Gap Year Tourists' Motivation and Decision-making Behavior in Thailand

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        การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อ (1) เพื่อศึกษาลักษณะทางประชากรศาสตร์และการท่องเที่ยวของนักท่องเที่ยวแก็ปเยียร์ที่เดินทางมายังประเทศไทย (2) เพื่อหาปัจจัยที่มีอิทธิพลต่อแรงจูงใจในการเดินทางท่องเที่ยวในประเทศไทยของนักท่องเที่ยวแก็ปเยียร์ (3) เพื่อหาปัจจัยที่มีอิทธิพลต่อพฤติกรรมการตัดสินใจของนักท่องเที่ยวแก็ปเยียร์ต่อการเลือกจุดหมายปลายทางการคมนาคม กิจกรรมการท่องเที่ยว ที่พัก และอาหาร ในขณะเดินทางท่องเที่ยวในประเทศไทย (4) จัดทำแนวทางในการส่งเสริมและปรับปรุงสินค้าและการบริการทางการท่องเที่ยวสำหรับนักท่องเที่ยวแก็ปเยียร์เพื่อเดินทางมาท่องเที่ยวยังประเทศไทย แบบสอบถามจำนวน 405 ชุดได้ถูกนำไปวิเคราะห์ในโปรแกรม SPSS แหล่งที่เก็บข้อมูลคือ กรุงเทพฯ ภูเก็ต เชียงใหม่ และเกาะสมุย ในสถานที่ท่องเที่ยวสำคัญ ที่พักราคาประหยัด และศูนย์กลางการคมนาคม

        การศึกษาครั้งนี้พบว่าแรงจูงใจหลักสามประการที่ดึงดูดนักท่องเที่ยวแก็ปเยียร์เข้ามาในประเทศไทยคือ การเรียนรู้และสัมผัสกับวัฒนธรรมอื่น การเรียนรู้และสัมผัสกับประเทศอื่น และการแสวงหาความตื่นเต้นและการผจญภัย และปัจจัยที่สำคัญในการตัดสินใจซื้อเกี่ยวกับสินค้าและบริการด้านการท่องเที่ยวของนักท่องเที่ยวแก็ปเยียร์ ได้แก่ การแนะนำของเพื่อนและญาติ แหล่งท่องเที่ยวทางธรรมชาติและวัฒนธรรม แหล่งท่องเที่ยวแปลกใหม่ ราคาของสินค้าและบริการ บรรยากาศและที่ตั้งของที่พัก และอาหารที่มีรสชาติดี สดใหม่ และสะอาด การวิจัยยังพบว่าความแตกต่างด้านประชากรศาสตร์และแผนการเดินทางของนักท่องเที่ยวที่แตกต่างกันมีผลต่อแรงจูงใจและการตัดสินใจเลือกสินค้าและบริการด้านการท่องเที่ยวที่ต่างกัน ผลของการวิจัยได้ถูกนำมาเปรียบเทียบกับงานวิจัยอื่นเพื่อสร้างแนวทางสำหรับภาครัฐและเอกชนในเมืองไทยในการปรับปรุงสินค้าและบริการทางการท่องเที่ยวและวางแผนการตลาดในอนาคต

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Abstract

The objective of this study are (1) to determine the socio-demographic characteristics and travel patterns of gap year tourists travelling to Thailand, (2) to identify the influential factors on gap year tourists' motivation for travelling to Thailand, (3) to identify the influential factors decision-making behavior on gap year tourists have made in term of choice of destinations, transportations, activities, accommodations and foods whilst travelling in Thailand and (4) to develop guidelines for promoting and improving tourism products and services for gap year tourist to visit Thailand. There were 405 effective questionnaires were analyzed in SPSS program. The questionnaires were distributed in Bangkok, Phuket, Chiang Mai and Koh Samui at major tourist attractions, budget accommodations and transportation hubs.

The finding revealed that the three main motivation that attract gap year tourist to visit Thailand were: to learn and experience another culture, to learn and experience another country, and to find thrill and adventure. Whereas, important attributes of gap year tourists' decision-making on tourism products and services were; friend and relative recommendation, natural and cultural, new and unique location, price, atmosphere and location of accommodation, and taste, freshness and hygiene of food. In addition, difference demography and travel plan of gap year tourist have difference motivation and decision-making on tourism products and services. The result of finding were discussed with other literatures to create the guideline for Thai government and private sectors in order to manage tourism products and do marketing plan in the future.

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วารสาร
วิเทศศึกษา
Journal of International Studies

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Letter of Acceptance

Dear   Mr. Teerapan Panyadee,

The Editorial Team of Journal of International Studies (JIS), is pleased to inform you that your manuscript entitled **"Gap Year Tourists' Motivation and Travel Pattern in Thailand"** has been accepted for the publication.

Your manuscript is scheduled to be published in the upcoming journal issue *Journal of International Studies, Prince of Songkla University,* Vol. 8 No. 2 July – December 2018

Kind regards,

(Mr. Jirameth Rungruang)
Editor-in-Chief
Journal of International Studies,
Prince of Songkla University

1 Introduction

This chapter provides a background of the meaning of gap year, and overview of importance and understanding of gap year takers, which involve travelling activities, including current situations of gap year tourists in Thailand. This chapter also gives the reason why this study is conducted.

1.1 Background

A gap year is an experimental year which is popular among adolescents who have already finished their high schools or bachelor degrees. However, before moving to higher education or job market, they prefer to experience new things, a fresh environment as well as different cultures. During this period a gap year taker may engage in both academic courses and non-academic courses such as language studies, art studies, volunteer work, internships, and traveling. Advantages can include developing core life skills, expanding knowledge and gaining an understanding of the individual interests and passions of the gap year taker (O'Reilly, 2006). In addition, in North America and Western Europe, taking a gap year is accepted as a rite of passage before entering university. Travelling abroad is an activity that people can enjoy as well as can learn other cultures at the same time. Since gap year takers have some long period of time, backpacking is one of the most popular choices for gap year travelers. Independent travel allows far greater scope for individual decision-making and personal growth. Normally, they are going to travel independently for several months and they always stay in budget accommodation (Uriely, Yonay, & Simchai, 2002).

A relatively recent phenomenon in the backpacker catering industry is the rise of the 'flashpacker." This sub group of travelers like to have similar experiences as the 'rough and ready' backpackers but may be slightly older and have a larger budget for extras which are not usually associated with the traditional backpacker (Hampton & Hamzah, 2016). The main distinction between a traditional backpacker and a flashpacker is money: they both wish to travel for long periods of time and have similar interests (Paris, 2012). This group often comes from people with established careers who wish to take a year off from work to see the world. They will be more open to luxury purchases that traditional backpackers would find inappropriate and unnecessary (Hampton & Hamzah, 2016).

Thailand is popular tourist destination with the image of sun, sea and sand for many decades. Thailand is also a budget tourist destination, when compared to other countries. One reason for this is that the cost of living is quite low in Thailand (Numbeo, 2016). Travelers can get a street hawker meal for less than 1 USD and budget accommodation usually costs less than 10 USD per night. The beautiful destination with unique culture at affordable cost are some reasons for tourism flourishment in Thailand. Moreover, Bangkok, the capital of Thailand is a major hub for air transport in South East Asia. Therefore, most of travelers in South East Asia begin their journey here. It is often claimed within backpacker circles that if you stay in Khao San Road long enough you will meet everyone again and it is definitely hard to travel in South East Asia without passing, at some stage, through Bangkok (Howard, 2005; Hampton, 1998). In addition, Thailand can offer many tourist activities including soft skills and hard skills. Therefore, it is an opportunity for a gap year taker to make a trip as a backpacker for acquiring their skills by learning some short courses in Thailand. Backpackers in Thailand often supplement their travel experiences with local cooking classes, martial arts courses and other personal development activities. Some may even decide to make their plan for longer stay as a volunteer and there are many job opportunities for English native speakers to teach all over Thailand.

Choosing tourism products and services, such as destination, accommodation, transportation, activity and food, are important components for holiday. A clear concept of nature of tourism product to the target group will help planners, developers and entrepreneurs to create more suitable product in the market place (Smith, 1994). Modern tourist behavior has changed dramatically over the last decade. Since the Internet is a part of the modern people's lifestyle, printed guidebooks are in sharp decline as information is increasingly made available on the Internet. Free Individual Traveler (FIT) becomes interested in online reservation. Over the last few years there are an emergence of the review system whereby guests may offer their appraisal online in their travel experiences. Youth tourist as their familiar to internet will choose their accommodation based on review sites and are aware of everything offered prior to arrival. Previous guests may also use social media to voice their opinions leading to a much more transparent marketplace for consumers.

Even there are no certain number of gap year tourist in Thailand. Youth travelers account for a large segment of the tourism industry. Moreover, Thailand is the most popular

destinations for gap year school leavers as reported by the Association of British Travel Agents (ABTA) (ABTA, 2016). This research studied at the importance factors of motivation and decision-making behavior whilst travelling in Thailand. This research study also provided guideline to offer better products and services in Thailand for increase overall income from tourism.

1.2 Aim of the study

This study aims to understand the gap year tourists' motivation and decision-making behavior in Thailand by using questionnaire as the instrument to collect the data from the population in order to be the guideline to improve and promote tourism products and services in this market segment.

1.3 Research objectives

Tourists' behavior study is the way to understand tourists' need. This research study will focus on gap year tourists' motivation and decision-making in Thailand because Thailand is popular destination for gap year takers. The objective of this study is to identify the influential factors on gap year tourists' motivation and investigate the factors that influence decisions-making to tourism product whist travelling in Thailand during a gap year in terms of choice of destination, accommodation, transportation, activities and food. Moreover, after finding of gap year tourists' behavior, the researcher will provide suggestions for promoting and improving tourism products and services for both tourism organization and private sectors.

