AN ANALYSIS OF ASEAN TOURISTS' MOTIVATION TO VISIT
THAILAND

by

PENPRAPA CHEEWARUNGROJ

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

Master of Arts in Tourism Management

Graduate School of Business
Assumption University
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ACCEPTANCE

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

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Abstract

Thailand has a variety of products to offer its tourists. Therefore, understanding tourists' motivation will make the organization know about the needs of the tourists to create appropriate promotion or policies to attract tourists' needs.
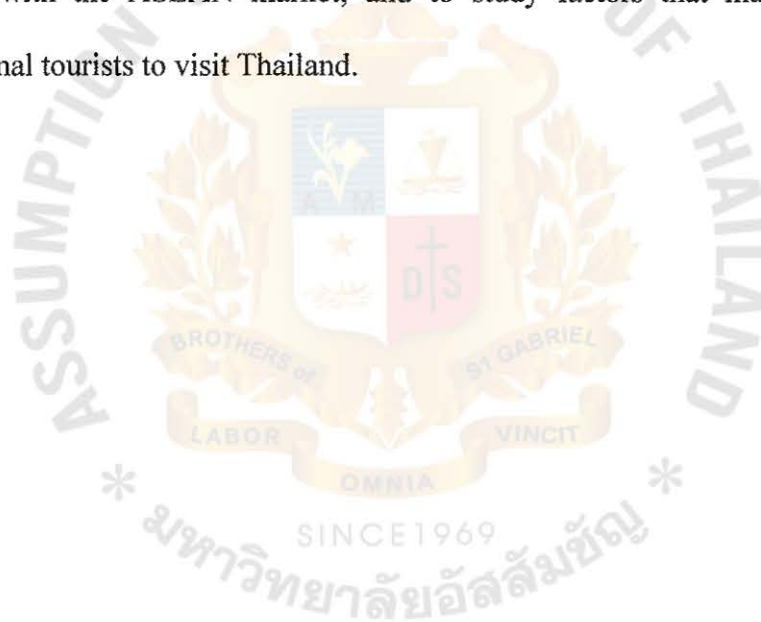
This research aims to identify motivations of ASEAN tourists from Brunei Darussalam, Malaysia, Cambodia, Philippines, Indonesia, Singapore, Lao PDR, Myanmar, and Vietnam to visit Thailand, and examine the different motivations and demographic factors. Four hundred questionnaires were distributed to ASEAN tourists who visited to Thailand. The respondents were asked about their demographic characteristics, and level of importance in travel motivation. In this study, descriptive statistics were used to provide the respondents' personal profiles, the independent t-test were used to analyze the importance of both push and pull factors, and the one-way ANOVA was applied to examine the significance of the relationship between travelers' motivations and their demographic factors.

From the result, there are a number of motivations that significantly show to play a major part in attracting ASEAN tourists to visit in Thailand and they are grouped into 2 main factors that are pull factor and push factor. Push factors consist of knowledge, prestige, enhancement of human relationship, relaxation, and novelty, and pull factors consist of hi-tech image, expenditure, accessibility, and service attitude and quality, sightseeing variety, and cultural links. The motivations that show to attract ASEAN tourists to visit in Thailand in Push factor are knowledge factor, prestige factor, relaxation factor, novelty

factor and in Pull factor are hi-tech image, accessibility factor, service attitude and quality factor, sightseeing variety factor, and cultural links. Moreover, the results also show that there are significant differences between social demographic groups with travel motivation factors.

This study on tourists' motivation will benefit tourism businesses and all related organizations because the result from the study will be useful for planning and implementing tourist promotions in the future. The results has also suggest that further research should find other markets in order to compare with the ASEAN market, and to study factors that may attract international tourists to visit Thailand.

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Chapter I

Generalities of the study

This chapter introduces the theme of this research in terms of tourism, and the situation of the International Market in Thailand. The research objectives, statement of problem, scope of the research, limitations of the study, significance of the study, and definition of terms are discussed in this chapter.

1.1 Introduction of Study

Tourism is a major commercial and service industry that plays a major role in the development of the country, particularly in economic and social development. Thailand's tourism, since the establishment of the Tourism Authority of Thailand (TAT) has become a major force in helping to promote a strong national economy, through continually generating high income foreign from currency (Tourism Authority of Thailand, 2001). Moreover, this industry was one of the key factors which provided the engine power for quick economic recovery.

The other key factors for growing Thailand's tourism may come from site, as Thailand is centrally situated and has easy connections to other countries in the region. It is in a strategic position to offer a diversity of tourism packages to international tourists. Furthermore, Thailand offers many different landscapes and stylish resorts, a lively nightlife, and adventurous pursuits, the fascinating culture and ways of life to the diversity of nature from

mountains to seas and wide, flowing rivers. Ancient cities that are now a World Heritage sites, world-renowned Thai food, and interesting variations of culture can be found in different parts of the country (Asean tourism Website, 2003 and Public relations department Website, 2003).

For the variety of Thailand's attraction, the Tourism Authority of Thailand (TAT) has classified it into three major groups of tourism products. Firstly, attractions include nature-based and historical tourism resources, culture, the taste of local food and the availability and quality of shopping. Secondly, Government management comprises and management of infrastructure, sanitation, safety and other travel-related services such as visa issuance, immigration, and customs and so on. Finally, the industry component includes transportation, accommodation, catering, guide service, etc (Thailand Develop Research Institute website, 2004).

Apart from the tourism product that TAT has offered to the tourists, they also motivate the tourists to travel in Thailand by offering to facilitate tourists' visits through the revision of immigration rules and formalities for greater convenience, the lengthening of tourist visas from 15 days to 30 days, and visa exemptions for 56 countries. These rules have been in place since 1993 to support the tourism promotion policy (Public Relations Department Website, 2003). Furthermore, Tourism Authority of Thailand attempts to develop Thailand into the tourism center of The Association of Southeast Asian (ASEAN) region and among the Greater Mekong Subregion countries by using the motivation previously mentioned to motivate tourists to travel to Thailand. And moreover, Thailand has become a model country in Asia with a

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successful tourism industry (Public Relations Department Website, 2003 and the development research institute Website, 2003).

1.1.1 Situation of International Market in Thailand

During the past five years, the number of tourists entering Thailand has expanded at a higher rate than the expansion in the number of tourists to other long-time popular destination countries of the world such as Europe (Western EU) and America. Thailand's tourist growth rate is also higher than other countries in the Asia-Pacific region overall, when Thailand is compared to the four ASEAN countries of Malaysia, Indonesia, Singapore and Philippines, who are considered to have equal tourism potential, Thailand still had higher growth in the number of inbound tourists than the other four countries (Tourism Authority of Thailand, 2001).

The number of international tourist arrivals grew every year, even though during the post- September 11 2001 period, Thailand still had a better median growth rate in tourist arrivals than other Asian countries with more than seven million foreign visitor arrival in the first eight months of 2002, a 7% increase from the same period the year before (Thailand tourism Website, 2003). Until early 2003, tourism around the globe experienced detrimental impact from two major incidents; namely, the American-Iraqi conflict and the Severe Acute Respiratory Syndrome (SARS) epidemic in Asia. SARS left behind the most detrimental impact on Thai tourism history, especially in the month of May. Thailand's tourism situation for 2003 began to improve in July, which partly resulted from the public and private partnership in marketing

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promotion. Pricing measures were used to attract international visitors, in addition, to travel security presented by the Royal Thai Government through the hosting of the APEC conference in October, as well as the launche of low-cost airlines towards the end of the year (Thailand tourism Website, 2005). Moreover, the Tourism Authority of Thailand (TAT) has set a target of making Thailand as the "Tourism Capital of Asia" by positioning and promoting it as a truly quality destination in order to attract the international tourists to visit Thailand. In conclusion, the year 2003 saw a total of 10,004,453 international arrivals to Thailand, representing a decrease of 7.36 percent (Tourism Thailand website, 2004).

The number of tourist arrivals has slowed down again in the year 2004 because Thailand faced the second round of the SARS and the threat of terrorism in the southern part of Thailand that affected Thailand's tourism at the beginning of the year 2004. Moreover, the tsunami struck on December 26, 2004, it led to sharp decline in arrivals over the following few days and a total decline of 2.55% in the total tourist arrivals in December 2004 over December 2003 (Tourism Authority of Thailand Government website, 2005). In 2004, TAT launched a goal similar to the year 2003 by building foundation for Thailand to become the Tourism Capital of Asia. The campaign for international markets in the year 2004 is Amazing Thailand Unseen treasures. The campaign will present products of Thailand in a new perspective and set into 4 clusters (cluster one beach and seaside, cluster two park, nature, forest and mountain, cluster three history and culture, and cluster four special interest) and 12 groups of New Tourism products (new destination, golf, marine activities, wellness and spa, eco and solf adventure, gateway to GMS,

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historical site and agro tourism, cultural and life style) (Tourism Thailand website, 2004).

Tsunami-hit Andaman coast was the main factor that caused many international tourists to cancel trips in the first three months of the year. The Tourism Authority of Thailand attempts to promote the tourism sector in the six tsunami-affected provinces of southern Thailand with an aim to attract the tourists back during the low-season March-October period (Thai website, 2005 and Tourism Authority of Thailand Government website, 2005). Despite high fuel prices, the unrest in the South, the tsunami and the re-emergence bird flu, the year 2005 is expected to be another boom year for the tourism industry with the Government projecting more visitors than ever before Tourism Authority of Thailand (TAT) has set marketing campaign focus on the themes of quality, sustainability and competitiveness, using a marketing for the country of "Happiness on Earth" (Bangkokpost website, 2005).

The Government and the Tourism Authority of Thailand (TAT) attempt to create the factors for helping the tourism industry grow faster such as a larger number of low-cost airlines, a national policy on open borders, and the new Bangkok airport (Tourism Authority of Thailand Government website,2005). Besides the previous factors, tourism products, tourist attraction and setting campaign or promotion that TAT has used to attract the tourists, these reasons also can be the motivations that enticed the tourists to visit Thailand, as follows:

1. The country's political and economic stability which has kept it free of the disturbances that have affected other parts of the Asia-Pacific region;

2. Visa-free or visa-on-arrival access for citizens of several countries;

3. The quality and diversity of Thai tourism products and services;

4. The favorable exchange rate which has made tourism products and shopping attractions very good value for money;

5. Thailand's geographical advantage as a major Asian aviation hub; strong cooperation with neighboring countries in the Mekong; ASEAN and South Asian regions; and

6. The hospitality and friendliness of Thai people (Thailand tourism website, 2003).

1.2 Statement of Problems

The Thai tourism industry is facing intensive competition world-wide for more market share, and now, as tourism industry faces the current situation such as the unrest in the South, the tsunami-affected, re-emergence on bird flu and deterioration of tourist destinations was cited as an important issue affecting tourist arrivals. Therefore, TAT needs to ensure the maintenance of a strong brand-image and positioning through well-targeted campaigns in all target markets (Thailand Board investment website, 2005 and Thailand tourism website2003). To attract the tourists to travel to Thailand, TAT has to know the reasons of tourists' travel in order to set the appropriate campaign to offer the tourists' needs.

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As the motivation is one of the reasons that attract the tourists to travel in Thailand and although Thailand has many tourist attractions and many products to offer the tourist's needs but misunderstanding tourist motivation will make the tourism business unable to achieve the goal. Understanding tourist' motivation will know the potential of tourism products; which products make tourists satisfied and which product must be developed and improved. Therefore, the question is what factors attract ASEAN tourists to visit Thailand.

1.3 Research Objectives

The number of international tourists has increased especially in the Asia market, (source: Tourism Authority of Thailand, 2003) which is the most important visitor-source market for Thailand. The Tourism Organization should understand what motivates ASEAN tourists to travel to Thailand. The motivations driving ASEAN visitors to travel may be different from those in other markets. Therefore, it will be interesting to investigate the underlying motivations in this market. The research objectives are:

1. To identify motivations of ASEAN tourists to visit in Thailand

2. To examine if there are any significant differences between social demographic groups with travel motivation factors.

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1.4 Scope of the Research

The objective of this research is to study ASEAN tourists' motivation to visit Thailand. The ASEAN tourists are the tourists who come from ASEAN member countries which are: Brunei Darussalam, Malaysia, Cambodia, Philippines, Indonesia, Singapore, Lao PDR, Myanmar, and Vietnam (Asean tourism association Website, 2003). Exclusion: the temporary visitors who cross the border and stay in Thailand less than one night. A total of 400 ASEAN tourists must be 16 years or older because those less than 16 years old cannot travel overseas without their parents. Then, all ASEAN tourists were classified by their personal information in order to find out the difference of each variable according to their personal background, which effects their motivation for traveling to Thailand.

1.5 Limitations of the study

The study is limited to the beginning of March, 2004 until the end of June, 2004. Thus, all data that is obtained can be confirmed and measured only for the ASEAN tourists' motivation during March and June, 2004.

Furthermore, this study is limited to only ASEAN tourists and concentrated on ASEAN tourists' motivation as a whole group which did not mention differences in their background because there is less variation difference in the characteristic of the tourist. Thus, this may lead to limitation based on the assumption of homogeneity of ASEAN tourists.

1.6 Significance of the Study

The study will derive conclusions and be useful to the Tourism Authority of Thailand in developing a variety of different marketing strategies, setting and promoting appropriate campaigns in order to satisfy ASEAN tourists' underlying needs. Furthermore, the results from the analysis of motivations based on the two dimensions of push and pull factors will be useful information in helping destinations to meet the desired needs of individual travelers.

In addition, the study will also be useful for tourism planners, tour operators and travel agencies in providing various packages to facilitate and service to attract ASEAN tourist to Thailand. This research will include information the personal profiles of ASEAN tourists. Therefore, tour operators, travel agencies and tourism planners can create appropriate packages and campaigns to the tourists.

1.7 Definition of Terms

For clarity and uniformity of this study, the following terms applied in the research are defined as follows:

ASEAN: The Association of Southeast Asian Nations was established in the year 1967 by the five original Member countries, namely, Indonesia, Malaysia, Philippines, Singapore, and Thailand. Brunei Darussalam joined in 1984, Vietnam in 1995, Laos and Myanmar in 1997, and Cambodia in 1999. The

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ASEAN nations came together with three main objectives: 1) To promote the economic, social and cultural development of the region through cooperative programs; 2) To safeguard the political and economic stability of the region against big power rivalry; and 3) To serve as a forum for the resolution of intra-regional differences (Asean journal on hospitality and tourism Website, 2003, and Association of Southeast Asian nation web, 2004).

Inbound travel: Travel by people into a country other than their own (Pearce, Morrison and Rutledge, 1998).

International tourism: Tourism where the residents of one country take business or leisure trips to another country (Horner and Swarbrooke, 1996).

International tourist: A traveler who crosses any international border (Pearce, Morrison and Rutledge, 1998).

Motivation: The total network of biological and cultural forces which give value and direction to travel choice, behavior and experience (Pearce, Morrison and Rutledge, 1998).

Outbound travel: Travel by people out of their country of origin (Pearce, Morrison and Rutledge, 1998).

Pull factors: Features of a destination which are thought to be likely to attract people to a specific location. They reflect destination attributes rather than true motivational forces (Pearce, Morrison and Rutledge, 1998).

Push factors: Forces arising from within the individual and from the individual's social context. These are true motivational forces (Pearce, Morrison and Rutledge, 1998).

Tourism: The activity in which people spend a short period of time away from home for business or pleasure (Horner and Swarbrooke, 1996).

Tourist: Temporary visitors staying at least 24 hours in the country visited and the purpose of whose journey can be classified as leisure, i.e. recreation, holiday, healthy, study, religion, or sport; or business; family; mission; or meeting (Gee, Makens and Choy, 1997).

Chapter II

Literature Review

This chapter provides all essential supporting literature for establishing the research framework and methodology, which consists of: Tourism industry; Travel motivation; Review of literature; and Empirical study methodology.

2.1 Tourism Industry

Tourism has many aspects in terms of the definition. McIntosh, Goeldner and Ritchine (1995) mentioned that Tourism is the entire world industry of travel, hotels, transportation, and all other components, including promotion, which serves the needs and wants of travelers, and tourism today has been given new meaning, and is primarily a term of economics referring to an industry. Whereas many authors had the same opinion in meaning of tourism. They described that tourism is a service industry, and a construct employed to denote significant psychological, social, and economic differences from other, similar behavior, during which people leave and return to their homes that involves a short-term movement of people to places some distance from their normal place of residence, to indulge in pleasurable activities (Harssel, 1994, Gnoth, 1997, Horner and Swarbrooke, 1996, Gee, Makens, and Choy, 1997, Mathieson and Wall, 1982).

