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**PULL AND PUSH FACTORS IN INTERNATIONAL TOURISM  
OF THAI TOURISTS**

**APIYUT SIYAPAN**

**M**

**With compliments  
of**

**บัณฑิตวิทยาลัย มหาวิทยาลัยมหิดล**

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Thesis  
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OF THAI TOURISTS**

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OF THAI TOURISTS**


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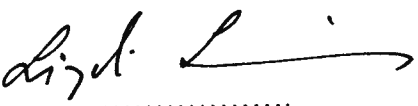
  
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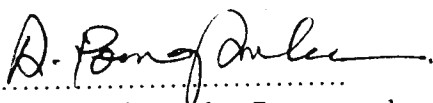
  
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This survey research aimed to 1) find out pull factors, personal push factors, and environmental push factors relating to the international tourism of Thai tourists and 2) study whether demographic characteristics of the Thai tourists related to those factors. Four hundred outgoing Thai tourists at the Departure Hall of Terminal 1 and 2 of Bangkok International Airport in October 2001 were asked to fill in a questionnaire. Collected data was interpreted using Statistic Package for Social Science.

The result showed that the pull factors of foreign destination and the personal push factors of an individual to travel abroad were strongly related, whilst environmental push factors related little to the international tourism of Thai tourists. The strongest personal push factor is the need to “learn new things in foreign destinations”. The strongest pull factor is the foreign “city and attraction”. The strongest environmental push factor is the “cleanliness of domestic tourism sites”. Moreover, the results revealed that the age of Thai tourists significantly relates to the variation of most pull and push factors. International Thai tourists travel abroad because of the relationship of personal push factors and pull factors rather than the environmental push factors of Thailand domestic attractions.

Recommendations arising from the research result are that domestic tourist attractions should be promoted as a competitive choice for Thai tourists in such a way that their personal needs are fulfilled, age of tourists should be regarded, and misperceptions on domestic tourist attractions should be changed.

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อภิวิช ศรียะพันธ์ : ปัจจัยดึงดูดและผลักดันในการเดินทางท่องเที่ยวต่างประเทศของนักท่องเที่ยวชาวไทย (PULL AND PUSH FACTORS IN INTERNATIONAL TOURISM OF THAI TOURISTS) คณะกรรมการควบคุมวิทยานิพนธ์ : ลัดดาวัลย์ ทองนพ, M.P.H., สัญชัย สุตพันธ์วิหาร, M.Sc., สยาม อรุณศรีมรกด, M.Sc. 130 หน้า. ISBN 974-04-1571-7

งานวิจัยนี้มีวัตถุประสงค์เพื่อ 1) ศึกษาปัจจัยดึงดูด ปัจจัยผลักดันส่วนบุคคลและปัจจัยผลักดันทางทรัพยากรท่องเที่ยวในประเทศและการบริการ ที่เกี่ยวข้องกับการเดินทางท่องเที่ยวต่างประเทศของนักท่องเที่ยวชาวไทย 2) ศึกษาความสัมพันธ์ระหว่างคุณลักษณะทางประชากรของนักท่องเที่ยวชาวไทยกับปัจจัยดึงดูดและปัจจัยผลักดันเหล่านั้น โดยใช้แบบสอบถามกับกลุ่มตัวอย่างชาวไทยที่เดินทางไปต่างประเทศเพื่อท่องเที่ยวพักผ่อน ณ อาคารที่พักผู้โดยสารขาออกระหว่างประเทศ ท่าอากาศยานกรุงเทพฯ ในเดือนตุลาคม พ.ศ.2544 จำนวน 400 คน และใช้โปรแกรม Statistic Package for Social Science ในการวิเคราะห์ข้อมูล

ผลการศึกษาพบว่าปัจจัยผลักดันส่วนบุคคลและปัจจัยดึงดูดจากต่างประเทศมีความสัมพันธ์กับการเดินทางท่องเที่ยวต่างประเทศค่อนข้างมาก ขณะที่ปัจจัยผลักดันทางทรัพยากรท่องเที่ยวในประเทศและการบริการมีความสัมพันธ์ค่อนข้างน้อย โดยปัจจัยผลักดันส่วนบุคคลที่เกี่ยวข้องมากที่สุดคือ ความต้องการได้เห็นเรียนรู้สิ่งแปลกใหม่ในต่างประเทศมากที่สุด ส่วนปัจจัยดึงดูดจากต่างประเทศที่เกี่ยวข้องมากที่สุดคือ สภาพบ้านเมืองและสถานที่สำคัญ และปัจจัยผลักดันทางทรัพยากรท่องเที่ยวในประเทศและการบริการที่เกี่ยวข้องมากที่สุดคือ ความสะอาดบริเวณแหล่งท่องเที่ยวในประเทศ และพบว่าอายุเป็นคุณลักษณะทางประชากรที่แสดงระดับความสัมพันธ์อย่างมีนัยสำคัญ กับความผันแปรของปัจจัยดึงดูดและผลักดันจำนวนมากที่สุด นักท่องเที่ยวชาวไทยเดินทางท่องเที่ยวต่างประเทศด้วยความต้องการส่วนบุคคลและแรงดึงดูดใจจากแหล่งท่องเที่ยวในต่างประเทศมากกว่าด้วยแรงผลักดันจากสิ่งแวดล้อมและทรัพยากรทางการท่องเที่ยวในประเทศ

หน่วยงานที่เกี่ยวข้องควรพัฒนาแหล่งท่องเที่ยวในประเทศให้มีศักยภาพในการแข่งขันกับแหล่งท่องเที่ยวต่างประเทศที่มีลักษณะเดียวกัน โดยคำนึงถึงความต้องการส่วนบุคคลของนักท่องเที่ยวชาวไทยและคำนึงถึงความต้องการที่แตกต่างของกลุ่มอายุที่แตกต่างกัน รวมถึงการเปลี่ยนแปลงภาพลักษณ์ของแหล่งท่องเที่ยวในประเทศให้ดีขึ้น

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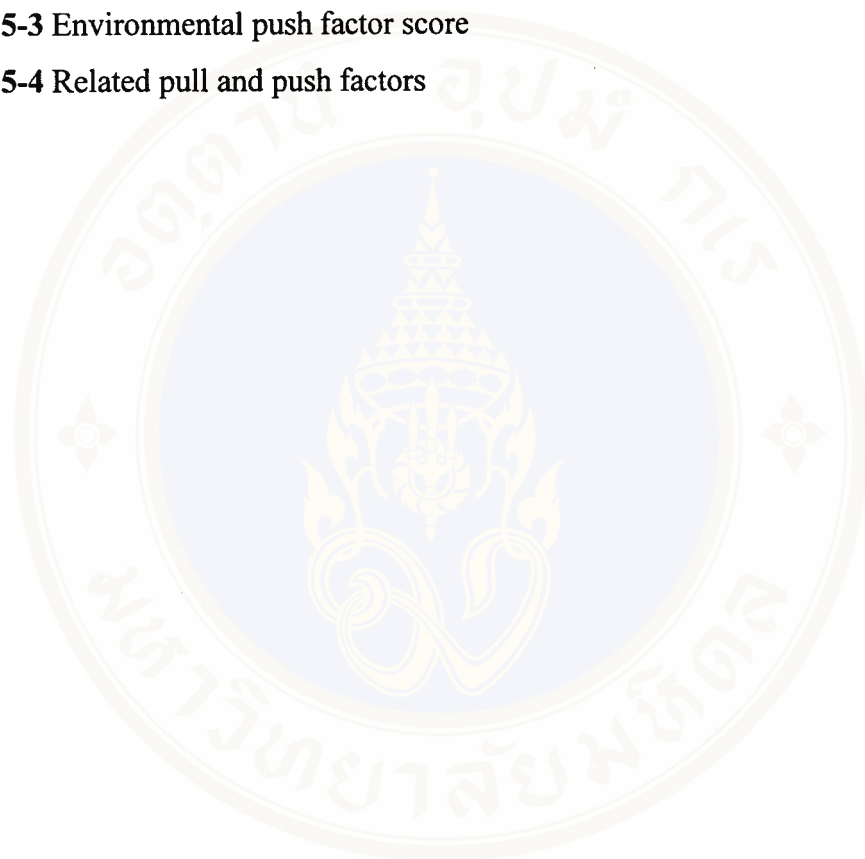
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## CHAPTER I

### INTRODUCTION

#### 1.1 Justification and problem statement

Nowadays, not only the advancement of technology of transportation enables traveling to be fast, convenient, and safe but also the efficient communication network contributes to influence the tourism to be a part of life. As a consequence, people of the world travel for various purposes.

Tourism Authority of Thailand, (2539 b: 31) mentioned that tourism is a natural activity of human and it exists in everyone. The social change and urbanization causes increasing of needs to travel. Moreover, new technology and many supporting factors, such as fast transportation, communication, information technology, tourism facilities development and striking scheme, urge more people to travel. The worldwide development unites human and tourism

Tourism Authority of Thailand (2540 a: 11; Burns & Holden, 1995: 3 quoted in Suchada Wattamanee, 2542: 2) referred that the world tourism situation report indicates that the world tourism expands gradually. In 1950, there were 25 million tourists. In 1990, there were 456 million tourists. Moreover, World Tourism Organization had estimated that in 2000 and 2010, there would be 664 and 937 million tourists consecutively. The highest rate of increase was in the East Asia and Pacific region

Nikom Jarumanee (2535: 34-35) mentioned that exporting goods is one way to earn foreign currency. Another way that is becoming more and more important to most countries is to attract foreign tourists. This form of export is often referred to as an invisible export.

The invisible export has a real importance to the third world countries or developing countries, which have no concrete export goods to generate income to the country. Therefore, these developing countries highly depend on income from tourism.

He also explained that the income from tourism enables the country to have money to import from other country the products needed and can afford for a better quality of life of the people. And due to a relative poverty, the people themselves don't travel. Thus, foreign tourists are important to come and buy goods and service in the country.

Burns & Holden (1995: 3 quoted in Suchada Watamane, 2542: 2) referred to the report of World Travel and Tourism Council in 1992 that, tourism bears the most employment in the world. The estimation was that one ninth of the world's employment was that of the tourism sector. Furthermore, nearly 10 percent of GDP of the world caused by tourism.

In Thailand, Tourism Authority of Thailand has long been the core organization who raises the promotion of tourism in the country.

Saeree Wansapaijit (2534: 14) mentioned that Thailand tourism industry has been promoted and played an important role in the country's economic development. Tourism expands investment and employment in the concerning business, for instance, hotel, resort, restaurant, food and drink, tour agency, transport, souvenir, etc. Moreover, the natural, cultural and historic sites scatter all around the country

Kampee Koopkan et al. (2542: 55) claimed that Thailand had high capacity in tourism. There are more than 2,673 tourist sites with high diversity. There are 728 natural sites, 643 man-made sites, 309 cultural sites, 92 adventurous and ecotourism sites, 90 agrotourism sites, and many more health & therapy places with quality care service.

Tourism Authority of Thailand (2540 a: 7) claimed that the government has set up aims of tourism that the growth rate of tourist is to be at least 7 percent per year, foreign currency income at least 15 percent per year. And they tried to encourage Thai people to increase domestic tourism at least 3 percent per year.

Tourism Authority of Thailand (2540 a 36), in compliance to the government prospect, set up a 6-year plan since-1998 – 2003. It came with a campaign of “Rak Thai Teaw Thai”. The goal is to develop Thailand tourism in such a way that conserves cultural, social and natural heritage and enable sustainability of environment

Tourism Authority of Thailand also set up a marketing goal of domestic tourism that “According to the ownership of the country, Thai people deserve, at the highest priority, to utilize the tourist resources for both self and social benefit.

Therefore, the domestic tourism marketing plan target is Thai people. To the consideration, the domestic tourism enhances distribution of income with minimum adverse impacts to culture, natural resources and environment. It should be used to raise the awareness good tourism, as an educational process, and as a tool to improve the quality of life”

The government realized the importance of tourism to the country, thus promotes tourism in Thailand by adding tourism in some of the Nation Economic and Social Development Plans. The goal is that the tourism of both incoming international tourists and the Thai tourists performs as a tool to develop the economic, society, quality of life and to conserve cultural, social and environmental heritage.

Tourism activity is influenced by the persuasion from the tourist site, so called the pull factor, and by the personal need of a person, so called the personal push factor.

When a Thai tourist wants to travel abroad, it should be the influences of both pull and push factors. That is, the Thai tourist has an intrinsic need (personal push factor) such as health, curiosity, and values. Whereas, a charm from the destination (pull factor) starts the tourist to compare, consider and decide to make a trip.

However, despite their needs of domestic travel, they decided to make international trip. There should have been some certain reasons for this situation.

Yanyong Amphawa (2539: 5-22) mentioned that there were mainly 7 points of what to be improved, to draw more Thai people to domestic tourism. Those were; service problem, convenience in travel problem, cleanliness, information and public relation, behavior of service provider, environmental problem, and safety problem.

It is possible to conclude that, when a Thai tourist has needs to travel by the personal push factors, there could be influence from international tourism that meets the requirement. In addition, the factor of the domestic tourism and tourist site in Thailand could drive the tourist to choose the international destination instead of domestic one. That factor would be called the 'environmental push factor of domestic tourism' in this research.

By the way, despite the effort of the government to promote tourism in the country, Thai tourists increasingly travel abroad each year. In 1993, there were 1,539,609 Thai tourists traveled abroad. In 1994, there were 1,700,079 Thai tourists, which was equivalent to 70 percent of number of international tourists in 1991 and they spent money in foreign countries as much as 70,000 million Bath. In 1995, there were 1,820,254 Thai tourists traveled abroad.

The rise in number of international Thai tourists continued until the year of economic crisis, 1996, the number was 1,845,244. Then it stopped and declined. There were 1,660,139 and 1,411,612 international Thai tourists in 1997 and 1998 consecutively. Once again, in 1999, the number leaped to be 1,686,448 and eventually to be 1,908,128 in 2000 ([www.tat.or.th/stat/index](http://www.tat.or.th/stat/index) July 15, 2001)

The Southeast Asia Technology (2544: 7) concluded that the rise of international Thai tourists definitely affects the tourism balance. In 1998, Thailand had expenditure caused by international Thai tourist of 59,073 million Bath. In 1999, the international tourism even expanded, 17.90 percent of rising, and caused 69, 648 million Bath

Tourism Authority of Thailand (2544: 2) mentioned that in 2000, Thailand had expenditure of 82,838 million Bath by Thai tourists. If the expenditure rises continuously, whereas the income from tourism stays or declines, as a consequence, Thailand loses tourism balance.

Yanyong Amphawa et al. (2539: 7-6) suggested that the effort of reducing the expense of travelling abroad of Thai tourists enabled the rise of tourism balance. He also mentioned that to promote for higher domestic tourism of Thai tourists, they have



to take in consideration, not only the service development but also how to raise the social good attitude toward domestic tourism among Thai people and Thai tourists.

The continuous expansion of international tourism of Thai tourists affects the tourism balance of the country. Therefore, a study of the motivation of Thai tourists, who travel abroad, should be done to modify marketing plan to persuade more Thai tourist to travel in Thailand. Thus, it decreases the expense in international tourism by Thai tourists.

By the way, it is extensively accepted that physical environment and tourism has a close relationship. Tourism depends on attractiveness of the environment and the tourism itself somehow affects the environment. (Jafari, 1997; Parris 1997 quoted in Thawatchai Boonchote, 2544)

Tourism Authority of Thailand (2537: 13) explained the relation between tourism and environmental conservation that tourism industry needs to improve cultural, social and environmental aspect and remain sustainable. These were the highlights. The tourists demanded not only the service but also the quality of resource. The service was just a component. To maintain the physical beauty of the destination is necessary to sustain tourism. It is necessary to care of natural environment, which attracts people to visit. And if destroyed, sustainability stops.

The tourism sustainability is the development that meets the requirements of tourist and the locality at present, with preservation and protection of opportunity to exploit the resource of the following generations. Sustainable tourism covers the resource management to respond the economic, social and aesthetic necessity, whereas, to preserve the uniqueness of culture and ecosystem.

As a consequence, to develop tourism, it is obviously necessary to achieve resource environmental management. Efficient resource and environment management sustains the tourism industry to provide benefit to the country in a long term.

This research studied the pull factor that persuades Thai tourist to travel abroad, the personal push factor that drives people to travel and the environmental push factor of Thailand that affects Thai tourist to make an international trip.

Moreover, it studied the demographic factor and its relation to the pull and push factors of international tourism.

## 1.2 Objective

1) To study pull factor, personal push factor, and environmental push factor, which related to the international tourism of Thai tourists

2) To study relations between demographic factors and the pull factor, personal push factor, and environmental push factors in the international tourism of Thai tourists

## 1.3 Scope of Research

### 1.3.1 Target population

The Target population of this research is the Thai tourists who travel abroad in order for tourism purpose in 2001, which is 1,509,962.

### 1.3.2 Sample group

The sample group of the population was 400 international Thai tourists in both Terminal 1 and Terminal 2 at Bangkok International Airport in October 2001.

The size of sample group was calculated from the number of population referred to that of 2000, as a reference number. There were totally 1,908,928 Thai tourists went abroad ([www.tat.or.th/stat/index](http://www.tat.or.th/stat/index) July 15, 2001). Then, the numbers of those who traveled on business, education, and conference purpose were subtracted from the total number. Thus the target population of 1,509,962 was obtained.

According to the study of Yanyong Amphawa et al. (2539: 5-9), which grouped the purposes of international Thai tourists in 1995 into categories, there were 12.5 percent of business purpose, 6.5 percent of conference purpose, and 1.9 percent of education purpose. Thus, 20.9 percent from the total number of Thai tourist was subtracted.

After that, the size of sample group was calculated by the method of Taro Yamane (Boontham Kitpreedaborisut, 2536: 68 quoted in Krisana Petchcharoern, 2543: 69) at confidence level of 95% ( $e=0.05$ )

Purposive sampling was made to find respondents, who went abroad on international tourism purposes, and not on the purposes of business, education, and conference. Because, even though they are included in the definition of “tourist” by World Tourism Organization, these tourists have very little flexibility of tourism activity and selection, and significantly influenced by the duty rather than by the tourism reasons.

### **1.3.3 Time**

The researcher collected data in October 2001 at different time of the day of collecting. The aim was to diverse the time of collecting in order to get sample from all day round to maximize the diversity of flights and destinations.

### **1.3.4 The variable studied**

#### **1.3.4.1 Demographic factor**

##### **1) Age**

Lumsdon (1997: 43) mentioned the relation of age to pull factor that the growing age affected the consumption behavior.

Mill & Morrison (1992: 76) mentioned that the relationship between tourism and age has two components—the amount of leisure time available relative to age and the type and extent of activities undertaken at various age levels. The amount

of leisure time available changes curvilinearly, with the younger and older age groups having proportionately more leisure time.

Yet the amount of available time is, by itself, insufficient to explain age as a factor in tourism behavior. It is safe to conclude that the rates of participation, in the overwhelming majority of leisure activities, declines with age. The decline in participation varies relatively to the type of activity. There is greater decline for active recreational activities than more passive activities.

## 2) Sex

Lumsdon (1997: 42) mentioned about external factors relevant to sex that sex, male or female, determined social expectation on different kind of behaviors.

Mill & Morrison (1992: 80) mentioned that there are more similarities than differences between the sexes in terms of leisure participation rates. Overall, participation rates in leisure activities do not differ between men and women, although many women engage in slightly fewer activities than do men.

There is a clear difference between the sexes in terms of preferred activities. Women are more involved in cultural activities, and men lead in outdoor recreation and playing and watching sports.

## 3) Education level

Mill & Morrison (1992: 81) said that the strong correlation between education as it relates to income has been well established. Independent of income, however, the level of education that an individual has tends to influence the type of leisure and travel pursuits chosen. The amount of education obtained will most likely determine the nature of both work and leisure time activities. By widening one's horizons of interest and enjoyment, education influences the type of activities undertaken. Education itself can serve as the primary reason for travel.

## 4) Marital status

McIntosh & Goeldner (1990: 133) said that married couple with children tends not to travel because of the family responsibility. Divorced ones also do

not travel for the reason that they have no partner. Apparently, the singles tend to involve the most in tourism because of convenience.

Lumsdon (1997: 44) mentioned that a single youth, who does not stay with family loves outdoor life, adventure, and travel. After getting married, they travel less because of less free time.

#### 5) Occupation

Sirikarn Prabtovitjoyo (2539: 64) examined the correlation between tourism information exposure and decision making to travel abroad of the Thai tourists from 400 outbound Thai tourists. The findings were that occupation and income had relationship with behavior of travelling abroad, whereas other variables had no relationship.

Penkhae Sangkaew et al. (2540: 54) studied the expenditure of outbound Thai tourists in 1996. There were 1,823,676 Thai tourists going abroad. Majority of them were laborers and secondly, conducted private business (30.1% and 16.8% consecutively)

#### 6) Income

Sirikarn Prabtovitjoyo (2539: 64) examined the correlation between tourism information exposure and decision making to travel abroad of the Thai tourists from 400 outbound Thai tourists. The findings were that occupation and income had relationship with behavior of travelling abroad, whereas other variables had no relationship.

Mill & Morrison (1992: 79) referred to many studies, which have attempted to determine the percentage of income spent on recreation as a whole. It appears that at the lower level of income and education approximately 2 percent of income is spent on recreation. As income increases the proportion spent on recreation increases to between 5 and 6 percent for all education levels. The highest recreation expenditures, 7 percent, are reported by respondents who are heads of households, under forty years of age, and without children.

#### 1.3.4.2 Pull factors

##### 1) Culture

McIntosh & Goeldner (1990: 131) explained that one of the motivations influencing tourism was cultural motivator. Cultural motivators are identified by the desire to know about other areas—their food, music, art, folklore, dances, painting, and religion.

Lumsdon (1997: 42) mentioned that one of the external factors on tourism was culture.

Saeree Wansapaijit (2534: 26) mentioned cultural factors as the first tourism pull factor. They were archeology, history, museum, folklore area, capital, academic, and religious place.

##### 2) City and landmark

Saeree Wangsapaijit (2534: 27) mentioned that some buildings are the symbols of city. Monument, architecture, important site are attractive to tourists as well as political place or academic institute.

##### 3) Festival and special event

Saeree Wangsapaijit (2534: 28) mentioned that tourists are very interested in visiting important places during the festival time.

##### 4) Scenery

Lundberg (1990: 39) referred a study of the American Express, which interviewed their passengers. The findings were that the first motivation on tourism was the beauty of scenery.

Saeree Wangsapaijit (2534: 29) mentioned that scenery is important to draw tourists into the area.

##### 5) Climate

Saeree Wangsapaijit (2534: 29) explained climate as a persuasion that satisfied the visitors for example, sun bathing, seaside leisure, etc.

#### 6) Friends and relatives

McIntosh & Goeldner (1990: 131) mentioned that one of the tourism motivators was inter-personal relationship i.e. visiting friends and relatives, and meeting people.

Saeree Wangsapaijit (2534: 26) mentioned that nowadays, the transportation is fast and convenient. People migrate more and more. Visiting friends and relatives in other places can be considered as tourism.

