



A Study on Slow Tourism Concept, Activities and Case for Bangkok  
as a Slow Tourism Destination

Ms. Wei Cao

A Thesis Submitted in Partial Fulfillment of the Requirements  
for the Degree of Master of Business Administration in Tourism Management  
Graduate School of Business  
Assumption University  
Academic Year 2013

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## ABSTRACT

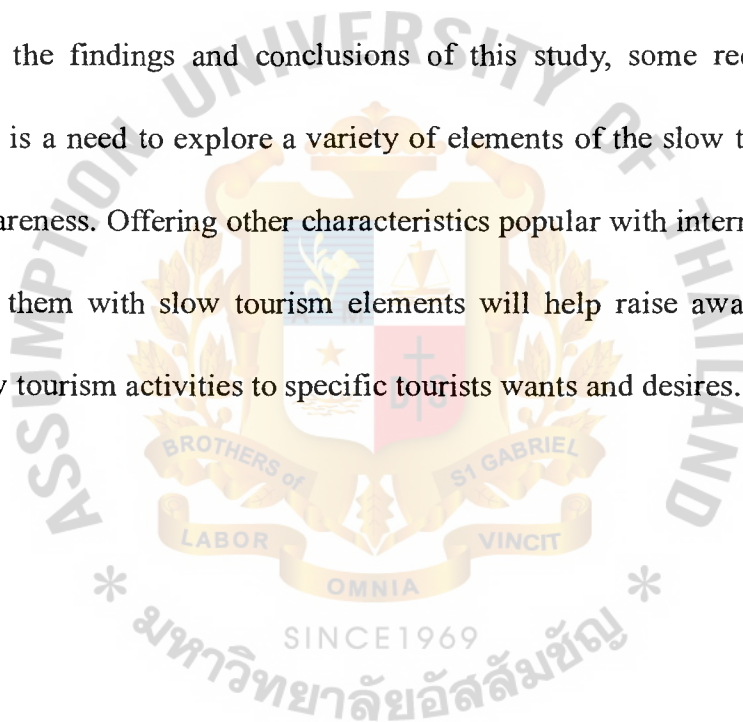
Slow Tourism has become one of the new trends nowadays in the tourism industry which encourages people to find the right pace to enjoy a high quality tourism experience. Slow tourism is considered to enhance and enrich the travel experience and engage closely with the local community through spending more time to explore each destination.

This study investigates an understanding of slow tourism among international tourists in Bangkok and the tourists' willingness to participate in slow tourism activities and their acknowledgement of Thailand as a case for a slow tourism destination, based on popular international tourist characteristics, such as region and reason of visit. This study was conducted in Bangkok, including the old city area, Ratchaprasong road area and local markets. A set of 400 questionnaires were distributed to the tourists using the non-probability convenience sampling technique. Appropriate statistical methods and tools such as descriptive statistics and analysis of variance (ANOVA) were employed to test the hypotheses.

This study identified the core slow tourism concepts: 1) Journey 'to a destination' was more important than journey 'at the destination'; 2) avoid clock watching and perpetual hurry; 3) relaxation at the destination. Based on the findings, the most interesting slow tourism activities preferred were: 1) 'de-stressing' activities such as yoga, spa, painting/crafts and cooking; 2) general sightseeing and outdoor activities, admiring natural scenery; 3) leaving the cellphone at home. The findings revealed that

most preferred slow tourism activities in Thailand were identified as: 1) to enjoy major festivals (such as Songkran) and walking as the best way to see the celebration instead of inside a taxi; 2) the Thai way of life is slow in origin; 3) locals being friendly, it is easy to mingle with the community. International respondents preferred to have the activities under relaxation, to gain new experiences, sightseeing purposes, which could help them enjoy travelling and the journey as well as enhance the vacation experience.

Based on the findings and conclusions of this study, some recommendations offered. There is a need to explore a variety of elements of the slow tourism concept to raise its awareness. Offering other characteristics popular with international tourists and matching them with slow tourism elements will help raise awareness. Finally, designing slow tourism activities to specific tourists wants and desires.





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Next to offer my thanks to would be Dr. John Arthur Barnes, Dr. Ioan Voicu and Dr. Thongdee Kijboonchoo. Their highly constructive comments and feedback have been instrumental in continually shaping my thesis for the better. I would like to also thank them for their patience in assisting me despite their own hectic schedules.

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pitfalls which could have proven severely detrimental to the resultant quality of my paper - with their kind offer of sharing best practices through experience, I was able to be more efficient and focused on the key objectives of the project.

Once again, I would want to say a big THANK YOU to all who have worked with me in this thesis. To put it in the words of Henry Ford, who once famously said, "Coming together is a beginning. Keeping together is progress. Working together is success."

With this, thank you from the bottom of my heart.

Wei Cao

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## CHAPTER 1

### GENERALITIES OF THE STUDY

#### 1.1 Introduction of the Study

Tourism is a dynamic and growing industry. It leads people who have leisure time and money from their usual environment to a host destination for leisure, business and other purposes. Nowadays, the tourism industry provides over 235 million job opportunities worldwide. In some developing countries, tourism contributes to over 25% of gross domestic product (GDP) (UNWTO, 2011). In 2012, there were over one billion international tourists travelling around the world.

Starting from the industrial revolution people began pursuing high productivity jobs starting in the manufacturing industry. Time was a kind of finite and scarce resource in people's mind. The quantitative dimension had taken root in people's daily lives. At the same time, this trend had become a part of the social and individual lifestyles of modern society. Urban residences were trying to pursue the trend of a speedy lifestyle. People attempted through fast food, high speed transportation, faster travel and smarter technology products to avoid steps which slowed them down. A quantitative lifestyle had been seen equal to a high speed life. While a fast life could realize more choices, a slow life could lead to a lazy and an unsatisfying lifestyle. Slowing down was treated as being excluded and not necessary pleasant. However, in the 1970s the criticism started against a speedy lifestyle culture, because that quantity concept resulted in mass consequences such as pollution, environment damage,

deterioration of historic heritage sites and a fast-toward(what is fast-toward) approach to tourism, which was taking a heavy toll since the time when living slowly was the new way of life.

“Slow” does not necessarily mean losing time and/or being behind others. On the contrary, “slow,” can mean a life with high quality. It raises people’s awareness of life’s positive qualities. People are willing to take time to reflect what they are doing and they are willing to explore life. “Slow” does not mean delaying at a snail’s pace. It is about eating, living, playing, working, moving and feeling better by doing everything at the right speed. In the tourism industry, slow tourism is different from mainstream tourism. For instance, the slow food concept began in Italy in 1989. Slow cities were born in 1999 and slow tourism was set up in 2007 in Italy. Hundreds of members all over the world support the right to enjoy nature, landscapes, culture, gastronomy, history and traditions. Janet Dickinson noted that slow tourism encourages travelers who ‘travel to destinations more slowly overland, stay longer and travel less’ (Dickinson, Robbins & Lumsdon, 2010). Slow tourism is a concept that leads travelers to deeper exploration of the host destination, enriches their local historical heritages and natural attractions, joins local communities through the use of local transportation, local food and beverage and staying in local accommodations. Slow tourism coincides with ‘eco-tourism’, ‘green tourism’, ‘responsible tourism’, and ‘sustainable tourism’. People need to continue identifying this concept to find out the joy of leisure time and people use friendly ways to enjoy their travel experience. The value of time changes with people’s mindset; meanwhile, tourists intend to

change their travel ways by slowing down the rushed pace and compressed tempo. Tourists give up the rush itinerary from mass tours, because they really understand what their interests are and schedule private vacation, which enriches their journey as part of their vacation. Well-being slow travelers make time to relax and they try to be local and treat themselves as a part of the local population, minimize impacts to local people and the community environment at the host destination.

### **1.1.1 Overview of tourism in Thailand**

Thailand has been known as an “amazing” kingdom located in Southeast Asia. Thailand has a long history. It is famous for its different styles of Buddhist temples, traditional architectures, and unique culture with historical heritage, spectacular islands natural attractions, delicious Thai food, traditional massage and friendly Thai people.

Thailand is known as one of the most favorite travel destinations all over the world. In 2008, Bangkok was ranked 3<sup>rd</sup> in visitor count, behind London and New York in Euromonitor's International list of "Top City Destinations" with 10,209,900 visitors (Yuwa Hedrick-Wong, 2012). Thailand was awarded the highest awards in tourism: The World's Best Country 2012 and The World's Best Wedding Destination 2011 from Travel & Leisure Magazine (India & South Asia) (TAT, 2012). Tourism is the pillar industry in Thailand and undoubtedly the most successful industry over the last two decades. The number of foreign visitors in Thailand has been steadily increasing. From the tourists' perspective, Thailand is the “Land of Smiles” where about 95% of Thai people's religion is Buddhism. It leads Thai people to be



compassionate and full of tolerant. Wherever travelers stay in Thailand, gentle and welcoming Thai people maintain their friendly smiling faces and polite Zen gestures. The abundant legacy of culture attracts tourists to explore. Sukhothai and Ayutthaya, past Thai kingdoms, have left behind valuable heritage for the existing generations. Charming coastal resorts leave pure sun shine and sea paradise for travelers to enjoy their vacation. The relaxation and distinct marine life with delicious Thai food and authentic Thai traditional spas helps guide tourists to indulge in an enriching vacation.

**Table 1.1 Annual Report of International Tourists arrivals in Thailand**

Year	No. of Arrivals	Length of Stay (Days)	Per Capita Spending (Baht/Day)	Tourism Receipts (Mil. Baht)
2008	14,584,220	9.51	4,142.30	574,520.52
2009	14,149,841	8.99	4,011.21	510,255.05
2010	15,936,400	9.12	4,078.67	592,794.09
2011	19,230,470	9.64	4,187.12	776,217.20

Source: Thailand Authority of Tourism (2012), *Tourism Receipts from International Tourist Arrivals*, Available on:

<http://www.tourism.go.th/tourism/th/home/tourism.php?id=4>

The Thailand Authority of Tourism's yearly statistical data (see table 1.1) show that from the recent four years, despite a global recession and political instability in Thailand in 2009 and 2010, the total tourist arrivals had grown significantly – more than 30% increases from 2008 to 2011. These increases in visitors created a marginal shift in “per capita spending”, where tourism receipts increased rapidly. The average length of stay in Thailand was approximately 9 to 10 days during this four year period. In 2011, despite Thailand facing flooding, international tourists arrival still almost reached 19.3 million visitors which exceed the original target – 16.5 million. The

stable political situation ensured the numbers of tourists grew 22% more than 2010 (Bangkok Post, 2011).

In 2012, from January to June, the grand total of tourist arrivals reached 10.6 million. The average money spent per day per person was 4179.3THB, which remained at the same level as in 2011 (Bangkok Post, 2012). The tourists were mainly from Europe and East Asia. From table 1.1, it can be seen that except in 2009 when Thailand experienced instable political situation, the length of tourists' stays has been getting longer year by year. The spending power in 2008 was 4142.30THB per day per person, the number in 2009 dramatically decreased to 4011.21THB per day per person. With the background of Thailand's political situation move to be more stable, spending power per day and tourism receipts grew to new heights. The development of the tourism industry in Thailand has made significant progress in last few years.

#### **1.1.2 Overview of slow tourism in Thailand, Bangkok**

Similar to many tourist destinations, Thailand has an abundant history and natural resources that offer travelers a travel plan with multiple choices. The transportation infrastructure in Thailand - domestic and international air routes - cover all directions, railways and highways radiate all over the country. Public transportation provides a fairly cheap way to get around destinations including Bus, BTS, MRT, boat, motorbike, Taxi and Tuk-tuk. Travelers have wide choices of ways to travel. Tourists not only can find the most luxurious hotels in Thailand, but they can also search for meaningful local guest houses during their stay. Gourmet travelers can experience exquisite Michelin three-star restaurants or truly Thai authentic hawker street style

food.

As the capital city and hottest destination in Asia, Bangkok is an exact miniature representation of Thailand. Bangkok was built as a trading port along the Chao Praya River, after King Rama 1 moved the capital to this eastern bank in 1782 and named this city Krung Thep, which means “City of Angles”. This city is divided in 50 districts and 154 sub districts. The most popular areas for visitors are Siam, Silom, Sukhumvit Road, Sathorn, Chidlom-Ploenchit, Pratunam, Rattanakosin, Yaowarat, Khao San Road and the Thonburi area. These popular areas offer traditional attractions, shopping highlights and nightlife entertainments.

#### - **Wats and Palaces of Bangkok**

The Wats and Palaces culture are the unique elements of Bangkok. The glittering architecture with historical decorations tells the long tale of peace. Wat Pho and Wat Arun are “must see” temples along the river. Wat Pho is located behind the splendid temple of the Emerald Buddha, which is the largest temple in Bangkok. The Reclining Buddha measure 46 meters long and is covered in gold leaf. The feet of Buddha, is nearly 3 meters long, and the auspicious “laksanas” of the Buddha are exquisitely decorated in mother-of-pearl illustration (Bangkok.com, 2013). Wat Arun (Temple of Dawn) is located at the west bank of river. This temple has fabulous architecture and beautiful craftsmanship. It is the most outstanding temple in Thailand and a world-famous landmark of Bangkok. The Grand Palace nowadays is one of the most visited locations in Bangkok. The Grand Palace is in the old Bangkok area along the Chao Phaya River. It is the one of the must-see palace complexes in Bangkok. It was

built in 18<sup>th</sup> century and features several magnificent buildings including Wat Pha Kaeo, which is the most important Buddhist temple in Thailand which contains a beautiful Buddha that dates back to the 14<sup>th</sup> century. The abundant historical heritages provide resources allowing slow travelers to take time to admire the exquisite architectures, and feel relaxed while walking around the peaceful and beautiful temples. Many slow tourists love to go to temples where they can gain peace, meditate, and learn how to be patient. With the slow travelling time along with historical landmarks, slow travelers attain an enriching travel experiences and an enhanced experience. The comfortable, peaceful travelling way is also the spirit of slow tourism.

#### - **Museums**

Museums in Bangkok could give travelers a wonderful insight into the diverse culture and unique heritage of Thailand. Museum seeing will slow down travel and bring a deep educational experience of Thai culture to tourists.

In Bangkok, some museums are famous for their unique and interesting contents such as: The Kamthieng House Museum which is a 19<sup>th</sup> century rice farmer's teak house, Royal Barge Museum, Bangkok Folk Museum and Jim Thompson House. The largest historical museum in Bangkok is the Bangkok National Museum. It has the largest collection of Thai artifacts and art in the country. Museums provide magnificent books for slow travelers. When they physically slow down their travelling pace and study at the museums, it truly helps traveler to learn, to think, and to gain knowledge from unfamiliar culture and environments.

### - **River Life**

Early visitors named Bangkok the “Venice of the East”. Nowadays the name may no longer exist, but boating is still an important mode of transportation and the way of living as well as a tourism element. The Chao Phraya River and Bangkok Canals are connected, and they not only provide different transportation methods to local residents, but also lead river tourism to become more significant in Thailand’s tourism industry. Floating Markets such as “Klong Lat Mayom” and “Amphawa” provide street shopping for handmade souvenirs and local products, where tourists can get ideas of Thai cultural river life.

### - **Food and Beverage**

Food in Bangkok is guaranteed to delight visitors’ taste buds. Traditional Thai food such as Tom Yum Gong and Som Tum can easily be found in any corner of the city. The traditional Thai dishes consist of natural herbs and spices with very detailed cooking methods. This is enough to attract many tourists from around the world to attend one day cooking class to experience the spirit of Thai cuisine. Local food can help tourists get closer to the local people, slow travelers have desire to be a part of the local people and strongly expect to behave as local people. Through communication with local restaurants and hawkers, slow travelers can get a better understanding about the food, recipes and cooking process. Tourists can experience a host of destination to eat local food and beverages.

### - **Accommodations**

There are countless numbers of luxury hotels in Bangkok as it gets more civilized.



However, there are still so many guesthouses and budget hotels in Bangkok. Khao San Road and the Sliom area have several budget hotels and guest houses for backpackers and limited-budget tourists. Therefore, the tourists can get closer with the local way of living when they stay at the guest houses and budget hotels than staying in the luxury hotels in Bangkok. Nong Jork is a homestay in the heart of the capital city that provides a slow and relaxed farming and agricultural way of life in contrast to the speedy life in Bangkok. The local community residences still grow rice, fruit, and raise goats in a quite atmosphere.

**Table 1.2 Global Top 20 Destination Cities by International Visitors (2012)**

No.	City	No. of International Visitors(million)
1	London	16.9
2	Paris	16.0
3	Bangkok	12.2
4	Singapore	11.8
5	Istanbul	11.6
6	Hong Kong	11.1
7	Madrid	9.8
8	Dubai	8.8
9	Frankfurt	8.1
10	Kuala Lumpur	8.1
11	Seoul	8.0
12	Rome	7.8
13	New York	7.6
14	Shanghai	7.5
15	Barcelona	7.3
16	Milan	7.1
17	Amsterdam	6.9
18	Vienna	6.7
19	Beijing	6.2
20	Taipei	5.4

Source: Yuwa Hedrick-Wong (2012), *Mastercard Worldwide*, MasterCard Global Destination Cities Index,

[http://newsroom.mastercard.com/wp-content/uploads/2012/06/MasterCard\\_Global\\_Destination\\_Cities\\_Index\\_2012.pdf](http://newsroom.mastercard.com/wp-content/uploads/2012/06/MasterCard_Global_Destination_Cities_Index_2012.pdf) Accessed (01, 04, 13)

From table 1.2 it can be seen that 12.2 million international visitors choose Bangkok as their holiday destination in 2012 (Yuwa Hedrick-Wong, 2012). In Bangkok, different kinds of tourists can find out the suitable ways of tourism. Slow tourism is one of the choices. Slow tourism is different from other business travel or tour sightseeing. It emphasizes minimized travel distance with maximized time in one place. It also encourages tourists to connect with the local people, pursue deep exploration and experience local lifestyles, meanwhile maintaining a minimum carbon footprint impact. Bangkok and its nearby area is the busiest zone in Thailand. However, at the same time, this modern speedy city still shows its unique slow way of life.

## **1.2 Statement of the Problems**

As introduced in the first section in Chapter 1, Thailand, particularly Bangkok city has diversity, abundant tourism resources and a pleasing environment, which offers tourists various opportunities to freely choose their tailor-made travelling options. Slow tourism has recently become popular among these options – well developed in the unique environment of Southeast Asia – peaceful, comfortable, leisure and optimistic in both natural and social aspects. Slow tourism connects with many sectors of tourism. It is linked with green tourism (Dickinson et al, 2010), sustainable tourism, ecotourism, this is an emerging market segment (Mintel, 2009). Slow tourism pursues:

i – Slow equates to the quality of time with a quality experience within a destination.

ii – Physically slowing down to enjoy what is on offer, exploration of local destinations in relation to heritage and culture at a slower pace. Tuning in to the customs and mingling with the local people.

iii - Traveling by friendly and environmentally friendly transportation modes, engaging with slow food and beverage (Dickinson et al., 2010).

From the implicit conceptual framework and discussion on the above characteristics of slow tourism - slow tourism can be practiced in many ways. It is based on the expectation and motivation of tourists. Tourists can explore the essence of slow tourism and experience it as a slow traveler in wats, museum, river life and local market activities in Bangkok, and engage with a slower travel mode, food and beverage and accommodation lifestyle. Previous studies have significant meaning to the slow traveler.

Metropolitan residents on the other hand face the day with an alarm clock. They jump out of bed, get a quick shower, and rush to their schools or offices. They rely on microwavable ready-to-eat food, and fast food shops to get quick meals each day. Despite the electronic gadgets, devices and facilities to help in their daily lives, they have little time for themselves and their families.

While the fast life has led to the disappearance of thousands of unique local culinary traditions and food varieties, the slow food movement aims to promote life sustainability. Going against the flow of food based habits and lifestyles are a

movement towards sedated (slower) ways of life.

However, there is a lack of understanding of the majority of tourists who are willing to deeply experience culture with an enjoyable lifestyle. The slow tourists might come with different cultures and different personal interests which will guide different motivations on trips. Meanwhile, the unlikely reasons of visit, region and distinct movements such as transportation, accommodations and eating behaviors all lead slow travelers to join different activities and will affect the duration of their vacation as well.

Depending on the foregoing description of slow tourism, the following research questions are proposed to explain the viability of slow tourism in Bangkok for international tourists:

- a. Who is the potential candidate for slow tourism in Bangkok?
- b. What inspires tourists to join slow tourism trips to Bangkok?
- c. What types of slow tourism activities do slow tourists prefer?

### **1.3 Research Objectives**

1. To investigate the international tourists' importance of the slow tourism concept in Bangkok based on their reasons for visiting.
2. To investigate the international tourists' preference to participate in activities available for slow tourism types in Bangkok based on their reasons for visiting.
3. To investigate the international tourists' perception of Thailand as a destination for slow tourism based on their reasons for visiting.

#### 1.4 Scope of the Study

The study investigates slow tourism attributes and development in Bangkok, Thailand. The target respondents are a sample of constitute inbound tourists and international travelers who use slow ways to travel in and around Bangkok city (see Figure 1.1). The independent variables will indicate to following elements: 1) travel mode, 2) lifestyle (Accommodation and Food), 3) destination and activities, 4) length of stay, 5) daily consumption, 6) region, 7) age range. The researcher has chosen Bangkok's old city, Ratchaprasong area, local markets (JJ market, floating market, etc.) and Suvarnabhumi airport as the main research areas. Bangkok's old city is the heart of Bangkok with the most spectacular attractions such as Chinatown, museums, temples, palaces, the riverside and Khao Sam road, which could fulfill tourists' demand of exploring landmarks and catching a vivid breath life in this city. Tourists from all over the world, no matter free individual travelers or group tours, they all admire the shimmering, spire shaped historical architectures centralized in the area. Easily helping researcher to investigate the issues is a questionnaire.



Figure 1.1 Bangkok Old City Attractions



Source: Tour2Siam.com (2012), *Tour2Siam.com*, Bangkok old city attraction, Available on: [http://www.tour2siam.com/central/03\\_Bangkok/Old\\_city.html](http://www.tour2siam.com/central/03_Bangkok/Old_city.html) Accessed (03, 02, 13)

The Ratchaprasong area is one of the most convenient shopping centers in Bangkok. Tourists can find six shrines aside from world-class shopping with cinema complexes, restaurants and entertainment facilities in this area. The atmosphere in this place is totally different from the old Bangkok city that could provide researchers different resources to understand slow tourism activities. Differing from the convenient Ratchaprasong area, the local markets provide unique experiences and tourists can take colorful photos. Tourists have opportunities to join this actual place



to see local shops. Tourists can forget the particular touristy spots to easily walk among the local people.

### **1.5 Limitations of the Study**

This study focused on the behaviors and motivation of international slow tourists, mainly based on major attractions in the area and local markets of Bangkok city as the investigative places. It is hard to cover every attraction in the target place and also in other geographical places outside of Bangkok. However, in other provinces of Thailand, there are more suitable cities and destination, such as ChingMai, Suphan Buri, Krabi and so on. There is more slow tourism methods which could happen in other locations. This study excludes local travelers who may travel slowly in Bangkok and only concentrates on international tourists who choose the slow way to travel such as using public transportation, avoiding fast food, trying local restaurants and markets, willing to lean local culture and so on. The above conditions in slow tourism determined that the number and scope of participants was limited compared to those in mass tourism. Furthermore, as the slow tourism concept is not as well-known as mass tourism, the academic papers and preferences are difficult to find as limited studies have investigated this trend. For slow tourism in Thailand, this area barely received any attention at all and the study lacks specific documents of resources on slow tourism. Last but not the least, the peak season for international tourists in Thailand is from October to February. While, the duration of this study was from May to July in 2013, May is the hottest month of year. Despite the researcher investigating classical tourism areas, April still is the low season and attracts less tourists visiting

Thailand. The seasonality issue is another factor which limits this study.