The objectives of the study are to:

1. To determine the demographic characteristics and travel patterns of gap year tourists travelling to Thailand

2. To identify the influential factors on gap year tourists' motivation for travelling to Thailand

3. To identify the influential factors of decision-making behavior on gap year tourists have made in terms of choice of destinations, transportations, accommodations, activities and foods whist travelling in Thailand

1.4 Research questions

The main issue of the study is to find gap year tourist motivation and decision-making behaviors whilst travelling in Thailand. The study also consider background information of sampling, motivation of traveling and factors that influence the choices of tourism products and services so as to use the finding to be guideline to create marketing strategy to promote and improve tourism products and services for gap year tourists for both government and private sectors in Thailand. Therefore this research will answer the following questions:

1. What is demographic characteristics and travel patterns of gap year tourists travelling to Thailand?

2. What are the factors that influence gap year tourists' motivation to Thailand?

3. What are the factors that influence decision-making behavior on gap year tourists have made in term of choice of destinations, transportations, accommodations, activities and foods whist travelling in Thailand?

1.5 Data Source

The primary data for this research are the gap year tourist who were travelling in Thailand in four major tourist cities of Thailand; Bangkok, Phuket Chiang Mai and Koh Samui.

1.6 Scope of the study

1.6.1 Scope of area

This research's scope is four main tourist cities in Thailand including Bangkok, Phuket, Chiang Mai and Koh Samui.

1.6.2 Scope of research period

The sample research data was collected from April – May and August 2017.

1.6.3 Target respondents

Gap year tourist who were age between 15 to 39 years old, take the trip away from home country at least 2 months and currently visiting Thailand were included in this research.

1.7 Definition of key terms

In order to have an understanding of the specific terms used in this study, the following definitions apply:

1. Gap year - Younger segment who takes a sabbatical year for breaking from education or employment, away from their usual routine at least 2 months, age between 15-39 years old. (Jones, 2004; Ansell, 2008).

2. Backpacker - A tourist on a low budget, self-organized and flexible itinerary to visit various destinations in a prolonged journey (Sørensen, 2003).

3. Flashpacker – A tourist who travel as a backpacker but more open for expensive tourism products and services (Paris, 2012)

4. Tourist decision-making - Choice of travel destinations and other tourism-related products (Woodside & MacDonald, 1994).

5. Tourist motivation - Preferences which influence a tourist to travel (Gnoth, 1997).

2 Literature Review

2.1 From "Gap Year" to "a long-haul traveler"

Traditionally, a "gap year" is a year after students finish their high schools and take time off instead of continuing directly to the university. This practice is popular in Western countries, especially in native English speaking ones (Lumsden & Stanwick, 2012). Some adolescents decide to drop their education for a long period of time to do some activities in order to develop and understand more about themselves before pursuing higher education (O'Reilly, 2006; Rabie & Naidoo, 2016). The range of the sabbatical can start from around 2 and half months (Howard, 2005) to 18 months (Jones, 2004; Sörensson, 2008). The concept of taking gap year was adapted from the "Grand Tour" in 17th and 18th centuries in Europe, which was the practice by high-class society who traveled around Europe in order to learn new knowledge and culture of country they visit (Noy, 2004; O'Reilly, 2006). Todays, a gap year is not only practiced among groups of students who take a year off between their high school and their university level , but also among new bachelor graduates who take this opportunity to take a

sabbatical year before entering into the employment market (Sørensen, 2003). Moreover, this phenomenon is also appear in some workers who would like to take a break from their particular jobs in order to get refreshed for a longer period (Jones, 2004; Paris, 2012). Figure 1 below illustrates that there are many difference in categories of gap year takers. Each category depends on education, training and employment breaks.

Figure 1 Diagram of career path breaks in relation to different categories of gap year
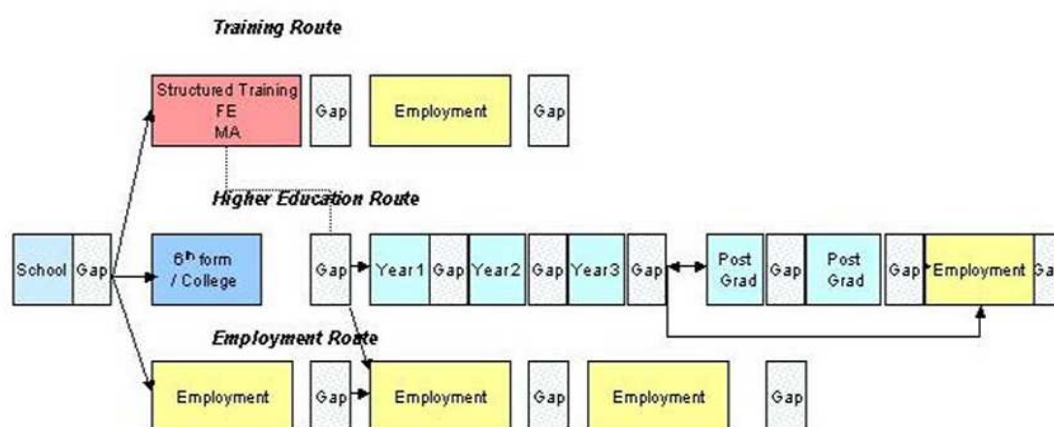
S
ource: Jones (2004, p. 27).

In many Western countries, working during the study is common for young people. Many of these working students are able to save certain money for travelling. In addition, parents do support their children for travelling (O'Reilly, 2006). Although they have plenty of time, they are still having financial constraints. Gap takers are likely to travel in order to learn some new skills such as learning languages, taking internship, working, and volunteering (Ansell, 2008; Rice, 2010; Luhanen, 2010). Backpacking is a self-organized and flexible itinerary to visit various destinations in a journey (Sørensen, 2003). Long-haul travelling as a budget traveler or a backpacker is one of the most popular choices for teenagers who decide to take a gap year (Uriely, Yonay, & Simchai, 2002; Dayour, 2013). This is because the backpacking can generate a lot of development skills (Pearce & Foster, 2007).

However, as defined by UNWTO (2017), Understanding Tourism: Basic Glossary, a tourist (or overnight visitor) is "a traveler taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited".

According to UNWTO, tourism is the activities that not more than one consecutive year. Period of gap year is usually around 2 and half months to 18 months (Jones, 2004; Sörensson, 2008). Many scholars when study about gap year tourists or backpacker tourists also use the sampling that travel from 1 month and up to 23 months (Uriely, Yonay & Simchai, 2002; Sørensen, 2003; O'Reilly, 2006). But minimum two-and-a-half month period is considered as a point to qualify for "true" gap year takers (Sørensen, 2003). However, 2 months or more are common use in backpacker study (Egmond, 2007). Normally, a majority of gap year tourists or backpacker tourists are less than 1 year (Sørensen, 2003). When considering the age of gap year, UNWTO (2016) consider gap year is part of youth tourism and set the age of youth tourist between 15- 29. Tourism New Zealand (2017) consider backpacker segment people aged between 18- 24 years old. O'Reilly (2006) claimed on his article, From Drifter to Gap Year Tourist: Main streaming Backpacker Travel that gap year tourists are on their 20s to 30s. While, Jones (2004), consider ages of 16 and 25 are the period of gap year. From all those literatures gap year can be assumed for age starting from 15 up to 39 year. In terms of employment in the countries visited, working during gap year period is part of pursuit of cross-cultural experiences (Inkson, & Myers, 2003). Destinations that gap year takers travel to earn money are working holidaymaker destinations, which blur the distinction between tourism and immigration (Wilson, Fisher, & Moore, 2009)

Some youths combine their gap year period with many activities during their journey (Jones, 2004; Simpson, 2004; Pearce & Foster, 2007). For example, many young backpackers take Australia as their destination to work, so as to gain their journey's capital to travel to other destination. This is because of Australia, being exotic destination, working and holiday visa are allowed for many countries (Ansell, 2008; Jarvis & Peel, 2013) along with high minimum wage rate up to 17.70 AUD per hour was announced in 2010 by Australia Fair Work committee. Another frequently-chosen activity that can develop young people's mind is being a volunteer. Many volunteer organizations in developing countries have become interested in the gap year tourists (Ansell, 2008). Since volunteering is concerned about the benefit of mankind and aims to help the site where volunteers participate in activities set to get better quality of life. Supporting poor who gets fewer opportunities can increase self-esteem of volunteer and this practice also was accepted in the society (Simpson, 2004). Figure 2 below shows the model of choice of activities that gap year takers chose during their sabbatical year. Jones (2004) creates 2

stages of decision making for gap year takers as layer of choice, for choosing destinations and activities in gap year period. First layer of choice, is the stage that gap year takers decide to take sabbatical year between domestic (UK) and overseas. Another aspect is gap year takers would like to plan their activities as a structure to form a patterned or unstructured. Second layer of choice, is the activities that gap year takers commonly participate, including organized travel, learning, paid work, voluntary work, independent travel and leisure activities.

Figure 2 Model of Gap Year activities.
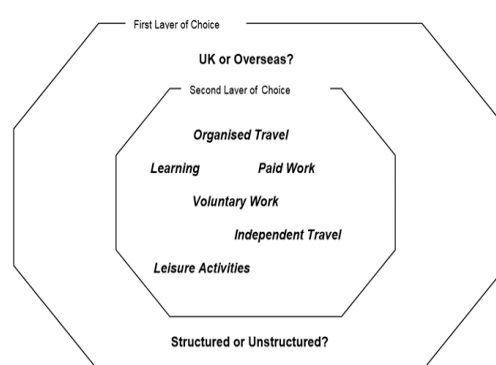
Source: Jones (2004, p 31)

Although there is no certain number of gap year tourists. The report from United Nations World Tourism Organization (UNWTO) in 2016 claims that 23% of all international travelers in 2015 were in between the age of 15 – 29 years old. Young long haul travelers who depend on cheap tourism products and services are found as backpackers (Sørensen, 2003). Moreover, the number of the non-strict budget backpackers called "flashpackers," the sub- group of backpacker has increased. This group is more open to experience expensive tourist activities and accommodations in any destinations (Paris, 2012). According to the research about change and choice of backpacker route in Southeast Asia by Hampton & Hamzah (2016), there is an increase of upmarket accommodation in the region. For example, Lub d Hostel chain in Thailand has started operation since 2008 and promoted themselves to be "Premium Hostel." Their latest property in Patong, Phuket (2016), which claims to be the biggest hostel in Asia, also offers many facilities including a bar, a restaurant and a swimming pool in the hostel (Lubd.com).

