



Research Report

**แรงจูงใจในการเดินทางและพฤติกรรมนักท่องเที่ยว:
กรณีศึกษานักท่องเที่ยวชาวเกาหลีที่เดินทางมาประเทศไทย**

Travel Motivations and Tourist Behaviors:

A Case of Korean Travelers to Thailand

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บทคัดย่อ

นักท่องเที่ยวชาวเกาหลีใต้เป็นกลุ่มนักท่องเที่ยวที่สำคัญกลุ่มหนึ่งสำหรับหลายประเทศในเอเชียตะวันออกเฉียงใต้ ทั้งนี้เนื่องจากภาวะเศรษฐกิจของประเทศที่มั่นคงและการขยายตัวของกลุ่มประชากรที่มีรายได้ปานกลาง ส่งผลให้ประชาชนกลุ่มนี้นิยมเดินทางไปท่องเที่ยวต่างประเทศ อย่างไรก็ตามที่ผ่านมานักวิจัยไทยยังได้ไม่มีการศึกษาเกี่ยวกับนักท่องเที่ยวชาวเกาหลีเท่าที่ควร หากหน่วยงานที่เกี่ยวข้องต้องการส่งเสริมจำนวนนักท่องเที่ยวชาวเกาหลีใต้ให้มากขึ้น การศึกษาเรื่องพฤติกรรมที่เกี่ยวข้องกับการเดินทางของนักท่องเที่ยวกลุ่มนี้จึงเป็นสิ่งที่จำเป็นสำหรับการวางแผนการตลาดให้เหมาะสมกับความต้องการของนักท่องเที่ยวกลุ่มเป้าหมาย ดังนั้น งานวิจัยในครั้งนี้จึงมีวัตถุประสงค์เพื่อศึกษาแรงจูงใจในการเดินทางและพฤติกรรมนักท่องเที่ยวชาวเกาหลีโดยใช้ทฤษฎีแรงจูงใจผลักดันและดึงดูดเป็นกรอบแนวคิดในการวิจัย

งานวิจัยในครั้งนี้ใช้แบบสอบถามในการเก็บข้อมูลกลุ่มตัวอย่างนักท่องเที่ยวชาวเกาหลีจำนวน 400 คน โดยผลการวิจัยระบุว่าแรงจูงใจผลักดันที่ทำให้กลุ่มตัวอย่างต้องการเดินทางท่องเที่ยวได้แก่ “ความชอบสนุกสนานและการพักผ่อน” “การชอบค้นหาประสบการณ์ใหม่ๆ” และ “การชอบเข้าสังคมพบปะผู้คน” ส่วนปัจจัยดึงดูดให้กลุ่มตัวอย่างเดินทางท่องเที่ยวมายังประเทศไทยได้แก่ “ความหลากหลายของทรัพยากรการท่องเที่ยวและปัจจัยด้านราคา” และ “ความปลอดภัยและความสะอาด” แต่อย่างไรก็ตามหากวิเคราะห์ในเชิงสถิติพบว่า แรงจูงใจหลักที่แท้จริงในการเดินทางท่องเที่ยว คือ “ความชอบสนุกสนานและการพักผ่อน” ส่วนปัจจัยดึงดูดที่สำคัญของประเทศไทยสำหรับกลุ่มตัวอย่าง คือ “ความหลากหลายของทรัพยากรการท่องเที่ยวและปัจจัยด้านราคา” นอกจากนี้ ยังมีการทดสอบความแตกของกลุ่มตัวอย่างโดยใช้การทดสอบแบบไคสแควร์และการวิเคราะห์ความแปรปรวน งานวิจัยในครั้งนี้ได้ค้นพบประเด็นที่น่าสนใจหลายประการที่เกี่ยวกับนักท่องเที่ยวชาวเกาหลี ทั้งนี้หวังว่าผลการวิจัยจะมีประโยชน์ต่อหน่วยงานที่เกี่ยวข้องโดยสามารถนำผลการวิจัยและข้อเสนอแนะไปพัฒนาและปรับแผนกลยุทธ์การตลาดและสินค้าให้เหมาะสมกับกลุ่มตลาดเป้าหมาย

Abstract

The Korean travel market is one of the important international markets for many Southeast Asian destinations. With the well-established economy and emergence of affluent middle class, millions of Koreans travel abroad each year for leisure and holiday purposes. However, Thai researchers are yet to pay attention to investigate this important segment. In order to increase the number of Korean travelers to Thailand, it is important for destination marketers to learn and understand their travel related behaviors for developing appropriate marketing strategies for the target market. This study, therefore, aims to examine travel motivations and tourist behaviors of Korean travelers to Thailand by using the theory of push and pull motivations as a conceptual framework.

A self-administered questionnaire survey was used to collect data from Korean travelers who were visiting Thailand. The results of factor analysis identified three push and two pull factor dimensions. The three push factors (travel motives) were ‘fun & relaxation’, ‘novel experience’, and ‘socialization’, whereas the two pull factors (destination attractions) included ‘attraction variety & costs’ and ‘safety & cleanliness’. Among them, ‘fun & relaxation’ and ‘attraction variety & costs’ are regarded the most important push and pull factors, respectively. In addition, chi-square tests and analysis of variance (ANOVA) were employed to examine statistical differences among different demographic subgroups. The results revealed that there were some statistical differences in travel behaviors, push and pull factors and tourist satisfaction among Korean travelers.

The results of the study provide practical implications that can be helpful for both policy makers and industry practitioners to develop appropriate marketing strategies and tourism products for the Korean travel market. In addition, the findings will contribute to the tourism literature in the area of travel motivations and tourist behaviors.

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Chapter 1

Introduction

This chapter aims to provide the overview of research project including research background, objectives, contributions, hypotheses and definitions of key terms used in this study.

1.1 Research Background

The tourism industry is one of the largest and most important sectors for Thailand economy. During the past decade, the tourism industry has significantly expanded and contributed to the overall economic growth of Thailand. Each year millions of international visitors come to Thailand to experience Thai culture and the beauty of the nature in Thailand. Major overseas tourists visiting Thailand come from different parts of the world. One of the important segments is the Korean travel market (i.e. South Korea). South Korea has achieved dramatic economic growth over the past decades, which has been associated with the emergence of affluent middle class (Kim, 1997). With a strengthened economy, the demand for outbound travel will also increase significantly (Kim & Prideaux, 1998). Today, South Korea is one of the major tourist generating countries in the Asia Pacific region, and most Korean tourists take trips to neighboring countries such as China, Japan and Southeast Asia (Ministry of Tourism and Sports, 2008). Growth in South Korea's outbound market has been so fast that many destinations, including Thailand, have not well prepared to adjust their range of tourism products and services to specially cater for this segment (Ministry of Tourism and Sports, 2008). During the past decade, Thailand has benefited from an increasing of the Korean outbound tourism. According to the statistical reports by the Tourism Authority of Thailand or TAT (2008), the number of Korean tourists visiting Thailand has been increasing over the past 10 years, from 411,087 tourists in 1997 to 1,075,516 tourists in 2007 (TAT, 2008). Today, South Korea becomes Thailand's the third largest inbound market (after Malaysia and Japan). In spite of its significance, when considering the recent number of Korean inbound tourists to Thailand such as the year 2006 or 2007, there were approximately 1,000,000 travelers a year (TAT, 2008). Though this figure seems to be large for Thailand, however, it represents only 8% of the overall Korean outbound market; approximately 13,000,000 Koreans travel abroad each year (Ministry of Tourism and Sports, 2008). This evidently shows that the number of Korean arrivals to Thailand is still small when compared to the overall Korean outbound market. In other words, it could say that there are opportunities for Thailand to actively increase market shares of the

Korean outbound market. With the competitive global and regional tourism, increasing the number of Korean travelers to Thailand seems to be the challenges for Thailand's tourism industry, and this is the focus of the research issue identified in this study.

Due to the increasing importance of the Korean travel market to the Asia Pacific region, it is essential for Thai tourism marketers to develop effective marketing strategies to attract and increase the number of Korean travelers to Thailand. According to the literature, in order to be successful in tourism, destination marketers should understand basic wants and needs as well as travel behaviors of the target tourists (Crompton, 1979; Yoon & Uysal, 2005; Jang & Wu, 2006). One of the most useful approaches to examine tourist behavior is understanding 'travel motivations' (Crompton, 1979; Cha, McCleary & Uysal, 1995; Yoon & Uysal, 2005; Jang & Wu, 2006). Understanding tourist motivations could be regarded as a starting point for the success of any tourism marketing program (Cha et al., 1995; Shin, 2003). This is because travel motivation helps explain why people travel (Dann, 1977, Crompton, 1979). Knowledge of tourist motivations would enable tourism marketers to better satisfy travelers' needs and wants, and then develop appropriate marketing programs for the targets (Jang & Cai, 2001; Andreu, Kozak, Avci, & Ciffer 2006).

One of the basic and useful approaches to examine tourist motivations is based on the theory of push and pull motivations (Dann, 1977; Crompton, 1979; Yoon & Uysal, 2005). A review of literature indicates that examining tourist motivations based on the theory of push and pull motivations has been widely accepted in tourism literature (Pearce & Caltabiano, 1983; Yuan & McDonald, 1990). Push factors are related to travel motives (why you travel) while pull factors are concerned with tourism attractions (what attracts you to visit a destination). Thus, the theory of push and pull motivations can provide a useful framework for examining different forces that influence a person to consider taking a vacation (push factors), and the factors that attract that person to choose a particular destination (pull factors). In order to learn more about Korean tourists' related behaviors, this study thus aims to employ it to examine travel motivations of Korean travelers to Thailand. It is hoped that the findings of the study will provide a better understanding of travel motivations of Korean travelers to Thailand by assisting both policy makers and tourism businesses in formulating appropriate travel related policies and strategies to effectively target this market segment. In addition to the practical contribution, the research results will add to the tourism literature in the area of travel motivations and tourist behaviors of international tourists to Thailand, particularly the Korean travel market.

1.2 Research Objectives

The main objective of this study is to investigate travel motivations of Korean travelers by adopting the theory of push and pull motivations as a conceptual framework. More specifically, the study has the following objectives:

- 1) To identify the push and pull factors that influence the travel motivations of Korean travelers
- 2) To examine whether there are any significant differences in the push and pull factors among Korean travelers (based on demographic characteristics - e.g. age, gender, education, etc.)
- 3) To examine travel-related behaviors of Korean travelers (e.g. travel patterns, travel expenses, etc.)
- 4) To examine travel satisfaction of Korean travelers with Thailand's destination attributes (e.g. accommodation, tourism attractions, shopping facilities, transportation, etc.)

1.3 Research Hypotheses

Based on the literature review (chapter 2), the following hypotheses have been formulated:

Hypothesis 1 - Korean travelers with different demographic characteristics may have differences in the push factors (travel motives) and pull factors (Thailand's tourism attractions).

Hypothesis 2 - Travel motives (push factors) of the Korean travelers are related to the destination attractions of Thailand (pull factors).

Hypothesis 3 - Korean travelers with different demographic characteristics may have different travel behaviors and trip characteristics.

Hypothesis 4 - Korean travelers with different demographic characteristics may have different levels of satisfaction with Thailand's destination attributes.

1.4 Research Scope

This study primarily aimed to examine travel motivations of Korean travelers as well as to investigate travel behaviors and tourist satisfaction. The theory of push and pull motivations were employed as a conceptual framework to examine travel motivations of Korean travelers. The samples were Korean travelers who were visiting Thailand for holiday and leisure purposes. Data collection was undertaken in Bangkok and major tourist cities (i.e. Ayutthaya and Pattaya). In this study, demographic characteristics (e.g. age, gender, education, income) were determined

as independent variables while travel motivations, travel behaviors and tourist satisfaction were established as dependent variables.

1.5 Research Contributions

This study employs the theory of push and pull motivations to investigate the travel motivations of Korean travelers. The theory of push and pull motivations is a well-respected motivational theory which has been argued as a useful theory in examining travel motivations of various traveler groups (Dann, 1977; Klenosky, 2002). The theory is useful for explaining why people travel (push factors) and where they go (pull factors). The results of the study are expected to provide useful implications for policy makers and tourism marketers to develop effective marketing strategies (e.g. marketing programs, product development, marketing communications) to attract more Korean travelers to Thailand. In addition, the research findings will contribute/add to the existing tourism literature in the area of travel motivations and tourist behaviors of international tourists to Thailand, especially one of the important markets for Thailand's tourism industry - Korean travelers.

In addition to identifying travel motivations of Korean travelers, this study also examines travel satisfaction of Korean travelers toward Thailand's destination attributes. Tourist satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of goods and services, and the decisions to return (Kozak & Rimmington, 2000). It is generally argued that developing marketing programs to attract repeat visitors with destination satisfaction seems to be more effective than attract new customers (Rittichainuwat, Qu & Mongknonvanit, 2002). In this regard, understanding tourist satisfaction is necessary for destination marketers to design promotional campaigns and tour packages to attract and retain tourists (Rittichainuwat et al., 2002). The results of examining Korean tourists' satisfaction with Thailand's destination attributes would help concerned parties (i.e. government agencies and tourism operators) develop appropriate tourism policies for the improvement of tourism goods/services and related tourism infrastructure/facilities to meet the needs and expectation of the target market as well as enhance their repeat visit to Thailand.

Finally, according to the literature, tourists from different backgrounds/cultures may have different travel motivations and travel-related behaviors (Pizam & Sussmann, 1995; March, 1997; Kozak, 2002). Several tourism scholars argue that nationality can affect tourist behavior and suggest an investigation of individual market for successful tourism (Pizam & Sussmann, 1995; Kozak, 2002). With limited literature (research work) regarding Korean travelers to

Thailand as well as the importance of this market to Thailand's tourism industry, this presents a research opportunity to be worth for investigating the Korean inbound travel market. The examination of its travel motivations, behaviors, and satisfaction should provide useful contributions to the Thailand industry practitioners (government and private sectors) who target this segment for developing appropriate tourism policies and products.

1.6 Definition of Key Terms

Several technical terms are used in this study. In order to better understand the context of travel motivations which is primarily related to psychology, the definition of key terms used in this study are provided as follows:

Travel motivation is a meaningful state of mind that drives an individual to travel (Dann, 1977). In this study, the approach to examine travel motivation is based on the push and pull motivations theory. This theory is basically assumed that people travel because they are pushed by their own internal forces (called push factors), and pulled by the external forces of destination attributes/attractions (called pull factors). These two factors, when considered together, provide the clues as to why people travel.

Push factors are mainly socio-psychological motives that make people want to travel (Crompton, 1979). They are related to the internal needs and wants of a traveler such as a desire for escaping from a busy environment, a need to rest, relax or seek adventure (Klenosky, 2002).

Pull factors are destination attractions/attributes that respond to and reinforce the push factors (Uysal & Hagan, 1993). They are the external forces relating to the destination attractions such as beaches, landscape, historical sites, and culture (Klenosky, 2002).

Customer (tourist) satisfaction is the result of the evaluation and comparison the perceived performance of goods/service with expectation (Heung & Cheng, 2000). If performance exceeds expectations, the result is customer satisfaction, however, when expectations exceed performance, the result is customer dissatisfaction.

Chapter 2

Literature Review

This chapter reviews the literature related to Korean travel market, travel motivations, travel behaviors and trip characteristics, and tourist satisfaction. The purpose is to provide knowledge and understanding of the concepts related to the theories and studies focused in this research.

2.1 Studies Related to Korean Travel Market

In order to investigate the Korean travel market, it is important for researchers to review relevant literature to better understand the overall travel characteristics of Korean travelers. A review of literature indicates some published research relating to the Korean travel market.