## **1.6 Significance of the Study**

In the second decade in the 21st century, society has developed to a post-industrial and information era. People have more choices to pursue a convenient life and higher efficiency. Slow tourism towards relaxation and enjoyable tourism is a way to release stress from intense daily life - slowing down could lead to both physical and mental wellbeing. Tourists feel the change to enjoy slow food, local history, slow shopping and spa massage tours, rather than sitting on a coach following a tight scheduled sight-seeing tour, because “Travel with meaning rather than travel just because you have to” offers a better experience.

Slow tourism not only could bring tourists to enrich their travel experiences, it increases the pleasures of the journey, but also could reduce energy consumption and bring minimum environmental impacts to the host destination. Slow tourism encourages the use of less energy consuming travel modes and chooses low-carbon accommodation methods. Finally, the friendly and environmentally slow travel method helps local people and local communities. It provides more job opportunities to local people, and lets local products get recognized by outsiders. The firm and close relation between slow tourists and the local community could increase local income and provide benefits to the community. The findings of this research could support more information and understanding to local tour operators, while stimulating the creation of more slow activities.

This study attempts to collect first-hand information to carry on research and

considers Bangkok for the slow tourism market. The results of this research would summarize and strive to find out the target group, motivations and interests of slow travelers. Furthermore, the researcher hopes that the findings could contribute useful knowledge and provide constructive recommendations to further develop and improve slow tourism activities in Thailand.

### 1.7 Definition of Terms

**Lifestyle.** ‘Lifestyle’ refers to the way in which a person or group lives and works, the attitude to choose what food to eat, where to stay and reflects the people’s values.

**Local community.** ‘Local community’ is a group of people interacting with each other, they choose to share a geographic place or an environment.

**Motivation.** ‘Motivation’ is the psychological features that fill individual or group’s ability or urge someone to do actions which could fulfill their expectations. It is a psychological drive that compels or reinforces an action toward a desired goal.

**Responsible tourism.** ‘Responsible tourism’ refers to creating better places with friendly tourism for people to live in, and better places to visit.

**Slow food.** ‘Slow Food’ refers to good quality food where the production does not harm the environment, health and the prices of food are acceptable. The principle of slow food is ‘The defense of quiet material pleasure and slow against the universal folly of fast life’(Slow food, 2010).

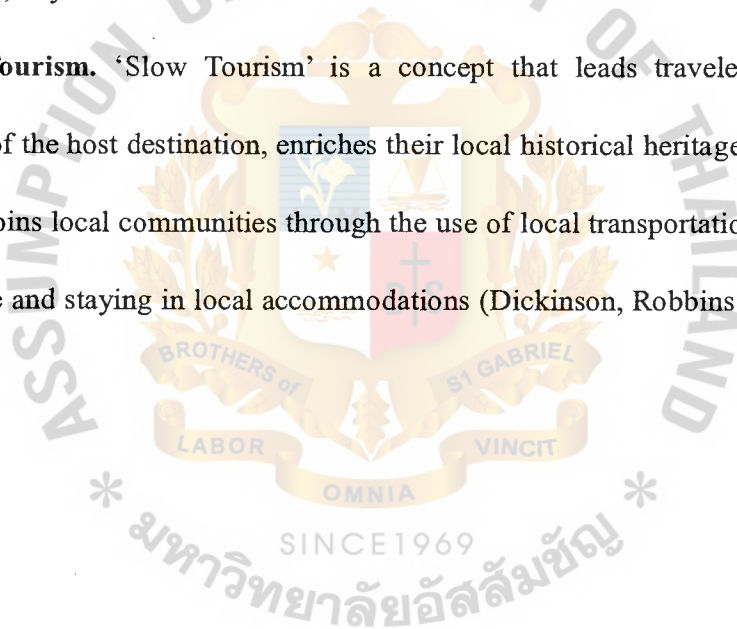
**Slow travel.** ‘Slow Travel’ refers to people who travel to destinations more slowly overland, stay longer and travel less. The importance of the travel experiences to, and within a destination, engagement with mode(s) of transport, associations with slow

food and beverage, exploration of localities in relation to patrimony and culture at a slower pace and, what might best be described as, support for the environment (Dickinson et al., 2010).

**Slowness.** ‘Slowness’ refers to a slowing down of the holiday process in relation to travel, distance and the activities pursued en route and at a destination ( Lumsdon and McGrath, 2011).

**Tourism Destination.** ‘Tourism Destination’ is an acceptable destination is a specific town, city or attraction which is known as a tourist destination.

**Slow Tourism.** ‘Slow Tourism’ is a concept that leads travelers to deeper exploration of the host destination, enriches their local historical heritages and natural attractions, joins local communities through the use of local transportation, local food and beverage and staying in local accommodations (Dickinson, Robbins & Lumsdon, 2010).



## CHAPTER II

### REVIEW OF RELATED LITERATURE AND STUDIES

This chapter presents the definition of slow tourism. Discussion on impact factors on the purpose of slow tourism in Bangkok, Thailand and characteristics of International Slow tourists followed by related empirical studies.

#### 2.1 Definition of Slow Tourism

Slow tourism differs from the mainstream style of tourism. ‘There is more to life than increasing its speed’, and “slow” stands for a positive life attitude nowadays. This quote from Mahatma Gandhi tells us that “There is more to life than increasing its speed. (Goodreads, 2014)” Hence, even the fast life could help us to make more in the limited time we have by providing more choices to people, but a quantitative way of life could not satisfied the pursuit of people in the modern city. Slow tourism is derived from Slow Food and the Cittaslow (Slowly City) movement in Italy in the 1980's and 1990's. Slow food is a kind of movement that goes against the fast food phenomenon likes McDonald's restaurants spreading fast food all over the world. The definition of Slow Food is ‘to defend biodiversity in our food supply, spread taste education and connect producers of excellent foods with co-producers through events and initiatives’ (Slow Food, 2010). Slow cities broaden the concept of Slow Food,

they focus on the local community and support it by using environmental policies, technologies, quality facilities and education to improve the local quality of life. Knot (2005) stated that Slow Cities stand by 'the development of places that enjoy a robust vitality based on good food, health environments, sustainable economies and the seasonality and traditional rhythms of community life'. The slow food approach was embraced at a destination level through the Cittaslow (slow city) movement (Nilsson, Svard, Widarsson, & Wirell, 2007). The concept of slow relates to the tourism industry as well. Langer (1994) described using *lentius, profundius, suavius* (slower, deeper, sweeter) to replace *citius, altius, fortius* (faster, higher, stronger).

Slow tourism was not specifically defined by any official resources. It was an experience combination of local food and beverage, and engagement with people and cultures en route (Murray & Graham, 1997; Towner, 2002). In some respects, slow travel has antecedents in the Grand Tour - a time when travel, prior to the advent of the train and automobile, was, by nature, slow (Towner, 2002). The pilgrimage routes, the Grand Tour, and similar romantic, cultural or religious journeys were antecedents of what we refer to now as slow travel (Dickinson et al, 2011). Dickinson and Lumsdon (2010) described that slow travel is a conceptual framework that involves people who travel to destinations more slowly overland, stay longer, and travel less. They incorporate travel to a destination as an experience. Once at the destination, they engage with local transport options and slow food and beverage, take time to explore local history and culture and support the environment. Lumsdon and McGrath (2011) mentioned that 'the essence of slow tourism is about slowing down, travelling shorter



distance and enriching the travel experience both en route and at the destination'. Slow tourism not only encourages enriching and meaningful activities but also brings positive impacts to environment. Dickinson and Lumsdon (2010) noted that any definitions of slow travel should regard both transportation and experiential components of travel. Moore (2012) described that slow tourism does so by connecting that debate directly to two categories of current concern environmental sustainability; and personal and social well-being. Slow tourism could enhance the harmonious relationship between tourists and destinations (Moore, 2012).

Slow tourism allows a different set of exchanges and interactions than those available in the hurried contexts of mainstream tourism and the conventional understanding of economic benefits to the host or cultural benefits to the tourists (Wearing, Wearing & McDonald, 2012). The detailed comparison between mainstream fast tourism and slow tourism is listed in Table 2.1. Slow tourism is a 'better' form of travel and has close family resemblances with other supposed forms of 'alternative tourism' such as 'ecotourism', 'responsible tourism' and 'ethical tourism' (Moore, 2012).

**Table 2.1 Features of fast tourism and slow tourism**

<b>Dimensions</b>	<b>Fast tourism</b>	<b>Slow Tourism</b>
<b>Relationship</b>	Instant	Harmonious
<b>Local people</b>	Marginalised	Main actors
<b>Scale</b>	Often larger	Mainly smaller
<b>Size</b>	Accommodate larger groups	Mainly individuals, families or small friendship groups
<b>Activity</b>	Hoping/passive	Doing/active/being
<b>Value</b>	Efficiency, quantity	Valued experiences, quality
<b>Pattern</b>	Standardised	Flexible
<b>Process</b>	Tourism industry led	Bottom up/co-constructed
<b>Pattern</b>	Standardised	Flexibility
<b>Inhabitation</b>	Not possible	Possible
<b>Options</b>	Many places	Selective
<b>Mentality</b>	Taking	Absorbing, deep appreciation
<b>Spirituality</b>	Consumerist, materialistic	Fulfilment, purifying
<b>Benefits</b>	Few larger businesses	Wider community
<b>Local economic leakage</b>	More leakage	Minimised leakage
<b>Length</b>	Short stay	Longer stay
<b>Sustainability Examples</b>	Unsustainable Group package tours, day visits	Sustainable Ecotourism, green tourism, agri-tourism, health tourism, cultural tourism, food tourism

Sources: Murayama & Parker (2012) *Fast Japan, Slow Japan: Shifting to slow tourism as a rural regeneration tool in Japan*, *Slow tourism: Experiences and Mobilities*, p.175.

## **2.2 Impact Factors on the visiting reason of Slow Tourism**

### **2.2.1 Activities**

Slow tourism advocates that tourists enjoy the local life in the specific destination. Generally speaking, slow tourism covers a series of aspects including culture experiencing, nature exploring and local residents communicating. Different destinations emphasize certain particular activities according to their properties and features. Also, destinations with similar activities also tend to attract certain group of slow tourists in particular favor. This sort of information is commonly summarized in a series of slow tourism websites both with destination and activity information for ease of browsing, capturing and experiencing by slow tourists. Table 2.2 gives some example of websites with slow tourism related information as a starting point in certain destinations or activities for potential travelers to review.

### **2.2.2 Travel Mode**

The selection of a transport method at a destination is the most direct way to be a part of slow tourism. Some studies indicated that tourism has improved some infrastructure development and increased the support of local transport in destinations. However, tourism not only brings benefits to a destination, the negative impacts are even more serious than the benefits. It is estimated that tourism contributed between 4 and 6 per cent of global GHG (Greenhouse gas) emissions in 2005 (UNWTO, 2007). Hoyle (2000) also noted that tourism travel is one of the few aspects of tourism to be presented consistently as a problem. As for leisure travel, generally slow travel may be motivated by obligations, opportunities or inclinations, or both (Stradling and

Anable, 2008). However, slow tourists are typically looking for different aspects of travelling, leading them to use particular modes of transportation other than typical ones for regular or fast tourists.

**Table 2.2 Examples of Slow Travel Websites**

<b>Name of Organization</b>	<b>Website Address</b>	<b>Slow travel focus</b>
Slow Travel	<a href="http://www.slowtravel.com">www.slowtravel.com</a>	Selling holiday accommodation rentals Spending time in the immediate vicinity of rental accommodation
Slow Movement	<a href="http://www.slowmovement.com">www.slowmovement.com</a>	Slowing the pace of life Making connections with the place visited
Slow Planet	<a href="http://www.slowplanet.com">www.slowplanet.com</a>	Slowing the pace of life The richness of both travel to and the stay at destination
Slow Moves	<a href="http://www.slowmovesblog.blogspot.com">www.slowmovesblog.blogspot.com</a>	Taking time on the journey to engage with people and place Avoidance of flights
Slow Travel Europe	<a href="http://www.slowtraveurope.eu">www.slowtraveurope.eu</a>	Taking time on the journey to engage with people and place Avoidance of flights
Slow Canada	<a href="http://www.slowcanada.net">www.slowcanada.net</a>	Slowing the pace of life
Slow-travel-for-women	<a href="http://www.slow-travel-for-women.com">www.slow-travel-for-women.com</a>	The richness of the travel experience
Italy Slow Travel	<a href="http://www.italyslowtravel.com">www.italyslowtravel.com</a>	The richness of the travel experience
Slow Travel Tours	<a href="http://www.slowtraveltours.com">www.slowtraveltours.com</a>	Taking time on the journey to engage with people and place
Hilaya travel	<a href="http://www.hilaya.com">www.hilaya.com</a>	The richness of the travel experience
Glow Slow Travel	<a href="http://www.goslowtravel.se">www.goslowtravel.se</a>	Taking time on the journey
Vida Slow (Slow Life)	<a href="http://www.vidaslow.es">www.vidaslow.es</a>	Taking time on the journey to engage with people and place
Con calma viajes (take it easy travel)	<a href="http://www.concalmaviajes.com">www.concalmaviajes.com</a>	Taking time on the journey to engage with people and place
Slow Travel	<a href="http://www.lowcarbontravel.com">www.lowcarbontravel.com</a>	Low-carbon travel Taking time on the journey to engage with people and place

Source: Dickinson, J.E., Lumsdon, L.M. & Robbin, D. (2011), Slow travel: issue for tourism and climate change. *Journal of Sustainable Tourism* 19(3), 281-300

Slow tourism encourages tourists to use slow transport methods which minimize environmental impacts to a host destination. Tourists and tour operators both have flexible adaptations. People may alter their vacation destinations, consumptions, period of travel and travel duration. Nevertheless, Bows, Anderson and Peeters (2009a, p17) indicated that 'divert large volumes to more accessible places, with reliable and fast access by more sustainable transport modes and over shorter distances', the destination may not have good adaptation ability for travelers. Bows et al (2009a, p18) also noted that 'the tourism sector is taking a risk, by (apparently) aiming for air transport to become its dominant means of transport'. The sustainable and low-carbon travel mode of tourists is a part of the discussion of slow tourism. Travelers who choose travelling methods of slow tourism at the same time pick a sustainable travel mode to or while in the destination. Some slow travel websites make specific details to guide tourists to avoid flights and car travel like, low carbontravel.com (2010). Using more public transport and local characters or traditional methods to travel could help tourists approaching the concept of slow tourism.

As part of the main feature of Slow Tourism, it tends to match the trends that low-carbon traveling is becoming more and more crucial for environment. In table 2.3, the statistics show that the carbon emissions are inversely correlated to travel speed. Slow tourists tend to enjoy transportation modes such as railways, coaches or even bicycles to slow down the process of travelling to gain more experience rather than taking airplanes just for travelling reasons. Thus, for the journey with same destination, slow tourists emit less emissions and are therefore eco-friendly.

**Table 2.3 Mode-specific CO2 Emission Factors for Transport**

<b>kg/passenger km</b>	
<b>Carbon-intensive modes</b>	
Air	
<500km	0.183
500-1000km	0.134
1000-1500km	0.130
1500-2000km	0.121
>2000km	0.111
Car	0.121 (0.180v/km)
<b>Less carbon-intensive modes</b>	
Rail	0.033
Coach	0.027
<b>Carbon neutral modes</b>	
Cycle	0
Walk	0

Sources: Dickinson, Robbins and Lumsdon, (2010) 'Holiday travel discourses and climate change', *Journal of Transport Geography* 18, 482-489.

### 2.2.3 Accommodation

The travel agency plays an important role in arranging accommodations in mainstream tourism. Tour operators prefer group tourists to stay in unified places or areas. Tourists have less opportunity to make choice of accommodations by themselves and less interaction with local people and cityscape. The accommodations are mostly standard hotels or star-ranked resorts. Slow tourists tend to choose accommodations with characteristics which include long-term, stands closer to local lifestyle and is full of traditional features or places. These accommodations include homestays, guest houses, hostels and so on. Such accommodation could help tourists save on their budgets and to stay longer, in order to slow down to experience to a



local lifestyle, guest houses and homestays could provide the local environment to tourists and also let tourists engage with the community in an amicable atmosphere. Slow accommodations support slow travel to get the feel for a host destination's language and dialect as well. Accommodations provide the 'sense of place' (Gehl, 1996) to tourists, to show tourists how local people live, behave, talk, and visit in the town.

#### **2.2.4 Food and Beverage**

Slow Movement (2009) reported that slow tourism focuses on the connecting with local places and people who living there: 'Living as opposed to "staying" at your destination'. Tourists could explore local markets and restaurant to find food and beverages. Slow food has an important connection with the slow tourism definition. Once tourists step in to a destination, local food and beverage is the first direct experience of their journey. The food and beverage from the local area is connected to the concept of slow food, slow food emphasizes 'locally sourced ingredients, traditional recipes and taking time to source, prepare and enjoy food, offering many parallels with slow travel' (Murray and Graham, 1997). Local food and beverage could bring tourists new experiences with local recipes, ensure the resources of food stay fresh since they are made from local varieties. Moreover, select local food and beverages let tourists gain knowledge of local food products and on the other hand could also increase local people's income and improve local resident's pride.

#### **2.2.5 Others**

Age and gender are two other factors in the studies. A few preview studies

discussed that age and gender probably have impacts on slow tourism. However, there are not enough findings to be fully certain, some studies mentioned that younger people may have more of an interest in slow tourism at the destination because their gap year or breaks may allow them make long-term stays in specific destinations. Slow tourism also could help them save money in their budget. Likewise, young people may be more attracted by unknown and new environments and quickly get used to it.

### **2.3 Impacts Factors in Bangkok, Thailand**

Thailand is located in Southeast Asia. It is called “the land of smiles” and the “heavenly land of spas”. The Kingdom owns 1,000 miles of coastline, beautiful bays, mysterious coves and attractive white sandy beaches. This amazing land also attracts millions of people who come to admire the unique culture and fascinating history and to taste finest cuisines and unique Thai food recipes. People who would like to spend leisure time here get along with the friendly people and intimate services. Bangkok is significant to epitomize all the characteristics of Thailand, and the essence of Thailand which builds an enriching environment for slow tourism. The transportation, activities, accommodations, food and beverage which are unique and special experiences could meet slow tourists’ expectations. Those resources are meaningful and valuable to the study of slow tourism in Bangkok.

Slow tourism in Bangkok has exceptional advantages such as sufficient natural and historical resources to accommodate activities that create indelible memories of slow tourism experiences for tourists.

Transportation systems in Bangkok are very convenient for travelers as the city provides modern public transport systems. It makes it easy for tourists to get on the BTS skytrain, MRT and Tuk Tuks in Bangkok. The airport link connects downtown Bangkok's skytrain and metro with Suvarnabumi international airport. The BTS skytrain and MRT could easily reach the Rattankosin and China Town area, Chaophaya River and shopping areas. The transportation network almost covers the whole city of Bangkok. Tuk Tuks used to be the most popular mode of transport to visit around Bangkok. This traditional three-wheeled vehicle is one of the significant transport features in Bangkok. Tourists could take Tuk Tuks to get around short distances to experience short streets and the cityscape. The original Thai people's lifestyle is slow and relaxed. The ferry transportation is popular on the Chaophaya River and local river markets, where tourists could see the Bangkok cityscape and traditional scenery. Tourists could pay very cheap fares from the BTS skytrain to use the ferry to go to the Grand Palace area. Most of the passengers are local people and slow tourists could enjoy being a part of local residents, to enhance their stay and experiences. Bicycle riding is popular in Rattankosin and China Town area. Tourists could rent a bike to take a cycle tour of Chinatown and on the side of the ChaoPhaya River. Some websites like Bangkok.com offer online bookings as well (Bangkok.com, 2013). Another way to slow down the steps is walking around in Bangkok. Tourists could save money on transportation and in addition walking is eco-friendly. Walking around in Bangkok with slow paces could help to further enjoy the strong local spirit.

By the end of 2012, 'according to the ministry of Tourism and Sports', Thailand

welcomed 22,303,065 international tourists, a substantial increase of 15.98% over 2011 and surpassing an initial target of 20.8 million' (TTRWeekly, 2013). Bangkok is never short of hotels to welcome tourists from all over the world. Traditional homestays and guest houses are of the majority in the Rattankosin and China Town area and nearby areas. Some homestays like Nong Jork homestay maintains its original Thai lifestyle, locals still grow rice, fruit and raise goats. The quiet homestay environment could support a relaxing and learning vacation experience. Homestays in Bangkok could bring a home sense to tourists, who stay in a comfortable local atmosphere. Hostels support limited budget tourists could spend longer stays in Bangkok. There are backpackers from all over the world centralized in Kaosan Road to find suitable hostels.

Thai food and beverage includes spicy, sour, and sweet and so on. The spiciness of Thai food is the major flavor. David Thompson described that 'Thai food ain't about simplicity. It's about the juggling of disparate elements to create a harmonious finish. Like a complex musical chord it's got to have a smooth surface but it doesn't matter what's happening underneath. Simplicity is not the dictum here, at all. Some westerners think it is a jumble of flavors, but to Thai that's important, it's the complexity they delight in' (The Guardian, 2010). Not only the Thai cuisine, but also the Thai street snacking is also a kind of special experience. While walking around Bangkok, slow tourists could very easily find street food and beverages. 'Street snacking has been around forever and is probably the one activity that tourists can share with Thais that is truly authentic' (TTRWeekly, 2012). Street food has begun to

be a destination image, ranked at a high score in TAT Thailand image survey. Street food and beverages is a part of Thai people's daily life. People buy breakfast, lunch and even dinner along the road. It is a kind of Thai eating culture. Slow tourists could get along with street food sellers while walking around and exploring Bangkok.

Slow tourists could explore the elephant village or national park in Bangkok area. The elephant camp village and national park could let tourists see the real difference to of what it's like to stay with elephants, live with elephants, work with elephants, learn and care for elephants; tourists could even contribute to the prevention and extinction of elephants through these activities. Slow tourists could spend one or two days in the camp close to the biggest animal in the world. Tourists are not only enjoying and having a fun stay with the animals, but also it is an amazing opportunity to learn lessons about how important it is to contribute to animals' survival and teach them to know how to create a sustainable future for animals.

Length of stay is another impact of slow tourism on Bangkok, Thailand. Slow tourism encourages tourists to pay attention to the quality of their experience. Staying in specific destinations with longer stays will help tourists physically slow down and use sufficient time to collect local materials to enrich their travel experiences.

Bangkok is full of slow tourism activities. Tourists could more deeply explore the Rattankosin and China Town area to find out historical stories and admire unique temples and architectures. Tourists could spend a whole day walking around in the beautifully-crafted Grand Palace. There are also landmark temples and museums that allow slow tourists to take insights of this attractive "City of Angles". Riverlife

activities show slow tourists the homemade products and old fashioned water life style. Tourists could learn and understand what ancient Thai people's lives were really like.

