



Factors influence hotel selection of tourists travelling with children in Phuket

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ABSTRACT

Thailand has become one of those world class tourists' destinations, particularly the well-known city as Phuket, attracted those travelers from different countries. Furthermore, tourists travelling with children have become a significant market segment in the hospitality and tourism industry. This means that study of travel by tourists travelling with children is a significant and challenging task.

In order to broaden the knowledge of tourists travelling with children when selecting a hotel and to support this becoming trend, this research aims: (1) to examine travel behavior of tourists travelling children when selecting a hotel, (2) to identify factors influence hotel selection of tourists travelling with children.

The quantitative and convenient sampling method had been undertaken by using 400 questionnaires to collect the data from tourists travelling with at least one child aged 18 years old or below during the period of May 2015 to June 2015 at Phuket International Airport. Descriptive statistics analysis was used to determine information about the personal data of respondents including demographic, tourist's behavior and to analyze factors influence hotel selection of tourists travelling with children. An independent sample t-test was used to examine the significant different between gender and hotel factors toward hotel selection. One-way ANOVA (Analysis of Variance) was used to check the statistically significant differences between hotel factors among age group of children, age group of parents and respondents with different region.

Results indicated most of tourists travelling with children to Phuket were from Asia, between 31-40 years old. With regard to the number of children travelling with, one child in the family shown the highest frequency, followed by two children and three children respectively. Moreover, male children were aged between 1-6 years old, followed by 7-12 years old and 13-18

years old. Most of the female children were aged between 1-6 years old, followed by 7-12 and 13-18 years old respectively.

The finding also identified the factors influence tourists travelling with children when selecting a hotel. The results showed that hotel safe and security was the most important element in hotel's selection when travelling with children followed by room quality, value for money, hotel price, hotel staff and service, hotel location, hotel image and hotel service accordingly.

The results also found that only "hotel safe and security" factor has a significant difference among gender, especially female is more concerned than male.

Based on the finding, this study also has some implications for practitioners as well as the researcher hopes that these will draw an attention to hotel industry targeting tourists travelling with children in order to develop, utilize and improve their hotel performance in order to fulfill what factors that family tourists want when selecting a hotel.

Keyword: tourists travelling with children, hotel selection, consumer selection process, consumer behavior in travel and tourism

ชื่อวิทยานิพนธ์	ปัจจัยที่มีอิทธิพลในการเลือกพักโรงแรมในจังหวัดภูเก็ตของนักท่องเที่ยวที่มีเด็กร่วมเดินทางมาด้วย
ผู้เขียน	นาย ภาคภูมิ โควิสุทธิ
สาขาวิชา	การจัดการการบริการและการท่องเที่ยว (หลักสูตรนานาชาติ)
ปีการศึกษา	2559

บทคัดย่อ

ประเทศไทยได้กลายเป็นหนึ่งในสถานที่ท่องเที่ยวระดับโลกโดยเฉพาะอย่างยิ่งจังหวัดภูเก็ตซึ่งเป็นสถานที่รู้จักกันอย่างดีและอีกทั้งยังดึงดูดนักท่องเที่ยวต่างชาติให้มาท่องเที่ยวเป็นจำนวนมากในแต่ละปี นอกจากนี้นักท่องเที่ยวที่เดินทางมาพร้อมกับเด็กได้กลายเป็นกลุ่มตลาดที่สำคัญของอุตสาหกรรมบริการและการท่องเที่ยว นั้นหมายความว่า การศึกษาเกี่ยวกับนักท่องเที่ยวที่เดินทางมาพร้อมกับเด็กเป็นงานที่สำคัญและท้าทายแก่ผู้ทำวิจัยเป็นอย่างยิ่ง

เพื่อเป็นการเพิ่มพูนความรู้เกี่ยวกับบทบาทของนักท่องเที่ยวในการเลือกพักโรงแรมที่มากับเด็กงานวิจัยนี้มีวัตถุประสงค์ 2 ประการดังนี้ คือ (1) เพื่อตรวจสอบพฤติกรรมของนักท่องเที่ยวที่มากับเด็กในการเลือกพักโรงแรม (2) เพื่อระบุปัจจัยที่มีอิทธิพลต่อนักท่องเที่ยวที่เดินทางมาพร้อมกับเด็กในการเลือกพักโรงแรม

งานวิจัยฉบับนี้เป็นการศึกษาในเชิงปริมาณ โดยใช้วิธีการสุ่มตัวอย่างตามความสะดวก (Convenient sampling method) และใช้แบบสอบถามจำนวน 400 ชุดในการเก็บรวบรวมข้อมูลจากนักท่องเที่ยวเดินทางมาพร้อมกับเด็กอย่างน้อยหนึ่งคนที่มีอายุ 18 ปีหรือต่ำกว่าที่สนามบินนานาชาติภูเก็ต โดยเริ่มเก็บข้อมูลตั้งแต่เดือนพฤษภาคม ถึง เดือนมิถุนายน 2558 นอกจากนี้การวิเคราะห์สถิติเชิงพรรณนาถูกใช้ในการประมวลผลเกี่ยวกับข้อมูลส่วนบุคคลของผู้ตอบแบบสอบถาม รวมไปถึงพฤติกรรมท่องเที่ยวของนักท่องเที่ยวและวิเคราะห์ปัจจัยที่มีอิทธิพลต่อการเลือกพักโรงแรมของนักท่องเที่ยวที่เดินทางมาพร้อมกับเด็ก นอกเหนือจากการวิเคราะห์กลุ่มตัวแปรอิสระ (t-test) ถูกใช้ในการตรวจสอบความแตกต่างอย่างมีนัยสำคัญระหว่างเพศของผู้ตอบแบบสอบถามกับปัจจัยที่มีผลต่อการเลือกพักโรงแรม การวิเคราะห์ความแปรปรวน (Analysis of Variance) ถูกใช้ในการตรวจสอบความแตกต่างอย่างมีนัยสำคัญระหว่างปัจจัยที่มีผลต่อการเลือกพักโรงแรมระหว่างกลุ่มอายุของเด็ก กลุ่มอายุของพ่อแม่และกลุ่มของผู้ตอบแบบสอบถามแต่ละประเทศ

จากผลการศึกษาค้นพบว่านักท่องเที่ยวที่เดินทางมาพร้อมกับเด็กที่มาจังหวัดภูเก็ตส่วนใหญ่มาจากทวีปเอเชีย มีอายุระหว่าง 31-40 ปี โดยมีจำนวนเด็กที่เดินทางมาด้วยอย่างน้อย

ครอบครัวละ 1 คน, 2 คนและ 3 คนตามลำดับ นอกเหนือจากนี้เด็กเพศชายส่วนใหญ่ที่เดินทางมากับครอบครัวมีอายุระหว่าง 1-6 ปี ตามด้วย 7-12 ปีและ 13-18 ปีและในส่วนของเด็กหญิงส่วนใหญ่ที่เดินทางมากับครอบครัวมีอายุระหว่าง 1-6 ปี ตามด้วย 7-12ปี และ 13-18 ปีตามลำดับ

ผลการวิจัยฉบับนี้ยังระบุอีกว่าปัจจัยที่มีอิทธิพลต่อนักท่องเที่ยวที่เดินทางมากับเด็กในการเลือกพักโรงแรม ผลการศึกษาพบว่าความปลอดภัยและระบบการรักษาความปลอดภัยของโรงแรม “Hotel safe and security” เป็นปัจจัยที่สำคัญที่สุดในการเลือกพักโรงแรมของนักท่องเที่ยวเมื่อเดินทางมากับเด็ก ตามมาด้วยคุณภาพของห้องพัก “Room quality” ความคุ้มค่าของเงินที่จ่ายไป “Value for money” ราคาห้องพักของโรงแรม “Hotel price” การบริการของพนักงานภายในโรงแรม “Hotel staff service” สถานที่ตั้งของโรงแรม “Hotel location” ภาพลักษณ์ของโรงแรม “Hotel image” และ การบริการและสิ่งอำนวยความสะดวกภายในโรงแรม “Hotel service” ตามลำดับ

นอกจากนี้ผลจากการศึกษาในครั้งนี้ยังพบอีกว่าปัจจัยในการเลือกโรงแรมทั้งแปดปัจจัยมีเพียงความปลอดภัยและระบบการรักษาความปลอดภัยของโรงแรม “Hotel safe and security” เท่านั้นที่มีความแตกต่างอย่างมีนัยสำคัญต่อทั้งเพศชายและเพศหญิง โดยเฉพาะอย่างยิ่งเพศหญิงให้ความสำคัญมากกว่าเพศชาย

จากการศึกษาข้างต้นบ่งชี้ให้เห็นว่างานวิจัยฉบับนี้ มีคุณค่าที่สามารถนำไปเป็นแนวทางเพื่อที่จะนำไปปฏิบัติได้และผู้วิจัยหวังเป็นอย่างยิ่งว่าการศึกษาจะเป็นประโยชน์ต่ออุตสาหกรรมการโรงแรมในการนำผลที่ได้ไปพัฒนาอย่างต่อเนื่อง ใช้ประโยชน์และนำไปปรับปรุงประสิทธิภาพของโรงแรมในการตอบสนองความต้องการของนักท่องเที่ยวที่เดินทางมากับเด็กเวลาตัดสินใจเลือกพักโรงแรม

คำสำคัญ: นักท่องเที่ยวที่เดินทางมากับเด็ก, การเลือกโรงแรม, ขั้นตอนการคัดเลือกของผู้บริโภค, พฤติกรรมของผู้บริโภคในการเดินทางและการท่องเที่ยว

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Pakpum Kowisuth

CONTENTS

	Page
หน้าอำนวยการ.....	ii
ABSTRACT.....	v
บทคัดย่อภาษาไทย.....	vii
ACKNOWLEDGMENTS.....	ix
CONTENTS.....	x
LIST OF TABLE.....	xiii
LIST OF FIGURES.....	xv
LIST OF ABBREVIATIONS AND SYMBOLS.....	xvi
Chapter	
1 INTRODUCTION.....	1
1.1 Back ground and Problem of Statement.....	1
1.2 Research Questions.....	4
1.3 Aim and Objective of the Study.....	5
1.4 Hypothesis of the Study.....	5
1.5 Significance of the Study.....	7
1.6 Scope of the Study.....	7
2 RELATED LITERATURE.....	9
2.1 Consumer Behavior in Travel and Tourism.....	9
2.1.1 Definitions.....	9
2.1.2 Factors Influences Consumer Buying Behavior.....	10
2.2 Consumer selection Process.....	12
2.2.1 Model of Decision Making Process.....	12
2.2.2 The Process of Hotel Evaluation and Selection Process.....	15
2.2.3 Channel Used for Hotel Information Search and Selection Process.....	16
2.3 Family Travel Trend.....	17
2.4 Hotel Attributes in Hotel Choice Selection of Tourists Travelling with Children..	19

CONTENTS (Continued)

	Page
2.4.1 Hotel Attributes in Hotel Choice Selection of Tourists Travelling with Children.....	19
2.4.2 Demographic Characteristics and Hotel Attributes.....	27
3 METHODOLOGY.....	32
3.1 Population of the Research.....	32
3.2 Sample Size.....	32
3.3 Sampling Method.....	33
3.4 Type of Research.....	33
3.5 Research Instruments.....	33
3.6 Data Collection.....	36
3.7 Data Analysis.....	36
3.8 The level of importance.....	37
4 RESULTS.....	38
4.1 Personal Characteristic.....	38
4.2 Travel behavior of tourists travelling with children in selecting hotel.....	41
4.3 Factors influence tourists travelling with children when selecting hotel.....	55
4.4 Independent sample t-test of hotel factors among gender.....	62
4.5 Statistical comparison of hotel’s factors in parents’ perspective among age groups of children.....	70
4.6 Statistical comparison of hotel’s factors in parents’ perspective among respondents with different regions.....	71
4.7 Statistical comparisons of hotel’s factors perception among age group of parents.	72
4.8 Tourists Suggestions.....	73
5 Conclusion and Recommendations.....	74
5.1 Conclusion.....	74
5.2 Discussion.....	75
5.3 Recommendations.....	80

CONTENTS (Continued)

	Page
5.4 Limitations and Suggestions for further study.....	81
Bibliography	83
Appendix	92
Appendix A: Questionnaire.....	92
Appendix B: Certificate.....	97
Vitae	98

LIST OF TABLES

	Page
1.1 Number of Tourist arrivals to Thailand in 2012-2015.....	1
1.2 The number of Tourists visited Phuket 2012-2015.....	2
2.1 All hotel attributes used in the research.....	26
3.1 All hotel attributes used in the questionnaires.....	35
3.2 The meaning of each assessment level was ranged for an interval width of 0.80.....	37
4.1 Personal Characteristic.....	39
4.2 Tourist behavior.....	42
4.3 Pearson Chi-square of The respondents' base of nationalities and room rate of staying.....	46
4.4 Pearson Chi-square of The respondents' base of nationalities and the primary purpose of their trip.....	47
4.5 Pearson Chi-square of The respondents' base of nationalities and channel to reserve hotel.....	48
4.6 Pearson Chi-square of The respondents' gender and room rate preference.....	49
4.7 Pearson Chi-square of The respondents' gender and primary purpose of their trip...	50
4.8 Pearson Chi-square of The respondents' gender and channel of reserving the hotel before arriving to Phuket.....	51
4.9 Pearson Chi-square of The respondents' ages and room rate of staying.....	52
4.10 Pearson Chi-square of The respondents' ages and the primary purpose of their trip	53
4.11 Pearson Chi-square of The respondents' ages and channel of reserving the hotel before arriving to Phuket.....	54
4.12 Summary of the result of Pearson Chi-Square Test.....	55
4.13 Factors influencing tourists travelling with children when selecting a hotel.....	57
4.14 Independent sample t-test in gender and hotel service toward hotel selection.....	62
4.15 Independent sample t-test in gender and hotel staff service toward hotel selection..	63

LIST OF TABLES (Continued)

	Page
4.16 Independent sample t-test in gender and hotel safe and security toward hotel selection.....	64
4.17 Independent sample t-test in gender and room quality toward hotel selection.....	65
4.18 Independent sample t-test in gender and hotel image toward hotel selection.....	66
4.19 Independent sample t-test in gender and value for money toward hotel selection...	67
4.20 Independent sample t-test in gender and hotel price toward hotel selection.....	68
4.21 Independent sample t-test in gender and hotel location toward hotel selection.....	69
4.22 Statistical comparison of hotel's factors among age groups of children.....	70
4.23 Statistical comparison of hotel's factors in parents' perspective among respondents with different regions.....	71
4.24 Variations in hotel's factors perception by age group of pare.....	72

LIST OF FIGURES

	Page
2.1 Factors influences consumer buying behavior.....	11
2.2 Consumer Decision-making Process.....	13
2.3 Multi-attribute model of hotel selection.....	15
2.4 The process of hotel evaluation and selection process.....	16
2.5 Channels Used in Past Year to Research and Evaluate Hotels.....	17
2.6 Conceptual framework.....	31

LIST OF ABBREVIATIONS AND SYMBOLS

SPSS **Statistical Package for Social Science**

CHAPTER 1

INTRODUCTION

The first chapter discussed on the introduction of this study. In the introduction part, back ground and problem of statement, significant of this study is discussed further to give a clear understanding of the research area. The research questions, objectives and scope of this study are discussed.

1.1 Back ground and Problem of Statement

According to the globally tourism expansion, Thailand is Asia Pacific's most popular tourist destination for the travelers to experience the beautiful attractions, diversified cultures, friendliness and culinary (<http://www.tatnews.org>). Comparing to other Southeast Asian countries, Thailand has been perceived as a destination of traditional cultures, friendly people and tourist safety (Calantone, Benedetto, Hakanm and Bojanic, 1989).

Thailand is the world class tourists' destination for travelers to visit such as Bangkok, Pattaya, Hua-Hin, Chaing Mai and Phuket attracted tourists from different countries. The tourism industry in Thailand is growing and has become the main revenue sources of the country, especially for the hospitality industry which takes up a major portion of this income by supporting the accommodation needs of international tourists (Chaithanee, 2013). Moreover, there is increasing tourists visited Thailand every year as well as the number of international tourists' arrivals to Thailand will change depending on the number of world tourists, from 2012-2015. According to the statistical complied by Tourism Authority of Thailand has showed the number of tourists increasing from 22 million in 2012 to 29 million in 2015 (table 1.1). The number revealed that the number of tourists arrived to Thailand is increased

Table 1.1 Number of Tourist arrivals to Thailand in 2012-2015

Year	2012	2013	2014	2015
Number of tourists	22,353,903	26,735,583	24,779,768	29,881,091

Source: <http://www.tourism.go.th/uploads/Stat/22950.pdf>

Phuket, the site of this research, is a well-known tourist destination. In 1998, the Global Magazine in Germany named Phuket as a Dream Island. In 1999, Phuket was also voted as a winner of World's Best Island from Travel Awards. In the present time, Phuket is the main city for tourism industry of the country (Maneerat, 2006). The numbers of tourists are forecasted to grow each year under the government plan of positioning Phuket as a world class tourist destination. As the number of tourists visited Phuket during 2012-2015 showed that Tourism industry is rapidly growing and encouraged travelers from different countries to travel and spend a lot of money for their vacations (table 1.2).

Table 1.2 The number of Tourists visited Phuket 2012-2015

Year	2012	2013	2014	2015
Number of tourists	7,454,674	11,958,603	11,960,044	12,590,656

Source: www.tourism.go.th

According to Travel Industry Association of America (TIA, 2001) reported that family vacation travel was accounted for 65% of the United States' domestic pleasure trips in 2000. Family tourists were spending money for vacation around \$1,087 in 1999, and more than one half (58%) of the families spent the same amount as the previous year. Moreover, 31% of family travelers planned to spend on their future vacation (National Geography Traveler, 2000). Family travel is a significant market as the majorities of the world population presently live with in a family unit and possess greater purchasing power. This market segment is growing continually and rapidly from 96.6 million in 1994 to 118.6 million in 2002 (Travel Industry Association of America, 2004).

Nowadays, tourists travelling with children have become a significant market segment in the hospitality and tourism industry. Moreover, family market is overlooked as an important part of the travel industry that is children travelling with their parents (Family Travel Association, 2015). The previous research supported that the number of children is rapidly increasing in hospitality and tourism industry (Koyama, 2012 cited from Thornton, Shaw and Williams, 1997 and Cullingford, 1995). It is important to understand the trend of tourists travelling with children and how to develop hotel facilities and services to serve the trend. The

effective of hotel industry will be maximized when they understand not only what family travelers want from their vacations but also how they make travel decisions (Fodness, 1992; Jenkins, 1978; Assael, 1998).