2.2 Motivations of a gap year tourist

The classic theory about motivation is Maslow's hierarchy of needs from 1943, Maslow illustrated the hierarchy of people needs in five levels. This theory begins with the

'physiological' need which is the basic need for human beings including food, drink, place to stay, clothes and medicine. When human being are fulfilled by physiological need, the next requirement is avoiding dangerous environment, which belongs to the 'safety' need. The first and second levels are the primary needs to achieve in people routine. The motivation for traveling begins in level of 'social' need which is the third level. At this level, people make social bonding by joining trips with other people or sharing their travel experience to their friends and relatives. Traveling a prolong period is a thing that can lead to the 'esteem' needs, and travelers can be more accepted by surrounding people and improve their abilities and decision-making process (Coetzee, & Bester, 2010). This is because of extraordinary kind of journey. Moreover, the long haul journey can change people's perspectives, fulfilling their potentials and reaching the level of 'self-actualization' needs (Kahl & Ting, 2016), which is on the top of Maslow's hierarchy of needs. Figure 3 below illustrates all level of Maslow's hierarchy of needs.

Figure 3 Maslow's Hierarchy Theory

Source: http://www.ejolt.org/2012/12/needs/maslows-hierarchy-of-needs/

Dann was the tourists' behavior scholar who presented the well accepted theory of Push-Pull factors of tourists' motivation in 1977, covering 2 factors; push factor and pull factor.

Push factor is the internal motivation of people that inspires them to travel, instead of living in their routine activities. Push factor is the cause of tourist's making decision for travelling. For example, they might want to escape from the same routines, such as relax themselves, social interacting with people and to seek for adventures, etc. Pull factor is the

external motivation of tourists that influences them to choose destinations. Pull factor involves with performance of destination including geography, facility, climate, promotion, festival, etc.

Iso-Ahola (1982) also established the related theory which is Iso-Ahola's escape-seeking dichotomy. The "escapism" represents the wish that tourists need to escape from the normal to new atmosphere. On the other hand, the "seeking" illustrates the tourists who want to meet their needs and fulfillment during travelling in each destination. For example, backpackers are more likely to seek exotic and local way of life in destinations during their trips (O'Reilly, 2006). However, people desire to take their gap year for many other reasons.

All motivations depend on individual life, expectation and desire (Dayour, 2013). The reasons of delaying for higher education or formal employment, and deciding to travel can be very simple such as relaxing, having fun or escaping fast path lifestyle (Richards & Wilson, 2004). Meanwhile, some people expect this sabbatical year to be more intellectual and focus on what they will earn after completing their gap year (Pearce & Foster, 2007). Moreover, gap year takers may want to broaden their horizon on life, seek self-understanding, develop their skills, enhance abilities or even improve curriculum vitae for future education or career (Jones, 2004; O'Reilly, 2006). Motivations of gap year tourists also depend on span of life, personal spheres and previous travel experiences (O'Reilly, 2006). Hence, gap year takers can have mixed motivations before they decide to take a gap year (Jones, 2004; Richards & Wilson, 2004).

Another factor that influences gap year tourists' motivations are activities that they would like to participate. Gap year takers normally organize their activities based on their personal interests, developed from individual characteristics and habits. For example, gap year takers who desire to do a volunteer job, aim to learn new skills, contribute the positive aspect of local change and understand the real world and local culture (Kontogeorgopoulos, 2014). Travelling as a backpacker also fulfills the dream of gap year takers, as they want to achieve the idyllic experience. Upon completion of their gap year and return to their station, they wish to realize what they really want to do in the future. Moreover, they will be more accepted from their own society.

2.3 Holiday travelling pattern

Time and money available are the importance factors for choosing leisure activities (Dellaert, Ettema & Lindh, 1998; Middelkoop, 2001). The potential individual who

desire to take holiday as a leisure normally organize travelling pattern before departure, including; primary destinations, duration of stay, travel budget, date and travel companions (Fesenmaier and Jeng, 2000). Tourism product and service are influenced by social encouragement and personal emotions. Therefore, social and demographic factors have a crucial effect on tourist's decision-making to tourism product (Correia & Kozak, 2010). For shaping travelling patterns, choices of itineraries were formed to create the holiday. Lau & McKercher (2006) illustrated travel factors comprise of human factors (type of individual, travel companion, motivations, etc), physical factors (destination geomorphology), and the duration factor (length of stay in destination, length of whole trip)

2.3.1 Human factors

Difference of individual reinforce diverse decisions of travel itineraries and movement patterns. Individual tourists demonstrate a more flexible travelling pattern as they have more control over time and itinerary (Lau & McKercher, 2006).

2.3.2 Physical factors

Physical factors affecting tourist movement patterns including: attractions, destination configuration and transport network. En-route decisions are made during vacations which include rest stops between attractions, food/restaurant stops, and store for shopping (Choi, Lehto, Morrison & Jang, 2011). So activities available and attractions of destinations affected motivation of tourist movement.

2.3.3 Duration factors

Available of time have direct relationship between the length of stay and the number of places visited for tourists. The longer stay in a destination, the more exploring activities for tourists will participate in (Dellaert, Ettema & Lindh, 1998).

2.4 Decision-making for tourism products and services

Tourism product is the product that generate facilities for travel and activities for people who are away from home environment (Smith, 1994). Tourism products comprise of combination between tangible and intangible element namely, cultural, natural and man-made resources, attractions, facilities, hospitality, services, activities, images, price, location and accessibility to destination for serving potential tourist for participation in order to satisfy tourist needs (Smith, 1994; Murphy, Pritchard, & Smith, 2000; Dwyer, Mellor, Livaic, Edwards, & Kim,

2004; UNWTO, 2017). Tourism is complex since tourist destinations provide service infrastructure which enable to facilitate tourists. The services include shopping, recreation and attraction, food, transportation and accommodation (Murphy, Pritchard, & Smith, 2000; Dwyer, Mellor, Livaic, Edwards & Kim, 2004; Correia & Kozak, 2010). Primary destinations, duration of trip, date and travel companion are factors influence main decision of tourist in order to choose essential tourisms product like destination, transportation and accommodation. In addition, they set plan through their subsidiary or "en route decision" which is mostly decided during the trip including food, shopping and side stops (Jeng and Fesenmaier, 1997). Tourism product and service satisfaction depend on expectations of tourist involves with safety and security, hygiene, accessibility, communication, infrastructure and public amenities and services (UNWTO, 2017). Figure 4 below illustrat dicision-making choice of tourism products and serices.

Figure 4 General systems framework of customer choice of tourism services
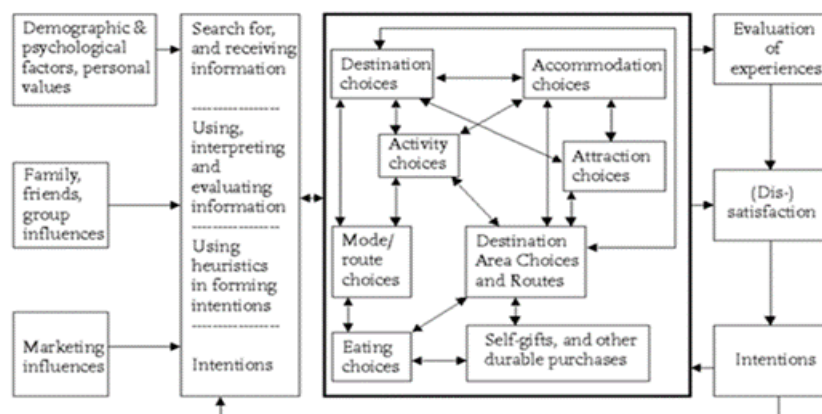
Source: Woodside and MacDonald (1994, p.33)

Tourism product and service infrastructure consist of

2.4.1 Destination

In order to make the decision for tourism products and services, first of all, potential traveler will have to consider all destination available from all of their awareness, which also termed as "total set". The awareness destination are influenced from passive information environment. The latter include personal interest, friends and family suggestion and marketed destination information (Woodside & MacDonald, 1994). After receiving all destination information, tourist will consider others aspects such as tourism products and services of all

destination choice. Finally traveler will reduce destinations to make final choice of the destination(s).

2.4.2 Transportation

Transportation is important for tourist because it enables people to move from difference destination. Infrastructure of transportation consists of roads, airways, railways and waterways and terminals such as bus stations, airports, railway stations, and seaports. Transpotation factors included cost, safety, privacy, comfort, accessibility and hours spend are importance factors (Middelkoop, 2001; Claudia, 2010).

2.4.3 Tourist activity

A place of interest of tourists is attraction, typically activity in the destiations involve with natural or cultural value, man-made, offering leisure, adventure and amusement (Murphy, Pritchard, & Smith, 2000). While, recreation activities depend on specific of tourist destination. However, young tourist prefer activities related to the nature and wildlife (Claudia, 2010).

2.4.4 Accommodation

Holiday accommodation or lodging is a type of resident for people who travel and stay away from their home for more than one day. Tourists need place for rest, shelter from rain or cold temperatures, store the luggage and access to common household functions. Satisfaction levels in budget accommodation sector by Nash, Thyne, & Davies (2006) refered that reason of backpackper to consider accommadation relate to price, location, facility and safty are important factors. Gunasekaran & Anandkumar (2012) add atmosphere.

2.4.5 Food

Food is the basic need of people. Tourist destination normally provide restaurants, food courts, and food vendors to facilitate tourist when away from home. In the aspect of food decision, taste and price are importance factors (Sukalakamala & Boyce, 2007) while for dinning out with hygiene and freshness were of concern as to aviod the risk of food poisoning.

The youth tourism product is a very complex with specific product whose main features are wide accessibility (Claudia, 2010). Murphy, Pritchard, & Smith (2000) claimed that different market segments of tourist prefer different tourism products. So the knowing preference

of functionary of tourism product in specific customer segments not only helps marketer promote the significant consumer's perception to target group of tourist but also be the tool for organizational to find the way for improving tourism product and service according to the tourist's needed.