#### 7) Sport and recreation

McIntosh & Goeldner (1990: 131) identified one of the tourism motivators was physical motivator i.e. sports, recreation, and other physical relaxation.

Lundberg (1990: 46) claimed that plenty of people travel to be a part of sport event and match. For example, basketball, baseball, soccer match as well as games such as the Olympic draw large number of people.

#### 8) Goods and souvenir

Nawarat Plainoi (2538: 3) found that Thai international tourists always buy the following goods from foreign countries: liquor, cosmetic, perfume, leather, garment, electrical apparatus.

Saeree Wangsapaijit (2534: 28) mentioned that handcraft, especially made by locality for living or on ethic belief, are attractive and can be traded.

Lundberg (1990: 46) mentioned that almost everyone enjoys bargaining, buying, and traveling around to buy. Touching, selecting, comparing and purchasing are regarded as satisfactions of many people, and thus can motivate travelling.

#### 9) Food and drink

McIntosh & Goeldner (1990: 131) identified one of the motivators was cultural motivator. Food is also a type of culture that represents each nation's culture.

#### 10) Health and therapy program

Saeree Wangsapajit (2534: 23) mentioned that physical relaxation as a tourism motivators were hot spa, hot spring, curing hot spring, medical treatment, and other therapy.

##### 1.3.4.3 Personal push factor

###### 1) Escape from daily life

Mill (1990: 42 quoted in Burns & Holden 1995: 41) said that nowadays escape seemed to be rather mental than physical. Whereas physical needs decrease, mental needs seem to rise.

McIntosh & Goeldner (1990: 131) identified one of the tourism motivators was inter-personal relationship. On the other side, it was desire to escape from family members, or colleagues.

Lundberg (1990: 42) mentioned that after physical needs were fulfilled, mental needs seem to expand such as need for a change. Tourism gives change of environment.

###### 2) Physical and mental relaxation

Lundberg (1990: 44) mentioned that people tend to take holidays when they feel they are not healthy, tired from work. Tourism responds to primary sense of healthiness.

###### 3) Learning new experience in foreign country

Saeree Wangsapajit (2534: 25) said that curiosity is an obvious internal drive. Human has learning instinct to explore the unknown and tourism serves as an intellectual exploration tool for self-learning.

Mill & Morrison (1992: 19) added the basic needs of Maslow's Need theory (1943: 370-396 quoted in Mill & Morrison, 1992: 19) that the 5 basic needs of human are those of physical and mental but human has 2 more intellectual needs that are to know and understand, and aesthetics.



#### 4) Enriching one's experience

Hollaway (1998: 57) said that one of human's needs is self-challenge to know one's capability and fully utilize it.

Lundberg (1990: 50) said that travelling responds human's instinct of competition and victory. To have a long, difficult journey is a way to prove a person's achievement.

#### 5) Self-esteem

McIntosh & Goeldner (1990: 132) said that one of the motivations of traveling is the status and fame that is to develop one's image to be accepted and important. Travelers aim that to visit many places makes them more important, accepted and admired.

Saeree Wangsapaijit (2534: 26) said that esteem is one of the factors of tourism, referring to that of society, or from individual as self-esteem to have traveled to many places successfully.

#### 6) Up-to-date and fashion

Hollaway (1998: 62) said that fashion, values and society are influential to tourism. Attractiveness of a tourist resource fluctuates as a growth cycle of social values.

Saeree Wangsapaijit (2534: 26) said that people travel in accordance with social values, fashion, in order for acceptance in society.

#### 1.3.4.4 Environmental push factor

Yanyong Amphawa (2539: 5-22) surveyed on needs of domestic tourism of Thai international tourists, asking about tourism improvement to draw more tourists to domestic tourism. The opinions are divided into 7 groups as follows.

### 1) Environmental conservation of tourist site

Most of Thai tourists thought that there was insufficient environmental conservation at tourist sites. There should be improvement and enhance more conservation, renew the tourist sites, and create values of conservation to Thai people.

### 2) Convenience of traveling in Thailand

Thai tourists gave opinions that Thailand is lacking of infrastructure for tourism. The convenience in traveling is to be improved. The route to tourist attractions is to be developed and including information signs, public service concerning traveling. Problem occurs especially during the festival or long weekend periods.

### 3) Cleanliness of tourist site

Thai tourists thought that the cleanliness was to be improved especially that of the restaurant, food shop, restrooms, gas station, service post and public bus.

### 4) Safety in transportation and property

Mostly, Thai tourist thought that there was not enough safety when traveling. The problem of thief and pick pocketing should be solved. There should be travel insurance and strategy against accidents.

### 5) Information and public relation

Most of Thai tourists thought that there had not been enough information on tourism. There should be improvement of on-site tourism information, route, travel, accommodation and so on.

### 6) Service to Thai customers

Mostly, Thai tourists thought that service to Thai tourists was under standard, there should be improvement of service and manner of service to Thai tourists for example tour guide, taxi driver and so on.

### 7) Expenditure of domestic tourism

To travel in Thailand, expenditure is relatively high for Thai people. Thai tourists had suggestions to change the price of hotels, and service concerning

tourism especially the festival and long weekend. When the tourism demand is high, the price remarkably rises, sometimes become more expensive than international tourism.

According to literature review on demographic characteristics, pull factors, personal push factors, and environmental push factors, the conceptual framework was formulated as shown afterward in 1.5

## **1.4 Hypothesis**

### **1.4.1 Sex**

Female tourists show higher relation to the pull factor of “Art & culture” than female ones.

### **1.4.2 Age**

The old tourists show lower relation to the pull factor of “Sport & recreation” than other age groups.

### **1.4.3 Education level**

The graduates of bachelor or higher degree show higher relation to the personal push factor of “Learning new things” than other education level group.

### **1.4.4 Marital status**

The married tourists show higher relation to the personal push factor of “Escape from daily life” than other group of marital status.

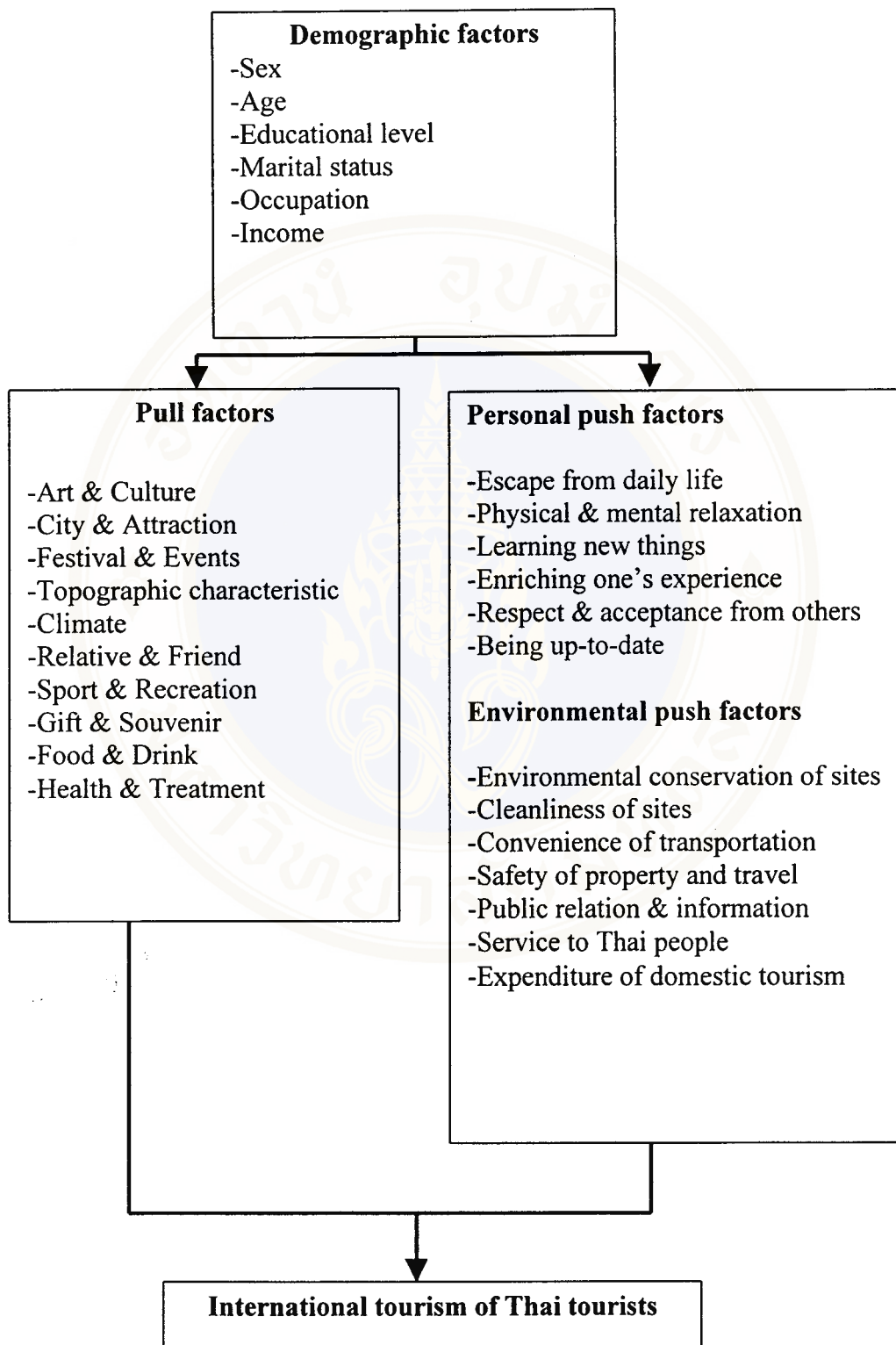
### **1.4.5 Occupation**

The tourists who are employees show higher relation to the environmental push factor of “Respect & acceptance from others” than other occupation groups.

### **1.4.6 Income**

The tourists who earn moderate income show higher relation to the environmental push factor of “Expenditure for domestic tourism” than other income groups.

**1.5 Conceptual framework**



**Figure 1-1** Conceptual framework

## 1.6 Measurement of Variables

Measurement

### 1.6.1 Demographic factors

1) Sex	Nominal
2) Age	Ordinal
3) Education level	Nominal
4) Marital status	Nominal
5) Occupation	Nominal
6) Income	Ordinal

### 1.6.2 Pull factors

1) Art & culture	Interval
2) City & attraction	Interval
3) Festival & event	Interval
4) Topographic characteristic	Interval
5) Climate	Interval
6) Relative & friend	Interval
7) Sport & recreation	Interval
8) Gift & souvenir	Interval
9) Food & drink	Interval
10) Health & treatment	Interval

**1.6.3 Personal push factors**

	Measurement
1) Escape from daily life	Interval
2) Physical & mental relaxation	Interval
3) Learning new things	Interval
4) Enriching one's experience	Interval
5) Respect & acceptance from others	Interval
6) Being up-to-date & fashionable	Interval

**1.6.4 Environmental push factors**

1) Environmental conservation of sites	Interval
2) Cleanliness of sites	Interval
3) Convenience of transportation	Interval
4) Safety of property & travel	Interval
5) Public relation and information	Interval
6) Service to Thai customers	Interval
7) Expenditure for domestic tourism	Interval

## 1.7 Definition

### 1) Tourism

Tourism means the temporary trip to somewhere other than one's resident, voluntarily, for tourism purposes, and not for earning, seminar, official meeting, business trip, or academic course.

### 2) Thai tourist

Thai tourist means Thai nationals, whose resident is in Thailand, going out of the kingdom temporarily for any certain purposes but not for earning, seminar, official meeting, business trip, or academic course.

Thais living in foreign countries are excluded.

### 3) Pull factor

Pull factor means physical, cultural, social environment of foreign destinations, which related to Thai tourists, motivating them to make an international tourism.

### 4) Personal push factor

Personal push factor means the intrinsic needs of a person to travel abroad.

### 5) Environmental push factor

Environmental push factor means the physical, social, cultural, and environmental conditions of domestic destination, which relate or influence the Thai tourist to make a trip abroad.

## 1.8 Agreement

1) This research is not elaborating of the process of decision making for international tourism of Thai tourists, regarding that the sample group was influenced by pull factors, personal push factors and environmental push factors, resulting on their motivations of starting an international trip. The barriers of making a trip such as

cost, available time, obstacles have all been solved. Eventually, they are making a trip as international tourists.

2) There are plenty of pull and push factors. These pull and push factors were selected from the literature review, considering that they cover pull and push factors of Thai tourists.

3) Majority of outbound Thai tourist travels via air rather than land and sea (Tourism Authority of Thailand, 1999: 18) For this research, the Bangkok International Airport was selected as a data collection site because of the highest variation of destinations.

4) The qualified sample group is those who travel in order for tourism purpose and not for earning, official meeting, seminar, business trip, or academic course because these trips are influenced by occupation and works rather than tourism.

### **1.9 Expected Advantage**

1) To know what the relevant pull and push factors of international tourism are, and to know demographic characteristics of Thai international tourists in 2001.

2) From the result, apply the findings to formulate or adjust the domestic tourism promotion plan in order to raise the number of domestic Thai tourists and for the development of Thailand's economic, social, cultural, and environmental quality.



## CHAPTER II

### LITERATURE REVIEWS

The very first groups of people who traveled a very long time ago were in order for food, hunting and collecting of essentials for living. Then, travelling varied in purposes. People started travelling for good exchange, trade, evacuation, religion prospering, new land exploration and so forth.

Nevertheless, only the wealthy people and rulers of the Roman empires traveled for pleasure. During the summertime of Rome, these people went to the coast of Pompeii and Herculaneum on holidays. The travel has a dramatically progress. The historical scriptures showed that travelling played an important role in human civilization development (Suchada Watamanee, 2542: 1)

#### 2.1 Definition of Tourism

Tourism can be defined in various meanings. Tourism Authority of Thailand (quoted in Nikom Jarumanee, 2535: 1) has defined ‘ tourism’ as a trip not only for pleasure and entertainment, as perceived in general, but also for studying, sport and recreation, business and family relatives visit.

Saeree Wansapaijit (2534: 12) gave the meaning of tourism as visiting a place for sight seeing, visiting friends and relatives, taking short or long vacations, and also refers to trips for business, conference, political call, and research by any transportation.

Therefore, the tourism of nowadays represents extensively expanding activities, as it is said, tourism is the largest business.

World Tourism Organization (quoted in Sirikarn Prabtovitjoyo, 2539: 12) gave explanation of tourism as the activity to which 3 components belong; temporarily travel, voluntarily travel, and for any purposes except earning or making living.

Saeree Wansapaijit (2534: 19) explained more about tourism that in 1963, the United Nations organized a conference on international travel and tourism in Rome, Italy. The meeting agreed to have common definition of tourism because it had broad meaning. There was an agreement for members to replace the term 'International tourist' by 'visitor'. Visitor means the person who travels to the country which is not his resident for any reasons but making living. Visitor thus can refer to 2 sorts of traveler.

1) Tourist, a temporary traveler staying in the destination country longer than 24 hours and for relaxation, sight seeing, pilgrimage, participating in sports, business talk, seminar and conference

2) Excursionist, a temporary traveler and stays shorter than 24 hours

Mill & Morrison (1992: xiv) said that tourism was difficult to explain, and difficult to consider it as an industry. Tourism itself was not industry, yet it enabled many kinds of related business. Tourism is an activity relevant to someone's traveling.

They also added that there was no certain definition of tourism was applicable in general. There were some vague relations among tourism, traveling, recreation, and leisure. These relations were confusing. Nevertheless, to define tourism as industry under clear conditions, the clearer view of tourism could be seen by insider and outsider of tourism.

Saeree Wangsapajit (2534: 20) gave more explanation that tourism, international aspect, is an activity occurs when people cross the international borderline for business, relaxation, leisure, etc. and stay longer than 24 hours but less than one year. World Tourism Organization defines those who stay shorter than 24 hours as an excursionist.

In conclusion, tourists are people traveling out of their residential country longer than 24 hours voluntarily, in order for any purposes except making living in the destination country.

## 2.2 History of tourism

Coltman (1989: 12) told the history of tourism as follows. Early people tended to stay in one place. Travel was essentially to seek food or to escape danger. The Bible, however, makes reference to travel for purposes of trade. In ancient times we began to see the development of routes for the purpose of facilitating trade and the creation of specialized, if somewhat crude, vehicles specifically for traveling. The growth of cities along waterway such as the Nile River and the Mediterranean Sea encouraged the development of water travel.

The great empires of the Persians, Assyrians, Greeks, Egyptians, and Romans probably began the travel in the West. This period began several millennia BC and continued for several hundred years AD. During the empire period, travel developed for military, trade, and government reasons, as well as for communication from the central government to its distant territories.

Travel was also necessary for the artisans and architects imported to design and construct the great palaces and tombs, many of which today's tourists travel to see. Travel led, as well, to an infrastructure of roads, canals, mileage markers, sentinel posts, wells, hostelries (crude as they were), and the eating spots.

In ancient Greece, people traveled to the Olympic Games, an event that required accommodations and food services for both the participants and the spectators. The same demands are made today by people flocking to major sport events

For overland travel, ordinary people use donkeys or camels, but for military and government purposes, horses were used along the wagons and chariots. Goods had to be transported. For example, the Egyptians had to bring in needed minerals from abroad, and the Assyrians had a monopoly on the Lebanese cedar that they exported.

The first great system of sea transportation was established by the Phoenicians and connected the early inland camel caravan routes with the seaports around the Mediterranean Sea. Greeks and Roman then became a dominant sea power.

The Romans ruled the empire that stretched from Scotland in the north to the Euphrates River in Southeast Europe. They could travel from Great Britain to the Euphrates without crossing any hostile border. Their lines of communication were

excellent, and their inns housed travelers and government employees. The Romans had what today is called the tourist infrastructure.

However, the distant travel still was low. For most people, the leisure travel had to be confined close to home. The first vacation villas were first built on the Naples Bay, about a hundred miles away from Rome, by two years before Christ. And two hundred years after that, the construction had reached to peak.

Passenger ships served those passengers who had time and money. Greece was close to Italy and was a popular destination for sea trips but passenger ships were not in service until the steamships were invented in the mid-1800s. Instead, people just went to the nearest port and waited for the ship going in their direction. They had to bring their own food and drinks and blanket for sleeping.

The Roman often crossed the Mediterranean from Italy and then sailed up the Nile to see Egypt's speaking statue. Egypt's hot and dry weather was another attraction.

Religious festivals and theater also attracted travelers. Drama, poetry, art, architecture, and philosophy flourished and brought in their share of tourists. Gladiator spectacles and Olympic Games encouraged tourists to witness them.

The end of the empires crumbled when the political and economic structures were destroyed. There were no soldiers to provided protection and the travel was unsafe. Travel diminished.

During the Middle Ages, from about AD 500 to 1400, much of the middle class disappeared, and trade declined. In the later part of the period the Christian Crusades freed the Holy Land, and peaceful pilgrimages by Moslem to Mecca, and Christian to Jerusalem and Rome. These pilgrimages had a religious basis, but they were also social and recreational events.

By this time, package tours from Venice to the Holy Land were offered. The trip cost included passage, meals and wine, accommodations, donkey rides, and bribe money. By the fifteenth century, Rome boasted over a thousand hostleries, varying from charitable hospices to luxurious inns. Tourist guidebooks were available in a dozen different languages and were often altered to highlight the foreigners' preferences, as today's tourist brochures.

Marco Polo, a native of Venice, explored the land routes from Europe to China and other parts of Asia in the latter part of the thirteenth century. His book on his travels was the West's main source of information about life in the East.

People have used rivers and oceans as a means of transportation for a long time. The sea was challenging, but nonetheless some remarkable voyages were made. The Polynesians traveled across the Pacific Ocean from their home to Hawaii, overcoming problems of food and water limitations for such a long journey. The Vikings and the Spanish landed in the North America coast. Both were good travelers of the sea.

Later on, in the time of Renaissance, the view that truth lay outside the mind and spirit. It thus created desire to explore, discover, understand and encourage the historic and scientific investigations. The explorers were bringing back tales about distant lands, the aristocracy and wealthy were traveling extensively in Europe. The Renaissance began in Italy. The urban civilization, the political stability, the economic expansion and wide contact with other cultures provided a new view of the world and the concept that people could master the environment and control the future. The Renaissance spread throughout the rest of Europe.

The Industrial Revolution, which lasted from 1750 to 1850 in Europe, created the base for mass tourism, as we know it today. This period brought a profound economic and social change and turned most workers away from basic agriculture into the town/factory and urban way of life. The Industrial Revolution introduced machinery that vastly increased productivity. New kind of power to move vehicles, such as train and ship, was invented. Raw materials were required from the New World; hence, a new wave of Imperialism began. Many new occupations led to a rapid expansion in the middle class's wealth and education. Leisure and a demand for recreation travel activities were raised as well. Workers began to take annual vacations and to escape from the rapidly growing urban areas where most of them earned their income. They turned to spas and seaside for holidays. Many places were newly established to capture the middle class market.

The development of railway was improved in the 1800s, making travel cheap, fast and safe. With the advent of rail travel the middle classes in Europe flocked to the seaside resorts. Hotels, restaurants, shops, and other tourist attractions sprang up to

cope with the flood. The train became an agent of democracy. The factory workers could travel as quickly as an aristocrat could. Thomas Cook started organized the first train trip in England in 1841, resembled the form of tour agent of today. As well, Henry Wells in the United States started in the travel business with what became Well Fargo and later American Express.

By 1863 the railway had reached Cannes in France and the middle class arrived and began to crowd out the aristocracy. The aristocrats moved to Monte Carlo in Monaco where the gambling was built in 1868. Its profits were so great that the citizen of Monte Carlo had no longer to pay taxes. Monaco became the first underdeveloped nation to solve its economic problems through tourism.

World War I (1914-1918) saw the disappearance of much of the European aristocracy and ruling families. These people were soon replaced by the newly rich from North America who became the seeker of fashionable recreation/vacation destination in Europe. The infrastructure to take Americans to Europe in style created in World War I. Transatlantic troop ships were converted into modern ocean liners. Even though good passenger steamships had been around since the mid-1800s, nothing before the war could equal the luxury liners that crossed the Atlantic in the 1920s.

Paid holidays became the norm in Britain and France in the 1930s. The Riviera in the summertime became more popular than ever with middle-class tourists from both America and Europe.

Up to this time, sunbathing as a recreational endeavor was not known. White skin were far more fashionable, for they indicated that their owners were part of aristocracy, who did not work outdoors. But during the 1920s and 1930s this changed.

After World War II (1939-1945), tourism, restrained as it had been for several years, began to burst again. More people than ever now belonged to the middle class. The war induced dramatic improvements in communication and air transportation that have made travel so rapid and safe.

In conclusion, as the production of goods and services increases, it creates both more money and more available leisure time. At the same time, better-educated people will want to travel to improve their knowledge. Improved transportation makes travel cheap, rapid, easy and secure. And improved communication through print,

radio and television makes the marketing of tourism much easier today than in earlier times.