Iverson (1997), for example, examined vacation planning characteristics between Korean and Japanese travelers in visiting Guam. The study found that Korean travelers were likely to employ a shorter decision time frame than Japanese travelers in making their destination decision due to cultural difference (nationality). With the difference in decision timing between Korean and Japanese travelers, the study suggested that tour operators catering for Korean travelers might become more aggressive in the provision of planning materials and timetables, and tour packages could be negotiated with substantial lead times in order to prepare marketing materials, particularly during peak periods. Using Pearce's Travel Career Ladder model to investigate Korean tourists' motivations to Australia, Kim (1997) found that Korean travelers were primarily motivated to travel to Australia to experience natural environmental setting. The study revealed that some aspects of Australia (e.g. Aboriginal history and culture) were little known, however, they were potential to attract Korean tourists. The study suggested that natural scenery, wildlife and outdoor activities as well as culture and friendliness of people should be emphasized when developing marketing programs for the Korean travel market to Australia. In the examination of diversity in Asian outbound travel industries by investigating five different Asian countries (i.e. Indonesia, Thailand, Taiwan, South Korea, and Japan), March (1997) found some similarities and differences among the five market groups. In terms of travel similarities, the study revealed that most Asian travelers preferred to travel as groups, desired luxury and brand name shopping facilities, and disinclined to give direct feedback to the service providers about service quality. However, travel differences among these travelers included the ability and desire to speak English, eating patterns/travel patterns based on cultural and religious factors, level of adventurous independent spirit, overseas travel experience, consumer expectations and demands

about overseas travel. Due to variations among these Asian travelers, the study suggested different marketing approaches designed for these markets. Kim and Prideaux (1999) analyzed the need of supply-side of Korean inbound tourism to Australia and identified major issues of supply-side as perceived by Korean group incentive travelers including language barrier, transport systems, food service, and insufficiency of travel information/shopping. These areas require immediate attention from Australia's tourism industry in developing the type of tourism products that should be offered to Korean tourists. Chen and Hsu (2000) measured Korean tourists' perceived images of overseas destinations. By examining Korean travelers, the study indicated that the perceptions of travel cost, destination lifestyle, availability of quality restaurants, freedom from language barriers, and availability of interesting places to visit affected their choice behaviors. When targeting the Korean tourist market, especially the youth market, the study suggested that the marketing programs should emphasize on the five leading attributes namely, adventurous atmosphere, scenery, environmental friendliness, availability of tourist information and architectural style. Examining destination images among Korean outbound travelers, Chen (2001) found that Korean travelers perceived Asia Pacific and North American as an adventuresome image while Europe was perceived as many interesting places. The results showed that Asia Pacific countries were the most popular travel destination among Korean travelers. In order to attract Korean travelers, the authors suggested that the Asia Pacific countries should promote their destinations based on natural and scenic beauty attributes. Lee and Cox (2007) examined travel behaviors and lifestyle of Korean immigrants in Australia and identified four distinct groups which were 'Korean socializes & sports seekers', 'relaxation seekers', 'cultural & entertainment seekers', and FIT travel enthusiasts'. Results shown that the respondents who were more acculturated significantly differed in their travel lifestyle from those who were less acculturated. Another research by Lee and Sparks (2007) compared travel behaviors of two Korean groups (those residents in Australia and those residents in Korea) and found some travel differences between these two groups. The study showed that travel differences, though the same nationality, may occur as a result of migration. The findings indicated that those Korean who had migrated to Australia were more likely to prefer independent travel, take longer holidays and make travel arrangements without the aid of a travel advisor. The authors suggested that knowledge of consumers' diverse backgrounds can enhance opportunities for destination marketers to meet customers' expectations and promote appropriate marketing programs.

In spite of the limited published literature, the above studies has revealed some interesting results about travel behaviors and trip characteristics associating with Korean outbound travelers; providing a better insight into the travel related behaviors of the target market. However, with the existing literature, no attempt has been made to investigate travel motivations (by using push and pull motivations) of Korean outbound travelers in visiting Southeast Asia destinations. This presents research opportunities to further investigate the Korean travel market, especially their motivations to visit Thailand.

General Information of Korean Inbound Travel Market to Thailand

The Tourism Authority of Thailand (2007) by the Market Intelligence Division has provided some information regarding Korean inbound travelers to Thailand. The information would provide a better insight into the market and may be used to support the results of the current study. According to the TAT (2007), there were a total of 1,075,516 Korean arrivals to Thailand with 58% were males and 42% were females. The growth of the market during the past decade was not stable; slightly increasing and decreasing in some years. Most Korean travelers to Thailand were first-time visitors and came to Thailand for leisure and holiday purposes (rest/relaxation). Major age groups include 25-34 and 35-44 years old. Most of them came to Thailand by group tours while the non-group segment has been increasing during the past few years. The income generated from this segment was approximately at Baht 28,865.47 million. The average length of their stay was 5.77 days and daily expense was at Bath 4,651 with major spending on shopping, accommodation and food/beverage. Popular cities among Korean travelers include Bangkok, Ayutthaya, Pattaya, Chiang Mai and Phuket. **In spite of limited information available about this market**, it is hoped that the results of the current study (research work) will reveal and add more useful information into the Korean inbound travel market to Thailand. This would help industry practitioners understand more about Korean tourists' behaviors and can develop more effecting marketing policies and strategies for their targets.

2.2 Concept of the Theory of Push and Pull Motivations

The theory of push and pull motivations, developed by Dann (1977), is one of the useful theories widely used to examine tourist motivations (Crompton, 1979; Pearce & Caltabiano, 1983; Yuan & McDonald, 1990; Jang, Bai, Hu, & Wu, 2004). Dann (1977) made a significant contribution in suggesting two factors motivating people to travel and to go to a particular destination. The two factors are called push and pull motivational factors. The concept of push

and pull motivations theory describes that people are pushed by internal motives (called push factors) and pulled by destination attributes/attraction (called pull factors) when making their travel decisions (Lam & Hsu, 2004). This concept is classified into two forces/factors (push and pull factors), which indicate that people travel because they are pushed and pulled to do so by some forces or factors. Push factors (internal motives) are mainly considered to be socio-psychological motives that predispose people to travel, while pull factors (destination attributes) are those that attract people to choose a particular destination (Lam & Hsu, 2004).

In detail, push factors are the factors (or internal forces) that motivate or create a desire to satisfy a need to travel (Uysal & Hagan, 1993). Most of the push factors are internal forces or intrinsic motivators that relate to the needs and wants of the traveler, e.g. the desire for escape, rest and relaxation, adventure, excitement, prestige, health and fitness, and social interaction (Uysal & Jurowski, 1994; Klenosky, 2002). According to the literature, push factors can help explain why people travel, which is related to internal motivational driving forces.

With regard to pull factors, they are related to external factors that effect where a person travels to meet his or her needs or desires (You et al. 2000). In other words, pull factors can be recognised as destination attributes/attractions that respond to and reinforce inherent push motivations (McGehee, 1996; Zhang, Yue, & Qu, 2004). Uysal and Jurowski (1994, p. 844) stated that 'pull factors can be those that emerge as a result of the attractiveness of a destination as it is perceived by those with the propensity to travel'. They may include both tangible resources such as beaches, mountains, recreation facilities, natural attractions, culture and historical attractions, as well as travelers' perceptions and expectations such as novelty, benefit expectations, and marketing image (Uysal & Jurowski, 1994). You et al. (2000) argued that pull factors can help explain why people decide to visit a particular destination.

One important study related to the push and pull motivations theory was indicated by Crompton (1979) who agreed with Dann's basic idea of push and pull motives but further identified nine motives: seven push motives and two pull motives (Jang & Cai, 2002). The seven push motives (socio-psychological motives) were escape, self-exploration, relaxation, prestige, regression, kinship-enhancement, and social interaction while the two pull motives were novelty and education (Jang & Cai, 2002). Following Crompton's initial empirical effort in examining people's travel motivations, many studies have employed push and pull factors to examine tourists' motivations in different settings such as nationalities (e.g. Yuan & McDonald, 1990; Zhang & Lam, 1999), destinations (e.g. Jang & Cai, 2002; Kim & Prideaux, 2005; Yoon & Uysal, 2005), and tourist segments (Bieger & Laesser, 2002; Jang et al. 2004). The common push factors that were frequently identified in previous studies may include knowledge-seeking,

ego-enhancement, self-esteem, social interaction, rest and relaxation, family togetherness, while the pull factors were natural environment, cultural and historical attractions, cost of travel, tourist facilities, and safety (Zhang & Lam, 1999; Klenosky, 2002; Yoon & Uysal, 2005; Jang & Wu, 2006). As noted, tourism researchers have found the push and pull motivations theory as a useful approach to measure tourists' motivations. Because push factors have been useful in explaining the desire for travel, whereas the pull factor help explain the choice of destination (Crompton, 1979; Christensen, 1983). In addition, researchers argued that travel patterns can be distinguished by the push and pull factors influencing vacation destination choices (Uysal & Hagan, 1993). Jang and Cai (2002) stated that findings from research examining tourists' motivations by using push and pull factors should provide useful insight into the target market and help tourism marketers in planning effective marketing strategies such as product development and advertisement. To date, the push and pull motivations theory seems to be widely recognised as a useful framework for examining the motivations underlying tourists and their travel-related behavior (Yuan & McDonald, 1990; Klenosky, 2002). Many researchers, thus, have employed it to investigate travel motivations of international tourists in different settings (e.g. Klenosky, 2002; Jang & Cai, 2002; Kim, 2003, Hsu & Lam, 2003; Jang et al. 2004; Jang & Wu, 2006).

In conclusion, the push and pull motivations theory seems to be widely discussed and recognised by tourism researchers as a useful and appropriate approach to examine tourist motivations (Klenosky, 2002; Lam & Hsu, 2004; Yoon & Uysal, 2005). This is because the push and pull motivations theory seems to provide a simple and intuitive method for explaining tourists' motivations and their travel-related behaviors, as well as helps explain why people travel and where they go (Dann, 1977; Klenosky, 2002; Jang & Wu, 2006). Researchers rationalize that the push and pull motivations theory has been primarily utilized in studies of tourist behavior because the push factors are the socio-psychological motives that help explain the desire to have a vacation, while the pull factors are the motives stimulated by the destination and explain the choice of destination (Dann, 1977; Crompton, 1979; Klenosky, 2002). More importantly, the push and pull factors have been regarded as a useful framework for examining the different forces that influence a person to consider taking a vacation and the forces that attract that person to select a particular vacation destination (Klenosky, 2002). Thus, the application of the push and pull motivations theory to examine travel motivations of Korean travelers in this study should provide a useful approach to understanding a wide variety of different needs and wants that influence their motivations in visiting Thailand. Moreover, it appears that there is no empirical study employing the push and pull motivations theory to

investigate travel motivations of Korean travelers to Thailand. Therefore, the push and pull motivations theory is considered to be appropriate and relevant to the purpose of this study.

2.3 Studies Related to the Push and Pull Motivations

Several studies (e.g. Yavuz, Uysal, & Baloglu, 1998; Zhang & Lam, 1999; Huang & Tsai, 2002; Jang & Cai, 2002; Jang & Wu 2006) have been conducted using the push and pull motivations theory to investigate travel motivations and tourist behaviors. These studies provide useful implications to tourism marketers in formulating appropriate strategies to attract a target market. Cha, McCleary, and Uysal (1995), for example, explored the travel motivations of Japanese overseas travelers by focusing on the push factor approach and segmented them into three distinct groups: sport seekers, novelty seekers, and family/relaxation seekers. The result of the study disclosed that there were different motivation factors found among Japanese overseas travelers, and it was possible to cluster or segment Japanese overseas travelers based on their motivations. The authors suggested that, when marketing to Japanese overseas travelers, these three different groups should be recognised, and different types of advertisement should be considered. For instance, advertising the Super Bowl or other sports would be appropriate to the sport seeker group while advertising the adventure or knowledge related trips should be suitable to the novelty seeker group. Zhang and Lam (1999) investigated Mainland Chinese visitors' motivations to visit Hong Kong and disclosed that the most important push factors influencing the Mainland Chinese people to visit Hong Kong were 'knowledge', 'prestige', and 'enhancement of human relationship' motives. The most important pull factors or attractions of Hong Kong were 'hi-tech image', 'expenditure, and 'accessibility'. This study implied that the Mainland Chinese travelers perceived Hong Kong as a unique, modernized, friendly, and convenient place for holidays. The study suggested that concerned parties should build Hong Kong's image as a high-tech multinational city in the world to Chinese people via various accessible media.

Another study conducted by Jang and Cai (2002) reported that 'knowledge seeking', 'escape', and 'family togetherness' were the most important factors to motivate the British to travel abroad. However, 'cleanliness & safety', 'easy-to-access', and 'economical deal' were considered the most important pull factors attracting them to an overseas destination. The findings from comparing the push and pull factors across seven international destinations (USA, Canada, South America, Caribbean, Africa, Oceania, and Asia) as perceived by the British travelers indicated that each region had its own strengths and weaknesses in terms of its position in the minds of British travelers. The authors suggested that knowledge of people's motivations

and its associations with their destination selection is critical to predict their future travel patterns, and the findings could be used for destination product development and formation of marketing strategies.

In addition to examining overseas travelers, there were some studies employing the push and pull motivations theory to investigate the travel motivations of domestic tourists. For instance, Kim et al. (2003) examined the travel motivations of visitors to visit Korean national parks. They found that the most important push factors influencing Korean people to visit the national parks were 'appreciating natural resources and health', followed by 'adventure and building friendship', 'family togetherness and study', and 'escaping from everyday routine' respectively, while the most attractions of the national parks (pull factors) were 'accessibility and transportation', 'information and convenience of facilities', and 'key tourist resources'. These findings implied that visitors to national parks in Korea were likely to consider the parks to be valuable recreational resources that provide important opportunities to appreciate natural resources or enhance health or build friendship. The authors suggested that the park administrators should recognise the needs of different groups of visitors (students, families, and older people), and develop the products responding to each group. More interestingly, the authors did not only provide a useful implication to Korean national park administrators but also to the park administrators of other countries who want to target Korean nature-based tourists. Another study focusing on domestic tourism conducted by Zhang, Yue and Qu (2004) explored the motivating factors of domestic urban tourists in Shanghai, China. The study showed that 'prestige' and 'novelty' were regarded as the top two important push factors of domestic tourists, while 'urban amenity' and 'service attitude and quality' were the most important pull factors of Shanghai appealing to domestic tourists. The result also reported that the 'prestige' (push factor) and 'urban amenity' (pull factor) had an impact on domestic tourists' satisfaction. One important finding from the study indicated that the pull factors like 'service attitude and quality', 'urban amenity', 'expenditure' and 'hi-tech image' may influence the tourists' likelihood to recommend Shanghai to their relatives and friends. In order to promote Shanghai, the authors recommended positioning Shanghai as a city of unique cultural and economic image as well as improve the service quality in Shanghai in order to attract the domestic tourists.

In addition to identifying major push and pull factors influencing people to travel, the literature also indicates that the perception of push and pull factors could be varied depending demographic characteristics. Some studies (Hanqin & Lam, 1999; Kim et al., 2003) have argued that it is possible to find some differences in the push and pull factors among different demographic subgroups of tourists and market segment could be developed. Based on the

literature and in relation to the current study, **this study predicts that Korean travelers with different demographic characteristics may have differences in push and pull factors - hypothesis 1.**

To sum up, the literature has shown that previous studies focusing on the push and pull motivations theory provide a useful and practical approach for understanding tourist behavior and the factors influencing them to visit a particular destination. The results of previous studies imply that the conceptual framework of push and pull factors can be applied to examine travel motivations of both domestic and international tourists. It is hoped that the results from the current study should provide important implications in helping destination planners plan and execute effective marketing strategies to meet the needs and expectations of the target market. Since the perception of push and pull factors could vary from one market to another (Hanqin & Lam, 1999; Kim et al., 2003), therefore, it is worth to examine the perception of push and pull factors among Korean travelers to Thailand. The results would be useful for tourism operators to develop appropriate products for the target markets.

2.4 Relationships between Push and Pull Motivations

As noted, push factors are internal motives that influence people to travel while pull factors are those that related to destination attractions that respond to and reinforce push factors (McGehee, 1996; Zhang et al., 2004). These two factors have been generally characterised as relating to two separate decisions made at two separate points in time – one focusing on whether to go, the other on where to go (Klenosky, 2002). For example, once people have the desire to travel abroad to experience something new and exciting (push factors - internal motives), they would then consider where to go or what to see, e.g. Asia, Australia, Europe or North American (pull factors - destinations attractions). Thus, it's generally viewed that push factors precede pull factors (Dann, 1977; Klenosky, 2002). However, while these two factors are viewed as a separating stage in travel decision making, it is becoming increasingly evident that they should not be viewed as operating entirely independent of each other (Crompton, 1979; Klenosky, 2002; Kim et al., 2003). Several researchers (Cha et al., 1995; Uysal & Jurowski, 1994) argued that push and pull factors should not be considered separately but they are rather as fundamentally related to each other. More importantly, researchers noted that while the internal forces (motives) push people to travel, the external forces (destination attractiveness) of the destination itself simultaneously pull them to select that particular destination (Uysal & Jurowski, 1994; Cha et al., 1995). Similarly, Dann (1977) argued that a tourist who is in the process of deciding where to go may also take into consideration various pull factors which correspond adequately to their

motivational push. Uysal and Jurowski (1994) tested this relationship between push and pull factors, and reported a correlation between push and pull factors. For example, they found that rural areas and small town (pull factors) seemed to attract tourists who had the needs for experiencing a change or a simple and easy life style. The results suggested that tourists who wanted to escape either a personal and/or an interpersonal environment may be attracted by areas with limited activities and inexpensive tourism products. In the study of Kim et al. (2003), the results were also similar to Uysal and Jurowski's (1994) study which indicated a relationship between push and pull factors. They reported that significant correlations were observed among the majority of push and pull factor dimensions. The study revealed that pull factor 'key tourist resources' and 'information & convenience of facilities' both had significant positive correlations with all of the push factors. In addition, pull factor 'information & convenience of facilities' was found to be correlated with push factors 'family togetherness', 'appreciating natural resources', and 'escaping from everyday routine' but not to 'adventure'. The results also revealed that pull factor 'accessibility & transportation' was significantly correlated to push factor 'appreciating natural resources & health', suggesting that the desire (or motive) to experience/appreciate nature and enhance one's health may be facilitated or supported by the availability of accessibility and transportation options at particular national park.