As the significance of families' tourist becomes obvious, the hospitality and tourism industry have developed facilities and services including vacation packages for family reunion and weddings, grand travel activities and family suites (Kang, Hsu and Wolfe, 2003 cited from Wong, Ap & Li, 2001; Ira, 1991; Blum, 1996; Feder, 1996). The study by Wong et al., (2001) found that family travelers preferred to stay at the hotel that providing services and facilities for their children consisted of swimming pool with lifeguard, discount packages for families and discounts for children's stay. To accommodate the family travelers during the stay, hotel industry should provide equipped with more bedding options including day beds and pullout sofas and added an extra-large room (Gardyn, 2001).

However, there is no previous literature that has discussed and accessed the travel behavior and factor influences hotel selection of tourists travelling with children in Phuket. Therefore, this study will explore further on this aspect as well as figure out what the travel behaviors of tourists travelling with children are when selecting a hotel. Moreover, the researcher intends to investigate more about what are the factors influence hotel selection of tourists travelling with children. Hence, it is an interesting to know that what are an exactly travel behavior and hotel factors that concerned by tourists travelling with children when selecting a hotel.

According to this study, the researcher mainly focused on factors influence tourists travelling with children when selecting a hotel in Phuket and this current study apply the theory of hotel attributes in hotel choice selection in order to identify factors influences hotel selection of tourists travelling with children in Phuket. Therefore, the researcher developed attributes used in this study from previous research, all hotel factors that used in this research are hotel service, hotel staff service, hotel safe and security, room quality, hotel image, value for money, hotel price and hotel location : (Dolnicar and Otter 2003; Choi and Chu 2000; Callan and Bowman, 2000; Lockyer 2005; Tsai et al., 2011; Sohrabi et al., 2012; Xue and Cox 2008; Gardyn, 2001; Kang et al., 2003; Ira, 1991; Blum, 1996; Feder, 1996 and Wong et al., 2001).

Furthermore, it is better to understand the relationship between demographic characteristics and hotel factors toward hotel selection of tourists travelling with children. Nevertheless, there are not many previous research studied about demographic characteristics of tourists travelling with children when selecting a hotel. Thus, the researchers adapted this study base on the previous research from Makrens (1992) studied the children program at resort. The results found that both male and female gave more importance to safe and secure of resort when travelling with children. Moreover, the study by Gustin and Weaver (1993) found that mature travelers were concerned about cleanliness, convenience location, room price, easy access from main road, security system and parking lot lighting than younger travelers when selecting a hotel. According to the study of Hilbreth, Shaw, Delamere and Havitz (2010) identified that teenagers are more excited in physical and fun activities such as computer games, swimming, scavenger hunts, water balloon fun, sports, hiking, parachute, sun visor art, fish and duck feeding and Indian bead crafts. From previous study by Gilbert and Tsao (2000) found that Chinese are more concerned about the price than Western travelers. In addition to that Chinese travelers care more about the price than the quality of the product comparing with Western travelers are more concerned with the quality than the price of product.

This study will be benefited to hotel industries develop and improve their services to fulfill needs of tourists travel with children when they decided to choose the hotel. Moreover, this study will help the hotel industries to understand more about the differences of personal characteristic when selecting a hotel. Lastly, the availability of published work pertaining to this subject is limited. This research will be provided new results and interesting information for the future study.

1.2 Research Questions

1.2.1 What is the travel behavior of tourists travelling with children when selecting a hotel?

1.2.2 What is the factors influence hotel selection of tourists travelling with children?

1.3 Aim and Objective of the Study

1.3.1 Aim: The main aim of this study is to examine travel behavior of tourists travelling with children when selecting a hotel and to identify factors influence hotel selection of tourists travelling with children.

1.3.2 Objectives:

- To examine travel behavior of tourists travelling with children when selecting a hotel.
- To identify factors influence hotel selection of tourists travelling with children.

1.4 Hypothesis of the study

From the previous discussion, research hypotheses have developed to this study:

Hypothesis 1

H_0 : There is no significant different between gender and hotel service toward hotel selection.

H_A : There is a significant different between gender and hotel service toward hotel selection.

Hypothesis 2

H_0 : There is no significant different between gender and hotel staff service toward hotel selection.

H_A : There is a significant different between gender and hotel staff service toward hotel selection.

Hypothesis 3

H_0 : There is no significant different between gender and hotel safe and security toward hotel selection.

H_A : There is a significant different between gender and hotel safe and security toward hotel selection.

Hypothesis 4

H_0 : There is no significant different between gender and room quality toward hotel selection.

H_A : There is a significant different between gender and room quality toward hotel selection .

Hypothesis 5

H_O : There is no significant different between gender and hotel image toward hotel selection.

H_A : There is a significant different between gender and hotel image toward hotel selection.

Hypothesis 6

H_O : There is no significant different between gender and value for money toward hotel selection.

H_A : There is a significant different between gender and value for money toward hotel selection.

Hypothesis 7

H_O : There is no significant different between gender and hotel price toward hotel selection.

H_A : There is a significant different between gender and hotel price toward hotel selection.

Hypothesis 8

H_O : There is no significant different between gender and hotel location toward hotel selection.

H_A : There is a significant different between gender and hotel location toward hotel selection.

Hypothesis 9

H_O : There is no significant different between age of children and hotel factors toward hotel selection.

H_A : There is a significant different between age of children and hotel factors toward hotel selection.

Hypothesis 10

H_O : There is no significant different between nationality and hotel factors toward hotel selection.

H_A : There is a significant different between nationality and hotel factors toward hotel selection.

Hypothesis 11

H_0 : There is no significant different age of parent and hotel factors toward hotel selection.

H_A : There is a significant different age of parent and hotel factors toward hotel selection.

1.5 Significance of the study

There are many researches done on hotel selection criteria but there is no previous research conducted specifically on factors influence hotel selection of tourists travelling with children in Phuket. Therefore, this research is beneficial for hotel industry to better understand travel behavior of tourists travelling when they decide to select a hotel and to develop, utilize and improve their hotel performance in hotel attributes in order to fulfill what factor that family tourists want when selecting a hotel.

1.6 Scope of the study

1.6.1 Scope of time

The 400 questionnaires were distributed by hand which target to international tourists travelling with children at Phuket International Airport. Time to distribute questionnaires was conducted from May 2015 to June 2015.

1.6.2 Scope of Geography

The questionnaires were distributed to tourists travelling with at least one children visiting to Phuket, at Phuket International Airport.

1.6.3 Scope of Demography

International tourists travelling with at least one children age 18 years old or below staying at Phuket at least one night were invited to participate in the data collection process.

1.6.4 Definition of key terms of the study

For the purpose of this study, it is important to provide clear and specific definitions of term used in this study. The present study has used several terms which are here defined. Unless otherwise stated, the meanings of these terms are adopted by the dissertation.

Consumer behavior in travel and tourism: Consumer behavior is the study about how customer purchase and use the products as well as study way to encourage consumption which normally be involved in services and ideas (Perner, 2014).

Consumer selection process: The process by which (1) tourist identify their need, (2) collect information, (3) evaluate alternatives, and (4) make the purchase decision, (5) post purchase behavior (Kotler and Keller, 2009).

Hotel attributes in hotel choice selection: “The attributes that determine accommodation choice, the features that are perceived as being important in a hotel and the hotel characteristics that lead to higher customer retention enables hotel managers to make optimal hotel development decision” (Dolnicar and Otter, 2003).

Tourists travelling with children: “parents travelling with their children or grandparents travel with their grandchildren” (Koyama, 2012).

CHAPTER 2

RELATED LITERATURE

This chapter reviews the ideas, theories and related literature which concerning mainly about the consumer behavior in travel and tourism, consumer selection process, family travel trend and hotel attributes in hotel choice selection of tourists travelling with children is organized as follows:

2.1 Consumer Behavior in Travel and Tourism

2.1.1 Definitions

2.1.2 Factors Influences Consumer Buying Behavior

2.2 Consumer Selection Process

2.2.1 Model of Decision Making Process

2.2.2 The Process of Hotel Evaluation and Selection Process

2.2.3 Channel Used for Hotel Information Search and Selection Process

2.3 Family Travel Trend

2.4 Hotel Attributes in Hotel Choice Selection of Tourists Travelling with Children

2.4.1 Hotel Attributes in Hotel Choice Selection of Tourists Travelling with Children

2.4.2 Demographic Characteristics and Hotel Attributes

2.1 Consumer Behavior in Travel and Tourism

2.1.1 Definitions

Consumer behavior has been widely studied in marketing, psychology and sociology, generating numerous explanatory models and definitions. The subject of consumer behavior is related to understanding how consumers make their decisions to purchase or use a product. It is an interesting but difficult subject to research because all the decisions to be made are relevant so much on emotional significance influenced by various internal and external motivators and determinants.

Perner (2014) identified that there are several definitions of consumer behavior which are similar and one “official” definition of consumer behavior which all the research paper

found and presented as “The study of individuals, group, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society”. Moreover, Perner (2014) has provided further definition as consumer behavior is the study about how customer purchase and use the products as well as study way to encourage consumption which normally be involves in services and ideas.

Blackwell, Miniard and Engel (2006) has defined consumer behavior as “consumer behavior is those activities directly involved in obtaining, consuming and disposing of product and services including the decision processes that precedes and follow these actions”. This definition gives an importance to psychological process during pre-purchase and post-purchase stages.

There are several meanings of consumer behaviour provide in many studies, but the interesting one was from Swarbrooke and Horner (1999) mentioned that the consumer behavior in purchase decisions are from the interaction of four elements in hospitality and tourism as travel stimuli, personal determinants, external variables and characteristics and features of service destination of travelers’ behavior.

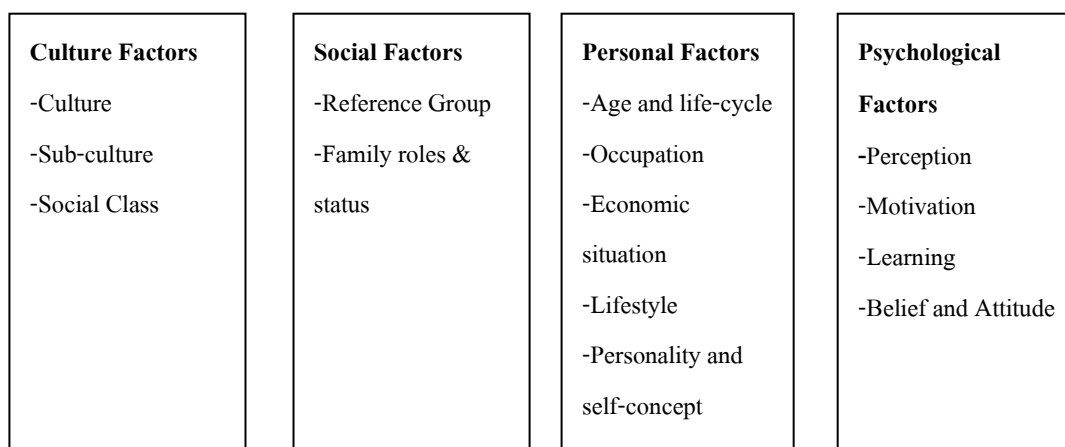
Pearce (2005) defined consumer behavior as “powerfully connected to and often contingent upon marketing activities: it strongly shapes the wellbeing of many small businesses, and it can generate considerable socio-culture and environmental impacts”. Moreover, Mattila (2004) defined consumer behavior as “the dynamic interaction of affect, cognition, behavior and environment by which human beings conduct the exchange aspect of their lives”.

2.1.2 Factors Influences Consumer Buying Behavior

From the previous study by Rani (2014) mentioned that “consumer buying behavior is the decision process and acts of people involved in buying and using products”. Moreover, consumer buying behavior refers to the selection process, purchase and consumption of goods and services for the satisfaction of consumer need (Rani, 2014).

According to the study by Kotler and Armstrong (2011) have presented the four aspects concerning about consumers buying behavior as shown in figure 2.1 below and the detail of each aspect has been described as following

Figure 2.1 Factors influences consumer buying behavior



Source: Kotler and Armstrong (2011)

1) Cultural Factors

There are some results from the study by Durmaz, Celik and Oruc (2003) indicated that social class, subculture and consumer's culture are part of consumer behavior which is associated with values and decision processes.

In terms of culture, this concept is about the belief of human societies, roles, behavior, values, customs and traditions. Moreover, the meaning of subculture can be referred to a small group of people who have their own cultures particularly in common life experience and situation. These groups of people are important for market segmentation that should not be overlooked as well as pay attention to design the products in order to respond their needs. Social class is the last elements of cultural factor which refer to the unique pattern of life style of buying behavior (Bowie & Buttle, 2004).

2) Social Factors

The social factor is another external factor affecting consumers' behavior. The first composition is a reference group which becomes a significant impact on the consumption of goods and services. The reference group refers to a group of people with a specific behavior of consumers and is more likely to develop the attitudes and behavior of their own. The second component is family, which is considered as a group to influence consumption significantly. The research found that family has contributed greatly to the buying behavior in society. The final component is roles and responsibilities, everyone has different roles and

functions as well as most people tend to choose products and services that fit their roles and responsibilities (Noel, 2009).

3) Personal Factors

The personal factor is another factor that relate to a personal style and consists with the following factors (Bowie & Buttle, 2004). Firstly, age and life-cycle is about consumers which are most likely to vary by age and purchasing behavior often depends on each status such young singles, married couples, etc. The second factor is concerning with occupation, buying behavior is one of its component, for example, people who earn high income can often purchase at affordable prices, while people earn low income will support only at a cheaper price. Next factor is economic situation, it is concerning with one's own income and savings and ability to buy products and services. Lifestyle normally refers to way or act of individual lives in society. Lastly, personality and self-concept is considered as own characteristic personality traits.

4) Psychological Factors

Psychological factors is a component that influencing consumers buying behavior and consist of four main components as firstly perception which can be explained as an individual thinks toward one's own perception. The components of perception consist with selective attention, selective distortion and selective retention. Another factor is motivation; this can be explained that the buying's behavior normally happen from various personal's need. In terms of learning, this process usually occurs when consumer's has a chance to use the products and services which can create beliefs and attitudes afterward. The beliefs and attitudes become an essential factor in influencing consumer buying decision process. This is according with the explanation by Kotler and Armstrong (2011) that consumers or customers tend to buy the products and services base on their opinions.

2.2 Consumer Selection Process

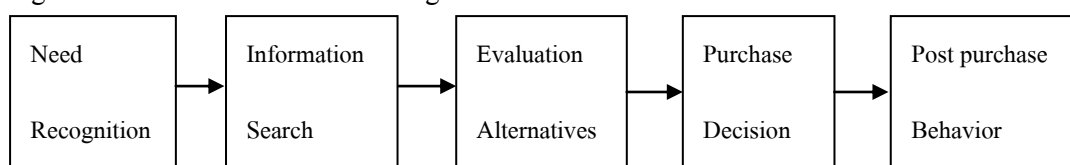
2.2.1 Model of decision making process

According to previous literature showed that decision-making process and consumer behavior are related. Crotts (1999) explained "decision making is very heart of the study of consumer behavior and marketing communications is considered one of the principal means to influence consumer decision-making".

Mathieson and Wall (1982) has proposed further concise that the buying decision process starts from personal needs and desire. Consumers will normally begin with shopping around before choosing where to visit. The consumers then find more information before making the decision of booking process. After the buying decision process was made, and then the consumer will evaluate the outcome after the trip was finished and sharing experience to other eventually.

Kotler and Keller (2009) defined the stages of consumer decision-making process which comprises with need recognition, information search, and evaluation of alternatives, purchase and post-purchase behavior as shown in figure 2.2 below.

Figure 2.2 Consumer Decision-making Process



Source: Kotler and Keller (2009)

Need Recognition

The process start with need recognition, this is the first stage of consumers decision-making process and it can be explained by Lamb, Hair and McDaniel (2011, p.190) as “result of an imbalance between actual and desired needs”. The need recognition is a customer’s expectation toward products or services. Kotler and Keller (2009) indicated further that retailers tend to create a need in consumer’s mind for the products and services they are offering in order to gain more needs and impulse shopping.

Information search

The information search is the second stage in consumer decision-making process which happens after consumer’s need. Then, they tend to search some more information about the available ways to satisfy those needs. Pradhan (2009, p.123) indicated an important statement that “the extent to which the consumer needs to search for information depends on his current information levels and the perceived value of the additional information”. However, Kotler and Keller (2009) has further discussion that an important element in decision-making

process, that is influenced consumers, is marketing strategies. The next stage is to search all information the consumers need and want in order to find and evaluate information sources related to the central buying decision. Normally, consumers tend to rely on print, visual, online media or word of mouth for obtaining information. In addition, information search can be divided into subgroups as internal information and external information.

Internal information: internal information is a satisfied tool for any kinds of purchasing of everyday products towards consumer's buying. Particularly, when the process of buying started, it normally comes to a major desire or needs containing with personal's involvement strongly and the consumer does not have enough information (Kotler and Keller, 2009).

External information: this information normally presented on products or brands or even obtained by friends or family which consumers take part of their decision making process to buy those goods. In addition, during the process and consumers buying decision-process, consumers will firstly consider towards their internal information (Kotler and Keller, 2009).

Evaluation of Alternatives

After consumers selected final brand choice from searching, then they will use evaluation process in buying decision. They will not use only one single evaluation process instead several evaluation process are employed. However, consumers evaluated alternatives choices depend individual consumer and the specific buying situation which can be seen in various ways. In some cases, consumers will value to the products or brands they buy from the basic of alternative product attributes. The consumer's attitude is one of the influences factor toward this stage of buying and others affect to the evaluation process (Schiffman and Kanuk, 2000)

Purchase Decision

It had been said by Kotler and Keller (2009) that when consumers had the final purchase decision which may be interrupted by two factors such as negative feedback from other buyers and the motivation's level to accept the feedback. He had stated further that if the consumers normally tend to buy the most preferred brand, it involved two factors: purchase intention and purchase decision.