## 2.3 International tourism

Nikom Jarumane (2535: 34-35) explained about international tourism that most international travelers come from countries with a relatively high standard of living combined with a high rate of economic growth in which industry and commerce form the base of the economy. Such countries have a high rate of urbanization, in which equality of incomes is part of their social system.

The international tourism market is primarily composed of middle-income people who have managerial or professional positions or work in supervisory and skilled jobs.

Exporting goods is one way to earn foreign currency. Another way that is becoming more and more important to most countries is to attract foreign tourists. This form of export is often referred to as an 'invisible export'. The invisible export has a real importance to the third world countries or developing countries, which have no concrete export goods to generate income to the country. Therefore, these developing countries highly depend on income from tourism.

The income from tourism enables the country to have money to import from other country the products needed and can afford for a better quality of life of the people. And due to a relative poverty, the people themselves don't travel. Thus, foreign tourists are important to come and buy goods and service in the country.

Accessibility of the destination is a basic need for tourism. In general, beside the inter-regional transportation, others facilities are needed such as hotel, restaurant, entertainment, etc.

Tourism Authority of Thailand (2540 a: 11) referred a statistic that the number of tourists in the world rose quickly. From 2503, there were only 69 millions people traveled, increasing to be 286 millions in 2523, and in 2538, there were 567 millions tourists. From estimation of World Tourism Organization, the number of world tourists would be 664 and 937 millions in 2543 and 2553 consecutively. The

average growth rate of tourism per year since 2538 to 2553 was 4.7%, that growth rate generated tourism income as much as 527 billions US dollars in 2543.

Most of popular destinations are in Europe and America, and tends to increase in East Asia and the Pacific. The top 4 destinations of tourism during 2523 – 2538 were France (10.7%), Spain (8.0%), the United States (7.9%), and Italy (5.1%). Even though the most popular destinations are in Europe and America, the growth of tourist number of those top destinations seems to decline, and not relatively high. The tourists head out more towards Asia and the Pacific. The countries of which higher number of tourist are Central and South America, Asia, Middle East, and Africa.

Tourism Authority of Thailand (2540 a: 12) mentioned about the tourism income, based on the data of year 2523 – 2538, the average growth rate per year is 8.7 %. Especially, Asia and the Pacific have rather high growth rate. China, for example, 27.8%, Indonesia 26.8%, Malaysia 24.8%, and Thailand 14.1%. China has remarkable growth because of its size, there are as many tourist sites as ten Asian countries together. But the biggest market share holder or biggest tourism earning of 2538 was the United States, 15.7% of world tourism earning. Secondly, France and Italy, both have similarly earning around 7.3% of world tourism earning.

Considering the expense of international tourists during 2523 – 2535, the tourism expenditure of East Asian countries have very high growth rate, according to the economic growth. Korea has the growth rate of tourism expenditure 21.9% per person per year, Taiwan 19.7%, and Singapore 17.9%. Comparing to the United State, France and Germany, whose tourism expenditure growth rate 11.86%, 7.2% and 5.0% per year consecutively.

## **2.4 Tourism in Thailand**

Tourism Authority of Thailand (2542: 1-3) introduced the significance of tourism as follows. According to the importance to economic and social development, worldwide governments emphasize the international tourism. Not only an extensive employment but tourism is also one of the most simple ways to gain income from foreign countries. Therefore, tourism is widely used as a means to raise the wealth of



the country by many developing countries and some developing socialist countries such as Indo-China and East Europe.

Thailand is one of those countries who take tourism as a strategy of the country development.

Since the establishment of Tourist Organization of Thailand in 1960, the promotion and development of tourism industry has been added into the policy of each government. In 1960, the organization had a budget of 3.4 millions bath. In 1979, this organization was promoted to be Tourism Authority of Thailand and received a budget of 70.25 millions bath. In 1987, it was the Visit Thailand Year when the Tourism Authority of Thailand received a budget of 435.90 millions bath. And in 1996, the budget received was as much as 2562.90 bath or six times as much as that of 1987

Saeree Wansapajit (2534: 14) discussed that Thailand tourism industry has been continuously promoted, thus, it has been growing and playing more important role of the economic development. It induces capital investment and employment of the involved services such as hotel, restaurants, tour agencies, souvenir shops and transportation. Besides, it increases distribution of income to the localities because the sites of natural, cultural and historical attraction are scattered in every part of the country. This business requires a lot of employees; thus, it provides income to the local people.

As a result, it reduces the immigration of laborers into big cities, another importance of tourism as a tool to solve economic problem.

Suchada Wattamanee (2542: 4) showed the significance of tourism to economics as follows. Due to the importance of the tourism to Thailand economics, the government began to add the Tourism Development Plan to the National Economic and Social Development Plan since 1977. In each of the plan, the aim is to increase the number of tourist and revenue from tourism of each year.

In 1987, as the first year of the 6<sup>th</sup> National Economic and Social Development Plan, there was a phenomenon of Thailand tourism. The promotion of the "Visit Thailand Year 1987" induced more than 3 millions tourists and earned 50,000 million bath. This highly successful promotion inspired the neighboring countries such as Malaysia and Indonesia to start their own tourism year in 1990 and 1994 consecutively. Nonetheless, foreign tourists still kept visiting Thailand. In 1988,

more than 4 millions tourists came to Thailand and generated 78,859 millions bath of income.

Tourism Authority of Thailand (2540 a: 7) explained that during the 6<sup>th</sup> National Economic and Social Development Plan (1987-1991), Thailand reached the peak of economic rise. The tourism industry in Thailand was accordingly expanding. There was an enormous growth of hotel, resort, condominium, golf court, restaurant, tour agency and so forth. The investment in the business of tourism facilities enabled a huge and extensive income distribution via employment.

The present 8<sup>th</sup> National Economic and Social Development Plan (1997-2001) aimed to increase foreign tourists not less than 7 percent per year, to persuade Thai tourist to domestic travel not less than 3 percent per year, increasing income not less than 15 percent per year.

Despite the high capacity of tourism of Thailand, there was a new phenomenon in this decade. Even though there are plenty of tourist attractions both cultural-historical and natural attractions all over the country, yet a lot of Thai tourists travel abroad. And there is tendency to augment in the near future. There are both internal and external factors, for example, the rise of educational level and income, curiosity, fashion, popularity and image, to motivate people to travel abroad.

Anake Hiranyarak (quoted in Nawarat Plainoi, 2538) mentioned that in 1983 there were Thai tourists going abroad as many as 639,853 and most of them went by airplane. By 80 percent of them were from Bangkok. They spent approximately 9,011 million bath. That was as big as 36% of Thailand's income from tourism of that year.

Suwanlee Peamsiri (quoted in Nawarat Plainoi, 2538 ) mentioned in her research of a survey of Outgoing Thai Tourists that 20 percent of the tourist went to the casino and 5 percent accepted that they spent some 1,000 bath at a time. The most popular merchandise purchased by Thai tourists were liquors, cigarette, cosmetics, fragrance, leather goods, garments, dress and electrical applications.

Tourism Authority of Thailand (1999) showed statistic that due to the annual report of the Statistics Division, Tourism Authority of Thailand, 1986-1995, it is obvious that more and more Thai tourists go abroad. In 1986, there were 413,067 tourists and in 1995, there were as many as 1,354,479 tourists.

In 1993, there were 1,539,609 Thai tourists traveled abroad and spent around

50,000 millions bath. In 1994, there were 1,700,079 tourists and they spent around 70,000 millions bath. This event was not a good sign.

In 1999, there were 1,686,448 residents of Thailand traveled overseas, showing an increase of 19.47 percent from 1998. The number of outgoing Thai travelers raised from January to November 1998: this was due to the recovery of Thai economics.

## 2.5 Motivation on tourism

An understanding of why people buy the holiday or business trips they take, how they go about selecting their holidays, why they choose to travel when they do is one of the leading question of this research.

Holloway (1998: 57-58) mentioned that curiously, we know relatively little about tourist motivation and although we gather numerous statistics, which reveal a great deal about who goes where, the reason for these choices are little understood.

If we ask the prospective tourist why they want to travel to a particular destination, they will offer a variety of reasons, such as 'It's somewhere I've always wanted to visit,' or 'Some friend recommend it very highly', or 'It's always good weather at that time of the year'. Interesting as we view may be, they actually throw very little light on the real motivation of the tourist because they have not helped to identify the tourists' needs and wants.

People have certain physiological needs, which are essential for their survival: they need to eat, to drink, to sleep, to keep warm and to reproduce, all needs, which are essential for human race. Beyond these needs, we also have psychological needs, which are important for our well being, such as the need to love and be loved, the need for friendship, the need to value ourselves as human being and to have others value and respect us. Many people believe that we also have inherently the need to master our environment, and to understand the nature of the society in which we live.

The need of travel can be explained through the Maslow's need theory (Maslow, 1943: 370-396 quoted in Mill & Morrison, 1992: 19) Abraham Maslow conveniently grouped these needs into a hierarchy suggesting that the more fundamental needs have to be satisfied before we seek to satisfy the higher level

needs. The hierarchy of needs, which Maslow first outlined, has been widely adopted to explain motivation, presumably because of its appealing simplicity and applicability to different sectors. It has been used also to explain consumer behavior in tourism.

Mill & Morrison (1992: 19-21) explained the need of tourism through Maslow's need theory as follows:

- 1) Survival: hunger, thirst, rest, activity
- 2) Safety—security, freedom from fear and anxiety
- 3) Belonging and love—affection, giving and receiving love
- 4) Esteem—self esteem and esteem from others
- 5) Self-actualization—personal self-fulfillment

This hierarchy suggests that lower level needs demand more immediate attention and satisfaction before a person turns to the satisfaction of higher-level.

Mill & Morrison (1992: 19) eventually added that although the first need listed is physical, the other four are psychological. To this original list two intellectual words were added

- 1) To know and understand—acquiring knowledge
- 2) Aesthetics—appreciation of beauty

Mill & Morrison (1992: 21-23) simply explained the motivation of tourism in accordance with Maslow's need theory. The motivation of tourism can be explained as follows

- 1) Physical: Survival and basic needs.

The most basic need of all is physical. When people worked 70 hours a week for 50 weeks a year they saved a little each week for their two-week break, During those two weeks they “escape” from their everyday life. They recharged their weary body and did everything they did not have a chance to do during the year. They ate too much, drank too much, and took afternoon naps on the deck chair on the beach.

Burns & Holden (1995: 41) discussed about physical needs that today, the escape may be more mental than physical. As the physical demands have been reduced for many people, the mental demands have increased



Different people in different circumstances look for different ways of expressing this. The harried executive desired a secluded spot away from telephones and interruptions. The couple in a northern city wants to escape from the winter snow. The rural family seeks an excitement at a seaside resort. The 9-to-5 office worker longs for an exotic getaway. The factor that explains this is "opposite". It is said that a change is as good as a rest. As noted before, opposites attract.

### 2) Safety: Personal and perceived degree of security and safety

When we take care of our bodies we are helping ensure that we will live a longer life. This is a very basic motivation. It shows itself in people who travel for health or to engage in recreational pursuits.

As was seen in the previous chapter, people have long traveled for health reasons. Doctors would prescribe trips to the seaside for the beneficial effects of a bracing air.

Today an increasing tendency is for people to participate in various recreational activities. The past decade has seen a significant growing of canoeing, jogging, roller-skating, skiing, swimming, bicycling and so on. A major trend has been a move toward physically demanding activities.

### 3) Belonging: Acceptance in social groups

The need for belonging is expressed in the desire to be with friends and family-to be part of a group, to belong. People, by and large, are social beings. They want communications and contacts with others.

There are several aspects to this motivation. First, the fact that people move their residence-on average, once every five years-means that family and friends can renew relationships by using vacation time to keep in touch. The major reason given for taking a trip in the United State is "visiting friends and relatives"

Second, there is ethnic tourism-the desire to find one's root. This includes the desire to return to the homeland. First-generation visitors go back to visit things as they remember. Later generation has grown up elsewhere, and returned to see their origin.

In other cases, people may travel to begin or renew relationships. Club Med is one organization that originally appealed to the singles crowd. They advertise activity-base opportunity to meet and mingle with the opposite sex.

#### 4) Esteem: Desire for prestige and status

The two aspects to this motivation are self-esteem and esteem from others. When people travel to a conference to increase their business knowledge they are concerned with personal development. This can translate into feeling more confident about their ability to perform the job. Their self-esteem is enhanced.

We also seek esteem from others. People are concerned about what other people think. They think what they buy and where they go are reflecting their self-beings.

#### 5) Self-actualization: Goal of self-fulfillment

Self-actualization involves being true to one's nature. It means knowing who you are and using your gifts to the fullest. Self-actualization is the end goal of leisure if we consider the leisure to be the freeing of ourselves from lower level needs.

Holloway (1998: 58) referred tourism motivation to stimuli that arouse tourist to make a trip to satisfy their needs and wants. In general, motivation induces a tourist to travel. An important part of the consideration of tourism psychology and motivation is the fact that a person usually travels for more than one reason.

We have established that motivation arises out from the felt needs or wants of the individual. We can now go on to explain, that motivation is expressed in two distinct forms, known as specific motivation and general motivation.

General motivation is aimed at achieving a broad objective, for example that of getting away from the routine and stress of the workplace in order to enjoy different surroundings and a healthy environment. Here, health and relief of stress and broad motives reflecting the needs discussed above. If the tourist decides to take their holiday in the Swiss Alps, where they will be able to walk in the fresh mountain air and enjoyed a varied scenery, good food and total relaxation, these are all specific objectives, reflecting the means by which their needs will be met.

McIntosh & Goeldner (1990: 131) divided basic travel motivators into four categories.

1) Physical motivators are those related to physical rest, sports participation, beach recreation, relaxing entertainment, and other motivations directly connected with health. Additional motivators might be a doctor's orders or recommendation.

These motivations all have one feature in common, namely, the reduction of tension through physical activities.

2) Cultural motivators are identified by the desire to know about other areas—their food, music, art, folklore, dances, painting, and religion.

3) Interpersonal motivators include a desire to meet new people, visit friends or relatives, escape from routine or from family and neighbors, or make new friendship.

4) Status and prestige motivators enormously concern ego needs and personal development. Within this category are trips related to business, conventions, studies, and the pursuit of hobbies and recreation. Also the desire for recognition, attention, appreciation, knowledge, and good reputation can be fulfilled.

Lumsdon (1997: 36-37) studied tourism motivations and mentioned that factors influencing motivation and purchase can be grouped into three overlapping dimensions, each of which comprised a number of variables: Internal driving forces, External influencing factors and the nature of the buying situations.

#### 1) Internal Driving Forces

A number of internal driving forces, described as a combination of attributes, experiences and skills, have been identified in tourism-related research. Many stem from the field of social psychology and others have been constructed as a result of multidisciplinary consumer studies. The key factors are motivation, perception, learning, beliefs and attitudes, personality. There is a brief description of each one below.

##### 1) Motivation

Motivation relates to the inner desire for satisfaction, which is manifested in a number of ways, and is subject to scholarly debate in the field of psychology. Accepted basic universal needs are those, which are not learned, such as the need to satisfy thirst and hunger. Those needs, which are learned by humans, such as wanting to belong to a community or to seek social esteem, are more complicated.

Some theories of psychology suggest that motivation stems from inner states of tension which must be satisfied.

## 2) Learning

Learning refers to the way in which visitors receive and interpret a variety of stimuli. People gain experience through taking holidays, by listening to others and through a variety of other sources. The process of absorbing such information might involve a visitor referring to earlier experience at the same destination or learning from visits to a number of alternative destinations.

## 3) Beliefs and attitudes

Beliefs refer to the thought which people have about most aspects of their life. In the commercial domain consumers have beliefs about companies, products and services including tourism offerings and destinations. Such thoughts can be positive, such as a trust or confidence in a hotel, or negative, such as a feeling about lack of security on public transport late at night.

Attitude can be defined as ingrained feelings about a range of subjects. They fit an overall framework of thinking about the world, so therefore involve a set of inter-related thoughts. In this respect, they are difficult to change.

## 4) Perception

Perception refers to the way in which people filter information which they receive to fit into an overall mind picture of the world. Thus, perception is inextricably bound to the concepts of bias and distortion. People choose to interpret different stimuli in different ways, ignoring some factors while enhancing others. This is known as selective retention.

## II) External Influencing Factors

### 1) Culture

Culture may be defined as a set of beliefs, values, attitudes, habits, and forms of behavior that are shared by a society and are transmitted from generation to generation. In term of self-image and satisfaction of underlying tension, most people seek to satisfy their desires in a way, which fits into societal norms. For example, it is acceptable to be a green consumer in tourism, but sex tourism is viewed disparagingly.

Other aspects of culture, which are appropriate to motivational studies are institutions, language, social practices and subculture.



## 2) Age and Gender

One traditional way of segmenting markets has been by age. As people reach different ages they tend to exhibit different values and requirements than younger groups.

In some societies, gender can be important in terms of societal expectations of the roles men and women should play.

## 3) Social class

As a rule, the higher level of disposable income a person has the more likely they are to travel. Premium income earners tend to be those people who have studied as a higher educational level. These two factors are encapsulated in the concept of social class.

Social class is still considered to be one of the most important external factors, assessed primarily by occupation and level of income.

## 4) Life style

By profiling groups of people by the way they live it is possible to predict their travel motivations and purchases. For example, “Fulfilled” are affluent, home based people from a well-educated background. They are principle oriented, whereas, “Experiencers” are younger, proactive and very sociable and like physical exercise. “Strugglers” have a poor resource base. They have low incomes and stick to tried and tested brands. Without resource they are not explorers in the marketplace.

## 5) Life cycle

The concept of family life cycle is based on the premise that when people live together their way of life changes. If they subsequently have children their life style change more radically, as does their level of financial and other commitments.

## 6) Reference groups

Learning also takes place through sharing values and expectations with others in a variety of social groups, including the family, college, workplace, or church. This brings exposure to a normative set of values.

It is argued that such a combination of internal and external forces leads to a process of buyer behavior in tourism. They are best regarded as push factors but there are also pull factors which include both the buying situation and the marketing efforts of competing tourism services and destinations.

## 2.6 Pull and push factors

Lundberg (1990: 41-42) mentioned about pull and push factors that marketing managers sometimes divide forms of motivation as “push factors” and “pull factors”. The tourist is being pushed into a holiday by the need to get away from their everyday life, but other factors may be at work to pull, or encourage, them to travel to a specific destination

For this reason, marketing staffs realize that they will have to undertake their promotion at two distinct levels to persuade the consumer of the need to take a holiday, and also to show the customer that the particular holiday or destination being promoted will satisfy that need.

Pull factor is an external condition that attracts or arouses a person to make a decision to travel. The examples of pull factor are the topographic characteristic of the destination, for example, mountain, cave, fjord, etc. including the climate, for example, cold weather and other motivations, such as cheap price, traditional goods, unique culture, etc.

Besides, there are push factors that arouse people to look for a destination and go out. The examples of push factor are the curiosity of a person to learn about unknown place, the need to gain new impression, the boredom of repeating daily life, etc. A negative feeling toward the place of residence and the visited destinations can be another push factor.

Lundberg (1990: 39) showed some findings asked from customers in 1987. The question was which of the twenty-two items they associated with success and accomplishment. The leading choice was “travel for pleasure”

He added that another interesting study of tourism motivations is to divide all factors into two main groups; push factors and pull factors. Epperson (1983: 54 quoted in Lundberg, 1990: 41) defined push factors as internal needs such as escape, self-discovery, relaxation and rest, prestige, adventure and challenge. Pull factors are external stimuli in tourism, for example, the beauty of landscape, historical area, cultural events, sport etc.

Moreover, Saeree Wansapaijit (2534: 24-34) gave details of push and pull factors as follows:

I) Push factors

They are conditions that rouse an internal motivation of a person to make a trip.

1) Health: In the time of Roman, physicians recommended patients to cure themselves by going to spas or seaside resorts. To date, socialism country views visiting spas and seaside resorts as a healing vacation to return as a high productivity member of society. It is approved nowadays that to go to natural destination is a part of remedy for some diseases such as pneumonia, tuberculosis, etc.

2) Curiosity: It is an obvious internal motivation since humans are eager to learn and know about surrounding unknown. Tourism is an exploration to a new world and enrich an individual's life. Noticeably, middle to high income earners are usually curious about the environment and common life of lower income groups, that causes tourism.

3) Satisfaction: To travel and find new experiences and impressions definitely satisfies oneself. Tourism is a way to satisfy oneself.

4) Religion: By beliefs of many religions, pilgrimage is mentioned as a way of practice. To visit the origin of their religion in foreign country or to visit the important religious place creates as well the satisfaction in tourism.

5) Business and academic: A trip for business has low flexibility, that means it's essential. To attend a meeting, a conference including studying abroad in academic institutes, colleges or universities cause a rise in tourism.

6) Friends and relatives: In the States, some findings indicated that 38.4 percent of domestic tourists traveled for visiting friends and relatives. In present time, transportation is faster and more convenient, more and more people move to new places. To visit them in foreign country is tourism.

7) Esteem: It can be related to social esteem, norms or it can be personal taste to make a trip to a certain destination such as Paris, Hawaii, etc. This can be for image in society or even a fashion.

These are basic push factors to arouse motivations in tourism even though it is difficult to point out a particular reason because it is always associated with more than one reason.

## II) Pull factors

They are stimuli from the destinations.

1) Culture: This includes inventions and events of human in the past up to present.

1.1) Archeology: The desire to know and to learn about civilizations in the past.

1.2) History: Historical building attracts tourists to see its beauty and value.

1.3) Museum: It is a part to understand history and is very interesting.

1.4) Traditional area: It shows the uniqueness and traditional life.

1.5) Political site: The capital cities always attract by their identity.

1.6) Academic institute: University and academic places act as a center of knowledge, local wisdom, history, geography, science and so on.

1.7) Religious places: Both old and new buildings of any religion are attractive by their style and their value to the society.

2) Culture and tradition

2.1) Festival or traditional event that is organized occasionally such as the Octoberfest in Munich, the Carnival in Rio de Janero

2.2) Art: Fine arts, architecture, sculpture and paintings are always interesting.

2.3) Handcraft: The community handcraft takes part in community earning and also acts as an attraction for tourists.

2.4) Concerts, music and play: The atmosphere of dance, music that shows its own identity expresses the spirit of local people.

2.5) Language: There are lots of language learners who live with the native people to learn their language.

### 3) Topography

3.1) Climate: Sunbathing, seaside resort has been a dream vacation for a long time.

3.2) Landscape: It influences tourists to touch the beauty of the place such as mountain, seaside, beach, fjord and coral reef.

### 4) Wildlife

There are two ways to take; to see, to watch, to take photograph and sketch and to hunt in a hunting field.

5) Entertainment: To escape from daily life, casino, nightclub, cinema, amusement park and restaurant can be alternatives.

6) Others: such as hospitality of people, cleanliness, safety, etc. are small things that are in tourists' consideration to take a vacation.

Saeree Wansapaijit (2534: 40) added more about the two factors that push and pull factors are related in a way of reinforcement to create the tourism motivation.