## **2.4 Characteristics of International Slow Tourists**

### **2.4.1 Common visiting reasons of Slow Tourism**

From related studies and discussions, the researcher noted that the main reason for visiting by slow tourists included but not was not limited to the following:

- ❖ Relaxation – Physically slow down
- ❖ Quality travel experience and locally
- ❖ Support environment

#### **2.4.1.1 Relaxation – Physically Slow Down**

Towner (2002) mentioned that slow tourism is revisiting a style of travel romanticized in the Grand Tour, an era when most travel was local, and only the wealthy could afford the time and cost of international journeys. Physically slowing down during visiting without sacrificing experience quality is the spirit of the term “slow” during travelling. Having a physically slowed down journey with a different mindset to enjoy a relaxing vacation is the expectation of modern life citizens. Staying in a place and using minimized travel distances to maximize trip time. Refresh the body and mind with the right tempo, slow down the pace and follow a more natural time. Honore (2004) argued that the main point is about the “value” which drives tourists' behaviors. The mind of value is not only related to leisure and tourism, but also being improved in the daily life.



Slow tourists whose motivation is focused on physically slowing down is changing the mind about time and keeping the concord with a pace at the “right” speed. It is the key to maintaining a life quality rather than simply compressing the time to pursue “efficiency”.

Slow tourism emphasizes physically slowing down is a mind of re-thinking about the value of time and the concept of time. In some empirical research, studies support the time concept, like Andrews (2006) argued to rethink the concept of time, especially in relation to leisure and tourism. Adams (2004) argued that the concept of space, succession and duration have been usurped by expectations about speed and time as a commodity. Woehler (2004, p.90) argued that ‘tourists lose their time autonomy, and holidays are no longer a contrast to daily life, without any room for self-fulfillment. Reducing stress during vacations would mean approaching vacation more slowly and with joy’. Therefore, the key motivation element of slow tourism is that a traveler needs to control their travelling time, slowing down to enjoy the time and taking the time to look around the cityscape.

#### **2.4.1.2 Quality Travel Experiences**

Gardner (2009) summarized that the journey as intrinsic to the tourism experience and tourists should make opportunities by seeking out the unexpected. The key is to appreciate the passing time rather than spend it meaninglessly. The journey of slow tourism should be a part of the pleasure. Slow tourism is a way to improve the quality of experiences and the quality of

life. In some research, the destination of journey and related experience is merely derived demand. Nevertheless, it is more than that, it is integral to the tourist experience. And in some cases, it might be the main purpose (Lumsdon, 2006). The expectation of experiences could drive traveler's attentions and passions, and demand that immersion be on the way to seeking meaningful travel experiences. Lumsdon and McGrath (2011) noted that travel with meaning rather than travel just because you have to was the better way to go. The meaningful travel was based on seeking cultures, historical stories, unique architectures, experiencing nature, enjoying food, communicating with local people and seeing cityscapes. Slow tourism encourages people to look for different ways to develop a momentous trip so that it will lead to enhancing the full vacation experience.

Localization is a very important part to slow tourism. Slow Movement (2009) noted that slow tourism focuses on connecting with people and places: 'living as opposed to "staying" at your destination'. Deeper exploring local communities are the way to experience the real local life and to understand the way of lifestyle. Exploring the new local culture by enjoying traditional food, embracing local markets and local shops, learning about the customs, staying in local homestays, utilizing local guides and transportation, communicating with local people could help gain knowledge and find surprising scenery. It is fresh experiences and doing as locals do through eating the same food, feeling languages that enriches the travelers experience. Slow travelers engage with

communities at the right level will give feedback to local people and community that will help them. Woehler (2004) argued that people could relax to enjoy a more sensuous experience with greater emphasis on people and places. Slow travelers are involved in the co-creation of experiences (Binkhorst and Den Dekker, 2009) through their behaviors interaction with people and places.

#### **2.4.1.3 Support Environment**

While research has identified a group of slow travelers for whom environmental considerations are a core motivation (Dickinson, 2010); Dickinson, Robbins and Lumsdon (2010) noted that slow tourism could contribute to a reduction in the carbon footprint of tourism. Slow travel not only meets the objectives of a lifestyle, but it also leads to a low-carbon moving mode and a selected travel mode which could definitely affect the environment. Slow travelers will choose friendly transport such as walking, riding a bicycle, bus, coach and train, avoiding the use of flights and cars to take overland trips. Mintel (2009) reported that 50% of respondents recognized the environmental advantages of slow tourism.

#### **2.4.2 Region**

From previous studies, some researchers paid close attention to slow tourists within a specific region. Tiyce and Wilson (2012) mentioned that the Australian independent travelers prefer to enjoy wandering along at their own pace. Their study described that there are groups of long-term independent travelers from Australia who would like to engage with their time and space in different ways. Some Australian

slow tourists realize that time is precious to spend and they would like to spend time in meaningful ways as much as possible. Australian slow tourists prefer to use self-directed ways of tourism, because wanderers have a strong belief in the practices of travelling slowly to enhance their well-being and the quality of their lives (Tiyce, 2008).

Murayama and Parker (2012) described that Japanese always act to work hard and practice with a speed up life because of the rapid economic growth and development in the country. A new type of tourism which is promoting green, slow, eco and sustainable, long-stay, health and culture has been introduced by Japan Travel Agency (JTA). JTA has selected local tourism programs to support new tourism. The new model of tourism helps the generation who had worked hard to release themselves from depressed work and pursue a balanced life. The new generation in Japan is willing to slow down their pace during travelling to enjoy the natural and historical sightseeing and spend longer time in one destination. Sightseeing has particular attractions to Japanese tourists, who prefer to explore the background and stories behind temples and palaces. Sugiyama and Nobuoka (2007) noted that the 'type of trip that enables self-realization through doing or being slow, enabling closer observation rather than simply sightseeing' is important. The Japanese definition of slow tourism is 'a type of travel with overnight stay taken by individuals or small groups spending time slowly to interact with local people or/and nature' (Chugoku Region Transport Bureau, 2009).

Region is considered as a factor impacting the motivation of slow tourism based

on different cultural backgrounds. However so far, the correlation of Region with slow tourism lacks statistics to support it due to insufficient related literature and studies. Therefore it will be further concluded based on the questionnaire designed in this thesis.

## **2.5 Related Empirical Studies**

### **Lumsdon M. and McGrath P., 2011. Developing a conceptual framework for slow travel: a grounded theory approach**

This paper discusses the sociocultural phenomenon of slow travel and explores and clarifies definitional issues. The four key features of slow travel are defined as: slowness and the value of time; locality and activities at the destination; mode of transport and travel experience; and environmental consciousness. Links to the slow food and slow city movements are discussed, and evidence that slow travel accounts for 10% of the holiday market in Europe. A total of 23 in-depth interviews with practitioners and academics revealed that their core requirements for slow travel centered on slowness, the travel experience and environmental consciousness. There was a lack of consensus about the eligibility of car travel and high-speed rail. Slow travel is seen as a group of associated ideas rather than as a watertight definition; it is a mindset about travel rather than a tangible product and concentrates on lack of speed. The conclusion shows it to be a growing part of the sustainable tourism paradigm and proposes a working definition of slow travel.

**Conway, D. and Timms, B. (2010). Re-Branding Alternative Tourism in the Caribbean: The Case for 'Slow Tourism'**

This paper considers Slow Tourism as an alternative of tourism for remote locales beyond mass-tourism complexes. Research had been mainly focused on the Caribbean. It proposed a new form of slow tourism as a viable promotional identity for alternative tourist offerings, which needs re-branding, through the decentralized medium of information technologies. A further contribution to this new construct's identity is the recognition of the potential for the Caribbean diaspora to participate as stakeholders in slow tourism ventures in under-developed spaces of the Caribbean that lack the requisite resources and bundle of social and economic advantages that mass-tourism relies on. It will re-build the balance from the unevenness of tourism-driven development. In addition to developing the theoretical construct of slow tourism, the paper also offers several prototype examples to demonstrate quality offerings already in practice.

**Dickinson, J. Lumsdon, M., and Robbins, D. (2010). Slow travel: issues for tourism and climate change**

On top of the briefing of slow travel as an alternative way and trend for tourism, this paper focuses on the climate impact from the slow travel behavior. Due to the fact that 50-97.5% emission is from travel among most tourism trips, a series of interviews had been done to define the concept and behavior of slow travelers. The paper emphasized the people and place engagements, to behavioral choices and decision-making psychology and to the role and growth of web communities. Slow travel requires both



holiday style and travel mode choices. The differences are introduced in detail, which triggers a reassessment of how tourism interfaces with transportation.

**Yurtseven, H. and Kata, O. (2011). Slow Tourists: A Comparative Research Based on Cittaslow Principles**

The Cittaslow Movement builds on the ideas of Slow Food but extends the philosophy to different cities and destinations. It has evolved as an extension of the slow philosophy to encompass travel and tourism activities. Slow Tourism can be discussed from a consumer behavior, marketing or sustainable tourism perspective.

The main objective of this paper is determining who slow tourists are. The empirical research of this paper was done in Seferihisar, the first Cittaslow and slow destination in Turkey. According to the Cittaslow principles, Seferihisar visitors can be categorized in three different types: dedicated, interested, and accidental slow tourists. Results show that there are statistically significant differences between whole attractiveness means of slow tourist types.

**Buckley, R. (2011). Tourism Under Climate Change: Will Slow Travel Supersede Short Breaks?**

The article discusses the impact of climatic changes on tourism which has been experiencing the trend of slow travel. It notes that price elasticities are higher for holiday travel as compared to business travel. It mentions that the tendency of travelers to restructure their leisure activities can affect the cost of air travel which accounts for 14 percent of effective greenhouse gas emissions.

**Timms B. and Conway D. (2011). Slow Tourism at the Caribbean's Geographical Margins**

This paper focuses on slow tourism in the Caribbean. The Caribbean tourism industry benefits from the geographical site and situational factors. Yet these geographical advantages have also contributed to the mass tourism-related pressures of economic dependency, social division and environmental degradation. The paper argues geographically marginal locales in the Caribbean have the potential to develop alternative tourism models that ameliorate these negative repercussions. With its conceptual roots originating from the slow food movement and theoretically rooted in Herman Daly's 'soft growth' development, the paper proposes slow tourism as a viable soft growth model that is a more culturally sensitive and sustainable genre of alternative tourism. This new model and its locational appropriateness appears eminently suitable since it diversifies and revitalizes mature tourism offerings, redirects tourism away from 'hard growth' maxims, and thereby contributes to more sustainable tourism ensembles. It is a matured industry that requires innovation, revitalization and significant change in offerings if it is to survive and prosper, This paper argues the best places to promote slow tourism lies in the Caribbean's overlooked geographical margins where diversity and authenticity still persist.

**Conway, D. and Timms, B. (2010). Slow tourism: experiences and mobilities**

This report gives a collection of viewpoints and empirical substantiations on slow tourism and slow travel. They are an alternative set of mobilities to the mass tourism juggernaut that advanced capitalism continues to favor. One quality of this collection

is its global reach, in which contributions from “down-under” bring a much needed diversity and enrichment to the literature. The editors fulfilled their goal that “this collection will add to the body of knowledge concerning this emerging tourism phenomenon.”

**Table 2.4 Summary of the Empirical Study**

<b>Researchers( year)</b>	<b>Research Title</b>	<b>Aim of the Study</b>	<b>Methodology used</b>	<b>Key Findings</b>
Lumsdon M. McGrath P. , (2011)	Developing a conceptual framework for slow travel: a grounded theory approach	Discussing the sociocultural phenomenon of slow travel and exploring and clarifying definitional issues.	Questionnaire research, interview, case study	Slow tourism is a mindset about travel. Four key elements of slow tourism: slowness and the value of time; locality and activities at the destination; mode of transport and travel experience; and environmental consciousness
Conway, D. Timms, B. (2010)	Re-Branding Alternative Tourism in the Caribbean: The Case for ‘Slow Tourism’	Slow tourism and its impact in the Caribbean.	Case study of a multi-phased mixed methodology	Slow tourism as an alternative to re-build the balance from the unevenness of tourism driven development in the Caribbean

Continued

**Table 2.4 continued**

<b>Researchers(y ear)</b>	<b>Research Title</b>	<b>Aim of the Study</b>	<b>Methodology used</b>	<b>Key Findings</b>
Dickinson, J. Lurnsdon, M., and Robbins, D. (2010)	Slow travel: issues for tourism and climate change	Climate impact from the trend of Slow Tourism.	Questionnaire research	50-97.5% emission is from travel among most tourism trips, a series of interviews had been done to define the concept and behavior of slow travelers.
Yurtseven, H. Kata, O. (2011)	Slow Tourists: A Comparative Research Based on Cittaslow Principles	Research on the core principle of slow tourism: Cittaslow principles impact Seferihisar, Turkey	Questionnaire research	Find out the main population of slow tourism. Analysis and identified three categories of slow tourism.
Buckley, R. (2011).	Tourism Under Climate Change: Will Slow Travel Supersede Short Breaks?	If the trend of slow travelling changes the behavior of travelling from having short breaks to slowing down the pace.	Interview/ Questionnaire	Climate change will affect tourism and trend of slow travelling will produce a class of travelling professionals and related businesses, from which slow travel could become a significant social phenomenon.
Timms B. Conway D. (2011)	Slow Tourism at the Caribbean's Geographical Margins	The developing trend of slow tourism in the Caribbean	Literature research and modeling	Slow tourism as a viable soft growth model that is a more culturally sensitive and sustainable genre of alternative tourism
Conway, D., (2010)	Slow tourism: experiences and mobilities	A collection of viewpoints and empirical substantiations on slow tourism and slow travel	Case study Multi-phased mixed methodology	Slow tourism is an emerging tourism phenomenon with genuine promise and potential. Commendably, there are several exceptional contributions to be found.

A series of literature studies has been done focusing on the topic of Slow Tourism and geographically covering a few typical slow tourism destinations which timely covered the evolution of Slow Tourism. Slow Tourism was explained in different dimensions. A typical example is the four dimensions in Lumsdon's study: 1) slowness in terms of time, 2) localities in terms of destination, 3) mode of transportation and 4) environmental consciousness. With different weight, these dimensions also apply to the slow tourism study in Thailand.

Further expanding the concept of Slow Tourism, literature studies covered a few different aspects. These include general requirements for slow travel (Lumsdon & McGrath, 2011), potential developing business elements (Conway & Timms, 2010), climate impacts (Dickinson, 2010), and visitors (Yurtseven, 2011). Comparing the in-depth study in these literatures, after analyzing the main characteristics of slow tourism in Thailand, factors in the form of variables will also be defined for further investigation.

In some studies, specific studies had been focused on investigation with further insight. For instance, Conway & Timms' (2010) study in the Caribbean emphasized the potential of exploring slow tourism resources. The study was done in a practical way, leading to prototype examples for future development. Turkey on the other hand, according to Yurtseven's (2011) study, had its own historical path of slow tourism development. This study analyzed the key elements – tourists and their behavior. These key literatures were further narrowed down in Table 2.5 as typical methodology



models for this thesis, which is mainly focused on Thailand.

In the existing literature review, there is so far a lack of research particularly aiming at analyzing Bangkok or Thailand's Slow Tourism market. This will create difficulty in finding information efficiently in this area. However, this research makes an humble attempt to bring more valuable information on the future of slow tourism development, and gives the researcher sufficient freedom to carryout informed research in the interested area, especially Bangkok.

**Table 2.5 Related Literature Reviews**

<b>Researcher</b>	<b>Variables</b>	<b>Key Findings</b>
Lumsdon, L., & McGrath, P. (2011)	Requirements of slow tourism	Travelling at a gently pace is the most important element of slow tourism. Mentally slowdown could help tourists to enjoy the wellbeing relax experience.
Conway, D. & Timms, B (2010)	Potential developing business elements	Slow tourism has great resources and potential business opportunities. Provide valuable chance to promote distinguishing feature activities.
Woehler, K.H. (2004)	Emphasis on people and places	Tourists could obtain more sensuous experiences by engage closely with local people. Local custom, conventions and local transportation as instrument to discover destinations.



## CHAPTER III

### RESEARCH FRAMEWORK

This chapter examines the theoretical and conceptual framework, then the research hypotheses, and the operationalization of the independent and dependent variables.

#### 3.1 Theoretical Framework

The theoretical framework clarifies the questions and summarizes the overall concepts being investigated (McDaniel & Gates, 1998).

The study by Yurtseven & Kata (2011), established the interaction between slow tourists and slow cities. This study comprised supporting and encouraging local culture and diverse lifestyles, protecting traditions, building sustainable living environments using local materials and products. The concept of slow food and slow city support the basic friendly environment of slow tourism. Slow travelers regularly expect these characteristics from the destination, thereby choosing a particular way of travelling. Under this situation, slow tourism has positive opportunities and implications for slow travelers and destinations. The slow travelers' motivation is more concerned with quality of the travel experience and interaction with local cultures and local traditions. Ideally, the local amiable environment will last the duration of a slow travelers' stay.

Pooley and Turnbull's (2000) study maintained that there is a variety of variables

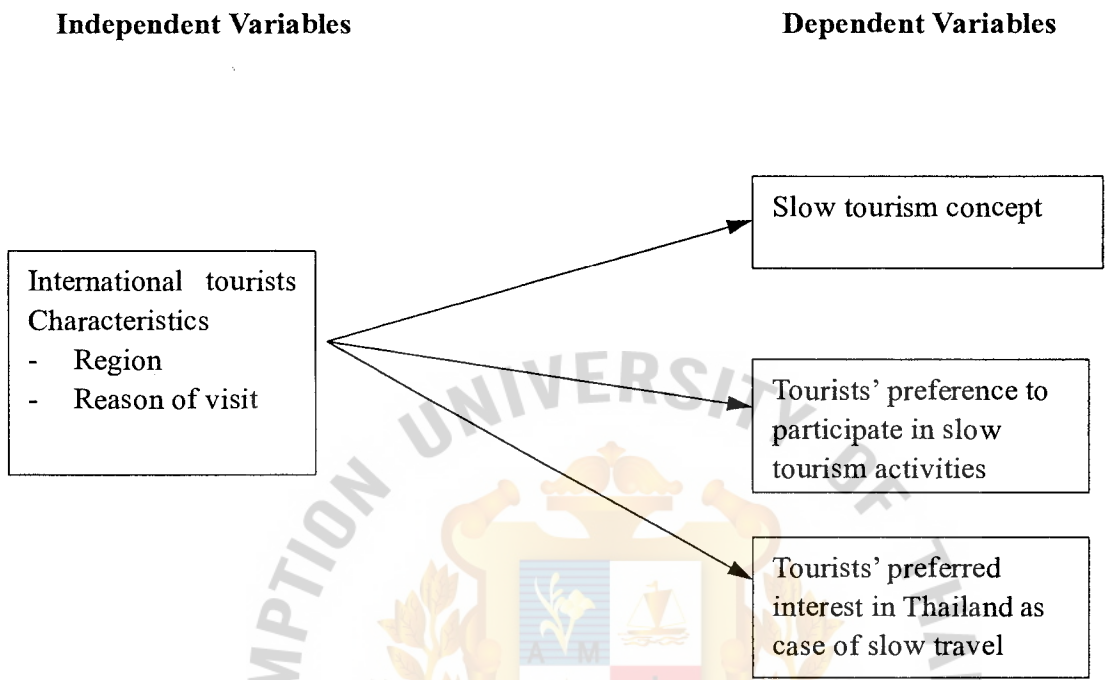
which include 'urban form, distanced travelled, available infrastructure, relative costs, habitual behaviors, social-demographic variables, individual attitudes and information provisions'. The other motivational factor is 'support environment'. The "heavy" slow travelers are concern more about environmental issues. But previous studies discovered that many travel agencies lack adequate information and knowledge about cycling trips or travelling by train. Heavy slow travelers practice efficient methods of reducing the carbon footprint of tourism. Meanwhile, tourism travel is increasingly gaining attention as its impacts become more significant at the both local and global level (Dickinson & Robbins, 2009).

### **3.2 Conceptual Framework**

A conceptual framework explains, either graphically or in narrative form, the main things to be studied – the key factors, constructs or variables – and the presumed relationship among them, frameworks can be rudimentary or elaborate, theory- driven or commonsensical, descriptive or causal (Miles & Huberman, 1994).

This study, selected issues such as reasons of visit and region as the independent variables, while the slow tourist concept, their willingness to participate and preferred activities are the dependent variables as illustrated in Figure 3.1. The dependent variables were mainly drawn based on general theory and literature discussed in the study of Yurtseven & Kata (2011), while selectively out of social-demographic information utilized in the study of Pooley and Turnbull (2000), only region and visitors' reason of visit were chosen as independent variables.

**Figure 3.1 Conceptual Framework of this Study**



Source: developed by the researcher for this study

### 3.2.1 Independent Variables

In this research, two independent variables were identified. The international tourists' characteristics including region and reason of visit. Region indicates the different characteristics and background of tourists.

The regional differences may be associated with diversity perception among slow tourists. For example the western tourists may be more concerned about the local exploration and natural experiences. The oriental tourists probably prefer to visit sight-seeing and enjoy relaxation activities.

The visiting reason of tourists could reflect to the motivation of slow tourist and lead to different activities. Researchers could understand tourists' expectation and find

out the preferred activities of slow tourist. For example, if the tourists prefer to have physical relaxation activities, their expectant activities would be massages or spa. For the tourists who are expecting local experiences, their first transportation must be local or public transport.

### **3.2.2 Dependent variables**

The dependent variable is a criterion or a variable that is predicted or explained, it is expected to be dependent on the experimenter's manipulation of the independent variable (Zikmund, 2003). For the visiting reason of this research, the dependent variables are slow tourism concepts, tourists' willingness to participate in slow travel activities and tourists' preferred activities in Thailand.

### **3.3 Research Hypotheses**

Based on the above conceptual framework, the following hypotheses are proposed,

Ho1: The difference in international tourists' importance of the slow tourism concept with regard to 'region' is not significant.

Ha1: The difference in international tourists' importance of the slow tourism concept with regard to 'region' is significant.

Ho 2: The difference in international tourists' importance of the slow tourism concept with regard to 'reason of visit' is not significant.

Ha 2: The difference in international tourists' importance of the slow tourism concept with regard to 'reason of visit' is significant.

Ho 3: The difference in international tourists' preference to participate in slow tourism activities with regard to 'region' is not significant.

Ha 3: The difference in international tourists' preference to participate in slow tourism activities with regard to 'region' is significant.

Ho 4: The difference in international tourists' preference to participate in slow tourism activities with regard to 'reason of visit' is not significant.

Ha 4: The difference in international tourists' preference to participate in slow tourism activities with regard to 'reason of visit' is significant.

Ho 5: The difference in international tourists' opinion of case of slow tourism in Thailand with regard to 'region' is not significant.

Ha 5: The difference in international tourists' opinion of case of slow tourism in Thailand with regard to 'region' is significant.

Ho 6: The difference in international tourists' opinion of case of slow tourism in Thailand with regard to 'reason of visit' is not significant.

Ha 6: The difference in international tourists' opinion of case of slow tourism in Thailand with regard to 'reason of visit' is significant.

### **3.4 Operationalization of the Independent and Dependent Variables**

The operational definition gives meaning to a concept by specifying the activities or operations necessary in order to measure the variables under investigation. Table 3.1 and 3.2 below show the operationalization of the independent and dependent variables.