Nowadays, tourism has involved every aspect of business and especially tourism industry made up businesses and created jobs for local

people. Moreover, tourism becomes a significant international item of trade in parts of the economy of each country. According to tourists' traveling, each trip they have to consider the reasons and select the destination that satisfy their needs. The motivation will be one of the reasons that tourists decide for traveling.

2.2. Motivation

Motivation as a state of need will occur when an individual wants to satisfy the need which causes tourists to do something to fulfill their needs (Fridgen, 1991, and Mill and Morrison, 1985). Refer to Maslow's Hierarchy of need, a motivation theory has the form of the ranging level of need, with physiological needs at the lowest level, next, needs for safety, sociality (love) and esteem, and finally, at the top of this model the need for self-actualization (see Chris, John, David and Stephen, 2000, Fridgen, 1991, Mill and Morrison, 1985, and French, Craig-Smith, and Collier, 1996). One cannot deny that people have different needs which depend on the intrinsic reasons of individual (Gartner, 1996 and David and Laura, 2002). David and Laura (2002) stated that travel motivation indicates the intrinsic why the individual is embarking on a particular trip. Travel motivation will change overtime and the tourist may have the motivation more than one at the same time (Stephen, Paul. Graham, and Jo, 2000 and Gartner, 1996).

Based on Maslow's Hierarchy of Need, Exhibit 2.1 represents the major types of motives mentioned most often by tourist and tourism researcher. Firstly is the need to escape from something. Secondly, travel

motives consistently involve social exchanges, which reflect the strong social nature of tourism. Thirdly, many travel motivations involve social and personal comparisons. Tourists may challenge themselves in an activity and measure success in a private and personal way. Finally, many people travel in search of novelty and exploration. The nature of travel implies a sense of adventure and exploration. This motive is commonly expressed in destination advertisements that attempt to stimulate the desire to explore (Fridgen, 1991).

Exhibit 2.1 Tourism Motivations

Motivation	Definition	Example
Escape	To get away Get away from stress Being removed from others Being removed from norms	Weekend holiday Staying on an island Vacation alone Visit new culture
Social	Being with others Kinship Social exploration To be alone	Visiting friends Visiting family Meeting new people Vacation in solitude
Comparison	Challenge/adventure Prestige/status Physical challenge Internal satisfaction	Climb a mountain Take an expensive cruise vacation Learn and train to climb mountains Private, world-wide rock collecting
Novelty	Exploration Stimulation Curiosity Arousal	Visit a third world country Thrill rides at Disney Sight-seeing White-water raft vacation

(Source: adapted from Graham M.S. Dann, "Tourism Motivation: An Appraisal",Annalsof Tourism Research 8, no 2 (1981):pp.187-219; Edward J. Mayo and Lance P.Jarvis, The Psychology of Leisure Travel (Boston, Mass: CBI Publishing Co., 1981),pp.155-179; Seppo E. Iso-Ahola, "Towards a Social Psychology Theory of Tourism Motivation: A Rejoinder," Annals of Tourism Research 9 (1982): p.259; John Crompton, "Motivations for Pleasure Vacations", Annals of Tourism Research 6, no.4 (1979):pp.414-421.Copyright 1991 by Educational Institution of the America Hotel Motel Association).

Besides this Exhibit, travel motivation may include relaxation, seeking novelty, experience, excitement, adventure, social interactions with friends, education, escape from stress or daily routine, and so on (Fridgen,1991, Harssel, 1994, McIntosh, Goeldner and Ritchie, 1995 and Pearce, Morrison and Rutledge, 1998).

Basic travel motivation can be classified in two forms (See Box 2.1) as intrinsic (push factor) and extrinsic (pull factor). Both factors could be the reasons for traveling and influence the destination decisions of tourists. Push factor and pull factor are different from each other. The push factor is arising from within the traveler. Most of the push factors are intangible desires of the travelers and make them wish to get away from one place. Pull factors are factors that attracts the tourist to a new one or to buy a particular product (Seaton and Bennett, 1996, Pearce, Morrison and Rutledge, 1998, and Francois and Lionel, 1999).

Box 2.1. The dimensions of tourist motivation

Push factors
Motivation why people decide to take a holiday:

- desire for something different

- anomie in origin society

- ego-enhancement, usually associated with relative status

  deprivation in an individual-holiday offers temporary

  alleviation from this

- peer pressure to take a holiday, especially amongst middle

  classes

Pull factors
Refer to destination 'pull', why tourists decide to visit a particular resort destination

(Soure:Shaw,G.&Williams.A.M.(1996).Critical issues in tourism:geographical perspective. Massachusetts. Blackwell Publishers).

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Pylyshyn (1986) mentioned that push factors in tourism are internally generated drives causing the tourist to search for signs in objects, situations, and events that contain the promise of reducing prevalent drives. All reasons related to want and need, so push factors may include the need to escape the daily routine, the need to relax, and the need to meet new people. Moreover, push factor also includes socialization, novelty, seeking, adventure-seeking, and dream fulfillment (Chon, 1989, Francois and Lionel, 1999). These factors have been useful for explaining the need of tourist to desire to go on a holiday.

By way of contrast, pull factors are features of a destination which aroused the tourists by the destination. Pull factor may include beautiful scenery, friendly people, inexpensive entertainment and so on (Harssel, 1994, Pearce, Morrison and Rutledge, 1998 and Francois and Lionel, 1999). For Pull factor can explain the choice of destination that is useful for the tourist to make a decision to select the place that satisfies their need.

2.3 Review of literature

Main variables: there are two variables; Independent variables and dependent variables. The independent variables are demographic characteristics and dependent variables are push and pull factors. For these results, the difference between demographic characteristics and push and pull factor will be the example and the reasons for chosen to study because there may be the result in the vicinity with this research.

Demographic variable; there are several variables under demographic as below

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Age: In a research conducted in Hong Kong in 1998 by Hanqin and Lam (1998) found that the age group had effect on motivation factors especially the mainland Chinese visitors who are 36-45 years perceived traveling Hong Kong as very prestigious and placed greater importance on accessibility than other age groups.

Whereas a study of Japanese leisure travelers who has visited Hong Kong in 2000 by Heung, Qu, and Chu (2000) indicated that there are less different between age group on the exploration factor. Because of the age group of 18-24, 35-44, and 45-54 rated the exploration factor as the important factor than age groups between 55-64 years.

Gender: the study of Japanese leisure travelers in 2000 by Heung, Qu, and Chu (2000) indicated that the gender groups was effect in the case of benefits sought because of female leisure travelers rated this factor higher than male. Whereas Jang and Cai (2002) found that male and female has difference motivation that effects on destination choice. The gender differences across destinations showed that the travelers to Central/South America tended to be more 60 per cent males, while those to Africa and the West Indies/Caribbean were more females. The results showed that males and females have difference in behaviors and tastes.

In contrast, a study in Hong Kong in 1998 by Hanqin and Lam (1998) indicated that the difference motivation both male and female for motivate mainland Chinese to visit Hong Kong showed not to vary between gender and visitor's motivation.

Income: Hanqin and Lam (1998) found that most of mainland Chinese who have visited Hong Kong not to vary with the annual income. For the effect of income groups to motivate showed the higher income perceived on prestige factor but this finding is not true for the highest income group which may be due to the fact that people from this group may come Hong Kong more often and thus they do not perceive the trip to Hong Kong as prestige as other people did. In the study conducted by Heung, Qu and Chu (2000) about Japanese leisure travelers found that income had no effect on motivation factors because the difference between the income groups showed not to vary with any of income group and trip characteristics.

Travel frequency: In the study of Japanese leisure travelers in 2000 by Heung, Qu, and Chu (2000) found that travel frequency had effect on motivation factors, especially first-time visitors because this group rated the exploration and attraction & climate factors significantly higher than did those who had visited Hong Kong four times or more. Whereas the study of Mainland Chinese visiting Hong Kong by Hanqin and Lam (1998) found that the first time visitors perceived traveling to Hong Kong is quite prestigious and it can provide them knowledge whereas five times or more placed very little importance on prestige and knowledge.

Push factor: the one of dependent variables that consists

Knowledge: Hanqin and Lam (1998) found that the knowledge factor is the one of the most important push factors to travel to Hong Kong. This reflects the mainland travelers' desire to learn something from the trip to Hong Kong. In the study of travel motivation between Asian students and domestic

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American students by Kim and Jogaratnam (2002) indicated that Asian students rated knowledge factor higher than domestic student. Asian students want to learn new things, and get new experience from foreign destination, especially when away from the home countries. For the study about travel motivations and destination choice by Jang and Cai (2002) found that the British travelers were perceived Central/South America as the important destination for knowledge seeking motivation.

Prestige: In the study of mainland Chinese visit Hong Kong by Hanqin and Lam (1998) indicated that prestige factor also be the one of important for Chinese travelers because Hong Kong is the place that is quite prestigious in many way then prestige factor was push the mainland Chinese to visit Hong Kong.

Enhancement of human relationship: In a research conducted in Hong Kong by Hanqin and Lam in 1998 found that the enhancement of human relationship was the important factor for mainland Chinese to visit Hong Kong.

Relaxation: In the study about travel motivations and destination choice by Jang and Cai (2002) found that rest and relaxation was the most significant motivator for British travelers to the West Indies/Caribbean. Whereas the study of mainland Chinese visit Hong Kong by Hunqin and Lam (1998) indicated that there was no significant motivator for mainland Chinese to visit Hong Kong.

Novelty: In the study of mainland Chinese visiting Hong Kong by Hanqin and Lam (1998) indicated that novelty factor was influenced some

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group (the tourist who was 16-25 years old and the tourist who has income about RM 40,000-59,999) to make a decision to visit Hong Kong.

Pull factor: the one of dependent variables that consists

Hi-tech image: In the study of mainland Chinese visit Hong Kong by Hanqin and Lam (1998) found that mainland Chinese tourist perceived this factor as the most important to attract tourists to Hong Kong. The result of this study showed Hong Kong's image has considered that Hong Kong has a high-tech image multinational city in the world to Chinese people via various accessible media. This factor has not influenced with the any demographic characteristic.

Expenditure: Hanqin and Lim (1998) found that expenditure was the important factor to pull the mainland Chinese travelers visit Hong Kong. In this factor, there was no significant relationship between demographic groups in expenditure factor.

Accessibility: Hanqin and Lim (1998) found that accessibility factor also be the one of the important factor for pull Chinese travelers because the mainland Chinese travelers are looking for convenient place for holidays in Hong Kong.

Service attitude and quality: In the study of mainland Chinese visit Hong Kong by Hanqin and Lam (1998) indicated that there was no significant relationship between service attitude and quality factor. Therefore, Hong Kong has no influence in service attitude and quality factor for pull the mainland Chinese travelers to visit Hong Kong.

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Sightseeing variety: Hanqin and Lam (1998) found that there was no significant in sightseeing attitude and quality factor. Therefore, this may be Hong Kong has this image factor for pull the traveler but the mainland Chinese travelers were not perceived sightseeing variety factor for travel to Hong Kong.

Cultural links: In the study of mainland Chinese visit Hong Kong by HanQin and Lam (1998) indicated that there was no significant in cultural links factor, although China and Hong Kong has the same cultural background, family links, and the common language. The mainland Chinese travelers were not perceived cultural links as the pull factor to visit Hong Kong.

2.4 Empirical studies

This section reviews empirical study about the tourist's motivation to travel. Most previous studies comprise of push and pull factors and use the same methodologies. Some studies focus on the relationship between motivation and demographic factor.

Hanqin and Lam (1998) studied an analysis of Mainland Chinese visitors' motivations to visit Hong Kong. They applied Descriptive analyses' Independent sample *t*-test, factor analysis and One-way ANOVA. The analysis showed that 22 of push-attributes are grouped into 5 major factors. There are knowledge, prestige, enhancement of human relationship, relaxation and Novelty. The factor analyses 26 pull attributes resulted in six groups of factor. There are hi-tech image, expenditure, accessibility, service quality and

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attitude, sightseeing variety and cultural links. As a result of the study, Mainland Chinese travelers perceive "knowledge" and "high-tech image" as the most important push and pull factors.

In part of ANOVA analysis, Hanqin and Lam aim to find the significant difference between push/pull factor and demographic factor (age, gender, income and travel frequency). The result show significant difference among push factor and demographic factor that are knowledge and prestige toward travel frequency. There is also a significant difference among prestige and age factors. For pull factor, "accessibility" was found significantly different across both "income" and "age".

As the result of this study, it shows that, the scope was narrow because this study only dealt with Guandong province, so the information cannot be generalized to the whole outbound travelers' population in Mainland China. Therefore, the suggestion for further research on Mainland travelers' motivations to visit Hong Kong should include other major sources of origin (e.g., Beijing and Shanghai) to come up with more representative and conclusive results.

Jang and Cai (2002) researched on Travel motivations and Destination Choice: A study of British Outbound Market by using four-point Likert scale, Analysis of variance and Chi-square test, Factor analyses, Cronbach's alpha, and logistic regression. Independent Variables consist of push and pull factors. Push factor emerged six factors that consist of "novel experience", "escape", "knowledge seeking", "fun and excitement", "rest and relaxation", and "family and friend togetherness". Pull factor has five factors that comprise of "natural

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and historic environment", "cleanliness and safety", "easy-to-access and economical deal", "outdoor activities", and a "sunny and exotic atmosphere". Dependent Variables are U.S, Canada, Central/South America, Africa, Oceania Asia, and The West Indies/Caribbean.

The most important items of push and pull motivation that British Outbound travelers perceived were "knowledge seeking" and "cleanliness and safety". The significant factor that found in each destination choice has positive and negative coefficients. The positive coefficient which associated with factor indicates that British are more likely to travel to the model destination, whereas the negative coefficients indicate that they are less likely to visit the specific destination.

The U.S model found positive significant comprise of "fun and excitement" and "outdoor activities" and four negative significant factor; "novel experience", "family and friend togetherness", "natural and history environment" and "sunny and exotic atmosphere". The Canada model resulted two positive factors "family and friend togetherness" and "natural and historic environment" and two negative factors "novel experience" or a "sunny and exotic atmosphere". Central/South America model found four significant factors: three positive factors "knowledge seeking", "fun and excitement", and "sunny and exotic atmosphere" and one negative "family and friend togetherness".

The West Indies/Caribbean model "escape", "rest and relaxation", and "sunny and exotic atmosphere" were found to be positive significant factors, but "natural and historic environment" found to be negative. Africa model

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resulted in three significant factors: two positive aspects; "natural and historic environment" and "sunny and exotic atmosphere", and one negative aspect "fun and excitement". The Oceania model "family and friend togetherness" was a positive significant factor. The negative significant factor in the Oceania model was "rest and relaxation". Asia model has only one positive significant factor that was "novel experience" and "two negative significant factors consist of "fun and excitement" and "outdoor activities".

There were three limitations in this study. Firstly except the U.S. and Canada, destinations were defined by regions, instead of countries due to the secondary nature of the data source, and secondly the analyses of this study might partly include the bias because the survey asked the respondents to choose one main destination. There existed a possibility that some respondents might have visited more than one region on the same trip. Finally the number of observations specific to Central/South America and Africa were relatively small. Therefore the comparative results might suffer from low reliability. Future studied should examine the motivations of travelers from other major outbound markets in relationship to their destination choice.

You, Leary, Morrison and Hong (2000) studied a cross-cultural comparison of Travel Push and Pull Factors: The United Kingdom versus Japan. In this research, four-point Likert scale, Chi-Square analysis, One-way ANOVA and factor analysis were used. Independent variable consists of pull factors (fifty-three destinations) and Push factors (seventeen travel motivation). Dependent variable consists of the United Kingdom versus Japan.

Push factors, 13 of 17travel motivations have significant differences except getting a change from a busy job; having fun, being entertained;

indulging in luxury; and going to places friends have not visited before. "Having fun" and "getting a change from a busy job" appeared to be important motivators for the travelers from both countries "going to places that friends have been" and "indulging in luxury" seem to be less important motivations.

In pull factor, the 56 destination attribute variables have been grouped into 10 factors that consists of "nature-based activities", "outdoor sports activities", "culture and heritage activities", "city sightseeing ad shopping", "safety and hygiene", "people-interactive activities", "prices of restaurants and hotels", guided tours", "exotic atmosphere and weather", and" camping". There were seven out of ten factors significantly different except "nature-based activities", "guiding services", and "camping". The lack of a difference found in how important guiding service was when planning travel was not consistent with the results found by other researchers that Japanese travelers tended to prefer guided tours while the U.K. travelers preferred more independent travel.