## 2.7 Social and economic variable

Mill & Morrison (1992: 76-93) explained that tourism demand or needs to buy tourism products have fundamental demographic factors affecting these needs. They are as follow

### 2.7.1 Age

The relationship between tourism and age has two components—the amount of leisure time available relative to age and the type and extent of activities undertaken at various age levels. The amount of leisure time available changes curvilinearly, with the younger and older age groups having proportionately more leisure time.

Yet the amount of available time is, by itself, insufficient to explain age as a factor in tourism behavior. It is safe to conclude that the rates of participation in the overwhelming majority of leisure activities decline with age. The decline in

participation varies relatively to the type of activity. There is greater decline for active recreational activities than more passive activities.

Preferred activities among the elderly are more passive ones. Yet the time spent on each activity always increase.

There appears to be several differences between patterns of travel based on age. Older people tend to represent a smaller share of tourists in proportion to their numbers than do younger people. This may also be influenced by other socioeconomic factors, such as income. Although younger people tend to select more adventurous destinations than do older people, older people tend to travel to farther destinations. The older tourists tend to dominate ship travel, spend less than middle-age tourists but more than younger tourists, and, while preferring to travel in the summer, tend to travel more in the spring than do younger tourists.

### **2.7.2 Income**

Income is obviously an important inhibiting factor in shaping the demand for travel. Not only does travel itself entails a certain cost, but also the traveler must pay for services rendered at the destination as well as have money to engage in various activities during the trip.

In addition, expenditures may; be required in the form of specialized equipment to engage in various recreational activities while at the destination or en route. It is difficult, however, to determine the relative importance of income, because this variable is interrelated with other socioeconomic variables. Generally speaking, higher income is associated with higher education, with certain age groups. Total family income has risen steadily as more wives have entered the labor force. The fact that family income has risen will have an effect on tourism demand. Yet the fact that more families have two spouses in the labor force will also affect the shape of tourism demand. Different types of vacations and recreational activities may be demanded because of time pressures involved in having two working spouses.

It is important to see that the income spent on travel is spent at the expense of something else. Travel expenditures are competing with other expenditures, some of which are discretionary.

An individual's personal disposable income is the amount of income left after taxes have been paid. After various necessary personal outlays to maintain basic living needs have been spent, an individual has discretion to do with the remainder whatever is desired. A mink coat may be purchased, money may be saved, or a trip taken to Hawaii. It is important to look at income in this way to realize that the trip to Hawaii is in competition not only with a trip to the Bahamas, but also with various other recreational activities and other uses of that discretionary income. As the level of personal income increases, so does the amount of discretionary income.

Many studies have attempted to determine the percentage of income spent on recreation as a whole. It appears that at the lower level of income and education approximately 2 percent of income is spent on recreation. As income increases the proportion spent on recreation increases to between 5 and 6 percent for all education levels. The highest recreation expenditures, 7 percent, are reported by respondents who are heads of households, under forty years of age, and without children.

As might be expected, higher-income tourists stay longer and spend more per day than do those with lower income.

### **2.7.3 Sex**

There are more similarities than differences between the sexes in terms of leisure participation rates. Overall, participation rates in leisure activities do not differ between men and women, although many women engage in slightly fewer activities than do men. As might be expected, non-working women have slightly higher participation rates than do employed women, except for such things as going out to dinner and either taking part in active sports or watching sports. There is a clear difference between the sexes in terms of preferred activities. Women are more involved in cultural activities, and men lead in outdoor recreation and playing and watching sports.

### **2.7.4 Education**

The strong correlation between education as it relates to income has been well established. Independent of income, however, the level of education that an individual has tends to influence the type of leisure and travel pursuits chosen. The amount of

education obtained will most likely determine the nature of both work and leisure time activities. By widening one's horizons of interest and enjoyment, education influences the type of activities undertaken. Education itself can serve as the primary reason for travel.

Researchers have found that participation in outdoor recreation tends to increase as the amount of education increases. There is also some evidence to suggest that the more educated prefer those activities that require the development of interpretive and expressive skills. Such activities include attending plays, concerts, and art museums, playing tennis and golf, skiing, reading books, attending adult education classes, and undergoing a wilderness experience.

In summary, it appears that the more education people have the broader their horizons and the more options they can consider. The more-educated travelers also tend to be more sophisticated in their tastes. They may not, however, be bigger spenders. A study of visitors to Hawaii found that visitors with less education spent more per day while on vacation in Hawaii. The authors suggested that the less-educated visitor may equate having fun with spending money.

## **2.8 Related research**

### **2.8.1 Motivation on tourism**

Kampee Kupkarn et al. (2542: 49) studied how to develop Kaosan road in Bangkok to be inexpensive accommodation point for backpacking tourists. They found out that the pull factors of Kaosan road are cheap price, atmosphere, crowd, shopping source, and downtown location consecutively.

Bussaba Sutheethon and Patsawalee Nitikasetsoonthon (2541: 82) studied demographic characteristic of inbound international tourist. They found that the motivation that pulls tourist in was natural resources (seaside and beach), for which the tourists gave the highest rank. Thai food moderately persuaded tourists.

Nawarat Plainoi et al. (2538: 2) studied domestic tourism behavior of Thai tourists in 2537. The tourists in 2537 had traveled, as it was the secondary objective from other activities, and they became tourists when they had free time (38.4%), secondly they traveled because of invitations from friends and relatives (34.7%)



Yanyong Amphawa et al. (2539: 5-9) concluded the main objective of outgoing Thai international tourists in 2538 that as a general view, 65.8 had main objective of tourism, business trip, 12.5% for seminar and conference, 6.5% visiting friends and relatives, for studying (6.5%), and others (7.0%)

### **2.8.2 Demographic characteristic & international tourism of Thai tourist**

#### **1) Sex**

Sirikarn Prabtovijoyo (2539: 64) studied the exposure to information and the decision making for international tourism of 400 Thai tourists, who were departing. Majority of them was women.

Penkhae Sangkaew et al. (2540: 54) studied the expenditure of Thai tourist in 2539, mentioning outgoing 1,823,676 Thai tourists in 2539 that there were more men than women (56.8% and 43.2%)

As shown, sex has no certain relationship to international tourism.

#### **2) Age**

Sirikarn Prabtovitjoyo (2539: 64) studied the exposure to information and the decision making for international tourism of 400 Thai tourists, who were departing. She found out that the sample group was in working years.

Penkhae Sangkaew et al. (2540: 54) studied the expenditure of Thai tourist in 2539, mentioning outgoing 1,823,676 Thai tourists in 2539 that most of their ages were 25-34 years old, secondly 35-44, and 45-54 years old (29.4%, 26.5%, and 16.1% consecutively)

In conclusion, 25-34 year-old people travel more than other ages.

#### **3) Occupation**

Sirikarn Prabtovitjoyo (2539: 64) studied the exposure to information and the decision making for international tourism of 400 Thai tourists, who were departing. She found out that mostly they were private company employees.

Penkhae Sangkaew et al. (2540: 54) studied the expenditure of Thai tourist in 2539, mentioning outgoing 1,823,676 Thai tourists in 2539 that mostly they were employees, and secondly self-employed (30.1% and 16.8%)

Thus, mostly, the Thai international tourists are employees.

#### 4) Income

Sirikarn Prabtovitjoyo (2539: 64) studied the exposure to information and the decision making for international tourism of 400 Thai tourists, who were departing. She found out that occupation and income had certain relationship to international tourism behavior, whereas other demographic characteristics did not.

There was no identification of a certain level of income relating to international tourism, but just claimed that income had certain relationship to international tourism.

#### 5) Education

Sirikarn Prabtovitjoyo (2539: 64) studied the exposure to information and the decision making for international tourism of 400 Thai tourists, who were departing. Most of them, graduated bachelor degree.

Hence, the Thai international tourists are mainly graduated.

## CHAPTER III

### RESEARCH METHODOLOGY

This is a survey research, using questionnaire as a tool to collect data from the sample group, who were Thai international tourists, departing to overseas destinations. The study is about the pull factors from destinations that motivated them to travel outside the country, and the push factors including personal push factors and Thailand's environmental push factors to know that which of the pull and push factors influenced Thai tourists to travel abroad. Besides, demographic characteristics of outgoing Thai tourists were collected and to be studied whether they related to the pull and push factors and how.

#### 3.1 Target population and sample group

##### 3.1.1 Target population

The target population of this research was the outgoing Thai tourists who went abroad for tourism in 2001 of 1,509,962.

Thai tourist is a Thai national, whose resident is in Thailand, going abroad temporarily for tourism purpose, and not for earning, business, conference, or studying. Those Thais who lives in foreign countries were excluded.

##### 3.1.2 Sample group

Sample group size was 400, calculated by using the number of international Thai tourists in 2000 as a reference. According to the annual statistic report of Tourism Authority of Thailand, 2000, there were 1,908,928 outgoing Thai nationals ([www.tat.or.th/stat/index](http://www.tat.or.th/stat/index) July 15, 2001). The number of those outgoing Thai, whose purposes were business, conference, and studying, would deduct the total number.

Referring to the result of Yanyong Amphawa et al. (2539: 5-9), concluding the main reasons for going abroad in 1995, that the total percentage of the outgoing Thais for the mentioned purposes were 20.9%(business 12.5%, conference 6.5%, and studying 1.9%). The total of target population would deduct this percentage to find the actual target size.

According to Yamane (Boontham Kitpreedaborisut 2536: 68 quoted in Krisana Petchcharoern, 2543: 69), at the confidence level of 95%(e=0.05), the formula is

$$n = \frac{N}{1+Ne^2}$$

When n : size of sample group

N : size of target population, which is the number of international Thai tourists in 2000, according to the annual statistic report of Tourism Authority of Thailand, with deduction of non-tourism purposes outgoing Thais.

e : error of sample (0.05)

$$n = \frac{1,509,962}{1+1,509,962 (0.05^2)}$$

$$n = 399.89$$

Thus the sample size was 400.

### 3.2 Research guideline

1) Study about pull and push factors influencing Thai tourist to travel in foreign country, in order to know the reason and cause of international tourism of Thai tourist, dividing factors into 3 groups; Pull factors, Personal push factors, and Environmental push factors.

1.1) Pull factor means physical, social, and cultural environment of overseas destination influencing Thai tourist to make international tourism.

1.2) Push factor means personal push factors; the needs to travel to another place because of physical and mental desire.

1.3) Environmental push factors; the environment of tourism in Thailand affecting Thai tourists to travel abroad.

2) Then some certain pull and push factors, which are likely to influence Thai tourist to travel abroad, were selected from literature review. The sample group would be asked to fill up the questionnaire, answering which of factors is related to this trip, and how much. After that, the answers will be analyzed, and summarized that Thai tourist go abroad because of which of the pull and push factors the most.

3) Study whether each of the demographic characteristics of Thai tourist relates to the pull and push factors and how, for instance, whether male and female tourists have different relationship to pull and push factors.

### 3.3 Research tool

This research used questionnaire as a tool, consisting of 4 parts.

Part 1 Demographic characteristics i.e. sex, age, education level, marital status, occupation, and income of the sample group

Part 2 Pull factor means physical, social, and cultural environment of overseas destination influencing Thai tourist to make international tourism

Part 3 Push factor means personal push factors; the needs to travel to another place because of physical and mental desire.

Part 4 Environmental push factors; the environment of tourism in Thailand affecting Thai tourists to travel abroad.

To create the questionnaire, literature and research documents were reviewed as a guideline to synthesize. Part 1 is close-ended question with multiple choices. Part 2, 3 and 4 is 4-level scale question.

### Part 1 Demographic characteristic

These are sex, age, education level, marital status, occupation, and monthly income of each Thai tourist.

1) Sex: *Close-ended question with 2 choices; male and female*

2) Age: *Open-ended question*

Age of sample group will be classified afterward into 3 groups;

Young group: The group of age below (average age) – 1/2 S.D.

Middle group: The group of age between (average age) –1/2 S.D. and (average age) + 1/2 S.D.

Old group: The group of age above (average age) + 1/2 S.D.

3) Education level: *Close-ended question with multiple choices.*

Bachelor or higher

Diploma, Senior Technical Certificates, or equivalent

Senior Secondary School, Junior Technical Certificates, or equivalent

Junior Secondary School, or equivalent

Primary School, or equivalent

None

4) Marital status: *Close-ended question with multiple choices.*

Single

Married

Divorced or Widow

Others (identify).....

5) Occupation: *Close-ended question with multiple choices.*

Government official

Housewife

State enterprise staff

Farmer/agriculture

Employee

Laborer

Private business

Unemployed

Student

Others (identify).....

6) Income: *Open-ended question of monthly income.*

Income will be classified afterward into 3 groups;

Low income: The group whose monthly income is below (average income) – 1/2 S.D.

Moderate income: The group of income between (average income) – 1/2 S.D. and (average income) + 1/2 S.D.

High income: The group of income above (average income) + 1/2 S.D.

Part 2 Pull factors

The physical, social and cultural environment of the destination, which attracts and influences Thai tourists to travel abroad

The 4-level scale is used with the question, “How much does each of the following pull factors of your destination relate to this trip?”

By marking in the scale of “ Much, Moderate, Little and Null”, the respondent could identify how much each of the pull factors is related to that trip. The scoring is as follow.

Much	scores 3 points
Moderate	scores 2 points
Little	score 1 point
Null	score 0 point

The total points of each pull factor from all questionnaires would be sum up.

Part 3 Personal push factor

Personal push factors are those intrinsic needs of an individual motivating the person to want to go out and make a trip.

The 4-level scale is used with the question, “How much does each of these personal needs of yours relate to this trip?”

By marking in the scale of “ Much, Moderate, Little and Null”, the respondent could identify how much each of the personal push factors is related to that trip. The scoring is as follow.

Much	scores 3 points
Moderate	scores 2 points
Little	score 1 point
Null	score 0 point

The total point of each personal push factor score from all questionnaires would be sum up.

#### Part 4 Environmental push factor

Environmental push factors are those tourism environments of Thailand's domestic tourist sites, relatively affecting Thai tourist to make a choice to go abroad.

The 4-level scale is used with the question, "How much does each of these reasons of yours towards Thailand's tourism sites relate to this trip abroad?"

By marking in the scale of " Much, Moderate, Little and Null", the respondent could identify how much each of the environmental push factors is related to that trip. The scoring is as follow.

Much	scores 3 points
Moderate	scores 2 points
Little	score 1 point
Null	score 0 point

The total score of each environmental push factor from all questionnaires would be sum up.

### **3.4 Effectiveness of the tool**

#### **3.4.1 Validity**

The committee, for validity of content and structure, supervised the draft questionnaire. Then it was improved before a test try-out with those Thai tourists who were different sample group.



### 3.4.2 Reliability

The improved questionnaire was tested for its reliability by a try-out data collection to 30 of the departing Thai passengers who were international tourist, fitted for the research's agreement on 'International Thai Tourist' at Departure Hall of Terminal 1 and Terminal 2, Bangkok International Airport. The comprehensibility of questions and practical problems were noticed.

Wichean Katesingh (2530: 119) proposed a method of Cronbach to verify the reliability of multi-level scale by segmenting questionnaire into parts (n), it could be as many as number of items on the questionnaire. Coefficient alpha formula is as follow.

$$\alpha = \frac{n}{n-1} \left[ 1 - \frac{\sum v_i}{v_t} \right]$$

When  $\alpha$  is the reliability

$n$  is the number of segments

$V_i$  is the variance of scores of each segment

$V_t$  is the variance of total score of the questionnaire

Firstly, find out the variance of scores of each segment. Then, find out the variance of the total score. After the reliability is known, improve the questionnaire as appropriated, and then start data collecting.

According to the try-out data collection of 30 questionnaires, the reliability was calculate according to Cronbach (Wichean Katesingh, 2530: 119) by segmenting the questionnaire into parts as many as the item of it and calculating the Coefficient alpha.

$$\alpha = \frac{n}{n-1} \left[ 1 - \frac{\sum v_i}{v_t} \right]$$

When  $\alpha$  is the reliability coefficient

$n$  is the number of segments

$V_i$  is the variance of each segment

$V_t$  is the variance of total score

Segmenting was done, an item was a segment ( $n = 26$ )

$$\begin{aligned}\alpha &= \frac{26}{26-1} \left( 1 - \frac{25.183}{428.646} \right) \\ &= 0.9789\end{aligned}$$

The reliability coefficient was 0.98

In general, size of acquired reliability coefficient depends on purposes of the task, if the measurement is used for an individual, the reliability coefficient should be higher than that of the measurement of a group. The reliability coefficients of 0.85 of general knowledge test, or 0.65 of group measurement are good enough as a guideline. The reliability coefficient of this questionnaire was 0.98 thus the data collection proceeded.

### 3.5 Data collection

Purposive sampling was done to 400 outgoing Thais as the sample group of international Thai tourists at the Departure hall of Terminal 1 and Terminal 2, Bangkok International Airport, in October, 2001.

Data collection was done at a different time of different day to maximized the variation of time, meaning that the maximum variation of destinations.

Respondents were purposively sampled while they were waiting for the flight. To ask a respondent to fill up a questionnaire, the purpose of research was explained at first. If the respondent fitted to the criteria as International Thai Tourist, he or she was asked to fill up the questionnaire. When finished, the questionnaire was checked whether it was completed. And lastly, appreciation for the cooperation was expressed.

## **3.6 Data analysis**

### **3.5.1 Descriptive analysis**

Descriptive analysis was utilized to summarize the characteristic of sample group by using frequency, percentage, mean, maximum, minimum, standard deviation and the total score of each factor to compare them within the same category; pull factor, personal push factor, and environmental push factor.

### **3.5.2 ANOVA and MCA analysis**

To summarize whether the sample group of different characteristic has different pull and push factors according to the hypothesis.

Using ANOVA; Analysis of Variance, it is possible to identify whether a demographic characteristic of the sample group is significantly related to a certain factor, for example, whether sex of the sample group relates significantly to Art & culture.

Then, using MCA; Multiple Classification Analysis, it is possible to identify how each of that demographic characteristic relates to such factor, for example, whether male or female related more to Art & culture.

## CHAPTER IV

### RESULTS

Thai international tourists, 400 of them as a sample group, were departing to foreign destinations in order for tourism purpose in October, 2001 at the Departure Hall of Terminal 1 and Terminal 2, Bangkok International Airport. They were requested to fill up a questionnaire studying about the pull and push factors behind the very trip of theirs.

Before being used, the designated questionnaire was verified to find the reliability. Referring to the try-out data collection of 30 questionnaires, the reliability was calculated according to Cronbach by segmenting the questionnaire into parts as many as number of the item of it and calculating the Coefficient alpha. (Wichean Katesingh, 2530: 119)

$$\alpha = \frac{n}{n-1} \left( 1 - \frac{\sum v_i}{v_t} \right)$$

When  $\alpha$  is the reliability coefficient

$n$  is the number of segments

$V_i$  is the variance of each segment

$V_t$  is the variance of total score

Segmenting was done, an item was a segment ( $n = 26$ )

According to 3.4.2, the reliability coefficient was calculated and it was 0.98

In general, size of acquired reliability coefficient depends on purposes of the task, if the measurement is used for an individual, the reliability coefficient should be higher than that of the measurement of a group. The reliability coefficients of 0.85 of general knowledge test, or 0.65 of group measurement are good enough as a guideline. The reliability of this questionnaire was 0.98 thus the data collection proceeded.

Results are segmented into 5 parts.

4.1 Demographic characteristics

4.2 Pull factor

4.3 Personal push factor

4.4 Environmental push factor

4.5 Relations between the demographic characteristics and the studied factors

## 4.1 Demographic characteristics

The sample group, consisting of 400 Thai International tourists, going abroad in October 1 – 31, 2001 belonged to these characteristics.

### 4.1.1 Sex

The sample group consisted of 68.7%female and 31.3% male tourists.

**Table 4-1** Sex of the sample group

Sex	Number	%
Female	275	68.7
Male	125	31.3
Total	400	100.0

### 4.1.2 Age

The sample group was between 20 – 85 years old. Mostly (30.3%) was 25 –34 years old. Secondly the 20.8% was 35 – 44 years old and the 18.0% was 45 –54 years old (as shown in Table 4-2)

**Table 4-2** Age of the sample group

Age	Number	%	
20 – 24 years old	62	15.5	
25 – 34 years old	121	30.3	
35 – 44 years old	83	20.8	
45 – 54 years old	72	18.0	
55 – 64 years old	46	11.5	
Above 64 years old	15	3.8	
<b>Total</b>	<b>399</b>	<b>100.0</b>	
$\bar{X} = 38.97$	Max=85	Min=20	S.D.=13.74

The age of the sample group was defined as 3 different groups by using the average age ( $\bar{X} = 38.97$ ) and the standard deviation (S.D. = 13.74)

The young group was the group of age under (average age)  $-1/2$  S.D.

The moderate group was that of age between (average age)  $-1/2$  S.D. and (average age)  $+1/2$  S.D.

The old group was that of age from (average age)  $+1/2$  S.D. and above

**Table 4-3** Age group of the sample group

Age group	Age range	Number	%
Young group	< 32 years old	157	39.3
Moderate group	33 – 45 years old	113	28.3
Old group	Above 45 years old	129	32.3
<b>Total</b>		<b>399</b>	<b>99.9</b>
$\bar{X} = 38.97$	Max=85	Min=20	S.D.=13.74

Hence, there were 39.3% of the sample group belonged to the young group, 28.3% to the moderate group and 32.3% to the old group (as shown in Table 4-3)

### 4.1.3 Education level

Prominently, most of the sample group was the graduates: bachelor or higher degree (65.8%), then the senior secondary school or junior technical certificates (14.3%), and Diploma or senior technical certificates (9.5%) consecutively.

**Table 4-4** Education level of the sample group

Education level	Number	%
None	1	0.3
Primary School, or equivalent	14	3.5
Junior Secondary School, or equivalent	20	5.0
Senior Secondary School, Junior Technical-Certificates, or equivalent	57	14.3
Diploma, Senior Technical Certificates, or - equivalent	38	9.5
Bachelor or higher	263	65.8
Unidentified	7	1.8
Total	400	100.0

### 4.1.4 Marital status

Most of the sample group was single (51.5%). Secondly, married (42.5%) and divorced or widows (5.5%) consecutively.

**Table 4-5** Marital status of the sample group

Marital status	Number	%
Single	206	51.5
Married	170	42.5
Divorced / Widow	22	5.5
Separated	1	0.3
Unidentified	1	0.3
Total	400	100.0

#### 4.1.5 Occupation

Majority of the sample group belonged to private business (29.3%), then employee (24%), and government official (13.8%) as shown in Table 4-6

**Table 4-6** Occupation of the sample group

Occupation	Number	%
Government official	55	13.8
State enterprise staff	15	3.8
Employee	96	24.0
Private business	117	29.3
Student	39	9.8
Housewife	49	12.3
Agriculture	1	0.3
Unemployed	11	2.8
Others	7	1.8
Unidentified	10	2.5
Total	400	100.0

#### 4.1.6 Income

The range of the sample group's income was 0-320,000 Bath per month. The biggest group was those who earned 20,001-30,000 Bath per month (19.4%), then 16,001 - 20,000 Bath per month (18.6%), and below 4,000 Bath per month (14.2%) as shown in Table 4-7.