According to the literature, the present study assumes that push and pull factors are correlated to each other, and they are not entirely independent of each other. In other words and to relate to the current study, the reasons to travel (push factors) of Korean travelers are argued to be related to the attractiveness of destination attributes of Thailand (pull factors). Therefore, **it can predict that the travel motives (push factors) of the Korean travelers are related to the destination attractions of Thailand (pull factors) – hypothesis 2.**

2.5 Tourist Behaviors

Tourist behavior has been a major topic for decades for hospitality and tourism practitioners. Contributions have been made from various aspects to understand tourist behaviors such as destination choice, mode of transportation, travel expense, accommodation, and leisure activities. In tourism studies, tourist behavior is a fundamental but critical subject affecting the development of marketing strategies and product development (Chen & Hsu, 2000). Today, many scholars have investigated tourist behaviors as well as travel/trip characteristics in order to satisfy travelers' needs and to meet their expectations.

In relation to Thai context, there are several studies examining tourist behavior of international travelers visiting Thailand. For example, Laksanakan (2003) investigated travel behaviors and trip characteristics of international visitors to Phuket and found that most respondents were male travelers aged between 25 – 34 years old. Many of them were Asian travelers with college degree. Their average annual income was approximately US\$ 5,000. Most of them were first-time travelers and visited Phuket for relaxing purpose. Many of these travelers were couples and spent approximately 4-7 days in Phuket. However, European travelers seemed to stay longer (e.g. 8-14 days). Major spending was based on accommodation (Baht 3,501 – 4,500) while other spending (e.g. food, shopping) was approximately Baht 1,001 – 2,000 per person per day. The study found that tourists with different backgrounds (e.g. nationality, education, occupations, income) would have different travel characteristics. Investigating Thai and international tourists' behaviors visiting Chiang Mai, Yenkuntau and Lougepanitpitak (2004) revealed travel behavior differences between Thai and foreign tourists in many aspects including type of food, souvenirs, accommodation, destination choice, spending, and travel preferences. However, the study found that most of them received travel information about Chiang Mai from their friends and relatives. Sansartji (2005) examined travel behavior of foreign tourists after the Tsunami disaster in the southern Thailand and found that most of the samples were repeat visitors traveling for holiday and leisure purposes. They chose to visit Thailand due to low cost of living and beautiful natural attractions (e.g. islands and beaches). Most of them spend approximately more than one week in Thailand with primary spending on shopping, accommodation and food/beverage. A recent study by Taworn (2007) found some differences of travel behaviors between Thai and international tourists. The study revealed that most of them visited Chiang Mai because of natural attractions. Thai tourists came here with their friends while many international tourists traveled alone. Both groups preferred city hotels. Thai tourists received travel and accommodation information from their friends and relatives while foreign tourist mostly relied on Internet information. In relation to accommodation selection, the study indicated that both groups had different perspectives in terms of prices, location, quality and services.

Based on the literature, different aspects of international tourists' behaviors were investigated, and tourists with different culture and/or demographic characteristics seem to have different travel behaviors and travel preferences. Moreover, several tourism scholars argue that nationality or culture may affect tourist behavior (Pizam & Sussmann, 1995); suggesting individual market should be examined. In relation to Korean travelers to Thailand, researchers have not yet examined their travel behaviors and trip characteristics, and there seems to be a lack

of empirical study (research work) to understand Korean travelers' behaviors/trip characteristics in Thai context, and this suggests further exploration for this market. In this study, **it hypothesizes that, in accordance with the above literature, Korean travelers with different demographic characteristics may have different travel behaviors and trip characteristics - hypothesis 3.**

2.6 Tourist Satisfaction

Customer (tourist) satisfaction is the result of the evaluation and comparison the perceived performance of goods/service with expectation (Hill, 1986 cited in Heung & Cheng, 2000). Expectations are compared with actual perceptions of performance as the goods or services are consumed (Bitner, 1990). If performance exceeds expectations, the result is customer satisfaction, however, when expectations exceed performance, the result is customer dissatisfaction (Bitner, 1990; Heung & Cheng, 2000). As noted, tourist satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of goods and services, repeat visits, and word-of-mouth publicity (Fornell, 1992; Kozak & Rimmington, 2000). A review of literature indicates a number of studies have been conducted in order to measure tourist satisfaction in different areas of the tourism industry. However, only the literature relevant to research purpose (assessing tourist satisfaction with specific destination attributes) has been reviewed as follows.

Danaher and Arweiler (1996), for instance, examined tourist satisfaction in New Zealand and found that tourist with different cultural backgrounds had different satisfaction levels with transportation, accommodation, outdoor activities and attractions. The study revealed that the high level of overall tourist satisfaction with New Zealand vacation appeared to be determined by the level of satisfaction with activities and attractions in which tourists participated. The study suggested that travel operators maintain or enhance customer satisfaction, especially in the areas of outdoor activities and tourism attractions. Master and Prideaux (2000) examined culture and vacation satisfaction of Taiwanese tourists visiting Southeast Queensland. The findings indicated most Taiwanese tourists believed that culture did not play a major role in determining their satisfaction levels. The study reported that Taiwanese speaking staff, the availability of slippers and twin beds at accommodation, and longer shopping hours were important factors for holiday satisfaction among Taiwanese tourists. In spite of cross-cultural difference between visitors (Taiwanese) and hosts (Australians), most of them seemed to be satisfied with their holiday experience in Southeast Queensland. Kozak (2001) compared tourist satisfaction between British and German tourists) in visiting Mallorca and Turkey. The study found that British tourists were

more likely to be satisfied with almost all individual attributes than German tourists visiting both destinations. The findings indicated that the gaps between German and British tourists' satisfaction levels appeared for the level of language communication, availability of local transport services and level of prices. In relation to Thai context, Rittichainuwat et al. (2002) examined the impact of travel satisfaction on the likelihood of travelers to revisit Thailand and found differences in travel satisfaction between first time and repeat visitors as well as among travelers with different demographic profiles. The study revealed that, for example, the Asian travelers had the lowest travel satisfaction on all travel satisfaction factors (lodging, tourist attractions, transportation, foods and environment/safety) than their European and North American counterparts while female travelers had a lower level of satisfaction on the environment and safety than male travelers. The study concluded that the higher satisfaction travelers have toward their trips, the more likely they would revisit the destination. Investigating the relationship between cultural/heritage destination attributes and overall satisfaction at Virginia Historic Triangle (USA), Huh and Uysal (2003) found a relationship between destination attributes and overall satisfaction with cultural/heritage experience. The study also revealed that overall tourist satisfaction could be varied by gender, length of stay, past experience and decision time to travel. The authors suggested that destination marketers should be able to know which destination attributes they should highlight or downplay in allocating resources to increase tourist satisfaction. A recent study by Hui, Wan and Ho (2007) assessed satisfaction of different tourist groups visiting Singapore. The study found that accommodation and food was significant for North American's overall satisfaction while attraction was significant for European and Asian tourists. Culture seemed to be important for Oceania tourists. However, Asian tourists seemed to be very disappointed with lack of interesting nightlife, natural spots and attractive urban sightseeing in Singapore. Since there is no single factor appealing to all different tourist groups, the study suggested Singapore should have a balanced approach to satisfy different needs and preferences.

In sum, despite there are several published studies of tourist satisfaction, however, most of them were undertaken in international setting. Little (published research) is known regarding international tourists' satisfaction with Thailand's destination attributes, particularly the major tourist segment like the Korean inbound travel market to Thailand. It is generally argued that different tourist groups (i.e. gender, age, nationality) may have different satisfaction levels with destination attributes (Huh & Uysal, 2003; Yoon & Uysal, 2005; Hui et al., 2007). Since, the Korean travel market is one of the important segments for Thailand's tourism industry, the lack of related studies in this area creates opportunity for future research. Based on the literature,

tourists with different cultures and/or demographic characteristics may have different levels of satisfaction with destination attributes, therefore, **this study predicts that Korean tourists with different demographic characteristics may have different level of satisfaction with Thailand’s destination attributes – hypothesis 4.**

2.7 Conceptual Framework and Conclusion

To finally conclude, the overview of the literature indicates research gaps and opportunities associated with travel motivations, travel behaviors and travel satisfaction of Korean travelers to Thailand. It is hoped that examining travel motivations and their travel related behaviors would help extend the existing knowledge by fulfilling the gaps in the literature, and help better understand the travel characteristics of the Korean travel market. Moreover, the results would provide tourism practitioners (government and private sectors) with helpful information to develop appropriate marketing programs as well as tourism products to meet the targets’ needs and expectations.

In this study, push and pull factors (dimension of travel motivations) are used to explain travel motivations of Korean travelers to Thailand, and they are established as dependent variables as well as tourist behaviors and travel satisfaction. A review of literature indicates that demographic variables (e.g. gender, age, education, income) have been found to be associated with travel motivations (push and pull factors). Hence, these variables are established as the independent variables that may be related to travel motivations, travel behaviors and satisfaction of Korean travelers. Thus, these relationships, based on the literature, will be used as a conceptual framework developed for this study as shown below (relationship between independent and dependent variables).

Independent variables

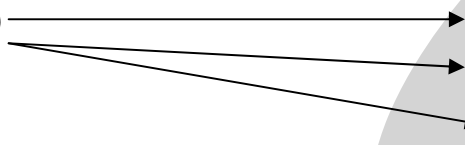
(demographic characteristics)

Dependent variables

(travel motivations)

(tourist behaviors)

(travel satisfaction)



Chapter 3

Research Methodologies

This chapter aims to describe research methodologies employed to investigate travel motivations and travel behaviors of Korean travelers. The objective of this chapter is to discuss about population, sample size, sampling method, research instrument, pre-testing, data collection, and data analysis.

3.1 Population and Sample Size

The population in this study were Korean travelers who were visiting Thailand for holiday and leisure purposes both group and individual travelers whose age were 20 years old and above. Since the population or Korean tourists visiting Thailand each month is unknown (in term of exact numbers/arrivals) and the elements in the population have no probabilities for being equally selected as the samples, non-probability sampling by a convenience sampling method was deemed to be appropriate for this study (Cavana, Delahaye, & Sekaran, 2001). According to the statistical report by the Tourism Authority of Thailand (2007), the average number of Korean tourists visiting Thailand each month was approximately 83,000 people (given population). Based on the statistical estimation such as published sample size table (see Cavana et al., 2001), the samples of 400 people seemed to be appropriate for the above given population.

3.2 Research Instrument

The research instrument (questionnaire) to investigate travel motivations of Korean travelers was developed from a comprehensive review of relevant literature focusing on push and pull motivation theory (i.e. Zhang & Lam, 1999; Huang & Tsai 2002; Kim, 2003; Jang & Wu, 2006). Most of the questions were based on previous research. Only some questions, particularly regarding to pull factors (destination attractions) were modified to apply to research objective and location site of Thailand. This is because destination attractions could be different from one country to another (Kozak, 2002). In this study, the destination attractions of Thailand may be different from other countries due to country background/location/environment. For the parts of tourist behavior and travel satisfaction, the questions developed for these sections were reviewed from the literature (e.g. Baloglu & Uysal 1996; Danaher & Arweiler, 1996; You & O'Leary, 1999; Prideaux, 2000; Horneman et al., 2002), and some questions were revised to meet research

objectives and the target sample. The draft questionnaire was also reviewed by tourism scholars who provided helpful comments and feedback to revise and develop appropriate questionnaire.

The questionnaire was originally designed in English and carefully translated into Korean language by academic scholars specializing in Korean and English languages. The questionnaire consisted of 4 sections, i.e. 1) demographic characteristics 2) travel behaviors and trip characteristics and 3) travel motivations (push and pull factors) and 4) tourist satisfaction with Thailand's destination attributes. Each section is briefly presented as follow:

1) Section one - demographic characteristics: This section consisted of 6 questions asking about general information of the research respondents: i.e. gender, age, marital status, education, occupation and income.

2) Section two – travel behaviors and trip characteristics: This section consisted of 16 questions asking the research respondents about their travel behaviors and trip characteristics, e.g. number of visits to Thailand/overseas destinations, trip planning, tourism activities, travel expenses, accommodation choice, information search, and the likelihood of revisiting Thailand. The respondents answered the questions from a set of multiple choices. Most questions required one answer, however, some may require one or more answers.

3) Section three - push and pull factors: There were 2 sub-sections in this part. The aim of push section was to investigate the travel motives of Korean travelers to travel abroad. The push items (13 items) were mainly concerned about the socio-psychological motives (e.g. knowledge seeking, novelty seeking, adventure experience, new cultural learning). They were measured by having respondents indicate their agreement or disagreement with statements describing their reasons for traveling abroad. For example, participants were asked "I travel abroad because I want to see something new and exciting". Then, they could answer the question by indicating their level of agreement or disagreement based on a 5-point Likert scale (1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree). Many studies examining travel motivations used the 5-point Likert scale to measure travel motivations since the length of the scale is deemed to be appropriate for expressing the level of opinions (Kozak, 2002; Jang & Wu, 2006). For the part of pull factors, the aim was to identify what destination attributes attracting the respondents to visit Thailand. The pull items (13 items) were mainly associated with the features or attractiveness of Thailand (e.g. culture, beaches, food, shopping). They were measured by having the respondents indicate their agreement or disagreement with the questions asking them about the attractions in Thailand. For example, participants were asked "Do you think Thai

culture is an important factor attracting you to Thailand.” Then, they could indicate their level of agreement or disagreement based on the 5-point Likert scale, the same scale with push factors.

4) Section four – tourist satisfaction: This section consisted of 15 questions asking the respondents to assess or express their satisfaction toward Thailand’s destination attributes, e.g. quality of tourism attractions, cleanliness of food, tourist facilities, accommodation, transportation, etc. The respondents were asked to indicate the level of their satisfaction on a 5-point Likert scale (1=very dissatisfied to 5= very satisfied). The 5-point Likert scale has been widely used in assessing tourist satisfaction since it allows the respondents to express appropriate level of satisfaction (Prideaux, 2000; Horneman et al., 2002).

3.3 Pre-testing

According to Cavana et al. (2001), researchers should conduct pre-tests to evaluate the reliability and validity of the research instrument before gathering data. In this research project, there was a pre-test conducted before final data collection. The test was conducted with 30 Korean travelers in Bangkok to obtain feedback on the clarity and appropriateness of questions. Based on the pilot test, some modifications (e.g. wording, revision of sentences) were made to ensure respondents could better understand the questions and choose appropriate answers. In addition, a reliability test by Cronbach’s coefficient alpha was also performed to determine the inter-item consistency reliability of the research instrument (Cavana et al., 2001). Based on the pre-test result, the Cronbach’s coefficient alpha was calculated for push factors, pull factors and tourist satisfaction sections (based on Likert scale sections) which was 0.79, 0.81, and 0.75, respectively. The value of the alpha exceeded the recommended/acceptable level of 0.70 by Nunnally and Bernstein (1994); suggesting no further revision of the research instrument. With these methods, it ensured that the questionnaire was ready for data collection.

3.4 Data Collection

Data were collected when the research respondents were visiting Thailand during June and July 2008. If the respondents traveled independently, and they could speak and understand some English, the research team would ask them if they were interested to participate in the survey. In case of group travelers, the respondents were approached and informed about the purpose of the research by the assistance of tour guides (local guides) who accompanied the groups. Respondents were asked if they would be interested to participate in the survey. Once they agreed, questionnaires were distributed on site and collected by researcher team. All respondents received small souvenirs for their participation. With the limitation of researcher

team, time constraint and funding, the survey was undertaken in central and eastern regions which were Bangkok, Ayutthaya and Pattaya. These cities are recognized as ones of the popular tourist cities among Korean travelers (TAT, 2007). A total of 400 questions were collected and used for data analysis.

3.5 Data Analysis

Data were analysed by using the Statistical Package for the Social Sciences (SPSS) program. Data analyses were implemented through five steps which are discussed as follows. It should be noted that a 0.05 level of significance was employed in all of the statistical assessments in this study.

Firstly, descriptive statistics (i.e. mean, frequency, percentage) were used to provide general information and travel behaviors of the respondents. *Secondly*, descriptive statistics (i.e. mean and standard deviation) were used to rank the push and pull items (individual items) in terms of the importance to see which items served as major push and pull items. The push and pull items were ranked from the most important item (highest mean) to the least important item (lowest mean). In addition, descriptive statistics were used to present the results of tourist satisfaction by ranking mean score. *Thirdly*, the principal component factor analysis with varimax rotation approach was performed to determine whether any underlying push and pull factor dimensions would emerge among the travel motivations of Korean travelers. Factor analysis was chosen because it is a statistical approach used to analyze interrelationships among a large number of variables and to explain the variables in terms of their common underlying dimensions/factors (Hair, Anderson, Tatham, & Black, 2006). In particular, factor analysis with varimax rotation approach is the most popular orthogonal factor rotation method, and generally considered superior to other orthogonal factor rotation methods in achieving a simplified factor structure (Hair et al., 2006). *Fourthly*, a bivariate correlation analysis was employed to examine the relationship between push and pull factors. The bivariate correlation analysis was chosen because this is a statistical method used to measure the association between two variables, and it is also appropriate for interval scale (Cavana et al., 2001). In this study, it aimed to identify the relationship between push and pull factors. *Finally*, the analysis of variance (ANOVA) was undertaken to examine if there were mean differences in the push and pull factors across the demographic subgroups, and to examine if there were mean differences in tourist satisfaction among respondent subgroups.