Discriminant analyses showed the result that the magnitudes of the coefficient as indicators of the relative importance of each pull variables. The results of push variables show the magnitudes of the coefficients as indicators of the relative importance or strength of each of the variables. "Being together as a family", "getting away from demands of home", "meeting new and different" and "getting a change from a busy job" had the largest coefficients and demonstrated relatively higher importance in discriminating between U.K. and Japan travelers.

Dewar, Meyer and Li (2000) research Harbin, lanterns of ice, sculptures of snow by using Five-point Likert scale, factor analysis, and

analysis of variance. Variables comprise Motivation factors and demography. The most important motivating items of Harbin was "So I could be with my friends" and five factors were derived from factor analysis of 23 motivation items. Five factors were "Event novelty", "Escape", "Socialisation", "Family togetherness", and "Excitement/thrills".

The Harbin factor analysis appears to have similar motivations to the Jerash factor analysis, but there are some important differences. For the Harbin, the most important factor was "Event Novelty". Unless, the Harbin factors have a similar to the factors found in the American studies, Uysal et al study, Scott's study, Mohr et al's study, and Backman et al's study. Overall the Harbin study seems to have produced results that are more similar to the U.S. studies than to the Jordanian study. The factor scores from the Harbin data were compared for the different demographic groups. No statistically significant differences were found. For the further research evaluating motivation in similar festival or specific types of festivals across various cultures could provide new information of value and could shed more light on the actual effect of culture.

Heung, Qu, and Chu (2000) studied the relationship between vacation factors and socio-demographic and traveling characteristics: the case of Japanese leisure travelers. This research has used the Five point Likert scale, Factor analysis, One-way ANOVA, and A Duncan multiple. Independent variables consist of Gender, Age, Occupation, Income, Travel frequency, length of stay and Source of information. Dependent variables consist of

Exploration, Dream fulfillment, Benefits sought, Cosmopolitan city Attractions and climate.

Four out of the five vacation factors were found to relate significantly with sociodemographic and trip characteristics of the Japanese travelers. The "exploration" factor varies with "age" and "the number of visits to Hong Kong", the "dream fulfillment" factor varies with "length of stay" and the "sources of travel information", the "benefits sought" factor varies with the "gender" and "source of travel information", and the "attractions and climate" factor varies with the "number of visits to Hong Kong".

Referring to the previous studies, the motivation factors have been applied in previous studies to find out the significant difference between demographic factors in travel motivations. This research was purposed to understand which motivation that motivate tourists to travel by adopting the push and pull factor as a conceptual framework for the study. This research investigated ASEAN tourists' motivation factors to travel to Thailand. The motivation factor of this research can be classified into two types; push factors and pull factors. In push factors, the researcher has selected to use knowledge factor, prestige factor, enhancement of human relationship factor, relaxation factor, and novelty factor. For pull factors, the researcher has selected to use hi-tech image factor, expenditure factor, accessibility factor, and service attitude and quality factor, sightseeing variety factor, and cultural links factor.

Therefore, the empirical studies have linkage to this finding. The overall purpose of this study was to replicate Hanqin and Lam's research method for study on the ASEAN tourists' motivation to visit Thailand. As Thailand and Hong Kong have similarities in tourism product and both are

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competitive in terms of tourism, the research aims to find out what sort of motivation that Thailand's tourism product plays the major part in satisfying the tourists. The result of this study will assist the tourism marketers to develop the promotional strategies in approaching the potential target travelers. Chapter three illustrates the conceptual framework on this study.

Chapter III

Research Framework

This chapter consists of: conceptual model, conceptual framework, research hypotheses, and operationalization of the independent and dependent variables. The researcher studied the factors of motivation of the tourist to travel, and the research also builds up hypotheses in order to test the relationship of both variables. Regarding the operationalization of the independent and dependent variables, the researcher includes the conceptual definition, operational components, operational component definition, and measurement scale.

3.1 Theoretical Framework

Travel motivations included push and pull concepts that affect reasons for traveling and influence the destinations of tourists (Crompton, 1979). Push factors are considered to be socio-psychological that arise from inner selves of the individual, most of push factor are intangible desires of the individual traveler, it may be a strong need for excitement and adventure including socialization, novelty-seeking, dream fulfillment, and the need for escape (Chon, 1989, Lundberg, 1990, and Pearce, Morrison and Rutledge, 1998). In contrast, pull factors are external factors referring to the feature of a destination which attract the tourists to fulfill the need for their traveling (Pearce, Morrison and Rutledge, 1998 and Francois and Lionel, 1999).

Push and Pull dimensions: People travel because they are pushed by internal forces, and pulled by external forces. In the model, the push factor

comprises knowledge, prestige, and enhancement of human relationship, relaxation and novelty. The Pull factor comprises expenditure, accessibility, service attitude and quality, Sightseeing variety, and cultural links. The motivations driving the tourist may be different in different countries. Therefore, the result will be useful to the understand motivations that affect the market.

The model shows the relationship between respondents' travel motivations (both push and pull factors) and some socio-demographic characteristics. Thus, the model in this chapter, along with the theories, have formed the conceptual framework in which the variables can be tested, examined, and can be used for further research.

3.2 Conceptual Frameworks

The theoretical framework consists of two types of variable; there are independent variables (demographic characteristics which consists of age, gender, income, and travel frequency) and dependent variables (push factor and pull factor).

Figure 3.1: Conceptual Framework of the study

Independent Variables

(IV)

Dependent Variables

(DV)
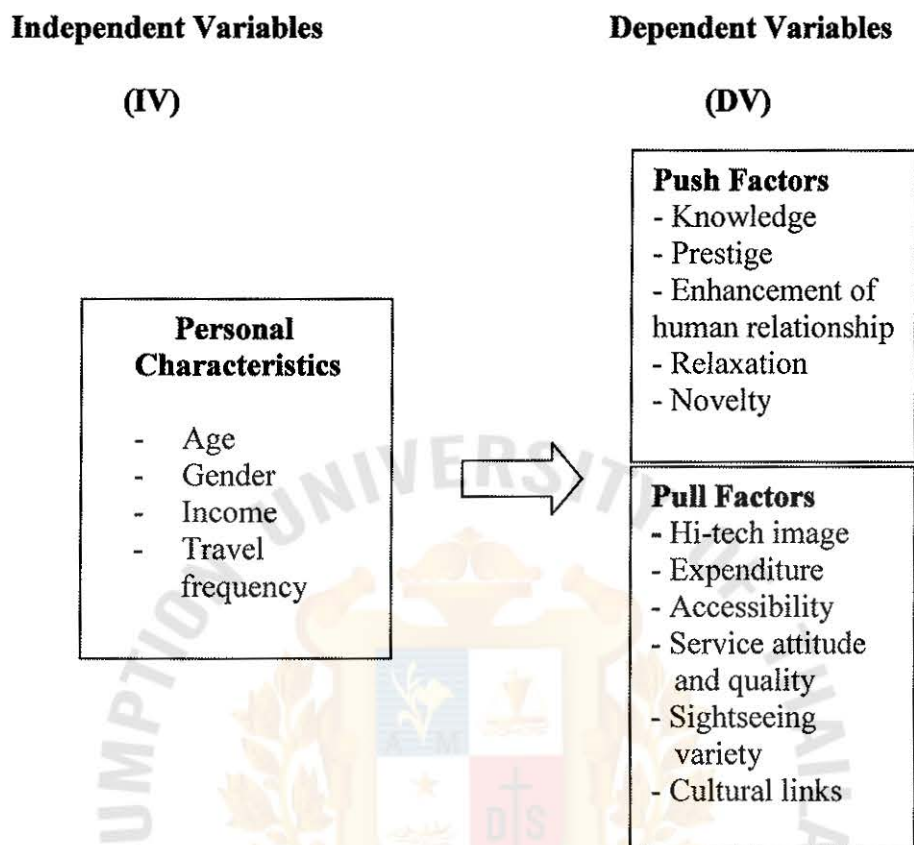
(Source: Adopted from Hanqin and Lam, An analysis of Mainland Chinese visitors' motivation to visit Hong Kong, 1999.)

Independent Variables:

"Independent variables are variables or alternatives that are manipulated (i.e., the levels of these variables are changed by the research) and whose effects are measured and compared" (Malhotra, 2000). In this research, Independent variables consist of age, gender, income, travel frequency, and nationality.

Age is the period of lifetime, the tourists of different ages will generate the different need and want. In this research, age is used to measure the differences between age groups in push and pull factors.

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Gender is a classification of sex that consists of males and females. Males and females have different in behaviors and tastes so the marketers always take the gender into consideration in creating marketing strategies. In this research, gender is used to measure the differences between genders in push and pull factors.

Income is probably the major factor that affects consumer behavior because the distinction of income will make the marketer known that which groups have the buying power. In this research, income is used to measure the differences across various income groups in push and pull factors.

Travel frequency is the time of traveling that will make the tourists known their real need, and will be useful for developing the marketing strategies to attract both first-time and repeat visit tourists. In this research, travel frequency is used to measure the differences between groups in push and pull factors.

Nationality is the status of nation that each nationality has behavior, traditional, culture, and need in different ways, so the recreation pattern might be the same or different among difference nationalities. In this research, nationality is used to measure the differences between nationalities in push and pull factors.

Dependent Variables:

"Dependent variables are the variables that measure the effect of the independent variables on the test units" (Malhotra, 2000). In this research, Dependent variables consists of two factors; push and pull factors as follow

Push factors

Knowledge is information and understanding that the tourist has gained experience or learning during their trip. In this research, knowledge factor consists of

- Visiting cultural and historical attractions
- Seeing something different
- Increasing knowledge about a foreign destination
- Experiencing a different lifestyle
- Visiting places my friends have not been to

Prestige is the description product, places or activities about tourism that have high standing in social position. In this research, prestige factor consists of

- Fulfilling my dream of visiting a place
- Visiting a destination which most people value and/or appreciate
- Going to places my friends want to go
- Visiting a destination that would impress my friends or family

Enhancement of human relationship is a new format or state of being enhance the relationship between local people and tourists. In this research, enhancement of human relationship factor consists of

- Facilitating family and kinship ties
- Meeting new people
- Being able to share my travel experiences after returning home
- Visiting friends or relatives

Relaxation is releasing or escape from daily routine, work, and pressure by rest and enjoyment the traveling. In this research, relaxation factor consists of

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- Escaping from the daily routine

- Getting some exercise

- Physically resting/relaxing

- Releasing work pressure(s)

Novelty is seeking something new, interesting, unusual, and different experience that makes traveling pleasurable. In this research, novelty factor consists of

- Finding thrills or excitement

- Being daring and adventurous

Pull factors

Hi-tech image is a symbolic representation of the most modern and advanced machines, and including method or development of new advanced machines and equipment in tourism business. In this research, hi-tech image factor consists of

- Cost of tourist goods/services

- International cosmopolitan city

- Capital of modern technology

- Uniqueness of local people's lifestyle

Expenditure is the reaction of the tourists in spending money on shopping, transportation and food during their trip. In this research, expenditure factor consists of

- Interesting night-life

- Shopping

- Variety of food

Accessibility is the ease of traveling to tourist attractions. In this research, accessibility factor consists of

- Convenience of transport

- Ease of travel arrangements

- Geographic proximity

- Thirty-days Visa free or the ease of obtaining a visa

Service attitude and quality is the degree of excellence that the tourists think or feel about the service which they can get during the trip. In this research, service attitude and quality factor consists of

- Positive attitude of Thai residents and service staff to ASEAN tourists

- Quality of accommodation facilities

- Quality of local transportation system

- Quality of tourist services

Sightseeing variety is the type of interesting place or entertainment which the tourists usually visit such as major city centers, museum, parks, monuments, festival or special event. In this research, sightseeing variety factor consists of

- Festival/special events

- Historical/cultural attractions

- Beautiful scenery

Cultural links is the cultural background of the tourists and the local people that there is a connection between both groups. In this research, cultural links factor consist of

- Similar cultural background

- My family links in Thailand

3.3 Research Hypothesis

This research is about the tourists' motivations which are based on the two dimensions of push and pull factors, and the relationship between travel motivations and social demographic factors. In the Figure 3.1, the variables were divided into two types: the independent variables (IV), and the dependent variables (DV). The independent variable, demographic characteristics consists of age, gender, income and travel frequency.

On the other hand, dependent variables consist of two factors: push, and pull. Push factors comprise knowledge, prestige, and enhancement of human relationship, relaxation and novelty. Pull factors comprise expenditure, accessibility, service attitude and quality, sightseeing and cultural links. Based on the conceptual framework, the hypotheses statements are set as follows.

Hypotheses:

Ho$_1$: There is no difference between age group in knowledge factor.

Ha$_1$: There is a difference between age group in knowledge factor.

Ho$_2$: There is no difference between age group in prestige factor.

Ha$_2$: There is a difference between age group in prestige factor.

Ho$_3$: There is no difference between age group in enhancement of human relationship factor.

Ha$_3$: There is a difference between age group in enhancement of human relationship factor.

Ho$_4$: There is no difference between age group in relaxation factor.

Ha$_4$: There is a difference between age group in relaxation factor.

Ho$_5$: There is no difference between age group in novelty factor.

Ha$_5$: There is a difference between age group in novelty factor.

Ho$_6$: There is no difference between genders in knowledge factor

Ha$_6$: There is a difference between genders in knowledge factor

Ho$_7$: There is no difference between genders in prestige factor.

Ha$_7$: There is a difference between genders in prestige factor.

Ho$_8$: There is no difference between genders in enhancement of human relationship factor.

Ha$_8$: There is a difference between genders in enhancement of human relationship factor.

Ho$_9$: There is no difference between genders in relaxation factor.

Ha$_9$: There is a difference between genders in relaxation factor.

Ho$_{10}$: There is no difference between genders in novelty factor.

Ha$_{10}$: There is a difference between genders in novelty factor.

Ho₁₁: There is no difference between income group in knowledge factor.

Ha₁₁: There is a difference between income group in knowledge factor.

Ho₁₂: There is no difference between income group in prestige factor.

Ha₁₂: There is a difference between income group in prestige factor.

Ho₁₃: There is no difference between income group in enhancement of human relationship factor.

Ha₁₃: There is a difference between income group in enhancement of human relationship factor.

Ho₁₄: There is no difference between income group in relaxation factor.

Ha₁₄: There is a difference between income group in relaxation factor.

Ho₁₅: There is no difference between income group in novelty factor.

Ha₁₅: There is a difference between income group in novelty factor..

Ho₁₆: There is no difference between travel frequency group in knowledge factor.

Ha₁₆: There is a difference between travel frequency group in knowledge factor.

Ho₁₇: There is no difference between travel frequency group in prestige factor.

Ha₁₇: There is a difference between travel frequency group in prestige factor.

Ho$_{18}$: There is no difference between travel frequency group in enhancement of human relationship factor.

Ha$_{18}$: There is a difference between travel frequency group in enhancement of human relationship factor.

Ho$_{19}$: There is no difference between travel frequency group in relaxation factor.

Ha$_{19}$: There is a difference between travel frequency group in relaxation factor.

Ho$_{20}$: There is no difference between travel frequency group in novelty factor.

Ha$_{20}$: There is a difference between travel frequency group in novelty factor.

Ho$_{21}$: There is no difference between age group in hi-tech image factor.

Ha$_{21}$: There is a difference between age group in hi-tech image factor.

Ho$_{22}$: There is no difference between age group in expenditure factor.

Ha$_{22}$: There is a difference between age group in expenditure factor.

Ho$_{23}$: There is no difference between age group in accessibility factor.

Ha$_{23}$: There is a difference between age group in accessibility factor.

Ho$_{24}$: There is no difference between age group in service attitude and quality factor.

Ha$_{24}$: There is a difference between age group in service attitude and quality factor.

Ho$_{25}$: There is no difference between age group in sightseeing factor.

Ha$_{25}$: There is a difference between age group in sightseeing factor.

Ho$_{26}$: There is difference between age group in cultural links factor.

Ha$_{26}$: There is a difference between age group in cultural links factor.

Ho$_{27}$: There is no difference between genders in hi-tech image factor.

Ha$_{27}$: There is a difference between genders in hi-tech image factor.

Ho$_{28}$: There is no difference between genders in expenditure factor.

Ha$_{28}$: There is a difference between genders in expenditure factor.

Ho$_{29}$: There is no difference between genders in accessibility factor.

Ha$_{29}$: There is a difference between genders in accessibility factor.

Ho$_{30}$: There is no difference between genders in service attitude and quality factor.

Ha$_{30}$: There is a difference between genders in service attitude and quality factor.

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Ho$_{31}$: There is no difference between genders in sightseeing variety factor.

Ha$_{31}$: There is a difference between genders in sightseeing variety factor.