Post purchase behavior

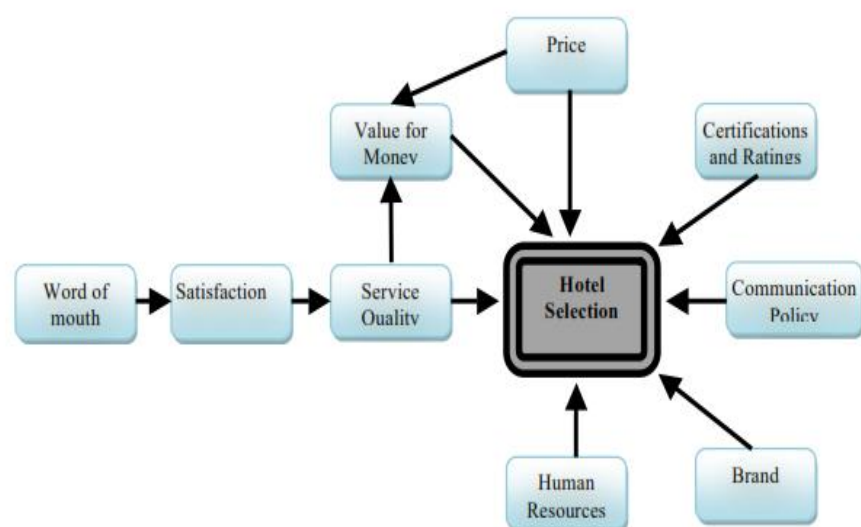
Following a purchase, normally customers tend to compare the products based on their previous expectation and check if they are either satisfied or dissatisfied. These stages are considered in retaining consumers which can greatly affect to have a similar purchase from the same company in the future. It can be implied that if the customers are satisfied, this can result in brand loyalty eventually (Kotler and Keller, 2009).

2.2.2 The Process of Hotel Evaluation and Selection Process

In this study, it is important to understand how the consumer making a choice decision when selecting a hotel. The process of hotel evaluation and selection is influenced through personal preferences, received information and hotel product (Baruca and Civre, 2012). In contrast, the evaluation process becomes particularly difficult when the product is hotel accommodation, as hospitality service is intangible in nature (Levitt, 1981)

In 2014, Ferreira and Salazar proposed a multi-attribute model of hotel selection. All determinant followed by word of mouth, satisfaction, service quality, value for money and price, certifications and ratings, communication policy, brand and human resources are influenced to hotel selection as shown in figure 2.3 below.

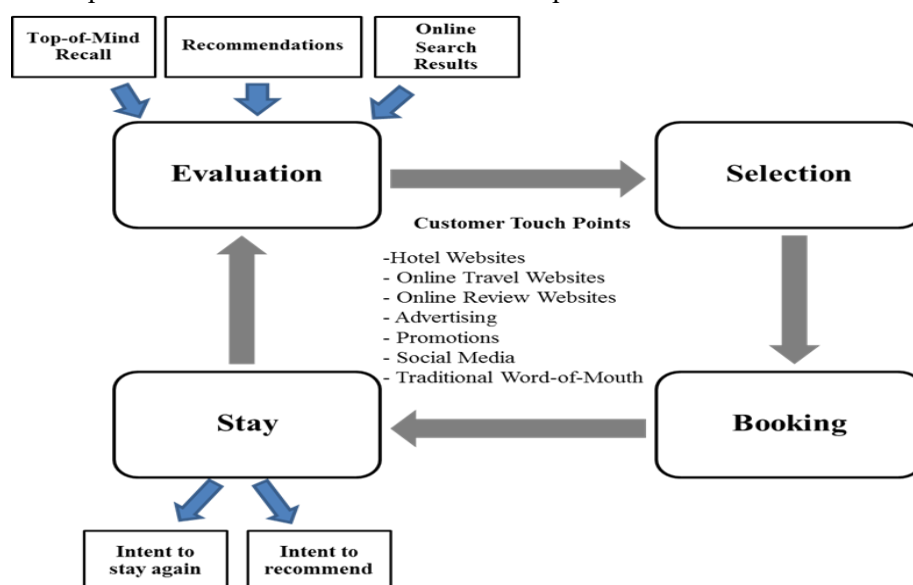
Figure 2.3 Multi-attribute model of hotel selection



Source: Ferreira and Salazar (2014)

According to the study by Hawk Partners (2012) has presented one of the well-known framework concerns about the hotel evaluation and selection process. This process shows the step of hotel selection, the consumers firstly start from evaluate the hotel from their top-of-mind recall, recommendation and online searching. Then, selecting one of those choices they have made and make a booking and follow by staying at that place. After that consumers will decide consequence to stay again or to recommend to others as show in figure 2.4 below.

Figure 2.4 The process of hotel evaluation and selection process



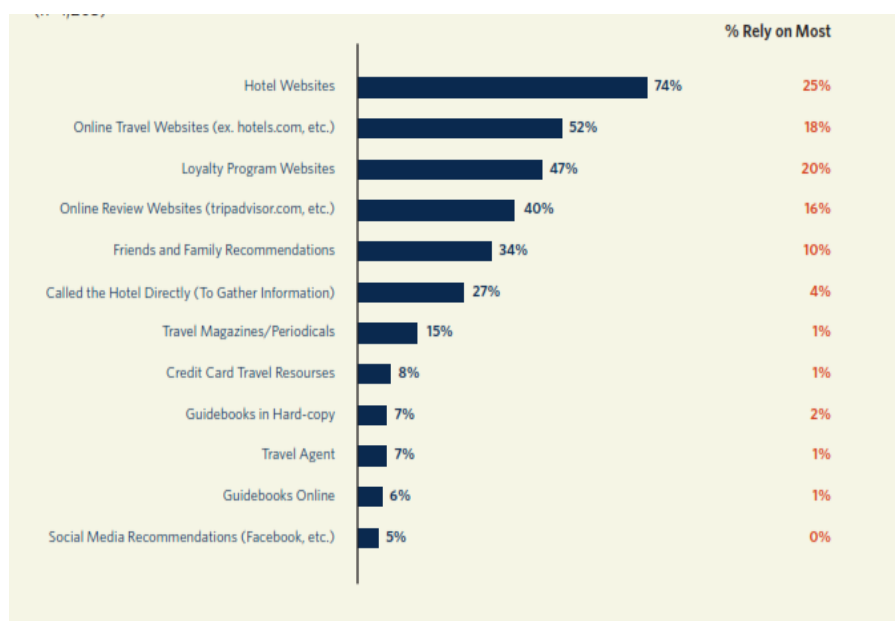
Source: Hawk Partners (2012)

2.2.3 Channel Used for Hotel Information Search and Selection Process

According to the study by Koyama (2012) found that most of tourists used the internet for searching the information, travel agent and tour, friends and relatives, previous trip experience, travel guide/guide book, free information leaflet, newspaper/magazines and TV/radio. Chaithanee (2013) compared between domestic and international tourists and found that international tourists got the information from travel agencies, friend/relative and online information website. Meanwhile, domestic tourists got the information from online information website, hotel reservation/website and from friend/relative. Moreover, Chaithanee (2013) found that international tourists booked hotels by travel agencies. On the other hands, domestic tourists booked hotels by hotel reservation/websites and online travel agencies.

The study of Hawkpartners (2012) described that internet has become a powerful element on how travelers evaluate hotel brands. It contains of four most often cited sources for researching and evaluating hotel brands in past year are all online. The results indicated that hotel websites are still very important followed by, online travel websites, loyalty program websites, online review websites, friends and family recommendation, called the hotel directly, travel magazines/periodicals, credit card travel resources, guidebook in hard-copy, travel agent, guidebook online and social media recommendation. Figure 2.5 below shows the percentage of channel used in past year to research and evaluate hotels.

Figure 2.5 Channels Used in Past Year to Research and Evaluate Hotels



Source: Hawkpartners (2012)

2.3 Family travel trend

To understand more about family travel trend the researcher has provided some details based on the previous literature review. In the past Gaines, Hubbard, Witte and O'Neill (2004) mentioned that the major travelers and market for hotel industry were only business travelers. However, Stingam (2008) argue that nowadays travelers have been combining between leisure and business travelers, it can be explained that when they are on vacation or business they may decide to go with their family.

Additionally, family travel can be defined as “two or more persons living together and related by blood, marriage, or adoption” (Brey and Lehto, 2008). Kazembe et al., (2015) stated that family consists of parents either both or single with a minimum of one child. In contrast, Nayyar (2001) stated that family travel can include multifarious family members as aunts, uncles, grandparents and friends. Koyama (2012) defined family travel as “parents travelling with their children or grandparents travel with their grandchildren”.

In the present time, families are a significant market of the hospitality and tourism industry (Brey and Lehto, 2008). From the survey by Shillinglaw (2006) revealed that the family travel market has grown and changed dramatically. In addition, family tourism is increasing worldwide. It is now a huge market which should be given attention (Kazembe et al., 2015). According to the U.S. Family Travel Survey reported that families are increasing rapidly in the hospitality and tourism industry and despite the fact that the average vacation in the United States cost \$4,580 for a family of four (Family Travel Association, 2015).

Interestingly, the family travel market has become an important role in family life in the U.S. travel industry. According to the study of Hill (2001) indicated that 50% of the travel industry is accounted for by family travel for vacation. Rugh (2008) reported that the 20th century is often called the golden age of family vacation. At that time, the habit of family vacations was so strong that even major events in the 20th century such as the Great Depression could not stop families from travelling.

It is interesting to understand more about the future of family tourism. Schänzel and Yeoman (2015) stated that families are a large and growing market for the hospitality and tourism industry. Moreover, family travel is forecasted to increase at a faster rate than all other forms of leisure travel, partly because it represents a way to reunite the family and for family members spending time each other. According to Schänzel, Schänzel, Yeoman and Backer (2012) studied the future of family tourism. They reported that families with dependent children represent a significant proportion of the population and an important current and future market for tourism providers. Children and families form the closest and most important emotional bond in humans and it is this relationship that drives demand in tourism. It is estimated that families account for about 30% of the leisure travel market around the world.

2.4 Hotel Attributes in Hotel Choice Selection of Tourists Travelling with Children

2.4.1 Hotel attributes in hotel choice selection of tourists travelling with children

In this study, there are not many previous studies specific about hotel attributes concerning to tourists travelling with children when selecting a hotel. Therefore, the researcher developed hotel attributes in hotel selection based on the previous research. However, it would be provided the new results and interesting information for future study.

The tourists have different needs and wants for their hotel selection. Lewis (1987) identified “the most important hotel attribute is room and bath conditions”. Knutson (1988) found “seven important factors that tourist consider when selecting a hotel: clean, comfortable, well-maintained rooms, convenient location, prompt and courteous service, safe and secure environment, friendly and courteous employee”. Atkinson (1988) found that “cleanliness of the accommodation, safety and security, accommodation value for money, courtesy and helpfulness of staff were identified as top attributes for tourist in hotel choice selection”.

According to McCleary and Weaver (1991) mentioned that over 90% of tourist expected cleanliness, comfortable bed, rooms and good quality towels. The significant of hotel selection which is including quality staff and service, safety and security and added value extras such as newspaper and cable TV (Wilkins, Merrilees and Herington, 2007).

Further studied research from Sohrabi, Vanani, Tahmasebipur and Fazli (2012) and Dolnica and Otter (2003) indicated the results that tourists tend to choose the hotel from their personal needs, particularly, when hotel offered services and facilities such as free internet access, quiet air-conditioning, and In-room temperature is of high quality and soundproof that attract tourist to select hotel. Moreover, the study by Rivers, Toh and Alaoui (1991) found that convenience of location and overall service received are rated as the highest attributes.

The previous study by Li, Law, Vu & Rong (2013) found some interesting points that there were various aspects influence on customer’s hotel selection such as cleanliness, price, location, facilities, and size of rooms, breakfast, staff, service quality, room quality and also value. Those attributes become the powerful factor toward hotel’s selection among travelers (Choi and Chu, 2001).

The hotel cleanliness is main factor for hotel selection. Cleanliness is simply defined as “the absence of dirt, including dust and stains, at the time of assessment”. Moreover,

cleanliness is assessed at 63 areas throughout a hotel, from bedding, floors, appliances, toilet and shower quality (AAA Tourism Pty Limited, 2012). In addition, hotel industry provides the quality of cleanliness as the first thing for guest in hotel. The studied by Lockyer (2003) mentioned that cleanliness is a significant factor in the selection of accommodation such as the toilet, the shower cubicle floor and bed liner. Wilkins et al., (2007) mentioned that over 90% of business traveler ranked cleanliness as the most important. Following cleanliness other aspects of the core hotel product, such as comfortable bed, room and good quality towels. In addition, the important attributes affecting business traveler hotel selection were cleanliness and location.

From the previous research by Xue and Cox (2008) found that all type of traveler ranked the cleanliness is very important of hotel choice decision follow by a comfortable mattress and pillows, as well as hotel safety is the top considerations by travelers when selecting hotels. However, there were some more attributes which presented as the most criteria influencing hotel selection for traveler as price and value for money, free breakfast, complimentary newspaper and free cable TV and no surcharge for long distance call respectively.

However, there are several research focused on children's service, facilities and activities. Gaines et al., (2004) study about an analysis of children's programs in the hotel and resort industry market segment. The survey conducted in 2001 revealed that 80% of children required a place to meet while at the hotel, including a separate pool, computer room and dining room. Kazembe et al., (2015) studied family friendly services and customer satisfaction. The results found that 90% of children enjoyed the services, activities and facilities provided by hotel.

Bayes (2006) mentioned that education related vacations to destinations such as Thailand, Vietnam, New Guinea and Egypt are becoming increasingly popular. Families are able to learn about rich history of the countries and they can also participate in leisure activities. Moreover, families visit resorts at destinations like Kavieng and Raubal in New Guinea, where they can go fishing, canoeing and swimming.

Adam (2007) stated that the Oriental Dhara Dhevi Resort in Thailand aims authentic Thai activities at children. The children can learn how to care for an elephant, how to ride and how to clean it. Moreover, children can participate in cooking classes and learn all about the different herbs and vegetables of Thailand. There were further discussion by Nanda, Hu and Bai (2006) mentioned that being as a marketers need to provide services and programs for families

which is beneficial for market segments as well as to enhance the experiences of families at holidays.

The previous studied and literature reviews found that room quality, hotel location, hotel image, hotel staff service, hotel service, hotel price, value for money and hotel safe and security were important for tourists when making a choice decision. However, there are some attributes that is no related directly concerning to tourists travelling with children when selecting a hotel. Therefore, this research developed attributes from general hotel attributes in hotel selection (Tsai et al., 2011; Li et al., 2013; Lockyer, 2003; Lockyer, 2005; Dolnicar and Otter, 2003; Yusoff and Abdullah, 2010; Kim, 2014; Chaithanee, 2013; Xue and Cox, 2008; Fawzy, 2010; Yavas and Babacus, 2005; Chu and Choi, 2000; Nash, R et al., 2006; Sohrabi et al., 2012; Marshall, 1993 and Clow et al., 1995; Kang et al., 2003 cited from Ira, 1991; Feder, 1996; Wong et al., 2001 and Blum, 1996; Gardyn, 2001; Stringam, 2008; Gaines et al., 2004; Birchler, 2012; Makens, 1992; Kazembe et al., 2015; Lee et al., 2008; Lee and Graefe, 2010).

Room quality

There are several researchers found that tourists travelling with children are more concerned about family suites, size of room and pullout sofas (Kang et al., 2003 and Gardyn, 2001). Stringam (2008) and Gaines et al., (2004) examined that “children excited with the bright and vivid colors in their guest rooms and value-adds amenities should be featured within each room such as Crayola lamps, Crayola clock/radio Crayola easel, entertainment center, mini refrigerator, microwave oven, a night-light and colorful furnishing”. Moreover, electronics such as internet access, CD players and video game equipment also important for child service.

Tsai et al., (2011) compared between business and leisure travelers that room cleanliness were ranked as top important attribute. From the previous research investigated “cleanliness attributes” is important for Middle of East tourist in Kuala Lumpur. Moreover, Lockyer (2003) identified cleanliness as a strong indicator in selection of accommodation. There are several researchers identified that room quality are the important factor when choosing a hotel followed by cleanliness of room, well-maintained room, comfortable mattress and pillows, cleanliness of bathroom, cleanliness of bath/wash towels and quality of bathroom amenities, soundproof, in-room temperature is of high quality and quiet air-conditioning (Xue and Cox, 2008; Dolnica and Otter, 2003; Sohrabi et al., 2012 and Tsai et al., 2011).

Hotel location

Milman (1997) studied the guests' satisfaction at a family resort hotel and the study found that family travelers preferred to stay nearby shopping mall, restaurant and theme park within a two-mile radius of the hotel. Yusoff and Abdullah (2010) identified "convenient location" has highest ranked by Middle East tourist. Moreover, Tsai et al., (2011) explored differences in the important ratings of hotel selection criteria between Mainland Chinese and foreign individual travelers to Hong Kong. From the previous research found that location is the most important hotel attribute for business travelers such as convenient to tourists' attraction (Tsai et al., 2011). Kim (2014) studied on the relationship between traveler's hotel attribute satisfaction and overall satisfaction. The result show leisure travelers less concerned about hotel location than business travelers. From the previous studied by Chu and Choi (2000) and Xue and Cox (2008) found that business travelers more concerned about hotel location followed by convenient to airport, convenient location, quiet area and comfortable ambience.

Hotel image

Hotel image is important factor that influencing hotel selection of tourists. The study indicated that "brands with higher guest satisfaction levels seem to success, it just not only greater revenues per guest room but also success higher growth rates in room revenues that brands with lower satisfaction" (Chaithanee, 2013). Leading hotel brands, including Club Med and Karisma Hotels & Resorts, are adding multi-room family suites to their accommodation offerings for tourists travelling with children (<http://www.prnewswire.com>).

There are interrelations of four brand equity components which including, brand awareness, brand loyalty, brand image and perceived quality in the hotel industry. Xue and Cox (2008) found that hotel brand is the important factor influencing business travelers when selecting hotel. The studied by Dolnica and Otter (2003) investigated hotel attributes in 21 studied published between 1984-2000 found that hotel image including brand image, brand familiarity, brand recommendation, segment brand image, professional corporate image, reputation and star rating.

Hotel staff service

In terms of hotel staff service, most of travelers were concerned about quality of staff service followed by courtesy and attentiveness of staff, staff are helpful, staff are

understand your request, polite and friendly of staff, staff have multi-lingual skill, staff have neat appearances and service professionalism/quality (Chu and Choi, 2000; Dolnica and Otter, 2003; Sohrabi et al., 2012; Tsai et al., 2011; Callan and Bowman, 2000). Birchler (2012) studied the parent's satisfaction with the children's program. The results identified that the parent were satisfied with the offered program at the hotel which including great staff, well supervised, well organized, good quality program and great activities for each child age group.