Chapter 4

Research Findings and Discussions

The purpose of this chapter is to present research findings, hypothesis tests, and discussions. This chapter consists of seven sections. Section one (4.1) presents descriptive statistics providing the profile of research respondents and their travel behaviors. Section two (4.2) shows the results of push and pull factor analysis. Section three (4.3) presents the results of travel behavior differences among different demographic subgroups. Section four (4.4) presents the results of differences in push and pull factors across demographic variables. Section five (4.5) provides the findings of tourist satisfaction. Section six (4.6) presents the research hypotheses. Finally, section seven (4.7) discusses the research results. It should be noted that the level of significance at 0.05 was employed in all of the statistical assessments in this study.

4.1 Profile of Respondents and Travel Behavior Characteristics

The first section presents profile or general information of research respondents and their travel behaviors and trip characteristics.

Profile of Research Respondents

Table 4.1: Demographic characteristics of respondents

Characteristics	Descriptions	Number (n=400)	Percent (100%)
Gender	Male	216	54.0%
	Female	184	46.0%
Age	20 - 30 years	104	26.0%
	31 - 50 years	264	66.0%
	51 years or older	24	8.0 %
Marital status	Single	168	42.0%
	Married	192	48.0%
	Divorced/Separated/Widowed	40	10.0%
Education	High school or lower	80	20.0%
	Bachelor degree	220	55.0%
	Master degree or higher	100	25.0%

Characteristics	Descriptions	Number (n=415)	Percent (100%)
Occupation			
	Company employee	152	38.0%
	Government officer	64	16.0%
	Business owner	44	11.0%
	Student	40	10.0%
	Independent/self-employed	28	7.0%
	Unemployment	24	6.0%
	Housewife	24	6.0%
	Retired	20	5.0%
	Others	4	1.0%
Monthly Income			
	US\$ 2,500 or lower	124	31.0%
	US\$ 2,501 – 4,000	180	45.0%
	US\$ 4,001 – or higher	96	24.0%

From table 4.1, the proportion of male respondents (54%) was slightly higher than females (46%). Most of the respondents were in the age group of 31 - 50 years (66.0%). Almost half of them are married (48.0%), and approximately 55% had education at the college level. The respondents come from different occupations, for example, 38.0% are company employees, 16% are government officers, 11.0% are business owners and 10.0% are students. Approximately 31.0% of the respondents had monthly income in the range of US\$ 2,500 or lower while 45.0% earned between US\$ 2,501 – 4,000, and 24.0% earned US\$ 4,001 or more, respectively.

Travel Behaviors and Trip Characteristics

Table 4.2: Travel behaviors and trip characteristics of respondents

Travel behaviors/trip characteristics	Number (n=400)	Percent (100%)
Number of overseas travel (within 1 year)		
1 times	132	33.0%
2-3 times	108	27.0%
4 times or more	44	11.0%
Not sure, depending on opportunity	116	29.0%
Trip arrangement to Thailand		
Buy package tours (e.g. air ticket, accommodation)	120	30.0%
Travel with a tour company	220	55.0%
Travel independently	60	15.0%

Travel behaviors/trip characteristics	Number (n=400)	Percent (100%)
Number of visits to Thailand		
1 times	240	60.0%
2-3 times	140	35.0%
4 times	20	5.0%
Length of stay in Thailand		
5 days or less	112	28.0%
6-8 days	236	59.0%
9 days ore more	52	13.0%
Person influencing the decisions to visit Thailand		
Own decision	108	27.0%
My friends	100	25.0%
My couple (husband/wife)	84	21.0%
My boy or girl friend	68	17.0%
My relatives	16	8.0%
Others	4	2.0%
Person accompanying the trip to Thailand		
Friends or relatives	140	35.0%
Husband or wife	120	30.0%
Family members	80	20.0%
Traveling alone	60	15.0%
Preferred destination/region, except Bangkok (can be more than one answer)		
East (e.g. Pattaya)	172	43.0%
South (e.g. Phuket, Samui)	160	40.0%
North (e.g. Chiang Mai)	140	35.0%
Central (e.g. Ayuthhaya, Kancanaburi)	40	10.0%
Northeast (e.g. Nakornratchasrima, Khon Kaen)	32	8.0%
Preferred leisure activities (can be more than one answer)		
Sightseeing	152	38.0%
Visiting beaches/islands	80	20.0%
Visiting cultural/historical sites	72	18.0%
Visiting natural-based areas	68	17.0%
Shopping	60	15.0%
Urban traveling	48	12.0%
Visiting rural areas	8	2.0%
Others	20	5.0%
Average daily accommodation expense		
Baht 1,000 or less	88	22.0%
Baht 1,001 – 3,000	172	43.0%
Baht 3,001 or more	140	35.0%

Travel behaviors/trip characteristics	Number (n=400)	Percent (100%)
Preferred accommodation		
Luxury hotel (e.g. 5-star hotel)	60	15.0%
First class hotel (e.g. 4-star hotel)	160	40.0%
Budget hotel (e.g. 3-star-hotel)	100	25.0%
Guest house	64	16.0%
Friend/relative's house/others	12	3.0%
Average daily food and beverage expenses		
Baht 300 or less	68	17.0%
Baht 301 – 700	276	69.0%
Baht 701 or more	56	14.0%
Average daily shopping expenses		
Baht 1,000 or less	140	35.0%
Baht 1,001 – 2,000	152	38.0%
Baht 2,001 or more	108	27.0%
Source of travel information motivating to visit Thailand (can be more than one answer)		
Media (e.g. TV, magazines, brochures, newspaper)	120	30.0%
Internet	260	65.0%
Friends/relatives	68	17.0%
Travel agents/tour companies	52	13.0%
Travel books	20	5.0%
Thailand's tourism office	60	15.0%
Others	28	7.0%
What would be recommended to family/friends/relatives about Thailand (can be more than one answer)		
Thai culture	132	33.0%
Thai food	116	29.0%
Beaches	92	23.0%
Tourism attractions	84	21.0%
Thai people	72	18.0%
Natural areas	24	6.0%
Others	12	3.0%
Chance to revisit Thailand in next 1-5 years		
Yes	248	62.0%
No	92	23.0%
Not sure	60	15.0%

Travel behaviors/trip characteristics	Number (n=400)	Percent (100%)
What would motivate revisitation to Thailand (based on yes-answer and can be more than one answer)		
Thai culture	204	51.0%
A variety of tourism attractions	152	38.0%
Low cost of goods & services	120	30.0%
A variety of leisure activities & entertainment	108	27.0%
Friendly & nice people	36	9.0%
Nature & beautiful environment	32	8.0%

With regard to travel behaviors and trip characteristics (table 4.2), the findings show that approximately one-third of the respondents (33.0%) traveled abroad once a year while 27.0% traveled 2-3 times a year and 11% traveled 4 times or more. However, it should be noted that almost one-third (29.0%) traveled abroad depending on the opportunities. More than half of them (55.0%) traveled to Thailand with tour companies (e.g. inclusive tours) while 30% traveled on the basis of package tours (e.g. hotel and air tickets), and 15% were independent travelers (own arrangement). Most of the respondents (66.0%) were first-time travelers to Thailand, whereas 40.0% were repeat visitors. Most of them (59.0%) stayed in Thailand approximately 6-8 days, followed by the trip of 5 days or less (28.0%), and the trip of 9 days or more (13.0%), respectively. It is interesting to note that many respondents (27.0%) traveled to Thailand by their own decisions while 25.0% were influenced by their friends, 21.0% by their couples (husband or wife) and 17.0% by their boy or girl friends. The findings also reveal that 35.0% traveled to Thailand with their friends or relatives while 30.0% traveled with their couples and some respondents (20.0%) traveled with family members.

In addition to visiting Bangkok, many respondents chose to visit the eastern region such as Pattaya (43.0%) and the southern region such as Phuket or Samui (40.0%). While 35.0% chose to visit the northern region such as Chiang Mai (35.0%). Major leisure activities may include sightseeing (38.0%), visiting beaches/islands (20.0%), visiting cultural/historical sites (18%), visiting natural-based areas (17.0%) and shopping (15.0%), respectively. The study also found that almost half of them (43.0%) spent around Baht 1,000 – 3,000 for their accommodation and they seemed to prefer first class hotels (40.0%) and budget hotels (25.0%), respectively. Approximately 69.0% spent around Baht 301 -700 for their daily food and beverage while shopping expenditures could vary from Baht 1,001 – 2000 (38.0%), Baht 1,000 or less (35.0%) and Baht 2,001 or more (27.0%). In terms of source of travel information motivating the respondents to Thailand, the study found that most of them were motivated by Internet (65.0%),

followed by media such TV, magazines, and brochure (30.0%). It is also interesting to note Thai culture, Thai food, beaches and tourism attractions were regarded as the major things that the respondents would recommend to their family, friends and relatives about Thailand. More importantly, the majority (62.0%) said that they would come back to Thailand again in the near future. In particular, Thai culture (51.0%) was regarded as the major attraction drawing them back to Thailand again. It should be noted that some results here are partially correspond to the data from the Tourism Authority of Thailand (2007) as previously addressed such as trip characteristics, tour arrangement, length of stay, and preferred places/cities.

4.2 Analysis of Push and Pull Factors

This second part presents the results of major motives (push items) that stimulate the respondents to travel abroad (as shown in table 4.3), and to identify the important destination attributes (pull items) that attract them to Thailand (table 4.4). These results are based on mean ranking of push and pull motivational items which are reported in table 4.3 and 4.4, respectively. Table 4.5 and 4.6 are the results of factor analysis of push and pull factors, respectively.

Mean Ranking of Push and Pull Items

Table 4.3: Mean ranking of push motivational items

Push motivational items	Mean (S.D.)	Rank
I want to see something new and exciting.	3.08 (0.82)	1
I want to experience cultures that are different from mine.	3.05 (0.89)	2
I want to seek fun or adventure.	3.02 (0.97)	3
I want to escape from busy job or stressful work.	2.98 (0.85)	4
I want to escape from routine or ordinary environment.	2.95 (0.72)	5
I want to learn new things from a foreign country.	2.92 (0.88)	6
I want to fulfill my dream of visiting a new country.	2.88 (0.78)	7
I want to see and meet different groups of people.	2.81 (0.98)	8
I want to improve my health and well-being.	2.78 (0.77)	9
I want to rest and relax.	2.72 (0.98)	10
I want to travel to a country I have not visited before.	2.68 (0.81)	11
I want to spend more time with my couple or family members while traveling.	2.61 (0.78)	12
I can talk to everybody about my trips when I get home.	2.45 (0.97)	13
Overall mean	2.89 (0.85)	

Table 4.3 shows the mean ranking of push motivational items as rated by the respondents. The results indicated that the major motives (push items) for the respondents to

travel abroad were ‘I want to see something new and exciting’ (M=3.08), followed by ‘I want to experience cultures that are different from mine’ (M=3.05), and ‘I want to seek fun or adventure’ (M=3.02). It should be noted that these three push items scored above 3.0 in a 5-point scale (with 5.0 being extremely important) while the rests scored below 3.0. As all items scored between 3.08 – 2.45, this suggests that these items are deemed fairly important motives to the respondents. For the least important push motivational items, they include ‘I want to travel to a country I have not visited before’ (M=2.68), ‘I want to spend more time with my couple or family members while traveling’ (M=2.61), and ‘I can talk to everybody about my trips when I get home’ (M=2.45).

Table 4.4: Mean ranking of pull motivational items

Pull motivational items	Mean (S.D.)	Rank
Thai culture	3.09 (0.86)	1
Cultural & historical attractions	3.05 (0.85)	2
Beach/seaside	3.01 (0.86)	3
A variety of tourism attractions	2.99 (0.88)	4
Natural attractions	2.97 (0.85)	5
A variety of leisure activities and entertainment	2.95 (0.88)	6
Low cost of goods and services	2.90 (0.78)	7
Travel costs to Thailand	2.82 (0.88)	8
A variety of shopping places	2.84 (0.88)	9
Thai food	2.81 (0.84)	10
Safety and security	2.77 (0.95)	11
Tourists’ travel information	2.67 (0.92)	12
Hygiene and cleanliness	2.52 (0.99)	13
Overall mean	2.95 (0.96)	

Table 4.4 represents the mean ranking of pull motivational items. The results indicated that the respondents perceived ‘Thai culture’ (M=3.09), ‘cultural or historical attractions’ (M=3.05), and ‘beaches/seasides’ (M=3.01) as the major attractions drawing them to Thailand. These three pull items scored above 3.0 in a 5-point scale while the rests scored between 2.99 – 2.52; indicating fair destination attributes. The least attractive attributes are ‘safety & security’ (M=2.77), ‘tourists’ travel information’ (M=2.67), and ‘hygiene and cleanliness’ (M=2.52).

Factor Analysis of Push and Pull Factors

In addition to ranking the mean of push and pull motivational items, it is more important to analyze the dimension or the grouping of the push and pull items in order to better understand the principal driving forces of the travelers than looking at individual motivational items (Jang & Wu, 2006). In this section, factor analysis with varimax rotation was performed to group the push and pull motivational items with similar characteristics to identify a set of push and pull factor dimensions. The results of push and pull factor analysis are presented in tables 4.5 and 4.6, respectively.

Table 4.5: Factor analysis of push factors

Push factor dimensions (<i>reliability alpha</i>)	Factor loading	Eigenvalue	Variance explained	Factor mean
Factor 1: Fun & relaxation (<i>alpha</i> = 0.86)		6.39	49.15	2.79
I want to seek fun and adventure.	0.77			
I want to rest and relax.	0.75			
I want to see something new and exciting.	0.65			
I want to escape from routine or ordinary environment.	0.64			
I want to escape from busy job or stressful work.	0.66			
I want to improve my health and well-being.	0.55			
Factor 2: Novel experience (<i>alpha</i> = 0.80)		1.08	8.29	2.74
I want to travel to a country I have not visited before.	0.81			
I want to experience culture that is different from mine.	0.80			
I want to learn new things from a foreign country.	0.75			
I want to fulfill my dream of visiting a new country.	0.53			
Factor 3: Socialization (<i>alpha</i> = 0.77)		1.01	7.79	2.49
I want to see and meet different groups of people.	0.77			
I want to spend time with my family members while traveling.	0.74			
I can talk to everybody about my trips when I get home.	0.55			
Total variance explained			65.23%	

As shown in table 4.5, three factor dimensions were derived from the factor analysis of 13 push motivational items, and were categorized into 3 push factor dimensions: (1) ‘fun & relaxation’, (2) ‘novel experience’, and (3) ‘socialization’. Each factor dimension was named based on the common characteristics of the variables it included. The three push factor dimensions explained 65.23 percent of the total variance. Among them, ‘fun & relaxation’ and

‘novel experience’ emerged as the most important push factors motivating the respondents to travel abroad with mean scores of 2.79 and 2.74, respectively.

According to Kaiser’s (1974) criterion, a factor dimension with an eigenvalue greater than 1.0 would be reported in the final factor structure, and only items with factor loading greater than 0.4 (indicating a good correlation between the items and the factor grouping they belong to) would be retained for each factor grouping. Factor loading represents the degree of correlation between an individual variable and a given factor (Bogari et al., 2003). A high factor loading indicates a reasonably high correlation between the delineated factors and their individual items (Lee, 2000). In this study, all the push factor dimensions had a eigenvalue greater than 1.0, and the items in each dimension had a factor loading greater than 0.4. This means that all the push factor dimensions and their items met Kaiser’s (1974) criterion. In addition, Cronbach’s alpha was calculated to test the internal consistency of items within each factor dimension. The results showed that the alpha coefficients for all the three factor dimensions ranged from 0.77 to 0.86 well above the minimum value of 0.6 as an indication of reliability (Hair et al., 2006). Therefore, all the three push factor dimensions (factor 1 – factor 3) were maintained in the final factor structure.

Table 4.6: Factor analysis of pull factors

Pull factor dimensions (<i>Cronbach's alpha</i>)	Factor loading	Eigenvalue	Variance explained	Factor Mean
Factor 1: Attraction variety & costs (<i>alpha =0.89</i>)		5.66	43.51	2.86
Natural attractions	0.81			
Beach/seaside	0.78			
Thai culture	0.75			
Low cost of living	0.73			
Travel cost to Thailand	0.70			
Thai food	0.65			
Cultural and historical places	0.64			
A variety of tourism attractions	0.60			
A variety of shopping place	0.57			
A variety of leisure activities and entertainment	0.55			
An availability of travel information	0.51			
Factor 2: Safety & cleanliness (<i>alpha =0.70</i>)		1.47	11.33	2.61
Safety and security	0.68			
Hygiene and cleanliness	0.65			
Total variance explained	54.85%			

With regard to pull factors, a similar factor analysis with varimax rotation was performed to group the pull motivational items. As shown in table 4.6, two factor dimensions were derived from the factor analysis of 13 pull motivational items, and were named: (1) 'attraction variety & costs', and (2) 'safety & cleanliness'. These two factor dimensions explained 54.85 percent of the total variance. Based on the result, 'attraction variety & costs' was considered the most important pull factors attracting the respondents to Thailand with the mean score of 2.86.