**Table 4-7** Monthly income of the sample group

Income per month	Number	%
Below 4,000 Bath	51	14.2
4,001 – 8,000 Bath	22	6.1
8,001 – 12,000 Bath	38	10.6
12,001 – 16,000 Bath	30	8.3
16,001 – 20,000 Bath	67	18.6
20,001 – 30,000 Bath	70	19.4
30,001 – 40,000 Bath	23	6.4
40,001 – 50,000 Bath	34	9.4
Above 50,000 Bath	25	6.9
<b>Total</b>	<b>360</b>	<b>100.0</b>

$\bar{X}$ =25,993.61      Max=320,000      Min=0      S.D.=28,174.97

The monthly income of the sample group was defined to 3 different groups by using the average age ( $\bar{X} = 25,993.61$ ) and the standard deviation (S.D. = 28,174.97)

The low-income group was the sample group who earned monthly income below (average income)  $-1/2$  S.D.

The moderate-income group was those earning between (average income)  $-1/2$  S.D. and (average income)  $+1/2$  S.D.

The high-income group was that earning above (average income)  $+1/2$  S.D.

**Table 4-8** Monthly income grouping of the sample group

Group	Monthly income	Number	%
Low-income	Below 11,906 Bath	103	28.6
Moderate-income	11,906 – 40,081 Bath	198	55.0
High-income	Above 40,081 Bath	59	16.4
<b>Total</b>		<b>360</b>	<b>100.0</b>

$\bar{X}$ =25,993.61      Max=320,000      Min=0      S.D.=28,174.97

Hence, there was 28.6% of the sample group belonged to the low-income group, then the moderate (55%), and the high-income (16.4%) consecutively as shown in Table 4-8.

## 4.2 Pull factors

### 4.2.1 Art & culture

Most of the sample group (43.3%) identified the Art & culture that they were moderately related to the very trip.

**Table 4-9** Art & culture

Relation	Number	%
Null	56	14.0
Little	68	17.0
Moderate	173	43.3
Much	103	25.8
Total	400	100.0

### 4.2.2 City & attraction

Most of the sample group (46.8%) identified that City & attraction were much related to the very trip.

**Table 4-10** City & attraction

Relation	Number	%
Null	26	6.5
Little	28	7.0
Moderate	159	39.8
Much	187	46.8
Total	400	100.0

### 4.2.3 Festival & events

Most of the sample group (34.5%) identified that Festival & events were moderately related to the very trip.

**Table 4-11** Festival & events

Relation	Number	%
Null	98	24.5
Little	105	26.3
Moderate	138	34.5
Much	59	14.8
Total	400	100.0

### 4.2.4 Topographic characteristic

Most of the sample group (41.5%) identified that the topographic characteristic was much related to the very trip.

**Table 4-12** Topographic characteristic

Relation	Number	%
Null	34	8.5
Little	44	11.0
Moderate	156	39.0
Much	166	41.5
Total	400	100.0

### 4.2.5 Climate

Most of the sample group (37%) identified that the climate moderately related to the very trip (as shown in Table 4-13)



**Table 4-13 Climate**

Relation	Number	%
Null	45	11.3
Little	82	20.5
Moderate	148	37.0
Much	125	31.3
Total	400	100.0

#### 4.2.6 Relative & friend

Most of the sample group (44.5%) identified that Relative & friend did not relate to the very trip.

**Table 4-14 Relative & friend**

Relation	Number	%
Null	178	44.5
Little	71	17.8
Moderate	62	15.5
Much	89	22.3
Total	400	100.0

#### 4.2.7 Sport & recreation

Most of the sample group (53%) identified that Sport & recreation did not relate to the very trip (as shown in Table 4-15)

**Table 4-15 Sport & recreation**

Relation	Number	%
Null	212	53.0
Little	133	33.3
Moderate	39	9.8
Much	16	4.0
Total	400	100.0

**4.8.2 Gift & souvenir**

Most of the sample group (35.0%) identified that Gift & souvenir were little related to the very trip.

**Table 4-16 Gift & souvenir**

Relation	Number	%
Null	106	26.5
Little	140	35.0
Moderate	103	25.8
Much	51	12.8
Total	400	100.0

**4.2.9 Food & drink**

The 34.8% of the sample group identified that Food & drink were little related to the very trip, whilst another 34.8% identified that they did not relate to the trip (as shown in Table 4-17)

**Table 4-17 Food & drink**

Relation	Number	%
Null	139	34.8
Little	139	34.8
Moderate	89	22.3
Much	33	8.3
Total	400	100.0

**4.2.10 Health & treatment**

Most of the sample group (57%) identified that Health & treatment did not relate to the very trip.

**Table 4-18 Health & treatment**

Relation	Number	%
Null	228	57.0
Little	102	25.5
Moderate	54	13.5
Much	16	4.0
Total	400	100.0

To rank the pull factors from the most to the least relation to the trip of the sample group, we score each of them by the following method. Firstly, one factor has 400 answers from 400 respondents of how much it related to the very trip. Scoring to a particular answer was done by the following criteria.

- Much related                      3 points
- Moderately related              2 points
- Little related                      1 point
- Null                                    0 point

After scoring, sum up the points from 400 answers. Thus, a total score of that factor could be obtained. The average was also calculated. The ranking is as follows.

**Table 4-19** Pull factor scoring

Pull factor	Total points	Average score
City & attraction	907	2.3
Topographic characteristic	854	2.1
Climate	753	1.9
Art & culture	723	1.8
Festival & events	558	1.4
Gift & souvenir	499	1.3
Relative & friend	462	1.2
Food & drink	416	1.0
Sport & recreation	259	0.7
Health & treatment	258	0.7
$\bar{X}$ =550.50    Max=907    Min=258    S.D.=225.27		

As shown in Table 4-3, the top-scoring factor was City & attraction. It got 907 points. The range was 258 – 907 points.

### 4.3 Personal push factor

#### 4.3.1 Escape from daily life

Most of the sample group (32.3%) identified that Escape from daily life moderately related to the very trip.

**Table 4-20** Escape from daily life

Relation	Number	%
Null	122	30.5
Little	84	21.0
Moderate	129	32.3
Much	65	16.3
Total	400	100.0

### 4.3.2 Physical & mental relaxation

Most of the sample group (55.3%) identified that Physical & mental relaxation much related to the very trip.

**Table 4-21** Physical & mental relaxation

Relation	Number	%
Null	20	5.0
Little	28	7.0
Moderate	131	32.8
Much	221	55.3
Total	400	100.0

### 4.3.3 Learning new things

Most of the sample group (67.0%) identified that Learning new things much related to the very trip.

**Table 4-22** Learning new things

Relation	Number	%
Null	15	3.8
Little	13	3.3
Moderate	104	26.0
Much	268	67.0
Total	400	100.0

### 4.3.4 Enriching one's experience

Most of the sample group (62.3%) identified that Enriching one's experience much related to the very trip (as shown in Table 4-23)



**Table 4-23** Enriching one's experience

Relation	Number	%
Null	16	4.0
Little	26	6.5
Moderate	109	27.3
Much	249	62.3
Total	400	100.0

#### 4.3.5 Respect & acceptance from others

Most of the sample group (64.3%) identified that Respect & acceptance from others did not relate to the very trip.

**Table 4-24** Respect & acceptance from others

Relation	Number	%
Null	257	64.3
Little	96	24.0
Moderate	33	8.3
Much	14	3.5
Total	400	100.0

#### 4.3.6 Being up-to-date & fashionable

Most of the sample group (57.5%) identified that Being up-to-date & fashionable did not related to the very trip (as shown in Table 4-25)

**Table 4-25** Being up-to-date & fashionable

Relation	Number	%
Null	230	57.5
Little	91	22.8
Moderate	57	14.3
Much	22	5.5
Total	400	100.0

To rank the personal push factors from the most to the least relation to the trip of the sample group, we score each of them by the following method. Firstly, one factor has 400 answers from 400 respondents of how much it related to the very trip. Scoring to a particular answer was done by the following criteria.

Much related	3 points
Moderately related	2 points
Little related	1 point
Null	0 point

After scoring, sum up the points from 400 answers. Thus, a total score of that factor could be obtained. The average was also calculated. The ranking is as follows.

**Table 4-26** Personal push factor scoring

Personal pull factor	Total points	Average score
Learning new things	1,025	2.6
Enriching one's experience	991	2.5
Physical & mental relaxation	953	2.4
Escape from daily life	537	1.3
Being up-to-date & fashionable	271	0.7
Respect & acceptance from others	204	0.5
$\bar{X}$ =663.50    Max=1,025    Min=204    S.D.=374.95		

The top-scoring factor was Learning new things. It got 1,025 points. The range was 204 – 1,025 points (as shown in Table 4-26)

## 4.4 Environmental push factor

### 4.4.1 Environmental conservation of sites

Most of the sample group (30.3%) identified that Environmental conservation of sites did not related to the very trip.

**Table 4-27** Environmental conservation of sites

Relation	Number	%
Null	121	30.3
Little	75	18.8
Moderate	120	30.0
Much	84	21.0
Total	400	100.0

### 4.4.2 Cleanliness of sites

Most of the sample group (27.3%) identified that Cleanliness of sites did not relate to the very trip.

**Table 4-28** Cleanliness of sites

Relation	Number	%
Null	109	27.3
Little	67	16.8
Moderate	127	31.8
Much	97	24.3
Total	400	100.0

#### 4.4.3 Convenience of transportation

Most of the sample group (31.8%) identified that Convenience of transportation moderately related to the very trip

**Table 4-29** Convenience of transportation

Relation	Number	%
Null	124	31.0
Little	87	21.8
Moderate	127	31.8
Much	62	15.5
Total	400	100.0

#### 4.4.4 Safety of property & travel

Most of the sample group (26.8%) identified that Safety of property and travel moderately related to the very trip.

**Table 4-30** Safety of property & travel

Relation	Number	%
Null	103	25.8
Little	98	24.5
Moderate	107	26.8
Much	92	23.0
Total	400	100.0

#### 4.4.5 Public relation & information

Most of the sample group (35.0%) identified that Public relation & information moderately related to the very trip (as shown in Table 4-31)

**Table 4-31** Public relation & information

Relation	Number	%
Null	104	26.0
Little	87	21.8
Moderate	140	35.0
Much	69	17.3
Total	400	100.0

#### 4.4.6 Service to Thai customers

Most of the sample group (29.8%) identified that Service to Thai customers moderately related to the very trip.

**Table 4-32** Service to Thai customers

Relation	Number	%
Null	93	23.3
Little	98	24.5
Moderate	119	29.8
Much	90	22.5
Total	400	100.0

#### 4.4.7 Expenditure for domestic tourism

Most of the sample group (30.3%) identified that Expenditure for domestic tourism did not relate to the very trip as shown in Table 4-33.

**Table 4-33** Expenditure for domestic tourism

Relation	Number	%
Null	121	30.3
Little	71	17.8
Moderate	116	29.0
Much	92	23.0
Total	400	100.0

To rank the environmental push factors from the most to the least relation to the trip of the sample group, we score each of them by the following method. Firstly, one factor has 400 answers from 400 respondents of how much it related to the very trip. Scoring to a particular answer was done by the following criteria.

Much related	3 points
Moderately related	2 points
Little related	1 point
Null	0 point

After scoring, sum up the points from 400 answers. Thus, a total score of that factor could be obtained. The average was also calculated. The ranking is as follows.

**Table 4-34** Environmental push factor scoring

Environmental push factor	Total points	Average score
Cleanliness of the sites	612	1.5
Service to Thai customers	606	1.5
Safety of property & travel	588	1.5
Expenditure for domestic tourism	579	1.5
Public relation & information	574	1.4
Environmental conservation of sites	567	1.4
Convenience of transportation	527	1.3
$\bar{X}$ =579	Max=612	Min=527
	S.D.=28.20	

The top-scoring factor was Cleanliness of the sites. It got 612 points. The range was 527 – 612 points (as shown in Table 4-34)

#### **4.5 Relations between the demographic characteristics and the studied factors**

Analyze the relations by ANOVA and MCA analysis. The main effects were as follows.

- Sex
- Age
- Education level
- Marital status
- Occupation
- Income

However, according to the sample group findings, some demographic characteristics had a category with less than 5 members. For instance, Education level: there was only 1 respondent, who did not have any education, thus fell into this category. The education level category “None” would be excluded when analyzing ANOVA and MCA to minimize the bias, which leads to distortion of the result and the misconception afterward. Beside the category with less than 5 members, the category “Unidentified” and “Others” would be also excluded due to the inadequate practical meaning to the interpretation of the data.

In conclusion, to analyze relations, the category with less than 5 members, the “Unidentified”, and the category “Others” would be excluded from ANOVA and MCA analysis.

The dependent variables were the studied factors as follows.

##### **4.5.1 Pull factor**

- 1) Art & culture
- 2) City & attraction
- 3) Festival & event
- 4) Topographic characteristic
- 5) Climate

- 6) Relative & friend
- 7) Sport & recreation
- 8) Gift & souvenir
- 9) Food & drink
- 10) Health & treatment

#### 4.5.2 Personal push factor

- 1) Escape from daily life
- 2) Physical & mental relaxation
- 3) Learning new things
- 4) Enriching one's experience
- 5) Respect & acceptance from others
- 6) Being up-to-date & fashionable

#### 4.5.3 Environmental push factor

- 1) Environmental conservation of sites
- 2) Cleanliness of sites
- 3) Convenience of transportation
- 4) Safety of property & travel
- 5) Public relation & information
- 6) Service to Thai customers
- 7) Expenditure for domestic tourism

#### 4.5.1 Pull factor

##### 1) Art & culture

Due to Table 4-35, overall main effects related to the variation of Art & culture pull factor significantly at the confidence level of 0.01

Considering by individual variable, education level related to Art & culture significantly at the confidence level of 0.01. Occupation related to Art & culture significantly at the confidence level of 0.05



Other variables i.e. sex, age, marital status, and income did not relate to Art & culture pull factor.

**Table 4-35 Art & culture**

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig of F
Main effect (combined)	37.472	16	2.432	2.632	0.001**
-Age	1.778	2	0.889	0.999	0.369
-Income	3.737	2	1.869	2.100	0.124
-Occupation	16.217	5	3.243	3.645	0.003**
-Education level	10.751	4	2.688	3.021	0.018*
-Marital status	4.685	2	2.342	2.633	0.073
-Sex	0.304	1	0.304	0.341	0.559
Model	37.472	16	2.342	2.632	0.001
Residual	278.483	313	0.890		
Total	315.995	329	0.960		
R= 0.344	R Square=0.119				

\*\* = confidence level of 0.01 \* = confidence level of 0.05

According to Multiple Classification Analysis: MCA, the grand mean of Art & culture was 1.81.

Consequently, for education level, the sample group with junior high school or equivalent showed greater relation to Art & culture than other groups. For occupation, state enterprise staff showed greater relation to Art & culture than other groups.

**Table 4-36** Art & culture (Grand Mean=1.81)

Variables	N	Unadjusted Deviation	Eta	Adjusted for Factors	Beta
<u>Education level</u>			0.257		0.192
-Bachelor or higher	221	0.14		0.09	
-Diploma, Senior Technical Certificates	33	-0.14		-0.09	
-Senior Secondary School, or Junior Technical college or equivalent	47	-0.37		-0.25	
-Junior Secondary School or equivalent	19	0.01		0.14	
-Primary School or equivalent	10	-0.97		-0.80	
<u>Occupation</u>			0.248		0.171
-Government official	46	0.21		0.14	
-State enterprise staff	14	0.16		0.22	
-Employee	85	0.31		0.18	
-Private business	102	-0.26		-0.21	
-Student	39	-0.05		-0.06	
-Housewife	44	-0.20		-0.01	
R=0.344		R Square =0.119			

**2) City & attraction**

Due to Table 4-37, overall main effects related to the variation of City & attraction significantly at the confidence level of 0.01

Considering by individual variable, education level related to City & attraction significantly at the confidence level of 0.01. Then, age related to City & attraction significantly at the confidence level of 0.05

Other variables i.e. sex, marital status, occupational, and income did not relate to City & attraction pull factor.

**Table 4-37** City & attraction

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig of F
Main effect (combined)	27.253	16	1.703	2.361	0.003**
-Age	6.228	2	3.114	4.316	0.014*
-Income	1.697	2	0.849	1.176	0.310
-Occupation	3.845	5	0.769	1.066	0.379
-Education level	13.480	4	3.370	4.670	0.001**
-Marital status	1.974	2	0.987	1.368	0.256
-Sex	0.027	1	0.027	0.038	0.845
Model	27.253	16	1.703	2.361	0.003
Residual	225.853	313	0.722		
Total	253.106	329	0.769		
R= 0.328	R Square=0.108				

\*\* = confidence level of 0.01 \* = confidence level of 0.05

According to Multiple Classification Analysis: MCA, the grand mean of City & attraction was 2.27.

Consequently, for age of sample group, the old group showed greater relation to City & attraction than other groups. For education level, the group with bachelor or higher degree showed greater relation to City & attraction than other groups (as shown in Table 4-38)

**Table 4-38** City & attraction (Grand Mean=2.27)

Variables	N	Unadjusted Deviation	Eta	Adjusted for Factors	Beta
<u>Age</u>			0.157		0.025
-Young group	131	0.12		0.003	
-Moderate group	90	0.06		-0.003	
-Old group	109	-0.19		0.023	
<u>Education level</u>			0.273		0.260
-Bachelor or higher	221	0.14		0.14	
-Diploma, Senior Technical Certificates	33	-0.26		-0.21	
-Senior Secondary School, or Junior Technical college or equivalent	47	-0.26		-0.28	
-Junior Secondary School or equivalent	19	-0.04		-0.06	
-Primary School or equivalent	10	-0.96		-0.87	
R=0.328		R Square=0.108			

### 3) Festival & event

Due to Table 4-39, overall main effects related to the variation of Festival & event pull factor significantly at the confidence level of 0.01

Considering by individual variable, age was affecting to Festival & event pull factor significantly at the confidence level of 0.01

Other variables i.e. sex, education level, marital status and income did not relate to Festival & event pull factor.

**Table 4-39** Festival & event

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig of F
Main effect (combined)	36.342	16	2.271	2.255	0.004**
-Age	16.793	2	8.396	8.335	0.000**
-Income	5.422	2	2.711	2.691	0.069
-Occupation	9.654	5	1.931	1.917	0.091
-Education level	4.249	4	1.062	1.054	0.379
-Marital status	0.138	2	0.069	0.069	0.934
-Sex	0.086	1	0.086	0.086	0.770
Model	36.642	16	2.271	2.255	0.004
Residual	315.309	313	1.007		
Total	351.652	329	1.069		
R= 0.321		R Square=0.103			

\*\* = confidence level of 0.01

According to Multiple Classification Analysis: MCA, the grand mean of Festival & event was 1.39

Consequently, for age, the young group showed greater relation to Festival & event than other age groups (as shown in Table 4-40)

**Table 4-40** Festival & event (Grand Mean=1.39)

Variables	N	Unadjusted Deviation	Eta	Adjusted for Factors	Beta
<u>Age</u>			0.219		0.225
-Young group	131	0.20		0.24	
-Moderate group	90	0.08		0.03	
-Old group	109	-0.31		-0.31	
R=.0321		R Square=0.103			

#### 4) Topographic characteristic

Due to Table 4-41, both overall and individual main effect did not relate to the variation of topographic pull factor significantly at the confidence level of 0.05

**Table 4-41** Topographic characteristic

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig of F
Main effect (combined)	15.674	16	0.980	1.188	0.276
-Age	2.556	2	1.278	1.550	0.214
-Income	0.062	2	0.031	0.038	0.963
-Occupation	5.746	5	1.149	1.393	0.226
-Education level	2.914	4	0.728	0.883	0.474
-Marital status	4.387	2	2.194	2.660	0.072
-Sex	0.008	1	0.008	0.011	0.918
Model	15.674	16	0.980	1.188	0.276
Residual	258.132	313	0.825		
Total	273.806	329	0.832		
R= 0.239	R Square=0.057				

#### 5) Climate

Due to Table 4-42, overall main effects related to the variation of Climate pull factor significantly at the confidence level of 0.05

Considering by individual variable, education level related to Climate pull factor significantly at the confidence level of 0.05

Other variables i.e. sex, age, marital status and income did not relate to Climate pull factor.

**Table 4-42 Climate**

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig of F
Main effect (combined)	25.659	16	1.606	1.733	0.040*
-Age	4.084	2	2.042	2.204	0.112
-Income	0.842	2	0.421	0.455	0.635
-Occupation	4.177	5	0.835	0.902	0.480
-Education level	9.824	4	2.456	2.651	0.033*
-Marital status	4.968	2	2.484	2.681	0.070
-Sex	1.800	1	1.800	1.943	0.164
Model	25.695	16	1.606	1.733	0.040
Residual	290.005	313	0.927		
Total	315.700	329	0.960		
R= 0.285	R Square=0.081				

\* = confidence level of 0.05

According to Multiple Classification Analysis: MCA, the grand mean of Climate pull factor was 1.88.

Consequently, for education level, the sample group with bachelor or higher degree showed greater relation to the Climate than other groups (as shown in Table 4-43)

**Table 4-43** Climate (Grand Mean=1.88)

Variables	N	Unadjusted Deviation	Eta	Adjusted for Factors	Beta
<u>Education level</u>			0.216		0.198
-Bachelor or higher	221	0.11		0.09	
-Diploma, Senior Technical Certificates	33	0.01		0.05	
-Senior Secondary School, or Junior Technical college or equivalent	47	-0.28		-0.25	
-Junior Secondary School or equivalent	19	-0.11		-0.13	
-Primary School or equivalent	10	-0.90		-0.84	
R=0.285	R Square=0.081				

#### 6) Relative & friend

Due to Table 4-44, overall main effects related to the variation of Relative & friend pull factor significantly at the confidence level of 0.01

Considering by individual variable, sex and age related to Relative & friend pull factor significantly at the confidence level of 0.01

Education level related to Relative & friend pull factor significantly at the confidence level of 0.05

Other variables i.e. marital status, occupation, and income did not relate to Relative & friend pull factor.



**Table 4-44** Relative & friend

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig of F
Main effect (combined)	76.643	16	4.790	3.542	0.000**
-Age	40.175	2	20.088	14.855	0.000**
-Income	0.691	2	0.345	0.255	0.775
-Occupation	7.634	5	1.527	1.129	0.345
-Education level	17.911	4	4.487	3.311	0.011*
-Marital status	0.978	2	0.489	0.361	0.679
-Sex	9.254	1	9.254	6.843	0.009**
Model	76.643	16	4.790	3.542	0.000
Residual	423.263	313	1.352		
Total	499.906	329	1.519		
R= 0.392	R Square=0.153				

\*\* = confidence level of 0.01 \* = confidence level of 0.05

According to Multiple Classification Analysis: MCA, the grand mean of Relative & friend pull factor was 1.15.