**Table 3.1 Operationalization of Dependent Variables**

Dependent variables	Conceptual definition	Operational components	Scale of measurements	Question No. in the questionnaire
Slow tourism Concept	The basic idea of slow tourism is to fulfill one's goals, expectations and actions.	<ul style="list-style-type: none"> <li>- To slow down</li> <li>-Travel shorter distance</li> <li>- Avoid clock watching and hurry</li> <li>-Slow living, medication, leisure and sex</li> <li>-Minimum technology</li> <li>- Engagement with the place</li> <li>- Travel at a gentle pace</li> <li>- Journey 'to a destination' important than journey 'at the destination'</li> <li>- One or multiple stops en route to the destination</li> <li>- Enrich the travel experience</li> <li>- Travel by train or coach trip</li> <li>- Treat fellow travelers as friends</li> <li>- Get rid of the 'To Do List'</li> <li>- To enjoy city landscape</li> <li>- Learn local language</li> <li>- Relax at the destination</li> </ul>	Interval scale	1-24

.....Continued



**Table 3.1 continued**

Dependent variables	Conceptual definition	Operational components	Scale of measurements	Question No. in the questionnaire
Tourists' preference to participate	The extent of engagement in travelling in a slow tourism aspect.	<ul style="list-style-type: none"> <li>- General sightseeing and outdoors, admiring scenery</li> <li>- Visit cultural sites</li> <li>- Visit nature reserves</li> <li>- Walk, hike, trek, cycle</li> <li>- Tasting local products</li> <li>- Watch wildlife in nature</li> <li>- Choose accommodation facilities different from hotels</li> <li>- Contact with the locals</li> <li>- De-stress activities</li> <li>- Volunteer holidays</li> <li>- Leave the cell phone at home</li> <li>- Allow time to prepare, research, pack, avoid last minute panics</li> <li>- General sightseeing and outdoor activities</li> </ul>	Interval scale	25-37
Tourists' preferred activities in Thailand	The slow tourism related activities sought by tourists in Thailand	<ul style="list-style-type: none"> <li>- Traditional homestays</li> <li>- Country-side trips</li> <li>- The Thai way of life</li> <li>- Thais live slowly</li> <li>- Mingle with friendly locals</li> <li>- To enjoy major festivals</li> <li>- The surrounding country-side</li> </ul>	Interval scale	38-47

.....Continued

**Table 3.1 continued**

		<ul style="list-style-type: none"> <li>- Rent motorcycles and bicycles to navigate the narrow streets</li> <li>- Sleepy towns motivate visitors</li> <li>- Spend time at an elephant camp</li> </ul>		
--	--	--	--	--

**Table 3.2 Operationalization of Independent Variables**

<b>Independent variables</b>	<b>Conceptual definition</b>	<b>Operational components</b>	<b>Scale of measurements</b>	<b>Question No. in the questionnaire</b>
Region	Legal relationship between a person and a nation state.	State the region or place of living	Nominal Scale	48
Reason of visit	The general reason/purpose/intention of travelling	State the reason of visit	Nominal Scale	49

## **CHAPTER IV**

### **RESEARCH METHODOLOGY**

This chapter presents the methodology used in the research study. Method of research used followed by Sampling Procedure, Research Instrument/Questionnaire, Collection of Data and Gathering Procedure. The last section presents pre-test and reliability and Statistical treatment of Data.

#### **4.1 Method of Research Used**

The descriptive research method is utilized in this study. Zikmund (2003) mentioned that descriptive research describes characteristics of a population or phenomenon. It seeks to determine the answers to who, what, where and how questions.

In this study, the researcher chooses descriptive research mainly to gather primary data and to provide easy, efficient and accurate means of information.

#### **4.2 Respondents and Sampling Procedures**

##### **4.2.1 Target Population**

The target population of this research is international tourists who travel in and around the Bangkok area, especially iconic cultural and heritage attractions to people who travel with travel agencies as well as individual tourists.

##### **4.2.2 Sample Size**

Sample size means the number of observations or cases specified by the

estimated variance of the population, the magnitude of acceptable error, or the confidence level (Zukmund, 1994). As there is no historical information on the exact slow tourist population in Bangkok in past years, thus the population is unknown in this research. Therefore, in order to determine the absolute sample size with 95% confidence level the findings from the study reflect the whole population.

$$n = \frac{Z^2 * p * q}{E^2}$$

where:

n = number of sample size

$Z^2$  = square of the confidence level in standard error limits, Z score based on researcher's desired level of confidence (LOC) which is set at 95%. Then, the number of standard score of Z associated with confidence level is equal to 1.96 (see Table 4.1), where the value of Z is derived from the Normal Curve. The table below lists some Z and LOC values.

p = estimated variability in population, proportion of success (50%)

q = (1-p), or estimated proportion of failures

$E^2$  = square of the maximum allowance for error between the true proportion and sample proportion. While confidence level was set at 0.95 (95%), the maximum allowance for error became 0.05.

**Table 4.1 Level of Confidence Values and Equivalent Z Values**

<b>Z</b>	<b>LOC</b>
99.9%	3.3
99.0%	2.577
98.5%	2.43
97.5%	2.243
95.0%	1.96
90.0%	1.645
85.0%	1.439
75.0%	1.151

Source: [http://www.ehow.com/how\\_5262463\\_calculate-sample-size-formula.html](http://www.ehow.com/how_5262463_calculate-sample-size-formula.html), calculation of the confidence interval.

Based on above estimation the formula to calculate the population is presented as below,

$$n = \frac{1.96^2 \times (0.5 \times 0.5)}{0.05^2}$$

n= 384.16

The calculated results of the mathematical formula is 384, which means the researcher distributed around 400 questionnaires to international tourists in the Bangkok Rattankosin and China Town area, and the Ratchaprasong road area.

#### **4.2.3 Sampling Procedures**

This research studies the characteristics, attitudes, behavior and preferred activities of slow tourists in Bangkok, Thailand. The target respondents of this study include international tourists in the Rattankosin and Chinese Town area, the Ratchaprasong area and Bangkok's local markets. The researcher distributed around 200 questionnaires in the Rattankosin and Chinese Town area, 150 questionnaires in

the Ratchaprasong area and 50 questionnaires in local markets.

The researcher intended to find landmarks in Rattankosin and Chinese Town area such as the Grand Palace or temples where a section of international tourists are likely to be found, as individuals and tourists often visit Bangkok's Rattankosin and Chinese Town area. The target questionnaire distribution areas attract international tourists with a distinct reason of visits and could satisfy their exploring desires. The researcher will randomly emanate questionnaires given to international tourists, the sampling is stochastic but focus on international tourists who intend to travel employing the slow tourism elements. The researcher will use both holidays and workdays, in case of tourists travelling reasons are to participate in traditional festivals of Thailand. Some international tourists may visit landmarks with local private tour guides, especially historical landmarks. The researcher will ensure the questionnaires for this survey are distributed to an acceptable number of potential respondents.

#### **4.3 Research Instrument and Questionnaire Design**

In this survey, the researcher self-administered the questionnaires as the research instrument. The questionnaire has the following parts:

##### **Part I: Concept of slow tourism**

In the first section, the respondents will be asked questions in four sub-sections regarding their concept of slow tourism which are before travel, during travel, at destination and post trip. [Those four sub-sections could characterize the scale where, way of thinking of slow tourists to researcher. This sentence is unclear] The researcher used a 5-point Likert scale, where 5 = extremely important, 4 = fairly



important, 3 = neither important nor unimportant, 2 = not so important, 1 = not at all important and N/A = not applicable. This section consists of twenty four questions.

### **Part II: Tourists' preference to participate in slow tourism activities**

This section of the questionnaire asked about tourist's general preferred slow tourism activities. A total of thirteen questions constitute this section. The researcher used a Likert scale ranging from 5 = very strong, 4 = strong, 3 = neither strong nor weak, 2 = weak, 1 = very weak and N/A = not applicable/used.

### **Part III: Tourists' preferred activities in Thailand**

The third part consists of ten questions which asked the respondents' preferred activities in Bangkok, Thailand. Each item is measured on a 5-point Likert scale; where 5 = very interested, 4 = somewhat interested, 3 = neither or not interested, 2 = somewhat not interested, 1 = not at all interested and N/A = not applicable/used.

### **Part IV: Personal information**

The last section of the questionnaire asked about personal information such as the respondent's country, origin, age, length of stay, education attainment, and reasons for their visit. The researcher will use multiple choices and open-end question formulated in this part. The open-end question will assist in letting the researcher know the respondents' region or visiting reasons which is not listed on the questionnaire.

**Table 4.2 Arrangement of the Questionnaire**

Part	Group of Variables	Operational Items	Question No.
I	Concept of slow tourism	1) Speed expectation 2) Distance expectation 3) pace expectation 4) slow in various aspects 5) Slow vs. high technology 6) place engagement 7) pace in travelling 8) process/goal oriented in a Journey 9) One or multiple stops 10) enriching travel experience 11) train/coach vs. airplane 12) travel with fellow 13) To-do list in a travel 14) City landscape 15) Local language learning 16) Relax at destination 17) Interaction with local employees 18) Interaction with fellow tourists 19) Duration at destination 20) Casually touching 21) Way of exploration 22) Consume local tourism products 23) Ask locals for advice 24) Detail recall after trip	Q1 Q2 Q3 Q4 Q5 Q6 Q7 Q8 Q9 Q10 Q11 Q12 Q13 Q14 Q15 Q16 Q17 Q18 Q19 Q20 Q21 Q22 Q23 Q24
II	Tourists' preferences to participate in slow tourism activities	25) Sightseeing activities 26) Cultural activities 27) Nature activities 28) Exercise activities 29) Argo-tourism activities 30) Wildlife activities 31) Non-hotel accommodation 32) Contact locals 33) De-stressing activities 34) Volunteer holidays 35) Cell phone 36) Avoiding last minute 37) Environmental Friendly	Q25 Q26 Q27 Q28 Q29 Q30 Q31 Q32 Q33 Q34 Q35 Q36 Q37

.....Continued

**Table 4.2 continued**

<b>Part</b>	<b>Group of Variables</b>	<b>Operational Items</b>	<b>Question No.</b>
III	Tourists preferred activities in Thailand	38) Homestay in Thailand	Q38
		39) Country-side trips in Thailand	Q39
		40) Thai way of life	Q40
		41) Thailand with slow style	Q41
		42) Friendly locals	Q42
		43) Major festival	Q43
		44) Surrounding country-side	Q44
		45) Motor/bicycle rental	Q45
		46) Sleepy towns	Q46
		47) Elephant camp	Q47
IV	Personal information	48)Region	Q48
		49)Reason of visit	Q49
		50)Gender	Q50
		51)Age	Q51
		52)Education	Q52

Source: developed by the researcher for this study

#### **4.4 Collection of Data and Gathering Procedures**

##### **4.4.1 Secondary Data**

The researcher gathered information data to support this research study from academic tourism research journals, text books, newspaper articles, computerized databases, online research articles and the Assumption University library.

##### **4.4.2 Primary Data**

The researcher collected primary data through 400 self-administered questionnaires given to respondents in Bangkok's Rattankosin and China Town area, local markets and the Ratchaprasong area during July to August 2013. The researcher chose the SPSS (the Statistical Package for the Social Science) program to analysis and assessment results. (See table 4.3)

Table 4.3 Primary Data Collection

<b>Months (in 2013)</b>	<b>Places of Location in Bangkok</b>	<b>Number of Questionnaires Delivered</b>	<b>Number of Questionnaires Return</b>
<b>August</b>	The Grand Palace	30	20
	JJ Market	10	4
	Wat Po	6	6
<b>September</b>	The Grand Palace	32	31
	Aisatique night market	21	20
	Central World	25	23
	Suvarnabhumi Airport	20	20
<b>October</b>	Erawan Shrine	25	25
	Suvarnabhumi Airport	30	30
<b>November</b>	The Grand Palace	20	20
	National museum	25	24
	Wat Arun	30	29
	The Grand Palace	20	20
<b>December</b>	Erawan Shrine	30	27
	Gayson Department Store	20	16
	China Town	45	45
	The Grand Palace	30	30
	JJ market	10	10
<b>Total</b>		<b>429</b>	<b>400</b>

Details gathered by the research as part of this research

In order to explore the reliability of the questionnaire, there are 30 pre-test questionnaires were distributed in August 2013. Totally 30 questionnaires were disseminated at Rattankosin and China Town area and JJ market. After the first 30 questionnaires were distributed, the researcher noticed that the most international tourists were willing to help researcher to finish the questionnaires. In September 2013, researcher asked several close friends to accompany the research during distribution of questionnaires in Suvarnabhumi Airport.

In October 2013 and November 2013, researcher went to Erawan Shrine, Grand Palace, Wat Arun and national museum, Suvarnabhumi Airport to distribute questionnaires. There were 150 questionnaires delivered, in old cities area researcher gave guide and recommended local food of international tourists as a token of appreciation respondents for their help. In December, 128 questionnaires returned after distributed 135 questionnaires.

Therefore, a total a 400 questionnaires were successfully collected.

#### **4.5 Pretest and Reliability test**

##### **4.5.1 Pretest**

A pretest is a trial run with a group of respondents used to screen out problems, ambiguity or bias in the instrument or design of a questionnaire. The research has to examine whether the questionnaire contains similar meaning to all respondents or the point at which respondents are likely to terminate (Zikmund, 2003).

To assess the reliability of the research instrument, the researcher conducted a pre-test by distributing 30 questionnaires among international tourists in the Rattankosin and China Town area in Bangkok, during the beginning of August 2013.

##### **4.5.2 Reliability test**

Reliability assessment was carried out by using the Cronbach's Coefficient Alpha Scale. From table 4.4, the reliability test outcome of 24 items on concept of slow tourism is 0.785. Reliability test outcome of 13 items on tourists' preference to participate in slow tourism activities is 0.773. 11 items on tourists' preferred activities

in Thailand showed outcome is 0.802. The table 4.4 shows the results of the reliability test, where the outcome of 47 items was 0.792, which is greater than 0.60. Hence, it inferred that this study's questionnaire was reliable and met the research objectives.

**Table 4.4 Reliability Analysis – Scale (Alpha) of Pretest Result**

**Reliability Statistics**

**24 Items on Concept of Slow Tourism**

**Case Processing Summary**

		N	%
Cases	Valid	24	100
	Excluded*	0	0
	Total	24	100

\* Listwise deletion based on all variables in the procedure

**Reliability Statistics**

Cronbach's Alpha	N of Items
0.785	24

**13 Items on Tourists' preferences to participate in slow tourism activities**

**Case Processing Summary**

		N	%
Cases	Valid	13	100
	Excluded*	0	0
	Total	13	100

\* Listwise deletion based on all variables in the procedure

**Reliability Statistics**

Cronbach's Alpha	N of Items
0.773	13

**11 Items on Tourists' preferred activities in Thailand**

**Case Processing Summary**

		N	%
Cases	Valid	11	100
	Excluded*	0	0
	Total	11	100

\* Listwise deletion based on all variables in the procedure

**Reliability Statistics**

Cronbach's Alpha	N of Items
0.802	11

**4.6 Statistical Treatment of Data**

**4.6.1 Descriptive statistics**

Zikmund (2003) mentioned that in descriptive statistics, the calculation of the average, frequency distribution, and percentage distribution are the most common forms of summarizing the data. These tools transform raw data into a form that will



make it easy for the researcher to interpret and understand their findings

#### 4.6.2 Inferential statistics

Inferential statistics is generally used to make an inference of judgment about a population on the basis of a sample (Zikmund, 2003). In this study, the researcher used one-way ANOVA as the inferential method.

##### - One-way ANOVA

One-way ANOVA is a technique to determine if statistically significant differences in means occur between two or more groups. This technique is referred to as “one – way’ because there is only an independent variable (even though there may be several levels of that variable). The  $F$  – test is a procedure for comparing one sample variance to another sample variance and determines whether the variability in the scores of one sample is greater than the variability in the scores of another sample. The  $F$  – distribution measures whether the variability of two samples differs significantly in the means of the sample and the hypothesis may be rejected (Zikmund, 2003).

Formula of calculation of  $F$  – Ratio

$$F = \text{Mean Square between (MSB)} / \text{Mean Square within (MSW)}$$

Source: statisticslecture.com (2008)

In this study, the research used one – way ANOVA as the statistical technique. The following table 4.5 presents a summary of the research hypotheses and the statistical technique used in testing them.

**Table 4.5 Summary of Research hypotheses and Statistical test used**

No.	Hypothesis Statement	Statistical test
Ho1	The difference in international tourists' importance of the slow tourism concept with regard to 'region' is not significant.	One-way ANOVA
Ho2	The difference in international tourists' importance of the slow tourism concept with regard to 'reason of visit' is not significant.	One-way ANOVA
Ho3	The difference in international tourists' preference to participate in slow tourism activities with regard to 'region' is not significant.	One-way ANOVA
Ho4	The difference in international tourists' preference to participate in slow tourism activities with regard to 'reason of visit' is not significant.	One-way ANOVA
Ho5	The difference in international tourists' opinion of case of slow tourism in Thailand with regard to 'region' is not significant.	One-way ANOVA
Ho6	The difference in international tourists' opinion of case of slow tourism in Thailand with regard to 'reason of visit' is not significant.	One-way ANOVA

Source: developed by the researcher for this study

**CHAPTER V**  
**DATA ANALYSIS**

This chapter demonstrates the data analysis and findings of the research. The descriptive statistics help to describe the relationships among variables related the hypotheses concerning slow tourism concepts, activities and the case of Bangkok as slow tourist destination.

**5.1 Descriptive Statistics**

There were a total of 429 questionnaires which were self-administered to tourists in Bangkok during August 2013 – December 2013. All 400 usable questionnaires were filled in and returned to the researcher.

**5.1.1 Screening question**

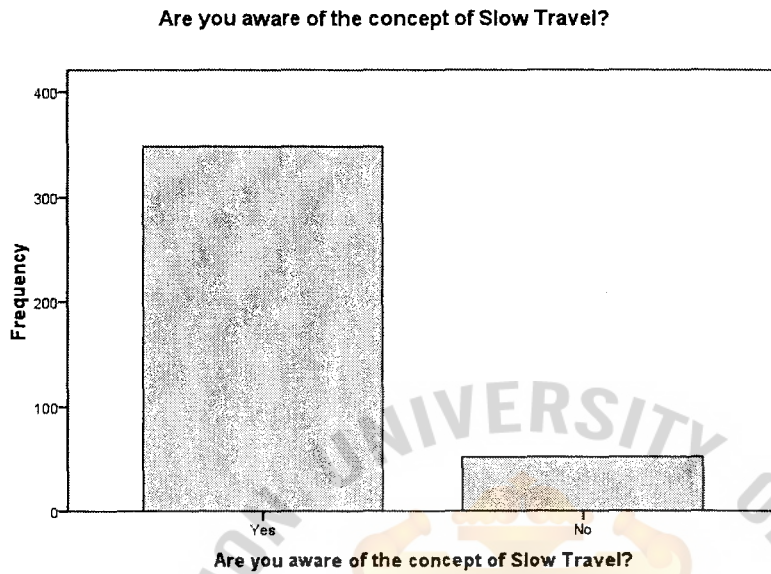
The Table 5.1 and figure 5.1 below show that in this study, 87% of respondents are aware of the concept of slow tourism, 13% of respondents are not aware of the concept of slow tourism.

Table 5.1 Awareness of concept of slow tourism

**Are you aware of the concept of Slow Travel?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	348	87.0	87.0	87.0
No	52	13.0	13.0	100.0
Total	400	100.0	100.0	

Figure 5.1 Awareness of concept of slow tourism



### 5.1.2 Slow tourism concept

#### 5.1.2.1 before travel, the understanding of slow tourism

##### Question 1- Question 24

According to the outcome shown in Table 5.2, this section asked respondents to rate the importance of various factors in the concept of slow tourism, especially before travel. From the mean score in the Table 5.2, the statement 'avoid clock watching and perpetual hurry' received fairly importance responses, which had a mean score of 4.05. It implies that tourists were willing to avoid hurried travel schedules when they decided to travel. The statement 'living, medication, leisure & sex', showed a mean score of 3.90 which can be interpreted as fairly important. It showed that respondents were expecting a relaxed lifestyle when they traveled. Afterwards, there were the same mean scores for two statement 'travel it is about

slowing down' and 'minimum of technology and mechanization' which received a mean score of 3.66 and were counted as fairly important. There was also a less important item which was 'travelling shorter distance', which received a mean rating of 2.68, and was considered not that important.

According to the table 5.2, it can be concluded that the majority of respondents think of the slow tourism concept before travel as a way to avoid a fast life and speedy lifestyle. Responds expected peaceful and non-disturbed time to experience the vacation.

Table 5.2 Before travel – slow tourism concept (N=400)

Before Travel	Minimum	Maximum	Mean	Std. Deviation
It is about slowing down	0	5	3.66	1.059
Travelling shorter distance	0	5	2.68	1.221
Avoid clock watching and perpetual hurry	1	5	4.05	.890
Believe in slow living, medication, leisure & Sex	0	5	3.90	1.050
Minimum of technology and mechanization	1	5	3.66	1.014
Valid N (listwise)				

#### 5.1.2.2 during the travel, the understanding of slow tourism

Table 5.3 below shows respondents' opinion during travel. From the highest mean score of 4.1 it showed that the respondents feel the 'journey to a destination is

more important than the journey at the destination' as the fairly important factor. It was indicated that the journey experience is more joyful to tourists and the experience of the journey could enrich the entire travel experience.

Table 5.3 During travel – slow tourism concept (N=400)

During Travel	Minimum	Maximum	Mean	Std. Deviation
During travel-Emphasize on engagement with the place	0	5	3.59	1.227
During travel-Travelling at a gentle pace through a slowly changing landscape	0	5	3.66	1.075
During travel-Journey 'to a destination' important than journey 'at the destination'	1	5	4.10	.643
During travel-One or multiple stops en route to the destination	0	5	3.26	1.118
During travel-Enriching the travel experience both en route and at the destination	1	5	3.67	1.135
During travel-Travel by train or coach trip as an alternative to air travel	0	5	3.54	1.105
During travel-Treat fellow travelers as friends	0	5	2.85	1.383
Valid N (listwise)				



This was followed by the statements of ‘travelling at a gentle pace through a slowly changing landscape’ and ‘enriching the travel experience both en route and at the destination’ which received mean scores of 3.66 and 3.67 respectively. It implies that the tourists prefer to have sufficient time to arrange their schedules and appreciate the charms of the landscape. The least important issue to respondents was ‘treat fellow travelers as friends’ with a mean score of 2.85, which can be interpreted as neither important nor unimportant.

#### **5.1.2.3 At the destination, slow tourism concept**

At the destination, the concept of slow tourism can be seen in table 5.4 with the higher mean scores of 3.91 and 3.90 for the statements ‘Relax at the destination’ and ‘get rid of the To Do List & Must-see list’ as fairly important. It reflected that the main preference of respondents was to relax and avoid the rush to finish a travel schedule. The statements ‘explore destinations in a less superficial way’ and ‘stay longer at the destination’ received fairly important responses, with mean scores of 3.82 and 3.72 while the statement ‘enjoy city landscape’ received a mean score of 3.55, which are interpreted as neither important nor important.

In addition, a mean score of 3.49 indicated the statement ‘indulge in local cuisines’ was neither an important nor unimportant item for the concept of slow tourism. International tourists also considered that the ‘interaction with fellow tourists at the destination’ was important, which received a mean score of 3.35.

Similar sentiments were expressed for statements, ‘Try to learn local language at the destination’; ‘Interaction with local employees at the destination’; ‘Ask locals for

advice' which received mean scores of 2.80, 2.87 and 2.96 respectively.

It showed that the majority of international respondents think of slow tourism at the destination as friendly, relaxing, enriching to the travel experience and enjoying their peaceful journey. That is what they understand as slow tourism for them at their destinations.