Ho$_{32}$: There is no difference between genders in cultural links factor.

Ha$_{32}$: There is a difference between genders in cultural links factor.

Ho$_{33}$: There is no difference between income group in hi-tech image factor.

Ha$_{33}$: There is a difference between income group in hi-tech image factor.

Ho$_{34}$: There is no difference between income group in expenditure factor.

Ha$_{34}$: There is a difference between income group in expenditure factor.

Ho$_{35}$: There is no difference between income group in accessibility factor.

Ha$_{35}$: There is a difference between income group in accessibility factor.

Ho$_{36}$: There is no difference between income group in service attitude and quality factor.

Ha$_{36}$: There is a difference between between income group in service attitude and quality factor.

Ho$_{37}$: There is no difference between income group in sightseeing variety factor.

Ha$_{37}$: There is a difference between income group in sightseeing variety factor.

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Ho$_{38}$: There is no difference between income group in cultural links factor.

Ha$_{38}$: There is a difference between income group in cultural links factor.

Ho$_{39}$: There is no difference between travel frequency group in hi-tech image factor.

Ha$_{39}$: There is a difference between travel frequency group in hi-tech image factor.

Ho$_{40}$: There is no difference between travel frequency group in expenditure factor.

Ha$_{40}$: There is a difference between travel frequency group in expenditure factor.

Ho$_{41}$: There is no difference between travel frequency group in accessibility factor.

Ha$_{41}$: There is a difference between travel frequency group in accessibility factor.

Ho$_{42}$: There is no difference between travel frequency group in service attitude and quality factor.

Ha$_{42}$: There is a difference between travel frequency group in service attitude and quality factor.

Ho43: There is no difference between travel frequency group in sightseeing variety factor.

Ha43: There is a difference between travel frequency group in sightseeing variety factor.

Ho44: There is no difference between travel frequency group in cultural links factor.

Ha44: There is a difference between travel frequency group in cultural links factor.

3.4 Operationalization of Independent and Dependent Variables.

In this research, the term of Independent variables were socio-demographic characteristics that consist of age, gender, income, travel frequency and nationality is shown in Table 3.1

Table 3.1: Operationalization of the independent variables

Concept	Concept definition	Operational component	Level of Measurement
Demographic Characteristics	A statistic Characterizing human population, which is mostly ASEAN tourist and tourists' motivation	Age -16-25 years -between26-35 years -between36-45years -more than 46 years	Ordinal
		Gender –male -female	Nominal
		Income-US$ 200or below -US$ 201- US$ 600 -US$ 601- US$ 1,000 -US$ 1,000 or more	Ordinal
		Travel frequency -first time -2nd-4th time -5th time or more	Ordinal

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For this research the terms of dependent variables consist of two factors; push factor and pull factor. Push factor can be classified into five factors as shown in Table 3.2

Table3.2: Operationalization of the Dependent variables

Concept	Concept definition	Operational component	Level of measure ment
Push factors	Forces arising from within the individual and from the individual's social context. These are true motivational forces.	Knowledge-Visiting cultural and historical attractions -Seeing something different -Increasing knowledge about a foreign destination -Experiencing a different lifestyle -Visiting places my friends have not been to	Interval
		Prestige - Fulfilling my dream of visiting a place -Visiting a destination which most people value and/or appreciate -Going to places my friends want to go -Visiting a destination that would impress my friends or family	Interval
		Enhancement of human relationship - Facilitating family and kinship ties - Meeting new people - Being able to share my travel experiences after returning home - Visiting friends or relatives	Interval
		Relaxation- Escaping from the daily routine - Getting some exercise - Physically resting/relaxing - Releasing work pressure(s)	Interval
		Novelty - Finding thrills or excitement - Being daring and adventurous	Interval

Dependent variables, in terms of pull factors can be classified into six

factors as shown in Table 3.3

Table3.3: Operationalization of the Dependent variables

Concept	Concept definition	Operational component	Level of measurement
Pull factors	Features of a destination, which is thought to attract people to a specific location.	Hi-tech image - Cost of tourist goods/services - International cosmopolitan city - Capital of modern technology - Uniqueness of local people's lifestyle	Interval
		Expenditure - Interesting night-life - Shopping - Variety of food	Interval
		Accessibility - Convenience of transport - Ease of travel arrangements - Geographic proximity - Thirty-days Visa free or ease of obtaining visa	Interval
		Service attitude and quality - Positive attitude of Thai residents and service staff to ASEAN tourists - Quality of accommodation facilities - Quality of local transportation system - Quality of tourist services	Interval
		Sightseeing variety - Festival/special events - Historical/cultural attractions - Beautiful scenery	Interval
		Cultural links - Similar cultural background - My family links in Thailand	Interval

Chapter IV

Research Methodology

This chapter provides an overview of the methodology of this research. It is divided into five parts, including methods of research used, respondents and sampling procedures (including target population, sampling methods, sampling frames, sampling units and sampling size), research instruments, collection of data, and statistical treatment of data.

4.1 Research Method

The research methodology used sources of information from both primary data (that is data collected or produced by the researcher specifically to address the research problem. There are numerous methods which can be employed including the survey, the interview, and observation). And secondary data (data collected for some purpose other than the problem at hand. It is also referred to as documents and desk research that include background material, substitute for primary research and use for its own merits) (Malhotra, 2000 and Seaton and Bennett, 1996).

The primary data collection was based on communication with a representative sample of individuals by using questionnaires. The questionnaire is the most flexible and direct method of data collection. The questionnaire was designed in English and translated into Chinese for the convenience and correct understanding of Malaysia and Singapore tourists.

The secondary data was collected from textbooks, journals, Internet, and past empirical studies on related topics.

4.2 Respondents and Sampling Procedures

4.2.1 Target Population

The Target population of the study was ASEAN tourists who had visited Thailand. In this research, ASEAN tourists were the tourist from ASEAN member countries such as, Brunei Darussalam, Malaysia, Cambodia, Philippines, Indonesia, Singapore, Lao PDR, Myanmar, and Vietnam.

4.2.2 Sampling Method

Convenient sampling method is applied in this study to collect data from the respondents. Convenient sampling refers to the procedure of obtaining units or people who are most conveniently available. Generally, convenient sample has used to obtain a large number of completed questionnaires quickly and economically (Zikmund, 1997).

4.2.3 Sampling Unit

The sampling unit is a single element or a group of elements subject to selection in a sample (Zikmund, 1997). For this research, the questionnaires were distributed at the Don Muang airport, hotels, shopping centers as well as tourist attractions in Thailand.

4.2.4 Sample Size

The number of ASEAN tourists has increased by 1.20% from 2002 to year 2003 and increased to 10.63% since 2003 to 2004 (Appendix C) (Tourism Authority of Thailand, 2005). The number of ASEAN tourists arrival to

Thailand more than 1,000,000, so a result, 384 observations is sample size for this research.

Table 4.1: Theoretical sample sizes for different sizes of population and different tolerable error

Population / (Sampling Frame)	Required Sample for Tolerable Error			
	5%	4%	3%	2%
100	79	85	91	96
500	217	272	340	413
1,000	277	375	516	705
5,000	356	535	897	1,622
50,000	381	593	1,044	2,290
100,000	382	596	1,055	2,344
1,000,000	384	599	1,065	2,344
25,000,000	384	600	1,067	2,400

(Source: Anderson, G. (1996). Fundamentals of educational research. London. Falmer Pr).

4.3 Research Instruments/ Questionnaires

In this study, a self-administered questionnaire was used to collect data. The constructed questionnaire was developed from the study "An analysis of Mainland visitors' motivations to visit Hong Kong" (Hanqin and Lam, 1998). The questionnaire was designed to examine the importance of push and pull factors in motivating the tourist, and to examine the relationship between travel motivations and social demographic factors.

The questionnaire was divided into two parts: the importance of travel motivation, and personal data. The first part was used to analyze the importance of travel motivation. All questions measured the tourist's motivation by importance rankings and mean scores measured on a Likert-type scale, from "extremely important" to "not at all important".

The second part was personal data that consisted of 7 questions. All questions were multiple-choice. The respondents were asked about gender, age, income, level of education, occupation, time have visiting, and nationality. Question number 7 asked about the nationality in order to know the motivations of Asians to visit Thailand.

The researcher applied a Likert-type scale; this format of questionnaire is very simple for respondents to answer. The respondents need to spend only 5-10 minutes by checking a scale for each question.

Likert type scales were used by constructing self-administered questionnaires, which included the 5-point scale ranging form 1 (Not at all important) to 5 (Extremely important) in analyzing the level of importance of travel motivation.

Moreover, the questionnaire used closed questions in order to help the respondents to make decisions quickly by ranking the responses on a Likert type scale.

4.4 Collection of data/ Gathering Procedures

This research will focus on the ASEAN tourists who visit Thailand. The interviewer distributed the questionnaires to the respondents at tourist attractions, shopping centers, and airport from March to June, 2004.

In the questionnaire collecting process, the researcher distributed the questionnaires only to the target responses. In order to classify the target response before distributing the questionnaires, the researcher applied the scanned questions to find out the nationalities of the respondents.

4.5 Statistical Treatment of Data

In this research, the data obtained were analyzed with the Statistical Package for Social Science (SPSS) program. The one-way ANOVA, Descriptive analysis, and Independent sample t-test were used.

The one-way ANOVA involves only one categorical variable, or a single factor. The differences in preference of heavy, medium, light, and non-users are examined by one-way ANOVA. In one-way ANOVA, treatment is the same as a factor level (medium users constitute a treatment) (Malhotra, 2000). For a one-way analysis of variance (one-way ANOVA), each individual or case must have scores on two variables: a factor and dependent variable. The factor divides individuals into two or more groups or levels, while the dependent variable differentiates individuals on some quantitative dimension (Green, Salkind, and Akey, 2000).

In this research, ANOVA was used to determine the significance of the relationship between travelers' motivations and their demographic factors.

Descriptive statistics: Statistics used to describe or summarize information about a population or sample (Zikmund, 1997).

For the research, descriptive statistics were used to transform or summarize the raw data into a form that made them easy to understand and interpret. It was applied to describe the personal data of the respondents such as age, gender, income, and occupation.

Independent sample t-test: is used to test the hypothesis whose mean scores on some interval-scaled variable would be significantly different for the two independent samples or groups (Zikmund, 2000). In this research, the independent t-test was used to analyze the importance of both push and pull factors perceived by gender of ASEAN tourists.

The pre-test of the questionnaire had thirty respondents to find out possible problems and test reliability of the questionnaire. The mistakes were corrected and adjusted in terms of length, sequence, wording, and sentence structure.

Pilot Study

The researcher conducted a pilot test to find out possible problems and test the reliability of the questionnaire. In this pilot study, 30 questionnaires were distributed to ASEAN tourists who visited Thailand from July and August 2003. For the pilot test, the researcher investigated the evidence of ambiguous questions, and respondent misunderstanding and whether the questions were constructed coherently, with regard to proper question transformation, vocabulary, and correct grammatical structure.

Chapter V

Data Analysis

This chapter emphasizes on the analysis of the 400 questionnaires from the target respondents. This chapter consists of the profile of the sample, and test of hypotheses results.

5.1 Sample Profile

The sample profile comprises sample analysis and frequency analysis. Sample analysis consists of demographic characteristics of the respondents who were visiting Thailand, which are gender, age, income, occupation, education, and time to visit. Frequency analysis is the result of dependent variables. In this research, dependent variables were travel motivation list.

5.1.1 Sample Analysis

According to Table 5.1, the majority of the respondents were males that counted for 232 or 58%. Female counted for 42% or 168 respondents. Their age focused on ranges of 26-35 years old (39%), 36-45 years old (21.8%), 16-25 years old (21%), and more than 46 years old (18.3%). For the monthly income, the largest group was US$ 201-US$ 600 accounted for 35.5% or 142 respondents. The other groups of respondents' income were US$ 601-US$ 1,000 accounted for 27.8% or 111 respondents, US$ 200 or below accounted for 20.5% or 82 respondents, and US$ 1,001 or more accounted for 16.3% or 65 respondents.

The respondents who had the education level in Bachelor or higher degree (52.3%) take the highest proportion; the second was senior high school (25.5%); the third was technical/vocation (13.5%), and fourth was junior high school or lower (8.8%). In terms of occupation, the respondents had a higher percentage of business owners (20.5%); other (14.8% such as secretary, programmers, accountants, engineers and so on); students (12.5%); professionals and Administrators and managers (10.8%); commercial personnel (9.5%); government official (6.5%); laborers/production (5%); retired and unemployed (4.5%); housewives/ unpaid workers (3.5%); and agricultural workers (1.8%). The majority groups of the respondents visit Thailand between 2nd-4th times (35.5%), the other were first time (33%), and 5th time or more (31.5%). The majority of the respondents were Malaysians (48.3%); Cambodians (1%); Filipino (8.5%); Indonesians (5.8%); Singaporeans (21.5%); Laotians (0.8%); Burmese (11.5%); and Vietnamese (2.8%)

For this study, the questionnaires were distributed to 400 respondents and the results shown that there were no biases in choosing the target respondents and the result indicated that the sample selected for the study were reasonably representative of the target population.

Table 5.1 Personal Data

	Demographic	Frequency	Percent	Cumulative percent
Gender	Male	232	58.0	58.0
	Female	168	42.0	100.0
	Total	400	100.0	
Age	16-25 years	84	21.0	21.0
	26-35 years	156	39.0	60.0
	36-45 years	87	21.8	81.8
	more than 46 years	73	18.3	100.0
	Total	400	100.0	
Income	US$ 200 or below	82	20.5	20.5
	US$ 201-US$ 600	142	35.5	56.0
	US$ 601-US$ 1,000	111	27.8	83.8
	US$1,001 or more	65	16.3	100.0
	Total	400	100.0	
Education	Junior high school or lower	35	8.8	8.8
	Senior high school	102	25.5	34.3
	Technical/vocational	54	13.5	47.8
	Bachelor or higher	209	52.3	100.0
	Total	400	100.0	
Occupation	Business Owners	75	18.8	18.8
	Agricultural workers	7	1.8	20.5
	Professionals	41	10.3	30.8
	Government officials	26	6.5	37.3
	Administrative and Managers	42	10.5	47.8
	Housewives/unpaid workers	12	3.0	50.8
	Commercial personnel	36	9.0	59.8
	Students	48	12.0	71.8
	Laborers/Production	16	4.0	75.8
	Retired&Unemployed	16	4.0	79.8
	Others	81	20.3	100.0
	Total	400	100.0	
Travel frequency	First time	132	33.0	33.0
	2nd-4th time	142	35.5	68.5
	5th time or more	126	31.5	100.0
	Total	400	100.0	

	Demographic	Frequency	Percent	Cumulative percent
Nationality	Malaysians	193	48.3	48.3
	Cambodians	4	1.0	49.3
	Filipinos	34	8.5	57.8
	Indonesians	23	5.8	63.5
	Singaporeans	86	21.5	85.0
	Laotians	3	0.8	85.8
	Burmese	46	11.5	97.3
	Vietnamese	11	2.8	100.0
	Total	400	100.0	

5.2 The test of Hypotheses

The research concentrates on the differences between travel motivation and social demographic factors. There are 44 hypotheses, which can be classified into two groups. The first group of hypotheses will be analyzed by using independent sample t-test to determine the significance of the differences between gender of the respondents and travel motivation. The second group using a One-Way Analysis of Variance (ANOVA) to determine whether statistically significant differences exist between travel motivation and demography.

Table 5.2.1 The One-Way Analysis of Variance (ANOVA) for the significant differences between Age and Travel motivation (Push factors).

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
KNOWLEDGE	Between Groups	.864	3	.288	.601	.615
	Within Groups	189.714	396	.479		
	Total	190.578	399			
PRESTIGE	Between Groups	1.760	3	.587	.764	.515
	Within Groups	304.246	396	.768		
	Total	306.006	399			
ENHANCEMENT	Between Groups	2.187	3	.729	1.082	.356
	Within Groups	266.716	396	.674		
	Total	268.902	399			
RELAXATION	Between Groups	6.579	3	2.193	3.059	.028*
	Within Groups	283.855	396	.717		
	Total	290.434	399			
NOVELTY	Between Groups	3.431	3	1.144	1.140	.333
	Within Groups	397.339	396	1.003		
	Total	400.769	399			

*$P < .05$

According to Table 5.2.1, the differences between age group in push factor was tested by the One way ANOVA at 0.05 level of significance. The result shows that the observed P-value about knowledge, prestige, enhancement of human relationship, and novelty at 0.615, 0.515, 0.356, and 0.333 is more than 0.05 (at 95% level of confidence). It means that there are no differences between age groups in knowledge factor, prestige factor, enhancement of human relationship factor, and novelty factor. It can be inferred that the respondents' age group has the same perceived knowledge, prestige, enhancement of human relationship, and novelty for traveling to Thailand.