All the pull factor dimensions had eigenvalues greater than 1.0, and their items had factor loadings greater than 0.4. Cronbach's alpha was also calculated to test the internal consistency of items within each factor. The results showed that the alpha coefficients for all pull factor dimensions ranged from 0.70 to 0.89, well above the minimum value of 0.6 as an indication of reliability (Hair et al., 2006). Thus, all the two pull factor dimensions were retained for the final factor structure.

Relationship between Push and Pull Factor Dimensions

In addition to identifying the push and pull factors, it is important to examine how the push and pull factors are related to each other. Their relationships can provide an important clue to tourism marketers in developing appropriate marketing strategies. Table 4.7 shows the results of bivariate correlation analysis conducted to examine the relationships among the push and pull factor dimensions derived from factor analysis. In this study Pearson's correlation coefficient (r), which indicates the strength and direction of the relationship between two variables (Cavana et al., 2001), were determined to measure the association between push and pull factor dimensions. The results showed that Pearson's correlation coefficient (r) of all push and pull factors are greater than zero, indicating that all the push factors have a positive relationship with all of the four pull factors. In other words, the motives to travel abroad (push factors) of the respondents are significantly related to the destination attractions of Thailand (pull factors). Moreover, Pearson's correlation coefficient (r) between each push and pull factor ranged from 0.20 to 0.79, indicating fair to moderate relationship (Cavana et al., 2001). Since the values of correlation coefficient of push 1, 2 and 3 and pull factor 1 (attraction variety & costs) are higher than that of pull factor 2 (safety & cleanliness). This suggests that the travel motive of the respondents is highly related to the 'attraction variety and costs' of Thailand. Based on these findings, it provides an evidence to support hypothesis 1 arguing that the travel motives (push factors) of the Korean travelers are related to the destination attractions of Thailand (pull factors).

Table 4.7: Correlation analysis of push and pull factor dimensions

	<u>Pull factors</u>		Sig.
	(1) Attraction variety & costs	(2) Safety & cleanliness	
<u>Push factors</u>			
(1) Fun & relaxation	0.79*	0.30*	0.00
(2) Novel experience	0.73*	0.20*	0.00
(3) Socialization	0.76*	0.42*	0.00

* Correlation coefficient (r) is significance at the 0.05 level

4.3 Analysis of Differences in Travel Behaviors and Trip Characteristics

Comparison of Travel Behaviors/Trip Characteristics by Demographic Subgroups

This section aims to compare the findings of travel behaviors and trip characteristics based on different demographic subgroups by using chi-square tests (χ^2). Among six demographic variables, the study found some statistical differences of travel behaviors and trip characteristics based on certain demographic variables which are genders, education and income. These results are presented as follows:

Table 4.8: Cross-tabulation of travel behaviors/ trip characteristics and gender subgroups

Travel behaviors/trip characteristics	Males	Females	(χ^2)	Sig.
Number of overseas travel (within 1 year)			10.804	0.013*
1 times	22.5%	44.7%		
2-3 times	39.1%	22.0%		
4 times	13.5%	10.5%		
Not sure, depending on opportunity	24.9%	22.8%		
Trip arrangement to Thailand			0.786	0.675
Buy package tours (e.g. air ticket, accommodation)	28.1%	31.6%		
Travel with a tour company	53.9%	55.3%		
Travel independently	18.0%	13.2%		
Number of visits to Thailand			10.202	0.006**
1 times	30.3%	48.1%		
2-3 times	46.1%	31.6%		
4 times	23.6%	20.3%		
Length of stay in Thailand			3.951	0.413
5 days or less	29.8%	28.5%		
6-8 days	61.2%	58.7%		
9 days or more	9.0%	12.8%		

Travel behaviors/trip characteristics	Males	Females	(χ^2)	Sig.
Person influencing the decisions to visit Thailand			2.155	0.455
My self	30.3%	21.3%		
My couple (husband/wife)	15.7%	26.7%		
My boy or girl friend	15.7%	18.7%		
My friends	23.6%	26.7%		
My relatives	9.0%	6.7%		
Others	6.7%	1.3%		
Person accompanying the trip to Thailand			7.449	0.059
Traveling alone	37.1%	33.3%		
Husband or wife	19.1%	31.3%		
Friends or relatives	32.6%	22.7%		
Family members	11.2%	6.7%		
Preferred destination/region, except Bangkok (can be more than one answer)			17.885	0.003**
North (e.g. Chiang Mai)	30.0%	31.6%		
Northeast (e.g. Nakhonratchasima, Khon Kaen)	5.7%	2.6%		
Central (e.g. Ayuthhaya, Kanchanaburi)	7.1%	9.2%		
East (e.g. Pattaya)	64.5%	37.5%		
South (e.g. Phuket, Samui)	48.4%	39.8%		
Preferred leisure activities (can be more than one answer)			10.588	0.688
Sightseeing	47.2%	37.3%		
Shopping	14.6%	20.0%		
Visiting cultural/historical sites	20.2%	16.0%		
Visiting natural-based areas	13.5%	12.0%		
Beaches/islands	20.2%	15.3%		
Urban traveling	15.2%	21.3%		
Visiting rural areas	1.1%	2.7%		
Others	5.7%	4.0%		
Average daily accommodation expense			8.549	0.073
Baht 1,000 or less	24.6%	22.8%		
Baht 1,001 - 3,000	43.3%	44.7%		
Baht 3,001 or more	32.1%	32.5%		
Average daily food and beverage expense			5.631	0.228
Baht 300 or less	21.80%	19.8%		
Baht 301 – 700	67.5%	62.8%		
Baht 701 or more	10.7%	17.4%		
Average daily shopping expense			6.891	0.075
Baht 1,000 or less	35.7%	37.9%		
Baht 1,001 – 2,000	38.1%	39.7%		
Baht 2,001 or more	26.2%	22.4%		

Travel behaviors/trip characteristics	Males	Females	(χ^2)	Sig.
Preferred accommodation			12.358	0.015*
Luxury hotel (e.g. 5-star hotel)	15.7%	10.6%		
First class hotel (e.g. 4-star hotel)	16.6%	47.6%		
Budget hotel (e.g. 3-star-hotel)	45.7%	21.0%		
Guest house	16.9%	14.2%		
Friend/relative's house/others	5.1%	6.6%		
Source of travel information motivating to visit Thailand (can be more than one answer)			7.787	0.458
Media (e.g. TV, magazines, brochures, newspaper)	24.7%	51.3%		
Internet	56.2%	64.5%		
Friends/relatives	19.1%	18.4%		
Travel agents/tour companies	18.0%	19.2%		
Travel books	7.9%	7.5%		
Thailand's tourism office	13.5%	15.4%		
Others	1.7%	2.1%		
What would be recommended to family/friends/relatives about Thailand (can be more than one answer)			16.887	0.875
Thai food	28.19%	35.5%		
Thai people	25.5%	13.2%		
Thai culture	22.5%	32.2%		
Tourism attractions	27.0%	26.3%		
Beaches	21.3 %	26.3%		
Natural areas	7.9%	5.6%		
Chance to revisit Thailand in next 1-5 years			11.510	0.334
Yes	64.0%	58.7%		
No	18.7%	13.5%		
Not sure	17.3%	27.8%		
What would motivates your visitation to Thailand (based on yes-answer)			8.553	.0445
Thai culture	87.5%	78.6%		
Nature & beautiful environment	7.7%	4.8%		
Friendly & nice people	3.7%	4.8%		
Low cost of goods & services	4.2%	5.1%		
A variety of leisure activities & entertainment	3.8%	3.3%		
A variety of tourism attractions	4.2%	3.8%		

* significance at 0.05 level

** significance at 0.01 level

Table 4.8 shows that significant differences were found for number of overseas travel, number of visits to Thailand, preferred destinations/regions, and preferred accommodation. According to the result, it appears that almost half of female respondents (44.7%) traveled

abroad on the average of 1 time per year while many male respondents (39.1%) traveled abroad on the average of 2-3 times a year. Likewise, almost half of female respondents (48.1%) were first-time travelers to Thailand while approximately the same proportion of male respondents (46.1%) was repeat visitors. It is interesting to note that more than half of male respondents (64.5%) preferred to visit the eastern part (e.g. Pattaya) than any other parts of Thailand. The first-class hotels appear to be appreciated by female respondents (47.6%) rather than its counterparts (45.7%) who prefer to stay in budget hotels.

Table 4.9: Cross-tabulation of travel behaviors/ trip characteristics and education subgroups

Travel behaviors/trip characteristics	E1	E2	E3	(χ^2)	Sig.
Number of overseas travel (within 1 year)				17.848	0.007**
1 times	58.1%	23.6%	17.1%		
2-3 times	12.9%	32.6%	40.0%		
4 times	8.4%	13.5%	17.1%		
Not sure, depending on opportunity	20.2%	30.3%	25.8%		
Trip arrangement to Thailand				1.761	0.780
Buy package tours (e.g. air ticket, accommodation)	32.3%	28.1%	29.3%		
Travel with a tour company	45.2%	57.3%	26.1%		
Travel independently	22.5%	14.6%	14.6%		
Number of visits to Thailand				8.790	0.021
1 times	54.8%	38.2%	24.4%		
2-3 times	25.8%	22.5%	34.1%		
4 times	19.4%	39.3%	41.5%		
Length of stay in Thailand				4.794	0.939
5 days or less	24.8%	29.4%	28.8%		
6-8 days	46.1%	42.5%	44.4%		
9 days or more	29.0%	28.1%	26.8%		
Person influencing the decisions to visit Thailand (can be more than one answer)				3.794	0.852
My self	33.3%	26.4%	19.5%		
My couple (husband/wife)	13.3%	24.1%	22.0%		
My boy or girl friend	13.3%	9.2%	34.1%		
My friends	26.7%	27.6%	19.5%		
My relatives	6.7%	8.0%	7.3%		
Others	6.7%	4.6%	2.4%		
Person accompanying the trip to Thailand				3.317	0.768
Traveling alone	41.9%	33.0%	31.7%		
Husband or wife	32.3%	27.3%	24.4%		
Friends or relatives	16.1%	30.7%	34.1%		
Family members	9.7%	9.1%	9.8%		

Travel behaviors/trip characteristics	E1	E2	E3	(χ^2)	Sig.
Preferred destination/region, except Bangkok (can be more than one answer)				5.889	0.458
North (e.g. Chiang Mai)	30.0%	39.1%	22.0%		
Northeast (e.g. Nakornratchasima, Khon Kaen)	6.7%	3.4%	4.9%		
Central (e.g. Ayuthhaya, Kancanaburi)	13.3%	9.2%	7.3%		
East (e.g. Pattaya)	43.3%	48.3%	61.0%		
South (e.g. Phuket, Samui)	43.3%	40.2%	39.0%		
Preferred leisure activities (can be more than one answer)				10.458	0.238
Sightseeing	30.0%	51.7%	29.3%		
Shopping	6.7%	19.5%	22.0%		
Visiting cultural/historical sites	20.0%	13.8%	24.4%		
Visiting natural-based areas	3.3%	16.1%	14.6%		
Beaches/islands	20.0%	19.5%	4.9%		
Urban traveling	20.0%	11.5%	20.4%		
Visiting rural areas	6.7%	0.0%	2.40%		
Others	20.0%	10.3%	0.0%		
Average daily accommodation expense				22.392	0.00**
Baht 1,000 or less	29.0%	18.0%	3.0%		
Baht 1,001 – 3,000	48.4%	33.1%	26.8%		
Baht 3,001 or more	22.6%	44.9%	70.2%		
Average daily food and beverage expense				19.395	0.001**
Baht 300 or less	35.5%	20.8%	11.2%		
Baht 301 – 700	48.4%	23.6%	36.6%		
Baht 701 or more	12.9%	47.7%	46.3%		
Average daily shopping expense				2.004	0.735
Baht 1,000 or less	30.5%	27.8%	25.0%		
Baht 1,001 – 2,000	48.6%	43.6%	40.8%		
Baht 2,001 or more	20.9%	28.6%	34.2%		
Type of preferred accommodation				7.070	0.314
Luxury hotel (e.g. 5-star hotel)	12.9%	10.0%	14.6%		
First class hotel (e.g. 4-star hotel)	35.5%	37.2%	31.7%		
Budget hotel (e.g. 3-star-hotel)	18.5%	21.3%	26.8%		
Guest house	29.3%	25.8%	21.9%		
Friend/relative's house	1.8%	2.2%	1.9%		
Others	2.0%	3.5%	3.1%		
Source of travel information motivating to visit Thailand (can be more than one answer)				8.010	0.244
Media (e.g. TV, magazines, brochures, newspaper)	40.0%	29.5%	24.4%		
Internet	60.0%	70.5%	73.2%		
Friends/relatives	23.3%	13.6%	17.1%		
Travel agents/tour companies	16.7%	13.6%	14.6%		
Travel books	0.0%	4.5%	9.8%		
Thailand's tourism office	26.7%	15.9%	7.3%		
Others	1.8%	2.2%	1.3%		

Travel behaviors/trip characteristics	E1	E2	E3	(χ^2)	Sig.
What would be recommended to family/friends/relatives about Thailand (can be more than one answer)				5.025	0.089
Thai food	30.0%	29.5%	36.6%		
Thai people	6.7%	18.2%	36.6%		
Thai culture	36.7%	33.0%	17.1%		
Tourism attractions	26.7%	20.5%	17.1%		
Beaches	23.7%	28.4%	12.2%		
Natural areas	2.5%	4.8%	4.2%		
Others	1.5%	2.4%	1.9%		
Chance to revisit Thailand in next 1-5 years				5.783	0.216
Yes	45.2%	62.9%	72.5%		
No	32.3%	23.6%	17.5%		
Not sure	22.6%	13.5%	10.0%		
What would motivates your visitation to Thailand (based on yes-answer)				4.588	0.578
Thai culture	85.6%	70.5%	89.7%		
Nature & beautiful environment	6.2%	7.8%	8.5%		
Friendly & nice people	3.4%	3.9%	4.6%		
Low cost of goods & services	4.5%	5.5%	4.3%		
A variety of leisure activities & entertainment	2.5%	3.4%	3.8%		
A variety of tourism attractions	4.6%	5.8%	7.7%		

* significance at 0.05 level

E1 = higher school or lower

E2 = bachelor degree

** significance at 0.01 level

E3 = master degree or higher

Table 4.9 shows that significant differences were found for number of overseas travel, average daily accommodation expense and food and beverage expense among education subgroups. According to the result, it appears that the majority of group E1 (high school) traveled abroad on the average of 1 time a year while the majority of group E2 (Bachelor degree) and E3 (Master degree or higher) traveled abroad on the average of 2-3 times a year. In relation to travel expense, it is found that almost half of the members of group E1 were likely to spend around Baht 1,001 – 3,000 for their accommodation whereas the majority of group E2 and E3 were more likely to spend around Baht 3,001 or more for their accommodation. Likewise, the majority of E1 appear to spend at Baht 301 – 700 for food and beverage while the majority of E2 and E3 seem to spend around Baht 701 for their food and beverage.