Table 5.4 At the destination – slow tourism concept (N=400)

At the destination	Minimum	Maximum	Mean	Std. Deviation
Get rid of the 'To Do List & Must-see' list	1	5	3.90	.933
At the destination-To enjoy city landscape	0	5	3.55	1.070
Try to learn local language at the destination	0	5	2.80	.994
At the destination-Relax at the destination	0	5	3.91	.851
Interaction with local employees at the destination	0	5	2.87	.811
Interaction with fellow tourists at the destination	0	5	3.35	1.195
Stay longer at the destination	0	5	3.72	1.006
Explore destination in a less superficial way	0	5	3.82	.980
Indulge in local cuisines	0	5	3.49	1.212
Buy and consume local tourism products	0	5	3.21	.826
Ask locals for advice	0	5	2.96	1.144
Valid N (listwise)				

#### 5.1.2.4 Post trip - slow tourism concept

This part has only one statement ‘recalls many details of the destination’ after trip.

The mean score received is 3.51 which can be expressed as fairly important. Tourists thought that the step of recalling their trip was important to them.

Table 5.5 Post trip – slow tourism concept (N=400)

Post Trip	Minimum	Maximum	Mean	Std. Deviation
Post trip-Recalls many details of the destination	0	5	3.51	1.062
Valid N (listwise)				

#### 5.1.3 Tourists’ preferences to participate in slow tourism activities

This section asks international tourists to rate the importance of various options of preferential slow tourism activities. All activities are listed in Table 5.6. Based on Table 5.6, apparently ‘de-stressing activities’ received the highest mean value of 4.15 which counted as strong and implies that tourists were fond to join slow tourism activities, such as yoga, spa, painting/crafts or cooking that could help respondents to relax their mind and body after long periods of work while ‘general sightseeing and outdoors activities and admiring scenery’ is noted as a strong preferential activity to tourists with a mean value of 4.08. Voluminous respondents preferred to ‘leave the cell phone at home’ to avoid disturbance, and was received with a mean value is 3.99,

also considered as a strong preference.

Thereafter, traditional tourism activities such as 'visiting cultural monuments, temples, vernacular' had a mean score of 3.76; 'walking, hiking, trekking, cycling' received mean score of 3.72, Respondents still noted them as a strong preference. Next, 'allow time to prepare, research, pack, avoid last minute panics' had a mean rating of 3.84 and 'tasting local produces in agro-tourism or wineries' had mean value of 3.51, which shows tourists were willing to engage closely with local products and local materials.

Meanwhile, the activities such as 'visiting nature reserves and park visitor centers', 'watching wildlife in nature or protected areas' and 'recycling during the travelling' received mean scores 3.48, 3.40 and 3.34 respectively, and are interpreted as neither strong nor weak preferences to participate.

Additional activities listed under slow tourism with relatively less responses were, 'contact with the local culture and people', 'choosing accommodation facilities different from hotels' and 'volunteer holiday' which received mean values of 3.01, 3.30 and 3.06.

It could be concluded from the rating that the majority of respondents think of relaxation, peaceful and interesting de-stressing activities as popular slow tourism activities amongst tourists and they would like to have contact with the local environment and materials. Participants were not much keen on language study and being volunteers during their vacations.

Table 5.6 Slow tourism activities (N=400)

Slow tourism activities	Minimum	Maximum	Mean	Std. Deviation
General sightseeing and outdoors, admiring scenery	1	5	4.08	.843
Visiting cultural monuments, temples, vernacular	0	5	3.76	1.148
Visiting nature reserves and park visitor centers'	1	5	3.48	1.191
walking, hiking, trekking, cycling	1	5	3.72	1.025
Tasting local produces in agro-tourism or winery	0	5	3.51	1.036
Watching wildlife in natural or protected area	0	5	3.41	1.010
Choosing accommodation facilities different from hotels	0	5	3.30	1.153
Contact with the local culture and people	0	5	3.01	.922
De-stressing activities – e.g. yoga, spa breaks, painting/craft, cooking	0	5	4.15	.785
Volunteer holiday	0	5	3.06	.797
Leave the cell phone at home				
Allow time to prepare, research, pack, avoid last minute panics	0	5	3.99	1.011
	1	5	3.84	.896
Recycling during the travelling	0	5	3.34	.791
Valid N (listwise)				

#### 5.1.4 Case of Thailand as a destination for Slow Tourism

Question 38-Question 47

Table 5.7 below illustrates respondent's preferred slow tourism activities in Thailand. From the table 5.7, obviously 'to enjoy major festivals (such as Songkran, walking is the best way to see the celebrations instead of taxis)' received a somewhat interesting response, with a mean score of 4.03. It indicates that respondents' fondness for traditional festivals which not only could engage with local activity, but also blend into the spirit and atmosphere of the festival. The statements 'the Thai way of life is shown in origin', 'locals being friendly, it is easy to mingle with the community' and 'motorcycles and bicycles can be rented and are a perfect way to navigate the narrow streets', 'the surrounding country-side, mountains and nature are ideal spots for picnics and get-togethers' were expressed as somewhat interested slow tourism activities in Thailand, with a mean scores of 3.99, 3.93 and 3.90, 3.86 respectively. It expresses the case of Thailand as a destination for slow tourism, the respondents' positive intentions to join the activities that have a rich cultural ambience and is close to natural areas, where they could experience local environmental characteristics. The respondents are encouraged to use adaptive public transportation, instead of taxis or high speed vehicles to engage and fit into the local community.

In addition, the slow tourism activities in Thailand such as 'country-side trips in Thailand is about taking time out to learn village skills or understand a different culture', 'Thais live slowly in accordance with the time and with the seasons, the true



speed of life’ and ‘meeting interesting local ethnic groups and their lifestyles’ were identified as somewhat interesting also with mean values of 3.49, 3.66 and 3.60 respectively.

Conversely, activities such as ‘traditional homestay’ and ‘spend a day or two at an elephant camp’ received mean ratings of 3.12 and 3.34, counted as neither or not interested by the respondents.

It could be concluded that most of respondents think of slow tourism activities in Thailand as ways to integrate with humanity and cultural local festivals which have back stories that could attract the attention of tourists.

Table 5.7 Case of Thailand as a destination for slow tourism (N=400)

	Minimum	Maximum	Mean	Std. Deviation
Traditional homestay in Thailand encourages visitors learning from communities visited	0	5	3.12	.884
Country-side trips in Thailand is about taking time out to learn village skills or understand a different culture	0	5	3.49	1.074
The Thai way of life is slow in origin	0	5	3.99	.947
Thais live slowly in accordance with the time and with the seasons, the true speed of life	0	5	3.66	.996
Locals being friendly, it is easy to mingle with the community	0	5	3.93	.804

| Continued

To enjoy major festival (such as Songkran, walking is the best way to see the celebrations) instead of taxis	0	5	4.03	.725
The surrounding country-side, mountains and nature are ideal spots for picnics and get-to-gather	1	5	3.86	.911
Motorcycles, bicycles can be rented and a perfect way to navigate the narrow streets	0	5	3.90	.876
Sleepy towns motivates visitors to a half at night and vast opportunities to meet interesting local ethnic groups and their lifestyles	0	5	3.60	1.025
Spend a day or two at an elephant camp	0	5	3.34	.784
Valid N (listwise)				

### 5.1.5 Personal Information

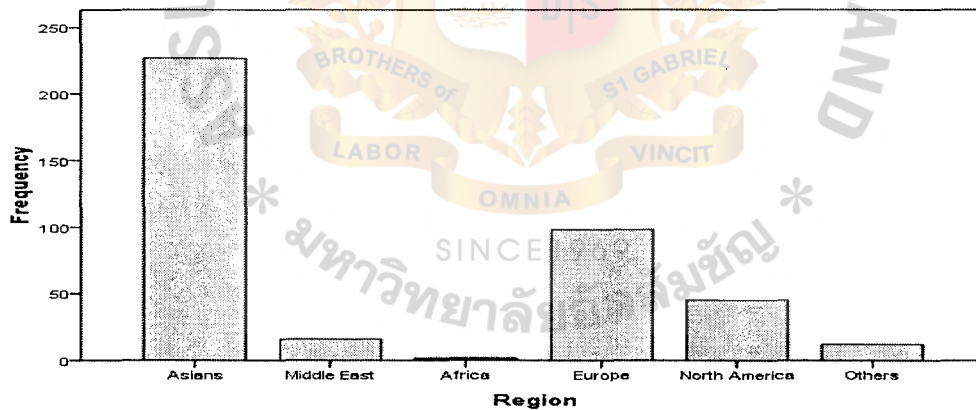
#### Question 48

The regional origin of 400 respondents is depicted in Figure 5.2 and Table 5.8. The majority of the international tourists were Asians (56.8%), followed by Europeans (24.5), North Americans (11.2%), Africans (5%), few were from the Middle East (4%) and the smallest group is others (3%) respectively.

Table 5.8 Region

		Region			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Asians	227	56.8	56.8	56.8
	Middle East	16	4.0	4.0	60.8
	Africa	2	.5	.5	61.2
	Europe	98	24.5	24.5	85.8
	North America	45	11.2	11.2	97.0
	Others	12	3.0	3.0	100.0
	Total	400	100.0	100.0	

Figure 5.2 Region



Question 49

Table 5.9 and Figure 5.3 below show the respondents' main reason of travelling to Bangkok is 'to gain new experiences', which counted for 29.5% out of a total of 400 respondents. This was followed by respondents main reason of 'relaxation' (27.8%), and 'sightseeing' (24.8%), 'shopping' (12.8%) and 'nightlife' (5.2%)

respectively.

Table 5.9 reason of travelling to Bangkok

**Main reason of travelling to Bangkok**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Relaxation	111	27.8	27.8	27.8
Sightseeing	99	24.8	24.8	52.5
Shopping	51	12.8	12.8	65.2
To gain new experiences	118	29.5	29.5	94.8
Night life	21	5.2	5.2	100.0
Total	400	100.0	100.0	

Figure 5.3 Reason of travelling to Bangkok



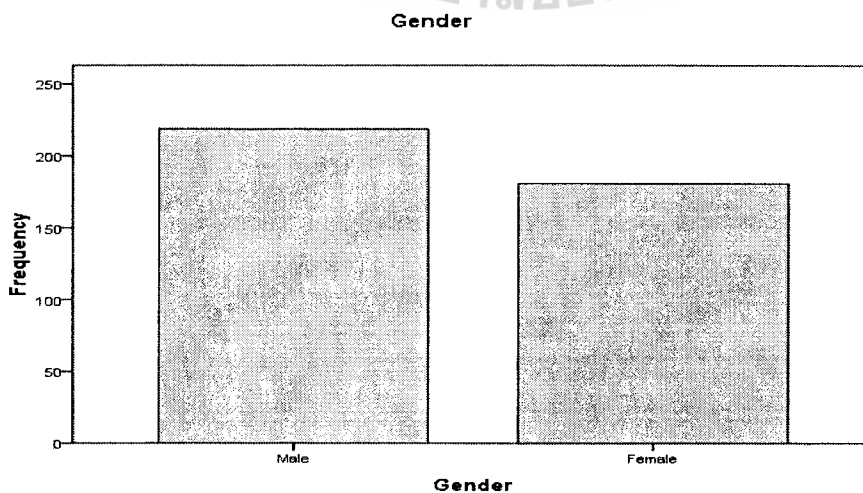
Question 50

The gender of international tourists can be seen in Table 5.10 and Figure 5.4. There are 219 male respondents listed out of 400 respondents. The male group constituted the majority of respondents, whereas 45.2% were women. Thus, it can be concluded that there were more male respondents than female respondents in this study.

Table 5.10 Gender of respondents

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	219	54.8	54.8	54.8
	Female	181	45.2	45.2	100.0
	Total	400	100.0	100.0	

Figure 5.4 Gender of respondents



Question 51

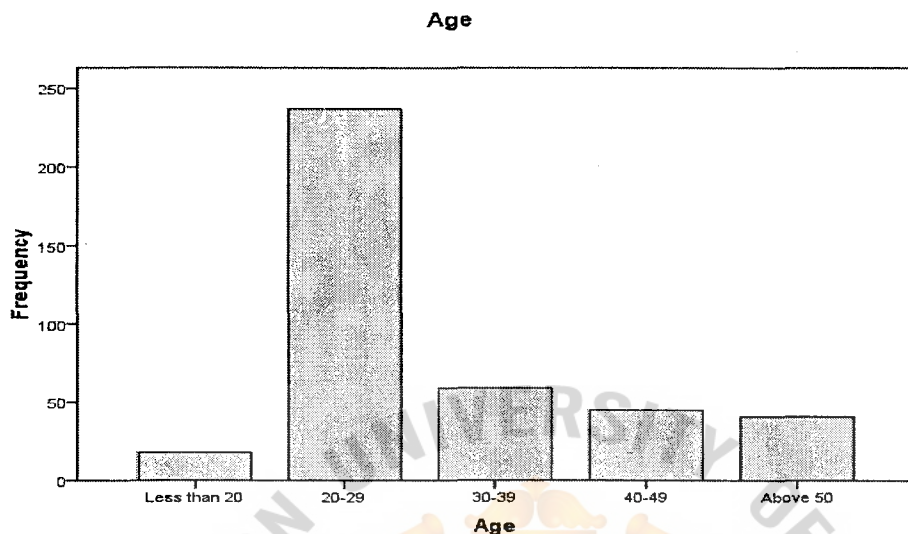
Figure 5.5 and Table 5.11 below show that the ages of the majority of the international tourists are between 20-29 years old, or 59.2% out of a total of 400 respondents. This was followed by those aged between 30-39 years old (14.8%), then by those aged between 40-49 years old (11.2%), followed by those aged above 50 years old (10.2%). The smallest age group was those aged under 20 (4.5%).

Table 5.11 Age of respondents

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 20	18	4.5	4.5	4.5
	20-29	237	59.2	59.2	63.8
	30-39	59	14.8	14.8	78.5
	40-49	45	11.2	11.2	89.8
	Above 50	41	10.2	10.2	100.0
	Total	400	100.0	100.0	



Figure 5.5 Age of respondents



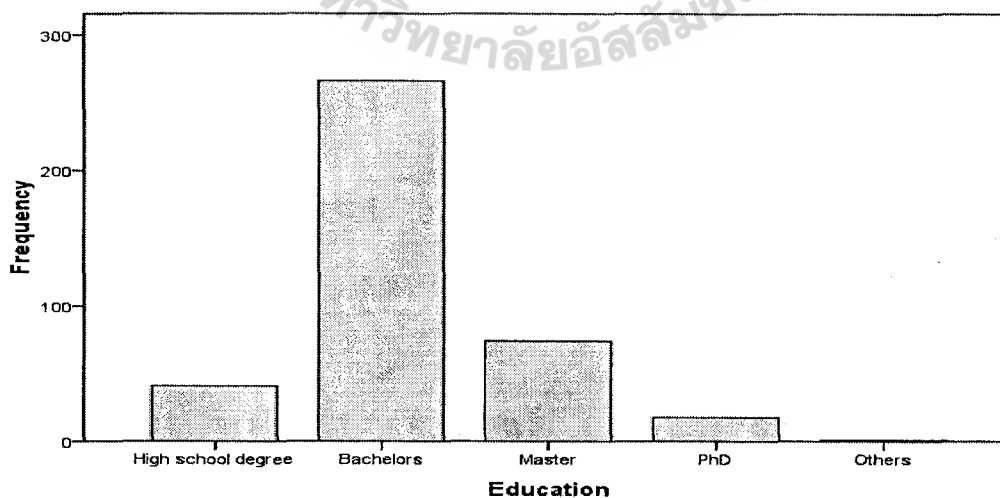
#### Q52 Education attainment of respondents

It can be gleaned from Figure 5.6 and Table 5.12 that more than half of the respondents (66.5%) had a 'Bachelors' degree', followed by 18.5% with a 'master's degree'. 10.2% of respondents attained a 'high school education level or below', 4.5% of the respondents had a 'PhD degree'. The 'Others group' consisted of 2% of respondents.

Table 5.12 Education of respondents

Education				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid High school degree	41	10.2	10.2	10.2
Bachelors	266	66.5	66.5	76.8
Master	74	18.5	18.5	95.2
PhD	18	4.5	4.5	99.8
Others	1	.2	.2	100.0
Total	400	100.0	100.0	

Figure 5.6 Education of respondents



## 5.2 Hypotheses Testing

The hypothesis developed for the reason of visit of testing is called the null hypothesis, referred to by the symbol  $H_0$ . The alternate hypothesis ( $H_a$ ) is the statement that is accepted if the sample data provides sufficient evidence to show that the null hypothesis is false. The null hypothesis usually proposes that there is no difference between two observed values or that there is no relationship between variables (Veal, 2006).

The level of significance, sometimes called the “level of risk,” is the probability of rejecting the null hypothesis when it is true. The significance level determines the probability level, 0.05 or 0.01, that is to be considered too low to warrant support of the null hypothesis. If the probability of occurrence of the observed data is smaller than the level of significance, the data suggests the null hypothesis should be rejected (Zikmund, 2003).

This study is comprised of six main hypotheses for testing. One-way ANOVA was used to test the hypothesis. The significance level used in this study is 0.05 or a 95% level of confidence.

### 5.2.1 Hypotheses 1 – international tourists’ importance of slow tourism concept

H<sub>01</sub>: The difference in international tourists’ importance of the slow tourism concept with regard to ‘region’ is not significant.

H<sub>a1</sub>: The difference in international tourists’ importance of the slow tourism concept with regard to ‘region’ is significant.

One-way ANOVA was used to explore the difference in slow tourism concept statements based on with region among twenty-four slow tourism concepts statements. However, there are two statements about region which were rejected. The results are shown in Table 5.13 below.

The rest twenty-two items have a significant value more than 0.05. These include 'It is about slowing down', which has a significance value 0.251; 'Travelling shorter distance', which has a significance value 0.756; 'Avoid clock watching and perpetual hurry', which has a significance value 0.489; 'Believe in slow living, medication, leisure & sex', which has a significance value 0.293; 'Minimum of technology and mechanization', which has a significance value 0.513; 'Emphasize on engagement with the place', which has a significance value 0.109. 'Journey 'to a destination' is more important than journey 'at the destination'', which has a significance value 0.702; 'Enriching the travel experience both en route and at the destination', which has a significance value 0.343; 'Travel by train or coach trip as an alternative to air travel', which has a significance value 0.535; 'Treat fellow travelers as friends', which is has significance value 0.283; 'get rid of the To Do List and Must-see list', which has a significance value 0.929; 'To enjoy city landscape', which has a significance value is 0.681; 'Try to learn local language at the destination', which has significance value 0.730; 'Relax at the destination', which has a significance value 0.584; 'Interaction with local employees at the destination', which has a significance value 0.894; 'Interaction with fellow tourists at the destination', which has a significance value 0.956; 'Stay longer at the destination', which has a significance value 0.962; 'Explore

the destination in a less superficial way’, which has significance value 0.891; ‘indulge in local cuisines’, which has a significance value 0.231; ‘Buy and consume local tourism products’, which has a significance value 0.804; ‘Ask locals for advice’, which has a significance value 0.104; ‘Recalls many details of the destination’, which has a significance 0.252.

Two items have a significance value of less than 0.05, so the null hypothesis is rejected, which are ‘travelling at a gentle pace through a slowly changing landscape’, which has a significance value is 0.049; ‘One or multiple stops en route to the destination’, which has a significance value is 0.029.



Table 5.13 One-way ANOVA for Hypotheses 1 (\* <0.05)

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Before travel-It is about slowing down	Between Groups	7.421	5	1.484	1.328	.251
	Within Groups	440.339	394	1.118		
	Total	447.760	399			
Before travel-Travelling shorter distance	Between Groups	3.955	5	.791	.527	.756
	Within Groups	591.085	394	1.500		
	Total	595.040	399			
Before travel-Avoid clock watching and perpetual hurry	Between Groups	3.519	5	.704	.888	.489
	Within Groups	312.379	394	.793		
	Total	315.898	399			
Before travel-Believe in slow living, medication, leisure & Sex	Between Groups	6.773	5	1.355	1.232	.293
	Within Groups	433.227	394	1.100		
	Total	440.000	399			
Before travel-Minimum of technology and mechanization	Between Groups	4.387	5	.877	.852	.513
	Within Groups	405.690	394	1.030		
	Total	410.078	399			
During travel-Emphasize on engagement with the place	Between Groups	13.503	5	2.701	1.812	.109
	Within Groups	587.257	394	1.490		
	Total	600.760	399			
During travel-Travelling at a gentle pace through a slowly changing landscape	Between Groups	12.792	5	2.558	2.248	<b>.049*</b>
	Within Groups	448.318	394	1.138		
	Total	461.110	399			
During travel-Journey 'to a destination' important than journey 'at the destination	Between Groups	1.240	5	.248	.598	.702
	Within Groups	163.557	394	.415		
	Total	164.798	399			

| Continued



During travel-One or multiple stops en route to the destination	Between Groups	15.438	5	3.088	2.516	.029*
	Within Groups	483.522	394	1.227		
	Total	498.960	399			
During travel-Enriching the travel experience both en route and at the destination	Between Groups	7.281	5	1.456	1.131	.343
	Within Groups	507.159	394	1.287		
	Total	514.440	399			
During travel-Travel by train or coach trip as an alternative to air travel	Between Groups	5.023	5	1.005	.821	.535
	Within Groups	482.254	394	1.224		
	Total	487.278	399			
During travel-Treat fellow travelers as friends	Between Groups	11.965	5	2.393	1.254	.283
	Within Groups	751.732	394	1.908		
	Total	763.698	399			
At the destination-Get rid of the 'To Do List & Must-see' list	Between Groups	1.193	5	.239	.272	.929
	Within Groups	346.005	394	.878		
	Total	347.198	399			
At the destination-To enjoy city landscape	Between Groups	3.594	5	.719	.625	.681
	Within Groups	453.406	394	1.151		
	Total	457.000	399			
At the destination-Try to learn local language at the destination	Between Groups	2.786	5	.557	.561	.730
	Within Groups	391.214	394	.993		
	Total	394.000	399			
At the destination-Relax at the destination	Between Groups	2.737	5	.547	.754	.584
	Within Groups	286.023	394	.726		
	Total	288.760	399			
At the destination-Interaction with local employees at the destination	Between Groups	1.101	5	.220	.332	.894
	Within Groups	261.397	394	.663		
	Total	262.498	399			

| Continued

At the destination-Interaction with fellow tourists at the destination	Between Groups	1.553	5	.311	.215	.956
	Within Groups	568.037	394	1.442		
	Total	569.590	399			
At the destination-Stay longer at the destination	Between Groups	1.024	5	.205	.200	.962
	Within Groups	402.486	394	1.022		
	Total	403.510	399			
At the destination-Explore destination in a less superficial way	Between Groups	1.630	5	.326	.337	.891
	Within Groups	381.410	394	.968		
	Total	383.040	399			
At the destination-indulge in local cuisines	Between Groups	10.074	5	2.015	1.378	.231
	Within Groups	575.903	394	1.462		
	Total	585.978	399			
At the destination-Buy and consume local tourism products	Between Groups	1.588	5	.318	.462	.804
	Within Groups	270.772	394	.687		
	Total	272.360	399			
At the destination-Ask locals for advice	Between Groups	11.911	5	2.382	1.839	.104
	Within Groups	510.367	394	1.295		
	Total	522.277	399			
Post trip-Recalls many details of the destination	Between Groups	7.449	5	1.490	1.326	.252
	Within Groups	442.511	394	1.123		
	Total	449.960	399			

## Post Hoc test for Hypothesis 1

Table 5.14 Compare Differences in respondents based on the region

International tourists' importance of slow tourism concept	F-value/ P-value	Comparison I > J	Mean difference (I - J)
Q7 Travelling at a gentle pace through a slowly changing landscape'	F= 2.248 Sig .0.049	Europe > Asians > North America	.326* .539**
Q9 One or multiple stops en route to the destination	F= 2.516 Sig .029*	Europe > Asians > North America	.387* .519*

\*. The mean difference is significant at the 0.05 level.