In terms of relaxation factor, the result shows the observed P-value about 0.028, which is less than 0.05 (at 95% level of confidence) means there are difference between age group in relaxation factor. It can be concluded that the respondents in different age groups has different perceived relaxation. A scheffe test was used to find out the preference of age groups in relaxation factor. The result indicates that ASEAN tourists who are more than 46 years olds have perceived the importance on relaxation for traveling to Thailand.

Table 5.2.2 One-Way Analysis of Variance (ANOVA) for the significant difference between Age and Travel motivation (Pull factors).

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
HITECH IMAGE	Between Groups	1.034	3	.345	.508	.677
	Within Groups	268.451	396	.678		
	Total	269.485	399			
EXPENDITURE	Between Groups	2.968	3	.989	1.184	.316
	Within Groups	330.963	396	.836		
	Total	333.931	399			
ACCESSIBILITY	Between Groups	3.871	3	1.290	2.262	.081
	Within Groups	225.879	396	.570		
	Total	229.750	399			
SERVICE	Between Groups	2.910	3	.970	1.627	.182
	Within Groups	236.008	396	.596		
	Total	238.917	399			
SIGHTSEEING	Between Groups	3.814	3	1.271	1.962	.119
	Within Groups	256.641	396	.648		
	Total	260.455	399			
CULTURAL LINKS	Between Groups	.713	3	.238	.211	.889
	Within Groups	446.911	396	1.129		
	Total	447.624	399			

*P<.05

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According to Table 5.2.2, the differences between age groups in pull factors were tested by the One way ANOVA at 0.05 level significance. The results show the observed P-value about hi-tech image, expenditure, accessibility, service attitude and quality, sightseeing variety, and cultural links at 0.677, 0.316, 0.081, 0.182, 0.119, and 0.889 which is more than 0.05 (at 95% level of confidence). It means that there was no difference between age groups in pull factor. It can be concluded that the respondent's age group has the same perceived hi-tech image factor, expenditure factor, accessibility factor, service attitude and quality factor, sightseeing variety factor, and cultural links for traveling to Thailand.

Table 5.2.3 The Independent t-test for the significant difference between Gender and Travel motivation (Push factor).

Independent Sample test

		t-test for Equality of Means						
		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
							Lower	Upper
KNOWLEDGE	Equal variances assumed	-1.691	398	.092	-.1181	.06985	-.25547	.01918
	Equal variances not assumed	-1.724	382.037	.085	-.1181	.06852	-.25287	.01658
PRESTIGE	Equal variances assumed	-.926	398	.355	-.0822	.08873	-.25660	.09229
	Equal variances not assumed	-.929	364.481	.353	-.0822	.08842	-.25603	.09173
ENHANCEMENT	Equal variances assumed	-1.730	398	.084	-.1435	.08296	-.30661	.01958
	Equal variances not assumed	-1.712	345.884	.088	-.1435	.08382	-.30838	.02135
RELAXATION	Equal variances assumed	-1.507	398	.132	-.1301	.08629	-.29973	.03957
	Equal variances not assumed	-1.521	371.285	.129	-.1301	.08551	-.29822	.03806
NOVELTY	Equal variances assumed	-1.644	398	.101	-.1666	.10131	-.36574	.03261
	Equal variances not assumed	-1.654	367.409	.099	-.1666	.10072	-.36462	.03149

*P<0.05

According to Table 5.2.3, the difference between genders in push factor was tested by the independent t-test because this method is used to analyze the importance of push factor perceived by gender of ASEAN tourists. The result shows that there was no difference between males and females in knowledge factor, prestige factor, enhancement of human relationship factor, relaxation factor and novelty factor. It can be inferred that males and females

have the same perceived knowledge, prestige, and enhancement of human relationship, relaxation, and novelty to push them to visit Thailand.

Table 5.2.4 Independent t-test for the significant difference between gender of tourist and travel motivation (Pull factor).

Independent Sample test

		t-test for Equality of Means						
		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
							Lower	Upper
HITECH IMAGE	Equal variances assumed	-.743	398	.458	-.0619	.08330	-.22565	.10188
	Equal variances not assumed	-.749	370.256	.454	-.0619	.08262	-.22434	.10057
EXPENDITURE	Equal variances assumed	.108	398	.914	.0101	.09279	-.17237	.19248
	Equal variances not assumed	.108	350.268	.914	.0101	.09346	-.17376	.19388
ACCESSIBILITY	Equal variances assumed	-3.041	398	.003*	-.2314	.07609	-.38101	-.08184
	Equal variances not assumed	-3.045	361.463	.002	-.2314	.07600	-.38089	-.08196
SERVICE	Equal variances assumed	-2.559	398	.011*	-.1993	.07785	-.35230	-.04620
	Equal variances not assumed	-2.582	371.085	.010	-.1993	.07716	-.35097	-.04753
SIGHTSEEING	Equal variances assumed	-1.506	398	.133	-.1231	.08172	-.28374	.03757
	Equal variances not assumed	-1.504	358.175	.133	-.1231	.08183	-.28401	.03784
CULTURAL LINKS	Equal variances assumed	.354	398	.723	.0381	.10742	-.17310	.24925
	Equal variances not assumed	.352	348.698	.725	.0381	.10832	-.17497	.25112

*P<0.05

According to Table 5.2.4, the differences between genders in pull factors was tested by the independent t-test because this method uses to analyze the importance of pull factor perceived by gender of ASEAN tourists. The result shows the observed P-value about hi-tech image, expenditure,

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sightseeing variety, and cultural links at 0.458, 0.914, 0.133, and 0.723 is more than 0.05 (at 95% level of confidence) means there was no difference between genders in pull factors. It can be explained that males and females have the same perceived hi-tech image factor, expenditure factor, sightseeing variety factor, and cultural links factor for traveling Thailand.

In terms of accessibility factor, and service attitude and quality factor the result shows observed P-value about 0.003, and 0.011 which is less than 0.05 (at 95% level of confidence) means there was difference between genders in accessibility, and service attitude and quality. It can be concluded that females have perceived importance on service attitude and quality, and accessibility higher than male for traveling to Thailand.

Table 5.2.5 One-Way Analysis of Variance (ANOVA) for the significant difference between income and Travel motivation (Push factors).

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
KNOWLEDGE	Between Groups	1.605	3	.535	1.121	.340
	Within Groups	188.973	396	.477		
	Total	190.578	399			
PRESTIGE	Between Groups	9.340	3	3.113	4.156	.006*
	Within Groups	296.666	396	.749		
	Total	306.006	399			
ENHANCEMENT	Between Groups	4.663	3	1.554	2.330	.074
	Within Groups	264.239	396	.667		
	Total	268.902	399			
RELAXATION	Between Groups	3.339	3	1.113	1.535	.205
	Within Groups	287.095	396	.725		
	Total	290.434	399			
NOVELTY	Between Groups	11.696	3	3.899	3.968	.008*
	Within Groups	389.074	396	.983		
	Total	400.769	399			

*P<0.05

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According to Table 5.2.5, the differences between income groups in push factors were tested by the One way ANOVA at 0.05 level of significance. The result shows the observed P-value about knowledge, enhancement of human relationship, and relaxation at 0.340, 0.74, and 0.205 which is more than 0.05 (at 95% level of confidence). It means that there was no difference between income group in knowledge factor, enhancement of human relationship factor, and relaxation factors. It can be inferred that the respondents' income group has the same perceived knowledge, enhancement of human relationship, and relaxation to push them to visit Thailand.

In terms of prestige factor, and novelty factor, the result shows the observed P-value about 0.006, 0.008 which less than 0.05 (at 95% level of confidence) means there was difference between income groups in prestige factor, and novelty factor. It can be concluded that the respondents in different income groups has different perceived prestige and novelty. A scheffe test was used to find out the preference of income groups in prestige factor and novelty factor. The result indicates that ASEAN tourists who have income between $US201- $US600 perceived traveling to Thailand as prestigious and very novel more than other groups.

Table 5.2.6 One-Way Analysis of Variance (ANOVA) for the significant difference between income and Travel motivation (Pull factor).

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
HITECH IMAGE	Between Groups	1.118	3	.373	.550	.649
	Within Groups	268.367	396	.678		
	Total	269.485	399			
EXPENDITURE	Between Groups	4.008	3	1.336	1.604	.188
	Within Groups	329.922	396	.833		
	Total	333.931	399			
ACCESSIBILITY	Between Groups	2.334	3	.778	1.355	.256
	Within Groups	227.416	396	.574		
	Total	229.750	399			
SERVICE	Between Groups	1.463	3	.488	.813	.487
	Within Groups	237.455	396	.600		
	Total	238.917	399			
SIGHTSEEING	Between Groups	3.442	3	1.147	1.768	.153
	Within Groups	257.013	396	.649		
	Total	260.455	399			
CULTURAL LINKS	Between Groups	10.725	3	3.575	3.240	.022*
	Within Groups	436.899	396	1.103		
	Total	447.624	399			

*P<0.05

According to Table 5.2.6, the difference between income group in pull factors was tested by the One-way ANOVA at 0.05 level of significant. The result shows observed P-value about hi-tech image, expenditure, accessibility, service attitude and quality, and sightseeing variety at, 0.649, 0.188, 0.256, 0.487, and 0.153 which is more than 0.05 (at 95% level of confidence) means that there was no difference between income groups in pull factors. It can be explained that the respondent's income group has the same perceived hi-tech image factor, expenditure factor, accessibility factor, service attitude and quality factor, and sightseeing variety factor to attract them to visit Thailand.

In terms of cultural links factor, the result shows the observed P-value about 0.022, which is less than 0.05 (at 95% level of confidence) means there was difference between income groups in cultural links. It can be concluded that the respondents in different income groups has different perceived cultural links. A scheffe test was used to find out the preference of income groups in cultural links factor. The results indicate that there was no difference between income groups in cultural links factor.

Table 5.2.7 One-Way Analysis of Variance (ANOVA) for the significant difference between Travel frequency and Travel motivation (Push factors).

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
KNOWLEDGE	Between Groups	3.958	2	1.979	4.210	.016*
	Within Groups	186.620	397	.470		
	Total	190.578	399			
PRESTIGE	Between Groups	2.143	2	1.072	1.400	.248
	Within Groups	303.863	397	.765		
	Total	306.006	399			
ENHANCEMENT	Between Groups	1.937	2	.969	1.440	.238
	Within Groups	266.965	397	.672		
	Total	268.902	399			
RELAXATION	Between Groups	6.451	2	3.226	4.509	.012*
	Within Groups	283.983	397	.715		
	Total	290.434	399			
NOVELTY	Between Groups	19.630	2	9.815	10.224	.000*
	Within Groups	381.139	397	.960		
	Total	400.769	399			

*P<0.05

According to Table 5.2.7, the difference between travel frequency groups in push factor was tested by the One way ANOVA at 0.05 level of

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significance. The result shows the observed P-value about prestige and enhancement of human relationship at 0.248, and 0.238 which is more than 0.05 (at 95% level of confidence). It means that there was no difference between travel frequency group in prestige factor, and enhancement of human relationship factor. It can be inferred that the respondents in different travel frequency groups have the same perceived prestige, and enhancement of human relationship for visiting Thailand.

In terms of knowledge factor, relaxation factor, and novelty factor, the result shows the observed P-value about 0.016, 0.012, and 0.000 which is less than 0.05 (at 95% level of confidence) means there is difference between travel frequency group in knowledge factor, relaxation factor and novelty factor. It can be concluded that the respondents in different travel frequency groups have different perceived knowledge, relaxation, and novelty. A scheffe test was used to find out the preference of travel frequency groups in knowledge factor, relaxation factor, and novelty factor. The results indicate that ASEAN first time visitors to Thailand placed the importance on knowledge, and relaxation for traveling to Thailand more than other groups, while the tourists who come to Thailand 2nd-4th times have perceived the importance of novelty for visiting to Thailand.

Table 5.2.8 One-Way Analysis of Variance (ANOVA) for the significant difference between Travel frequency and Travel motivation (Pull factors).

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
HITECH IMAGE	Between Groups	7.450	2	3.725	5.644	.004*
	Within Groups	262.035	397	.660		
	Total	269.485	399			
EXPENDITURE	Between Groups	7.903	2	3.952	4.812	.009*
	Within Groups	326.027	397	.821		
	Total	333.931	399			
ACCESSIBILITY	Between Groups	2.905	2	1.453	2.542	.080
	Within Groups	226.845	397	.571		
	Total	229.750	399			
SERVICE	Between Groups	1.811	2	.905	1.516	.221
	Within Groups	237.107	397	.597		
	Total	238.917	399			
SIGHTSEEING	Between Groups	4.538	2	2.269	3.520	.031*
	Within Groups	255.917	397	.645		
	Total	260.455	399			
CULTURAL LINKS	Between Groups	2.279	2	1.139	1.016	.363
	Within Groups	445.345	397	1.122		
	Total	447.624	399			

*P<0.05

According to Table 5.2.8, the differences between travel frequency groups in pull factors were tested by the One way ANOVA at 0.05 level of significance. The result shows the observed P-value about accessibility, service attitude and quality, and cultural links at 0.080, 0.221, and 0.363 which is more than 0.05 (at 95% level of confidence). It means that there was no difference between travel frequency group in accessibility factor, service attitude and quality factor, and cultural links factor. It can be inferred that respondent in different travel frequency groups have the same perceived accessibility, service attitude and quality, and cultural links for visiting Thailand.

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In terms of hi-tech image factor, expenditure factor, and sightseeing variety factor, the result shows the observed P-value about 0.004, 0.009 and 0.031 which is less than 0.05 (at 95% level of confidence) means there were difference between travel frequency groups in hi-tech image factor, expenditure factor, and sightseeing variety factor. It can be concluded that the respondents in different travel frequency groups have different perceived hi-tech image, expenditure, and sightseeing variety. A scheffe test was used to find out the preference of travel frequency groups in hi-tech image factor, expenditure factor, and sightseeing variety factor. The result indicates that ASEAN tourists who come to Thailand 2nd- 4th times have perceived importance on hi-tech image, and expenditure for traveling to Thailand more than other groups, whereas the result of sightseeing variety factor shows that there was no difference between travel frequency groups in sightseeing variety factor.

Chapter VI

Conclusion and Recommendations

This chapter is a summary of what was mentioned and discussed in the previous chapter. The first part of this chapter will concentrate on the summary of the findings and hypotheses testing, the second part will mention the conclusion to the entire study. The last part will give the recommendation of this study with some advice for further study.

6.1 Summary of findings

The target population of this study was ASEAN tourists who have traveled to Thailand. The sample size was 400 respondents, and the findings indicate that 58 per cent of the respondents were males, mostly in the age group of 26 to 35 years, with a monthly income between US$ 201 to US$ 600. A majority of the respondents were business owners who have traveled to Thailand two to four times. A total of 52.3 per cent of the respondents had at least a university degree or above. This group of respondents represents the target population of the study.

Two methodologies were used in the study, the one-way ANOVA and the independent T-test. Firstly, the one-way ANOVA was used to determine the significance of the differences between age groups, income groups, and travel frequency groups in push and pull factors. The results of the differences between age groups in push factors show that there was no differences between age groups in knowledge factor, prestige factor, enhancement of human relationship factor, and novelty factor except "relaxation factor". There

was difference between age group in relaxation factor. On further testing, the results show that ASEAN tourists in the age groups of 16-25 years, 26-35 years, 36-45 years old, and more than 46 years perceive relaxation as the important motive with the mean of 3.5179, 3.4439, 3.2356 and 3.6233 respectively. It can be inferred that the respondents who are more than 46 years old have placed the importance on relaxation for traveling in Thailand more than other groups. For pull factors, there was no difference between age groups in hi-tech image factor, expenditure factor, accessibility factor, service attitude and quality factor, sightseeing variety factor, and cultural links factor.

The results of testing the differences between income groups in push factor shows that there was no difference between income group in knowledge factor, enhancement of human relationship factor, and relaxation factor except "prestige, and novelty". There was difference between income group in prestige factor, and novelty factor. On further testing, the results show that ASEAN tourists with a monthly income of US$ 200 or below, between US$201- US$600, US$601- US$1,000, and US$1,001 or more perceive prestige as the important motive with the mean of 2.9512, 3.3363, 3.1982, and 3.0231 respectively. In addition, ASEAN tourists with a monthly income of US$ 200 or below, US$201- US$600, US$601- US$1,000, and US$1,001 or more perceive novelty as the important motive with the mean of 3.1037, 3.5739, 3.4505, and 3.4385 respectively. It can be concluded that the respondents who have a monthly income of US$201-US$ 600 perceive Thailand prestige and much novelty. Whereas the results of pull factors show that there was difference between income groups in cultural links. On further testing, the results show that there was no difference between income groups

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in cultural links. The results of other factors in pull factors show that there was no difference between income groups in hi-tech image factor, expenditure factor, accessibility factor, service attitude and quality factor, and sightseeing variety factor.