2.5 Influence of media on youth traveler

Many kinds of media influence external motivations for backpackers (O'Reilly, 2006). Guide book is a traditional tool that provide map and information about tourist destinations. Normally, the book includes information about accommodation, transportation, restaurants and activities. Cultural and historical information of destination are often included in the book. A guide book help tourists to make decision about what they would like to see and do in each destination. These days, technology has improved, traditional guide book companies also update their product to e-book. One of the popular guide books is Lonely Planet, which is considered as a "backpacker bible" (Sørensen, 2003), with more than 200 authors and their information covering 195 countries (Lonlyplanet.com, 2017). TV programs also motivate people to make decision to travel, there are various travelling programs such as American's TV show, "Anthony Bourdain: No Reservation" in Travel Chanel broadcast form 2005-2012 which is about the host mostly traveling in local places or involving in local activities. A TV series from Canada "Departure" which is about 2 backpackers traveling to different destinations around the world, and was aired on Travel Channel International (Europe, Middle East, Asia, Asia Pacific) from 2008-2010 ("departures - about the show", 2017).

Movie and novel are other forms of media that can inspire people to take a journey, box office's movie like "Into the wild" (2007) shows a real story of Christopher McCandless, a new graduate who takes a journey to escape from his family's problem and society in the hope to realize how to solve the problem in the future. In addition, a novel like "the beach" (1996) of Alex Garland that tells a story of a young British backpacker looking for an idyllic trip in Thailand. Later on in 2000, "the beach" was filmed for Hollywood. Moreover, the documentary film also inspires people to take such a long journey; "A map for Saturday" (2007) is a documentary created by An American man named Brook Silva-Braga who leaves his job on travels as a backpacker in 21 countries on 4 continents for a year and has recorded the film at the

same time. Another key media is online technology which is very important part of people lifestyle.

Information and communication technology (ICT) which has dramatically been developed in the last few decades also plays important role to tourist behaviors nowadays. Receiving information from websites and social media is popular for both mass and niche tourists (Xiang & Gretzel, 2010; Bizirgianni & Dionysopoulou, 2013). For example, Gapyear.com is a website that motivates people to take their sabbatical year via many online articles as well as assists gap year takers to construct their activities and reserve the services.

Another important online source is the travel blog, which is website based journal which travelers write about their travel experience on their online blog. Travel blog can be shared via social media so this Information from many bloggers (author) can help other travelers plan their trip. One of the most popular backpacker blogs is "Nomadic Matt," by Matthew Kepnes. He advices how to travel in low budget in destinations around the world. His website has become features in many major media, including The New York Time, CNN and Lonely Planet. Travel blog is developed to travel vlog, or travel video blog which is another emerging travel source. The vlogger, is the people who record and edit videos. They upload their video clips through websites and other social media. Websites and web applications such as Facebook, YouTube and Trip Adviser are the places that tourist can share and exchange their experience via massages and videos. These modern social media can be said to be e-Word of Mouth (Bizirgianni & Dionysopoulou, 2013). It can be easy to access by young people as they are familiar to digital technology. And influence their decision before travelling to their interested destinations.

2.6 Thailand and Tourism

2.6.1 Tourism industry in Thailand

Thailand has enticed international traveler since 1960s during Vietnam War which mark the beginning of tourism in the country (Kontogeorgopoulos, 1998). During those times, when Thai government allowed the United States Army to settle their army bases in Thailand during Vietnam War. Therefore, Thailand became Rest and Recreation(R&R) for US soldiers or common know as G.I., who enjoyed their vacations after their mission in Vietnam. Although this was good for tourism industry in Thailand, but there has been an image of sex tourism created by G.I. in Thailand since that time. Moreover, with the implementation of 3S

formula (Sun, Sea, Sand) of tourists need for holiday are the pull factor that makes Thailand popular for tourists. Thai government established Tourist Organization on March 18, 1960 to promote tourism industry in the country. Then in 1963 it was renamed to Tourist Organization of Thailand (TOT). In 1968 TOT established the first regional office in Chiang Mai in order to promote tourism in the north of Thailand. In 1974, TOT announced Phuket as a potential mass tourism in the southern part. Moreover, James Bond movies "The Man with the Golden Gun" in 1974 which was shot in Ao Phangna National Park, near Phuket, is another factor that makes international tourists flock to the city. This phenomenon has been created a north-to-south "tourism axis", consisting of Chiang Mai, Bangkok and Phuket (Cohen, 2001) where are major tourist destinations in the country before spreading out to other destinations along the axis which include developed areas in the countryside. The provinces near tourism axis were later developed to be major tourist destinations such as Chiang Rai and Mea Hong Son in the north, in addition to with Phangna and Krabi in the south. Tourist Organization of Thailand was renamed again to Tourism Authority of Thailand (TAT) in 1979, which has been remained until now.

TAT strive to promote and launch campaigns continuously. The first campaign "Visit Thailand Year" which appeared in 1980, attracted two million tourists to visit Thailand. Thailand saw its economic growth was in the midst of 1980s. Investment plans were encouraged in many business sectors including tourism and hotel industry. In 1987 TAT re-launched "Visit Thailand Year" again which could attract 3.4 million, making tourism grow 24% more from previous year. Economy in Thailand continued to grow until the financial crisis known as Tom Yum Kung financial crisis in 1997. The crisis made many companies go out of business, and the country currency was devalued more than 100 percent against US dollar, causing collapse country's economy. To rebuild its ailing economy, Thailand aimed to make tourism as an important source of income for the country. TAT launched "Amazing Thailand" campaign in 1998-1999 which attracted 8.58 million tourists in 1999. Later many campaigns were continually launched: Unseen Thailand in 2003, Thailand Grand Invitation in 2006, Thailand Talk to the World in 2007, TAT's 50th Anniversary in 2010, Amazing Thailand; It Begins with the People in 2013-2014, Discover Thainess in 2015 and Quality Leisure Destination though Thainess in 2016. Visitor arrivals grew from 81,000 tourists in 1960 to 27.1 million in 2016 (Tourism.go.th, 2017). Bangkok became the most visited city in the world in 2016, by 21.74 million international

overnight visitors, reported by global destination cities index by MasterCard (2016). Thailand is a beautiful destination with a unique culture whilst remaining affordable, so tourism flourishes here.

Tourism Authority of Thailand (TAT) not only emphasizes on advertisement for mass tourism but also niche market including small-scale segment such as luxury tourists and community based tourism. There are some campaigns involving gap year tourists, such as the successful multi-awards media winning "I hate Thailand" video clip promoted on YouTube on 18 November 2014. It is a short romantic-comedy story about a young British backpacker who travels to Thailand and enjoyed tourist activities before he lost his bag and he thought that somebody had stolen it. The story ends with a Thai guy bringing back his bag. Then he realized that he was wrong about Thai people being unreliable, and finally desiring to live in Thailand as a diving instructor. Another campaign in 2013 was "Voluntourism," called "The Little Big Project," which was made for new generations of tourists who would like to make the difference in their journey by volunteering while traveling. This project was promoted online to attract new-trend travelers.

Choices of tourism product in Thailand are diverse. The operations of low cost carriers in Thailand have been very successful in recent decades. Thai Airasia and Nok Air are very first budget airlines in Thailand that started air travel business in 2004 (Airasia.com, Nokair.com). The airlines offer an additional choice of transportation for budget travelers to travel in long distance within the country or in Southeast Asia countries instead of having to depend on overnight buses or trains (Hampton & Hamzah, 2016).

2.6.2 Backpackers' destinations and enclaves in Thailand

Thailand is considered to be the heart of South East Asia because of its location. Moreover, the accessibility from other continents is convenient via Bangkok with its two main international airports: Suvannaphum and Don Meung. The Association of British Travel Agent (ABTA), the UK's largest travel association reported in 2016 that Thailand is the most popular gap year destinations, based on the availability of dormitory hostel accommodation, self-catering or street food and cheapest form of public transport. As a capital city, transportation includes buses, trains, planes, taxis and coaches which can provide local people and tourists to travel to any destinations in Thailand.

Hampton & Hamzah (2016), as show in the figure 5 below consider the popular routes for backpackers who travel in South East Asia. The lower arrow below Bangkok is the classic trail that previous backpackers in the old days preferred to take the journey and is still famous in present day. They start their journey at Bangkok and go to south of the Thailand either into the Andaman sea on the west coast where popular destinations are Phuket and Krabi are located, or to the east coast, the gulf of Thailand where Samui is popular destination. After traveling in the south of Thailand, they cross the border to Malaysia. Another one is the Northern trail, the upper arrow above Bangkok are the contemporary trail that newer generation of backpackers prefer for their journey. The new route also starts from Bangkok then to Cambodia. After finishing the trip in Siem Reap and Phnom Penh in Cambodia, they enter southern Vietnam and travel through the country to the north. After completion of Vietnam in Hanoi, they enter the north of Laos and then back to Thailand again for Chiangmai, which finish the loop in Bangkok. The backpacker may usually begin the classic trail in the southern part or fly to another region.

Figure 5 The contemporary South East Asian trail
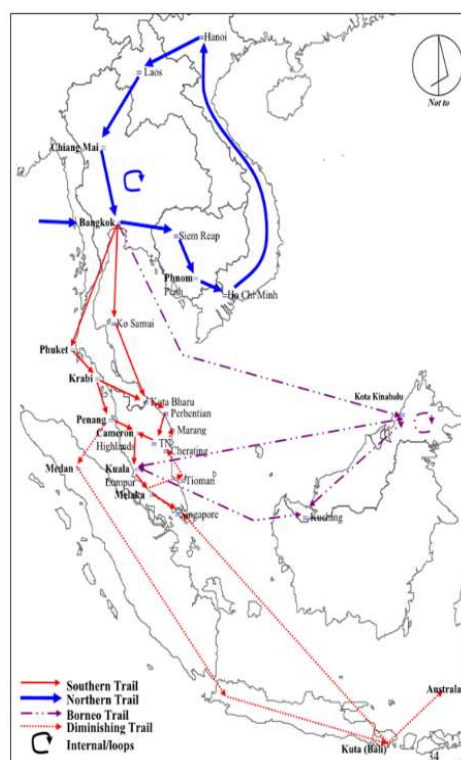
Source: Hampton & Hamzah, (2016, p. 565)

It is not surprising that backpacker route in South East Asia commonly begins in Bangkok. The famous Khoa San Road in Bangkok which is surrounded by historical sites,

considered to be the backpackers enclave (Howard, 2005; Wilson & Richards, 2008; Hampton & Hamzah, 2016). This area provides cheap accommodations near Bangkok's main attractions such as the Grand Palace, National Museum, Chao Praya River and many important temples. Abundant of restaurants, bars and nightclubs on Khoa San Road can be places where backpackers can relax, meet other travelers, discuss about travel information, and organize traveling plan (Sørensen, 2003). Figure 6 is the map of Khao San Road area, which are full of attractions, accommodations, bars and restaurants for tourists to enjoy themselves.

