

Abstract

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

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

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