.

Expenditure on different tourism products * Cluster Number of Case

Crosstab

			Cluster Number of Case				Total
			1	2	3	4	
Expenditure on different tourism products	Lodging	Count	27	20	11	18	76
		Expected Count	22.8	16.2	16.2	20.7	76.0
		Adjusted Residual	1.2	1.2	-1.6	-.8	
	Gift or Personal souvenirs	Count	10	10	6	15	41
		Expected Count	12.3	8.8	8.8	11.2	41.0
		Adjusted Residual	-.8	.5	-1.1	1.4	
	Groceries	Count	3	4	6	5	18
		Expected Count	5.4	3.8	3.8	4.9	18.0
		Adjusted Residual	-1.3	-.1	1.3	-.0	
	Entertainment	Count	21	16	16	15	68
		Expected Count	20.4	14.5	14.5	18.6	68.0
		Adjusted Residual	.2	.5	.5	-1.1	
	Restaurant	Count	39	18	31	33	121
		Expected Count	36.3	25.8	25.8	33.0	121.0
		Adjusted Residual	.7	-2.1	1.4	.0	
	Personal Shopping	Count	11	11	9	15	46
		Expected Count	13.8	9.8	9.8	12.6	46.0
		Adjusted Residual	-1.0	.5	-.3	.9	
Total	Count		111	79	79	101	370
	Expected Count		111.0	79.0	79.0	101.0	370.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.619 ^a	15	.479
Likelihood Ratio	15.049	15	.448
Linear-by-Linear Association	1.103	1	.294
N of Valid Cases	370		

a. 3 cells (12.5%) have expected count less than 5. The minimum expected count is 3.84.