Consequently, for sex, female sample group showed greater relation to Relative & friend than the male group. For age, the young group showed greater relation to such factor and so did the group of primary school or equivalent (as shown in Table 4-45)

**Table 4-45** Relative & friend (Grand Mean=1.15)

Variables	N	Unadjusted Deviation	Eta	Adjusted for Factors	Beta
<u>Sex</u>			0.148		0.141
-Male	103	-0.27		-0.26	
-Female	227	0.12		0.12	
<u>Age</u>			0.283		0.394
-Young group	131	0.42		0.56	
-Moderate group	90	-0.16		-0.12	
-Old group	109	-0.37		-0.57	
<u>Education level</u>			0.154		0.209
-Bachelor or higher	221	-0.12			
-Diploma, Senior Technical Certificates	33	0.30			
-Senior Secondary School, or Junior Technical college or equivalent	47	0.26			
-Junior Secondary School or equivalent	19	0.03			
-Primary School or equivalent	10	0.48			
R=0.392		R Square=0.153			

**7) Sport & recreation**

Due to Table 4-46, overall main effects related to the variation of Sport & recreation pull factor significantly at the confidence level of 0.01

Considering by individual variable, age related to Sport & recreation pull factor significantly at the confidence level of 0.01

Other variables i.e. sex, education level, marital status, occupation and income did not relate to Sport & recreation pull factor.

**Table 4-46 Sport & recreation**

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig of F
Main effect (combined)	28.921	16	1.808	2.869	0.000**
-Age	19.645	2	9.822	15.596	0.000**
-Income	0.129	2	0.064	0.102	0.903
-Occupation	4.389	5	0.878	1.393	0.226
-Education level	2.128	4	0.532	0.845	0.498
-Marital status	0.809	2	0.404	0.642	0.527
-Sex	1.822	1	1.822	2.892	0.090
Model	28.921	16	1.808	2.869	0.000
Residual	197.167	313	0.630		
Total	226.088	329	0.687		
R= 0.358	R Square=0.128				

\*\* = confidence level of 0.01

According to Multiple Classification Analysis: MCA, the grand mean of Sport & recreation pull factor was 0.65.

Consequently, for age, the moderate group showed greater relation to Sport & recreation pull factor than other age groups (as shown in Table 4-47)

**Table 4-47 Sport & recreation (Grand Mean=0.65)**

Variables	N	Unadjusted Deviation	Eta	Adjusted for Factors	Beta
<u>Age</u>			0.295		0.287
-Young group	131	0.15		0.13	
-Moderate group	90	0.21		0.21	
-Old group	109	-0.35		-0.34	
R=0.358		R Square=0.128			

**8) Gift & souvenir**

Due to Table 4-48, overall main effects related to the variation of Gift & souvenir pull factor significantly at the confidence level of 0.01

Considering by individual variable, age related to the Gift & souvenir pull factor significantly at the confidence level of 0.01

Other variables i.e. sex, education level, marital status, occupation and income did not relate to Gift & souvenir.

**Table 4-48 Gift & souvenir**

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig of F
Main effect (combined)	54.824	16	3.426	3.865	0.000**
-Age	43.934	2	21.967	24.780	0.000**
-Income	3.385	2	1.692	1.909	0.150
-Occupation	4.114	5	0.823	0.928	0.463
-Education level	2.545	4	0.636	0.718	0.580
-Marital status	0.309	2	0.154	0.174	0.840
-Sex	0.537	1	0.537	0.605	0.437
Model	54.824	16	3.426	3.865	0.000
Residual	277.467	313	0.886		
Total	332.291	329	1.010		
R=0.406		R Square=0.165			

\*\* = confidence level of 0.01

According to Multiple Classification Analysis: MCA, the grand mean of Gift & souvenir pull factor was 1.25

Consequently, for age, the young group showed greater relation to Gift & souvenir pull factor than other age groups (as shown in Table 4-49)

**Table 4-49** Gift & souvenir (Grand Mean=1.25)

Variables	N	Unadjusted Deviation	Eta	Adjusted for Factors	Beta
<u>Age</u>			0.364		0.291
-Young group	131	0.32		0.22	
-Moderate group	90	0.16		0.18	
-Old group	109	-0.51		-0.41	
R=0.406	R Square=0.165				

### 9) Food & drink

Due to Table 4-50, overall main effects did not relate to the variation of Food & drink pull factor significantly at the confidence level of 0.05

Considering by individual variable, age related to Food & drink pull factor significantly at the confidence level of 0.01

Other variables i.e. sex, education level, marital status, occupation and income did not relate to Food & drink pull factor.

**Table 4-50** Food & drink

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig of F
Main effect (combined)	20.338	16	1.271	1.454	0.115
-Age	8.378	2	4.189	4.792	0.009**
-Income	0.327	2	0.163	0.187	0.830
-Occupation	7.327	5	1.465	1.676	0.140
-Education level	1.440	4	0.360	0.412	0.800
-Marital status	2.465	2	1.233	1.410	0.246
-Sex	0.400	1	0.400	0.457	0.500
Model	20.338	16	1.271	1.454	0.115
Residual	273.650	313	0.874		
Total	293.988	329	0.894		
R= 0.263		R Square=0.069			

\*\* = confidence level of 0.01

According to Multiple Classification Analysis: MCA, the grand mean of Food & drink pull factor was 1.04.

Consequently, for age, the moderate group showed greater relation to the Food & drink pull factor than other age groups (as shown in Table 4-51)

**Table 4-51** Food & drink (Grand Mean=1.04)

Variables	N	Unadjusted Deviation	Eta	Adjusted for Factors	Beta
<u>Age</u>			0.169		0.080
-Young group	131	0.12		0.04	
-Moderate group	90	0.09		0.06	
-Old group	109	-0.23		-0.11	
R=0.263		R Square=0.069			

**10) Health & treatment**

Due to Table 4-52, both overall and individual main effect did not relate to the variation of Health & treatment pull factor significantly at the confidence level of 0.05

**Table 4-52 Health & treatment**

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig of F
Main effect (combined)	13.016	16	0.814	1.114	0.341
-Age	3.518	2	1.759	2.408	0.092
-Income	0.359	2	0.179	0.246	0.782
-Occupation	2.786	5	0.557	0.763	0.577
-Education level	3.322	4	0.830	1.137	0.339
-Marital status	2.697	2	1.349	1.846	0.1650
-Sex	0.335	1	0.335	0.459	0.499
Model	13.016	16	0.814	1.114	0.341
Residual	228.635	313	0.730		
Total	241.652	329	0.735		
R= 0.232	R Square=0.054				

**4.5.2 Personal push factor**

**1) Escape from daily life**

Due to Table 4-53, overall main effects related to the variation of Escape from daily life push factor, significantly at the confidence level of 0.01

Considering by individual variable, age and marital status related to Escape from daily life push factor, significantly at the confidence level of 0.01

Other variables i.e. sex, education level, marital status, occupation and income did not relate to Escape from daily life.

**Table 4-53** Escape from daily life

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig of F
Main effect (combined)	71.912	16	4.494	4.680	0.000**
-Age	39.613	2	19.807	20.625	0.000**
-Income	3.940	2	1.970	2.052	0.130
-Occupation	6.865	5	1.373	1.430	0.213
-Education level	6.912	4	1.728	1.799	0.129
-Marital status	14.336	2	7.168	7.464	0.001**
-Sex	0.245	1	0.245	0.255	0.614
Model	71.912	16	4.494	4.680	0.000
Residual	300.576	313	0.960		
Total	372.488	329	1.132		
R= 0.439		R Square=0.193			

\*\* = confidence level of 0.01

According to Multiple Classification Analysis: MCA), the grand mean of Escape from daily life was 1.34



Consequently, for age group, the young group showed greater relation to Escape from daily life than other age group. For marital status, the single showed greater relation than other groups (as shown in Table 4-54)

**Table 4-54** Escape from daily life (Grand Mean=1.34)

Variables	N	Unadjusted Deviation	Eta	Adjusted for Factors	Beta
<u>Age</u>			0.326		1.43
-Young group	131	0.35		0.16	
-Moderate group	90	0.04		-0.00	
-Old group	109	-0.46		-0.19	
<u>Marital status</u>			0.343		0.253
-Single	170	0.35		0.26	
-Married	146	-0.38		-0.27	
-Divorced / widow	14	-0.37		-0.34	
R=0.439	R Square=0.193				

**2) Physical & mental relaxation**

Due to Table 4-55, overall main effects related to the variation of Physical & mental relaxation push factor significantly at the confidence level of 0.01

Considering by individual variable, age and marital status related to Physical & mental relaxation push factor significantly at the confidence level of 0.05

Other variables i.e. sex, education level, occupation and income did not relate to Physical & mental relaxation push factor.



**Table 4-55** Physical & mental relaxation

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig of F
Main effect (combined)	21.049	16	1.316	2.085	0.009**
-Age	5.268	2	2.634	4.174	0.016*
-Income	3.054	2	1.527	2.419	0.091
-Occupation	3.355	5	0.671	1.063	0.381
-Education level	3.564	4	0.891	1.412	0.230
-Marital status	5.804	2	2.902	4.599	0.011*
-Sex	0.003	1	0.003	0.006	0.937
Model	21.049	16	1.316	2.085	0.009
Residual	197.524	313	0.631		
Total	218.573	329	0.664		
R= 0.310	R Square=0.096				

\*\* = confidence level of 0.01 \* = confidence level of 0.05

According to Multiple Classification Analysis: MCA, the grand mean of Physical & mental relaxation was 2.38.

Consequently, for age group, the moderate group showed greater relation to Physical & mental relaxation push factor than other age group. For marital status, the single showed greater relation to such factor than other groups (as shown in Table 4-56)

**Table 4-56 Physical & mental relaxation (Grand Mean=2.38)**

Variables	N	Unadjusted Deviation	Eta	Adjusted for Factors	Beta
<u>Age</u>			0.155		0.034
-Young group	131	0.09		-0.01	
-Moderate group	90	0.08		0.04	
-Old group	109	-0.18		-0.02	
<u>Marital status</u>			0.226		0.200
-Single	170	0.17		0.15	
-Married	146	-0.21		-0.18	
-Divorced / widow	14	0.11		0.10	
R=0.310		R Square=0.096			

### 3) Learning new things

Due to Table 4-57, overall main effects related to Learning new things push factor, significantly at the confidence level of 0.05

Considering by individual variable, age related to Learning new things push factor, significantly at the confidence level of 0.01

Other variables i.e. sex, education level, marital status, occupation and income did not relate to Learning new things push factor.

**Table 4-57** Learning new things

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig of F
Main effect (combined)	15.983	16	0.999	1.918	0.018*
-Age	7.771	2	3.885	7.459	0.001**
-Income	1.220	2	0.610	1.171	0.312
-Occupation	4.148	5	0.830	1.592	0.162
-Education level	1.853	4	0.463	0.890	0.470
-Marital status	0.964	2	0.482	0.925	0.398
-Sex	0.028	1	0.028	0.054	0.817
Model	15.983	16	0.999	1.918	0.018
Residual	163.050	313	0.521		
Total	179.033	329	0.544		
R=0.299		R Square=0.089			

\*\* = confidence level of 0.01 \* = confidence level of 0.05

According to Multiple Classification Analysis: MCA, the grand mean of Learning new things push factor was 2.56

Consequently, for age group, the moderate group showed greater relation to Learning new thing push factor than other age groups (as shown in Table 4-58)

**Table 4-58** Learning new things (Grand Mean=2.56)

Variables	N	Unadjusted Deviation	Eta	Adjusted for Factors	Beta
<u>Age</u>			0.208		0.144
-Young group	131	0.09		0.05	
-Moderate group	90	0.12		0.09	
-Old group	109	-0.22		-0.15	
R=0.299		R Square=0.089			

**4) Enriching one’s experience**

Due to Table 4.59, overall main effects did not relate to the variation of Enriching one’s experience push factor significantly at the confidence level of 0.05

Considering by individual variable, age related to such factor significantly at the confidence level of 0.01

Other variables i.e. sex, education level, marital status, occupation and income did not relate to Enriching one’s experience push factor.

**Table 4-59** Enriching one’s experience

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig of F
Main effect (combined)	12.671	16	0.792	1.243	0.234
-Age	6.359	2	3.179	4.991	0.007**
-Income	0.741	2	0.371	0.582	0.559
-Occupation	3.404	5	0.681	1.069	0.378
-Education level	1.728	4	0.432	0.678	0.607
-Marital status	0.405	2	0.202	0.318	0.728
-Sex	0.003	1	0.003	0.053	0.817
Model	12.671	16	0.792	1.243	0.234
Residual	199.393	313	0.637		
Total	212.064	329	0.645		
R= 0.244	R Square=0.060				

\*\* = confidence level of 0.01

According to Multiple Classification Analysis: MCA, the grand mean of Enriching one’s experience push factor was 2.48.

Consequently, for age group, the young group showed greater relation to such factor than other age groups (as shown in Table 4-60)

**Table 4-60** Enriching one's experience (Grand Mean=2.48)

Variables	N	Unadjusted Deviation	Eta	Adjusted for Factors	Beta
<u>Age</u>			0.173		0.106
-Young group	131	0.09		0.06	
-Moderate group	90	0.10		0.05	
-Old group	109	-0.20		-0.12	
R=0.244		R Square=0.060			

### 5) Respect & acceptance from others

Due to Table 4-61, overall main effects did not relate to Respect & acceptance from others, significantly at the confidence level of 0.05

Considering by individual variable, age related to such factor significantly at the confidence level of 0.01

Other variables i.e. sex, education level, marital status, occupation and income did not relate to Respect & acceptance from others.

**Table 4-61** Respect & acceptance from others

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig of F
Main effect (combined)	11.125	16	0.695	1.124	0.255
-Age	6.205	2	3.103	5.418	0.005**
-Income	0.712	2	0.356	0.622	0.538
-Occupation	3.425	5	0.685	1.196	0.311
-Education level	0.689	4	0.172	0.301	0.877
-Marital status	0.065	2	0.030	0.053	0.948
-Sex	0.322	1	0.032	0.056	0.813
Model	11.125	16	0.695	1.214	0.255
Residual	179.227	313	0.573		
Total	190.352	329	0.579		
R= 0.242		R Square=0.058			

\*\* = confidence level of 0.01

According to Multiple Classification Analysis: MCA, the grand mean of Respect & acceptance from others was 0.51

Consequently, for age group, the young group showed greater relation to such factor than other age groups (as shown in Table 4-62)

**Table 4-62** Respect & acceptance from others (Grand Mean=0.51)

Variables	N	Unadjusted Deviation	Eta	Adjusted for Factors	Beta
<u>Age</u>			0.181		0.244
-Young group	131	0.11		0.17	
-Moderate group	90	0.07		0.06	
-Old group	109	-0.19		-0.26	
R=0.242		R Square=0.058			

**6) Being up-to-date & fashionable**

Due to Table 4-63, overall main effects related to Being up-to-date & fashionable significantly at the confidence level of 0.05

Considering by individual variable, age related to such factor significantly at the confidence level of 0.01

Other variables i.e. sex, education level, marital status, income and occupation did not relate to Being up-to-date & fashionable.

**Table 4-63** Being up-to-date & fashionable

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig of F
Main effect (combined)	21.680	16	1.355	1.801	0.030*
-Age	10.268	2	5.134	6.822	0.001**
-Income	3.833	2	1.916	2.547	0.080
-Occupation	2.460	5	0.492	0.654	0.659
-Education level	4.723	4	1.181	1.569	0.182
-Marital status	0.370	2	0.185	0.246	0.782
-Sex	0.026	1	0.026	0.035	0.852
Model	21.680	16	1.355	1.081	0.030
Residual	235.544	313	0.753		
Total	257.224	329	0.782		
R= 0.290	R Square=0.084				

\*\* = confidence level of 0.01 \* = confidence level of 0.05

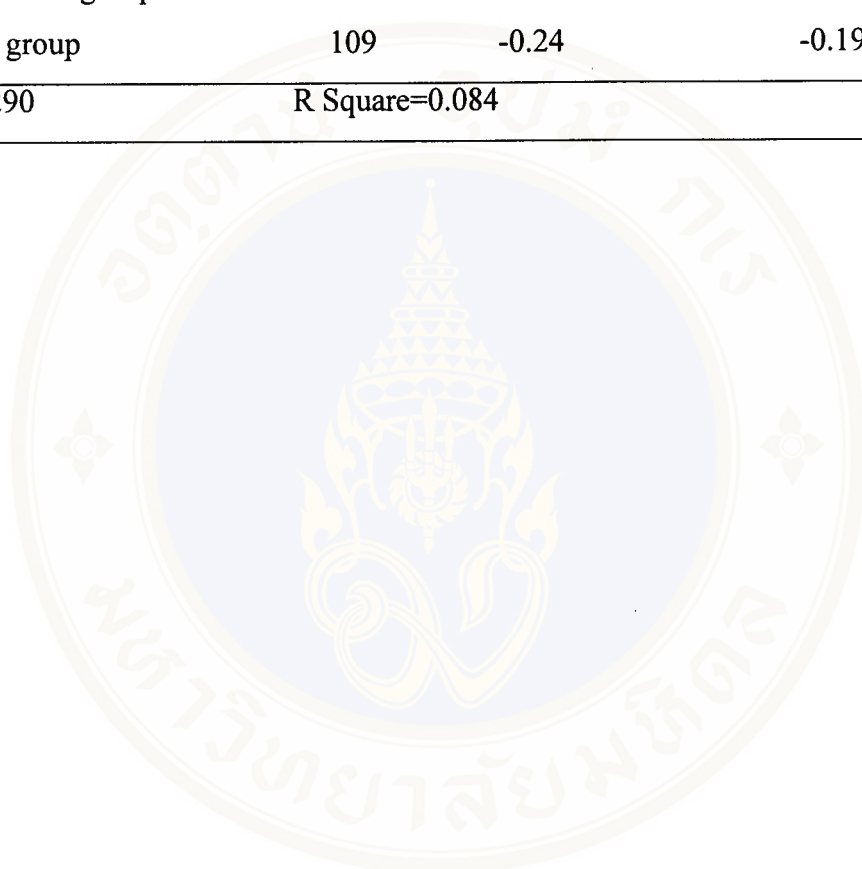
According to Multiple Classification Analysis: MCA, the grand mean of Being up-to-date & fashionable was 0.68

Consequently, for age group, the young group showed greater relation to such factor than other age groups (as shown in Table 4-64)



**Table 4-64** Being up-to-date & fashionable (Grand Mean=0.68)

Variables	N	Unadjusted Deviation	Eta	Adjusted for Factors	Beta
<u>Age</u>			0.200		0.157
-Young group	131	0.16		0.12	
-Moderate group	90	0.06		0.05	
-Old group	109	-0.24		-0.19	
R=0.290	R Square=0.084				



**4.5.3 Environmental push factor**

**1) Environmental conservation of sites**

Due to Table 4-65, overall main effects related to Environmental conservation of sites significantly at the confidence level of 0.01

Considering by individual variable, age related to such factor significantly at the confidence level of 0.01

Education level related to such factor significantly at the confidence level of 0.05

Other variables i.e. sex, marital status, occupation and income did not relate to Environmental conservation of sites.

**Table 4-65** Environmental conservation of sites

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig of F
Main effect (combined)	45.383	16	2.836	2.368	0.002**
-Age	23.344	2	11.672	9.743	0.000**
-Income	1.709	2	0.854	0.713	0.491
-Occupation	6.772	5	1.354	1.131	0.344
-Education level	11.631	4	2.908	2.427	0.048*
-Marital status	1.310	2	0.655	0.547	0.579
-Sex	0.617	1	0.617	0.515	0.473
Model	45.383	16	2.836	2.368	0.002
Residual	374.968	313	1.198		
Total	420.352	329	1.278		
R= 0.329	R Square=0.108				

\*\* = confidence level of 0.01 \* = confidence level of 0.05

Due to Multiple Classification Analysis: MCA, the grand mean of Environmental conservation of sites push factor was 1.42

Consequently, for age group, the moderate group showed greater relation to such factor than other age groups.

For education level, the sample group with junior secondary school or equivalent education level showed greater relation to such factor than other groups (as shown in Table 4-66)

**Table 4-66** Environmental conservation of sites (Grand Mean=1.42)

Variables	N	Unadjusted Deviation	Eta	Adjusted for Factors	Beta
<u>Age</u>			0.236		0.130
-Young group	131	0.18		0.09	
-Moderate group	90	0.19		0.12	
-Old group	109	-0.38		-0.21	
<u>Education level</u>			0.210		0.170
-Bachelor or higher	221	0.11		0.05	
-Diploma, Senior Technical Certificates	33	-0.21		-0.11	
-Senior Secondary School, or Junior Technical college or equivalent	47	-0.26		-0.26	
-Junior Secondary School or equivalent	19	0.30		0.46	
-Primary School or equivalent	10	-0.99		-0.62	
R=0.329		R Square=0.108			

## 2) Cleanliness of sites

Due to Table 4-67, overall main effects related to Cleanliness of sites push factor significantly at the confidence level of 0.01

Considering by individual variable, age related to such factor significantly at the confidence level of 0.01

Other variables i.e. sex, education level, marital status, occupation and income did not relate to Cleanliness of sites push factor.

**Table 4-67** Cleanliness of sites

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig of F
Main effect (combined)	63.247	16	3.953	3.388	0.000**
-Age	36.879	2	18.439	15.803	0.000**
-Income	6.753	2	3.377	2.894	0.057
-Occupation	10.209	5	2.042	1.750	0.123
-Education level	8.420	4	2.105	1.804	0.128
-Marital status	0.953	2	0.477	0.408	0.665
-Sex	0.033	1	0.003	0.028	0.866
Model	63.247	16	3.953	3.388	0.000
Residual	365.204	313	1.167		
Total	428.452	329	1.302		
R= 0.384		R Square=0.148			

\*\* = confidence level of 0.01

According to Multiple Classification Analysis: MCA, the grand mean of Cleanliness of sites push factor was 1.53

Consequently, for age, the young group showed greater relation to such factor than other age groups (as shown in Table 4-68)

**Table 4-68** Cleanliness of sites (Grand Mean=1.53)

Variables	N	Unadjusted Deviation	Eta	Adjusted for Factors	Beta
<u>Age</u>			0.293		0.187
-Young group	131	0.25		0.16	
-Moderate group	90	0.21		0.13	
-Old group	109	-0.48		-0.30	
R=0.384		R Square=0.148			

### 3) Convenience of transportation

Due to Table 4-69, overall main effects did not relate to Convenience of transportation significantly at the confidence level of 0.05

Considering by individual variable, age related to such factor significantly at the confidence level of 0.05

Other variables i.e. sex, education level, marital status, occupation and income did not relate to Convenience of transportation.