Figure 6 Map of Khao San Road Area
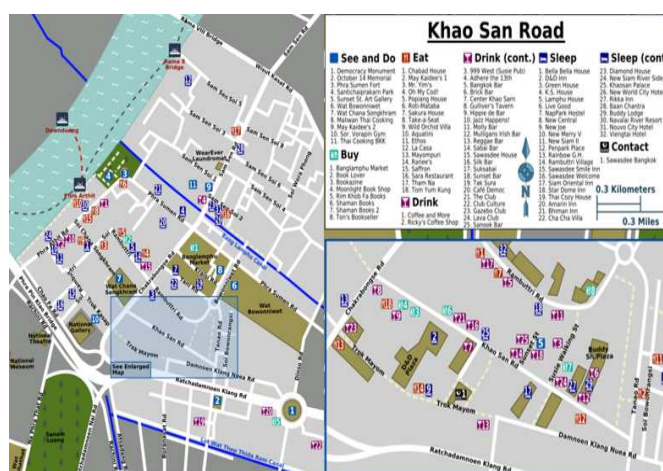
Source: wikitravel.org/en/Bangkok/Khao_San_Road

In Thailand, not only an urban destination area like Khao San Road are considered as backpacker enclave. There are also other towns and islands that were the destination for backpackers for gathering together to exchange their travel experiences and enjoy the destination among other backpackers.

Pai town in Mea Hong son province, a small town in the northern mountain valley just approximately 150 kilometers from Chiang Mai is beautiful by its natural and cultural resources. Cohen (2006) studied about transition of backpackers in Pai and found that the backpacker enclave start in 1980s. It is a stopover town to relax on the road trip of Chiang Mai and Mea Hong Son. Many artists settle here due to the town's laidback atmosphere suitable for creating art work (Cohen, 2006). Thus, Pai is full of art, lifestyle and coffee shops. This small town is rich of natural resources, including mountain, river, hot spring and waterfall.

Koh Phangan in the gulf of Thailand is a backpacker enclave well-known for nightlife entertainment (Malam, 2008; Cohen, 2011). Famous destination for monthly full moon

parties, which is a huge outdoor space along Hadrin beach. The first full moon party was held on 1988 by a local resort owner with about 50 participants (Malam, 2008). People enjoy "drink, dance, drunk" and "drug" in secrecy. After words of mouth among backpackers spread out, this party attracts around 10,000 – 30,000 people each month (Fullmoonparty-Thailand.com, 2017).

Koh Tao is an island near Koh Phangan. This island is a less developed area, and tourist use motorbikes as a main transportation to explore the island. So this island is the ideal place for backpacker to explore and chill out (Cohen, 2011). Beautiful corals and sea animals around Koh Tao attract tourist for snorkeling, diving and learning to get inexpensive scuba diving certificate (Hampton & Hamzah, 2016). This island is popular for backpackers as the island to stop by before or after joining the full moon party in Koh Phangan.

Phi Phi Island in Andaman Sea is where the backpacker can explore "The Beach" (Maya Bay) from the novel of Alax Garland in 1996. The book inspires many backpackers to come to Thailand. Later "The Beach" became a Hollywood movie featuring by famous actor, Leonardo Di Caprio, in 2000. Backpackers have a perception for this island as "paradise" with blue sea, white sand beaches and tropical weather (Ee & Kahl, 2014). There are plenty of budget accommodations, bars and diving school for traveler. Further, the island is popular destination for beach party.

2.7 Research hypothesis

According to the literature review in item 2.1-2.5, the researcher has summarized and synthesized the theory and related thesis to gap year tourist behaviors to develop hypotheses for this research   as follow:

Hypothesis 1: Demographic factors including, gender, age, marital status, education, income, gap year status and employment status affect gap year tourists' motivation whilst traveling in Thailand.

Hypothesis 2: Travelling plan factors including self-define whilst travelling, length of taking gap year, length of staying in Thailand, travel companion and budget for travelling in Thailand affect gap year tourists' motivation whilst traveling in Thailand.

Hypothesis 3: Demographic factors including, gender, age, marital status, education, income, gap year status and employment status affect gap year tourists' decision-making toward tourism products and services whilst traveling in Thailand.

Hypothesis 4: Travelling plan factors including self-define whilst travelling, length of taking gap year, length of staying in Thailand, travel companion and budget for travelling in Thailand affect gap year tourists' decision-making toward tourism products and services whilst traveling in Thailand.

2.8 Conceptual Frameworks

Figure 7 Conceptual Framework of research

Demographic factors

- Gender
- Age
- Marital status
- Education
- Income
- Gap year status
- Employment status

H_1

H_3

Gap Year Tourists' Motivation whilst Traveling in Thailand

Decision-Making toward Tourism Products and Services

- Destination
- Transportation
- Activities
- Accommodation
- Food

H_2

Travelling pattern factors

- Self-define
- Length of taking gap year
- Length of staying in Thailand
- Travel companion
- Budget for travelling in Thailand

H_4

3 Research Methodology

This study was conducted according to the objectives of the research. This chapter discusses the research methodology in the following.

3.1 Population and Sampling

    3.1.1 Determining sample size

    3.1.2 Sampling location

3.2 Research Instruments

3.3 Procedures of development of research instrument

3.4 Data collection

3.5 Data analysis

3.1 Population and Sampling

3.1.1 Determining sample size

There are no certain number of the international gap year tourists in Thailand. Therefore, the formula of unknown population was used for determining sample size with 95% confidence level.

The calculation formula of Grosof and Sardy (2014) is presented as follows.

Where:

$$n = \frac{(Z - score)^2 * p(1 - p)}{e^2}$$

n = Sample size

p = Maximum variability of the population at 50%. i.e. (0.5)

Z = The value on the Z table at 95% confidence level =1.96

e = Sampling error at 5%

Substitute numbers in formula:

$$n = \frac{(1.96)^2 * 0.5(1 - 0.5)}{(0.05)^2}$$

n = 385 (Rounded)

After calculated the sample size by entering the numbers into the formula, the numbers of sample is 385 persons.

3.1.2 Sampling location

The sampling group were considered by major tourist destinations, backpacker enclave, route and flow of contemporary backpacker in South East Asian and itinerary of Lonely Planet Thailand guidebook. After sampling destinations were considered. Then the researcher located sampling destination considered tourist attractions, transportation hubs and budget accommodations by Lonely Planet: Thailand guidebook, www.tripadvisors.com and www.hostelworld.com.

Chiang Mai, Bangkok and Phuket had been a north-to-south "tourism axis" of Thailand since the 1960s before the tourism expense is distributed to others minor destinations along the axis (Cohen, 2001). Hampton & Hamzah (2016) studied backpacker route and flow in Southeast Asian and created the backpacker trail's map in South East Asian found that Bangkok, Chiang Mai, Phuket, Krabi, and Samui are the major backpacker destinations in Thailand.

Moreover, Lonely Planet Thailand provide 4 suggestion itineraries for their reader including three "classic route" and one "road less traveled. The most frequent destination that show on all of 4 itineraries are Bangkok, Phuket, Chiang Mai and Koh Samui.

Figure 8 Map of itineraries
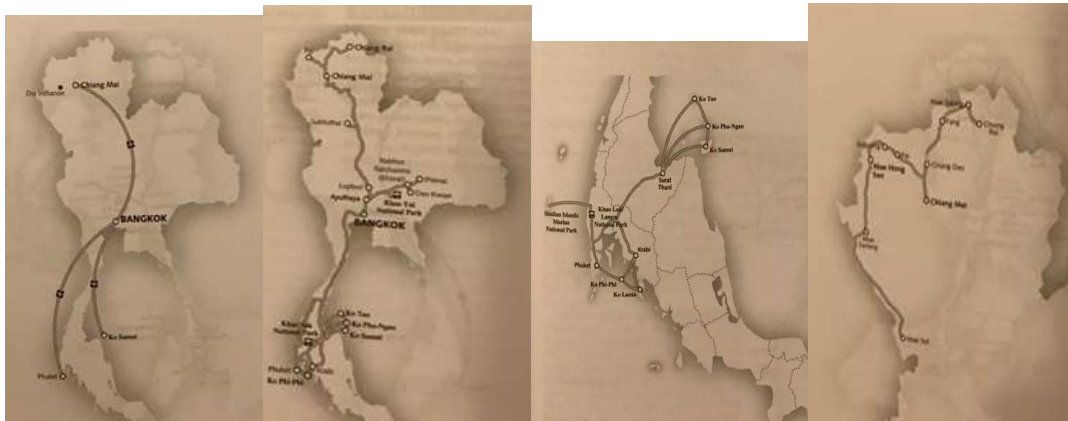
Source: Lonely Planet: Thailand (p. 23-26)

Therefore the researcher consider 4 sampling destinations as following:

1. Bangkok, the capital of Thailand, consisted of 18,580,855 tourist in 2015 (TAT) which was the highest number in Thailand. Bangkok is considered as the hub destination for backpackers in Southeast Asia. As Suvarnabhumi Airport is one of the air hub in Southeast Asia. Don Mueang airport is the place for low-cost airlines. Furthermore, Kho San Road was considered to be backpacker enclave (Howard, 2005; Wilson & Richards, 2008; Hampton &

Hamzah, 2016). Bangkok city blend of modern and historical attractions. Tourist attractions along Chao Praya River like Grand Palace, Wat Pho and Wat Arun which is the popular activity for international tourists.

2. Phuket, consist of 8,395,921 tourists in 2015 (TAT), second highest number in Thailand. The Beautiful island of Phuket has been known as the world-class destination for holiday for many decades. The busiest beach is Patong where found all types of accommodation from luxury to budget ones. Not only the beaches the island also have the cultural attraction in Phuket old town such as Sino Portuguese architecture building. In addition, Phuket was also located near the backpacker enclave, Phi Phi Island (Ee & Kahl, 2014). For travel to this island tourist, was by the boat from only Phuket or Krabi.