The results of the difference between travel frequency groups in push factor shows that there was no difference between travel frequency group in prestige factor, and enhancement of human relationship factor except "knowledge, relaxation, and novelty". There was difference between travel frequency group in knowledge factor, relaxation factor, and novelty factor. On further testing, the results show that ASEAN tourists with the time of traveling; first time, 2nd-4th times, and 5th times or more perceive knowledge as the importance motive with the mean of 3.6697, 3.5930, and 3.4270 respectively. In addition, ASEAN tourists with the time of traveling; first time, second to fourth times, and fifth times or more perceive relaxation as the important motive with the mean of 3.5568, 3.5088, and 3.2619 respectively. However, ASEAN tourists who have traveled for the first time, second to fourth times, and fifth times or more perceive novelty as the important motive with the mean of 3.5227, 3.6127, and 3.0992 respectively. It can be inferred that the respondents who have traveled to Thailand for the first time perceive the importance of knowledge and relaxation factors for visit to Thailand, but the respondents who have traveled to Thailand around second to fourth times perceive the importance of Thailand as a novel place. In terms of pull factors, there was no difference between travel frequency group in accessibility factor, service attitude and quality factor, and cultural links factor except "hi-tech image, expenditure, and sightseeing variety. There was difference between

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travel frequency group in hi-tech image factor, expenditure factor, and sightseeing variety factor. On further testing, the results show that ASEAN tourists who have visited for the first time, second to fourth times, and fifth times or more perceive the hi-tech image as the important motive with the mean of 3.5795, 3.6743, and 3.3472 respectively. Additionally, ASEAN tourists who have visited for the first time, second to fourth times, and fifth times or more perceived expenditure as the important motive with the mean of 3.4470, 3.6338, and 3.2910 respectively. It can be concluded that the respondents who travel to Thailand for more than two to four times perceived the importance of hi-tech image and expenditure for traveling to Thailand. Whereas the results show that there was a difference between travel frequency groups in sightseeing variety. On further testing, the results show that there was no difference between travel frequency groups in sightseeing variety.

Secondly, independent t-test used to analyze the importance of both push and pull factor perceived by gender of ASEAN tourists. For push factor, the result shows that there was no difference between gender in knowledge factor, prestige factor, enhancement of human relationship factor, relaxation factor, and novelty factor. In term of pull factor, there was no difference between gender in pull factors except "accessibility factor", and "service attitude and quality factor". The comparison of means in accessibility factor shows that male ASEAN tourists perceive accessibility as an important motive with a mean of 3.6678 whereas female ASEAN tourists perceive accessibility as an important motive with a mean of 3.9092. In addition, male ASEAN tourists perceive service attitude and quality as the important motive with a mean of 3.7769 while female ASEAN tourists perceive service attitude and

quality as an important motive with the mean of 3.9762. It can be inferred that females have perceived the importance of accessibility and service attitude and quality more than males.

6.2 Summary of Hypothesis Testing Result

Table 6.1 Summary of Hypothesis Testing Result

Hypothesis	Level of significant	Result
Ho1: There is no difference between age group in knowledge factor	0.615	Accepted Ho
Ho2: There is no difference between age group in prestige factor.	0.515	Accepted Ho
Ho3: There is no difference between age group in enhancement of human relation factor.	0.356	Accepted Ho
Ho4: There is no difference between age group in relaxation factor.	0.028	Rejected Ho
Ho5: There is no difference between age group in novelty factor.	0.333	Accepted Ho
Ho6: There is no difference between age group in hi-tech image factor.	0.677	Accepted Ho
Ho7: There is no difference between age group in expenditure factor.	0.316	Accepted Ho
Ho8: There is no difference between age group in accessibility factor.	0.081	Accepted Ho
Ho9: There is no difference between age group in service attitude and quality factor.	0.182	Accepted Ho
Ho10: There is no difference between age group insightseeing factor.	0.119	Accepted Ho
Ho11: There is no difference between age group in cultural links factor.	0.889	Accepted Ho

Hypothesis	Level of significant	Result
Ho12:There is no difference between gender in knowledge factor.	0.092	Accepted Ho
Ho13:There is no difference between gender in prestige factor.	0.355	Accepted Ho
Ho14:There is no difference between gender in enhancement of human relationship factor.	0.084	Accepted Ho
Ho15:There is no difference between gender in relaxation factor.	0.132	Accepted Ho
Ho16:There is no difference between gender in novelty factor.	0.101	Accepted Ho
Ho17:There is no difference between gender in hi-tech image factor.	0.458	Accepted Ho
Ho18:There is no difference between gender in expenditure factor.	0.914	Accepted Ho
Ho19:There is no difference between gender in accessibility factor.	0.003	Rejected Ho
Ho20:There is no difference between gender in service attitude and quality factor.	0.011	Rejected Ho
Ho21:There is no difference between gender in sightseeing factor.	0.133	Accepted Ho
Ho22:There is no difference between gender in cultural links factor.	0.723	Accepted Ho
Ho23:There is no difference between income group in knowledge factor.	0.340	Accepted Ho
Ho24:There is no difference between income group in prestige factor.	0.006	Rejected Ho
Ho25:There is no difference between income group in enhancement of human relationship factor.	0.074	Accepted Ho
Ho26:There is no difference between income group in relaxation factor.	0.205	Accepted Ho

Hypothesis	Level of significant	Result
Ho27:There is no difference between income group in novelty factor.	0.008	Rejected Ho
Ho28:There is no difference between income group in hi-tech image factor.	0.649	Accepted Ho
Ho29:There is no difference between income group in expenditure factor.	0.188	Accepted Ho
Ho30:There is no difference between income group in accessibility factor.	0.256	Accepted Ho
Ho31:There is no difference between income group in service attitude and quality factor.	0.487	Accepted Ho
Ho32:There is no difference between income group in sightseeing factor.	0.153	Accepted Ho
Ho33:There is no difference between income group in cultural links factor.	0.022	Rejected Ho
Ho34:There is no difference between travel frequency group in knowledge factor.	0.016	Rejected Ho
Ho35:There is no difference between travel frequency group in prestige factor.	0.248	Accepted Ho
Ho36:There is no difference between travel frequency group in enhancement of human relationship factor.	0.238	Accepted Ho
Ho37:There is no difference between travel frequency group in relaxation factor.	0.012	Rejected Ho
Ho38:There is no difference between travel frequency group in novelty factor.	0.000	Rejected Ho
Ho39:There is no difference between travel frequency group in hi-tech image factor.	0.004	Rejected Ho
Ho40:There is no difference between travel frequency group in expenditure factor.	0.009	Rejected Ho
Ho41:There is no difference between travel frequency group in accessibility factor.	0.080	Accepted Ho

Hypothesis	Level of significant	Result
Ho42:There is no difference between travel frequency group in service attitude and quality factor.	0.222	Accepted Ho
Ho43:There is no difference between travel frequency group in sightseeing factor.	0.031	Rejected Ho
Ho44:There is no difference between travel frequency group in cultural links factor.	0.363	Accepted Ho

6.3 Conclusion

Among the above 44 hypotheses, 32 "null hypotheses" are accepted indicating no difference between demographic characteristics in travel motivation factors. In contrast, 12 "null hypotheses" are rejected indicating the differences between demographic characteristics in travel motivation factors.

In addition, the analysis of variance (One-way ANOVA) is performed for examining the difference between demographic characteristics in travel motivation factors. Considering the attributes in terms of tourists' age group in push and pull factors. It is found that there is no difference between age group in knowledge, prestige, enhancement of human relationship, novelty, and hi-tech image, expenditure, accessibility , service attitude and quality, sightseeing variety and cultural links, but there is difference between age group in relaxation. Similar to the result of the study on travel motivations and destination choice: a study of British outbound market (Jang and Cai, 2002). Push factors of as "rest and relaxation" was the most significant motivator for visitors to the West Indies/Caribbean. It can be explained that the ASEAN tourists perceived Thailand as the destination for relaxation. Similarly, the

British outbound market perceived the West Indies/Caribbean as the destination for resting and relaxation. This implies that the tourists with different characteristics have the same perception towards different destinations.

Considering the attributes in terms of tourists' income group in push and pull factor. It was found that there is no difference between income group in knowledge, enhancement of human relationship, relaxation, and hi-tech image, expenditure, accessibility, service attitude and quality, and sightseeing variety, but there is difference between income group in prestige, novelty, and cultural links. Similar to the result of the study on Mainland Chinese visitors' motivations to visit Hong Kong (Hanqin and Lam, 1998), Chinese visitors perceived the importance of novelty for traveling to Hong Kong. It can be explained that novelty aspect is perceived as an important factor, not only for ASEAN tourist to Thailand but also for Chinese visitors to Hong Kong. This implies that there is no difference in terms of income towards both ASEAN tourists and Mainland Chinese tourists. Both groups share the same perception even if their income are different.

Considering tourists' travel frequency group in push and pull factors. It is found that there is no difference between travel frequency group in prestige, enhancement of human relationship, accessibility, service attitude and quality and cultural links, but there is difference between travel frequency groups in knowledge, relaxation, novelty, hi-tech image, expenditure, and sightseeing variety. Similar to the results of the study on Mainland Chinese visitors' motivations to visit Hong Kong (Hanqin and Lam, 1998), the knowledge is an attribute that the first time Chinese visitors perceived the importance for

traveling Hong Kong. Contrastingly with the result of the study on the relationship between vacation factors and socio-demographic and traveling characteristic (Heung, Qu and Chu, 1999), the exploration and attraction and climate are attributes that the first time Japanese tourists perceived the importance for when traveling to Hong Kong. It can be summarized that the first time tourists perceived that traveling to Thailand can be resting/relaxing or to release the pressure and can provide them the knowledge and novelty when traveling, while the first time Mainland Chinese tourists travel to Hong Kong also perceived knowledge as an important motivation for traveling. Contrasted with the first time Japanese tourists perceived the importance of exploration and attraction and climate for traveling to Hong Kong. This implies that there is the a difference of tourists' characteristics for traveling; ASAEN tourists look for the experience and something difference from their own countries when they travel to Thailand. The Japanese tourists look for the new attraction, and seek for some benefits when they travel to Hong Kong whereas the Mainland Chinese visitors look for the unique, modernized, friendly, and convenient place when they travel to Hong Kong.

The independent t-test performed for examining the importance of both push and pull factors perceived by the gender of ASEAN tourists. Considering the attributes in terms of gender in push and pull factors. It is found that there is no different between gender in knowledge, prestige, enhancement of human relationship, relaxation and novelty, but there are differences between gender in accessibility and service attitude and quality. Contrary to the result of Hanqin and Lam (1998) on Mainland Chinese visitors' motivations to visit Hong Kong, cultural links is one of the attributes that Chinese visitors

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perceived as an important factor to visit Hong Kong especially female visitors. On the contrary, the result of Heung, Qu and Chu (1999) on the relationship between vacation factors and socio-demographic and traveling characteristics, the result shows that the female tourists perceived the importance of benefits sought factor to visit to Hong Kong. It can be inferred that the female ASEAN tourists perceived the importance of accessibility and service attitude and quality for traveling to Thailand. Mainland Chinese female visitors perceived the importance of cultural links factor whereas the Japanese female tourists perceived the importance of benefits sought factor for traveling to Hong Kong. This can be implied that the importance of attributes in demographic characteristics will influence each tourist with a different purpose of visit. It shows that each group of tourists with different backgrounds and characteristics tend to have different perception towards each destination. Each of them seeks for different benefit that each destination has to offer.

6.4 Recommendations

From the results, there are some distinctions within the ASEAN tourist market. The simultaneous examination of push and pull motivations may be useful for the government, Tourism Authority of Thailand, and tourism business in segmenting markets, designing promotional programs and packages, and decision making about destination development. Therefore, all related organizations and the government should cooperate in every aspect either tourism promotion or development polices in order to achieve the

strategic goal. The results of this study have some useful suggestions to plan the strategy for the tourism industry.

The government should improve basic public utility services sufficient and provide the preventive measures for the safety of lives and treasury of the tourist especially female tourists. Due to the average growth in female visitors have been one of the major highlights of the Thai tourism industry, thus TAT should set tourism campaign concerns to heighten the quality and standard of services with emphasis on safety of tourists, and increase the efficiency and upgrade the quality of transportation system and basic infrastructure for attract tourists to Thailand. Besides, The Tourism Authority of Thailand and tourism businesses should cooperate to set up developmental strategies to advertise, and promote tourist attractions that are peaceful and beautiful to reach the target tourists. For the deteriorating sites the government should help the tourism industry by providing sufficient funds for restoration and preservation.

In addition, to pull the tourists to travel Thailand, the Tourism Authority of Thailand and tourism businesses should understand tourists' need and offer the appropriate tourism product to them. Moreover, Thailand should create new destination and new product in other aspects to attract the new target to visit Thailand such as less visited province or region e.g. North East, this region has provide the tourists with the beautiful nature and historical sites such as Tham Erawan in Nong Bua Lamphu, this cave is the origin of local folklore called Nang Phom Hom. Phra That Nong Sam Muen in Chaiyaphum is the site of an ancient city from the Dvaravati period that flourished during the 12th-16th Buddhist century. Traces of a moat and buildings remain. Many artifacts have been discovered here such as sandstone temple markers and

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Khmer-styled sculptures. Suan Hin Pha Ngam Park has limestone mountains that have eroded over time to form an interesting shape, similar to that in Kunming in China. Khamnuan Nursery in Loei offers many cold-climate flowers, especially hanging petunia and Christmas trees and so on (Tourism Thailand website, 2005).

6.5 Future Research Direction

The tourist motivations are important to tourism businesses and all related organizations. Thus, this research will be useful for the tourism businesses and related organizations to find out what sort of motivation that Thailand's tourism products play a major part in satisfying the tourists needs. Therefore, further research to study ASEAN tourists' motivation to visit Thailand can be applied to other market which have a different background from Thailand can be developed.

Appendix A
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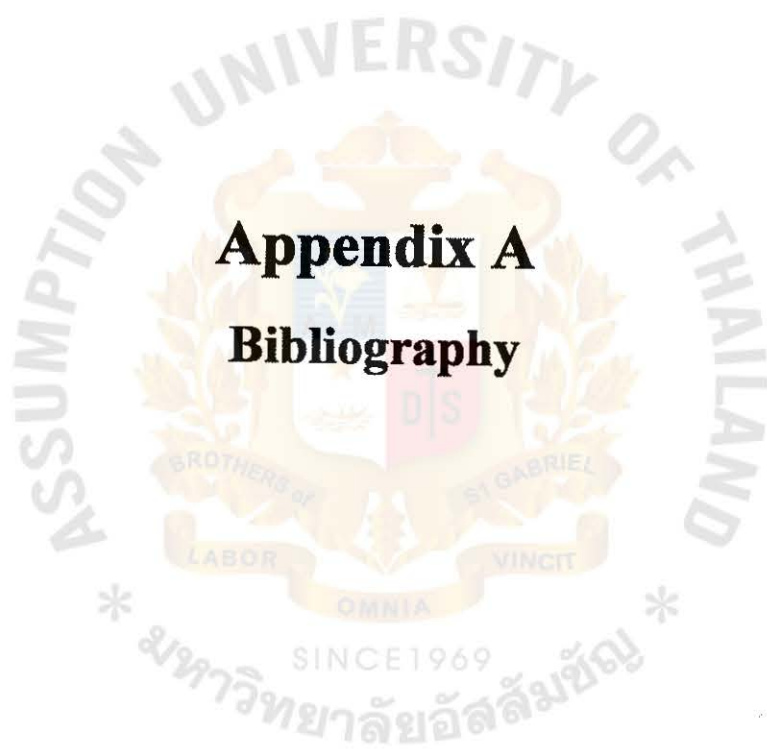
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Appendix B

Questionnaire

I am Penprapa Cheewarungroj, a student of Master of Arts in Tourism Management at Assumption University, Thailand. This questionnaire is part of the research for a thesis on **"An analysis of ASEAN tourist' motivations to visit Thailand"** as part of a Master of Arts in Tourism Management, Assumption University.