Hotel service

To understand more about children's service provided by the hotel or resort. The studied by Makens (1992) identified that hotel or resort should provide kid club that family members can join the activities together, including bingo, board games, festivals, campfire sing-alongs and card games. Moreover, swimming pool for children, horseback riding, indoor and outdoor tennis courts and nature trails was concerned by family travelers. Wong et al., (2001) studied the family travel and perceptions on lodging facilities. The finding found that swimming pool with life guard, discounts for children's stay and discount packages for families are important for family tourists when selecting a hotel. Moreover, family travelers more concerned about travel activities and vacation package for family when they decided to choose a hotel (Kang et al., 2003 cited from Ira, 1991; Feder, 1996; Wong et al., 2001 and Blum, 1996). This is why child service becomes more popular.

According to the study of many researchers such as Yavas and Babacus (2005) or by Xue and Cox (2008) have found some important attributes for business travelers in hotel selection that front desk service security, common facilities, image , bathroom, access to computer, entertainment lounge, and exercise facilities/fitness center were all become interested by those who were on business destination. Moreover, the studied of Dolnica and Otter (2003) investigated 173 hotel attributes from 21 studied in the last two decades, and found that some of attributes were applied and used in this research, including programs for children, swimming pool, specific room request possible, check in and check out speed, check in and out anytime, pre-arrange check in, parking area, elevator, warm welcoming, bell service, 24 hour room service, laundry service, housekeeping, medical facilities, in-house library, games room, health/fitness facilities, public space, free internet access, free cable TV, free newspaper and free breakfast.

Hotel price

According to the study of Birchler (2012) indicated that some resorts offer special pricing for single-parent travelers. The Splash Resort Caraco, Mexico waives the supplemental charge for single-parents and allows one child to stay for free. From the study of Tsai et al., (2011) it shows that leisure travelers is more concerned about price than business travelers. From the previous study of Chu and Choi (2000) identified “price and quality” was rated as the most important factor across all age categories in hotel selection. Xue and Cox (2008) examined “price and value for money” are usually of concern to most travelers when selecting a hotel. The study of Lockyer (2005) surveyed 42 travelers and asking the participants to rate the significance of 49 hotels attributes when making choice decision. The results indicated that price was rated as the important attributes followed by room rate, room rate inclusive of breakfast and special rates or inclusive package available.

Value for money

In terms of value for money which has been studied by Nash et al., (2006) found that the most important factors toward tourists’ consideration when selection was “value for money”. In addition, another result by Sohrabi et al., (2012) has further identified the attribute of tourist’s choosing the hotel were based on their physical attractiveness, standard of service, personal services, opportunities for relaxation and appealing prestige and value for money. Callan and Bowman (2000) found that mature British travelers more concerned about value for money as the most important criteria when selecting a hotel. From previous research found that leisure travelers concerned about “value for the price” when they selected hotel (Tsai et al., 2011 cited from Atkinson, 1998 and Knutson, 1998). There are several researchers have summarized value for money which including value for money of hotel, value for money for room service, value for money of restaurant service, value for money for food and beverages, value for money for housekeeping service and value for money of the recreational activity (Chu and Choi, 2000; Tsai et al., 2011; Lockyer, 2005; Dolnica and Otter, 2003).

It is interesting to understand more about what kind of activities that concerned by family traveler when selecting a hotel. Lee, Graefe and Burn (2008) found that families are more likely in recreational activities such as historic sites, scenic areas and nature centers that their children can gain more knowledge by educational value. In addition, Lee and

Graefe (2010) stated that outdoor recreational activities is a major factor which concerned by family travelers.

Safe and security

The study by Tsai et al., (2011) studied the hotel selection criteria. They found that safe and security were the most important attribute. It is especially important that safety concerns be minimized for individual travelers because their travel plans most likely involve other family member such as spouses and children. From the previous study by Makens (1992) discovered that developing programs for children is a natural service extension and found that safety, health and security must be first concerned for children. Chu and Choi (2000) identified that “leisure travelers were mainly concerned with hotel’s safety and security”. Marshall (1993) and Clow, Garretson and Kurtz (1995) mentioned that “security was cited as one of the most important criteria in selecting a hotel. Moreover, business travelers at four-star hotel rated “security and safety of room” as the most factor business travelers’ accommodation selection (Fawzy, 2010). There are many researcher reported that hotel safe and security, followed by emergency service, security personnel on floors, security of hotel, security of room security of area, fire escape, fire alarms and safety equipment, fire safety of hotel and 24 hours video security are the highest consideration by travelers when choosing a hotel (Chu and Choi 2000; Xue and Cox 2008; Sohrabi et al., 2012; Dolnica and Otter 2003).

The researcher developed attributes used in this research base on the study by (Dolnicar and Otter 2003; Choi and Chu 2000; Callan and Bowman, 2000; Lockyer 2005; Tsai et al., 2011; Sohrabi et al., 2012; Xue and Cox 2008; Gardyn, 2001; Kang et al., 2003; Ira, 1991; Blum, 1996; Feder, 1996; Wong et al., 2001; Makens, 1992). Hotel attributes of tourists travelling with children in selection process when selecting a hotel related to this study as show in Table 2.1 below.

Table 2.1 All hotel attributes used in this research.

Factor	Attributes
Hotel Services	Kids club, Swimming pool with life guard, Swimming pool for children, Travel activities and vacation package for family, Special discount for children, Promptness of service, Hotel shuttle bus, Parking area, Airport pick-up and drop-off service, Specific room requests possible, Warm welcoming, Check in and checkout speed, Check in and out anytime, Pre-arrange check-in, Elevator, Bell service, 24 hour room service, Laundry service, Housekeeping, Medical facilities, In-house library, Games room, Health / fitness facilities, Public space, Free WI-FI internet access, Free cable TV, Free newspaper, Free breakfast
Hotel Staff Service	Courtesy and attentiveness of staff, Polite and friendly of staff, Staff have neat appearances, Staff have multi-lingual skill, Staff are understand your request, Staff are helpful, Service professionalism / quality
Hotel safe and Security	Security of hotel, Security of room, Security of area, Emergency service, Fire alarms, Fire safety of hotel, Fire alarm & safety equipment, Fire escape, 24 hour video security, Security personnel on floors
Room Quality	Family suites, Pullout sofas, Well-maintained room, Size of room, Soundproof, Quiet air-conditioning, Comfortable of bedding, mattress, pillows, Quality of bathroom amenities, Cleanliness of room, Cleanliness of bathroom, Cleanliness of bath/wash towels, In-room temperature is of high quality
Hotel Image	Brand image, Brand familiarity, Brand recommendation, Segment brand image, Professional corporate image, Reputation, Star rating
Value for money	Value for money of the hotel, Value for money for room service, Value for money of restaurant service, Value for money for food and beverages, Value for money for housekeeping service, Value for money of the recreational activity
Hotel price	Room rate, Room rate inclusive of breakfast, Special rates or inclusive package available
Hotel Location	Quiet area, Comfortable ambience, Convenience location, Convenience to tourists' attractions, Convenient to airport, Convenient to downtown

Source: Dolnicar and Otter 2003; Choi and Chu 2000; Callan and Bowman, 2000; Lockyer 2005; Tsai et al., 2011; Sohrabi et al., 2012; Xue and Cox 2008; Gardyn, 2001; Kang et al., 2003; Ira, 1991; Blum, 1996; Feder, 1996; Makrens, 1992 and Wong et al., 2001.

2.4.2 Demographic Characteristics and Hotel Attributes

In order to understand of demographic characteristics and hotel attributes toward hotel selection of tourists travelling with children. The method that use for describe the characteristics of tourists is demographic segmentation. The demographic characteristics can divided into subgroups by age, gender, age of children, income, occupation, education, nationality, family size and social class. Hence, this study will classify four major demographic characteristics which included gender, age, age of children and nationality as illustrated below. However, this study applied the theory of demographic characteristics and hotel attributes in order to examine the significant different between demographic characteristics and hotel factors toward hotel selection of tourists travelling with children.

Gender

To understand more about gender of parents and hotel attributes toward hotel selection of tourists travelling with children. Makrens (1992) studied the children program at resort. The results found that both male and female give more importance to safe and secure of resort when traveling with children. From the previous research by Kim and Lehto (2011) examined the significant relationships between hotel activity dimensions and family demographic characteristics. The results found that female preferred outdoor activities that require low level of physical energy while male preferred outdoor physical activities of high level of energy with their children.

Waters (1988) concluded from a study in the United States, that even though males still dominate the business travel market, females have been progressively taking as many and sometimes even more holidays than males in the leisure market. From the previous research by McCleary, Weaver and Lan (1994) investigated business travelers' hotel selection decisions from the perspective of gender differences. The finding found that female business travelers more concerned about low price, personal services and security. In the other hand, male business care about business services and facilities as being more important than those criteria selected by female. The study by Cobanoglu et al., (2003) reported that there is a significant difference between males and females in the perceived importance of health sensitivity, food and beverage, complimentary goods, parking and security when selecting a hotel. According to safe

and security of hotel or motel are the most important attribute for female business travelers (Lockyer, 2002).

Sammons, Moreo, Benson and DeMicco (1999) found that female travelers more concerned about comfortable mattress and pillow, safety and cleanliness of hotel as the most important factors when selecting a hotel. Nevertheless, hotel service and hotel facilities including telephone by bed, easily accessible electrical outlets, express check out and good lighting to read/work was ranked as the important factors. The study by Vuthipongse (2001) identified that computer facilities, security, comfort and in-room utilities factors are the most important factor to female business travelers than to male business travelers. The study by Marzuki, Razak and Chin (2012) indicated that female travelers are perceived to be especially interested in communication facilities, smooth check-in/check-out, security, style and ambience space, cleanliness, comfortable access and transfer.

Age

In terms of age of parent and hotel attributes. There is no previous research specific about the relationship between age of parent and hotel attributes toward hotel selection of tourists travelling with children. Nevertheless, this study tried to find the new information used in this research based on the previous literature review below.

According to the previous study by Gustin and Weaver (1993) found that younger travelers less concerned about parking lot lighting, security system, room cleanliness, room price, easy access from main road and convenience location than mature travelers when selecting a hotel. However, the study by Ananth, DeMicco and Moreo (1992) reported that there is no significant different between mature and younger travelers related to security and convenience of location, price and quality and in-room facilities.

In the hotel industry, age of travelers may directly determine their pattern of travel. The study by Chan and Wong (2005) found that different age groups have significant impacts when selecting a hotel. The finding found that “recommendation from company” was ranked as the most important element for travelers aged 26 to 55 than the travelers aged 56 or above.

Age of children

In order to understand more about how age of children related to hotel attributes toward hotel selection of tourists travelling with children. Kim and Lehto (2011) studied the activities provided by hotel. The finding found that children age between 12 to 15 years preferred active outdoor activities and sports. Hilbreth et al., (2010) identified that teenagers are more excited in physical and fun activities such as computer games, swimming, scavenger hunts, water balloon fun, sports, hiking, parachute, sun visor art, fish and duck feeding and Indian bead crafts. Birchler (2012) cited from Sandestin (2012) studied the offers children programs at resort. According to the study, children age between 3 to 12 years old can take part in a bike ride around the resort, enjoy a treasure hunt, build a sandcastle and brave the ropes course. In addition, the study of Heike and Yeoman (2015) stated that toddlers have very different requirements more than teenagers.

From the previous study by Gram (2007) found that older children are perceived as having more influence than younger children. Seaton and Tagg (1995) stated that the level of decision consultation increased with the age of children. This research found that older children 7-12 and 13-18 years old have significant influence relative to the 0-6 years old in the information search and final decision stages. Darley and Lim (1986) identified the perceived influenced of children and adolescent in family decision in the context of leisure time activity. According to their study, children's age prove to be the strongest impact on parental perception of children influence but only to limit extent. To be specific, parent with older children allow their children greater influence in family decision.

According to the research of Swinyard and Sim (1987) studied the influence of children on families and examined children's influence in four stages of purchase decision, for 25 products and by age of the children. Children were divided into two groups due to their ages: under 12 years and 12-19 years. The study found that there were significant differences influences between older and younger children only in the stage of information search. Older children have a little more influence than younger children in information search stages.

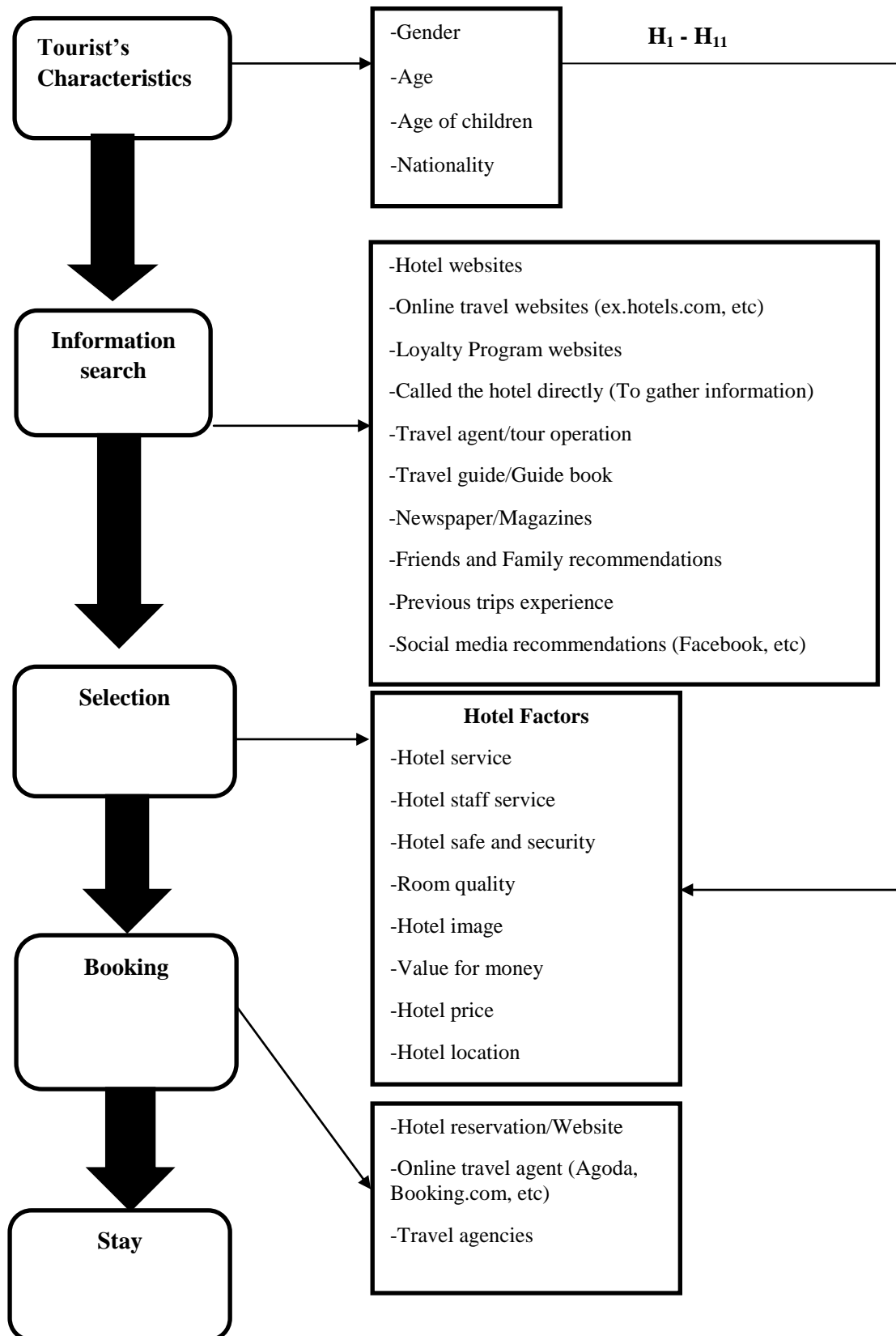
Nationality

According to the study of the relationship between nationalities and hotel selection of tourists travelling with children, it can be said that rarely any researches had been found. As the topic is quite up to date to the trend of hotel industry concerning to tourists travelling with children, particularly in hotel selection. Therefore, this research aims to focus more on the relationship between nationalities and hotel attributes towards hotel selection base on the previous study below in order to investigate the new results which would be more interesting to the future research.

The research from Tsai, Yeung and Yim (2011) studied the hotel selection criteria between Mainland Chinese and Foreign individual travelers. The study found that Mainland Chinese individual travelers were found to be more concerned about their budgets when selecting an accommodation. Meanwhile, the foreign individual travelers were willing to pay more on accommodation. Xue and Cox (2008) cited from Chu and Choi (2000) found that Western business travelers pay an attention to cleanliness of room and quietness, while Asian business travelers more concerned about security of hotel and standard facilities as the highest factor when selecting a hotel. From previous study by Gilbert and Tsao (2000) found that Chinese are more concerned about the price than Western travelers. In addition to that Chinese travelers care more about the price than with the quality of the product comparing with Western travelers are more concerned with the quality than the price of product.

Bauer, Jago and Wise (1993) have studied about the differences between Asian and non-Asian travelers concerned about hotel facilities. And found that Asian travelers care about entertainment facilities such as karaoke. In the other hand, non-Asian concerned with the hotels' health facilities. Xie and Wall, (2002) stated that different nationalities may interpret different attributes in different ways.

Figure 2.6 Conceptual framework



CHAPTER 3

METHODOLOGY

This chapter presents a brief description of the research methodology used for this study. This includes population of the research, sample size, sampling method, research design, followed by research instruments, data collection, data analysis and the level of importance.

3.1 Population of the Research

This research aims to study travel behavior and factors influence hotel selection of tourists travelling with children in Phuket. The study population for the present study is identified as tourists travelling with at least one children age 18 years old or below.

According to statistical data provided by Ministry of Tourism and Sports (2015) the number of visitors to Phuket in 2015 was 12,590,656. However, the population of tourists travelling with children is unknown.

3.2 Sample Size

This research used this formula for measures the sample size by Dr. Kanlaya Vanitbancha, cited from Amornkaew (2010) at 95% confidence level.

$$n = \frac{Z^2_{1-\alpha/2}(pq)}{E}$$

Where n = sample size

Z = confidence level

P = expected value

q = 1-p

E = the margin of error, Margin of error, at confidence interval

of 95%

So the allowable deviation is 0.05

In case not known p and q therefore P = 0.5 and q = 0.5

Defined that $\alpha = 0.05$, therefore z = 1.96 and equal is assured to 1.96

$$E = 0.05 \text{ or } 5\%$$

In the formula:

$$\begin{aligned} n &= \frac{(1.96)^2(0.5)(0.5)}{(0.05)^2} \\ &= \frac{9.604}{0.0025} \\ &= 384.16 = 385 \end{aligned}$$

Based on this formula, the sample size would be sets at 385 however; the researcher is concerned that the questionnaires would not completely filled by respondents therefore the researcher prepared more 15 questionnaires and 400 questionnaires were distributed to International tourists travelling with their children at Phuket International Airport.