3. Koh Samui, Famous as a beach resort island destination, situated in Suratthani province. The province consisted of 2,708,110 tourists in 2015, the fourth highest number in Thailand. The destination also situated next by Koh Phagan, which is the backpacker enclave for the party scene.

4. Chiang Mai, consist of 2,341,905 tourists, ranked as No.5 in Thailand the highest number in the northern region. This province is rich of its own culture known as "Lanna kingdom" which was founded over 700 years ago. There many old temples in Lanna style as tourist attractions situated inside the old city. As well as mountainous scenery and hill tribe village make Chiang Mai famous for both Thai and international tourist. In addition, Pai town is located on northwest of Chiang Mai, which is the backpacker enclave (Cohen, 2006). Chiang Mai and Mae Hong Son province are the only option to transfer to Pai.

Although, Chonburi province had 7,216,105 arrival of tourists which ranked on the third but the destination. Destination neither appear in the literatures of contemporary South East Asian trail (Hampton & Hamzah, 2016), nor in itineraries of Lonely Planet Thailand. The major tourist destination of Chonburi province is Pataya city where it is well-known for erotic tourism. In the study of Henkel, Agrusa & Tanner (2006) found that erotic tourism were not important factor for tourist visiting Thailand, especially younger age tourist (less than 29 years old) felt that this was significantly less important than the older respondents. Besides, the official website of Tourism Authority of Thailand (2017) promote Pataya as a family-friendly beach

resort destination. Therefore, Chonburi was not included as the sampling population for this study.

3.2 Research Instruments

This researcher developed questionnaires to obtain data. These questionnaires were designed relating to the research conceptual framework in order to investigate the gap year tourists' motivation and factors that influence decision-making toward tourism products and services during travelling in Thailand.

The questionnaire was began with the question "Are you a kind of the gap year tourist?" If participants consider that they are the gap year tourist as below definition, they will allow themselves to fill the questionnaire.

"As defined by tourism researchers, this meaning delineates the activities and products of a mobile, usually younger market segment who take a sabbatical year for break from education or employment, usually around two and half to 18 months away from usually routine. Basically, gap year is likely to travel as a backpacker, in order to learn some new skills such as learning culture, taking internship, working, and volunteering (Uriely, Yonay, & Simchai, 2002; Jones, 2004; Ansell, 2008; Rice, 2010)"

The questionnaire questions was divided into four sections.

Section 1 Focusing on general information of respondent with check-listed questions and open-ended forms. The respondent were requested to provide: gender, age, marital status, educational level, gap year status, employment status, and monthly income.

Section 2 Focusing on travelling pattern and motivation of sampling followed by check-listed questions, open-ended forms and five point Likert scale. This section respondent were requested to answer travel pattern including: length of whole journey, activities during gap year, person organized the trip, travel companion, sources of information, method of booking tourism product and others countries visited in the same trip. Motivation factor part of gap year tourist was adapted form Pearce & Foster (2007).

Section 3 Focusing on travelling pattern to Thailand followed by check-listed questions and open-ended question. The respondent were asked about travel pattern in Thailand including; destination before visited, number of previous visiting, length of visit, activities and travel budget.

Section 4 Focusing on factors that involve with decision-making toward tourism products and services while travelling in Thailand and opinion of travelling in Thailand followed by check-listed questions, open-ended forms and Likert scale. This section the respondent gave the level of important factor for destination, transportation, activities, accommodation and food. Including choice of tourism product and wrote the opinion of Thai tourism.

The answers for Likert scale will measure the perception level of the respondent, according to the Likert theory that is divided into 5 levels of measurement as follow:

Interval Scale	Level of Opinion
5	Very much like me/ Extremely important
4	Somewhat like me/ Very important
3	Neutral/ Quite important
2	Not much like me/ Somewhat important
1	Not at all like me/ Unimportant

3.3 Procedures of development of the research instrument:

The researcher developed and examined the research instrument by using following procedures:

3.3.1 First of all, in order to develop research instrument, the researcher reviewed the literature and previous researches that involve with the objectives' study to get deep information and to create research questionnaire.

3.3.2 Define the variable and developed the questionnaire relate to research objectives.

3.3.3 Drafted the questionnaire that were related on the research conceptual framework and took it to advisor to check the accuracy, precision and clarity, according to objectives.

3.3.4 Improved the questions in the questionnaire as advisor gave feedback and analysis.

3.3.5 Took the revised questionnaire to examine its reliability by checking the sample of 30 (which are excluded in the final research population) and calculate Cronbach's Alpha Coefficient. The results from questionnaire's analysis had a Cronbach's Alpha Coefficient equal to 0.975. This exceeded the minimum stand (0.7) which was suggested by Nunnaly (1978).

3.3.6 Print the completed questionnaire as the tool for collecting data.

3.4 Data collection

In order to reach 400 effective questionnaires as Yamane formula required, there were 600 questionnaires distributed in Bangkok, Phuket, Samui and Chiang Mai (150 questionnaires per city). The researcher personally traveled as a backpacker to collect data in all sampling destination during the period of April – May and August 2017. Using Lonely Planet guidebook, www.tripadviser.com and www.hotelworld.com to decide location for collecting data. Tourist attractions, transportation hubs and budget accommodations were conducted to reach the sampling.

To identify the sampling group in the transportation hub including airports, bus stations and piers, the researcher focus on the traveler with a backpack. While in the tourist attractions, researcher was looking for younger tourists. And for the budget accommodations, researcher stayed as a guest in different hostel and ask other guests to answer a questionnaire. As well as, ask permission from staffs in other budget accommodations for collect data at the common area. Some receptionists asked the researcher to leave the questionnaires and then collected it later in a couple days. However, each accommodation had quota not excess 10 questionnaires. All the tourist was asked that whether they have left the home country for travel more than 2 months before filling the questionnaire. Due to the time limits, a convenience sampling were conducted in order to reach 150 questionnaires in each destination.

Table 1 Sampling destination and location of data collection on gap year tourist in Thailand

Location	No. of questionnaires distributed	No. of questionnaires completed
Bangkok Suwannabhumi airport, Don Muang airport, bus station, Khoasan road, Grand Palace, hostels and guesthouses	150	111
Phuket Phuket airport, bus station, Ratchada pier, Patong beach, Phuket old town, hostels and guesthouses	150	97

Table 1 Continued

Location	No. of questionnaires distributed	No. of questionnaires completed
Chiang Mai Chiang Mai airport, bus station, Thapae gate, Chedi luang temple, Doi Suthep temple, hostels and guesthouse	150	107
Koh Samui Samui airport, Nathon pier, Chawang beaches, Na Muang waterfall, hostel and guesthouses	150	95
Total	600	405

3.5 Data analysis

After receiving all 600 questionnaires, the researcher selected effective sampling which were 405 questionnaires to analyze by checking statistic and running the test in the Statistical Package for the Social Sciences for Windows Release (SPSS) program. The statistics for analysis in each part are shown below:

3.5.1 Part 1 – questions about the demographic characteristic factors of the respondent. The researcher used the descriptive statistics to analyze the data in part 1, where the statistics consisted of frequency and percentage.

3.5.2 Part 2 – questions about gap year travelling plan and motivation of the respondents. The researcher used the descriptive statistics to analyze the data in part 2 where the statistics consisted of frequency and percentage. And the statistics where consisted of Mean value (x) and Standard Deviation (S.D).

Data analyzation based on the interval level according to Best and Kahn (Best and Kahn, 1993), as follows:

$$\text{The interval level} \quad = \quad \frac{(Max - Min)}{n}$$

Substitute numbers in formula:

$$\text{The interval level} \quad = \quad \frac{(5 - 1)}{5}$$

The interval level = 0.80

Therefore, the mean scores will be:

Mean Scores	Level of work life balance
4.21-5.00	A very importance level
3.41 – 4.20	An importance level
2.61 – 3.40	A fair level
1.81 – 2.60	An Unimportance level
1.00 – 1.80	A Very unimportance level

3.5.3 Part 3 – questions about travelling plan to Thailand of the respondent. The researcher used the descriptive statistics to analyze the data in part 3 where the statistics consisted of frequency and percentage.

3.5.4 Part 4 - questions about factors that involve with choosing tourism products and services whilst travelling in Thailand of the respondents. The researcher used the descriptive statistics to analyze the data in part 4 where the statistics consisted of frequency and percentage. And the statistics where consisted of Mean value (x) and Standard Deviation (S.D). These factors also analyze based on the interval level according to Best and Kahn (Best and Kahn, 1993).

3.5.5 Hypothesis testing – the hypothesis were tested by using inferential statistics as follows:

3.5.5.1 T-test analysis for comparison of the different mean value of the factor in two groups at the 0.05 significant level.

3.5.5.2 One-way ANOVA analysis compares the different mean value of the factor of more than two groups at the 0.05 significant level.

4 Results

This research aimed to investigate the gap year tourist motivation and decision-making in Thailand using the questionnaire as the instrument for collecting data in the population of 405 people. After received all questionnaires, the researcher check the effective one, running number, enter data into the Statistical Package for the Social Science for Window Release (SPSS) and analyzed the data, with the results show as follows:

4.1 Result of the demography characteristic of the respondents

4.2 Results of travelling plan and budget for Thailand

    4.2.1 Travelling plan for gap year period

    4.2.2 Travelling plan and budget for Thailand

4.3 Result of motivation of gap year tourist.

4.4 Result of decision- making toward tourism products and services factors in Thailand

4.5 Result of choice of destinations and tourism products and services in Thailand.

4.6 Result of opinions of tourism in Thailand

4.7 Result of hypothesis testing

    4.7.1 Hypothesis testing between demographic factors and motivation factors

    4.7.2 Hypothesis testing between Travelling plan factors and motivation factors

    4.7.3 Hypothesis testing between demographic factors and decision-making toward tourism products and services

    4.7.4 Hypothesis testing between Travelling plan factors and decision-making toward tourism products and services

The overall gap year tourist's motivation and decision-making towards tourism products and services in Thailand are calculated from the mean of all motivation variables, and researcher's evaluation and assessment flows from that. The mean will be used with all hypotheses in this study.