In order to complete this research, please answer all questions to reflect your opinions. All information will be treated confidentially and will not be used for any purpose other than the research. Finally, thank you very much for your precious time and afford in answering this questionnaire

The questionnaire has comprised of 2 parts.

Part 1: The importance of travel motivation.

Part 2: Personal Data.

Penprapa Cheewarungroj

Part1: The importance of travel motivation.

Refer to the list of travel motivations. Please rate their importance when you decided to visit Thailand. By giving 5 = Extremely important, 4 = Very important, 3 = Important, 2 = Some what important and 1 = Not at all important

Travel motivation	5	4	3	2	1
Push factor					
Visiting cultural and historical attractions					
Seeing something different					
Increasing knowledge about a foreign destination					
Experiencing a different lifestyle					
Visiting places my friends have not been to					
Fulfilling my dream of visiting a place					
Visiting a destination which most people value and/ or appreciate					
Going to places my friends want to go					
Visiting a destination that would impress my friends or family					
Facilitating family and kinship ties					
Meeting new people					
Being able to share my travel experiences after returning home					
Visiting friends or relatives					
Being with my family					
Escaping from the daily routine					
Getting some exercise					
Physically resting/relaxing					
Releasing work pressure(s)					
Finding thrills or excitement					
Being daring and adventurous					
Pull factor					
Cost of tourist goods/services					
International cosmopolitan city					
Capital of modern technology					
Uniqueness of local people's lifestyle					
Interesting night-life					
Shopping					
Variety of food					

Travel motivation	5	4	3	2	1
Convenience of transport					
Ease of travel arrangements					
Geographic proximity					
Thirty-days Visa free or ease of obtaining visa					
Positive attitude of Thai residents and service staff to ASEAN tourists					
Quality of accommodation facilities					
Quality of local transportation system					
Quality of tourist services					
Festival/special events					
Historical/cultural attractions					
Beautiful scenery					
Similar cultural background					
My family links in Thailand					

Source: The questionnaires developed from Hanqin and Lam, An analysis of Mainland Chinese visitors' motivation to visit Hong Kong, 1989.

Part2   Personal Data

1. What is your gender?

    ☐ Male   ☐ Female

2. How old are you?

    ☐ 16-25years   ☐ Between 26-35 years

    ☐ Between 36-45years   ☐ More than 46 years

3. What is your monthly income?

    ☐ US $ 200 or below

    ☐ US $201– US $600

    ☐ US $601 – US $1,000

    ☐ US $1,001 or more

4. What is your education background?

    ☐ Junior high school or lower   ☐ Senior high school

    ☐ Technical/vocational   ☐ Bachelor Degree or higher

5. What is your occupation?

☐ Business Owner   ☐ Agricultural Worker

☐ Professional   ☐ Government Official

☐ Administration &Managerial   ☐ Housewife/Unpaid Worker

☐ Commercial Personnel   ☐ Student

☐ Laborer/Production   ☐ Retired & Unemployed

☐ Other

6. How many times have you visited?

☐ First time

☐ 2nd-4th time

☐ 5th time or more

7. What is your nationality?

☐ Bruneian   ☐ Malaysian

☐ Cambodian   ☐ Filipino

☐ Indonesian   ☐ Singaporean

☐ Laotian   ☐ Burmese

☐ Vietnamese

本人现就读于泰国易三仓大学研究生院旅游管理专业，此调查表为硕士毕业论文"关于东盟旅游者赴泰国渡假的行为动机研究"的重要部份。烦请完成以下所有问题。此文从游客不同的动机着手研究，其结果将有利于开发多样化市场战略以满足东盟旅游者的需求。

此调查表由二个部份组成：

第一部份：旅游动机的重要性

第二部份：个人资料
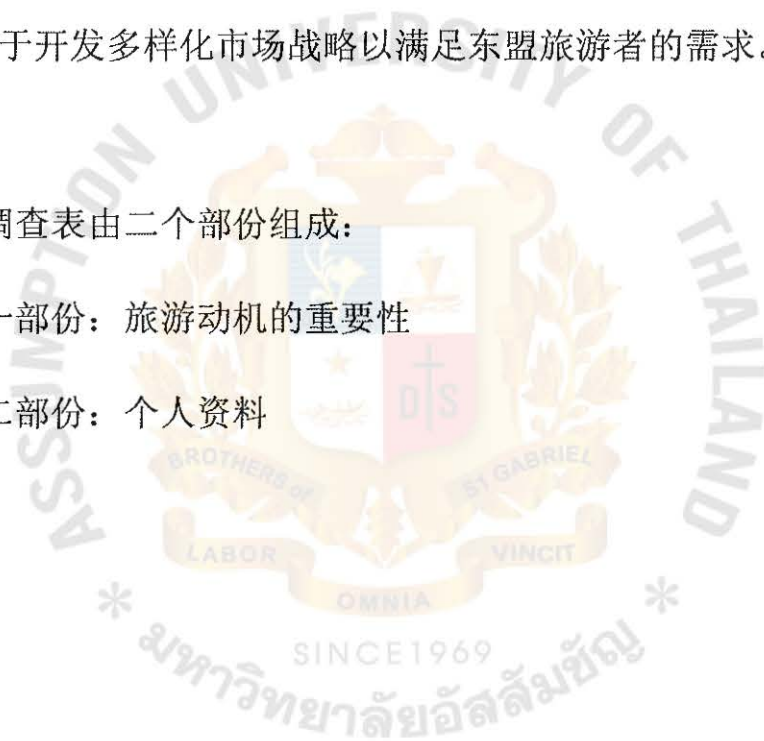
第一部份：旅游动机的重要性

当你准备来泰国旅游时，主要动机是什么？请按照要求加以填写。
5 =极其重要，4 =很重要，3 =重要，2 =稍重要，1 =根本不重要

旅游动机	5	4	3	2	1
出于旅游者自身因素					
参观文化和历史遗产					
参观和了解当地风土人情					
增加对国外的了解					
增加生活的经验					
参观朋友们未曾去过的地方					
实现梦寐以求想旅游的地方					
大众化旅游点					
随朋友之意而旅游的地方					
朋友和家属推荐的地方					
为了增进家族之间的友谊					
认识新朋友					
享受旅游丰富的经验					
看望朋友或是亲属					
家庭旅游					
逃避繁忙的日常工作					
旅游代替锻炼					
渡假休闲					
消除工作疲劳和压力					
寻求刺激					
大胆尝试探险旅游					
出于旅游地宣传因素					
旅游商品的成本和服务质量					
世界性城市					
现代科技榜样型首府					
独一无二的生活方式					

追求旅游点的夜生活					
购物					
品尝美味					
交通便利					
便于旅游安排					
处邻国地理位置					
签证便利					
泰国人的好客					
住宿设施好					
旅游点交通系统完善					
旅游服务质量高					
节日及其它大型活动					
历史文化景点					
心旷神怡的风景区					

第二部份：个人资料

1. 性别： 男 ☐ 女 ☐

2. 年龄： 16-25 岁 ☐ 26-35 岁 ☐
36-45 岁 ☐ 46 岁以上 ☐

3. 月收入： 200 及以下美元 ☐
201—600 美元 ☐
601—1,000 美元 ☐
1,001 及以上美元 ☐

4. 教育程度：初中 ☐ 高中 ☐
职业学院 ☐ 本科及以上 ☐

5. 职业：私人老板 ☐ 农民 ☐
技术人员 ☐ 政府公务员 ☐
管理者 ☐ 家庭主妇或无收入者 ☐
营业员 ☐ 学生 ☐
工人 ☐ 退休或无业 ☐
其它 ☐

6. 来泰国多少次：第一次 ☐
2 - 4 次 ☐
5 次以上 ☐

7. 国籍： 婆罗乃 ☐ 马来西亚 ☐
柬埔寨 ☐ 菲律宾 ☐
印度尼西亚 ☐ 新加坡 ☐
老过 ☐ 缅甸 ☐
越南 ☐

Appendix C

Statistic of International tourists arrival From

year 2002-2004

INTERNATIONAL TOURIST ARRIVALS TO THAILAND BY NATIONALITY AND MODE OF TRANSPORT
JANUARY - DECEMBER

Country of Nationality	2002 Number	% Share	2001 Number	% Share	%Change 02/01	Air	Land	Sea
East Asia	**6,236,246**	**57.36**	**5,786,403**	**57.11**	**+ 7.77**	**4,690,589**	**1,416,917**	**128,740**
ASEAN	*2,474,523*	*22.76*	*2,241,562*	*22.12*	*+ 10.39*	*1,020,345*	*1,341,165*	*113,013*
Brunei	10,129	0.09	10,177	0.10	- 0.47	9,164	766	199
Combodia	70,187	0.65	45,479	0.45	+ 54.33	23,421	46,716	50
Indonesia	164,645	1.51	156,411	1.54	+ 5.26	88,633	55,255	20,757
Laos	90,717	0.83	82,307	0.81	+ 10.22	8,448	70,681	11,588
Malaysia	1,332,355	12.25	1,185,891	11.70	+ 12.35	238,544	1,058,725	35,086
Myanmar	36,111	0.33	36,843	0.36	- 1.99	31,885	1,564	2,662
Philippines	139,364	1.28	124,841	1.23	+ 11.63	111,561	23,119	4,684
Singapore	546,796	5.03	531,818	5.25	+ 2.82	438,896	74,801	33,099
Vietnam	84,219	0.77	67,795	0.67	+ 24.23	69,793	9,538	4,888
China	797,976	7.34	801,362	7.91	- 0.42	789,115	5,318	3,543
Hong Kong	335,816	3.09	245,170	2.42	+ 36.97	333,298	1,899	619
Japan	1,239,421	11.40	1,177,599	11.62	+ 5.25	1,193,934	36,977	8,510
Korea	704,649	6.48	548,726	5.42	+ 28.42	677,661	24,969	2,019
Taiwan	674,366	6.20	738,642	7.29	- 8.70	668,087	5,532	747
Others	9,495	0.09	33,342	0.33	- 71.52	8,149	1,057	289
Europe	**2,650,992**	**24.38**	**2,508,566**	**24.76**	**+ 5.68**	**2,430,631**	**177,986**	**42,375**
Austria	54,020	0.50	50,376	0.50	+ 7.23	51,392	2,170	458
Belgium	56,865	0.52	53,813	0.53	+ 5.67	51,188	4,711	966
Denmark	90,480	0.83	83,216	0.82	+ 8.73	83,222	6,138	1,120
Finland	66,772	0.61	64,370	0.64	+ 3.73	64,041	2,157	574
France	271,395	2.50	251,717	2.48	+ 7.82	241,852	25,765	3,778
Germany	411,049	3.78	402,992	3.98	+ 2.00	382,880	22,882	5,287
Italy	129,293	1.19	122,263	1.21	+ 5.75	122,370	5,885	1,038
Netherlands	150,138	1.38	142,560	1.41	+ 5.32	133,256	12,732	4,150
Norway	74,607	0.69	73,620	0.73	+ 1.34	69,041	4,673	893
Russian	70,692	0.65	54,488	0.54	+ 29.74	69,131	1,459	102
Spain	47,431	0.44	38,212	0.38	+ 24.13	45,448	1,574	409
Sweden	215,894	1.99	238,369	2.35	- 9.43	200,354	12,687	2,853
Switzerland	118,827	1.09	111,972	1.11	+ 6.12	110,481	6,797	1,549
United Kingdom	704,416	6.48	660,449	6.52	+ 6.66	629,789	57,190	17,437
East Europe	72,893	0.67	62,281	0.61	+ 17.04	68,287	4,151	455
Others	116,220	1.07	97,868	0.97	+ 18.75	107,899	7,015	1,306
The Americas	**730,402**	**6.72**	**682,995**	**6.74**	**+ 6.94**	**666,315**	**47,991**	**16,096**
Argentina	3,398	0.03	6,295	0.06	- 46.02	3,098	282	18
Brazil	8,960	0.08	6,017	0.06	+ 48.91	8,398	284	278
Canada	135,668	1.25	121,020	1.19	+ 12.10	118,316	13,714	3,638
USA	555,353	5.11	527,779	5.21	+ 5.22	511,216	32,468	11,669
Others	27,023	0.25	21,884	0.22	+ 23.48	25,287	1,243	493
South Asia	**410,206**	**3.77**	**350,874**	**3.46**	**+ 16.91**	**391,986**	**5,521**	**12,699**
Bangladesh	35,928	0.33	28,397	0.28	+ 26.52	35,196	640	92
India	280,641	2.58	229,751	2.27	+ 22.15	265,023	3,509	12,109
Nepal	19,933	0.18	17,284	0.17	+ 15.33	19,436	455	42
Pakistan	31,246	0.29	36,946	0.36	- 15.43	30,425	664	157
Sri Lanka	31,649	0.29	28,657	0.28	+ 10.44	31,159	191	299
Others	10,809	0.10	9,839	0.10	+ 9.86	10,747	62	0
Oceania	**427,109**	**3.93**	**420,551**	**4.15**	**+ 1.56**	**380,402**	**25,636**	**21,071**

Australia	351,508	3.23	350,322	3.46	+ 0.34	312,033	20,470	19,005
New Zealand	73,710	0.68	68,514	0.68	+ 7.58	66,598	5,058	2,054
Others	1,891	0.02	1,715	0.02	+ 10.26	1,771	108	12
Middle East	**245,822**	**2.26**	**215,148**	**2.12**	**+ 14.26**	**233,908**	**9,999**	**1,915**
Egypt	7,719	0.07	6,371	0.06	+ 21.16	7,180	477	62
Israel	98,691	0.91	91,543	0.90	+ 7.81	91,411	5,972	1,308
Kuwait	25,251	0.23	20,597	0.20	+ 22.60	24,621	562	68
Saudi Arabia	6,886	0.06	7,093	0.07	- 2.92	6,418	427	41
U.A.E.	26,565	0.24	21,369	0.21	+ 24.32	26,274	132	159
Others	80,710	0.74	68,175	0.67	+ 18.39	78,004	2,429	277
Africa	**98,290**	**0.90**	**97,413**	**0.96**	**+ 0.90**	**88,116**	**8,302**	**1,872**
South Africa	39,262	0.36	40,133	0.40	- 2.17	37,116	1,549	597
Others	59,028	0.54	57,280	0.57	+ 3.05	51,000	6,753	1,275
Sub Total	**10,799,067**	**99.32**	**10,061,950**	**99.30**	**+ 7.33**	**8,881,947**	**1,692,352**	**224,768**
Overseas Thai	73,909	0.68	70,559	0.70	+ 4.75	73,147	762	0
Grand Total	**10,872,976**	**100.00**	**10,132,509**	**100.00**	**+ 7.31**	**8,955,094**	**1,693,114**	**224,768**

Source of Data : Immigration Bureau, Police Department

(Source: Tourism Authority of Thailand, 2005)