\*\*.. The mean difference is significant at the 0.01 level.

### Question No. 7 Travelling at a gentle pace through a slowly changing landscape

With respect to post-hoc analysis (page 134, appendix B), the Least Significant Difference (LSD) test was employed in this study. The LSD test also showed the same results which confirmed the above analysis. Table 5.14 investigated further details of differences among the groups. It revealed that among international tourists who travel in Thailand, Europeans get involved in order to 'travel at a gentle pace through a slowly changing landscape' more than Asians and North Americans. The high mean scores for this statement of the slow tourism concept confirm this fact.

Based on Table 5.14, European respondents have stronger opinions of travelling at a gentle pace through a slowly changing landscape. According to their social backgrounds and the culture and history of Europe, they are accustomed to a slower

pace of life as compared to their North American and Asian counterparts. The North Americans and Asians continents have a higher focus on materialism, in general, as well as having a higher degree of competitiveness. Many European countries tend to have a slower paced lifestyle, partially due to the fact that much of their lifestyle is controlled by the past, whereas fast-paced countries like USA, Japan or Singapore are constantly rushing towards the future. Therefore, the lifestyle and current social situations stimulate the tourists from Europe to think ‘travelling at a gentle pace through a slowly changing landscape’ is more important than Asians and North Americans.

**Question No. 9 One or multiple stops en route to the destination**

Table 5.14 above indicates that European respondents will choose one or more stops while traveling to the destination. This may be caused by the assumption that Europeans traditionally place an emphasis on understanding history, culture or local lifestyle, given by their long history. Consequently, they show a higher appreciation for the opportunity to see more places before reaching their destination and better their understanding of the differences and nuances of each place visited. They are active to plan stops before reaching their destination.

### 5.2.2 Hypotheses 2 – International tourists’ importance of slow tourism concept

Ho 2: The difference in international tourists’ importance of the slow tourism concept with regard to ‘reason of visit’ is not significant.

Ha.2: The difference in international tourists’ importance of the slow tourism concept with regard to ‘reason of visit’ is significant.

One-way ANOVA was used to explore the in slow tourism concept statements.

However, there are four statements based on reason of visit which were rejected. The results are illustrated in Table 5.15 below.

Four items have a significant value less than 0.05, so the null hypothesis is rejected. There was ‘Avoid clock watching and perpetual hurry’, which has a significance value 0.024; ‘Minimum of technology and mechanization’, which has a significance value 0.030; ‘Get rid of the ‘To Do list & Must-see’ list’, which has a significance value 0.017; ‘Ask locals for advice’, which has a significance value 0.005. Thus, the difference in international tourists’ importance of the slow tourism concept in the four statements in terms of the reason of visit is significant.

Referring to Table 5.15, except for the four statements, there are twenty statements which have a significant value of more than 0.05. These include ‘It is about slowing down’, which has a significance value 0.927; ‘Travelling shorter distance’, which has a significance value 0.712; ‘Believe in slow living, medication, leisure & sex’, which has a significance value 0.754; ‘Emphasize on engagement with the place’, which has a significance value 0.096. ‘travelling at a gentle pace through a slowly changing landscape’, which has a significance value 0.062 ‘Journey ‘to a

destination' is more important than journey 'at the destination', which has a significance value 0.308; 'One or multiple stops en route to the destination', which has a significance value 0.142; 'Enriching the travel experience both en route and at the destination', which has a significance value 0.365; 'Travel by train or coach as an alternative to air travel', which has a significance value 0.776; 'Treat fellow travelers as friends', which has a significance value 0.542; 'To enjoy city landscape', which has a significance value 0.612; 'Try to learn local language at the destination', which has a significance value 0.398; 'Relax at the destination', which has a significance value 0.750; 'Interaction with local employees at the destination', which has a significance value 0.904; 'Interaction with fellow tourists at the destination', which has a significance value 0.266; 'Stay longer at the destination', which has a significance value 0.090; 'Explore destination in a less superficial way', which has a significance value 0.626; 'indulge in local cuisines', which has a significance value 0.659; 'Buy and consume local tourism products', which has a significance value 0.192; 'Recalls many details of the destination', which has a significance 0.423.



Table 5.15 One-way ANOVA for Hypotheses 2 (\* < 0.05)

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Before travel-It is about slowing down	Between Groups	.997	4	.249	.220	.927
	Within Groups	446.763	395	1.131		
	Total	447.760	399			
Before travel-Travelling shorter distance	Between Groups	3.192	4	.798	.533	.712
	Within Groups	591.848	395	1.498		
	Total	595.040	399			
Before travel-Avoid clock watching and perpetual hurry	Between Groups	8.812	4	2.203	2.834	<b>.024*</b>
	Within Groups	307.086	395	.777		
	Total	315.898	399			
Before travel-Believe in slow living, medication, leisure & Sex	Between Groups	2.104	4	.526	.475	.754
	Within Groups	437.896	395	1.109		
	Total	440.000	399			
Before travel-Minimum of technology and mechanization	Between Groups	10.921	4	2.730	2.702	<b>.030*</b>
	Within Groups	399.156	395	1.011		
	Total	410.077	399			
During travel-Emphasize on engagement with the place	Between Groups	11.832	4	2.958	1.984	.096
	Within Groups	588.928	395	1.491		
	Total	600.760	399			
During travel-Travelling at a	Between Groups	10.331	4	2.583	2.263	.062

gentle pace through a slowly changing landscape	Within Groups	450.779	395	1.141		
	Total	461.110	399			
During travel-Journey 'to a destination' important than journey 'at the destination	Between Groups	1.989	4	.497	1.206	.308
	Within Groups	162.809	395	.412		
	Total	164.798	399			
During travel-One or multiple stops en route to the destination	Between Groups	8.595	4	2.149	1.731	.142
	Within Groups	490.365	395	1.241		
	Total	498.960	399			
During travel-Enriching the travel experience both en route and at the destination	Between Groups	5.575	4	1.394	1.082	.365
	Within Groups	508.865	395	1.288		
	Total	514.440	399			
During travel-Travel by train or coach trip as an alternative to air travel	Between Groups	2.185	4	.546	.445	.776
	Within Groups	485.093	395	1.228		
	Total	487.278	399			
During travel-Treat fellow travelers as friends	Between Groups	5.948	4	1.487	.775	.542
	Within Groups	757.749	395	1.918		
	Total	763.698	399			
At the destination-Get rid of the 'To Do List & Must-see' list	Between Groups	10.375	4	2.594	3.042	.017*
	Within Groups	336.822	395	.853		
	Total	347.198	399			
At the destination-To enjoy city landscape	Between Groups	3.090	4	.772	.672	.612
	Within Groups	453.910	395	1.149		

	Total	457.000	399			
At the destination-Try to learn local language at the destination	Between Groups	4.017	4	1.004	1.017	.398
	Within Groups	389.983	395	.987		
	Total	394.000	399			
At the destination-Relax at the destination	Between Groups	1.398	4	.350	.480	.750
	Within Groups	287.362	395	.727		
	Total	288.760	399			
At the destination-Interaction with local employees at the destination	Between Groups	.687	4	.172	.259	.904
	Within Groups	261.811	395	.663		
	Total	262.498	399			
At the destination-Interaction with fellow tourists at the destination	Between Groups	7.448	4	1.862	1.308	.266
	Within Groups	562.142	395	1.423		
	Total	569.590	399			
At the destination-Stay longer at the destination	Between Groups	8.119	4	2.030	2.028	.090
	Within Groups	395.391	395	1.001		
	Total	403.510	399			
At the destination-Explore destination in a less superficial way	Between Groups	2.511	4	.628	.652	.626
	Within Groups	380.529	395	.963		
	Total	383.040	399			
At the destination-indulge in local cuisines	Between Groups	3.567	4	.892	.605	.659
	Within Groups	582.410	395	1.474		
	Total	585.978	399			

| Continued

At the destination-Buy and consume local tourism products	Between Groups	4.165	4	1.041	1.534	.192
	Within Groups	268.195	395	.679		
	Total	272.360	399			
At the destination-Ask locals for advice	Between Groups	19.420	4	4.855	3.814	.005*
	Within Groups	502.858	395	1.273		
	Total	522.278	399			
Post trip-Recalls many details of the destination	Between Groups	4.385	4	1.096	.972	.423
	Within Groups	445.575	395	1.128		
	Total	449.960	399			

### Post Hoc test for Hypothesis 2

With respect to post-hoc analysis (page 135, appendix B), the Least Significant Difference (LSD) test was employed in this study. The LSD test also showed the same results which confirmed the above analysis. Table 5.16 below displays more details of difference based on the reason of visit.

Table 5.16 Compare Differences in respondent based on the reason of visit

International tourists' importance of slow tourism concept	F-value/ P-value	Comparison I > J		Mean difference (I - J)
Q3 Avoid clock watching and perpetual hurry	F= 2.834 Sig .024	Relaxation	> Shopping	.347*
		Sightseeing	> Shopping	.386*
		To gain new experience	> Shopping	.334*
		Nightlife	> Shopping	.703*
Q5 Minimum of technology and mechanization	F= 2.702 Sig .030	Relaxation	> Shopping	.464*
			> Night life	.523*

| Continued

Q13 Get rid of the 'To Do list & Must-see' list	F= 3.042	Relaxation	> Shopping	.459*
	Sig .017	Sightseeing	> Shopping	.667*
		To gain new experience	> Shopping	.627*
		Nightlife	> Shopping	.667*
Q23 Ask locals for advice	F= 3.814	Relaxation	> Shopping	.686*
	Sig .005	Sightseeing	> Shopping	.569*
		To gain new experience	> Shopping	.509*
		Nightlife	> Shopping	.854*

\*. The mean difference is significant at the 0.05 level.

\*\*. The mean difference is significant at the 0.01 level.

### Question No. 3 Avoid clock watching and perpetual hurry

The post-hoc test reveals that international tourist's main reason to visit were 'relaxation', 'sightseeing', 'to gain new experience', 'night life' and 'shopping'. The respondents paid more attention to 'relaxation', 'sightseeing' and 'to gain new experience'. It can be assumed from Table 5.16 (above) that for international tourists, shopping is not the main reason to visit the selected destination. They prefer to relax, sightsee, enjoy the night life and to gain new experience as the main reasons of visiting. They may not decide on shopping as the main visiting reason because with the proliferation of the Internet and online shopping, the ecosystem of shopping has changed substantially in recent ages. Shoppers are more discerning when it comes to brands and more concerned about price, and most malls are roughly carrying the same usual brands. Shopping puts a timeframe on their schedules as they have a list of things to buy but with the removal of that reason, there is a less need to hurry. Relaxation has always been the priority reason of vacation. Not only to physically slow down to wondering in fresh environment but also to do sightseeing and join in exploring local activities to gain new experiences, tourists could feel free of their own

hectic schedule. Nightlife are experiences that differ from destination to destination. Tourists could experience the preference of locals and their nightlife is shaped by local history. They may experience the unique customs from nightlife of destinations which is more meaningful than simply shopping. The places where tourists come from have a higher pace of living, for the main reason that they work there, and hence they are constantly subjected to chronological stresses. One of the main reasons for a holiday is to 'get away from it all', and nothing is more appealing than being free of all that time pressure and simply relaxing.

#### **Question No. 5 Minimum of technology and mechanization**

Humans, being too reliant on technology and automation nowadays help them with their everyday tasks, have taken many things for granted. Going back to traditional means of living means they do not take things for granted and also experience a refreshing change in the way they go about their everyday lives. There is an appeal in going back to natural lifestyles and even a certain romance which many travelers can identify with. Absence of technology and mechanization helps them adopt a fresh perspective on how their lives can be led henceforth and even augment a paradigm shift on being with nature. One of the attractions of slow tourism would allow them to 'go back to the roots' where they live hand in hand with nature, or if not, be less reliant on technology (dish washer, air conditioner, microwave, TV, or filtered tap water etc) – this allows them to appreciate what they have and not take things for granted and is something refreshing to travelers subscribing to the notion of slow tourism.



### **Question No. 13 Get rid of the ‘To Do list & Must-see’ list**

The main reasons of visiting include relaxation, sightseeing and night life in order to gain a new experience. The shopping option is least important when people consider getting rid of the ‘To Do list & Must-see’ list. As malls tend to monopolize the shopping experience nowadays, even if the tourist has reason to travel to another country, the brands carried by the malls are not unique and can be found just about everywhere else. When a ‘to-do or must-see’ list is gotten rid of, it breaks down the structure for the reasons of travelling and frees up the mind, allowing the travelers to think out of the box and do what their heart wishes to. Tourists travel for relaxation, sightseeing, nightlife and to gain experience which they could feel and enjoy more from the process of exploring and discovery. From relaxation, tourists could catch the opportunities to adjust jobs and working time appropriately, decide their exercising time, come loose beguilement, and loosen the nerve of take up. Tourists who indulge this way do not require any specific plan or fixed places needed for shopping. They could enrich their travel experiences through deep exploration of local sightseeing places and have more free time to read the story behind historical heritages or stop for a longer time at artistic paintings.

Again, due to the time stresses inherent from their places of origin, typically travelers tend to want to be rid of their daily routines and a ‘to do list’ is one of them. When they travel, the most important thing is to want a change of scenery, of lifestyle, and of mentality, and it is usually preferred to break away from their everyday

routines and enjoy a change of pace, which is highly associated with relaxation.

### **Question No.23 Ask locals for advice**

Apart from directions, tourists tend to have reservations about asking locals for advice on where to visit. This could be tainted by their experiences from other countries where, due to poverty, locals try to drive them to attractions which may give them some form of monetary incentives (certain jewelry stores or night life bars or offer other dubious services). Also, there is a tendency for locals to direct them to the so-called “touristy attractions” which they may not want to visit since they really want to explore the local culture and live the lives as the locals live. Sensationalized stories of hapless travelers being taken advantage of, or even mugged and murdered, certainly do not help this impression either. Tourists travelling for relaxation, sightseeing or to gain experience and nightlife reasons feel it more important to ask local people for recommendations, where such consideration is not required to seek the opinion of locals for shopping.

### **5.2.3 Hypotheses 3 – International tourists’ preference to participate in slow tourism activities**

Ho 3: The difference in international tourists’ preference to participate in slow tourism activities with regard to ‘region’ is not significant

Ha 3: The difference in international tourists’ preference to participate in slow tourism activities with regard to ‘region’ is significant.

One-way ANOVA was used to explore the difference in thirteen international tourists' preference to participate in slow tourism activity items. However, there are two items about reason of visit which were rejected. The results are illustrated in Table 5.17 below.

Two items have a significant value less than 0.05, so the null hypothesis is rejected. These were 'walking, hiking, trekking, cycling', with significance value 0.016 and 'volunteer holiday', with a significance value 0.009.

Based on the Table 5.17, the rest of the eleven items have significant values more than 0.05. These include, 'general sightseeing and outdoors, admiring scenery', which has a significance value of 0.088; 'visiting cultural monuments, temples, vernacular', which has a significance value of 0.308; 'visiting nature reserves and park visitor centers', which has a significance value of 0.141; 'tasting local produces in argo-tourism or winery', which has a significance value of 0.137; 'watching wildlife in natural or protected area', which has a significance value of 0.657; 'choosing accommodation facilities different from hotel', which has a significance value of 0.714; 'contact with the local culture and people', which has a significance value of 0.984; 'de-stressing activities – e.g. yoga, spa breaks, painting/craft, cooking', which has a significance value of 0.937; 'leave the cell phone at home', which has a significance value of 0.134; 'allow time to prepare, research, pack, avoid last minutes panic', which has a significance value of 0.601 and 'recycling during the travelling', which has a significance value of 0.636 respectively.

Table 5.17 One-way ANOVA for Hypotheses 3 (\* < 0.05)

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Slow tourism activities-General sightseeing and outdoors, admiring scenery	Between Groups	6.795	5	1.359	1.933	.088
	Within Groups	276.955	394	.703		
	Total	283.750	399			
Slow tourism activities-Visiting cultural monuments, temples, vernacular	Between Groups	7.894	5	1.579	1.201	.308
	Within Groups	518.016	394	1.315		
	Total	525.910	399			
Slow tourism activities-Visiting nature reserves and park visitor centers'	Between Groups	11.742	5	2.348	1.670	.141
	Within Groups	554.055	394	1.406		
	Total	565.798	399			
Slow tourism activities-Walking, hiking, trekking, cycling	Between Groups	14.511	5	2.902	2.823	.016*
	Within Groups	404.999	394	1.028		
	Total	419.510	399			
Slow tourism activities-Tasting local produces in agro-tourism or winery	Between Groups	8.961	5	1.792	1.685	.137
	Within Groups	418.999	394	1.063		
	Total	427.960	399			
Slow tourism activities-Watching wildlife in natural or protected area	Between Groups	3.359	5	.672	.656	.657
	Within Groups	403.751	394	1.025		
	Total	407.110	399			
Slow tourism activities-Choosing accommodation facilities different from hotels	Between Groups	3.883	5	.777	.581	.714
	Within Groups	526.515	394	1.336		
	Total	530.397	399			
Slow tourism activities-Contact with the local culture and people	Between Groups	.583	5	.117	.136	.984
	Within Groups	338.394	394	.859		
	Total	338.977	399			
Slow tourism activities-De-stressing activities – e.g. yoga, spa breaks, painting/craft, cooking	Between Groups	.791	5	.158	.255	.937
	Within Groups	244.799	394	.621		
	Total	245.590	399			
Slow tourism activities-Volunteer holiday	Between Groups	9.674	5	1.935	3.124	.009*
	Within Groups	244.004	394	.619		

	Total	253.678	399			
Slow tourism activities-Leave the cell phone at home	Between Groups	8.607	5	1.721	1.698	.134
	Within Groups	399.353	394	1.014		
	Total	407.960	399			
Slow tourism activities-Allow time to prepare, research, pack, avoid last minute panics	Between Groups	2.942	5	.588	.730	.601
	Within Groups	317.495	394	.806		
	Total	320.438	399			
Slow tourism activities-Recycling during the travelling	Between Groups	2.146	5	.429	.684	.636
	Within Groups	247.292	394	.628		
	Total	249.437	399			

### Post Hoc test for Hypothesis 3

With the respect to post-hoc analysis (page 138, appendix B), the Least Significant Difference (LSD) test was employed in this study. The LSD test also showed the same results which confirmed the above analysis. Table 5.18 below displays more details of differences in the reason of visit.

Table 5.18 Compare Difference among tourist based on the region

International tourists' preference to participate in slow tourism activities	F-value/ P-value	Comparison I > J		Mean difference (I - J)
Q28 Walking, hiking, trekking, cycling	F= 2.823 Sig .016	Europe	> Asians	.256*
			> Others	.628*
		North America	> Asians	.446*
			> Others	.817*
Q34 Volunteer holiday	F= 3.124 Sig .009	Asians	> North America	.363*
			> Others	.474*
		Africa	> Middle East	1.188*
			> North America	1.222*
			> Others	1.333*
		Europe	> North America	2.395*

\*. The mean difference is significant at the 0.05 level.

\*\*. The mean difference is significant at the 0.01 level.

### **Question No. 28 Walking, hiking, trekking, and cycling**

With the respect to post-hoc analysis (page 139, appendix B), the LSD test was employed in this research. Based on the Table 5.18 above, European and North American tourists thought ‘walking, hiking, trekking and cycling’ activities appeared more attractive and they were more willingness to participate in those slow tourism activities. Both European and North American tourists hail from developed parts of the world when compared to the developing countries in Asia. For such tourists, walking, hiking, trekking and cycling are identified as altogether new and different from their day-to-day activities. These activities add to their new experience as part of their visit to a destination. Another example is Asian elephants, which bring them new experiences and impel them to appreciate the chance to see and experience more environments.

### **Question No. 34 Volunteer holiday**

Asian, African and European tourists thought that the volunteer holiday as a slow tourism activity is more important than North Americans, Middle Easterners and others. This may be caused by the assumption that there are more less developed areas in Asia. Asian, African and European tourists could broaden their horizons and fulfill their passions to create a better society by the opportunities of experiencing local tourist attractions and experiencing an alternative lifestyle. This vacation represents an attempt to encapsulate their enthusiasm.



#### **5.2.4 Hypotheses 4 – International tourists’ preference to participate in slow tourism activities.**

Ho 4: The difference in international tourists’ preference to participate in slow tourism activities with regard to ‘reason of visit’ is not significant.

Ha 4: The difference in international tourists’ preference to participate in slow tourism activities with regard to ‘reason of visit’ is significant.

One-way ANOVA was used to explore the difference in international tourists’ preferred activities based on reason of visit among thirteen preferred slow tourism activities items. However, there are three items based on reason of visit which were rejected. The results are displayed in Table 5.19 below.

Three items have a significant value less than 0.05, so the null hypothesis is rejected. There was ‘visiting cultural monuments, temples, vernacular’, which has a significance value of 0.000; ‘visiting nature reserves and park visitor centers’, which has a significance value of 0.014; ‘leave the cellphone at home’, which has a significance value of 0.001. Therefore, these three mean the difference in international tourists’ importance of the slow tourism concept in these three items in terms of the reasons of visit is significant.

Based on the Table 5.19, the rest of the ten items listed below have significant values more than 0.05. These include ‘general sightseeing and outdoors, admiring scenery’, which has a significance value of 0.886; ‘walking, hiking, trekking and cycling’. Which has a significance value of 0.459; ‘tasting local produces in argo-tourism or winery’, which has a significance value of 0.161; ‘watching wildlife

in natural or protected area’, which has a significance value of 0.966; ‘choosing accommodation facilities different from hotel’, which has a significance value of 0.100; ‘contact with the local culture and people’, which has a significance value of 0.799; ‘de-stressing activities – e.g. yoga, spa breaks, painting/craft, cooking’, which has a significance value of 0.136; ‘volunteer holiday’, which has a significance value of 0.172; ‘allow time to prepare, research, pack, avoid last minutes panic’, which has a significance value of 0.261 and ‘recycling during the travelling’, which has a significance value of 0.509 respectively.