4.1 Result of the demography characteristic of the respondents

Table 2 Frequency and percentage of the characteristic of the respondents

Demography	Frequency (n = 405)	Percent (%)
1. Gender		
Male	215	53.1
Female	190	46.9
2. Nationality		
UK	113	27.9

Table 2 Continued

Demography	Frequency (n = 405)	Percent (%)
German	56	13.8
US	39	9.6
Holland	38	9.4
Canadian	34	8.4
French	20	4.9
Australian	15	3.7
Others	93	23.0
3. Age		
15-20	102	25.2
21-25	199	49.1
26-30	85	21.0
31-35	11	2.7
36-40	8	2
4. Marital status		
Unmarried	394	97.3
Married	9	2.2
Divorced	2	.5
5. Level of Education		
High school	116	28.6
Diploma/ Certificate	56	13.8
Undergraduate/ Bachelor's degree	177	43.7
Graduate / Master's degree or higher	54	13.3
Others	2	0.5
6. Gap year status		
High school leaver	77	19.0
Employment break	176	43.5
University/Training break during study	35	8.6
Undergraduate/ Bachelor leaver	72	17.8
Master/ graduate/ Ph.D. leaver	29	7.2
Others	16	4.0

Table 2 Continued

Demography	Frequency (n = 405)	Percent (%)
7. Employment status		
Self employed	30	7.4
Employed with an organization	41	10.1
Working freelance	30	7.4
Working part-time	47	11.6
Unemployed	183	45.2
Student	74	18.3
8. Latest monthly income		
No any income	44	10.9
Less than 500 USD	36	8.9
501-1000 USD	73	18.0
1001-1500 USD	91	22.5
1501-2000 USD	67	16.5
2001- 2500 USD	47	11.6
2501- 3000 USD	21	5.2
More than 3001	17	4.2
Not given	9	2.2

Table 2 presents the demography of the respondents that there were more male (53.1%) than female (46.9%). Top five country sources gap year tourist were from United Kingdom (27.9%), Germany (13.8%), United State (9.6%), Holland (9.4%) and Canadian (8.4%). In the age range of 21-25 years old were nearly half of the respondents (49.1%) follow by 15-20 (25.2%) and 26-30 (21%). Most of the respondent were unmarried (97.3%).

Majority of respondents held Bachelor's degrees (43.7%), followed by high school (28.6%) and Diploma/ Certificate (13.8%). Status of the gap year taker, most of the respondents were during employment break (43.5%), follow by high school leaver (19.0%) and bachelor leaver (17.8%). Majority of employment status were unemployed (45.2%), student (18.3%) and work part-time (11.6%) respectively. There were 396 respondents answer to current/latest monthly income question, Top three had income range of 1001-1500 USD, 501-1000 USD and 1501-2000 USD (with percent of 22.5, 18 and 16.5 respectively).

4.2 Results of travelling plan for gap year period

4.2.1 Travelling plan for gap year period.

Table 3 Travelling plan for gap year period

Gap year travel planning	Frequency (n = 405)	Percent (%)
1. How they define themselves		
Gap year taker	84	20.7
Backpacker	200	49.4
Flashpacker	21	5.2
Traveler	86	21.2
Tourist	5	1.2
Others	9	2.2
2. Length of away from home country		
2-4 months	136	33.6
4-6 months	105	25.9
6-8 months	50	12.3
8-10 months	37	9.1
10-12 months	38	9.4
More than 1 year	39	9.6
3. Activities during gap year		
Organized travel	49	12.1
Independent travel (Backpacking)	381	94.1
Learning academic course(s)	21	5.2
Volunteering	85	21.1
Paid work	97	24.0
Others	6	1.5
4. People/agent organizing trip		
Themselves	354	87.4
Travel agent	5	1.2
Volunteer foundation	5	1.2
Combination (travel agent + myself)	40	9.9
Others	1	0.2
5. Travel companion		
Family members	8	2.0
Friends	143	35.3

Table 3 Continued

Gap year travel planning	Frequency (n = 405)	Percent (%)
Boy/girl friend	51	12.6
Alone	203	50.1
6. Other countries traveled to in same trip		
Southeast Asian countries	356	87.9
Countries other than Southeast Asia	216	53.3
7. S.E. Asia countries visited in same trip		
Vietnam	237	58.5
Cambodia	218	53.8
Laos	164	40.5
Indonesia	153	37.7
Malaysia	150	37.0
Singapore	80	29.8
Myanmar	63	15.5
Philippines	41	10.1
Brunei	3	0.7
8. Top 5 visited countries outside S.E. Asia		
Australia	102	25.1
New Zealand	68	16.7
China	43	10.6
India	40	9.9
Japan	34	8.4
9. Booking methods for accommodation		
Online	267	65.9
Travel agent	7	1.7
No reservation	45	11.1
More than one method	86	21.2
10. Sources of information		
Words of mouth	328	81.1
Trip advisor	255	63.0
Travel blog	231	57.0
Facebook	189	46.7

Table 3 Continued

Gap year travel planning	Frequency (n = 405)	Percent (%)
Guidebook	155	38.3
Instagram	147	36.3
YouTube	126	31.1
Past experience	90	22.2
Travel agent	66	16.3
Online Travel Agent	50	12.3
Magazine	38	9.4
Twitter	26	6.4
Television	23	5.7
Newspaper	9	2.2
Others	24	5.9

Table 3 presents travelling plan of respondents, the majority of respondents consider themselves as a backpacker (49.4%) followed by traveler (21.2%) and gap year taker (20.7%). Top three length of leaving their own country were 2-4 months, 4-6 months and 6-8 months (with percent of 33.6, 25.9 and 12.3 respectively). Most of gap year taker did independent travel (94.1%), paid work (24.0%) and volunteer work (21.1%). Most of respondents were organize the trip by themselves (87.4%). About half of respondents traveled alone (50.1%), followed by friends (35.3%) and boy/girl-friend (12.6%). There were 87.9% traveled to other Southeast Asia countries and about half (53.3%) traveled to outside Southeast Asia country in the same trip.

Top five Southeast Asia destinations that gap year tourist travelled in the same trip with Thailand were Vietnam (58.5%), Cambodia (53.8%), Laos (35.1%), Indonesia (37.7%) and Malaysia (37.0%). Top five destination of Non-Southeast Asia were Australia (25.1%), New Zealand (21.7%), China (10.6%), India (9.9%) and Japan (8.4%). For booking accommodation mostly done by online (65.7%) and mix (18.8%) between online, travel agent and no reservation. Top five sources of information to plan the trip were word of mouth (81.1%), trip advisor (63.0%), travel blog (57.0%), Facebook (46.7%) and Guidebook (38.3%).

4.2.2 Travelling plan and budget for Thailand

Table 4 Travelling plan and budget of gap year tourist for Thailand

Travelling plan for Thailand	Frequency (n = 405)	Percent (%)
1. Previous visited Thailand		
Visiting before	93	23.0
First time of visit	312	77.0
2. Latest country before visit to Thailand		
Home country	132	32.6
Southeast Asian Country	198	48.9
Others	75	18.5
3. Length of stay in Thailand		
Less than 2 weeks	27	6.7
2 weeks – 4 weeks	241	69.5
4 weeks – 6 weeks	64	15.8
6 weeks – 8 weeks	38	9.4
8 weeks – 10 weeks	3	0.7
10 weeks – 12 weeks	7	1.7
More than 3 months	25	6.2
4. Activities during gap year in Thailand		
Organized travel	27	6.7
Independent travel (Backpacking)	360	88.9
Learning academic course(s)	4	1.0
Volunteering	23	5.7
Paid work	14	3.5
Others	17	4.2
5. Budget to spend in Thailand		
Less than 400 USD	19	4.7
401 – 600 USD	47	11.6
601 – 800 USD	61	15.1
801 – 1000 USD	84	20.7
1001 – 1200 USD	76	18.8
1201 - 1400 USD	54	13.3
1401 - 1600 USD	37	9.1
More than 1601 USD	20	4.9
Not given	7	1.7

Table 4 shows travelling plan of gap year tourist for Thailand. The majority of respondents were the first visiting Thailand (77.0%). Almost half visit Southeast Asia countries (48.9%) before travelling to Thailand. Majority of length of staying in Thailand were two weeks – four weeks (69.5%). Most of gap year tourist did independent travel (Backpacking) for 88.9%. There were 398 respondents answer to range of budget to spend in Thailand, Top three were between 801-1000 USD (20.7%), 1001-1200 USD (18.8%) and 600-800 USD (15.1%).

4.3 Result of motivation of gap year tourist.

Table 5 Motivation for taking journey

Motivation of gap year tourist	N	Min	Max	Mean	S.D.
To learn about/experience another country	405	3.00	5.00	4.6519*	.52159
To learn about/experience another culture	405	3.00	5.00	4.6765*	.51374
To interact with people of the host country	405	1.00	5.00	4.3111*	.76236
To explore and ask questions	405	2.00	5.00	4.1704	.77594
To develop my skills and abilities	405	1.00	5.00	4.0148	.90913
To accomplish achieve something	405	1.00	5.00	3.9235	.98331
To develop my personality	405	1.00	5.00	4.0420	.99290
To understand myself more	405	1.00	5.00	3.8469	1.13507
To relax (physically/emotionally)	405	1.00	5.00	4.0198	.97980
To escape familiar things (home life/work)	405	1.00	5.00	3.7309	1.23447
To socialize with other travelers	405	1.00	5.00	4.1531	.80609
To play, party and be entertained	405	1.00	5.00	3.5235	1.08890
To have romantic relationships	405	1.00	5.00	2.4469	1.16902
To visit famous sites and environments	405	2.00	5.00	4.2099*	.84014
To find thrills/excitement/adventure	405	1.00	5.00	4.4099*	.70704
To pursue special interests	405	1.00	5.00	3.7160	.96260

* Top 5 factors

Table 5 shows motivation for taking journey of gap year tourist. It was found that learn about/experience another culture (mean = 4.67, S.D. = 0.51) is the top satisfied reason of motivation, followed by learn about/experience another country (mean = 4.65, S.D. = 0.57), find thrills/excitement/adventure (mean = 4.41, S.D. = 0.71), interact with people of the host country (mean = 4.31, S.D. = 0.76) and visit famous sites and environments (mean = 4.21, S.D. = 0.84).