INTERNATIONAL TOURIST ARRIVALS TO THAILAND
BY NATIONALITY AND MODE OF TRANSPORT
January - December

Country of Nationality	2003 Number	2003 % Share	2002 Number	2002 % Share	%Change 03/02	Air	Land	Sea
East Asia	**5,776,358**	**57.29**	**6,236,246**	**57.36**	**- 7.37**	**4,200,876**	**1,469,678**	**105,804**
ASEAN	*2,504,231*	*24.84*	*2,474,523*	*22.76*	*+ 1.20*	*1,028,693*	*1,385,782*	*89,756*
Brunei	8,863	0.09	10,129	0.09	- 12.50	7,529	1,219	115
Combodia	65,502	0.65	70,187	0.65	- 6.68	22,213	43,233	56
Indonesia	168,568	1.67	164,645	1.51	+ 2.38	96,882	58,790	12,896
Laos	100,747	1.00	90,717	0.83	+ 11.06	9,317	80,794	10,636
Malaysia	1,354,295	13.43	1,332,355	12.25	+ 1.65	232,828	1,086,732	34,735
Myanmar	32,702	0.32	36,111	0.33	- 9.44	31,174	888	640
Philippines	140,371	1.39	139,364	1.28	+ 0.72	105,101	29,040	6,230
Singapore	515,630	5.11	546,796	5.03	- 5.70	419,788	75,672	20,170
Vietnam	117,553	1.17	84,219	0.77	+ 39.58	103,861	9,414	4,278
China	606,635	6.02	797,976	7.34	- 23.98	595,560	6,537	4,538
Hong Kong	411,242	4.08	335,816	3.09	+ 22.46	404,989	2,174	4,079
Japan	1,042,349	10.34	1,239,421	11.40	- 15.90	1,001,872	34,614	5,863
Korea	695,313	6.90	704,649	6.48	- 1.32	659,012	35,275	1,026
Taiwan	501,573	4.97	674,366	6.20	- 25.62	496,627	4,523	423
Others	15,015	0.15	9,495	0.09	+ 58.14	14,123	773	119
Europe	**2,517,197**	**24.97**	**2,650,992**	**24.38**	**- 5.05**	**2,296,770**	**175,882**	**44,545**
Austria	53,646	0.53	54,020	0.50	- 0.69	50,997	2,212	437
Belgium	52,052	0.52	56,865	0.52	- 8.46	46,733	4,455	864
Denmark	82,828	0.82	90,480	0.83	- 8.46	76,711	5,418	699
Finland	66,513	0.66	66,772	0.61	- 0.39	63,609	2,336	568
France	237,690	2.36	271,395	2.50	- 12.42	209,635	24,670	3,385
Germany	386,532	3.83	411,049	3.78	- 5.96	355,371	21,930	9,231
Italy	97,526	0.97	129,293	1.19	- 24.57	90,013	6,806	707
Netherlands	138,839	1.38	150,138	1.38	- 7.53	124,566	11,382	2,891
Norway	71,885	0.71	74,607	0.69	- 3.65	66,794	4,248	843
Russian	89,329	0.89	70,692	0.65	+ 26.36	87,353	1,861	115
Spain	31,526	0.31	47,431	0.44	- 33.53	29,726	1,461	339
Sweden	204,002	2.02	215,894	1.99	- 5.51	188,733	12,496	2,773
Switzerland	107,896	1.07	118,827	1.09	- 9.20	100,078	6,462	1,356
United Kingdom	736,520	7.31	704,416	6.48	+ 4.56	659,887	59,557	17,076
East Europe	62,983	0.62	72,893	0.67	- 13.60	58,491	3,892	600
Others	97,430	0.97	116,220	1.07	- 16.17	88,073	6,696	2,661
The Americas	**679,210**	**6.74**	**730,402**	**6.72**	**- 7.01**	**619,056**	**48,871**	**11,283**
Argentina	2,348	0.02	3,398	0.03	- 30.90	2,154	177	17
Brazil	6,784	0.07	8,960	0.08	- 24.29	6,235	259	290
Canada	137,963	1.37	135,668	1.25	+ 1.69	120,727	14,267	2,969
U.S.A.	514,863	5.11	555,353	5.11	- 7.29	474,390	33,209	7,264
Others	17,252	0.17	27,023	0.25	- 36.16	15,550	959	743
South Asia	**407,041**	**4.04**	**410,206**	**3.77**	**- 0.77**	**391,060**	**6,351**	**9,630**
Bangladesh	53,421	0.53	35,928	0.33	+ 48.69	52,811	483	127
India	253,752	2.52	280,641	2.58	- 9.58	240,458	4,349	8,945
Nepal	19,909	0.20	19,933	0.18	- 0.12	19,177	418	314
Pakistan	31,315	0.31	31,246	0.29	+ 0.22	30,297	861	157
Sri Lanka	38,483	0.38	31,649	0.29	+ 21.59	38,242	160	81
Others	10,161	0.10	10,809	0.10	- 6.00	10,075	80	6

Oceania	**362,733**	**3.60**	**427,109**	**3.93**	**- 15.07**	**332,076**	**23,561**	**7,096**
Australia	291,872	2.89	351,508	3.23	- 16.97	267,104	18,638	6,130
New Zealand	69,387	0.69	73,710	0.68	- 5.86	63,569	4,863	955
Others	1,474	0.01	1,891	0.02	- 22.05	1,403	60	11
Middle East	**187,629**	**1.86**	**245,822**	**2.26**	**- 23.67**	**179,674**	**7,038**	**917**
Egypt	5,264	0.05	7,719	0.07	- 31.80	5,036	187	41
Israel	69,837	0.69	98,691	0.91	- 29.24	64,714	4,609	514
Kuwait	19,977	0.20	25,251	0.23	- 20.89	19,598	331	48
Saudi Arabia	4,849	0.05	6,886	0.06	- 29.58	4,685	139	25
U.A.E.	22,914	0.23	26,565	0.24	- 13.74	22,686	84	144
Others	64,788	0.64	80,710	0.74	- 19.73	62,955	1,688	145
Africa	**74,285**	**0.74**	**98,290**	**0.90**	**- 24.42**	**67,921**	**5,493**	**871**
S. Africa	35,560	0.35	39,262	0.36	- 9.43	33,188	1,850	522
Others	38,725	0.38	59,028	0.54	- 34.40	34,733	3,643	349
Sub Total	**10,004,453**	**99.23**	**10,799,067**	**99.32**	**- 7.36**	**8,087,433**	**1,736,874**	**180,146**
Overseas Thai	77,656	0.77	73,909	0.68	+ 5.07	76,685	971	0
Grand Total	**10,082,109**	**100.00**	**10,872,976**	**100.00**	**- 7.27**	**8,164,118**	**1,737,845**	**180,146**

Source of data : Immigration Bureau, Police Department

(Source: Tourism Authority of Thailand, 2005)

INTERNATIONAL TOURIST ARRIVALS TO THAILAND
BY NATIONALITY AND MODE OF TRANSPORT
January - December

Country of Nationality	2004 Number	% Share	2003 Number	% Share	%Change 04/03	Air	Land	Sea
East Asia	**6,633,960**	**56.52**	**5,776,358**	**57.29**	**+ 14.85**	**5,083,474**	**1,417,353**	**133,13:**
ASEAN	*2,735,747*	*23.31*	*2,504,231*	*24.84*	*+ 9.24*	*1,302,803*	*1,314,478*	*118,46(*
Brunei	9,345	0.08	8,863	0.09	+ 5.44	8,300	891	154
Combodia	88,694	0.76	65,502	0.65	+ 35.41	25,221	59,724	3,74
Indonesia	193,222	1.65	168,568	1.67	+ 14.63	122,690	55,812	14,72(
Laos	111,916	0.95	100,747	1.00	+ 11.09	10,585	90,942	10,38!
Malaysia	1,404,929	11.97	1,354,295	13.43	+ 3.74	347,486	1,004,409	53,03∠
Myanmar	42,017	0.36	32,702	0.32	+ 28.48	41,060	780	17;
Philippines	171,655	1.46	140,371	1.39	+ 22.29	129,669	36,739	5,24;
Singapore	578,027	4.92	515,630	5.11	+ 12.10	506,822	48,299	22,90(
Vietnam	135,942	1.16	117,553	1.17	+ 15.64	110,970	16,882	8,09
China	729,848	6.22	606,635	6.02	+ 20.31	719,171	6,281	4,3!
Hong Kong	489,171	4.17	411,242	4.08	+ 18.95	486,015	2,577	57
Japan	1,212,213	10.33	1,042,349	10.34	+ 16.30	1,171,370	33,568	7,27
Korea	898,965	7.66	695,313	6.90	+ 29.29	840,593	56,771	1,60
Taiwan	540,803	4.61	501,573	4.97	+ 7.82	537,310	2,791	70
Others	27,213	0.23	15,015	0.15	+ 81.24	26,212	887	11∠
Europe	**2,851,233**	**24.29**	**2,517,197**	**24.97**	**+ 13.27**	**2,610,369**	**175,874**	**64,9!**
Austria	59,797	0.51	53,646	0.53	+ 11.47	56,211	2,560	1,0∠
Belgium	56,283	0.48	52,052	0.52	+ 8.13	50,600	4,333	1,35
Denmark	93,400	0.80	82,828	0.82	+ 12.76	87,406	4,753	1,24
Finland	75,430	0.64	66,513	0.66	+ 13.41	72,194	2,484	75;
France	274,049	2.33	237,690	2.36	+ 15.30	240,261	28,225	5,56
Germany	455,170	3.88	386,532	3.83	+ 17.76	412,252	22,222	20,69(
Italy	126,399	1.08	97,526	0.97	+ 29.61	118,814	5,921	1,66
Netherlands	146,961	1.25	138,839	1.38	+ 5.85	131,614	11,501	3,84
Norway	79,195	0.67	71,885	0.71	+ 10.17	73,869	4,329	99
Russian	115,064	0.98	89,329	0.89	+ 28.81	112,816	1,971	27
Spain	51,910	0.44	31,526	0.31	+ 64.66	49,664	1,604	64
Sweden	224,761	1.91	204,002	2.02	+ 10.18	209,485	11,721	3,55
Switzerland	120,166	1.02	107,896	1.07	+ 11.37	111,687	6,387	2,09
United Kingdom	757,268	6.45	736,520	7.31	+ 2.82	682,027	56,515	18,7;
East Europe	77,921	0.66	62,983	0.62	+ 23.72	73,240	3,821	86
Others	137,459	1.17	97,430	0.97	+ 41.08	128,229	7,527	1,70
The Americas	**823,957**	**7.02**	**679,210**	**6.74**	**+ 21.31**	**754,066**	**52,794**	**17,09**
Argentina	3,979	0.03	2,348	0.02	+ 69.46	3,740	184	5!
Brazil	9,113	0.08	6,784	0.07	+ 34.33	8,543	249	32
Canada	157,622	1.34	137,963	1.37	+ 14.25	139,597	14,088	3,93
U.S.A.	627,506	5.35	514,863	5.11	+ 21.88	578,061	36,980	12,4(
Others	25,737	0.22	17,252	0.17	+ 49.18	24,125	1,293	31
South Asia	**492,693**	**4.20**	**407,041**	**4.04**	**+ 21.04**	**472,304**	**5,627**	**14,7(**
Bangladesh	54,178	0.46	53,421	0.53	+ 1.42	53,473	462	24
India	332,387	2.83	253,752	2.52	+ 30.99	314,628	3,731	14,0:
Nepal	20,356	0.17	19,909	0.20	+ 2.25	19,930	377	4
Pakistan	38,809	0.33	31,315	0.31	+ 23.93	37,738	847	224

Sri Lanka	33,722	0.29	38,483	0.38	- 12.37	33,352	162	20{
Others	13,241	0.11	10,161	0.10	+ 30.31	13,183	48	10
Oceania	**484,916**	**4.13**	**362,733**	**3.60**	**+ 33.68**	**447,274**	**24,220**	**13,422**
Australia	399,291	3.40	291,872	2.89	+ 36.80	368,268	19,507	11,516
New Zealand	83,922	0.71	69,387	0.69	+ 20.95	77,384	4,643	1,89
Others	1,703	0.01	1,474	0.01	+ 15.54	1,622	70	11
Middle East	**272,439**	**2.32**	**187,629**	**1.86**	**+ 45.20**	**264,540**	**6,360**	**1,53**
Egypt	8,545	0.07	5,264	0.05	+ 62.33	8,437	66	4:
Israel	96,285	0.82	69,837	0.69	+ 37.87	91,027	4,624	63<
Kuwait	30,938	0.26	19,977	0.20	+ 54.87	30,396	371	17'
Saudi Arabia	7,202	0.06	4,849	0.05	+ 48.53	6,987	124	91
U.A.E.	41,175	0.35	22,914	0.23	+ 79.69	40,802	73	30(
Others	88,294	0.75	64,788	0.64	+ 36.28	86,891	1,102	301
Africa	**91,505**	**0.78**	**74,285**	**0.74**	**+ 23.18**	**85,617**	**4,213**	**1,675**
S. Africa	43,068	0.37	35,560	0.35	+ 21.11	40,738	1,396	934
Others	48,437	0.41	38,725	0.38	+ 25.08	44,879	2,817	741
Sub Total	**11,650,703**	**99.26**	**10,004,453**	**99.23**	**+ 16.46**	**9,717,644**	**1,686,441**	**246,61**
Overseas Thai	86,710	0.74	77,656	0.77	+ 11.66	85,437	1,273	
Grand Total	**11,737,413**	**100.00**	**10,082,109**	**100.00**	**+ 16.42**	**9,803,081**	**1,687,714**	**246,61{**

Source of data : Immigration Bureau, Police Department

(Source: Tourism Authority of Thailand, 2005)

Appendix D

Reliability Test

Reliability Analysis-Scale

The tourist motivation with regard to travel to Thailand Clumblanc Alpha

is .7868. It means that the questionnaire is acceptable

Factor	Mean	Std Dev	Cases
Knowledge	3.4400	.5667	30.0
Prestige	2.8917	.6938	30.0
Enhancement of human relationship	2.9733	.8925	30.0
Relaxation	3.4250	.9124	30.0
Novelty	3.5000	.9913	30.0
Hi_tech image	3.5000	.5909	30.0
Expenditure	3.2333	.9714	30.0
Accessibility	3.4833	.9376	30.0
Service attitude and quality	3.8583	.7759	30.0
Sightseeing variety	3.7333	.7800	30.0
Cultural links	2.5500	1.0451	30.0

N of Cases =   30.0

Item Means	Mean	Minimum	Maximum	Range	Max/Min
Variance	3.3262	2.5500	3.8583	1.3083	1.5131	.1481

Item Variances	Mean	Minimum	Maximum	Range	Max/Min
Variance	.7172	.3211	1.0922	.7711	3.4015	.0681

Reliability Coefficients   11 items

Alpha = .7868   Standardized item alpha = .7997

Appendix E

Frequency Table
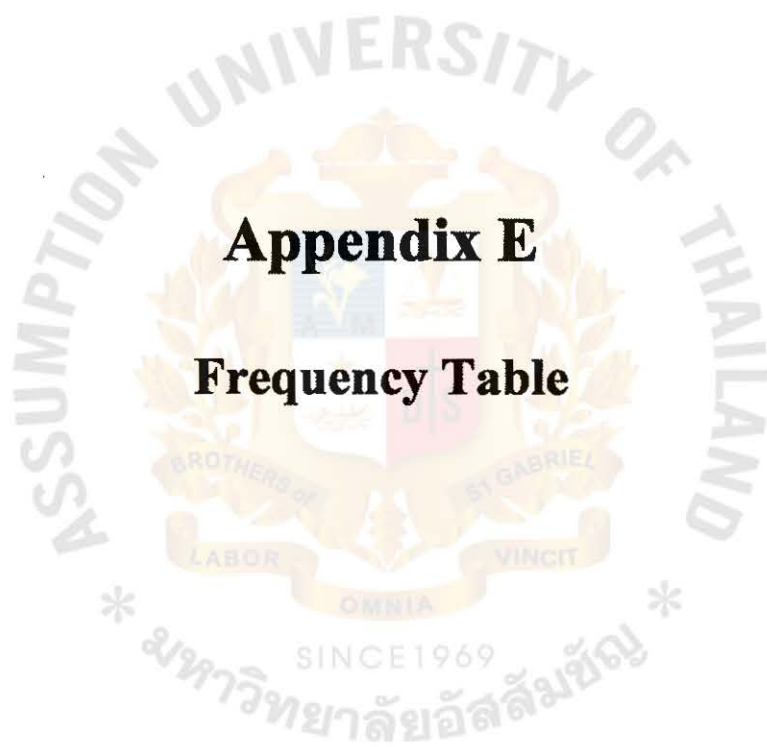
GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	232	58.0	58.0	58.0
	Female	168	42.0	42.0	100.0
	Total	400	100.0	100.0	

AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-25 years	84	21.0	21.0	21.0
	26-35 years	156	39.0	39.0	60.0
	36-45 years	87	21.8	21.8	81.8
	More than 46 years	73	18.3	18.3	100.0
	Total	400	100.0	100.0	

INCOME

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	US$ 200 or below	82	20.5	20.5	20.5
	US $ 201-US $ 600	142	35.5	35.5	56.0
	US $ 601-US $ 1,000	111	27.8	27.8	83.8
	US $ 1,001 or more	65	16.3	16.3	100.0
	Total	400	100.0	100.0	

EDUCATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Junior high school or lower	35	8.8	8.8	8.8
	Senior high school	102	25.5	25.5	34.3
	Techincal/voc ational	54	13.5	13.5	47.8
	Bachelor or higher	209	52.3	52.3	100.0
	Total	400	100.0	100.0	

OCCUPATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business Owner	75	18.8	18.8	18.8
	Aagricultural Workers	7	1.8	1.8	20.5
	Professionals	41	10.3	10.3	30.8
	Government Offical	26	6.5	6.5	37.3
	Administrator & Managerial	42	10.5	10.5	47.8
	Housewife/unpaid worker	12	3.0	3.0	50.8
	Commercial Personnel	36	9.0	9.0	59.8
	Student	48	12.0	12.0	71.8
	Laborers/production	16	4.0	4.0	75.8
	Retired & Unemployed	16	4.0	4.0	79.8
	other	81	20.3	20.3	100.0
	Total	400	100.0	100.0	

VISITING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	First time	132	33.0	33.0	33.0
	2nd-4th time	142	35.5	35.5	68.5
	5th time or more	126	31.5	31.5	100.0
	Total	400	100.0	100.0	