Table 4.10: Cross-tab of travel behaviors/ trip characteristics and income subgroups

Travel behaviors/trip characteristics	I 1	I 2	I 3	(χ^2)	Sig.
Number of overseas travel (within 1 year)				9.704	0.033*
1 times	37.4%	14.2%	15.2%		
2-3 times	27.0%	40.5%	45.8%		
4 times	5.5%	25.6%	29.0%		
Not sure, depending on opportunity	30.1%	19.7%	10.0%		
Trip arrangement to Thailand				3.512	0.476
Buy package tours (e.g. air ticket, accommodation)	26.1%	34.0%	30.4%		
Travel with a tour company	62.3%	46.0%	52.2%		
Travel independently	11.6%	20.0%	17.4%		
Number of visits to Thailand				2.930	0.587
1 times	43.5%	34.0%	32.6%		
2-3 times	26.1%	24.0%	32.6%		
4 times	30.4%	42.0%	34.8%		
Length of stay in Thailand				8.078	0.078
5 days or less	35.7%	45.2%	38.9%		
6-8 days	40.5%	32.7%	46.5%		
9 days or more	23.8%	22.1%	33.5%		
Person influencing the decisions to visit Thailand (can be more than one answer)				3.455	0.556
My self	26.1%	22.0%	31.1%		
My couple (husband/wife)	23.2%	20.0%	17.8%		
My boy or girl friend	15.9%	20.0%	15.6%		
My friends	27.5%	24.0%	15.6%		
My relatives	4.3%	8.0%	13.3%		
Others	2.9%	6.0%	4.4%		
Person accompanying the trip to Thailand				6.456	0.374
Traveling alone	43.5%	28.0%	31.1%		
Husband or wife	24.6%	26.0%	33.3%		
Friends or relatives	21.7%	34.0%	31.1%		
Family members	10.1%	12.0%	4.4%		
Preferred destination/region, except Bangkok (can be more than one answer)				3.055	0.485
North (e.g. Chiang Mai)	33.3%	36.7%	26.1%		
Northeast (e.g. Nakhonratchasima, Khon Kaen)	4.3%	2.0%	6.5%		
Central (e.g. Ayuthaya, Kanchanaburi)	8.7%	6.1%	13.0%		
East (e.g. Pattaya)	50.9%	44.9%	39.1%		
South (e.g. Phuket, Samui)	36.2%	42.9%	47.8%		

Travel behaviors/trip characteristics	I 1	I 2	I 3	(χ^2)	Sig.
Preferred leisure activities (can be more than one answer)				8.755	0.078
Sightseeing	42.0%	36.7%	50.0%		
Shopping	13.0%	16.3%	23.9%		
Visiting cultural/historical sites	15.9%	16.3%	23.9%		
Visiting natural-based areas	14.5%	10.2%	13.0%		
Beaches/islands	13.0%	20.4%	13.0%		
Urban traveling	23.2%	14.3%	6.5%		
Visiting rural areas	1.4%	2.0%	2.2%		
Others	2.5%	1.8%	1.5%		
Average daily accommodation expense				3.396	0.004**
Baht 1,000 or less	35.8%	17.0%	12.9%		
Baht 1,001 – 3,000	48.1%	38.9%	37.4%		
Baht 3,001 or more	15.1%	44.1%	48.5%		
Average daily food and beverage expense				21.027	0.000**
Baht 300 or less	50.0%	43.2%	19.0%		
Baht 301 – 700	29.3%	30.3%	32.7%		
Baht 701 or more	20.7%	26.5%	48.3%		
Average daily shopping expense				10.335	0.035*
Baht 1,000 or less	48.6%	20.3%	14.8%		
Baht 1,001 – 2,000	29.8%	37.7%	35.7%		
Baht 2,001 or more	21.6%	42.0%	49.5%		
Type of preferred accommodation				18.358	0.005**
Luxury hotel (e.g. 5-star hotel)	4.3%	10.0%	21.7%		
First class hotel (e.g. 4-star hotel)	33.3%	34.2%	45.7%		
Budget hotel (e.g. 3-star-hotel)	43.9%	24.0%	19.6%		
Guest house	17.4%	30.0%	11.9%		
Friend/relative's house/others	1.1%	1.8%	1.1%		
Source of travel information motivating to visit Thailand (can be more than one answer)				10.855	0.488
Media (e.g. TV, magazines, brochures, newspaper)	49.3%	36.0%	19.6%		
Internet	60.9%	64.0%	54.3%		
Friends/relatives	18.8%	14.2%	23.9%		
Travel agents/tour companies	11.6%	10.0%	21.7%		
Travel books	5.8%	8.0%	10.9%		
Thailand's tourism office	33.3%	16.2%	8.7%		
Others	1.7%	2.1%	1.8%		

Travel behaviors/trip characteristics	I 1	I 2	I 3	(χ^2)	Sig.
What would be recommended to family/friends/relatives about Thailand (can be more than one answer)				3.487	0.808
Thai food	21.7%	28.0%	50.0%		
Thai people	15.9%	14.0%	32.6%		
Thai culture	33.3%	36.0%	17.4%		
Tourism attractions	15.9%	18.0%	28.3%		
Beaches	20.3%	30.0%	21.7%		
Natural areas	10.1%	2.0%	2.2%		
Others	1.8%	1.0%	2.0%		
Chance to revisit Thailand in next 1-5 years				2.855	0.687
Yes	59.4%	57.1%	69.6%		
No	27.5%	26.5%	17.4%		
Not sure	13.0%	16.3%	13.0%		
What would motivates your visitation to Thailand (based on yes-answer)				4.789	0.158
Thai culture	80.7%	75.6%	72.8%		
Nature & beautiful environment	4.7%	5.8%	3.8%		
Friendly & nice people	3.5%	4.2%	3.3%		
Low cost of goods & services	4.1%	3.1%	3.8%		
A variety of leisure activities & entertainment	3.4%	3.1%	4.2%		
A variety of tourism attractions	4.8%	3.9%	3.3%		

* significance at 0.05 level

I1 = US\$ 2,500 or lower

I2 = US\$ 2,501 – 4,000

** significance at 0.01 level

I3 = US\$ 4,001 or higher

Table 4.10 shows that significant differences were found for number of overseas travel, travel expense for accommodation, food & beverage, and shopping expense as well as type of accommodation among income subgroups. According to the result, it appears that the majority of group I2 (\$ 2,501-4,000) and I3 (\$4,001 or higher) tended to travel abroad frequently than those in group I1 (\$ 2,500 or lower) as well as they were more likely to spend higher rate for their accommodation (Baht 3,001 or more). In relation to travel expense, it is found that almost half of the members of group I3 were likely to spend around Baht 701 or more for their food and beverage expense whereas the majority of group I1 and I2 tended to spend around Baht 300 or less. For shopping expense, it seemed that the majority of group I2 and I3 were more likely to around Baht 2,000 or more while many member of group I1 spent around Baht 1,000 or less. Likewise, the members of group I2 and I3 (higher income) tended to choose first class hotels while group I1 (lower income) preferred to stay at Budget hotels.

4.4 Analysis of Differences in Push and Pull Factors

In this section, analysis of variance (ANOVA) was employed to examine if there are statistical differences in the push and pull factor dimensions among different demographic variables (i.e. gender, age, marital status, education, occupation and income). Based on the results, the study revealed some statistical differences in the push and pull factors across certain demographics variables which are gender and education while non-significant differences were found for the remaining demographics variables (i.e. age, marital status, occupation, and income). The results of statistical differences in the push and pull factors across gender (t-test) and education variables (ANOVA) are presented in tables 4.11 and 4.12.

Comparison of Push and Pull Factors by Gender

Table 4.11: T-test for comparison of push and pull factors by gender

	Gender		T-value	p-value
	Male	Female		
<i>Push and Pull Factor Dimensions</i>				
<i>Push factor</i>				
(1) Fun & relaxation	2.93	2.66	1.75	0.081
(2) Novel experience	2.72a	2.25b	2.93	0.004**
(3) Socialization	2.90a	2.55b	2.37	0.019*
<i>Pull Factor</i>				
(1) Attraction variety & costs	2.85	2.66	1.44	0.16
(2) Safety & cleanliness	2.64	2.57	1.39	0.69

* The value of F-statistics is significant at the 0.05 level (p-value <0.05)

** The value of F-statistics is significant at the 0.01 level (p-value <0.01)

a and b show the source of significant mean differences based on the Duncan's multiple range test ; a > b

From table 4.11, the t-test revealed statistically significant differences ($p < 0.05$) existed between male and female respondents in push factor 2 'novel experience' and push 3 'socialization'. In push factor 2 'novel experience', male respondents ($M=2.72$) showed the higher mean score than female respondents ($M=2.25$). Likewise, in push factor 3 'socialization' the male respondents ($M=2.90$) showed the higher mean score than its counterparts ($M=2.55$). This means that the male respondents were more likely to be motivated by 'novel experience' and 'socialization' when traveling than females respondents. However, there is no difference in pull factors.

Comparison of Push and Pull Factors by Education

Table 4.12: ANOVA for comparison of push and pull factors by education

	Education groups			F-value	p-value
	E 1	E 2	E 3		
Push and Pull Factor Dimensions					
Push factor					
(1) Fun & relaxation	2.86a	2.92a	2.45b	3.63	0.02*
(2) Novel experience	2.58a	2.62a	2.18b	2.56	0.08*
(3) Socialization	2.68	2.87	2.46	2.79	0.06
Pull Factor					
(1) Attraction variety & costs	2.46b	2.76a	2.86a	3.21	0.04*
(2) Safety & cleanliness	2.41	2.72	2.48	2.75	0.26

* The value of F-statistics is significant at the 0.05 level (p-value <0.05)

E 1=higher school or lower, E 2= bachelor degree, and E 3=master degree or higher

a and b show the source of significant mean differences based on the Duncan's multiple range test; a > b

From table 4.12 the ANOVA revealed statistically significant differences ($p < 0.05$) in education groups among push and pull factors. For push factor 1 'fun & relaxation', the respondents with education in high school or lower (E1) and bachelor degree (E2) had higher mean scores ($M=2.86$ and $M=2.92$) than those who had master degree or higher (E 3). This suggests that the respondents in group E1 and E2, who had been educated at the bachelor degree level or lower, are more likely to be motivated by 'fun & relaxation' and 'novel experience' to travel to a foreign country than those in group E 3.

When considering pull factor, the respondents in group E2 and E3 (bachelor degree or higher) appeared to rate pull factor 1 'attraction variety & costs' higher than the respondents in group E1. This suggests that the respondents in group E2 and E3, who had bachelor degree or higher, are more likely to be attracted by a variety of attractions in Thailand and competitive travel costs than those in group E1.

4.5 Analysis of Tourist Satisfaction

This part aims to present the results of tourist satisfaction with Thailand's destination attributes. The result of table 4.10 is based on individual destination attributes while table 4.11 will present the result if there are any statistical differences of tourist satisfaction among respondent subgroups.

Table 4.13: Level of tourist satisfaction with Thailand's destination attributes

Destination attributes	Level of satisfaction	Standard deviation
1 Taste of Thai food	3.05	0.89
2 Variety of tourism attractions and activities	3.03	0.98
3. Prices of goods and services	3.01	0.88
4. Shopping facilities	2.98	0.78
5. Attractiveness of Thai culture	2.95	0.98
6. Accommodation (quality and services)	2.87	0.94
7. Attractiveness of cultural and historical places	2.85	0.87
8. Friendliness of Thai people	2.82	0.77
9. Restaurants and food shops (quality and services)	2.78	0.89
10. Quality and cleanliness of food	2.75	0.84
11. Attractiveness of natural attractions	2.73	0.78
12. Quality of tourism attractions	2.69	0.98
13. Cleanliness of tourism attractions	2.49	0.85
14. Tourist safety	2.47	0.92
15. Public transportation (convenience and service)	2.42	0.87
Overall mean	2.81	0.91

Level of tourist satisfaction is based on 5-point Likert scale (1= very dissatisfied to 5=very satisfied)

Table 4.13 shows the mean ranking of tourist satisfaction with Thailand's destination attributes as rated by the respondents. Based on the results, taste of Thai food (M=3.05), variety of tourism attractions & activities (M=3.03), and prices of goods & services (M=3.01) received higher scores than other attributes; suggesting that the respondents may be more satisfied with these attributes than other items. While the least satisfied attributes include cleanliness of tourism attractions (M=2.49), tourist safety (M=2.47), and public transportation (M=2.42). It should be noted that these three attributes received score below 2.50 on the 5-point scale; suggesting poor performance in respondents' opinions. This should provide implication for concerned parties to enhance the level of tourist satisfaction.

Table 4.14: Statistical tests of tourist satisfaction across demographic variables

	Average score of tourist satisfaction			F-value	p-value
Demographic variables					
(1) Gender	male (2.75)	female (2.57)		1.46	0.144
(2) Age	20-30 (2.59)	31-50 (2.62)	51 or older (2.78)	1.12	0.327
(3) Marital status	single (2.55)	married (2.68)	separated (2.67)	0.95	0.387
(4) Education	higher school (2.47)	bachelor (2.65)	master/higher (2.54)	1.78	0.172
(5) Income	\$ 2,500/lower (2.61)	\$ 2,500-4,000 (2.64)	\$ 4,000/higher (2.73)	0.30	0.740

Table 4.14 presents the results of t-test and analysis of variance (ANOVA) to examine if there are statistical differences in tourist satisfaction among different subgroups (i.e. gender, age, marital status, education, occupation and income). Based on the results, the study revealed that there are no statistical differences in tourist satisfaction among different respondent subgroups. This finding should help explain hypothesis 4 arguing that Korean travelers with different demographic characteristics have no differences in the level of satisfaction with Thailand's destination attributes.

4.6 Hypotheses Testing

This part aims to present the results of research hypotheses which have been developed from the literature review. There are four research hypotheses relevant to the current study regarding Korean travelers to Thailand. The results of hypotheses testing are presented as follows:

Hypothesis 1

H1o: Korean travelers with different demographic characteristics may have no differences in push and pull factors.

H1a: Korean travelers with different demographic characteristics may have differences in push and pull factors.

To test hypothesis 1, an analysis of variance (ANOVA) was employed to examine if there were significant differences in the push and pull factors across different demographic subgroups. Based on the results (table 4.11 and 4.12), there were some significant differences found in the push and pull factors among gender and education subgroups ($p < 0.05$). Table 4.11 (t-test)

showed that male and female respondents had different motivations in push and pull factors ($p < 0.05$). The male respondents were more likely to be motivated by ‘novel experience’ and ‘socialization’ when traveling abroad than females respondents. Another finding (table 4.12) indicates that the respondents who had education at the bachelor degree level or lower, were more likely to be motivated by ‘fun & relaxation’ and ‘novel experience’ to travel to a foreign country than those who had education level at the master degree or higher. In terms of pull factor (table 4.12), the respondents who had bachelor degree or higher, were more likely to be attracted by a variety of attractions in Thailand and competitive travel costs than those who had education in high school or lower. Based on these results, this suggests that Korean travelers with different demographic characteristics may have differences in push and pull factors. Therefore, the findings are supportive of alternative hypothesis 1 (H1a).

Hypothesis 2

H2o: The motives to travel abroad (push factors) of Korean travelers are not related to destination attractions of Thailand (pull factors).

H2a: The motives to travel abroad (push factors) of Korean travelers are related to destination attractions of Thailand (pull factors).

To test hypothesis 2, bivariate correlation analysis was used to examine the relationships between the push and pull factors dimensions. The results from table 4.7 indicated that Pearson’s correlation coefficient (r) of all push and pull factor dimensions were greater than zero, and all ranged from 0.20 to 0.79, indicating a fair to moderate relationship. In addition, all of the correlation coefficient values were significant at the 0.05 level ($p < 0.05$). This indicates that the push factor dimensions have a significant positive relationship with the pull factor dimensions. Thus, it can be concluded that the motives of Korean travelers to travel abroad (push factors) are related to the destination attractions of Thailand (pull factors). Therefore, the findings support the alternative hypothesis 2 (H2a).

Hypothesis 3

H3o: Korean travelers with different demographic characteristics may not have different travel behaviors and trip characteristics.

H3a: Korean travelers with different demographic characteristics may have different travel behaviors and trip characteristics.

To test hypothesis 3, chi-square tests were employed to examine if there were differences in travel behaviors and trip characteristic across different demographic subgroups. Based on the results (table 4.8 and 4.9), there were some statistical differences of travel behaviors and trip characteristics based on genders and education subgroups ($p < 0.05$). Based table 4.8, significant differences were found between male and female respondents in number of visits to Thailand, preferred destinations/regions, and preferred accommodation. While table 4.9 shows significant differences for number of overseas travel, accommodation expenses, and food & beverage expenses among different education subgroups. Table 4.10 also indicates significant differences for number of overseas travel, travel expense for accommodation, food & beverage, and shopping expense as well as type of accommodation among income subgroups. Based on these findings, this indicates that Korean travelers with different demographic characteristics may have different travel behaviors and trip characteristics. Therefore, the findings support the alternative hypothesis 3 (H3a).

H4o: Korean travelers with different demographic characteristics may have no differences in level of satisfaction with Thailand's destination attributes.

H4a: Korean travelers with different demographic characteristics may have differences in level of satisfaction with Thailand's destination attributes.

To test hypothesis 4, t-test and analysis of variance (ANOVA) were used to examine if there were differences in level of satisfaction among different demographic subgroup. Based on the results (table 4.14), it showed that there were no differences in level of satisfaction among different demographic subgroup (all $p > 0.05$). This indicates that Korean travelers with different demographic characteristics have no different level of satisfaction with Thailand's destination attributes. Therefore, the finding does not support the hypothesis 4. In other words, the hypothesis 4 was rejected (reject H4a).

4.7 Research Discussions

Discussion of Travel Behaviors and Trip Characteristics across Different Demographic Subgroups

According to table 4.8, 4.9 and 4.10, it showed that there were some differences of travel behaviors and trip characteristics among Korean travelers, particularly based on gender, education, and income subgroups. It was found that female and male respondents may have some differences in terms of frequencies of overseas travel, number of visits to Thailand, destination choices, and accommodation. The results also revealed that Korean travelers with different education levels may have differences in frequencies of overseas travel and travel expenses. Furthermore, it was found that travelers with different incomes may have differences in frequencies of overseas travel, travel expenses (e.g. food, shopping), and type of accommodation. These findings seem to be similar to several studies (e.g. Baloglu & Uysal, 1996; You & O'Leary, 1999; Horneman et al., 2002) indicating that tourists with different demographic characteristics may have differences in travel behaviors, trip characteristics and travel patterns. The literature indicates that tourists' behaviors are heterogeneous in nature, and people travel for various reasons (Crompton, 1979; Baloglu & Uysal, 1996). Tourists are consumers who buy a number of diverse and different products and services, and it is important for marketers to recognize that not all tourists travel for the same reasons (Horneman et al., 2002). According to the literature, tourists' behaviors may vary depending on several factors such as gender, life style, people's travel tastes and preferences (Romsa et al., 1980; You et al., 2001). Kozak (2002) argued that travel motivation as well as tourist behavior is a dynamic concept, it may differ from one person to another because people have different reasons for travel as well as the differences of an individual. Different characteristics of an individual may bring different consumption and diversified travel behaviors (Moschis, 1997 cited in You & O'Leary, 2000). With these arguments, it could help justify that Korean travelers with different demographic characteristics may have different travel behaviors and trip characteristics with the above reasons. This should help destination marketers and tourism operators be aware of customers' travel preferences, though they come from the same country/nationality.