**Table 4-69** Convenience of transportation

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig of F
Main effect (combined)	29.141	16	1.821	1.646	0.056
-Age	10.342	2	5.171	4.673	0.010*
-Income	6.389	2	3.195	2.887	0.057
-Occupation	6.291	5	1.384	1.251	0.285
-Education level	1.997	4	0.499	0.451	0.771
-Marital status	3.183	2	1.592	1.439	0.239
-Sex	0.309	1	0.309	0.279	0.598
Model	29.141	16	1.821	1.646	0.056
Residual	346.313	313	1.106		
Total	375.455	329	1.141		
R= 0.279		R Square=0.078			

\* = confidence level of 0.05

According to Multiple Classification Analysis: MCA, the grand mean of Convenience of transportation push factor was 1.32

Consequently, for age, the moderate group showed greater relation to such factor than other age groups (as shown in Table 4-70)

**Table 4-70** Convenience of transportation (Grand Mean=1.32)

Variables	N	Unadjusted Deviation	Eta	Adjusted for Factors	Beta
<u>Age</u>			0.166		0.099
-Young group	131	0.00		-0.09	
-Moderate group	90	0.25		0.17	
-Old group	109	-0.21		-0.02	
R=0.279		R Square=0.078			

#### 4) Safety of property & travel

Due to Table 4-71, overall main effects did not relate to Safety of property & travel push factor significantly at the confidence level of 0.05

Considering by individual variable, age related to such factor significantly at the confidence level of 0.05

Other variables i.e. sex, education level, marital status, occupation and income did not relate to Safety of property & travel push factor.

**Table 4-71** Safety of property & travel

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig of F
Main effect (combined)	20.474	16	1.280	1.041	0.413
-Age	10.118	2	5.059	4.116	0.017*
-Income	2.934	2	1.467	1.193	0.305
-Occupation	2.272	5	0.454	0.370	0.869
-Education level	2.469	4	0.617	0.502	0.734
-Marital status	1.714	2	0.857	0.697	0.499
-Sex	0.966	1	0.966	0.786	0.376
Model	20.474	16	1.280	1.041	0.413
Residual	384.690	313	1.229		
Total	405.164	329	1.232		
R= 0.225	R Square=0.051				

\* = confidence level of 0.05

According to Multiple Classification Analysis: MCA, the grand mean of Safety of property & travel push factor was 1.47

Consequently, for age group, the moderate group showed greater relation to such factor than other age groups (as shown in Table 4-72)

**Table 4-72** Safety of property & travel (Grand Mean=1.47)

Variables	N	Unadjusted Deviation	Eta	Adjusted for Factors	Beta
<u>Age</u>			0.158		0.099
-Young group	131	0.08		0.04	
-Moderate group	90	0.17		0.12	
-Old group	109	-0.24		-0.15	
R=0.225	R Square=0.051				

**5) Public relation & information**

Due to Table 4-73, overall main effects related to Public relation & information push factor significantly at the confidence level of 0.05

Considering by individual variable, age related to such push factor significantly at the confidence level of 0.01

Marital status related to such push factor significantly at the confidence level of 0.05

Other variables i.e. sex, education level, occupation and income did not relate to Public relation & information push factor.

**Table 4-73** Public relation & information

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig of F
Main effect (combined)	31.194	16	1.950	1.835	0.026*
-Age	14.246	2	7.123	6.704	0.001**
-Income	2.883	2	1.442	1.357	0.259
-Occupation	1.910	5	0.382	0.360	0.876
-Education level	4.571	4	1.143	1.076	0.369
-Marital status	7.583	2	3.792	3.568	0.029*
-Sex	0.000	1	0.000	0.000	0.997
Model	31.194	16	1.950	1.835	0.026
Residual	332.578	313	1.063		
Total	363.773	329	1.106		
R= 0.293	R Square=0.086				

\*\* = confidence level of 0.01 \* = confidence level of 0.05

According to Multiple Classification Analysis: MCA, the grand mean of Public relation & information push factor was 1.44

Consequently, for age group, the moderate group showed greater relation to such factor than other age groups (as shown in Table 4-74)



For marital status, the divorced or widow group showed greater relation to such factor than other marital status groups (as shown in Table 4-74)

**Table 4-74** Public relation & information (Grand Mean=1.44)

Variables	N	Unadjusted Deviation	Eta	Adjusted for Factors	Beta
<u>Age</u>			0.198		0.111
-Young group	131	0.07		0.01	
-Moderate group	90	0.24		0.16	
-Old group	109	-0.28		-0.14	
<u>Marital status</u>			0.194		0.163
-Single	170	0.16		0.12	
-Married	146	-0.22		-0.18	
-Divorced / widow	14	0.38		0.42	
R=0.293	R Square=0.086				

**6) Service to Thai customers**

Due to Table 4-75, overall main effects did not relate to the variation of Service to Thai customers significantly at the confidence level of 0.05

Considering by individual variable, age related to such factor significantly at the confidence level of 0.01

Other variables i.e. sex, education level, marital status, occupation and income did not relate to Service to Thai customers.

**Table 4-75** Service to Thai customers

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig of F
Main effect (combined)	27.323	16	1.708	1.505	0.096
-Age	12.194	2	6.097	5.373	0.005**
-Income	2.352	2	1.176	1.036	0.356
-Occupation	4.575	5	0.915	0.806	0.546
-Education level	3.965	4	0.991	0.874	0.480
-Marital status	4.226	2	2.113	1.862	0.157
-Sex	0.011	1	0.011	0.010	0.922
Model	27.323	16	1.708	1.505	0.096
Residual	355.174	313	1.135		
Total	382.497	329	1.163		
R= 0.267		R Square=0.071			

\*\* = confidence level of 0.01

According to Multiple Classification Analysis: MCA, the grand mean of Service to Thai customers push factor was 1.51

Consequently, for age group, the moderate group showed greater relation to such factor than other age groups (as shown in Table 4-76)

**Table 4-76** Service to Thai customers (Grand Mean=1.51)

Variables	N	Unadjusted Deviation	Eta	Adjusted for Factors	Beta
<u>Age</u>			0.179		0.089
-Young group	131	0.14		0.05	
-Moderate group	90	0.13		0.08	
-Old group	109	-0.27		-0.14	
R=0.267		R Square=0.071			

### 7) Expenditure for domestic tourism

Due to Table 4-77, overall main effects did not relate to Expenditure for domestic tourism push factor significantly at the confidence level of 0.05

Considering by individual variable, marital status and income related to such push factor significantly at the confidence level of 0.05

Other variables i.e. sex, age, education level, and occupation did not relate to Expenditure for domestic tourism push factor.

**Table 4-77** Expenditure for domestic tourism

Source of Variation	Sum of Squares	DF	Mean Square	F	Sig of F
Main effect (combined)	30.453	16	1.903	1.528	0.088
-Age	5.122	2	2.561	2.055	0.130
-Income	8.370	2	4.185	3.359	0.036*
-Occupation	1.887	5	0.377	0.303	0.911
-Education level	5.852	4	1.463	1.174	0.322
-Marital status	8.841	2	4.421	3.548	0.030*
-Sex	0.381	1	0.381	0.306	0.581
Model	30.453	16	1.903	1.528	0.088
Residual	389.998	313	1.246		
Total	420.452	329	1.278		
R= 0.269	R Square=0.072				

\* = confidence level of 0.05

According to Multiple Classification Analysis: MCA, the grand mean of Expenditure for domestic tourism was 1.45

Consequently, for marital status, the divorced or widows group showed greater relation to such factor than other marital status groups.

For income, the moderate-income group showed greater relation to such factor than other income groups and so did the divorced or widow group for marital status (as shown in Table 4-78)

**Table 4-78** Expenditure for domestic tourism (Grand Mean=1.45)

Variables	N	Unadjusted Deviation	Eta	Adjusted for Factors	Beta
<u>Marital status</u>			0.133		0.180
-Single	170	0.13		0.17	
-Married	146	-0.17		-0.23	
-Divorced / widow	14	0.22		0.28	
<u>Income</u>			0.153		0.140
-Low income	89	-0.20		-0.09	
-Moderate income	187	0.15		0.13	
-High income	54	-0.20		-0.28	
R=0.269		R Square=0.072			

In conclusion, the relation between demographic characteristics and the pull, personal push, and environmental push factors are assembled hereby.

1) City & attraction

The demographic characteristics related to this pull factor were age, and education level. The old group and the bachelor or higher degree group were more related to City & attraction than other groups.

2) Topographic characteristic

There was no demographic characteristic significantly related to this pull factor (confidence level of 0.05)

### 3) Art & culture

The demographic characteristics related to this pull factor were education level and occupation. The junior secondary school or equivalent group and the state enterprise staff group were more related than other groups.

### 4) Climate

The demographic characteristic that related to this pull factor was education level. The bachelor or higher degree group was more related to this factor than other education groups.

### 5) Festival & event

The demographic characteristic that related to this pull factor was age. The young group was more related to this factor than other age groups.

### 6) Gift & souvenir

The demographic characteristic that related to this pull factor was age. The young group was more related to this factor than other age groups.

### 7) Relative & friend

The demographic characteristics that related to this pull factor were sex, age, and education level. The female group, the young group, and the primary-school education level group were more related to this factor than other groups.

### 8) Food & drink

The demographic characteristic that related to this pull factor was age. The moderate age group was more related to this factor than other age groups.

### 9) Sport & recreation

The demographic characteristic that related to this pull factor was age. The moderate age group was more related to this factor than other age groups.

#### 10) Health & treatment

No demographic characteristic was related to this pull factor significantly (confidence level of 0.05)

#### 11) Learning new things

The demographic characteristics that related to this personal push factor were age. The moderate age group was more related to this personal push factor than other groups.

#### 12) Enriching one's experience

The demographic characteristic that related to this personal push factor was age. The young group was more related to this factor than other age groups.

#### 13) Physical & mental relaxation

The demographic characteristics that related to this personal push factor were age and marital status. The young group and the single group were more related to this personal push factor than other age and marital status groups.

#### 14) Escape from daily life

The demographic characteristics that related to this personal push factor were age and marital status. The moderate age group and the single group were more related to this personal push factor than other groups.

#### 15) Being up-to-date & fashionable

The demographic characteristics that related to this personal push factor were age. The young group was more related to this personal push factor than other age groups and income groups.

#### 16) Respect & acceptance from others

The demographic characteristic that related to this personal push factor was age. The young group was more related to this personal push factor than other age groups.

17) Cleanliness of the sites

The demographic characteristic that related to this environmental push factor was age. The young group was more related to this factor than other age groups.

18) Service to Thai customers

The demographic characteristic that related to this environmental push factor was age. The moderate age group was more related to this factor than other age groups.

19) Safety of property and travel

The demographic characteristic that related to this environmental push factor was age. The moderate age group was more related to this factor than other age groups.

20) Expenditure for domestic tourism

The demographic characteristics that related to this environmental push factor were marital status and income. The divorced or widow group and the moderate-income group were more related to this factor than other groups.

21) Public relation and information

The demographic characteristics that related to this environmental push factor were age and marital status. The moderate age group and the divorced or widows group were more related to this factor than other groups.

22) Environmental conservation of sites

The demographic characteristics that related to this environmental push factor were age and education level. The moderate age group and the junior secondary school or equivalent group were more related to this factor than other groups.

### 23) Convenience of transportation

The demographic characteristic that related to this environmental push factor was age. The moderate age group was more related to this factor than other age groups.





## CHAPTER V

### DISCUSSION AND RECOMMENDATION

#### 5.1 Discussion

The discussion comes in segmentations as follows.

5.1.1 Demographic characteristics

5.1.2 Pull and push factors relevant to international tourism

5.1.3 Demographic characteristics related to pull and push factors

##### 5.1.1 Demographic characteristics

The sample group of 400 outgoing Thai international tourists, departing Thailand in October 2002, had demographic characteristics as follows.

###### 1) Sex

The sample group consisted of 68.7% female and 31.3% male. There were more women than men in the sample group.

This could be explained that at this time of the year there are many group tours or package tour taking Thai tourists to visit foreign destinations. The customer of the package tour could possibly consisted of rather women than men.

The international package tour is a complete service of transportation, accommodation, meals, trip program, and so forth. Customers of this kind of tour do not have to worry about preparation, reservation, and confirmation. They could relax more and feel more comfortable while traveling than they would if they manage the trip by their own. Thus, women feel more likely to join this sort of tour.

In addition, there were many package tours organized especially for some private business members. This was called "incentive tour" as a reward for the sale

persons who had achieved the expected sales quantity. And such business is mostly direct sales for ladies and home product business. As a consequence, majority of sales persons was female. This could probably affect the high proportion of female.

## 2) Age

The range of age of sample group was 20 – 85 years old. The biggest segment was the group of 25 – 34 years old (30.3%), secondly the 35 – 44 years old (20.8%), and thirdly 45 – 54 years old (18.0%)

The findings compiled with the result of Penkhae Sangkaew et al. (2540: 54) studying expenditure of Thai tourists in 1996. The outgoing 1,823,676 international Thai tourists in 1996 fell into 25 –34 year-old age group. Besides, Sirikarn Prabtovidjoyo (2539: 64), studying the exposure tourism information and decision making of outgoing international Thai tourists, discovered that most of them were in their working years.

Due to literature review, young and old people had more free time for traveling (Mill & Morrison,1992: 76-93) but majority of the tourists was between 25 –34, 35 – 44, 45 – 54 years old, all working years, should be influenced from independence. These people were more independent in financial and life plan. They could direct their own time and leisure. They could plan, cope with problems, and be self-dependent. Thus they could manage themselves for making an international tourism.

## 3) Education level

The majority of the sample group was graduates of bachelor or higher degree (65.8%) Secondly, the senior secondary school or junior technical certificates (14.3%), and diploma or senior technical certificates (9.5%)

According to Sirikarn Prabtovidjoyo (2539: 64) studying the exposure tourism information and decision making of outgoing international Thai tourists, she discovered that most of them were bachelor degree graduates.

Mill & Morrison (1992: 76-93) mentioned that those tourists with higher education had wider vision, as a consequence, they had more alternatives for tourism.

Moreover, there was a concrete relation between education and income (Mill & Morrison, 1992: 76-93) The bachelor or higher degree graduates tended to have higher income, thus could have more disposable expense for tourism.

#### 4) Marital status

Majority of the sample group was single (51.5%), and married (42.5%)

Lumsdon (1997: 36) studying consumption behavior, mentioned that life cycle was influential to the way of living. Once two people lived together as a couple, life changed from previously. Then when they bore offspring, and they grew up, the life and behaviors changed gradually.

Reasons of why more than half of the sample group was single, it could be more freedom and independence. They had less responsibility, thus could travel more easily and spent money more freely than the married ones. For the divorced, widows, or separated, they tended to have no partner for traveling.

#### 5) Occupation

Majority of the sample group (29.3%) ran private business. Secondly, they were employees (24.0%) and thirdly, government officials (13.8%)

According to Sirikarn Prabtovidjoyo (2539: 64) studying the exposure tourism information and decision making of outgoing international Thai tourists, she discovered that most of them were employees and secondly self-employed (30.1% and 16.8% consecutively) which was slightly different to the result.

The reasons behind that could be the flexibility of private business. The private business owner could leave the business by assigning staffs or subordinates to run it for them while they were away. Their leisure time could be more flexible than office worker's or other occupation's could. In addition, some of the private business owners took this chance to explore and find out new channel or information for their business progress.

#### 6) Income

The range of monthly income of the sample group was from 0 to 320,000 Bath per month. Those who earned 20,001 – 30,000 Bath per month was the biggest group (19.4%). Then, 16,001 – 20,000 and less than 4,000 Bath per month (18.6% and 14.2% consecutively).

The range of income of the sample group was fairly ample, from 0 to 320,000 Bath per month. The group with no earning (0 Bath per month) and those with less than 4,000 Bath earning were mostly students. They could travel by their parents' financial support instead of their own pockets.

#### **5.1.2 Pull and push factors relevant to international tourism**

According to objectives of the research, it was determined to find out which of pull and push factors were related to the international tourism of Thai tourists.

Referring the result in Chapter IV, the pull and push factors relevant to international tourism are discussed as follows; pull factors, personal push factors, and environmental push factors.

### 1) Pull factors

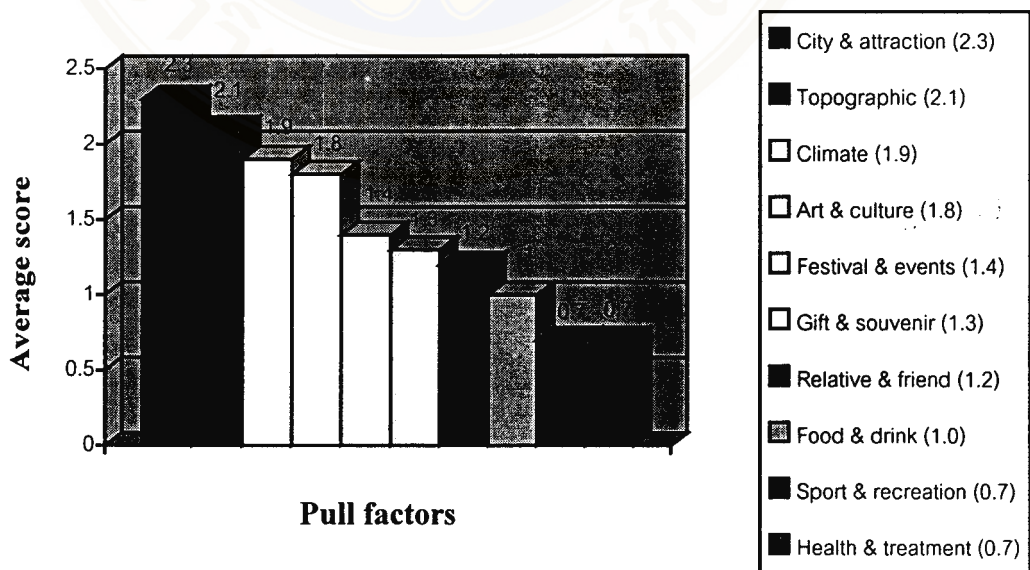
Pull factors could be arranged in order of the relation to the international tourism of the sample group by scoring them and then, comparing their total points.

For the pull factors, the range of the total point was between 258 and 907 points. It meant that some of the pull factors were very much related whilst some of them were little related to the international tourism of the sample group (The average scores varied from 0.7 to 2.3 out of 3.0 as shown in Figure 5-1)

The first rank group was City & attraction, and Topographic characteristic pull factor. Their average scores were higher than 2.0 out of 3.0

The second rank group was Climate, Art & culture, Festival & event, Gift & souvenir, Relative & friend, and Food & Drink. Their average scores fell between 1.0 and 2.0 out of 3.0

The third rank group was Sport & recreation, and Health & treatment. Their average scores were lower than 1.0 out of 3.0



(Source: Table 4-19)

Figure 5-1 Pull factor score

## 2) Personal push factors

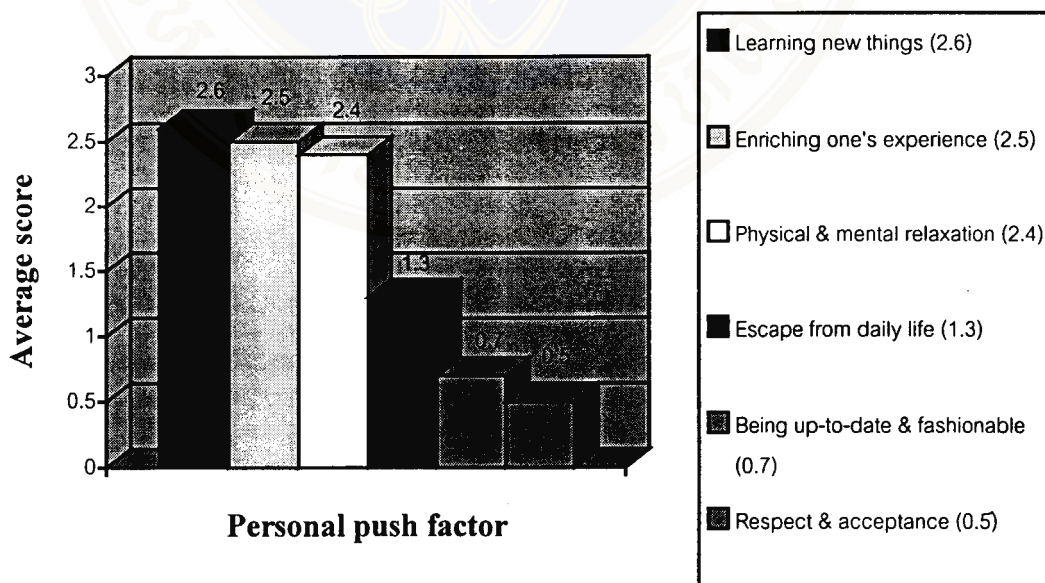
Personal push factors could be arranged in order of the relation to the international tourism of the sample group by scoring them and then, comparing their total points.

For the personal push factors, the range of total point was between 204 and 1,025 points. It meant that some of the personal push factors were very much related whilst some of them were little related to the international tourism of the sample group (The average score varied from 0.5 to 2.6 out of 3.0 as shown in Figure 5-2)

The first rank group was Learning new things, Enriching one’s experience, and Physical & mental relaxation. Their average points were higher than 2.0 out of 3.0

The second rank group was Escape from daily life. The average point was 1.3

The third rank group was Being up-to-date, and Respect & acceptance from others. Their average points were lower than 1.0 out of 3.0



(Source: Table 4-26)

Figure 5-2 Personal push factor score

### 3) Environmental push factors

Environmental push factors could be arranged in order of the relation to the international tourism of the sample group by scoring them and then, comparing their total points.

For the environmental push factors, the range of the total point was between 527 and 612 points. The average score varied from 1.3 to 1.5 points out of 3.0 as shown in Figure 5-3.

From the highest-total point environmental push factor to the lowest one, they could be put in order as follows. The cleanliness of the tourist sites, the service to Thai customer, the safety of property and travel, expenditure for domestic tourism, public relation and information, environmental conservation of the sites, and the convenience of transportation consecutively.

The scores fell into a small range (from 1.3 to 1.5 out of 3.0). It showed that none of the environmental push factors outstandingly related to the international tourism of the sample group from others. Besides, according to the meaning of the score, it showed that the environmental push factors did not so much related to the international tourism of Thai tourists.