Table 5.19 One-way ANOVA for Hypotheses 4 ( \* < 0.05)

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Slow tourism activities-General sightseeing and outdoors, admiring scenery	Between Groups	.824	4	.206	.288	.886
	Within Groups	282.926	395	.716		
	Total	283.750	399			
Slow tourism activities-Visiting cultural monuments, temples, vernacular	Between Groups	29.593	4	7.398	5.888	.000*
	Within Groups	496.317	395	1.256		
	Total	525.910	399			
Slow tourism activities-Visiting nature reserves and park visitor centers'	Between Groups	17.558	4	4.389	3.163	.014*
	Within Groups	548.240	395	1.388		
	Total	565.798	399			
Slow tourism activities-Walking, hiking, trekking, cycling	Between Groups	3.827	4	.957	.909	.459
	Within Groups	415.683	395	1.052		
	Total	419.510	399			
Slow tourism activities-Tasting local	Between Groups	7.030	4	1.758	1.649	.161
	Within Groups	420.930	395	1.066		

| Continued

produces in agro-tourism or winery	Total	427.960	399			
Slow tourism activities-Watching wildlife in natural or protected area	Between Groups	.586	4	.146	.142	.966
	Within Groups	406.524	395	1.029		
	Total	407.110	399			
Slow tourism activities-Choosing accommodation facilities different from hotels	Between Groups	10.316	4	2.579	1.959	.100
	Within Groups	520.082	395	1.317		
	Total	530.397	399			
Slow tourism activities-Contact with the local culture and people	Between Groups	1.412	4	.353	.413	.799
	Within Groups	337.565	395	.855		
	Total	338.978	399			
Slow tourism activities-De-stressing activities – e.g. yoga, spa breaks, painting/craft, cooking	Between Groups	4.306	4	1.077	1.762	.136
	Within Groups	241.284	395	.611		
	Total	245.590	399			
Slow tourism activities-Volunteer holiday	Between Groups	4.055	4	1.014	1.604	.172
	Within Groups	249.623	395	.632		
	Total	253.678	399			
Slow tourism activities-Leave the cell phone at home	Between Groups	18.060	4	4.515	4.574	.001*
	Within Groups	389.900	395	.987		
	Total	407.960	399			
Slow tourism activities-Allow time to prepare, research, pack, avoid last minute panics	Between Groups	4.235	4	1.059	1.323	.261
	Within Groups	316.202	395	.801		
	Total	320.438	399			
Slow tourism activities-Recycling during the travelling	Between Groups	2.068	4	.517	.826	.509
	Within Groups	247.369	395	.626		
	Total	249.438	399			

#### Post Hoc test for Hypothesis 4

With the respect to post-hoc analysis (on page 140, appendix B), the Least Significant Difference (LSD) test was employed in this study in order to compare

differences in group means. The LSD test also showed the same results which confirmed the above analysis. Table 5.20 below manifests more details of difference among five visiting reasons of respondents.

Table 5.20 Compare Difference among the respondents based on reason of visit

International tourists' preference to participate in slow tourism activities	F-value/ P-value	Comparison I > J	Mean difference (I - J)
Q26 Visiting cultural monuments, temples, vernacular	F= 5.888 Sig .000	Relaxation > Shopping	.824*
		Sightseeing > Shopping	.850*
		To gain new experience > Shopping	.763*
		Night life > Shopping	.798*
Q27 Visiting nature reserves and park visitor centers	F= 3.163 Sig .014	Sightseeing > Shopping	.456*
		To gain new experience > Shopping	.622*
		Night life > Shopping	.818*
Q35 Leave the cellphone at home	F= 4.574 Sig .001	Relaxation > Nightlife	.495*
		Sightseeing > Nightlife	.667*
		Shopping > Relaxation	.446*
		> Nightlife	.941*
		To gain new experience > Relaxation	.290*
		Relaxation > Nightlife	.785*

\*. The mean difference is significant at the 0.05 level.

\*\*. The mean difference is significant at the 0.01 level.

#### Question No. 26 Visiting cultural monuments, temples, and vernacular.

On the basis of Post Hoc Test, The Table 5.20 above illustrates that international tourists are more willing to participate in cultural attractions such as monuments, temples and vernacular to relax and do sightseeing. Tourists travelling for the reason of relaxation, sightseeing or to gain new experience and nightlife could wander among monuments and temples to experience the peace and be close to the spirit of splendid historical heritages and architectures. Visiting the cultural sites such as

temples and monuments in general sightseeing places are parts of attractions which could generate aesthetic appreciation in terms of tourist's relaxing and gaining new experiences.

#### **Question No. 27 Visiting nature reserves and park visitor centers**

Visiting nature reserves and parks in foreign countries is a fresh experience which could gain knowledge from specific sightseeing places. Nature reserves and parks have unique characteristics of vegetation cover and climates and experiences differ from place to place, with every experience tending to be unique.

#### **Question No. 35 Leave the cellphone at home**

A main driver of why relaxation carries such a priority for travelers whose reasons to travel is relaxation, sightseeing and to gain new experience is because people travel to utilize their annual leave, which means they are employed and are usually under stress and duress. Leaving the cellphone at home could urge people to get rid of daily trifle. Hence tourists could feel that nothing is more appealing to them than a getaway that offers the opportunity to relax through shopping without any additional burdens, new experiences sightseeing without the disturbance of a business call.

#### **5.2.5 Hypotheses 5 – International tourists' opinion on Thailand of slow tourism**

Ho 5: The difference in international tourists' opinion of case of slow tourism in Thailand with regard to 'region' is not significant.

Ha 5: The difference in international tourists' opinion of case of slow tourism in

Thailand with regard to 'region' is significant.

One-way ANOVA was used to explore the differences in ten 'international tourists' opinions on Thailand's of slow tourism statements about activities in Thailand and four options of region groups. The results are illustrated in Table 5.21 below.

All the items listed below have a significant value of more than 0.05. These include, 'traditional homestays in Thailand encourage visitors learning from communities visited', with a significance value of 0.330; 'country-side trips in Thailand is about taking time out to learn village skills or understand a different culture', with a significance value of 0.346; 'the Thai way of life is slow in origin', with a significance value of 0.388; 'Thais live slowly in accordance with the time and with the seasons, the true speed of life', with a significance value of 0.137; 'locals being friendly, it is easy to mingle with the community', with a significance value of 0.497; 'to enjoy major festivals (such as Songkran, walking is the best way to see the celebrations instead of taxi', with a significance value of 0.400; 'the surrounding country-side, mountains and nature are ideal spots for picnics and get-to-gather', with a significance value of 0.675; 'motorcycles, bicycles can be rented and a perfect way to navigate the narrow streets', with a significance value of 0.728; 'sleepy towns motivates visitors to a half at night and vest opportunities to meet interesting local ethnic groups and their lifestyles', with a significance value of 0.078; 'spend a day or two at an elephant camp', with a significance value of 0.282 respectively.

Therefore, all ten items failed to reject the null hypothesis. This means that the



difference in international tourists' opinion of case of slow tourism in Thailand with regard to 'region' is not significant.

Table 5.21 One-way ANOVA for Hypotheses 5 ( \* < 0.05)

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Traditional homestay in Thailand encourage visitors learning from communities visited	Between Groups	4.511	5	.902	1.157	.330
	Within Groups	307.239	394	.780		
	Total	311.750	399			
Country-side trips in Thailand is about taking time out to learn village skills or understand a different culture	Between Groups	6.484	5	1.297	1.127	.346
	Within Groups	453.493	394	1.151		
	Total	459.977	399			
The Thai way of life is slow in origin	Between Groups	4.707	5	.941	1.050	.388
	Within Groups	353.203	394	.896		
	Total	357.910	399			
Thais live slowly in accordance with the time and with the seasons, the true speed of life	Between Groups	8.289	5	1.658	1.687	.137
	Within Groups	387.148	394	.983		
	Total	395.438	399			
Locals being friendly, it is easy to mingle with the community	Between Groups	2.835	5	.567	.876	.497
	Within Groups	254.915	394	.647		
	Total	257.750	399			
To enjoy major festival (such as Songkran, walking is the best way to see the celebrations) instead of taxis	Between Groups	2.705	5	.541	1.030	.400
	Within Groups	206.935	394	.525		
	Total	209.640	399			
The surrounding country-side, mountains and nature are ideal spots for picnics and get-to-gather	Between Groups	2.637	5	.527	.633	.675
	Within Groups	328.241	394	.833		
	Total	330.878	399			
Motorcycles, bicycles	Between Groups	2.174	5	.435	.564	.728

| Continued

can be rented and a perfect way to navigate the narrow streets	Within Groups	303.826	394	.771		
	Total	306.000	399			
Sleepy towns motivates visitors to a half at night and vast opportunities to meet interesting local ethnic groups and their lifestyles	Between Groups	10.384	5	2.077	2.000	.078
	Within Groups	409.206	394	1.039		
	Total	419.590	399			
Spend a day or two at an elephant camp	Between Groups	3.853	5	.771	1.257	.282
	Within Groups	241.585	394	.613		
	Total	245.438	399			

### 5.2.6 Hypotheses 6 – International tourists’ opinion on Thailand of slow tourism

Ho 6: The difference in international tourists’ opinion of case of slow tourism in Thailand with regard to ‘reason of visit’ is not significant.

Ha 6: The difference in international tourists’ opinion of case of slow tourism in Thailand with regard to ‘reason of visit’ is significant.

One-way ANOVA was used to explore the differences in ten international tourists opinions about slow tourism in Thailand based on five region groups. The results are illustrated in Table 5.22 below.

All ten items listed below have a significant value of more than 0.05. These include ‘traditional homestay in Thailand encourage visitors learning from communities visited’, which has a significance value of 0.300; ‘country-side trips in Thailand is about taking time out to learn village skills or understand a different culture’, which has a significance of 0.216; ‘the Thai way of life is slow in origin’, which has a significance value of 0.647; ‘Thais live slowly in accordance with the

time and with the seasons, the true speed of life’, which has a significance value of 0.727; ‘locals being friendly, it is easy to mingle with the community’, which has a significance value of 0.336; ‘to enjoy major festivals (such as Songkran, walking is the best way to see the celebrations instead of taxi’, which has a significance value of 0.346; ‘the surrounding country-side, mountains and nature are ideal spots for picnics and get-to-gather’, which has a significance value of 0.911; ‘motorcycles, bicycles can be rented and a perfect way to navigate the narrow streets’, which has a significance value of 0.808; ‘sleepy towns motivates visitors to a half at night and vest opportunities to meet interesting local ethnic groups and their lifestyles’, which has a significance value of 0.623; ‘spend a day or two at an elephant camp’, which has a significance value of 0.603.

Therefore, all ten items failed to reject the null hypothesis. This means that the difference in international tourists’ opinion of case of slow tourism in Thailand with regard to ‘reason of visit’ is not significant.

Table 5.22 One-way ANOVA for Hypotheses 6 ( \* < 0.05 )

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Traditional homestay in Thailand encourage visitors learning from communities visited	Between Groups	3.815	4	.954	1.223	.300
	Within Groups	307.935	395	.780		
	Total	311.750	399			
Country-side trips in Thailand is about taking time out to learn village skills or understand a different culture	Between Groups	6.666	4	1.666	1.452	.216
	Within Groups	453.312	395	1.148		
	Total	459.978	399			

The Thai way of life is slow in origin	Between Groups	2.239	4	.560	.622	.647
	Within Groups	355.671	395	.900		
	Total	357.910	399			
Thais live slowly in accordance with the time and with the seasons, the true speed of life	Between Groups	2.041	4	.510	.512	.727
	Within Groups	393.397	395	.996		
	Total	395.437	399			
Locals being friendly, it is easy to mingle with the community	Between Groups	2.950	4	.737	1.143	.336
	Within Groups	254.800	395	.645		
	Total	257.750	399			
To enjoy major festival (such as Songkran, walking is the best way to see the celebrations) instead of taxis	Between Groups	2.354	4	.589	1.122	.346
	Within Groups	207.286	395	.525		
	Total	209.640	399			
The surrounding country-side, mountains and nature are ideal spots for picnics and get-to-gather	Between Groups	.829	4	.207	.248	.911
	Within Groups	330.049	395	.836		
	Total	330.877	399			
Motorcycles, bicycles can be rented and a perfect way to navigate the narrow streets	Between Groups	1.239	4	.310	.401	.808
	Within Groups	304.761	395	.772		
	Total	306.000	399			
Sleepy towns motivates visitors to a half at night and vast opportunities to meet interesting local ethnic groups and their lifestyles	Between Groups	2.771	4	.693	.657	.623
	Within Groups	416.819	395	1.055		
	Total	419.590	399			
Spend a day or two at an elephant camp	Between Groups	1.689	4	.422	.684	.603
	Within Groups	243.748	395	.617		
	Total	245.437	399			

## CHAPTER VI

### SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter presents the summary of the findings, which is comprised of four major parts. The first part is focused on the summary of findings which includes the personal information of respondents, and the results of the hypotheses testing. The second part is the conclusion according to the research outcomes. The last two parts cover the recommendations and suggestions for future studies.

#### 6.1 Summary of Findings

Initially, the aim of this study was to achieve three major research objectives which were to: 1) investigate the international tourists' importance of the slow tourism concept in Bangkok based on their visitation reasons and regions; 2) to investigate the international tourists' interest to participate in activities available for slow tourism types in Bangkok based on reasons of visit and their region; 3) and to understand international tourists' perception of Thailand as a destination for slow tourism based on their reasons of visit and their region.

##### 6.1.1 Summary of Sample Profile

According to 400 respondents in the current study, more than half of them were 'Asians' (56.8%), most of them travelling to Bangkok 'to gain new experience' (29.5%) and for 'relaxation' (27.8%), more than half of the respondents were 'male' (54.8%), aged 'between 20-29 years' old (59.2%), the majority of them had a 'bachelor's degree'. The Table 6.1 below illustrates a summarized chart of the

respondents' personal information and majority percentage.

Table 6.1 Summary of Respondents' Personal Information

Slow tourists' information	Majority of Respondents (%)
Region	Asian (56.8%)
Main reason of travelling to Bangkok	To gain new experience (29.5%)
Gender	Male (54.8%)
Age	Between 20-29 years old (59.2%)
Educational attainment	Bachelor degree

Source: developed by the researcher for this study

### 6.1.2 Findings of Hypotheses testing

A total 429 of questionnaires were distributed in Bangkok and completed 400 usable questionnaires from the target respondents. One-way ANOVA was utilized to test the research hypotheses. The summary of hypotheses testing is showed in Table 6.2.

Table 6.2 Summary of hypotheses testing

<b>Hypothesis 1</b>		
The difference in international tourists' importance of the slow tourism concept with regard to 'region' is not significant.	One-way ANOVA	Reject H <sub>0</sub> 1 in two items
<b>Hypothesis 2</b>		
The difference in international tourists' importance of the slow tourism concept with regard to 'reason of visit' is not significant	One-way ANOVA	Reject H <sub>0</sub> 2 in four items
<b>Hypothesis 3</b>		
The difference in international tourists' preference to participate in slow tourism activities with regard to 'region' is not significant.	One-way ANOVA	Reject H <sub>0</sub> 3 in two item
<b>Hypothesis 4</b>		
The difference in international tourists' preference to participate in slow tourism activities with regard to 'reason of visit' is not significant.	One-way ANOVA	Reject H <sub>0</sub> 4 in three items

| Continued



<b>Hypothesis 5</b>		
The difference in international tourists' opinion of case of slow tourism in Thailand with regard to 'region' is not significant.	One-way ANOVA	All of ten items fail to reject H <sub>0</sub> 5
<b>Hypothesis 6</b>		
The difference in international tourists' opinion of case of slow tourism in Thailand with regard to 'reason of visit' is not significant.	One-way ANOVA	All of ten items fail to reject H <sub>0</sub> 6

## 6.2 Conclusion

Based on the research objectives and results of the study, the following conclusions were drawn:

**Research objective 1 and 2: To investigate the international tourists' importance of the slow tourism concept in Bangkok based on their reason of visit and region.**

To study the slow tourism concept, the researcher set four steps of travelling, which included before travel, during travel, at the destination and post trip to understand the slow tourism concept based on tourists distinct regions and different reasons of visit. Tour providers could establish distinct tour package or slow tourism activities for different tourists depending on their understanding of slow tourism.

'Referring to slowness includes a reflection on the use of time, a sense of wellbeing, quality and deceleration (Lumsdon & McGrath, 2011).' Lumsdon (2011) mentioned that slowing down to enjoy the city or the landscape is a key element. Based on the data analysis employed in this study, European respondents appreciate travelling at a gentle pace through a slowly changing landscape and spend more time to reach the destination. The slower pace of life tends to make a slower way of

moving through the landscape. Slower travelling represents an unconventional form of travelling and Europeans desire to move away from the busy and popular travel paths. The fixed itineraries are not preferred as their key experience. European respondents avoid states of rushing through destination, they are travelling with claiming and folding time and space in order to enrich experiences in the journey and enhance joyful travelling. Because Europeans traditionally emphasize understanding the culture, art and local lifestyle, given by their long history and easeful lifestyle, more stops and deeper discovery of places visited could fulfill their travel experiences.

Tour providers also could create more activities focused on relaxation, sightseeing and experiencing new lifestyles to slow tourists, less shopping or nightlife activities will obtain higher appreciation. Because shoppers are more concerned about price, and on the other hand the shopping experience nowadays and being owned by conglomerates with regional experience, the brands that they offer tend to be ubiquitous. Albeit being in a different country or region, the shopping mall is no different from the travelers' homeland.

**Research objective 3 and 4: To investigate the international tourists' interest to participate in activities available for slow tourism types in Bangkok based on their reason of visit and region.**

In order to explore the objective in this study, the researcher set up two hypotheses to test the significant difference in international tourists' preference to participate in slow tourism activities. Hypothesis 3 is rejected in two items;

hypothesis 4 is rejected in three items. De-stressing activities got the highest mean score of 4.15; general sightseeing and outdoor activities, admiring scenery without cell phones; sufficient time to prepare and do research for walking, hiking, trekking and cycling; visiting cultural monuments and temples etc., those above activities obtained high mean scores in this data analysis. Apparently, the respondents are interested in the slow tourism activities which help them to de-stress. They could feel that joining the activities is about treating and being good to them, physical and mental wellbeing. Tour provider could operate like yoga holiday or massaging spa holiday operators, and could be like create gourmet items to treat tourists to. Because of the main key interface to tour providers, it combines slowness with engagement between people and places. Tourists consider travel itself as less important than being relaxed and having an enriching experience.

**Research objective 5 and 6: To investigate the international tourists' perception of Thailand as a destination for slow tourism based on their reason of visiting and their regions.**

Based on the findings from this study, the majority of respondents felt that the most interesting slow tourism in Thailand was to enjoy the major festivals (such as Songkran or Loy Katong festival). The local traditional festivals not only bring opportunities to experience local culture but also to closely engage with local people. Traditional festivals could offer the chance to let tourists observe and see new cultures and landscapes. Larsen (2001) discusses that it is clearly associated with the travel glance which provides a visual 'cinematic' experience of a moving landscape image

and observing local cultures and custom conventions. Using local and public transportation is an important slow tourism activity for international tourists. When tourists come to Thailand, they could rent motorcycles and bicycles as a perfect instrument to navigate the narrow streets. To use the public transportation could closely relate to low-carbon tourism and bring fewer environmental impacts. The slow travelers may not be concerned with avoidance of climatic change as the first priority factor. However, the way they want to experience places not only would be enriching quality time, realizing local cultural through public or local transportations but also contribute increasingly to the awareness of environmental impacts. There is a potential environmental gain from slow tourism. Tour providers could organize the activities which are close to originally representing Thai people's slow life. Offering tourists the ability to mingle with local communities by understanding the essence of Thai life with friendly locals will be great for slow tourists.

### **6.3 Recommendations**

#### **6.3.1 Recommendations based on international tourists' region**

The country of origin of the international tourists is an important element for tourists consideration of the slow tourism concept, and the slow tourism activities. The slow tourism providers should offer flexible options of activities combining customization with slow tourism products according to where are the tourists come from.

Not all countries or even regions within a country are suitable for 'slow tourism'.

Fast paced countries like Singapore or a metropolis (Bangkok or Shanghai for example) offer fewer opportunities for slow tourism. What can be suggested to the tourism boards of these places is to come up with a slow tourism program offering leisurely and slow paced explorations of certain attractions and / or places where tourists can spend a few days simply enjoying the neighborhood as opposed to being rushed to visit all the usual ‘touristy’ destinations. Tour agencies can also offer programs where they can give a lot more time for the visitors to explore instead of a few hours timeline – that way tourists have no pressure of being rushed and this will in turn attract certain groups who are in favor of slow tourism.

International tourists who come from different regions and countries follow distinct cultures, customs and different understandings of the slow tourism concept. Hence, the better slow tourism experience offers will be based on a better understanding of the background, culture and tourism behaviors.

### **6.3.2 Recommendations based on international tourists’ reason of visit**

When the reasons of visitation differ, the time frame upon which the visitors operate will also be different. Thus, it is important for the tourism board to distinguish between those who come for shopping, or eating, or visiting places of attraction (these tend to have a short time frame due to their motives) and between those who are here to understand culture, people and experience the local way of life. Perhaps one way would be to conduct a very short survey for those who come for tour groups (by the tour agencies) so they can sort them out for a different type of trip. Also these ‘slow

tourists' can be better defined by understanding the duration of their trip. For the board, if results from the customs card's 'reason of visit' can be gathered and analyzed, then that also serves as a way to refine campaigns targeted at such groups and encourages them to take up the concept of slow tourism, resulting in better appreciation and understanding of the region as well as generating higher satisfaction and return loyalty. According to findings of the study, the suggestion could help slow tourists to organize or join more slow tourism activities based on relaxation, to gain new experience and sightseeing reasons. The activities such as spa, cooking, yoga and painting could help tourists slow down their travel pace and refresh their mind or body after work through relaxation activities. The slow leisure activities could balance their mental and physical tensions. Sightseeing activities such as visiting the historical sites could broaden tourist's horizons and help them experience and understand local backgrounds and customs from cultural and common lifestyles. To gain new experience helps tourists to enrich travel experience through deep exploration of the local community, experience local food and beverages and contact local residents. The refreshing experiences allow tourist to become well engaged with local communities and enhance the joy of the journey.

### **6.3.3 Recommendations for travel agencies based in Thailand**

Slow tourism is about slowing down and enriching the travel experience. There are some previous data which indicate that slow tourism is an emergent market segment (Mintel, 2009). Mintel's analysis of a large consumer research panel of 1,665



respondents surveyed in the UK, tourists who had chosen overland travel more, it forecasted that slow travel would continue to grow at an estimated 10% per annum in Western Europe during the next five years (Euromonitor International, 2007, p.15). The findings above show that slow tourism has a capacious development future. The findings of this research suggest that providers should offer packages or activities based on relaxation which has always played an important part in tourism. Most tourists want to get away from stressed daily life hence they tend to focus on a relaxing experiences which tend to be unique. The activities such as a massage, slow walking, or just chilling wandering with different atmosphere and cultural surrounding, which should let tourists enjoy a travelers' respective hometowns. Travel agencies should also propose cultural activities combined with local traditional festivals or foods and beverages. Such as a tour producer could offer Songkran festival packages with different kinds of activities to help tourist engage with the locals. Moreover, travel agencies could provide a gourmet thing to let tourists learn about being good to them, it helps them to taste local material, to touch ingredients, to feel and sense the smell of Thai herbs and tasting the local produce and food or cookery activities.

Beside the traditional sightseeing cultural places such as the Grand Palace and temples, local travel agencies could recommended some eco-destinations nearby Bangkok or other parts in Thailand such as Chang Mai or Chang Rai which are famous for eco-resorts and local homestays. Tourists could take their time to experience how Thai people live slowly in accordance with the time and with the

seasons. In the North of Thailand, the ecotourism village called Mae Kampong is an ideal destination for tourist who seek both amazing cultural and greater environmental scenery. Slow tourists could have the chance to relax and enjoy beautiful unspoiled Thailand countryside. In Chiang Mai many ecotourism communities such as Ban Pong Ecotourism community, Dokmai Botanic Flower Garden and Pong Dued – Pa Pae Hot Spring and Nature Trails could provide a chance for tourists to relax and enjoy natural landforms. In the middle of Thailand there are fisherman villages at Welu Wetland and Jed Samien Art and Cultural Village which could let slow tourism gain a deeper understand of local people’s life and to get firsthand experiences.

#### **6.3.4 Suggestions for Further Study**

The current study focused on the respondents available in Bangkok such as Bangkok's Rattankosin and China Town area, the Ratchaprasong area, local markets (JJ market, floating market) and Suvarnabhumi airport as the main research areas. It could be worth paying more attention to other cities in Thailand. This study investigated two travel characteristics, which included region and reason of visit but did not explore other aspects such as age, psychology of tourists and duration of stay. Future research can include rising awareness of other elements of slow tourism such as the environmental impacts, food and beverage or transportation methods and travelling experience. From a tourist's point of view, it is interesting to compare preferred activities base on different ages and durations of stay. Future research should also conclude and analyze categories of slow tourism activities.