Discussion of Mean Ranking of Push and Pull Motivational Items

By ranking the mean of push and pull motivational items as shown in tables 4.3 and 4.4, the results from table 4.3 indicated that major push motivational items motivating the respondents to travel abroad are ‘I want to see something new and exciting’, ‘I want to experience cultures that are different from mine’, and ‘I want to seek fun or adventure’, respectively. The findings show some partial similarities with previous studies (e.g. Zhang & Lam, 1999; Heung et al., 2001; Jang & Wu, 2006). In the studies of Zhang and Lam (1999), and Jang and Wu (2006), they found that ‘I want to see something different or the things I don’t normally see’ was the most important push motivations (highest mean score) among mainland Chinese and Taiwanese travelers, while Heung et al. (2001) reported that ‘I want to experience cultures that are different from mine’ was one of the major push items for Japanese leisure travelers. In the studies of travel motivations, it should be noted that travelers with different cultural backgrounds or nationalities may have different travel motives (Kim, 1999; Kozak, 2002). In this study, the findings seem to be similar to the above research in that one of the major motives for Korean travelers to travel abroad is related to the need to experience or to see something that is new, exciting or different from their usual culture or environment. This presents an interesting result for those who target Korean travelers with a better understanding of the travel needs of their target customers.

In the case of pull motivational items as shown in table 4.4, ‘Thai cultural’, ‘cultural & historical attractions’, and ‘beaches/seasides’ are the major pull motivations attracting the respondents to Thailand. The results are somewhat similar to previous studies indicating that many international tourists are attracted to visit a particular destination because of the culture attractions and/or natural attractions of a particular destination. For example, Morris (1990) found that historical and cultural attractions are preferred places among Japanese travelers. Likewise, Jang and Cai (2002) reported that British travelers seemed to prefer cultural or exotic places when traveling overseas. Yavuz et al. (1998) also found that European travelers perceived cultural attractions of Cyprus as the major destination attributes. In addition to Thai cultural attractions, Thailand is also well-known for the beauty of natural attractions, particularly the beaches and islands. Several studies have revealed that one of the major destination attributes attracting international tourists to Thailand are beaches or what we call sea, sand, and sun tourism – 3S (Laksanakan, 2003; Sansartji, 2005). Millions of international tourists visit the world’s famous beach cities in Thailand such as Pattaya and Phuket (Sansartji, 2005). Based on these reasons, it could help justify why cultural attractions as well as natural attractions such as beach tourism are major pull factors drawing Korean travelers to Thailand. These results

could help tourism business to carefully design the tour programs corresponding to the needs and wants of the target market (e.g. where the targets want to go in Thailand).

Discussion of Push and Pull Factor Analysis

In addition to discussing the push and pull motivational items, this part will also discuss the results of push and pull factor analysis (grouping items). Based on the results of push factor analysis as shown in table 4.5, push factor dimensions ‘fun & relaxation’ and ‘novel experience’ were regarded as the major push factors stimulating Korean travelers to travel abroad. The current finding is somewhat similar to previous studies. For example, Hanqin and Lam (1999) found that ‘relaxation’ emerged as one of the push factors among Chinese travelers visiting Hong Kong. While Lee (2000) revealed that ‘novelty’ was regarded as one of the major push factors among international tourists visiting South Korea. Though the results of the current study seem to correspond to previous literature, it should be noted that push factors (motives to travel) could be different from one group of sample to another (Zhang & Lam, 1999; Bogari et al., 2003). This is because people travel for many reasons, and people with different cultural backgrounds or nationalities may have different travel motives (Reisinger & Turner, 1997; Kozak 2002). It is interesting to note that the major push factor identified in this study (fun & relaxation) seems to correspond to the information given by the Tourism Authority of Thailand (2007) in that most Korean travelers came to Thailand for holiday and relaxation purposes. The current research helps confirm the information that we have regarding Korean travelers, and this should benefit tourism business who target the Korean travel market.

Regarding the results of pull factor analysis (table 4.6), the present study found that the pull factor dimension ‘attraction variety & costs’ (e.g. natural attractions, cultural attractions, leisure activities) is the most important destination attribute attracting Korean traveler to Thailand. The result seems to be similar to Hanqin and Lam (1999) who found that mainland Chinese travelers perceived sightseeing variety (including historical/cultural attractions and beautiful scenery) as the major destination attraction drawing them to Kong Hong. Likewise, Sirakaya and McLellan (1997) discovered that trip costs, recreation activities, and cultural/historical attractions were major pull factors among international college students. Based on these studies, it suggests that a variety of destination attractions and travel costs could be the common pull factors among international travelers when traveling abroad. Thus, the reason that Korean travelers chose to visit Thailand could be due to a variety of Thailand’s destination attractions such as natural attractions, Thai culture, historical sites, and beautiful beaches. However, it should be advised that the result of pull factors (destination attractions) could be

different from country to country depending on the image and perception of travelers toward a particular destination (Zhang & Lam, 1999; Kozak 2002; Bogari et al., 2003). The results from this study should contribute to Thai tourism operators to develop attractive and interesting tour programs for Korean travelers to Thailand.

Discussion of the Relationships between Push and Pull Factors

Based on the correlation analysis (as shown in table 4.7), significant correlations were observed among all the push and pull factor dimensions. The value of all correlation coefficients (r) between push and pull factors were greater than zero, and ranged from 0.20 to 0.79. This indicates moderately positive relationships between push and pull factor dimensions. It was observed that the correlation between the three push factors ('fun & relaxation', 'novel experience' and 'socialization') and the pull factor 'attraction variety & costs' was relatively high ($r > 0.70$), suggesting that these internal motives (push factors) of the Korean travelers are significantly related to the destination attributes of Thailand (pull factors). This relationship could provide important implications to industry practitioners for developing tourism products and services corresponding to the needs of the targets.

In overall, the results support the findings of previous studies conducted by Uysal and Jurowski (1994) and Kim et al. (2003) who reported that there were relationships emerged among the push and pull factors. These studies indicated that push factors are fundamentally related to pull factors, and they should not be viewed as being entirely independent of each other. This is because while the internal motives push people to travel (push factors), the external forces of the destination itself (pull factors) simultaneously pull them to choose that particular destination. In addition, push factors help identify different forces that influence people to consider taking a vacation, at the same time, pull factors can determine the forces that attract them to select a destination (Klenosky, 2002). When considering their interaction, these forces can help explain what motivates people to travel and where they choose to go (Dann, 1977; Crompton, 1979; Yoon & Uysal, 2005). In other words, both push and pull factors can help us understand why people travel and where they go. Thus, the results of the current study has reconfirmed the relationship of push and pull factors in which people's travel motivations is driven by their internal forces (push factors) and attracted by external factors (pull factors) to a particular destinations.

Discussion of Comparisons of Push and Pull Factors across Different Demographic Characteristics

By using a t-test and an analysis of variance (ANOVA) to examine if there were statistical differences in the push and pull factors among different demographic subgroups of Korean travelers, the study found some significant differences across gender and education subgroups (table 4.11 and 4.12). These results are consistent to previous studies examining push and pull factors among international tourist groups such as Chinese, Korean, Japanese, American and European tourists (Zhang & Lam, 1999; Lee, 2000; Kim et al., 2003). A recent study by Kim et al. (2003), for example, revealed that Korean travelers with different gender, age, income and occupation had different perceptions of push and pull factors when visiting the national parks. The study further suggested that park managers need to understand these differences among Korean travelers in order to enhance tourist satisfaction and repeat visit. Several researchers (Goodall & Ashworth, 1988; Zhang & Lam 1999; Kozak, 2002; Kim et al., 2003) identified common demographic variables that make travelers, though the same group or nationality, differ in the perceptions of push and pull factors including gender, age, education, income, retirement status, and travel frequency. They argued that it is common for people with different demographic characteristics would have differences in travel motives and behaviors because these demographic variables could affect people's internal needs and perceptions as well as choice of tourism destinations. The literature also indicates that different characteristics of an individual may bring different consumption and diversified travel perceptions and behaviors (Moschis, 1997 cited in You and O'Leary 2000). In this regard, it is not surprising if there are some differences in the perception of push and pull factors among Korean travelers (i.e. gender and education subgroups) with the above reasons. This result may provide some implications for tourism business who cater for the Korean travel market in that Korean travelers may not need the same tourism products and services, and this suggests a variety of products available for this market.

Discussion of Tourist Satisfaction

In addition to understanding travel motivations and tourist behaviors, this study also surveyed Korean travelers' satisfaction with Thailand's destination attributes. Based on the result of tourist satisfaction (table 4.13), it was found that the respondents seemed to be satisfied with Thai food, variety of tourism attractions and prices of goods/services rather than other attributes ($M > 3.00$). Other major destination attributes such as shopping facilities, accommodation, restaurants/food shops, cultural & natural attractions appeared to be moderately satisfied because

these attributes scored between 2.98 to 2.69. However, destination attributes, namely, public transportation, tourist safety and cleanliness of tourism scored below 2.50 on a 5-point scale; suggesting less satisfactory attributes as perceived by the respondents.

The result seems to be partially similar to some previous studies. For instance, Danaher and Arweiler (1996) found that tourists visiting New Zealand had different satisfaction levels with New Zealand's destination attributes such as public transportation, accommodation, outdoor activities and tourism attractions. Some of these attributes received different levels of satisfaction, and some could be more satisfied or less satisfied than the others, depending on its performance and tourists' expectation. Similarly, Prideaux (2000) revealed that Taiwanese tourists had different levels of satisfaction toward Southeast Queensland's destination attributes such as the attractiveness of local culture, accommodation, quality of services, transportation, local tour services and shopping facilities. Based on the current result, many Korean travelers seemed to be satisfied with Thai food, variety of tourism attractions and low costs of goods/services rather than other attributes. These three attributes could be widely argued that they are the highlights (strengths) of Thailand's tourism industry (TAT, 2003). Thai food is claimed to be one of the world's popular cuisine in many countries (Cummings, 2000). When international tourists come to Thailand, they will have a chance to experience traditional and original Thai cuisine. With a variety of ingredients, good taste/favors, and different styles of cooking, many Koreans may appreciate Thai food and its taste while they were in Thailand. Furthermore, Thailand also has a variety of tourism attractions including cultural/historical attractions, natural and scenery attractions, shopping facilities, and a lot of leisure activities and entertainment. With these attractive destination attributes, Thailand is regarded as one of the most popular destinations in the Asia Pacific region (TAT, 2003). More importantly, one of the major factors attracting international tourists to Thailand is the low costs of living and goods and services (TAT, 2003; Sangpikul, 2007). Some studies revealed that many international tourists come to Thailand because of competitive travel costs, costs of living and beautiful natural attractions (Laksanakan, 2003; Sansartji, 2005). Furthermore, it is often argued that Thailand has been regularly voted as the best value destination (best value for money) in the region (TAT, 2003; Traveler Counsellors, 2007). With these reasons, it could be possible that Korean travelers might be satisfied with the mentioned attributes of Thailand (i.e. Thai food, variety of tourism attractions, prices of goods) than other items/attributes, and help justify the above result. This result should be useful for Thai tourism business to design the products and services responding to the needs and expectations of Korean travelers and enhance their travel satisfaction when visiting Thailand.



Chapter 5

Conclusions and Recommendations

This is the final chapter of the research project. The purpose of this chapter is to summarize research findings, provide research recommendations, research limitations and future research opportunities.

5.1 Conclusions

The objectives of this study were to investigate the travel motivations of Korean travelers by adopting the push and pull motivations theory as a conceptual framework, and to examine travel behaviors and tourist satisfaction of Korean travelers. Using factor analysis, this study identified three push and two pull factor dimensions. The three push factors were labeled as: (1) 'fun & relaxation', (2) 'novel experience', and (3) 'socialization', while the two pull factors included: (1) 'attraction variety & costs' and (2) 'safety & cleanliness'. Among them, 'fun & relaxation' and 'attraction variety & costs' were viewed as the most important push and pull factors, respectively. The study also examined the relationships between push and pull factor dimensions. The results indicated that there were significant correlations between the push and pull factor dimensions. This indicated that the push and the pull factors are fundamentally related to each other; they are not totally independent factors. In terms of examining the perception differences of push and pull factors across demographic subgroups, the results indicated some differences among Korean travelers. For example, there was a significant difference between male and female respondents in the motives to travel abroad (push factor) and the perceptions toward destination attractions of Thailand (pull factor). The male respondents tended to be motivated by 'novel experience' and 'socialization' when traveling abroad than female respondents. Furthermore, the respondents who had different educational levels also differed in the perceptions of push and pull factors. The study found that the respondents who had education level with bachelor degree or higher were more likely to be attracted by 'attraction variety & costs' when visiting Thailand than those who had lower education level.

With regard to travel behaviors, the current study has revealed travel behaviors and trip characteristics of Korean travelers. The study shows interesting results about the Korean travel market. For example, many Korean travelers traveled abroad several times a year. Most of them traveled to Thailand with tour companies and package tours while only some traveled independently. Most of them were first-time visitors to Thailand, however, many were repeat visitors. They mainly stayed approximately 6-8 days in Thailand. They came to Thailand with

their friends, relatives, and couples. In addition to Bangkok, their preferred destinations included the eastern part (e.g. Pattaya), the southern part (e.g. Phuket), and the northern part (e.g. Chiang Mai). Major leisure activities were, for instance, sightseeing, visiting seashores/beaches, visiting cultural/historical sites and shopping. Many of them preferred first class hotels (Baht 1,001-3,000 a night), spent approximately at Baht 301-700 for food and beverage and at Baht 1,001-2,000 for shopping. Source of travel information motivating to Thailand may include Internet, media, friends/relatives, and travel agents. Thai culture, Thai food, beaches, and tourism attractions were viewed as the major destination attributions they would recommend to others when getting back home. Most of the respondents would come back to Thailand again due to the attractiveness of Thai culture, a variety of tourism attractions, and low costs of goods and services. Furthermore, the findings also indicated the differences of travel behaviors and trip characteristics among Korean travelers. For example, male and female respondents may have differences in the frequencies of overseas travel, number of visits to Thailand, destination choices, and accommodation. For education level, the respondents with different education levels may have differences in the frequencies of overseas travel and travel expenses, and those with different incomes may have differences in the frequencies of overseas travel, travel expenses (e.g. food, shopping), and type of accommodation.

Furthermore, the study also revealed the level of satisfaction of Korean travelers with Thailand's destination attributes. The findings indicated that the many of them were satisfied with the taste of Thai food, a variety of tourism attractions & activities, and prices of goods & services. However, the least satisfied attributes included cleanliness of tourism attractions, tourist safety, and public transportation. With regard to research hypotheses, the study revealed that the travel motives (push factors) of Korean travelers were related to destination attractions of Thailand (pull factors). It was also disclosed that Korean travelers with different demographic characteristics (e.g. gender, age, education and income) may have differences in the perceptions of push and pull factors, travel behaviors and trip characteristics. However, differences in the travel satisfaction with Thailand's destination attributes were not found among Korean travelers.

5.2 Recommendations

This part aims to present the recommendations based on the research results including travel motivations, travel behaviors and tourist satisfaction.

5.2.1 Travel Motivations (push and pull factors)

To successfully attract international visitors, Nozawa (1992) suggested that a host community needs to learn about the market, and develop products that are specific for the target market by paying attention to trends and changing preferences. This paper examined travel motivations of Korean travelers. The study identified 'fun & relaxation' as the most important motive stimulating them to travel abroad, at the same time, 'attraction variety & costs' was viewed as the major destination attribute drawing them to Thailand. Hanqin and Lam (1999) argued that knowing the importance of push and pull factors perceived by travelers can help destination marketers develop the marketing programs to meet the desired needs of target market. Based on the results, tourism marketers should realize the importance of push factor 'fun & relaxation' and the motives incorporated in the factor (e.g. the need to see something new, exciting as well as chance to relax from stressful environment), which are perceived as driving forces for Koreans to travel abroad. At the same time, they should realize that tourist's perception towards a destination is a measure of that destination's ability to pull or attract tourists (Zimmer et al., 1995). Pull factors are those that emerge as a result of the 'attractiveness' of a destination and are thought to help identify actual destination choice (Bello & Etzel, 1985 cited in Hanqin & Lam, 1999). Thus, the identified pull factor 'attraction variety & costs' is perceived as an indication of the 'destination attractiveness', drawing Korean travelers to visit Thailand to satisfy their needs of 'fun & relaxation'. According to You et al. (2000), tourism marketers need to tie the motivational drives with the activities that the destination can offer and then package them to better satisfy the target's needs. This suggestion may be suitable for the case of Korean travelers to Thailand who are motivated by 'fun & relaxation' and/or 'novel experience' and attracted by 'attraction variety & costs'. To better satisfy customers' needs, tourism marketers should develop the products focusing on a variety of Thailand's attractions including Thai culture, historical sites, natural attractions (e.g. beaches/islands), and a variety of leisure activities and entertainment by designing different tour programs (tour choices) that provide travelers with these experiences while traveling in Thailand. For example, the major tour programs may focus on popular cities like Bangkok and Ayutthaya, and then offer tour choices depending tourists' interests such as cultural tourism (historical/cultural towns), nature-based tourism (national parks), beach tourism (Pattaya, Samui or Phuket), health tourism (spa, hot spring) or even shopping/city entertainment. More importantly, destination marketers should design effective marketing communications (marketing messages) to stimulate the needs of fun, relaxation, and/or novel experience (push factors) to be linked/related with what Thailand can offer or pull factors (i.e. a variety of tourism attractions and competitive costs). They may create

a tourism theme for marketing purposes (e.g. marketing communications/product development) such as “Enjoy Your Holiday and Discover the Exotic Land – Thailand Where You Experience Endless Happiness” or “Visit Thailand: Discover and Experience the Treasures of South East Asia”. These themes could help stimulate their travel motives (fun, relaxation or novel seeking) and at the same time attract or persuade them to discover those things in Thailand. It could be also useful for designing the package tours responding to the given themes. In relation to travel costs (pull factor), destination marketers should convey the messages promoting Thailand as the best value destination for overseas holiday among Korean travelers (e.g. competitive travel costs compared to other destinations). For example, “Enjoy Your Holiday with a Variety of Thailand’s Attractions, the Place Where You can Afford”. This strategy could be an alternative (option) to the above themes by focusing on a variety of tourism attractions and competitive costs to Thailand. It is hoped that these suggestions would be useful for Thai tourism operators to develop effective marketing strategies (e.g. tour programs, advertising and product promotion) for the Korean travel market.