3.3 Sampling Method

In this research, convenient sampling methods were used in choosing tourists travelling with children. Prior to the survey, a pilot survey was conducted to test the draft questionnaire with 15 international tourists travelling with children at Phuket International Airport in order to identify confusing questions and uncover any potential problems. Based on the respondents' results and comments, some revisions were made to improve the clarity of the items to obtain valid responses and high response rates.

3.4 Type of Research

This research employed quantitative research methods, by collecting the data from international tourists travelling with at least one children age 18 year old or below.

3.5 Research Instruments

The questionnaire used as an instrument to collect the data from international tourists' traveler's perspective to answer overall behavior and factors influence hotel selection of tourists travelling with children. This study utilized questionnaires which were developed based on literature review as a tool to collect the data from a sample group. Variables and hotel attributes in the questionnaires were adapted by (Dolnicar and Otter 2003; Choi and Chu 2000;

Callan and Bowman, 2000; Lockyer 2005; Tsai et al., 2011; Sohrabi et al., 2012; Xue and Cox 2008; Gardyn, 2001; Kang et al., 2003; Ira, 1991; Blum, 1996; Feder, 1996; Wong et al., 2001; Makrens, 1992; Koyama, 2012 and Choosrichom, J. 2011). The researcher sets up the questionnaires from an approach of the objectives of the study.

The questionnaires were designed in English language according to capturing international tourists travelling with children in Phuket. Questionnaires for tourists' consisted of three parts made up by check list, open and close-end questions and five-point Likert scales. The surveys included following topics:

Part 1: Demographic Characteristic

The first part composed of information on demographic characteristics and some personal information including gender, age of respondents, nationality, occupation and household annual income, children gender and age of children

Part 2: Tourist Behavior

The second part, several questions related to trip behaviors were asked including how to arrive hotel, type of hotel, room view, type of bed, room rate, type of activities for children, length of stay at hotel, primary purpose of visit, information source used in travel planning, time used for making travel plan.

Part 3: Factors influencing hotel selection of tourists travelling with children

The third part asked about factors influencing hotel selection of tourists travelling with children. This part was based on five-point Likert scale ranging from: not important at all (1), not important (2), neutral (3), important (4), and very important (5). All hotel attributes used in this research are showed in Figure 3.1

Table 3.1 All hotel attributes used in the questionnaires

Factor	Attributes
Hotel Services	Kids club, Swimming pool with life guard, Swimming pool for children, Travel activities and vacation package for family, Special discount for children, Promptness of service, Hotel shuttle bus, Parking area, Airport pick-up and drop-off service, Specific room requests possible, Warm welcoming, Check in and checkout speed, Check in and out anytime, Pre-arrange check-in, Elevator, Bell service, 24 hour room service, Laundry service, Housekeeping, Medical facilities, In-house library, Games room, Health / fitness facilities, Public space, Free WI-FI internet access, Free cable TV, Free newspaper, Free breakfast
Hotel Staff Service	Courtesy and attentiveness of staff, Polite and friendly of staff, Staff have neat appearances, Staff have multi-lingual skill, Staff are understand your request, Staff are helpful, Service professionalism / quality
Hotel safe and Security	Security of hotel, Security of room, Security of area, Emergency service, Fire alarms, Fire safety of hotel, Fire alarm & safety equipment, Fire escape, 24 hour video security, Security personnel on floors
Room Quality	Family suites, Pullout sofas, Well-maintained room, Size of room, Soundproof, Quiet air-conditioning, Comfortable of bedding, mattress, pillows, Quality of bathroom amenities, Cleanliness of room, Cleanliness of bathroom, Cleanliness of bath/wash towels, In-room temperature is of high quality
Hotel Image	Brand image, Brand familiarity, Brand recommendation, Segment brand image, Professional corporate image, Reputation, Star rating
Value for money	Value for money of the hotel, Value for money for room service, Value for money of restaurant service, Value for money for food and beverages, Value for money for housekeeping service, Value for money of the recreational activity
Hotel price	Room rate, Room rate inclusive of breakfast, Special rates or inclusive package available
Hotel Location	Quiet area, Comfortable ambience, Convenience location, Convenience to tourists' attractions, Convenient to airport, Convenient to downtown

3.6 Data Collection

The Questionnaire

In terms of data collection, this study specific in quantitative research that conducted by the questionnaire related to the behavior and factors influence hotel selection of tourists travelling with children. The researcher distributes questionnaires to targets at Phuket International Airport. Time for collected the data on May to June 2015.

3.7 Data Analysis

The data analysis was undertaken in each step as follows: firstly, data screening was carried out by using Cronbach's Alpha Coefficient (α) to examine the reliability of the whole data of questionnaire. After that, the researcher decided to use descriptive statistics (e.g. frequencies, percentage, means and standard deviation), an independent sample t-test, Pearson Chi-square and one-way ANOVA (Analysis of variance).

Part 1 and Part 2: Personal Characteristics and Travel behavior

Descriptive statistics such as means, standard deviations and percentages were used to determine information about the personal data of the respondents, such as demographic characteristics (gender, age of respondents, annual household income, nationality, education level, occupation, children gender, age of children); tourist behaviors (how to arrive at hotel, type of hotel, room view, type of bed, room rate, type of activities for children, length of stay at hotel, primary purpose of visit, information source used in travel planning, time used for making travel plan). Moreover, the researcher used Pearson Chi-square testing the correlated between demographic (e.g. nationality, age, gender) and travel behavior (e.g. room rate, primary purpose to the trip, channel to reserve hotel).

Part 3: Factors influence hotel selection of tourists travelling with children

The researcher used descriptive statistic to analyze factors influence tourists travelling with children when selecting a hotel. Independent sample t-test was used to test hypothesis which aims to examine the significant different between gender and hotel factors. Moreover, One-way ANOVA (Analysis of Variance) was used to check the significant different between hotel factors among age group of children, respondents with different region and age of parent.

3.8 The level of importance to be measured

Table 3.2 The meaning of each assessment level was ranged for an interval width of 0.80.

Mean	Level of important
1.00 - 1.80 points	Very low important factor level
1.81 - 2.60 points	Low important factor level
2.61 - 3.40 points	Fairly important factor level
3.41 - 4.20 points	High important factor level
4.21 – 5.00 points	Very high important factor level

CHAPTER 4

RESULTS

As mentioned previously that this study was conducted by a quantitative method, therefore, the questionnaires were used to collect data as well as to analyze by using descriptive analysis, Pearson Chi-square, Independent sample t-test and One-way ANOVA (Analysis of Variance). The purpose of this study is to examine travel behavior and to identify factor influence hotel selection of tourists travelling with children. This chapter was divided into eight sections as follows:

4.1: Personal Characteristic

4.2: Travel behavior of tourists travelling with children in selecting hotel

4.3: Factors influence tourists travelling with children when selecting hotel

4.4: Independent sample t-test of hotel factors among gender

4.5: Statistical comparison of hotel's factors in parents' perspective among age groups of children

4.6: Statistical comparison of hotel's factors in parents' perspective among respondents with different regions

4.7: Statistical comparisons of hotel's factors perception among age group of parents

4.8: Tourists Recommendations

4.1 Personal Characteristic

A total of 400 completed questionnaires which had been distributed at Phuket International Airport were used to analyze. Table 4.1 below showed the results that 51 percent were males and 49 percent were females. Moreover, 48.5 percent of the study group was aged between 31-40 years old and 27 percent were between the ages of 41-50 years old. The three most of nationality were Asian, European and Australian as 49.8, 16.0 and 14.5 percent respectively. The results relating to education level had a high range of those surveyed having completed a bachelor's degree (54.8 percent) followed by high school or lower (17.5 percent), master degree (14.3 percent) and a small number of diploma and Ph.D. (13.6 percent). In addition, the table

reported the result of occupation part that they were mostly self-employed/entrepreneur as 31.8 percent followed by managers as 26.3 percent and some of government officer as 17.0 percent. In terms of household annual income, mostly of the respondent were between US\$ 30,001 - US\$ 60,000 (35.5 percent) followed by less than US\$ 30,000 (28.8 percent), US\$ 60,001 - US\$ 90,000 (21.3 percent), US\$ 90,001 - US\$ 120,000 (6.5 percent), US\$ 120,001 – 150,000 (5.3 percent). As table 4.1 showed that most of tourists traveled with only 1 child (83.1 percent) followed by 2 children (17 percent), 3 children (1 percent). Moreover, 27 percent of male child was aged between 1-6 years old and 13.9 percent were between 7-12 years old, 11.6 percent were 13-18 years old and small number of aged less than 1 year old (9.0 percent). The most of female child was aged between 1-6 years old (16 percent), 8.9 percent were the same between 7-12 and 13-18 years old and small number of aged less than 1 year old (4.6 percent).

Table 4.1 Personal Characteristic

Variables	Description	N = 400	
		N	Percentage
Gender	Female	196	49.0
	Male	204	51.0
Age	Under 20	3	0.8
	21 - 30 years	72	18.0
	31 - 40 years	194	48.5
	41 - 50 years	108	27.0
	51 - 60 years	18	4.5
	Over 60	5	1.3
Nationality	Asia	199	49.8
	African	23	5.8
	American	36	9.0
	European	64	16.0
	Middle East	10	2.5

Table 4.1 Continued

Variables	Description	N = 400	
		N	Percentage
	Australian	58	14.5
	Others	10	2.5
Education	High school or lower	70	17.5
	Diploma	51	12.8
	Bachelor Degree	219	54.8
	Master Degree	57	14.3
	Ph.D	3	0.8
Occupation	Self-employed/Entrepreneur	127	31.8
	Manager	105	26.3
	Employee	65	16.3
	Retired	10	2.5
	Government officer	68	17.0
	Professionals (e.g. lawyers, doctors)	23	5.8
	Others	2	0.5
Household annual income	<US\$ 30,001	115	28.8
	US\$ 30,001 - 60,000	142	35.5
	US\$ 60,001 - 90,000	85	21.3
	US\$ 90,001 - 120,000	26	6.5
	US\$ 120,001 - 150,000	21	5.3
	US\$ 150,001 - 180,000	9	2.3
	US\$ 180,001 - 210,000	1	0.3
	>US\$ 210,000	1	0.3

Table 4.1 Continued

Variables	Description	N = 400	
		N	Percentage
How many children are you travelling with?	Only child	325	83.1
	2 children	68	17.0
	3 children	4	1.0
	4 children	1	0.3
	5 children	2	0.5
Number of male (N=292)	Less than 1 year	43	9.0
	1-6 years	128	27.0
	7-12 years	66	13.9
	13-18 years	55	11.6
Number of female (N=182)	Less than 1 year	22	4.6
	1-6 years	76	16.0
	7-12 years	42	8.9
	13-18 years	42	8.9

4.2 Travel behavior of tourists travelling with children in selecting hotel

Objective 1: To examine travel behavior of tourists travelling with children in selecting hotel

Table 4.2 below showed the results of tourist's behavior which received from the returned 400 completed surveys. The results presented that most of tourists arrive to hotel by hotel shuttle/van/car as 45 percent followed by airport taxi 25.8 percent and public transportations 16.8 percent. Moreover, the average of night stay presented as 86.1 percent spend less than 10 nights, 13.7 percent were between 11-20 nights and 1 percent stayed more than 21 nights. In terms of room view, the three most of room view were beach view, pool view and garden as 51, 16 and 12.8 percent respectively. In addition, the respondents indicated the preferred bed type as 55 percent of double bad, followed by 19 percent of twin bed, 16 percent of single bed, and 7.5 percent of triple bed accordingly. Furthermore, the preference of budget expenditure overnight

showed that the respondents were willing to pay less than US\$100 (58.5 percent), followed by the range between US\$101-200 (32.8 percent) and US\$201-300 (8 percent).

In addition, the results of other questions presented that the primary purpose of this trip were vacation as shown 88.5 percent followed by visit friends/relative, business, honeymoon as 6.3 percent, 2.3 percent, 1.0 percent accordingly. The most of respondent used online travel websites to plan for booking the hotel as 43.8 percent followed by hotel websites, travel agent/tour operation and some of friend and family as 39.5 percent, 27.3 percent and 13.5 percent respectively. According to the table 4.2 below, 43.3 percent of respondent reserved hotel by online travel agent (Agoda, booking.com), 32.5 percent by hotel reservation/websites and travel agencies (20.8 percent).

According to the table 4.2 below, the result presented that 37.5 percent of respondent make travel plan 1-2 months before, 22.8 percent were the same between 1 month before and 3-4 months before. The most of respondents were first family-visited in Phuket as 61.3 percent and 38.8 percent were visited more than 1 time. By what type of activities did you seek is most examples are by leisured a total of 205 people, representing 51.3 percent followed by nature focused, cultural, historical, adventurous as 41.8 percent, 36.3 percent, 18.3 percent, 13.8 percent and some of educational as 8.5 percent accordingly. As the results shown, 57.3 percent of respondents traveled with family once a year, 25.5 percent traveled twice a year and 8.0 percent of respondents took an overseas vacation with family three times a year.

Table 4.2 Tourist behavior

Factor	Description	N = 400	
		N	Percentage
How did you arrive to Hotel?	By hotel shuttle/van/car	180	45.0
	By rent car	49	12.3
	By airport taxi	103	25.8
	By public transportations	67	16.8
	Others	1	0.3
How long did you stay in Hotel	Less than 10 night	344	86.1
	11-20 night	54	13.7
	More than 21 night	2	1

Table 4.2 Continued

Factor	Description	N = 400	
		N	Percentage
Which room view did you stay?	Beach view	204	51.0
	Lake view	10	2.5
	Garden view	51	12.8
	Mountain view	29	7.3
	Jungle view	37	9.3
	Pool view	64	16.0
	Others	5	1.3
What type of bed did you stay?	Single bed	64	16.0
	Twin bed	76	19.0
	Double bed	220	55.0
	Triple bed	30	7.5
	Others	10	2.5
Which room rate did you stay?	<US\$100	234	58.5
	US\$101-200	129	32.3
	US\$201-300	32	8.0
	US\$301-400	3	0.8
	>US\$500	2	0.5
What is the primary purpose of this trip?	Vacation	354	88.5
	Visit friends/relatives	25	6.3
	Retirement	1	0.3
	Honeymoon	4	1.0
	Business	9	2.3
	Meeting/conference/exhibition	3	0.8
	Health check/surgery	1	0.3
	Others	3	0.8

Table 4.2 Continued

Factor	Description	N = 400	
		N	Percentage
Which information sources did you use to plan for booking the Hotel? (Check all that apply)	Hotel websites	158	39.5
	Travel agent/tour operation	109	27.3
	Online travel websites	175	43.8
	Travel guide/Guide book	34	8.5
	Newspaper/Magazines	13	3.3
	Friends and Family	54	13.5
	Loyalty program websites	3	0.8
	Called the hotel directly	7	1.8
	Previous trips experience	8	2.0
	Social media recommendation	7	1.8
	Others	0	0
How did you reserve the hotel before arrive to Hotel?	Hotel reservation/Website	130	32.5
	Online travel agent (Agoda, Booking.com)	173	43.3
	Travel agencies	83	20.8
	Others	14	3.5
When did you begin making your travel plans?	1 month before	91	22.8
	1-2 months before	150	37.5
	3-4 months before	91	22.8
	4-5 months before	27	6.8
	More than 6 months before	41	10.3
Is this your first family-visit in Phuket?	Yes	245	61.3
	No	155	38.8

Table 4.2 Continued

Factor	Description	N = 400	
		N	Percentage
What type of activities did you seek? (Check all that apply)	Nature focused	167	41.8
	Cultural	145	36.3
	Historical	73	18.3
	Leisured	205	51.3
	Non-specify	17	4.3
	Educational	34	8.5
	Adventurous	55	13.8
	Others	1	0.3
How often did you take an overseas vacation with your family?	Once a year	229	57.3
	Twice a year	102	25.5
	Three times a year	32	8.0
	More than three times a year	18	4.5
	Others	19	4.8

Pearson Chi-square was conducted in order to check the correlated between demographic (e.g. nationality, genders, ages) and travel behavior such as room rate, primary purpose of the trip and channel to reserve the hotel. The findings were as follows:

The table 4.3 below showed the result of Pearson Chi-square testing in order to check the correlated with nationality and room rate of staying. The result presented that the respondents' base of nationalities are correlated to room rate of staying from the Table 4.3 below, it was found $\chi^2=51.339$, $p < 0.05$. Therefore, it can be said that the respondents' bases of nationalities are correlated to room rate of staying.

Table 4.3 Pearson Chi-square of The respondents' base of nationalities and room rate of staying

Room rate preference	Nationalities							Total
	Asian	African	American	European	Middle East	Australian	Others	
<US\$ 100	58.1%	6.0%	8.1%	8.5%	.9%	16.2%	2.1%	58.5%
US\$ 101-200	38.8%	4.7%	10.9%	22.5%	6.2%	14.0%	3.1%	32.3%
US\$ 201-300	34.4%	9.4%	9.4%	37.5%	0.0%	6.3%	3.1%	8.0%
US\$ 301-400	34.4%	9.4%	9.4%	37.5%	0.0%	6.2%	3.1%	8.0%
>US\$ 500	50.0%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.5%
Total	49.8%	5.8%	9.0%	16.0%	2.5%	14.5%	2.5%	100.0%
				Value		Df		Asymp.Sig.
Pearson Chi-square				51.339		24		.001

The table 4.4 below showed the result of Pearson Chi-square testing in order to check the correlated with nationality and primary purpose of the trip. The result presented that the respondents' bases of nationalities are correlated to the primary purpose of their trip from the Table 4.4 below, it was found $\chi^2=143.603$, $p < 0.05$. Therefore, it can be said that the respondents' bases of nationalities are correlated to the primary purpose of the trip.

Table 4.4 Pearson Chi-square of The respondents' base of nationalities and the primary purpose of their trip

Primary purpose of the trip	Nationalities							Total
	Asian	African	American	European	Middle East	Australian	Others	
Vacation	51.1%	5.6%	8.8%	16.1%	2.0%	14.7%	1.7%	88.5%
Visit friends/relatives	40.0%	8.0%	12.0%	12.0%	12.0%	16.0%	0.0%	6.3%
Retirement	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Honeymoon	25.0%	0.0%	25.0%	25.0%	0.0%	25.0%	0.0%	1.0%
Business	44.4%	11.1%	11.1%	11.1%	0.0%	11.1%	11.1%	2.3%
Meeting/conference/ exhibition	33.3%	0.0%	0.0%	66.7%	0.0%	0.0%	0.0%	0.8%
Health check/ surgery	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Others	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	0.8%
Total	49.8%	5.8%	9.0%	16.0%	2.5%	14.5%	2.5%	100.0%
				Value		Df		Asymp.Sig.
Pearson Chi-square				143.603		42		.000

The table 4.5 below showed the result of Pearson Chi-square testing in order to check the correlated with nationality and channel of reserving the hotel. The result presented that the respondents' bases of nationalities are correlated to channel of reserving the hotel before arrive to Phuket from the Table 4.5 below, it was found $\chi^2=156.888$, $p < 0.05$. Therefore, it can be said that the respondents' bases of nationalities are correlated to channel of reserving the hotel before arrive to Phuket.