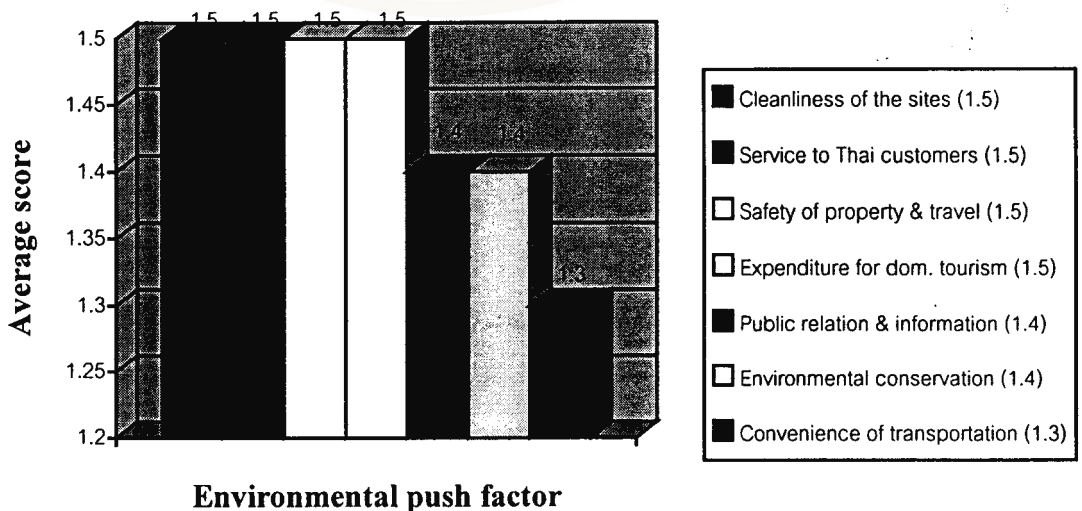
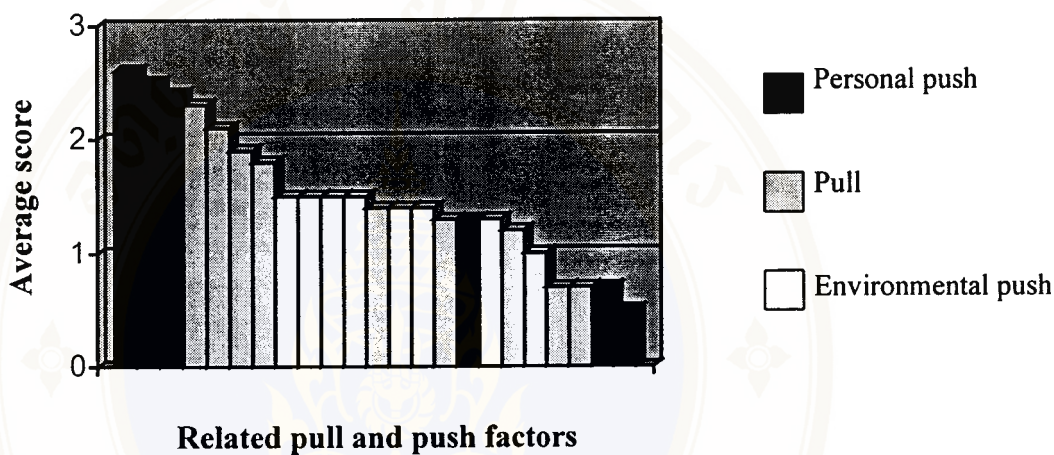


Figure 5-3 Environmental push factor score (Source: Table 4-34)

To conclude about pull and push factors, comparison was made to pin down that which of the pull and push factors were related to the international tourism of Thai tourists. For that purpose, we assembled the three charts together in Figure 5-4.



(Source: Table 4-19, 4-26, and 4-34)

**Figure 5-4** Related pull and push factors

Obviously shown, the much-related group (scoring over 2.0) consists of two main factors; the personal push factors and pull factors. It could be implied that the most related factors to the international tourism of Thai tourists were the personal push factors and secondly, pull factors from foreign destinations.

Nevertheless, the environmental push factors of domestic tourism sites follow afterward, falling around the middle range of chart. It could be interpreted that the environmental push factor little to moderately related to the international tourism of Thai tourists.



### 5.1.3 Demographic characteristics related to pull and push factors

According to objectives of the research, beside finding out which of pull and push factors were related to the international tourism of Thai tourists, it was to find out which of the demographic characteristics were related to those pull and push factors.

Referring the result in 4.5 of Chapter IV, the relation of each demographic characteristics to pull and push factors of international tourism of Thai tourists was analyzed one after another in order of factors as follows; pull factors, personal push factors, and environmental push factors.

In this part, only those relations relevant to the hypothesis (1.4 in Chapter I) would be discussed in order of the hypothesis.

#### 1) Sex

*Female tourists show higher relation to the pull factor of "Art & culture" than female ones.*

According to Table 4-35, female tourists show indifferent relation to the pull factor of "Art & culture" than male tourists.

This could be explained that nowadays the tourists in general have more interest in artistic and cultural tourism. Both male and female showed indifferent desire to expose to foreign art and culture. This finding is slightly different from what Mill & Morrison (1992: 81) mentioned.

#### 2) Age

*The old tourists show lower relation to the pull factor of "Sport & recreation" than other age groups.*

According to Table 4-47, old tourists showed lower relation to the pull factor of "Sport & recreation" than other age groups. The moderate age showed the highest relation to such factor. This finding agreed with Mill & Morrison (1992: 76)

### 3) Education level

*The graduates of bachelor or higher degree show higher relation to the personal push factor of "Learning new things" than other education level group.*

According to Table 4-57, education level expressed no difference to the variation of personal push factor of "Learning new things".

This could be explained that learning might be the basic needs of any individual regardless of education background. Anyone needs to learn new things. This could intensify the suggestion of Mill & Morrison (1992: 19) to add the Maslow's need theory with 2 more issues; the intellectual need of human i.e. 1) to know and understand and 2) aesthetics.

Nevertheless, the finding indicated that age showed the difference in relation to such pull factor. The moderate age showed the higher relation than other age groups (Table 4-58)

### 4) Marital status

*The married tourists show higher relation to the personal push factor of "Escape from daily life" than other group of marital status.*

According to Table 4-54, the married tourists showed indifferent relation to push factor of "Escape from daily life" than other group of marital status. But the single group significantly did.

This could be explained that the single group possibly bore more unpleasant daily life than the married ones. This is still questionable. There should be a clearer explanation to this finding of why the single tourists had the personal need to escape.

### 5) Occupation

*The tourists who are employees show higher relation to the environmental push factor of "Respect & acceptance from others" than other occupation groups.*

According to Table 4-61, occupation showed indifferent relation to the personal push factor of “Respect & acceptance from others” than other occupation groups.

This could be explained that the needs to be accepted from groups, friends, and to be a part of society is one of the basic needs of human. Anyone needs to be accepted. Nonetheless, age showed a significant difference. The young group showed the relation to such personal push factor. It is possible that the younger seeks for acceptance and social status than the older. This finding could be questionable and investigated.

#### 6) Income

*The tourists who earn moderate income show higher relation to the environmental push factor of “Expenditure for domestic tourism” than other income groups.*

According to Table 4-78, the tourists who earn moderate income showed higher relation to the environmental push factor of “Expenditure for domestic tourism” than other income groups.

This finding could be relevant to that the moderate income tourists are those who work and support their own trips, thus they were more aware about cost and satisfaction of a trip of domestic and international. But the younger and older ones traveled with financial support from family, such as parents paid for children or the children paid for the retired parents for the trip.

## 5.2 Recommendation

The recommendation comes in segmentations as follows.

5.2.1 Pull and push factors and the tourism promotion

5.2.2 Pull and push factors and the environmental management

5.2.3 Recommendations for the future research

### **5.2.1 Pull and push factors and the tourism promotion**

#### **1) To raise domestic tourism competing alternatives**

From the findings of what the pull factors of Thai tourists were, there should be a review on Thailand's tourist attractions to find out what could Thailand provide to respond the significant pull factors of Thai tourists. How could Thailand draw the Thai tourists by our own resources with the same pull factor found in this research.

The domestic tourist attractions coinciding with significant pull factors should be more promoted as an alternative for Thai tourists. The domestic alternatives could be relatively advantage for those Thai who could not afford the international trip.

Moreover, with continual campaign and introduction of existing domestic attractions, we possibly expected more Thai tourists to perform domestic tourism in the future.

#### **2) To fulfil the personal needs**

From the personal needs relevant to tourism found, we could revise the existing promotion plan for domestic tourism whether the plan fulfils the personal needs of Thai tourist or not. In addition, the existing attractions in Thailand could be regarded in different perception. Thus introducing new aspects of the existing attraction to fulfil significant needs of Thai tourist would possibly draw more Thai tourist to domestic destination.

For instance, Krabi is very famous in many tourist attractions such as diving site, rock climbing, sea kayaking, etc. But to respond to the needs of relaxing, we could promote Krabi in different angle to fulfil those people who seek for tranquility, privacy and relaxation. A different aspect of promotion could draw new clients to the same resource because the new aspect suits their needs.

#### **3) To change misperceptions**

Even though the push from domestic tourism sites were not so much relatively related to the outgoing of Thai tourists as the pull factors and personal needs, yet it is still important to see a message. Noticing that the environmental push factors studied

here were more or less relevant to the outgoing of Thai tourists, the misperception could be the matter.

Some part of the tourists weighed the environmental push factors as moderately related to the outgoing trip. That could tell us to convey more messages to them and try to change their perception about the Thai tourism sites. If we could convince them that the negative perception on Thai destination was untrue and how good they factually are, this could possibly increase domestic tourists.

#### 4) To focus on specific groups

From the finding, age was significantly related to most of pull and push factors. In different age groups, tourists tend to be influenced by different factors.

To promote domestic tourism more effectively, segmentation of target group by age would be rational to some extent. Knowing which age group was related to what pull or push factors, the message to urge for domestic tourism could be conveyed more directly to the proper audience. Thus, more attention of the audience could be expected.

For instance, the young group was more likely to be attracted by active or social pull factors such as festival and special event, family relatives and friends, gift and souvenir shopping. The old group tended to look for rather passive, peaceful, and mentally related such as visiting cities and the tourist attractions whilst the moderate group tended to prefer performing sports and recreation activity, and also tasting foods and drinks at the destination.

### **5.2.2 Pull and push factors and the environmental management**

- 1) Personal push factors and pull factors from foreign destination were influential to the Thai tourists

This could be a skeptical message found from the research. The international Thai tourists going abroad for tourism by rather personal needs and pull factors from overseas destination than the push factor from domestic environment. It means that the situation of increasing outgoing Thai tourists occurred from the needs to travel abroad

and the persuasion from destination in foreign countries, rather than because of the negative perception or feelings toward domestic destination in Thailand. Therefore, despite admiration of Thai destination, if possible, a Thai might find a chance going abroad for tourism.

Therefore, any further plan or policy designated, this should be carefully taken into consideration.

### **5.2.3 Recommendations for the future research**

#### **1) Specific destination**

This research studied the target group without discrimination of destination. The Thai tourists were regarded as a monogenoeus group of population. In the future, more specific research could be done to a particular group of people going to a particular destination. By this method, a comparison study could be done between Thai and foreign destination of the same sort.

#### **2) Incentive tour**

As mentioned before, big number of the sample group traveled abroad with incentive tour of private business. This sort of tour should haved carried numerous Thai abroad as well as in the future. It might continuously grow and that means the increasing number of Thai tourist going abroad.

Thus, the in-depth study of this sort of tour should be done. The assessment of its advantage, mechanism, loss, and direct & indirect impacts to the tourism in Thailand should be done.

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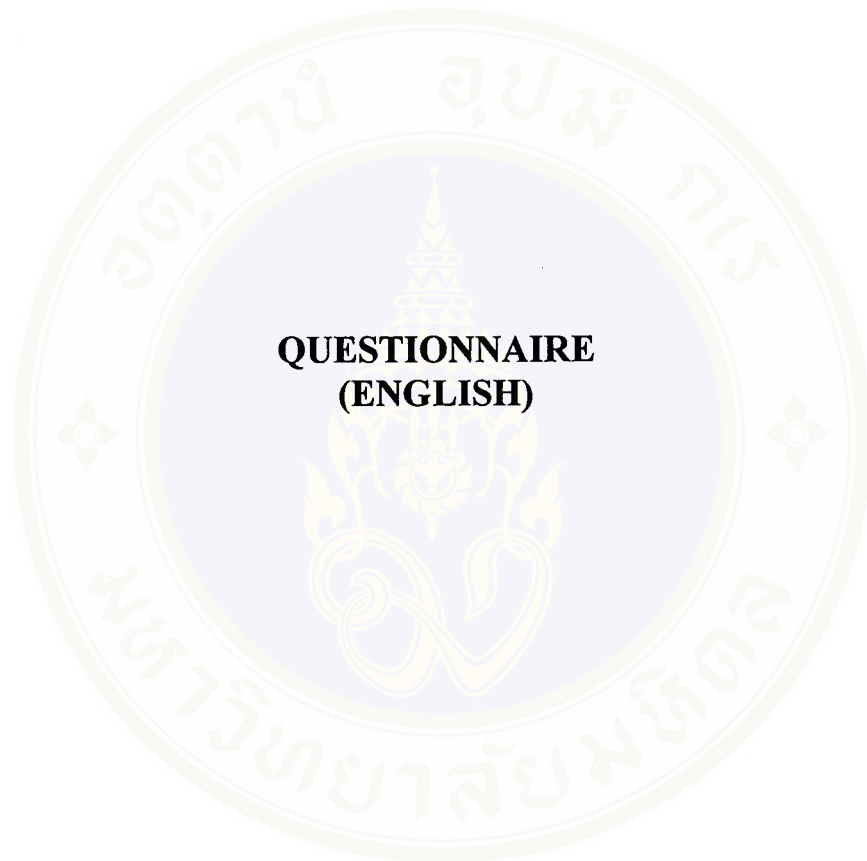
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**APPENDIX**



**Pull and push factors in international tourism of Thai tourists**  
**M.Sc. (Technology of Environmental Management)**  
**Fac. of Environmental and Resource studies**  
**Mahidol University**

\*\*\*The answers would be utilized for academic benefit\*\*\*

For researcher: Questionnaire number.....Terminal.....Date.....

Part 1

Please mark or fill in the blank

- |  |  |
|--|--|
| <p>1. Sex    1 ( ) Male    2 ( ) Female</p> <p>2. Age    .....years old</p> <p>3. Education level</p> <p style="padding-left: 20px;">1 ( ) Bachelor or higher</p> <p style="padding-left: 20px;">2 ( ) Diploma/ Senior Technical/ equivalent</p> <p style="padding-left: 20px;">3 ( ) Senior secondary/ Junior Technical/ equivalent</p> <p style="padding-left: 20px;">4 ( ) Junior secondary/ equivalent</p> <p style="padding-left: 20px;">5 ( ) Primary</p> <p style="padding-left: 20px;">6 ( ) None</p> <p>4. Marital status</p> <p style="padding-left: 20px;">1 ( ) Single            3 ( ) Divorced/Widow</p> <p style="padding-left: 20px;">2 ( ) Married         4 ( ) Other.....</p> | <p>5. Occupation</p> <p style="padding-left: 20px;">1 ( ) Government official</p> <p style="padding-left: 20px;">2 ( ) State enterprise staff</p> <p style="padding-left: 20px;">3 ( ) Employee</p> <p style="padding-left: 20px;">4 ( ) Private business</p> <p style="padding-left: 20px;">5 ( ) Student</p> <p style="padding-left: 20px;">6 ( ) Housewife</p> <p style="padding-left: 20px;">7 ( ) Farmer</p> <p style="padding-left: 20px;">8 ( ) Laborer</p> <p style="padding-left: 20px;">9 ( ) Unemployed</p> <p style="padding-left: 20px;">10 ( ) Other.....</p> <p>6. Your income.....Bath/month</p> |
|--|--|

Part 2 Pull factor

**How much this pull factor from the foreign destination related to this trip of yours?**

Please mark in the blank that suits your opinion that how much each of these pull factors from the destination relates to this trip.

	Much	Moderate	Little	Null
1. Art & culture				
2. City & attraction				
3. Festival & events				
4. Topographic characteristic				
5. Climate				
6. Relative & friends in foreign country				
7. Sport & recreation				
8. Gift & souvenir				
9. Food & drink				
10. Health & therapy				
11. Others.....				

Part 3 Push factor

**How much does this reason relate to this trip of yours?**

Mark in the blank that suits your opinion that how much each of these push factors relates to this trip of yours.

	Much	Moderate	Little	Null
1. Want to escape from daily life				
2. Want a physical & mental relaxation				
3. Want to learn new things in foreign destination				
4. Want to enrich my experience				
5. Want respect & acceptance from others				
6. Want to be up-to-date & fashionable				
7. Other.....				

**How much does this tourism condition of Thailand relate to this trip of yours?**

Mark in the blank that suits your opinion that how much each of these tourism condition in Thailand relates to this trip of yours.

	Much	Moderate	Little	Null
1. Inadequate environmental conservation of sites				
2. Sites are not clean enough				
3. Inconvenience in transportation				
4. Inadequate safety in travel & property				
5. Inadequate public relation & information				
6. Poor service to Thai customers				
7. High expenditure for domestic tourism				
8. Other.....				

**Thank you for your cooperation  
Have a nice trip**



**ปัจจัยดึงดูดและผลักดันในการท่องเที่ยวต่างประเทศของนักท่องเที่ยวชาวไทย**

วิทยานิพนธ์ ปริญญาวิทยาศาสตรมหาบัณฑิต สาขาเทคโนโลยีการบริหารสิ่งแวดล้อม

คณะสิ่งแวดล้อมและทรัพยากรศาสตร์ มหาวิทยาลัยมหิดล

\*\*\*ข้อมูลจากการตอบแบบสอบถามนี้จะนำไปใช้ในเชิงวิชาการเท่านั้น\*\*\*

สำหรับผู้วิจัยกรอก: แบบสอบถาม หมายเลข .....Terminal.....วันที่.....

ส่วนที่ 1 กรุณาใส่เครื่องหมายหน้าข้อความและเติมคำตอบที่ตรงกับความเป็นจริงในปัจจุบันของท่าน

- |  |                                  |
|--|----------------------------------|
| 1. เพศ 1( )ชาย 2( )หญิง                  | 5. ท่านประกอบอาชีพใด             |
| 2. อายุ.....ปี                           | ( )ข้าราชการ                     |
| 3. ระดับการศึกษาสูงสุด                   | ( )พนักงานรัฐวิสาหกิจ            |
| 1( )ปริญญาตรี หรือสูงกว่า                | ( )ลูกจ้าง / พนักงานบริษัท       |
| 2( ) อนุปริญญา/ปวส.หรือเทียบเท่า         | ( ) ธุรกิจส่วนตัว / ค้าขาย       |
| 3( ) มัธยมศึกษาตอนปลาย/ปวช.หรือเทียบเท่า | ( ) นักเรียน / นักศึกษา          |
| 4( ) มัธยมศึกษาตอนต้นหรือเทียบเท่า       | ( ) แม่บ้าน / พ่อบ้าน            |
| 5( ) ประถมศึกษาหรือเทียบเท่า             | ( ) เกษตรกรรม                    |
| 6( ) ไม่ได้ศึกษา                         | ( ) ผู้ใช้แรงงาน                 |
| 4. สถานภาพการสมรส                        | ( )ว่างงาน                       |
| 1( )โสด                                  | 3( )หย่า / ม่าย                  |
| 2( )สมรส                                 | 4( )อื่นๆ (ระบุ).....            |
|  | 6. รายได้ของท่าน.....บาท / เดือน |

ส่วนที่ 2 ปัจจัยดึงดูด

“ปัจจัยดึงดูดจากต่างประเทศต่อไปนี้ มีความเกี่ยวข้องกับการเดินทางไปต่างประเทศของท่านเพียงใด?”

กรุณาใส่เครื่องหมาย ✓ ในช่องตรงกับความรู้สึของท่านว่า ปัจจัยดึงดูดจากต่างประเทศต่อไปนี้มีความเกี่ยวข้องกับการเดินทางไปต่างประเทศของท่านมากน้อยเพียงใด

	เกี่ยวข้อง มาก	เกี่ยวข้อง ปานกลาง	เกี่ยวข้อง น้อย	ไม่เกี่ยวข้องเลย
1. ศิลปะวัฒนธรรมประเพณี				
2. สภาพบ้านเมืองและสถานที่สำคัญ				
3. งานเทศกาลและเหตุการณ์สำคัญ				
4. สภาพภูมิประเทศ				
5. สภาพภูมิอากาศ				
6. ญาติพี่น้องและเพื่อนฝูง (ที่อาศัยอยู่ในต่างประเทศ)				
7. กีฬาและนันทนาการ				
8. สินค้า ของฝากและของที่ระลึก				
9. อาหารและเครื่องดื่ม				
10. โปรแกรมบำรุงสุขภาพ/รักษาอาการเจ็บป่วย				
11. อื่นๆ (ระบุ).....				

ส่วนที่ 3 ปัจจัยหลักคั้น

“เหตุผลส่วนบุคคลต่อไปนี้ มีความเกี่ยวข้องกับการเดินทางไปต่างประเทศของท่านเพียงใด?”

กรุณาใส่เครื่องหมาย ✓ ในช่องตรงกับความรู้สึกของท่านว่า เหตุผลส่วนบุคคลต่างๆต่อไปนี้มีความเกี่ยวข้องกับการเดินทางไปต่างประเทศของท่านมากน้อยเพียงใด

	เกี่ยวข้อง มาก	เกี่ยวข้อง ปานกลาง	เกี่ยวข้อง น้อย	ไม่เกี่ยวข้อง เลย
1. ต้องการหลีกเลี่ยงความจำเจของชีวิตประจำวัน				
2. ต้องการพักผ่อน/ผ่อนคลายร่างกายและจิตใจ				
3. ต้องการได้เห็น/เรียนรู้สิ่งแปลกใหม่ในต่างประเทศ				
4. ต้องการเดินทางไปเพื่อเพิ่มประสบการณ์ชีวิตของตนเอง				
5. ต้องการให้บุคคลรอบข้างในสังคมยอมรับนับถือ				
6. ต้องการก้าวทันสังคม แฟชั่นและความล้ำสมัย				
7. อื่นๆ (ระบุ).....				

“สภาวะการท่องเที่ยวในประเทศไทยต่อไปนี้ มีความเกี่ยวข้องกับการเดินทางไปต่างประเทศของท่านเพียงใด?”

กรุณาใส่เครื่องหมาย ✓ ในช่องตรงกับความรู้สึกของท่านว่า สภาวะการท่องเที่ยวในประเทศไทยต่อไปนี้มีความเกี่ยวข้องกับการเดินทางไปต่างประเทศของท่านมากน้อยเพียงใด

	เกี่ยวข้อง มาก	เกี่ยวข้อง ปานกลาง	เกี่ยวข้อง น้อย	ไม่เกี่ยวข้อง เลย
1. การอนุรักษ์สิ่งแวดล้อมของแหล่งท่องเที่ยวยังไม่เพียงพอ				
2. ความสะอาดบริเวณแหล่งท่องเที่ยวในประเทศยังไม่เพียงพอ				
3. ความสะดวกในการเดินทางท่องเที่ยวในประเทศยังไม่เพียงพอ				
4. ความปลอดภัยในการเดินทางและทรัพย์สินยังไม่เพียงพอ				
5. การประชาสัมพันธ์/ข้อมูลข่าวสารยังไม่เพียงพอ				
6. การให้บริการแก่คนไทยยังไม่เพียงพอ				
7. ค่าใช้จ่ายเพื่อการท่องเที่ยวในประเทศมีราคาสูงมาก				
8. อื่นๆ (ระบุ).....				

\*\*\*ขอขอบคุณในความกรุณา\*\*\*

\*\*\*\*ขอให้เดินทางโดยสวัสดิภาพ\*\*\*\*

## BIOGRAPHY

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