5.2.2 Travel Behaviors and Trip Characteristics

The study has revealed interesting results regarding the Korean travel market. Some observations have been made and this would be useful for tourism marketers to develop appropriate marketing strategies for Korean travelers to Thailand. For example, many Korean people travel abroad quite often each year. This should provide marketing opportunities for destination marketers to develop appropriate marketing programs to attract Koreans to visit Thailand by using the results of push and pull factors as the marketing theme or guideline. It is also interesting to note that there are many Korean travelers who were repeat visitors. This suggests that Thailand is one of the popular destinations for Korean travelers. Destination marketers may design different marketing strategies and tourism products for repeat visitors (e.g. health tourism, nature-based/beach tourism or night life/entertainment). In addition to offering main products like cultural tourism, natural-based tourism (e.g. mountains and beaches) could be another attractive program for the targets. Despite Bangkok is the major destination, many Korean travelers prefer to travel to different parts of Thailand. In particular, the east such as Pattaya and the south such as Phuket seem to be a preferred place for many Korean travelers. This suggests that Pattaya and Phuket may be added or included in the tour program, especially longer-stay program. Based on the results of travel expenses (e.g. accommodation costs, food & beverage, shopping), these findings should provide useful information for designing appropriate travel costs for the Korean market. The programs could include both middle class and higher

class tour programs for the targets. One interesting observation is the source of travel motivation motivating Korean travelers to Thailand which is primarily based on the Internet. This suggests that the Internet should be used as the major channel to promote tourism in Thailand. Travel business targeting at Korean travelers may provide Korean language on their websites. They should also develop interesting and attractive tourism products through the Internet and should use it as the main media to reach the targets.

In addition, the study also revealed some differences of travel behaviors and trip characteristics among Korean travelers (e.g. gender, education and income). As mentioned earlier about these results, they should help tourism marketers realize these differences among Korean travelers. Heung et al. (2001) suggested that in order to create effective marketing strategies for products and services in the tourism market, a better understanding of customers is necessary. Since the study indicated differences of travel behaviors and trip characteristics among demographic subgroups of Korean travelers, tourism marketers need to understand these differences in order to effectively satisfy the diversified needs of each subgroup. It could be useful for tourism marketers to note that Korean travelers with different demographic subgroups (as previously noted) may have differences in preferred destinations, accommodation type, and travel costs. This finding could help tourism marketers design appropriate tour programs (e.g. different products) catered for Korean travelers as well as to meet their needs and expectations.

5.2.3 Tourist Satisfaction

According to the results, it seems that the respondents were more likely to be satisfied with taste of Thai food, variety of tourism attractions and costs of goods and services rather than other destination attributes. However, when considering the overall satisfaction, the average score is not so high. Many items scored below 3.0; suggesting fair performance. All of the destination attributes examined here are important to the holiday experience and satisfaction of international tourists in Thailand. As noted, tourist satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of goods and services, repeat visits, and word-of-mouth publicity. In order for Thailand to stay competitive in global tourism, it suggests that government agencies involving in tourism development and industry practitioners need to develop and improve the quality, standard or services of these destination attributes. In particular, some issues such as cleanliness of tourism attractions, tourist safety, and public transportation (convenience and service) seem to be least satisfied and need serious attention from concerned parties. Some of these destination attributes could be established or developed industry standard such as accommodation, restaurants, quality

and cleanliness of food, cleanliness of tourism attractions. Industry standard can be the mechanisms to ensure the integrity of the products and services provided to the tourists as well as to meet the minimum requirement of the industry (Patterson, 2002). It is hoped that the findings of tourist satisfaction reflecting from Korean travelers could be useful for national tourism organizations and destination planners in improving those destination attributes to enhance the competitiveness of Thailand's tourism industry and enhance the level of tourist satisfaction.

5.3 Theoretical/Literature Contributions

In addition to the practical contributions, the results of present study have added to the theoretical/literature contribution in the area of travel motivations of Korean travel market. Travel motivation is one of the important areas of tourism research to better understand tourist behaviors (Dann 1977; Crompton 1979; Sirakaya et al. 2003). Knowledge of tourist motivations is important to predict future travel patterns (Crompton 1979; Cha et al. 1995). Despite there are a number of empirical studies examined on the push and pull motivations of international tourists, little attention has been paid to investigate travel motivations of Asian travelers like Korean travelers. The current study is one of the few studies that employed the push and pull motivations theory to examine travel motivation of Korean outbound travelers. With little literature (research work) regarding Korean travelers, the study contributes to the tourism literature by providing new empirical findings about travel motivations and travel behaviors of Korean travelers, particularly in Thailand's tourism context. Since the knowledge of Korean travelers in Thailand is still limited, this study has added and identified major motives that influence them to travel abroad (push factors) which included 1) 'fun & relaxation', 2) 'novel experience', and 3) 'socialization'. More importantly, the current study has revealed that the major reason or motive to travel abroad of Korean travelers is similar to other tourist groups in which they are primarily motivated by the needs of experiencing something new, exciting or different from their usual environment. Regarding the results of the pull factors, this study has revealed that the most important destination attractions that draw Korean travelers to Thailand is primarily based on a variety of tourism attractions and competitive costs in Thailand. This finding could help extend the exiting knowledge of Korean travelers to Thailand, and may be helpful for future studies regarding Korean travelers in relation to Thailand's tourism context.

The push and pull motivations theory is argued to be one of the well-respected and useful motivational theories examining tourist related behavior. It was employed in this study to investigate the travel motivations of Korean travelers to Thailand. As this study found significant

relationships between push and pull factors, this suggests that Korean travelers are internally motivated to travel abroad. At the same time, they are also pulled or attracted by the destination attractions to go to certain destinations. Moreover, the findings have revealed different internal forces (push factors) that motivate the target to take a holiday, and have identified the external forces (pull factors) that draw them to destinations like Thailand. Based on these findings, it can be argued and substantiated that the push and pull motivations theory is a useful theory in which one can understand why people travel or take a holiday, and why they decide to visit a particular destination. This suggests future research may employ it to better understand travel motivations of their target markets.

Due to the importance of the Korean travel market to Thailand's tourism industry, the current study has disclosed interesting results of their travel related behaviors in various aspects, for example, travel motivations, travel behaviors and travel satisfaction with Thailand's destination attributes. All of the mentioned results would add to the existing tourism literature in the area of international tourists' behaviors to Thailand, particularly providing a better understanding of travel characteristics of this important market. It is hoped that this study would be useful for future research investigating Korean travelers or other international tourist markets to Thailand.

5.4 Limitations and Future Research Opportunities

Although the researcher attempted to ensure the results of the study to be both reliable and valid, there were some limitations associated with this study that should be addressed. At the same time, the direction for future research opportunities is also suggested.

Firstly, this study used a convenience sampling method (non-probability), thus the results may not confidently generalize to the whole population (Korean travelers). In addition, the study examined only one single market - the Korean travel market, it would be more useful to conduct a comparative study of international travelers to Thailand to provide more meaningful information for Thailand's tourism industry. Moreover, many researchers have recognized that the push and pull motivations theory is a useful approach in examining tourist behavior and their travel motivations. Therefore, it is recommended that the theory should be employed to investigate in different sample groups or destinations to provide useful results for developing effective tourism strategies in attracting the desired target market.

Secondly, since this study was conducted in a specific setting - Thailand, it would be more useful to examine travel motivations of Korean travelers in other destinations to compare the results of this study with those of studies conducted in other countries. As the number of

Korean outbound travelers is becoming greater due to growth of Korean economy, destination marketers need to learn and understand more about their motivations to travel abroad in order to develop more appropriate tourism strategies to approach them.

Thirdly, this study collected data on site where the respondents were already in Thailand. The results may not truly reflect their actual motivations to visit Thailand because some factors such as trip experience, perceptions, and attitudes may influence the assessments while they were on the site locations. It would be more interesting for future research to assess tourist motivations prior to their actual journey.

Fourthly, this study collected data in only some tourist cities in the central and eastern regions due to the limitation of researcher team, budget and time constraint. Future research may be undertaken to cover most major tourist cities of the country (e.g. north, central, east and south)

Finally, since this is a quantitative study, the research that is based on qualitative methods examining international visitors in Thailand is still limited. Thus, qualitative research methods such as interviews, observations or focus groups should be accompanied to get a more refined and a better understanding of international tourists' travel motivations and their travel-related behaviors.

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Questionnaire

Research Project: A Study of Travel Motivations and Behaviors of Korean Tourists

This research project is granted by Dhurakij Pundit University (DPU), Bangkok. The objective of the research is to survey tourist behavior and travel motivation of Korean tourists. The findings of the research will be used for academic purpose and all information will be treated confidently. The questionnaire consists of 4 parts. Please answer all the questions. Your kind cooperation and assistance is greatly appreciated. Thank you

Aswin Sangpikul
Department of Hotel and Tourism
Dhurakij Pundit University, Bangkok

Section 1: General Information

Instruction: Please mark (√) in each question.

- 1. Gender:** 1) male 2) female
- 2. Age:** 1) 20 - 30 2) 31 – 50 3) 51 or more
- 3. Marital status:** 1) single 2) married 3) widowed/divorced/separated
- 4. Educational level:**
1) High school/lower 2) Bachelor/college degree 3) Master degree or higher
- 5. Occupation:**
1) students 2) company employee 3) government officer 4) business owner
5) independent/self-employed 6) unemployment 7) housewife 8) retired
9) Others, _____
- 6. Monthly income:**
1) US\$ 2,500 or lower 2) US\$ 2,501 – 4,000 3) US\$ 4,001 or higher

Section 2: Travel Characteristics

Please mark (√) in each question.

- 1. On average, how often do you travel abroad in one year?**
1) 1 time 2) 2 - 3 times 3) 4 times or more 4) Not sure, depending on opportunity.
- 2. How did you plan your trip to Thailand?**
1) I buy package tours (air tickets and hotels). 2) I travel with a tour company.
3) I plan everything myself (travel independently) 4)
Others.....

3. How many times have you visited Thailand?

- 1) First time 2) 2 – 3 times 3) 4 times or more

4. How many days do you plan to stay in Thailand?

- 1) 5 days or less 2) 6 – 8 days 3) 9 days or more

5. Who helped you decide to come to Thailand? (can be more than 1 answers)

- 1) myself 2) my couple (husband or wife) 3) my boy or girl friend
4) my friends 5) my relatives 6) others.....

6. Who travel with you on this trip?

- 1) travel alone 2) travel with husband or wife 3) travel with friends or relatives
4) travel with family (husband/wife and children)

7. Besides Bangkok, which part of Thailand do you want to visit?

(can be more than 1 answers)

- 1) North (e.g. Chiang Mai) 2) Northeast (e.g. Khon Kaen) 3) Central (e.g. Ayutthaya)
4) East (e.g. Pattaya) 5) South (e.g. Phuket, Samui)

8. What is the major activity that you want to do in Thailand?

(can be more than 1 answers)

- 1) sightseeing 2) shopping 3) visiting cultural/historical places 4) visiting natural areas
5) going to beaches/islands 6) urban traveling 7) visiting rural area 8)
others.....

9. Please estimate your daily expenditure for accommodation (e.g. hotel, guest house) in Thailand?

- 1) 1,000 Baht or less 2) 1,001 – 3,000 Baht 3) 3,001 Baht or more

10. Please estimate your daily expenditure for food & meals in Thailand?

- 1) 300 Baht or less 2) 301 – 700 Baht 3) 701 Baht or more

11. Please estimate your daily expenditure for shopping in Thailand?

- 1) 1,000 Baht or less 2) 1,000 – 2,000 Baht 3) 2,001 Baht or more

12. When you travel to Thailand, what type of hotel do you prefer to stay?

- 1) luxury hotel (5-star hotel) 2) first class hotel (4-star hotel) 3) budget hotel (3-star hotel)
4) guest house 5) friend/relative's house 6) others

13. What is the major source of information motivating you to travel to Thailand?

(can be more than 1 answers)

- 1) media (TV, magazines, brochures, newspaper) 2) Internet
3) friends/relatives 4) travel agent/tour company 5) travel books
6) Thailand's tourism office 7) others, _____

14. When you go back to your country, what would you recommend about Thailand to other people (your family or friends)? (can be more than 1 answers)

- 1) Thai food 2) Thai people 3) Thai culture 4) tourist attractions/places
 5) seashores/beaches 6) natural areas 7) others.....

15. Do you think you would come back to Thailand in the next 1 – 5 years?

- 1) yes 2) no 3) not sure

16. If yes, please choose the major reason why you would come back to Thailand again.

(can be more than 1 answers)

- 1) Thai culture 2) nature & beautiful environment 3) friendly & nice people
 4) low cost of goods & services 5) a variety of leisure activities & entertainment
 6) a variety of tourist attractions 7) others

**Section 3:
Travel Motivations**

Please indicate the level of your opinion for the reason why you travel abroad and mark (√) in each question on right column.

Level of your opinion

	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
1. I travel abroad because I want to travel to a country I have not visited before.					
2. I travel abroad because I want to experience cultures that are different from mine.					
3. I travel abroad because I want to learn new things from a foreign country.					
4. I travel abroad because I want to see something new and exciting.					
5. I travel abroad because I want to seek fun or adventure.					
6. I travel abroad because I want to fulfill my dream of visiting a new country.					
7. I travel abroad because I want to spend more time with my couple or family members while traveling.					
8. I travel abroad because I want to see and meet different groups of people.					
9. I travel abroad because I want to escape from busy job or stressful work.					
10. I travel abroad because I want to escape from routine or ordinary environment.					

11. I travel abroad because I want to rest and relax.	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
12. I travel abroad because I want to improve my health and well-being.	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
13. I travel abroad because I can talk to everybody about my trips when I get home.	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree

Please indicate the level of your opinion for the factors attracting you to Thailand and mark (√) in each question on right column.

Level of your opinion

1. Do you think seaside or beach is an important factor attracting you to Thailand?	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
2. Do you think natural attraction is an important factor attracting you to Thailand?	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
3. Do you think Thai culture is an important factor attracting you to Thailand?	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
4. Do you think Thai food is an important factor attracting you to Thailand?	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
5. Do you think cultural or historical place is an important factor attracting you to Thailand?	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
6. Do you think a variety of tourist attractions is an important factor attracting you to Thailand?	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
7. Do you think a low cost of living in Thailand is an important factor attracting you to Thailand?	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
8. Do you think travel cost to Thailand is an important factor attracting you to Thailand?	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
9. Do you think an availability of tourists' travel information is an important factor attracting you to Thailand?	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
10. Do you think a variety of shopping places is an important factor attracting you to Thailand?	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
11. Do you think a variety of leisure activities and entertainment is an important factor attracting you to Thailand?	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
12. Do you think safety and security is an important factor attracting you to Thailand?	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree

13. Do you think hygiene and cleanliness is an important factor attracting you to Thailand?	1.strongly disagree	2. disagree	3. no opinion	4. agree	5. strongly agree
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Section 4: Tourist Satisfaction

Pleas indicate the level of your satisfaction toward Thailand's tourism attributes and mark (√) in each question on right column.

Level of your satisfaction

	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied
1. Quality of tourism places/attractions	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied
2. Cleanliness of tourism places/attractions	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied
3. Variety of tourism attractions and activities	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied
4. Public transportation (convenience and services)	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied
5. Accommodation (quality and services)	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied
6. Restaurants and food shops (quality and services)	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied
7. Quality and cleanliness of food	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied
8. Taste of Thai food	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied
9. Prices of goods and services	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied
10. Attractiveness of Thai culture and, local way of life	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied
11. Attractiveness of cultural and historical places	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied
12. Attractiveness of natural environment/scenery	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied
13. Shopping malls and facilities	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied
14. Friendliness of Thai people	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied
15. Tourist safety and security	1. very dissatisfied	2. dissatisfied	3. no opinion	4. satisfied	5. very satisfied

*** Thank you very much for your kind assistance ***