Table 4.5 Pearson Chi-square of The respondents' base of nationalities and channel to reserve hotel

Channel to reserve hotel	Nationalities							Total
	Asian	African	American	European	Middle East	Australian	Others	
Hotel reservation/ website	39.2%	4.6%	9.2%	23.8%	1.5%	17.7%	3.8%	32.50%
Online travel agent	44.5%	6.9%	12.1%	15.0%	1.2%	17.3%	2.9%	43.25%
Travel agencies	84.3%	3.6%	3.6%	4.8%	0.0%	3.6%	0.0%	20.75%
others	7.1%	14.3%	0.0%	21.4%	42.9%	14.3%	0.0%	3.50%
Total	49.8%	5.8%	9.0%	16.0%	2.5%	14.5%	2.5%	100.0%
				Value		Df		Asymp.Sig.
Pearson Chi-square				156.888		18		.000

The table 4.6 below showed the result of Pearson Chi-square testing in order to check the correlated with genders and room rate of staying. The result presented that the respondents' gender is not correlated to room rate of staying. From the Table 4.6 below, it was found $\chi^2=5.882$, $p > 0.05$. Therefore, it can be said that the respondents' gender is irrelevant to room rate preference.

Table 4.6 Pearson Chi-square of The respondents' gender and room rate preference

Room rate Preference	Gender		Total
	Male	Female	
<US\$ 100	53.0%	47.0%	58.50%
US\$ 101-200	44.2%	55.8%	32.25%
US\$ 201-300	65.6%	34.4%	8%
US\$ 301-400	33.3%	66.7%	0.75%
>US\$ 500	50.0%	50.0%	0.50%
Total	51.0%	49.0%	100%
	Value	Df	Asymp.Sig.
Pearson Chi-Square	5.882	4	.208

The table 4.7 below showed the result of Pearson Chi-square testing in order to check the correlated with genders and primary purpose of their trip. The result presented that the respondents' gender is not correlated to the primary purpose of their trip. From the Table 4.7 below, it was found $\chi^2=5.882$, $p > 0.05$. Therefore, it can be said that the respondents' gender is irrelevant to primary purpose of their trip.

Table 4.7 Pearson Chi-square of The respondents' gender and primary purpose of their trip

Primary purpose of the trip	Gender		Total
	Male	Female	
Vacation	50.3%	49.7%	88.5%
Visit friends/relatives	44.0%	56.0%	6.3%
Retirement	100.0%	0.0%	0.3%
Honeymoon	75.0%	25.0%	1.0%
Business	88.9%	11.1%	2.3%
Meeting/conference/ exhibition	66.7%	33.3%	0.8%
Health check/surgery	0.0%	100.0%	0.25%
others	33.3%	66.7%	0.75%
Total	49.0%	51.0%	100.0%
	Value	Df	Asymp.Sig.
Pearson Chi-Square	5.882	4	.208

The table 4.8 below showed the result of Pearson Chi-square testing in order to check the correlated with genders and channel of reserving the hotel. The result presented that the respondents' gender is not correlated to channel of reserving the hotel before arrive to Phuket. From the Table 4.8 below, it was found $\chi^2=2.33$, $p > 0.05$. Therefore, it can be said that the respondents' gender is irrelevant to way of reserving the hotel before arrive to Phuket.

Table 4.8 Pearson Chi-square of The respondents' gender and channel of reserving the hotel before arriving to Phuket

Channel to reserve hotel	Gender		Total
	Male	Female	
Hotel reservation/websites	53.8%	46.2%	32.5%
Online travel agent	47.4%	52.6%	43.3%
Travel agencies	51.8%	48.2%	20.8%
others	64.3%	35.7%	3.5%
Total	51.0%	49.0%	100.0%
	Value	Df	Asymp.Sig.
Pearson Chi-Square	2.33	3	.507

The table 4.9 below showed the result of Pearson Chi-square testing in order to check the correlated with ages and room rate of staying. The result presented that the respondents' ages are correlated to room rate of staying. From the Table 4.9 below, it was found $\chi^2=74.717$, $p < 0.05$. Therefore, it can be said that the respondents' ages are correlated to room rate of staying.

Table 4.9 Pearson Chi-square of The respondents' ages and room rate of staying

Room rate preference	Ages						Total
	Under 20 yrs.	21-30 yrs.	31-40 yrs.	41-50 yrs.	51-60 yrs.	Over 60 yrs.	
<US\$100	1.3%	12.4%	59.0%	23.9%	1.7%	1.7%	58.5%
US\$101-200	0.0%	27.1%	34.1%	34.1%	3.9%	.8%	32.3%
US\$201-300	0.0%	21.9%	31.3%	21.9%	25.0%	0.0%	8.0%
US\$301-400	0.0%	33.3%	33.3%	33.3%	0.0%	0.0%	0.75%
>US\$500	0.0%	0.0%	50.0%	0.0%	50.0%	0.0%	0.5%
Total	.8%	18.0%	48.5%	27.0%	4.5%	1.3%	100.0%
		Value		Df		Asymp.Sig.	
Pearson Chi-Square		74.717		20		.000	

The table 4.10 below showed the result of Pearson Chi-square testing in order to check the correlated with ages and primary purpose of their trip. The result presented that the respondents' ages is not correlated to the primary purpose of their trip. From the Table 4.10 below, it was found $\chi^2=28.170$, $p > 0.05$. Therefore, it can be said that the respondents' ages are irrelevant to the primary purpose of the trip.

Table 4.10 Pearson Chi-square of The respondents' ages and the primary purpose of their trip

Primary purpose of the trip	Ages						Total
	Under 20 yrs.	21-30 yrs.	31-40 yrs.	41-50 yrs.	51-60 yrs.	Over 60 yrs.	
Vacation	.8%	16.1%	50.0%	27.1%	4.5%	1.4%	88.5%
Visit friends/relatives	0.0%	36.0%	36.0%	24.0%	4.0%	0.0%	6.3%
Retirement	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.3%
Honeymoon	0.0%	25.0%	50.0%	25.0%	0.0%	0.0%	1.0%
Business	0.0%	11.1%	55.6%	33.3%	0.0%	0.0%	2.3%
Meeting/conference/exhibition	0.0%	33.3%	33.3%	0.0%	33.3%	0.0%	0.75%
Health check/surgery	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.25%
others	0.0%	66.7%	0.0%	33.3%	0.0%	0.0%	0.75%
Total	.8%	18.0%	48.5%	27.0%	4.5%	1.3%	100.0%
			Value		Df		Asymp.Sig.
Pearson Chi-Square			28.170		35		.787

The table 4.11 below showed the result of Pearson Chi-square testing in order to check the correlated with ages and channel of reserving the hotel. The result presented that the respondents' ages is not correlated to way of reserving the hotel before arrive to Phuket. From the Table 4.11 below, it was found $\chi^2=21.992$, $p > 0.05$. Therefore, it can be said that the respondents' ages are irrelevant to channel of reserving the hotel before arrive to Phuket.

Table 4.11 Pearson Chi-square of The respondents' ages and channel of reserving the hotel before arriving to Phuket

Channel to reserve the trip	Ages						Total
	Under 20 yrs.	21-30 yrs.	31-40 yrs.	41-50 yrs.	51-60 yrs.	Over 60 yrs.	
Hotel reservation/ websites	0.0%	20.8%	42.3%	29.2%	6.9%	.8%	32.5%
Online travel agent	1.7%	15.0%	49.7%	27.7%	4.6%	1.2%	43.25%
Travel agencies	0.0%	22.9%	55.4%	18.1%	1.2%	2.4%	20.8%
others	0.0%	0.0%	50.0%	50.0%	0.0%	0.0%	3.5%
Total	.8%	18.0%	48.5%	27.0%	4.5%	1.3%	100.0%
			Value		Df		Asymp.Sig.
Pearson Chi-Square			21.992		15		.108

Summary of the results of Pearson Chi-Square Test can be concluded in the part of relationship between demographic and travelling behaviors as follow.

Table 4.12 Summary of Pearson Chi-Square Test from the part of relationship between demographic and travel behavior

Table 4.12 Summary of the result of Pearson Chi-Square Test

Demographic Behavior	Room rate preference	Primary purpose to the trip	Channel to reserve hotel
Nationalities	Correlated	Correlated	Correlated
Genders	Irrelevant	Irrelevant	Irrelevant
Ages	Correlated	Irrelevant	Irrelevant

4.3 Factors influence tourists travelling with children when selecting a hotel

Objective 2: To identify factors influencing tourists travelling with children in selecting hotel.

Table 4.13 below showed the results of third part presented the most important factors which had been measured by using descriptive statistic, which consisted of 8 factors as hotel services, hotel staff service, hotel safe and security, room quality, hotel image, value for money, hotel price, and hotel location respectively in order to analyze what was concerned by tourists travelling with children during the stay.

In terms of the important factors, the results revealed that “hotel safe and security” (**Mean=4.49**) was ranked as the most important factor concerning to tourists travelling with children when selecting a hotel. In addition, “room quality” (**Mean=4.3**) was ranked as the second important factor. Followed by, “value for money” (**Mean=4.3**), “hotel price” (**Mean=4.3**), “hotel staff service” (**Mean=4.25**), “hotel location” (**Mean=4.1**), “hotel image” (**Mean=3.9**) and “hotel service” (**Mean=3.7**). In summary, all hotel factors are concerned by tourists travelling with children which representing by average mean score.

Factor 1 “hotel service” presented the high mean on the attribute of “free Wi-Fi internet access” (Mean = 4.4, S.D. = 0.9), followed by “Free breakfast” (Mean = 4.4, S.D. = 0.8), “housekeeping” and “free cable TV” (Mean = 4.3, S.D. = 0.9), “Swimming pool with life guard” (Mean = 3.94, S.D. = 1.16) and the least important factor was with the attribute of “game room” (Mean = 2.7, S.D. = 1.2).

Factor 2 “hotel staff service”, the results showed that the respondents were concerned all the attributes which representing by mean score. All hotel attributes is “staff are helpful” (Mean = 4.4, S.D. = 0.7), followed by “staff are understand your request” (Mean = 4.3, S.D. = 0.7), “Courtesy and attentiveness of staff” (Mean = 4.2, S.D. = 0.8), “Polite and friendly of staff” (Mean = 4.2, S.D. = 0.7), “Staff have multi-lingual skill” (Mean = 4.2, S.D. 0.8) and “Staff have neat appearances” (Mean = 4.2, S.D. = 0.7).

Factor 3 “hotel safe and security”, the results indicated that the respondents were concerned all the attributes which presented average mean score from 4.4 – 4.6 and can be interpreted from the interval scale as “the most important” elements in choosing of hotel when travelling with children. All concerned attributes consisted of “security of hotel”, “security of room”, “security of area”, “emergency service”, “fire alarms”, “fire safety of hotel”, “fire escape”, “safety equipment”, “24 hours video security”, “security personnel on floors” accordingly.

Factor 4 “room quality”, the results presented that the respondents were concerned all attributes which showed the average mean score from 4.5 – 4.0 as shown in table below. All attributes concerned by respondents consisted of “cleanliness of room”, “cleanliness of bath/wash towels”, “cleanliness of bathroom”, “quality of bathroom amenities”, “soundproof”, “comfortable of bedding, mattress, and pillows”, “family suite”, “pull out sofas”, “well-maintained room”, “size of room”, “quiet air-conditioning” and “In-room temperature control is of high quality” respectively.

Factor 5 “Hotel image”, the respondents were concerned about “segment brand image” and “professional corporate image” (Mean = 4.2, S.D. = 0.9), followed by “Brand recommendation” (Mean = 4.1, S.D. = 0.8). Moreover, “brand familiarity”, “star rating”, “reputation”, “brand image” are still important which presented by average mean score from 3.5 – 3.8 respectively.

Factor 6 “value for money”, the results showed that the respondents were concerned all the attributes which presented average mean score from 4.4 – 4.1 and can be interpreted from the interval scale as “the most important” elements in choosing of hotel when travelling with children. All concerned attributes consisted of “value for money of the hotel”, “value for money for room service”, “value for money of restaurant service”, “value for money for food and

beverages”, “value for money for housekeeping service” and “value for money of the recreational activity” (Mean = 4.1, S.D. = 0.8).

Factor 7 “hotel price”, the respondents indicated that the most important is all of the attributes which showed average mean score from 4.3 – 4.4. All attributes consisted of “room rate”, “room rate inclusive of breakfast” and “special rates or inclusive package available” respectively.

Factor 8 “hotel location”, the results showed that the most important factor were between “comfortable ambience” and “convenience location” (Mean = 4.3, S.D. = 0.7), followed by “convenience to tourists’ attraction” (Mean = 4.2, S.D. = 0.8), “Quiet location” (Mean = 4.2, S.D. = 0.7). Moreover, “convenient to downtown” (Mean = 3.9, S.D. = 0.9) and “convenient to airport” (Mean = 3.7, S.D. = 0.9) are still important as represented by mean score.

Table 4.13 Factors influencing tourists travelling with children when selecting a hotel.

Factors	Frequency (N=400)						
	Not important at all (%)	Not important (%)	Neutral (%)	Important (%)	Very Important (%)	Mean (%)	Std. Deviation (%)
Hotel Services							
Kids Club	11.3	25.8	37.5	18.0	7.5	2.85	1.08
Swimming pool with life guard	6.0	5.5	17.8	30.0	40.8	3.94	1.16
Swimming pool for children	11.8	15.3	32.5	22.0	18.5	3.2	1.24
Travel activities and vacation package for family	3.5	7.0	31.5	49.5	8.5	3.5	0.9
Special discount for children	11.0	15.8	33.0	25.0	15.3	3.2	1.2
Promptness of services	2.3	2.8	26.3	44.8	24.0	3.9	0.9
Hotel shuttle bus	2.0	9.0	29.5	40.5	19.0	3.7	1.0
Parking area	11.0	25.5	20.5	20.5	22.5	3.2	1.3
Airport pick-up and drop-off service	3.3	7.5	31.0	38.3	20.0	3.6	1.0
Specific room requests possible	2.3	5.0	30.3	41.0	21.0	3.7	0.9

Table 4.13 Continued

Factors	Frequency (N=400)						
	Not important at all (%)	Not important (%)	Neutral (%)	Important (%)	Very Important (%)	Mean (%)	Std. Deviation (%)
Warm welcoming	2.3	4.3	22.3	47.3	24.0	3.9	0.9
Check in and check out speed	2.3	3.5	22.3	47.0	25.0	3.9	0.9
Check in and check out anytime	1.5	4.5	20.0	49.5	24.5	3.9	0.9
Pre-arrange check-in	3.3	3.5	23.5	48.5	21.3	3.8	0.9
Bell service	4.8	16.0	31.5	31.5	16.5	3.4	1.08
Elevator	2.0	6.25	24.3	43.5	24.5	3.8	0.9
Medical facilities	2.3	5.5	21.0	46.3	25.0	3.9	0.9
In-house library	16.5	24.3	28.5	21.5	9.3	2.8	1.2
Games room	19.8	24.3	29.0	20.3	6.8	2.7	1.2
Health/fitness facilities	2.0	11.0	31.3	39.0	16.8	3.6	0.9
Public space	2.8	4.3	18.8	48.5	25.8	3.9	0.9
Laundry service	2.5	6.8	18.8	41.3	30.8	3.9	1.0
Housekeeping	1.3	3.8	11.5	33.5	50.5	4.3	0.9
24 hours room service	1.5	5.3	26.8	40.8	25.8	3.8	0.9
Free Wi-Fi internet access	1.8	3.0	9.0	29.3	57.0	4.4	0.9
Free cable TV	1.0	3.3	10.0	33.0	52.8	4.3	0.9
Free newspaper	5.5	11.3	26.0	33.3	24.0	3.6	1.1
Free breakfast	0.5	2.0	8.0	36.0	53.5	4.4	0.8
Grand Mean				3.7			

Table 4.13 Continued

Factors	Frequency (N=400)						Std. Deviation (%)
	Not important at all (%)	Not important (%)	Neutral (%)	Important (%)	Very Important (%)	Mean (%)	
Hotel staff Service							
Courtesy and attentiveness of staff	1.3	2.0	11.3	49.8	35.8	4.2	0.8
Polite and friendly of staff	1.3	1.5	7.3	54.8	35.3	4.2	0.7
Staff have multi-lingual skill	1.3	1.8	8.5	50.8	37.8	4.2	0.8
Staff are understand your request	0.8	0.8	9.0	46.8	42.8	4.3	0.7
Staff are helpful	0.8	0.3	8.0	45.0	46.0	4.4	0.7
Staff have neat appearances	0.8	1.0	11.3	49.3	37.8	4.2	0.7
Grand Mean				4.25			
Hotel safe and Security							
Security of hotel	0.3	1.3	4.8	33.8	60.0	4.5	0.7
Security of room	0.0	1.5	3.5	26.0	69.0	4.6	0.6
Security of area	0.0	1.5	5.0	39.5	54.0	4.5	0.7
Emergency service	0.3	1.3	5.8	36.5	56.3	4.5	0.7
Fire alarms	0.5	0.8	6.8	37.5	54.5	4.4	0.7
Fire safety of hotel	0.0	1.3	5.0	37.0	56.8	4.5	0.7
Fire escape	0.0	0.8	8.0	32.8	58.5	4.5	0.7
Safety equipment	0.0	0.5	7.5	34.0	58.0	4.5	0.7
24 hours video security	0.0	0.8	8.8	33.8	56.8	4.5	0.7
Security personnel on floors	0.5	1.5	9.0	39.3	49.8	4.4	0.8
Grand Mean				4.49			
Room Quality							
Cleanliness of room	0.3	0.3	7.5	31.8	60.3	4.5	0.7
Cleanliness of bath/wash towels	0.3	0.8	5.8	32.8	60.5	4.5	0.7