Slow tourism presents one way forward and an uprising of elements in the concept of sustainable tourism. It helps to contribute to tourism development.



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## APPENDIX A

### Questionnaire



Dear Respondents:

This questionnaire is designed for a research in partial fulfillment of the requirements for the degree of Master of Business Administration in Tourism Management at the Graduate School of Business, Assumption University, Thailand. It is developed for the purpose of education only and the information will be treated with high confidentiality. Please spend a few minutes to respond to the following questionnaire. Thank you for your kind assistance!

Are you aware of the concept of Slow Travel?

Yes

No

## Part I: Slow tourism concept

For the following statements, please mark (√) with only ONE best that indicates your level of importance to slow travel, where

5 – extremely important, 4 – fairly important, 3 – neither important nor unimportant,

2 – not so important, 1 – not at all important, N/A – not applicable/used.

No	For me, Slow travel is.....						
<b>Before travel</b>							
1	It is about slowing down	5	4	3	2	1	N/A
2	Travelling shorter distance	5	4	3	2	1	N/A
3	Avoid clock watching and perpetual hurry	5	4	3	2	1	N/A
4	Believe in slow living, medication, leisure & Sex	5	4	3	2	1	N/A
5	Minimum of technology and mechanization	5	4	3	2	1	N/A
<b>During travel</b>							
6	Emphasize on engagement with the place	5	4	3	2	1	N/A
7	Travelling at a gentle pace through a slowly changing landscape	5	4	3	2	1	N/A
8	Journey 'to a destination' important than journey 'at the destination'	5	4	3	2	1	N/A
9	One or multiple stops en route to the destination	5	4	3	2	1	N/A
10	Enriching the travel experience both en route and at the destination	5	4	3	2	1	N/A
11	Travel by train or coach trip as an alternative to air travel	5	4	3	2	1	N/A
12	Treat fellow travelers as friends	5	4	3	2	1	N/A
<b>At the destination</b>							
13	Get rid of the 'To Do List & Must-see' list	5	4	3	2	1	N/A
14	To enjoy city landscape	5	4	3	2	1	N/A
15	Try to learn local language at the destination	5	4	3	2	1	N/A
16	Relax at the destination	5	4	3	2	1	N/A
17	Interaction with local employees at the destination	5	4	3	2	1	N/A
18	Interaction with fellow tourists at the destination	5	4	3	2	1	N/A

| Continued



19	Stay longer at the destination	5	4	3	2	1	N/A
20	Explore destination in a less superficial way	5	4	3	2	1	N/A
21	indulge in local cuisines	5	4	3	2	1	N/A
22	Buy and consume local tourism products	5	4	3	2	1	N/A
23	Ask locals for advice	5	4	3	2	1	N/A
<b>Post trip</b>							
24	Recalls many details of the destination	5	4	3	2	1	N/A

## Part II: Tourists' Preferences to participate in slow tourism activities

For the following statements, please mark (✓) with only ONE best that indicates your level of willingness to participate in slow travel activities, where

5 – very strong, 4 – strong, 3 – neither strong nor weak, 2 – weak, 1 – very weak ,

N/A – not applicable/used.

No	Slow tourism activities	5	4	3	2	1	N/A
25	General sightseeing and outdoors, admiring scenery	5	4	3	2	1	N/A
26	Visiting cultural monuments, temples, vernacular	5	4	3	2	1	N/A
27	Visiting nature reserves and park visitor centers'	5	4	3	2	1	N/A
28	Walking, hiking, trekking, cycling	5	4	3	2	1	N/A
29	Tasting local produces in agro-tourism or winery	5	4	3	2	1	N/A
30	Watching wildlife in natural or protected area	5	4	3	2	1	N/A
31	Choosing accommodation facilities different from hotels	5	4	3	2	1	N/A
32	Contact with the local culture and people	5	4	3	2	1	N/A
33	De-stressing activities – e.g. yoga, spa breaks, painting/craft, cooking	5	4	3	2	1	N/A
34	Volunteer holiday	5	4	3	2	1	N/A
35	Leave the cell phone at home	5	4	3	2	1	N/A
36	Allow time to prepare, research, pack, avoid last minute panics	5	4	3	2	1	N/A
37	Recycling during the travelling	5	4	3	2	1	N/A

### Part III: Case of Thailand as a destination for Slow tourism

For the following statements, please mark (√) with only ONE best that indicates your level of interest with slow travel, where

5 – very interested, 4 – somewhat interested, 3 – neither or nor interested, 2 – somewhat not interested, 1 – not at all interested, N/A – not applicable/used.

38	Traditional homestay in Thailand encourages visitors learning from communities visited	5	4	3	2	1	N/A
39	Country-side trips in Thailand is about taking time out to learn village skills or understand a different culture	5	4	3	2	1	N/A
40	The Thai way of life is slow in origin	5	4	3	2	1	N/A
41	Thais live slowly in accordance with the time and with the seasons, the true speed of life	5	4	3	2	1	N/A
42	Locals being friendly, it is easy to mingle with the community	5	4	3	2	1	N/A
43	To enjoy major festival (such as Songkran, walking is the best way to see the celebrations) instead of taxis	5	4	3	2	1	N/A
44	The surrounding country-side, mountains and nature are ideal spots for picnics and get-to-gather	5	4	3	2	1	N/A
45	Motorcycles, bicycles can be rented and a perfect way to navigate the narrow streets	5	4	3	2	1	N/A
46	Sleepy towns motivates visitors to a half at night and vast opportunities to meet interesting local ethnic groups and their lifestyles	5	4	3	2	1	N/A
47	Spend a day or two at an elephant camp	5	4	3	2	1	N/A

#### Part IV: Personal Information

Please indicate your answer, by marking (✓) with only one option for the following questions:

48. Region

- Asian  Middle East  
 Africa  Europe  
 North America

Others \_\_\_\_\_

49. Main reason of travelling to Bangkok (please tick the best one)

- Relaxation  Sightseeing  
 Shopping  To gain new experiences  
 Night life

Others \_\_\_\_\_

50. Gender

- Male  Female

51. Age (years)

- Less than 20  20-29  
 30-39  40-49  
 Above 50

52. Education

- High school degree       Bachelors
- Master       PhD
- Others



## APPENDIX B

### Multiple Comparisons

Dependent Variable	(I) Region	(J) Region	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
During travel-Travelling at a gentle pace through a slowly changing landscape	Asians	Middle East	.237	.276	.390	-.31	.78
		Africa	-.388	.758	.609	-1.88	1.10
		Europe	-.326*	.129	.012	-.58	-.07
		North America	.212	.174	.223	-.13	.55
		Others	-.138	.316	.663	-.76	.48
	Middle East	Asians	-.237	.276	.390	-.78	.31
		Africa	-.625	.800	.435	-2.20	.95
		Europe	-.564	.288	.051	-1.13	.00
		North America	-.025	.310	.936	-.64	.59
		Others	-.375	.407	.358	-1.18	.43
	Africa	Asians	.388	.758	.609	-1.10	1.88
		Middle East	.625	.800	.435	-.95	2.20
		Europe	.061	.762	.936	-1.44	1.56
		North America	.600	.771	.437	-.92	2.12
		Others	.250	.815	.759	-1.35	1.85
	Europe	Asians	.326*	.129	.012	.07	.58
		Middle East	.564	.288	.051	.00	1.13
		Africa	-.061	.762	.936	-1.56	1.44
		North America	.539*	.192	.005	.16	.92
		Others	.189	.326	.563	-.45	.83
	North America	Asians	-.212	.174	.223	-.55	.13
		Middle East	.025	.310	.936	-.59	.64
		Africa	-.600	.771	.437	-2.12	.92
		Europe	-.539*	.192	.005	-.92	-.16
		Others	-.350	.347	.313	-1.03	.33
	Others	Asians	.138	.316	.663	-.48	.76
		Middle East	.375	.407	.358	-.43	1.18
		Africa	-.250	.815	.759	-1.85	1.35
Europe		-.189	.326	.563	-.83	.45	
North America		.350	.347	.313	-.33	1.03	

During travel-One or multiple stops en route to the destination	Asians	Middle East	-.408	.287	.155	-.97	.16
		Africa	-.846	.787	.283	-2.39	.70
		Europe	-.387 <sup>*</sup>	.134	.004	-.65	-.12
		North America	.132	.181	.466	-.22	.49
		Others	-.179	.328	.585	-.82	.47
	Middle East	Asians	.408	.287	.155	-.16	.97
		Africa	-.438	.831	.599	-2.07	1.20
		Europe	.022	.299	.942	-.57	.61
		North America	.540	.322	.095	-.09	1.17
		Others	.229	.423	.588	-.60	1.06
	Africa	Asians	.846	.787	.283	-.70	2.39
		Middle East	.438	.831	.599	-1.20	2.07
		Europe	.459	.791	.562	-1.10	2.01
		North America	.978	.801	.223	-.60	2.55
		Others	.667	.846	.431	-1.00	2.33
	Europe	Asians	.387 <sup>*</sup>	.134	.004	.12	.65
		Middle East	-.022	.299	.942	-.61	.57
		Africa	-.459	.791	.562	-2.01	1.10
		North America	.519 <sup>*</sup>	.199	.010	.13	.91
		Others	.207	.339	.541	-.46	.87
	North America	Asians	-.132	.181	.466	-.49	.22
		Middle East	-.540	.322	.095	-1.17	.09
		Africa	-.978	.801	.223	-2.55	.60
		Europe	-.519 <sup>*</sup>	.199	.010	-.91	-.13
		Others	-.311	.360	.388	-1.02	.40
	Others	Asians	.179	.328	.585	-.47	.82
		Middle East	-.229	.423	.588	-1.06	.60
		Africa	-.667	.846	.431	-2.33	1.00
Europe		-.207	.339	.541	-.87	.46	
North America		-.311	.360	.388	-.40	1.02	

### Multiple Comparisons

LSD

Dependent Variable	(I) Main reason of travelling to Bangkok	(J) Main reason of travelling to Bangkok	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
						Before travel-Avoid clock watching and perpetual hurry	Relaxation
		Shopping	.347 <sup>*</sup>	.149	.021	.05	.64
		To gain new experiences	.013	.117	.913	-.22	.24
		Night life	-.356	.210	.090	-.77	.06
	Sightseeing	Relaxation	.039	.122	.749	-.20	.28
		Shopping	.386 <sup>*</sup>	.152	.012	.09	.68
		To gain new experiences	.052	.120	.667	-.18	.29
		Night life	-.317	.212	.135	-.73	.10
	Shopping	Relaxation	-.347 <sup>*</sup>	.149	.021	-.64	-.05



		Sightseeing	-.386*	.152	.012	-.68	-.09
		To gain new experiences	-.334*	.148	.024	-.62	-.04
		Night life	-.703*	.229	.002	-1.15	-.25
	To gain new experiences	Relaxation	-.013	.117	.913	-.24	.22
		Sightseeing	-.052	.120	.667	-.29	.18
		Shopping	.334*	.148	.024	.04	.62
		Night life	-.369	.209	.078	-.78	.04
	Night life	Relaxation	.356	.210	.090	-.06	.77
		Sightseeing	.317	.212	.135	-.10	.73
		Shopping	.703*	.229	.002	.25	1.15
		To gain new experiences	.369	.209	.078	-.04	.78
Before travel-Minimum of technology and mechanization	Relaxation	Sightseeing	.270	.139	.053	.00	.54
		Shopping	.464*	.170	.007	.13	.80
		To gain new experiences	.152	.133	.252	-.11	.41
		Night life	.523*	.239	.030	.05	.99
	Sightseeing	Relaxation	-.270	.139	.053	-.54	.00
		Shopping	-.194	.173	.264	-.15	.53
		To gain new experiences	-.118	.137	.391	-.39	.15
		Night life	.253	.242	.296	-.22	.73
	Shopping	Relaxation	-.464*	.170	.007	-.80	-.13
		Sightseeing	-.194	.173	.264	-.53	.15
		To gain new experiences	-.311	.168	.065	-.64	.02
		Night life	.059	.261	.822	-.45	.57
	To gain new experiences	Relaxation	-.152	.133	.252	-.41	.11
		Sightseeing	.118	.137	.391	-.15	.39
		Shopping	.311	.168	.065	-.02	.64
		Night life	.370	.238	.121	-.10	.84
Night life	Relaxation	-.523*	.239	.030	-.99	-.05	
	Sightseeing	-.253	.242	.296	-.73	.22	
	Shopping	-.059	.261	.822	-.57	.45	

	To gain new experiences										
At the destination-Get rid of the 'To Do List & Must-see' list	Relaxation	Sightseeing	-.207	.128	.105	-.46	.04				
		Shopping	-.168	.156	.283	-.48	.14				
		To gain new experiences	-.207	.122	.090	-.45	.03				
		Night life	.459*	.220	.037	.03	.89				
	Sightseeing	Relaxation	.207	.128	.105	-.04	.46				
		Shopping	.039	.159	.806	-.27	.35				
		To gain new experiences	.000	.126	1.000	-.25	.25				
		Night life	.667*	.222	.003	.23	1.10				
	Shopping	Relaxation	.168	.156	.283	-.14	.48				
		Sightseeing	-.039	.159	.806	-.35	.27				
		To gain new experiences	-.039	.155	.800	-.34	.27				
		Night life	.627*	.239	.009	.16	1.10				
	To gain new experiences	Relaxation	.207	.122	.090	-.03	.45				
		Sightseeing	.000	.126	1.000	-.25	.25				
		Shopping	.039	.155	.800	-.27	.34				
		Night life	.667*	.219	.002	.24	1.10				
Night life	Relaxation	-.459*	.220	.037	-.89	-.03					
	Sightseeing	-.667*	.222	.003	-1.10	-.23					
	Shopping	-.627*	.239	.009	-1.10	-.16					
	To gain new experiences	-.667*	.219	.002	-1.10	-.24					
At the destination-Ask locals for advice	Relaxation	Sightseeing	.117	.156	.453	-.19	.42				
		Shopping	.686*	.191	.000	.31	1.06				
		To gain new experiences	.176	.149	.238	-.12	.47				
		Night life	-.169	.268	.530	-.70	.36				
	Sightseeing	Relaxation	-.117	.156	.453	-.42	.19				
		Shopping	.569*	.194	.004	.19	.95				
		To gain new experiences	.059	.154	.700	-.24	.36				
		Night life	-.286	.271	.293	-.82	.25				

Shopping	Relaxation	-.686*	.191	.000	-1.06	-.31
	Sightseeing	-.569*	.194	.004	-.95	-.19
	To gain new experiences	-.509*	.189	.007	-.88	-.14
	Night life	-.854*	.293	.004	-1.43	-.28
To gain new experiences	Relaxation	-.176	.149	.238	-.47	.12
	Sightseeing	-.059	.154	.700	-.36	.24
	Shopping	.509*	.189	.007	.14	.88
	Night life	-.345	.267	.197	-.87	.18
Night life	Relaxation	.169	.268	.530	-.36	.70
	Sightseeing	.286	.271	.293	-.25	.82
	Shopping	.854*	.293	.004	.28	1.43
	To gain new experiences	.345	.267	.197	-.18	.87

\*. The mean difference is significant at the 0.05 level.

### Multiple Comparisons

LSD

Dependent Variable	(I) Region	(J) Region	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Slow tourism activities-Walking, hiking, trekking, cycling	Asians	Middle East	-.121	.262	.644	-.39	.64
		Africa	.621	.720	.389	-.79	2.04
		Europe	-.256	.123	.037	-.50	-.02
		North America	-.446*	.165	.007	-.77	-.12
		Others	.371	.300	.217	-.22	.96
	Middle East	Asians	-.121	.262	.644	-.64	.39
		Africa	.500	.760	.511	-.99	1.99
		Europe	-.378	.273	.168	-.92	.16
		North America	-.567	.295	.056	-1.15	.01
		Others	.250	.387	.519	-.51	1.01
	Africa	Asians	-.621	.720	.389	-2.04	.79

	Middle East		- .500	.760	.511	-1.99	.99
	Europe		- .878	.724	.226	-2.30	.55
	North America		-1.067	.733	.146	-2.51	.37
	Others		- .250	.774	.747	-1.77	1.27
Europe	Asians		.256*	.123	.037	.02	.50
	Middle East		.378	.273	.168	-.16	.92
	Africa		.878	.724	.226	-.55	2.30
	North America		-.189	.183	.301	-.55	.17
	Others		.628*	.310	.044	.02	1.24
North America	Asians		.446*	.165	.007	.12	.77
	Middle East		.567	.295	.056	-.01	1.15
	Africa		1.067	.733	.146	-.37	2.51
	Europe		.189	.183	.301	-.17	.55
	Others		.817*	.329	.014	.17	1.46
Others	Asians		-.371	.300	.217	-.96	.22
	Middle East		-.250	.387	.519	-1.01	.51
	Africa		.250	.774	.747	-1.27	1.77
	Europe		-.628*	.310	.044	-1.24	-.02
	North America		-.817*	.329	.014	-1.46	-.17
Slow tourism activities-Volunteer holiday	Asians*	Middle East	.328	.204	.107	-.07	.73
		Africa	-.859	.559	.125	-1.96	.24
		Europe	.080	.095	.402	-.11	.27
		North America	.363*	.128	.005	.11	.62
		Others	.474*	.233	.043	.02	.93
	Middle East	Asians	-.328	.204	.107	-.73	.07
		Africa	-1.188*	.590	.045	-2.35	-.03
		Europe	-.249	.212	.242	-.67	.17
		North America	.035	.229	.880	-.42	.49
		Others	.146	.301	.628	-.44	.74
	Africa	Asians	.859	.559	.125	-.24	1.96

	Middle East	1.188*	.590	.045	.03	2.35
	Europe	.939	.562	.096	-.17	2.04
	North America	1.222*	.569	.032	.10	2.34
	Others	1.333*	.601	.027	.15	2.51
Europe	Asians	-.080	.095	.402	-.27	.11
	Middle East	.249	.212	.242	-.17	.67
	Africa	-.939	.562	.096	-2.04	.17
	North America	.283*	.142	.046	.00	.56
	Others	.395	.241	.102	-.08	.87
North America	Asians	-.363*	.128	.005	-.62	-.11
	Middle East	-.035	.229	.880	-.49	.42
	Africa	-1.222*	.569	.032	-2.34	-.10
	Europe	-.283*	.142	.046	-.56	.00
	Others	.111	.256	.664	-.39	.61
Others	Asians	-.474*	.233	.043	-.93	-.02
	Middle East	-.146	.301	.628	-.74	.44
	Africa	-1.333*	.601	.027	-2.51	-.15
	Europe	-.395	.241	.102	-.87	.08
	North America	-.111	.256	.664	-.61	.39

\*. The mean difference is significant at the 0.05 level.

### Multiple Comparisons

LSD

Dependent Variable	(I) Main reason of travelling to Bangkok	(J) Main reason of travelling to Bangkok	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Slow tourism activities-Visiting cultural monuments, temples, vernacular	Relaxation	Sightseeing	-.026	.155	.866	-.33	.28
		Shopping	.824*	.190	.000	.45	1.20
		To gain new experiences	.061	.148	.682	-.23	.35

	Night life		.026	.267	.923	-.50	.55
Sightseeing	Relaxation		.026	.155	.866	-.28	.33
	Shopping		.850*	.193	.000	.47	1.23
	To gain new experiences		.087	.153	.569	-.21	.39
	Night life		.052	.269	.847	-.48	.58
Shopping	Relaxation		-.824*	.190	.000	-1.20	-.45
	Sightseeing		-.850*	.193	.000	-1.23	-.47
	To gain new experiences		-.763*	.188	.000	-1.13	-.39
	Night life		-.798*	.291	.006	-1.37	-.23
To gain new experiences	Relaxation		-.061	.148	.682	-.35	.23
	Sightseeing		-.087	.153	.569	-.39	.21
	Shopping		.763*	.188	.000	.39	1.13
	Night life		-.035	.265	.895	-.56	.49
Night life	Relaxation		-.026	.267	.923	-.55	.50
	Sightseeing		-.052	.269	.847	-.58	.48
	Shopping		.798*	.291	.006	.23	1.37
	To gain new experiences		.035	.265	.895	-.49	.56
Slow tourism activities-Visiting nature reserves and park visitor centers'	Relaxation	Sightseeing	-.099	.163	.545	-.42	.22
		Shopping	.357	.199	.074	-.03	.75
		To gain new experiences	-.265	.156	.090	-.57	.04
		Night life	-.461	.280	.101	-1.01	.09
Sightseeing	Relaxation		.099	.163	.545	-.22	.42
	Shopping		.456*	.203	.025	.06	.85
	To gain new experiences		-.166	.161	.302	-.48	.15
	Night life		-.362	.283	.201	-.92	.19
Shopping	Relaxation		-.357	.199	.074	-.75	.03
	Sightseeing		-.456*	.203	.025	-.85	-.06
	To gain new experiences		-.622*	.197	.002	-1.01	-.23
	Night life		-.818*	.305	.008	-1.42	-.22
To gain new	Relaxation		.265	.156	.090	-.04	.57



	experiences	Sightseeing	.166	.161	.302	-.15	.48
		Shopping	.622*	.197	.002	.23	1.01
		Night life	-.196	.279	.483	-.74	.35
	Night life	Relaxation	.461	.280	.101	-.09	1.01
		Sightseeing	.362	.283	.201	-.19	.92
		Shopping	.818*	.305	.008	.22	1.42
		To gain new experiences	.196	.279	.483	-.35	.74
Slow tourism activities-Leave the cell phone at home	Relaxation	Sightseeing	-.181	.137	.188	-.45	.09
		Shopping	-.446*	.168	.008	-.78	-.12
		To gain new experiences	-.290*	.131	.028	-.55	-.03
		Night life	.495*	.236	.037	.03	.96
	Sightseeing	Relaxation	.181	.137	.188	-.09	.45
		Shopping	-.264	.171	.123	-.60	.07
		To gain new experiences	-.109	.135	.423	-.37	.16
		Night life	.677*	.239	.005	.21	1.15
	Shopping	Relaxation	.446*	.168	.008	.12	.78
		Sightseeing	.264	.171	.123	-.07	.60
		To gain new experiences	.156	.166	.350	-.17	.48
		Night life	.941*	.258	.000	.43	1.45
	To gain new experiences	Relaxation	.290*	.131	.028	.03	.55
		Sightseeing	.109	.135	.423	-.16	.37
		Shopping	-.156	.166	.350	-.48	.17
		Night life	.785*	.235	.001	.32	1.25
	Night life	Relaxation	-.495*	.236	.037	-.96	-.03
		Sightseeing	-.677*	.239	.005	-1.15	-.21
		Shopping	-.941*	.258	.000	-1.45	-.43
		To gain new experiences	-.785*	.235	.001	-1.25	-.32
	To gain new experiences	Relaxation	-.080	.105	.447	-.29	.13
		Sightseeing	-.061	.108	.575	-.27	.15
		Shopping	-.188	.133	.156	-.45	.07

	Night life	-0.261	.187	.164	-.63	.11
Night life	Relaxation	.181	.188	.336	-.19	.55
	Sightseeing	.201	.190	.292	-.17	.57
	Shopping	.073	.205	.723	-.33	.48
	To gain new experiences	.261	.187	.164	-.11	.63

\*. The mean difference is significant at the 0.05 level.