Table 4.13 Continued

Factors	Frequency (N=400)						Std. Deviation (%)
	Not important at all (%)	Not important (%)	Neutral (%)	Important (%)	Very Important (%)	Mean (%)	
Cleanliness of bathroom	0.3	0.5	5.8	30.5	63.0	4.5	0.7
Quality of bathroom amenities	0.0	0.8	6.0	36.0	57.3	4.5	0.6
Soundproof	0.0	0.8	8.8	38.5	52.0	4.4	0.7
Comfortable of bedding, mattress, pillows	0.0	1.0	9.5	35.8	53.8	4.4	0.7
Family suites	0.5	3.0	24.3	36.3	36.0	4.0	0.9
Pullout sofas	1.0	4.5	21.8	37.3	35.5	4.0	0.9
Well-maintained room	0.5	2.0	13.3	36.8	47.5	4.3	0.8
Size of room	1.0	2.0	17.3	40.8	39.0	4.1	0.8
Quiet air-conditioning	0.8	0.8	15.0	39.8	43.8	4.3	0.8
In-room temperature control is of high quality	0.8	0.5	15.0	43.0	40.8	4.2	0.8
Grand Mean				4.3			
Hotel Image							
Brand image	2.0	8.0	37.3	42.5	10.3	3.5	0.9
Reputation	1.5	6.3	34.3	44.3	13.8	3.6	0.9
Star rating	0.3	7.0	34.0	42.8	16.0	3.7	0.8
Brand familiarity	0.8	7.0	27.5	43.5	21.3	3.8	0.9
Brand recommendation	0.0	2.3	19.8	45.8	32.3	4.1	0.8
Segment brand image	1.3	2.0	19.8	34.3	43.8	4.2	0.9
Professional corporate image	0.5	3.8	15.8	31.5	48.5	4.2	0.9
Grand Mean				3.9			

Table 4.13 Continued

Factors	Frequency (N=400)						
	Not important at all (%)	Not important (%)	Neutral (%)	Important (%)	Very Important (%)	Mean (%)	Std. Deviation (%)
Value for Money							
Value for money of the hotel	0.3	2.0	10.0	43.8	44.0	4.3	0.7
Value for money for room service	0.3	1.0	10.5	40.0	48.3	4.4	0.7
Value for money of restaurant service	0.3	0.5	11.3	44.3	43.8	4.3	0.7
Value for money for food and beverages	0.0	0.5	9.5	45.8	44.3	4.3	0.7
Value for money for housekeeping	0.0	1.0	11.3	41.5	46.3	4.3	0.7
Value for money of the recreational activity	0.0	3.5	19.3	39.3	38.0	4.1	0.8
Grand Mean				4.3			
Hotel Price							
Room rate	0.0	1.3	9.3	41.5	48.0	4.4	0.7
Room rate inclusive of breakfast	0.3	1.8	11.0	40.3	46.8	4.3	0.8
Special rates or inclusive package available	0.3	1.5	13.8	42.0	42.5	4.3	0.8
Grand Mean				4.3			
Hotel Location							
Quiet area	0.3	0.8	12.3	49.8	37.0	4.2	0.7
Comfortable ambience	0.0	1.3	8.8	53.5	36.5	4.3	0.7
Convenience location	0.3	1.0	9.0	48.5	41.3	4.3	0.7
Convenience to tourists' attractions	0.3	1.8	12.8	49.3	35.8	4.2	0.8
Convenient to airport	1.3	6.0	37.8	35.3	19.8	3.7	0.9
Convenient to downtown	0.8	4.8	28.5	37.8	28.3	3.9	0.9
Grand Mean				4.1			

4.4 Independent sample t-test of hotel factors among gender

An Independent sample t-test was conducted to test the hypotheses which to examine the significant different between gender and hotel factors. The results of the hypothesis testing are as follows;

Hypothesis 1

The hypothesis shall be written as follow

H_0 : There is no significant different between gender and hotel service toward hotel selection

H_A : There is a significant different between gender and hotel service toward hotel selection

Statistic of the hypothesis test is t-test by subdivision into Independent t-test with 95% confidence, the H_0 shall be rejected when Sig. figure less than 0.05.

From the table 4.14 below the result of independent sample t-test in gender and hotel services to hotel selection revealed that there was Prob. Value of 0.479, more than 0.05. Therefore, the H_0 shall be accepted and the H_A shall be rejected. These results suggest that gender is no significant different on the hotel service.

Table 4.14 Independent sample t-test in gender and hotel service toward hotel selection

Variance	Levene's Test		Hotel service	N	T-test for Equality of Means					
	for Equality of Variances				Mean	S.D.	t	df	Prob.	
	F	Sig.								
Hotel service	Equal variances assumed	0.472	0.493	Yes	Male 204	3.57	0.442	-0.709	398	0.479
		Equal variances not assumed		No	Female 196	3.54	0.504			

Hypothesis 3

The hypothesis shall be written as follow

H_0 : There is no significant different between gender and hotel safe and security toward hotel selection

H_A : There is a significant different between gender and hotel safe and security toward hotel selection

Statistic of the hypothesis test is t-test by subdivision into Independent t-test with 95% confidence, the H_0 shall be rejected when Sig. figure less than 0.05.

From the table 4.16 below the result of independent sample t-test in gender and hotel safe and security to hotel selection revealed that there was Prob. Value of 0.023, less than 0.05. Therefore, the H_0 shall be rejected and the H_A shall be accepted. These results suggest that gender is a significant different on the hotel safe and security. According to this result showed that female more concerned about hotel safe and security than male which represented by mean score.

Table 4.16 Independent sample t-test in gender and hotel safe and security toward hotel selection

Variance	Levene's Test for Equality of Variances		Hotel safe and security	N	T-test for Equality of Means				
	F	Sig.			Mean	S.D.	t	df	Prob.
	Equal variances assumed	0.007			0.933	Yes	Male 204	4.43	0.578
Equal variances not assumed			No	Female 196	4.56	0.569			

Hypothesis 6

The hypothesis shall be written as follow

H_0 : There is no significant different between gender and value for money toward hotel selection

H_A : There is a significant different between gender and value for money toward hotel selection

Statistic of the hypothesis test is t-test by subdivision into Independent t-test with 95% confidence, the H_0 shall be rejected when Sig. figure less than 0.05.

From the table 4.19 below the result of independent sample t-test in gender and value for money to hotel selection revealed that there was Prob. Value of 0.695, more than 0.05. Therefore, the H_0 shall be accepted and the H_A shall be rejected. These results suggest that gender is no significant different on value for money.

Table 4.19 Independent sample t-test in gender and value for money toward hotel selection

Variance	Levene's Test for Equality of Variances		Value for money	N	T-test for Equality of Means					
	F	Sig.			Mean	S.D.	t	df	Prob.	
Value for money	Equal	1.877	0.171	Yes	Male 204	4.27	0.562	0.392	398	0.695
	Equal			No	Female 196	4.30	0.633			

Hypothesis 8

The hypothesis shall be written as follow

H_0 : There is no significant different between gender and hotel location toward hotel selection

H_A : There is a significant different between gender and hotel location toward hotel selection

Statistic of the hypothesis test is t-test by subdivision into Independent t-test with 95% confidence, the H_0 shall be rejected when Sig. figure less than 0.05.

From the table 4.21 below the result of independent sample t-test in gender and hotel location to hotel selection revealed that there was Prob. Value of 0.091, more than 0.05. Therefore, the H_0 shall be accepted and the H_A shall be rejected. These results suggest that gender is no significant different on the hotel location.

Table 4.21 Independent sample t-test in gender and hotel location toward hotel selection

Variance	Levene's Test		Hotel location	N	T-test for Equality of Means					
	for Equality of Variances				Mean	S.D.	t	df	Prob.	
	F	Sig								
Hotel location	Equal variances assumed	0.213	0.645	Yes	Male 204	4.12	0.550	-1.695	398	0.091
	Equal variances not assumed			No	Female 196	4.03	0.590			

4.5 Statistical comparison of hotel's factors in parents' perspective among age groups of children.

Hypothesis 9

H_0 : There is no significant different between age of children and hotel factors toward hotel selection.

H_A : There is a significant different between age of children and hotel factors toward hotel selection.

Age of children were divided into 4 groups according to their ages (Group 1: less than 1 yr; Group 2: 1 – 6 yrs; Group 3: 7 – 12 yrs and Group 4: 13 – 18 yrs). The finding support hypothesis 9 as it found that the hotel location is an only one factor that has statistically significant differences among age group of children. However, there is no statistically significant difference between age group of children on hotel service, hotel staff service, hotel safe and security, room quality, hotel image, value for money and hotel price as show in table 4.22 below.

Table 4.22 Statistical comparison of hotel's factors among age groups of children

Factor	Age groups (Means)				ANOVA	
	Less than 1 yr	1 - 6 yrs	7 - 12 yrs	13 - 18 yrs	F-value	P-value
Hotel services	3.68	3.73	3.62	3.64	1.228	.299
Hotel staff services	4.25	4.29	4.19	4.22	.699	.553
Hotel safe and security	4.52	4.48	4.41	4.55	1.031	.379
Room quality	4.35	4.33	4.25	4.38	.985	.400
Hotel image	3.87	3.88	3.82	3.89	.249	.862
Value for money	4.36	4.34	4.17	4.27	2.074	.103
Hotel price	4.38	4.33	4.24	4.29	.655	.580
Hotel location	4.17	4.19	3.97	3.95	5.628	.001*

*** $p < .05$

4.6 Statistical comparison of hotel's factors in parents' perspective among respondents with different regions

Hypothesis 10

H_0 : There is no significant different between nationality and hotel factors toward hotel selection.

H_A : There is a significant different between nationality and hotel factors toward hotel selection.

In terms of respondents with different regions were divided into 6 groups including Asian, African, American, European, Middle-East and Australian. The finding support hypothesis 10 as it found that there is statistically significant difference in hotel factors in parent perspective among respondents with different regions on hotel factors as hotel service, hotel safe and security, room quality, hotel image and hotel price. However, there is no statistically significant difference on hotel staff service, value for money and hotel location among respondents with different regions as show in table 4.23 below.

Table 4.23 Statistical comparison of hotel's factors in parents' perspective among respondents with different regions

Factor	Nationalities (Means)						ANOVA	
	Asian	African	American	European	Middle-East	Australian	F-value	P-value
Hotel services	3.653	4.009	3.838	3.679	3.925	3.548	4.403	.000*
Hotel staff services	4.235	4.428	4.125	4.245	4.400	4.310	1.191	.310
Hotel safe and security	4.421	4.722	4.436	4.458	4.600	4.688	3.263	.004*
Room quality	4.266	4.591	4.317	4.245	4.392	4.516	2.908	.009*
Hotel image	3.922	4.062	4.056	3.783	3.814	3.640	2.927	.008*
Value for money	4.258	4.442	4.227	4.242	4.600	4.365	1.108	.357
Hotel price	4.350	4.609	4.296	4.135	4.600	4.230	2.630	.016*
Hotel location	4.118	4.036	4.236	4.026	4.600	3.951	1.232	.289

*** $P < .05$

4.7 Statistical comparisons of hotel's factors perception among age group of parents

Hypothesis 11

H_0 : There is no significant different age of parent and hotel factors toward hotel selection.

H_A : There is a significant different age of parent and hotel factors toward hotel selection.

Regarding to age group of parent were divided into 6 groups according to their ages (Group 1: under 20yrs; Group 2: 21-30yrs; Group 3: 31-40yrs; Group 4: 41-50yrs; Group 5: 51-60yrs; Group 6: over 60yrs). The finding support hypothesis 11 as it found that there is statistically significant difference among age group of parent to hotel service, hotel staff service, hotel safe and security, room quality, value for money, hotel price and hotel location. Nevertheless, there is no statistically significant difference with parent's age on hotel image as show in table 4.24 below.

Table 4.24 Variations in hotel's factors perception by age group of parents

Factor	Age Group (Means)						ANOVA	
	< 20	21-30	31-40	41-50	51-60	> 60	F-value	P-value
Hotel services	3.333	3.562	3.715	3.676	3.931	3.321	2.851	.015*
Hotel staff services	3.611	4.044	4.305	4.236	4.565	4.300	3.697	.002*
Hotel safe and security	4.400	4.332	4.557	4.436	4.611	4.400	2.246	.049*
Room quality	4.111	4.111	4.384	4.367	4.389	4.117	3.254	.006*
Hotel image	4.000	3.813	3.882	3.925	3.683	3.429	1.079	.371
Value for money	4.333	4.023	4.305	4.356	4.741	4.400	5.648	.000*
Hotel price	3.667	4.134	4.390	4.315	4.204	4.333	2.345	.040*
Hotel location	3.389	3.910	4.161	4.048	4.259	4.067	3.447	.004*

*** $P < .05$

4.8 Tourists Suggestions

This section reports tourists' recommendation after stayed at the hotel was completed by following questions:

Would you please recommend any suggestion for hotel providing service for children?

This question produced diverse of comments and suggestions on good and bad thing as following:

- Hotel should provide baby-sister for their customers.
- Some language abilities of hotel staff should be improved such as Chinese language.
- Some tourists mentioned that hotel staffs are impolite and service bad manners and do not take care of their children.
- An American tourist stated that “We have a good time at the hotel; they provided a lot of activities for children.

CHAPTER 5

CONCLUSION AND RECCOMENDATIONS

This chapter concludes the overall of the main findings of the present study. The summary consists of Conclusion, Discussion, Recommendations and Limitations and suggestions for future researches.

The aim of this study is to identify factors influence hotel selection of tourists travelling with children in Phuket by developing hotel attributes used in this study base on the study by (Dolnicar and Otter 2003; Choi and Chu 2000; Callan and Bowman, 2000; Lockyer 2005; Tsai et al., 2011; Sohrabi et al., 2012; Xue and Cox 2008; Gardyn, 2001; Kang et al., 2003; Ira, 1991; Blum, 1996; Feder, 1996; Wong et al., 2001 and Makren, 1992).

The research's objectives stated that:

1. To examine travel behavior of tourists travelling with children in selecting hotel.
2. To identify factors influence hotel selection of tourists travelling with children.

5.1 Conclusion

The population of this study was mainly to international tourists travelling with at least one children age 18 years old or below visited Phuket in 2015. The primary data were collected during the period of May to June 2015 at the Phuket international airport.

The personal characteristics of international tourists travel with children. The finding indicated that the majority of tourists travelling children mostly capture by male respondents. Most of them were between 31-40 years old. Tourists travelling with children from Asia topped the list, representing 49.8% of the total number of respondents. The respondents were completed a bachelor's degree, with 54.8%. In terms of occupation, most of them were mostly self-employed/entrepreneur as 31.8% and household annual income, 35.5% of respondents were between US\$ 30,001-US\$ 60,000. With regards to the number of children travelling with, most of respondents traveled with only 1 child, representing 83.1% followed by 2 children 17% and 3 children 1%. With respect to the age group of children in the travel party, 27% of respondents

travelling with male child was aged between 1-6 years old followed by, 13.9% were between 7-12 years old, 11.6 % were 13-18 years old and small number of aged less than 1 year old 9.0%. 16% of respondents travelling with female child were aged between 1-6 years old , followed by 8.9% were the same between 7-12 and 13-18 years old and small number of aged less than 1 year old equal to 4.6% respectively.

Moreover, the findings showed that most of respondents arrived to hotel by hotel shuttle/van/car and stayed at hotel less than 10 nights. Moreover, the most of room view was beach view at 51%. The most of respondents preferred double bed at 55% and spend less than US\$100 per one night. The finding indicated that most of respondents visited Phuket are for vacation at 88.5%. Most of them used online travel websites to plan for booking the hotel. Moreover, most of respondents reserved the hotel by online travel agent. In term of time used for making travel plan, the period of 1-2 months before taking the trip at 37.5%. Most of respondents (61.3%) visited Phuket for the first time and 38.8% visited more than 1 times. 51.3% of respondents travel to Phuket for leisured. 57.3% of family tourists took an oversea vacation with family once a year and 25.5% of respondents took an oversea vacation twice a years.

In terms of demographic characteristic such as nationality, gender and age, the researcher used Pearson Chi-Square test with tourist travel behavior consists of room rate, primary purpose to the trip and channel to reserve the hotel. The result indicated that nationalities are correlated with room rate, primary purpose to the trip and channel to reserve the hotel. However, the result shows that genders are irrelevant with room rate, primary purpose to the trip and channel to reserve the hotel. In addition, ages of respondents are correlated only room rate but irrelevant to primary purpose to the trip and channel to reserve the hotel.

5.2 Discussion

According to the results of this study revealed that “hotel safe and security” was the most important factor concerned by tourists travelling with children when decided to stay at the hotel, “room quality” was ranked as the second important factor, followed by “value for money”, “hotel price”, “hotel staff service”, “hotel location”, “hotel image” and “hotel service” accordingly. However, all hotel factors were concerned by tourists travelling with children which represented by average mean score.

In terms of hotel safe and security (**Mean=4.49**) are the most important elements in choosing hotel of families' tourist. This is an important factor that hotel should improve and develop in marketing strategies as its safe and security are the most important factor that family's tourist need. However, if the hotel is convenient or comfortable but there is no safety provide, it is not worthy for family to pay and stay there. The hotel industry should give more importance to safety as their main priority toward tourists travelling with children. In addition, the hotel should provide 24 hours emergency services; in case of an coincidence issue occur with children during the stay. Moreover, hotel industry should provide security personnel on floor to make family travelers feel safe and secure. This is also supported by Makrens (1992) examined that safety, health and security must be first concerns for children. Moreover, Tsai et al., (2011) confirmed that safe and security was the most important attribute for travelers when selecting a hotel. It is especially important that safety concerns be minimized for individual travelers because their travel plans most likely involve their children.

Room quality (**Mean=4.3**) was ranked as second important factor with the sub factors as follow; cleanliness of room, cleanliness of bath/wash towels, cleanliness of bathroom, quality of bathroom amenities, soundproof, comfortable of bedding, mattress, pillows, family suites, pullout sofas, well-maintained room, size of room, quiet air-conditioning and in-room temperature control is of high quality. All these attributes are concerned for family's tourist when making a decision. Especially, family suite and pullout sofas are important for tourists travelling with children. It is important for hotel industry to improve and develop facilities and amenities of room in order to gain more new family travelers to stay at the hotel. The study of Kang et al., (2003) and Gardyn (2001) confirmed that tourists travel with children more concerned about family suites, size of room and pullout sofas

According to hotel price (**Mean=4.3**) and value for money (**Mean=4.3**) are also important. The results indicated that families tourist give an importance to hotel price and value for money as the important in determining selection of an accommodation. Regarding the tourists' behavior, most of families' tourist spends less than 100USD per night. It can be indicated that family tourists travel to Phuket were more concerned about the price of room, associated with the previous by Xue and Cox (2008) stated that price and value for money are usually of concern to travelers when selecting a hotel.

In terms of value for money which is associated with the family' perceptions about the value for money, those six items were value for money of the hotel, value for money for room service, value for money of restaurant service, value for money for food and beverage, value for money for housekeeping service and value for money of the recreational activity. Nowadays, Phuket has become a place of oversupply of hotel room. Hotel should pay more attention to enhancing the value of their service provided for customers. In order to develop value added facilities and services for hotel. Hotel should put emphasis on facilities in room. Cleanliness is also important attributes that tourists expected at high level. In terms of food and beverage, hotel should provide a high quality of food, chefs should cook and prepare food carefully, hygienically and serving the food on time. According to the study of Nash et al., (2006) supported that the most important factors toward tourists' consideration when selection was value for money. Moreover, this study was associated with the study by Lee, Graefe and Burn (2008) revealed that families are more likely in recreational activities such as historic sites, scenic areas and nature centers that their children can gain more knowledge by educational value.

Regarding to hotel staff service (**Mean=4.25**) is one of important factor for tourist travelling with children when choosing a hotel. The study indicated that families tourist give an importance to staff attitudes when they make decision as follow; courtesy and attentiveness of staff, polite and friendly of staff, staff have multi-lingual skill, staff are understand your request, staff are helpful and staff have neat appearances. In order to gain the family's satisfaction and re-visit, the hotel should improve their staffs by being polite ,friendly and willing to help upon customer's request as well as if the parents are satisfied with a good care provided, therefore, there is possible for hotel getting a returning guest and word-of-mouth eventually. In addition, there is a study confirmed that the parent were satisfied with the offered program at the hotel which including great staffs, well supervised and organized, good quality program and great activities for each child age group (Birchler, 2012).

Hotel location (**Mean=4.1**) should not be ignored in this case as the study found that it is still one of the important factors in influencing family travelers making decision when selected a hotel as follow; quiet area, comfortable ambience, convenience location, convenience to tourists' attraction, convenience to airport and convenience to downtown. This may be because of parents want to stay at the quiet area with comfortable ambience and convenience location

during the stay. This finding is similar to the study by Milman (1997) studied the guest satisfaction at a family resort hotel. The study found that family travelers prefer to stay near shopping mall, restaurant and theme park within a two-mile radius of the hotel.

Hotel image (**Mean=3.9**), it is still one of important factor in choosing of hotel when travelling with children with the sub factors as follow; brand image, reputation, star rating, brand familiarity, brand recommendation, segment brand image and professional corporate image. This may explain that parents decided to choose the hotel by looking for how the well-known of the hotel. The hotel industry should develop and maintain the image in order to attract the new customers. For example, 5star hotel brands such as Club Med and Karisma Hotels & Resorts, are adding multi-room family suites to their accommodation offerings for tourists travelling with children.

In terms of hotel services (**Mean=3.7**), it is still one of the factor concerned by family tourist in order to select the hotel because the average mean is still high. For accommodation, families need hotel rooms that can accommodate them and are allowed children age under of 18 to stay in their parents' room for free. The hotel should provide facilities and welcome amenities for children, notably kids' swimming pool for children and a complimentary kids club that have longer service hour for children aged started from two to twelve years old and also offer travel activities and vacation package for family. This finding also similar with the studied by Kazembe et al., (2015) found that 90% of children enjoyed the services, activities and facilities provided by hotel. As well, Makens (1992) found that hotel or resort should provide kid club that family members can join the activities together, including bingo, board games, festivals, campfire sing-alongs and card games.

Additionally, independent sample t-test and one-way ANOVA was used to test the significant different between demographic characteristics among eight hotel factors. The results of the hypothesis testing are as follow:

Gender

Independent sample t-test comparison between gender and hotel factors toward hotel selection found that there was a significant relationship at $p \leq 0.05$ in only one factor as "Hotel safe and security". However, there is no significant different with hotel service, hotel

staff service, room quality, hotel image, value for money, hotel price and hotel location accordingly.

From the results it can be concluded that hotel safe and security is the most important factor for both male and female when selecting a hotel. However, when comparing mean value between male and female it was revealed that female more concerned about hotel safe and security than male when selecting a hotel. This finding associated with the study of Sammons et al., (1999) indicated that safety was the most important factor for female travelers when selecting a hotel. In contrast, Makren (1992) found that both male and female give more importance to safe and secure of resort when travelling with children.

Age

The results show that there is a statistically significant difference at $p \leq 0.05$. The results found that parent's age was statistically significant difference to hotel services, hotel staff services, hotel safe and security, room quality and value for money, hotel price and hotel location. Nevertheless, there is no statistically significant difference with parent's age on hotel image. This findings also supported by Gustin and Weaver (1993) they found that mature travelers give an importance to quality of room, convenience location and security system when selecting a hotel. In contrast, Ananthet al., (1992) stated that there is no significant different between mature and younger travelers related to price and quality, security and convenience of location and room amenities.

Age of children

The results show that there is a statistically significant difference at $p \leq 0.05$. The finding found that "hotel location" is an only one factor that has a statistically significant difference among age group of children Nevertheless, there is no statistically significant difference with age group of children on hotel service, hotel staff service, hotel safe and security, room quality, hotel image, value for money and hotel price respectively. This finding differences from the study by Hilbreth et al., (2010) they found that teenagers are more excited in services and activities offered by hotel such as computer games, swimming, scavenger hunts, water balloon fun, sports, hiking, parachute, sun visor art, fish and duck feeding and Indian bead crafts.

Nationality

The results show that there is a statistically significant difference at $p \leq 0.05$. The finding found that there was a significant difference in hotel's factors in parents' perspective among respondents with different regions on hotel's factor as hotel services, hotel safe and security, room quality, hotel image, hotel price respectively. In contrast, there is no statistically significant difference with respondents region on hotel staff service, hotel location and value for money. This finding associated with the previous by Xie and Wall (2002) indicated that different nationalities may interpret different attributes in different way.

5.3 Recommendations

This research explores the factor influence hotel selection of tourists travelling with children in Phuket. The findings reveal the travel behavior of tourists with children in hotel selection and to identify factors influence hotel selection of tourists travelling with children. However, the researcher hoped that this study may benefit for hotel industry in order to develop and improve their services and facilities.

It is an important for hotels industry to understand travel behavior of tourists travelling with children when they decided to choose a hotel. Therefore, the results of this research will support hotels to understand more about travel behavior of tourists travel with children in order to respond what they need. This study found that tourists arrived to hotel by hotel shuttle/van/car and spend less than 10 nights in the hotel. From these results would help hotel industry to create special promotions for tourists travelling with children. The promotion could be free transfer to airport or family suite with beautiful view if they are travelling with more than 1 child and stay more than 10 nights. This study also found the primary purpose trip of tourists travel with children was vacation and they are looking for leisure activity for their children. According to this finding, hotels should provide more activities that attracted tourists travelling with children. Moreover, most of respondents used online travel agent for reserve the hotel. From these findings, hotel industry should give a special discount and promotions for their customers if they are booked the room by online travel agent.

Base on demographic and travel behavior, the findings show that nationalities are concerned with room rate of staying, primary purpose of the trip and channel to reserve the hotel.

From the results, it is an important for hotel industry to develop online marketing strategy and sale promotions for increasing the family travelers in different countries to stay at the hotel.

Furthermore this research also found that the “Hotel safe and security” is the most important hotel factor for tourists travelling with children when selecting a hotel. Nevertheless, female are more concerned about hotel safe and security than male. From these findings, hotel should put emphasis on hotel safe and security, especially with children as the most important hotel attribute.

Overall, the researcher recommends that hotel industry in Phuket should pay an attention to tourists travelling with children, especially with safe and secure of hotel. Hotel should consider “how to make their customer feel safe when stay at the hotel”. Moreover, hotel industry should develop and improve their services, activities and facilities for family travelers.

5.4 Limitations and Suggestions for further study

5.4.1 Limitations

This present study has several limitations. The results would create bias as the majority of the respondents mostly were Asian (49.8%), which would cause the results shown mostly Asian’ perspective, comparing with other nationalities would be different.

The time of data collection process were collected during low season for Phuket. Therefore, the data may did not represent in high season information. Suggestions for future research should be conducted during both high season and low season, it would be different as the respondents might be several of nationality and then the results would present in different ways. This research would be beneficial to conduct information by a survey or focus more on group interviews.

The researcher should select a group of individuals to discuss and comment on important factors influence families tourist travelling with children when selecting a hotel from their personal experiences and perspectives. The advantage of focus group could help a researcher gain several perspectives in details about each of important factors influencing them while selecting a hotel.

The populations of this research has been collected only at Phuket International Airport, if collected the data at the other areas could provide more interesting data.

According to the language in the questionnaire was provided only in English. The survey could wider and more comprehensive if there were in other language such as Chinese and Russia.

5.4.2 Suggestions for further study

For further study it would be more fulfill the knowledge in what factors that family tourists concerned when selecting a hotel. In order to integrate the data of parents and children should combine both qualitative and quantitative approaches. The future research should include TAT interview and private sectors into data collection process. The researcher hoped that possible directions offered here will serve to inspire future researches on factors influence hotel selection of tourists travelling with children.

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Appendix A



Questionnaire

Factors influence hotel selection of tourists travelling with children in Phuket

Dear Respondents,

I am an MBA student in Business Administration, Faculty of Hospitality and Tourism Management (International Program), Prince of Songkla University, Phuket Campus, Thailand. The purpose of this survey is to collect data for my MBA thesis on *“Factors influence hotel selection of tourists travelling with children in Phuket”* Please kindly assist in filling out this survey. I would really appreciate your help for participating in this survey. The data collected will be used for academic purpose and will surely be kept confidential.

Thank you very much for your kind participation.

Please tick (✓) in the box which corresponds to your answers

Part 1: Personal Characteristics

1. Gender

<input type="checkbox"/> Female	<input type="checkbox"/> Male
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2. Age

<input type="checkbox"/> Under 20	<input type="checkbox"/> 21 - 30 years
<input type="checkbox"/> 31 - 40 years	<input type="checkbox"/> 41 - 50 years
<input type="checkbox"/> 51 - 60	<input type="checkbox"/> Over 60
3. Nationality

<input type="checkbox"/> Asian	<input type="checkbox"/> African
<input type="checkbox"/> American	<input type="checkbox"/> European
<input type="checkbox"/> Middle East	<input type="checkbox"/> Australian
<input type="checkbox"/> Other (please specify).....	
4. Education

<input type="checkbox"/> High School or lower	<input type="checkbox"/> Diploma	<input type="checkbox"/> Bachelor Degree
<input type="checkbox"/> Master Degree	<input type="checkbox"/> Ph.D	
5. Occupation

<input type="checkbox"/> Self-employed/ Entrepreneur	<input type="checkbox"/> Manager
<input type="checkbox"/> Employee	<input type="checkbox"/> Retired
<input type="checkbox"/> Government officer	<input type="checkbox"/> Professionals (e.g. lawyers, doctors)
<input type="checkbox"/> Others (please specify).....	
6. Household annual income

<input type="checkbox"/> <US\$ 30,001	<input type="checkbox"/> US\$ 30,001-60,000	<input type="checkbox"/> US\$ 60,001-90,000
<input type="checkbox"/> US\$ 90,001-120,000	<input type="checkbox"/> US\$ 120,001-150,000	<input type="checkbox"/> US\$ 150,001-180,000
<input type="checkbox"/> US\$ 180,001-210,000	<input type="checkbox"/> >US\$ 210,000	
7. How many children are you travelling with?

Number of male..... (CHECK THAT ALL APPLY)			
<input type="checkbox"/> Less than 1 year	<input type="checkbox"/> 1 – 6 years	<input type="checkbox"/> 7 – 12 years	<input type="checkbox"/> 13 – 18 years
Number of female..... (CHECK THAT ALL APPLY)			
<input type="checkbox"/> Less than 1 year	<input type="checkbox"/> 1 – 6 years	<input type="checkbox"/> 7 – 12 years	<input type="checkbox"/> 13 – 18 years

Part 2: Tourist behaviors

1. How did you arrive to the hotel

<input type="checkbox"/> By hotel shuttle/van/car	<input type="checkbox"/> by rent car	<input type="checkbox"/> by airport taxi
<input type="checkbox"/> By public transportations	<input type="checkbox"/> others (please specify.....)	

2. How long did you stay in Hotel?.....nights

3. Which room view do you stay?

<input type="checkbox"/> Beach view	<input type="checkbox"/> Lake View	<input type="checkbox"/> Garden view	<input type="checkbox"/> Mountain views
<input type="checkbox"/> Jungle view	<input type="checkbox"/> Pool view	<input type="checkbox"/> other (please specify.....)	

4. What type of bed do you stay?

<input type="checkbox"/> Single bed	<input type="checkbox"/> Twin bed	<input type="checkbox"/> Double bed
<input type="checkbox"/> Triple bed	<input type="checkbox"/> others (please specify.....)	

5. Which room rate do you stay (per night)?

<input type="checkbox"/> <US\$100	<input type="checkbox"/> US&101-200	<input type="checkbox"/> US\$201-300
<input type="checkbox"/> US\$301-400	<input type="checkbox"/> >US\$ 500	

6. What is the primary purpose of this trip?

<input type="checkbox"/> Vacation	<input type="checkbox"/> Visit friends/relatives	<input type="checkbox"/> Retirement
<input type="checkbox"/> Honeymoon	<input type="checkbox"/> Health check/ surgery	<input type="checkbox"/> Business
<input type="checkbox"/> Meeting/conference/exhibition	<input type="checkbox"/> others (please specify.....)	

7. Which information sources did you use to plan for booking the Hotel?(CHECK ALL THAT APPLY)

<input type="checkbox"/> Hotel websites	<input type="checkbox"/> Travel agent/tour operation
<input type="checkbox"/> Online travel websites (ex.hotels.com)	<input type="checkbox"/> Travel guide/Guide book
<input type="checkbox"/> Newspaper, Magazines	<input type="checkbox"/> Friends and Family recommendations
<input type="checkbox"/> Loyalty program websites	<input type="checkbox"/> called the hotel directly
<input type="checkbox"/> Previous trips experience	<input type="checkbox"/> Social media recommendation(Facebook, etc)
<input type="checkbox"/> other (please specify.....)	

8. How did you reserve the hotel before arrive to Phuket?

<input type="checkbox"/> Hotel reservation/Website	<input type="checkbox"/> Online travel agent (Agoda, Booking.com, etc)
<input type="checkbox"/> Travel agencies	<input type="checkbox"/> others (Please specify.....)

9. When did you begin making your travel plans?

<input type="checkbox"/> 1 month before	<input type="checkbox"/> 1-2 months before	<input type="checkbox"/> 3-4 months before
<input type="checkbox"/> 4-5 months before	<input type="checkbox"/> more than 6 months before	

10. Is this your first **family-visit** to Phuket?

<input type="checkbox"/> Yes	<input type="checkbox"/> No (This is my.....times)
------------------------------	--

11. What type of activities did you seek? (CHECK THAT ALL APPLY)

<input type="checkbox"/> Nature focused	<input type="checkbox"/> Cultural	<input type="checkbox"/> Historical	<input type="checkbox"/> Leisured
<input type="checkbox"/> Non-specify	<input type="checkbox"/> Educational	<input type="checkbox"/> Adventurous	<input type="checkbox"/> others
(please specify).....			

12. How often do you take an overseas vacation with your family?

- Once a year twice a year three times a year
 More than three times a year others (please specify.....)

Part 3: Factors influencing hotel selection of tourists travelling with children

Factors	Not important at all	Not important	Neutral	Important	Very Important
Factor-1: Hotel Service					
Kid club					
Swimming pool with life guard					
Swimming pool for children					
Travel activities and vacation package for family					
Special discount for children					
Promptness of service					
Hotel shuttle bus					
Parking area					
Airport pick-up and drop-off service					
Specific room requests possible					
Warm welcoming					
Check in and checkout speed					
Check in and out anytime					
Pre-arrange check-in					
Bell service					
Elevator					
Medical facilities					
In-house library					
Games room					
Health / fitness facilities					
Public space					
Laundry service					
Housekeeping					
24 hour room service					
Free WI-FI internet access					
Free cable TV					
Free newspaper					
Free breakfast					
Factor-2: Hotel Staff Service					
Courtesy and attentiveness of staff					
Polite and friendly of staff					
Staff have multi-lingual skill					

Factors	Not important at all	Not important	Neutral	Important	Very Important
Staff are understand your request					
Staff are helpful					
Staff have neat appearances					
Factor-3: Hotel Safe and Security					
Security of hotel					
Security of room					
Security of area					
Emergency service					
Fire alarms					
Fire safety of hotel					
Fire escape					
Safety equipment					
24 hour video security					
Security personnel on floors					
Factor-4: Room Quality					
Cleanliness of room					
Cleanliness of bath/wash towels					
Cleanliness of bathroom					
Quality of bathroom amenities					
Soundproof					
Comfortable of bedding, mattress, pillows					
Family suites					
Pullout sofas					
Well-maintained room					
Size of room					
Quiet air-conditioning					
In-room temperature control is of high quality					
Factor-5: Hotel image					
Brand image					
Reputation					
Star rating					
Brand familiarity					
Brand recommendation					
Segment brand image					
Professional corporate image					
Factor-6: Value for money					
Value for money of the hotel					
Value for money for room service					
Value for money of restaurant service					
Value for money for food and beverages					

Factors	Not important at all	Not important	Neutral	Important	Very Important
Value for money for housekeeping service					
Value for money of the recreational activity					
Factor-7 Hotel Price					
Room rate					
Room rate inclusive of breakfast					
Special rates or inclusive package available					
Factor-8: Hotel Location					
Quiet area					
Comfortable ambience					
Convenience location					
Convenience to tourists' attractions					
Convenient to airport					
Convenient to downtown					

Would you please recommend any suggestion for hotel providing service for children?

.....

.....

.....

.....

.....

.....

Thank you for your kind assistance

**Appendix B
Certificate**



VITAE

Name: Mr. Pakpum Kowisuth

Educational Attainment

Degree	Name of Institution	Year of Graduation
Bachelor of Arts	University of the Thai Chamber of Commerce	2009

Address:

Home address: 23/5 Royal Kamala Phuket Condominium. Bangwan Road, Kamala, Kathu, Phuket, Thailand

Mobile: 66 (0) 82 287 8296

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List of Publication and Proceeding

Pakpum Kowisuth and Asst.Prof.Dr.Kullada Phetvaroon (2016), Factors influence hotel selection of tourists travelling with children in Phuket. *The 14th APacCHRIE International Conference, May 11-13, 2016*, Dusit Thani Hotel Bangkok, Thailand.