4.4 Result of decision-making toward tourism product and service factors in Thailand

Table 6 Decision-making toward tourism product and service factors

Tourism products and services factors	Min	Max	Mean	S.D.
1.Destination factors				
Friends or relative recommendation	1.00	5.00	4.0370 *	0.96015
Renown/ must-see destination	1.00	5.00	3.8172 *	0.94460
Information on website/ social media	1.00	5.00	3.6543 *	0.96422
Cheap deal/ special offer	1.00	5.00	3.4345	1.02145
Travel agent recommendation	1.00	5.00	2.5037	1.12493
Article in a magazine/ newspaper	1.00	5.00	2.6172	1.14070
2. Transportation factors				
Accessibility	1.00	5.00	3.7925*	0.96032
Cost/fare of ticket	1.00	5.00	4.2271*	0.84005
Speed/ Hours spend	1.00	5.00	3.2888	1.05680
Reliability of the vehicle/mode	1.00	5.00	3.5925	1.01447
Comfort	1.00	5.00	3.2296	0.9945
Safety	1.00	5.00	3.807*	1.0036
Privacy	1.00	5.00	2.5481	1.03204
3. Tourism activity factors				
Scenic/natural resources	1.00	5.00	4.3556*	.78160
Warm climate	1.00	5.00	3.4840	1.04733
Party atmosphere	1.00	5.00	3.0198	1.24065
New/unique location	1.00	5.00	4.0667*	.92437
Recreation activities	1.00	5.00	3.6988	.92175
Historic/cultural attractions	1.00	5.00	4.0716*	.92131
4. Accommodation factors				
Budget	1.00	5.00	4.2247*	.83035
Location	1.00	5.00	4.1185*	.70414
Security	1.00	5.00	3.9235	.89916
Atmosphere	1.00	5.00	4.2000*	.82173
Facilities	2.00	5.00	3.8519	.80085
Cleanliness	1.00	5.00	3.9160	.88601

Table 6 Continued

Tourism products and services factors	Min	Max	Mean	S.D.
5. Food factors				
Price	1.00	5.00	3.8938	.87940
Hygiene	1.00	5.00	4.1160*	.89214
Freshness	1.00	5.00	4.2025*	.74362
Taste	2.00	5.00	4.3852*	.72425
Appearance	1.00	5.00	3.5432	1.02987
Varieties	1.00	5.00	3.7506	.93847

* Top 3 factors

As presented in table 5, decision-making toward tourism product and service factors. For the destination factor was found that friends or relative recommendation (mean = 4.03, S.D. = 0.96) is the top factors, followed by renown/ must-see destination (mean = 3.81, S.D. = 0.94) and Information on website/ social media (mean = 3.65, S.D. = 0.96). In term of transportation factor, cost/fare of ticket (mean = 4.23, S.D. = 0.84) is the most important factor, followed by safety (mean = 3.80, S.D. = 1.00) Accessibility (mean = 3.79, S.D. = 0.96).

For tourism activities factors the most important factors were scenic/natural resources (mean = 4.35, S.D. = 0.78), historic/cultural attractions (mean = 4.07, S.D. = 0.92) and new/unique location (mean = 4.07, S.D. = 0.92). In terms of accommodation factors, budget (mean = 4.22, S.D. = 0.83) is the most important, followed by atmosphere (mean = 4.20, S.D. = 0.82) and location (mean = 4.11, S.D. = 0.70). For factors of food, taste (mean = 4.38, S.D. = 0.72) is the most important, followed by freshness (mean = 4.20, S.D. = 0.74) and hygiene (mean = 4.11, S.D. = 0.89).

4.5 Result of choice of destinations and tourism products and services in Thailand

Table 7 Choice of destinations and tourism products and services in Thailand

Tourism products and services in Thailand	Frequency (n = 405)	Percent (%)
1.Destinations		
Bangkok	396	97.8
Chiang Mai	310	76.5
Koh PhiPhi	265	65.4
Phuket	255	64.0

Table 7 Continued

Tourism products and services in Thailand	Frequency (n = 405)	Percent (%)
Koh Tao	239	59.0
Koh Phangan	236	58.3
Krabi	220	54.3
Pai	210	51.9
Koh Samui	189	46.7
Chiang Rai	119	29.4
Koh Lanta	116	28.6
Ayutthaya	65	16.0
Kanchanaburi	42	10.4
Phangnga	40	9.9
Pattaya	34	8.4
Sukhothai	34	8.4
Huahin	23	5.3
Others	61	15.1
2. Modes of transportation		
Ferry	333	82.2
Taxi	296	73.1
Public(local)bus	288	71.1
Tuk Tuk	279	68.9
Plane	261	64.4
Motorbike rental	209	51.6
Train	181	44.7
Van	162	40.0
Sky train/Underground	124	30.6
Bike rental	97	24.0
Car rent	26	6.4
Others	27	6.7
3. Preferred activities		
Visiting temple	312	77.0
Sightseeing	302	74.6
Snorkeling	266	65.7
Night life	268	66.2

Table 7 Continued

Tourism products and services in Thailand	Frequency (n = 405)	Percent (%)
Thai massage	227	55.0
Trekking	218	53.8
Visiting elephant camp	213	52.6
Thai cooking	205	50.6
Diving	153	37.8
Shopping	130	32.1
Visiting hill tribe village	123	30.4
Thai boxing	99	24.4
Canoeing	96	23.7
Meditation	87	21.5
Volunteering	84	20.7
Rock climbing	76	18.8
Mountain bike	52	12.8
Bungee jumping	35	8.6
ATV	27	6.7
Elephant riding	26	6.4
Others	25	6.2
4. Choice of accommodation		
Hostel	349	86.2
Guest house	237	58.5
Hotel	125	30.9
Home stay	89	22.0
Bed & breakfast	67	16.5
Resort	38	9.4
Boutique hotel	27	6.7
Motel	8	2.0
Others	16	4.0
5. Choice of food		
Thai food	347	85.7
Local food in each destination	330	81.5
International food	120	29.6
Fast food	64	15.8

Table 7 Continued

Tourism products and services in Thailand	Frequency (n = 405)	Percent (%)
Others	9	2.2
6. Choice of places to dine		
Street food	344	84.9
Market	314	77.5
Restaurant	277	68.4
Convenience store	123	30.4
Department store	39	9.4
Others	4	1.0

Table 7 illustrates the choice of destinations and tourism products and services in Thailand. Top five destinations for the respondents were Bangkok (97.8%), Chiang Mai (76.5%), Koh Phi Phi (63.7%) Phuket (64.0%), Koh Tao (59.0%). However, there were other 3 destinations that more than half of the respondent visited, including Kho Phangan (58.3%), Krabi (54.3%) and Pai (51.9%). Top five activities for the respondents were visiting temple (77.0%), sightseeing (74.6%), snorkeling (65.7%), night life (66.2%) and Thai massage (55.0%). However, there were other 3 activities that more than half of the respondent prefer were Trekking (55.1%), visit elephant camp (52.6%) and Thai cooking (50.6%).

For the popular mode of transportation found that the respondents used ferry (82.2%), taxi (73.1%), public transportation (71.1%), Tuk Tuk (68.9%), and flight plane (64.4%). Almost all of the respondents chose to stay in hostels (86.2%) while travelling in Thailand. More than half chosen guest house (58.5%). A majority of respondents prefer Thai food (85.7%) and local food while travelling (81.5%). Street food (84.9%) was the most popular choice of food for the respondents, followed by food from market (77.5) and food from restaurant (68.4%).

4.6 Result of opinions of tourism in Thailand

Table 8 Opinions of tourism in Thailand

Opinions of tourism in Thailand	Frequency (n = 405)	Percent (%)
1.Top five most favorite aspects		
Local people	141	34.8
Food	85	20.9
Culture	73	18.2

Table 8 Continued

Opinions of tourism in Thailand	Frequency (n = 405)	Percent (%)
Scenery	66	16.3
Beaches	47	11.6
2. Top five most unfavorite aspects		
Touristic destination	50	12.3
Tourist scam	49	12.0
Hygiene/dirtiness	43	10.6
Transportation	43	10.6
Weather	32	7.9
3. Preference to revisit Thailand		
Yes	368	90.9
Maybe	31	7.7
No	6	1.5

Table 8 shows the opinions of the respondents about their most favorite and unfavorite things while travelling in Thailand. Top five most favorite things were meeting local people (34.8%), food (20.9%), culture (18.2%), scenery (16.3%) and beaches (11.6%). Top five most unfavorite things were touristic destination (12.3%), tourist scam (12.0%), hygiene/dirtiness (10.6%), transportation (10.6%) and weather (7.9%). A majority of respondents prefer to revisit Thailand (90.9%).

.

4.7 Result of hypothesis testing

Table 9 Demographic factors comparison with motivation of gap year tourist

Demography	Gender		Age		Marital status		Education		Income		Gap year status		Employment status	
Motivation of gap year tourist	t-test	p-value	F-test	p-value	F-test	p-value	F-test	p-value	F-test	p-value	F-test	p-value	F-test	p-value
To learn about/experience another country	-1.944	0.053	1.772	.171	.451	.637	.732	.571	3.953	.020*	1.398	.224	.711	.615
To learn about/experience another culture	-2.443	0.015*	0.971	.380	1.198	.303	.423	.792	4.306	.014*	.527	.756	1.133	.342
To interact with people of the host country	-1.043	0.298	1.892	.152	.825	.439	1.000	.407	3.836	.022*	.378	.864	.606	.695
To explore and ask questions	-2.536	0.012*	1.901	.151	1.747	.176	2.433	.047*	1.854	.158*	2.067	.069	1.706	.132
To develop my skills and abilities	-2.781	0.006*	3.644	.027*	1.182	.308	3.425	.009*	4.357	.013*	2.840	.016*	2.292	.045*
To accomplish achieve something	-3.067	0.002*	.318	.728	.651	.522	1.908	.108	.690	.502	.550	.739	1.676	.139
To develop my personality	-2.964	0.003*	8.885	.000*	.237	.789	2.986	.019*	4.375	.013*	5.028	.000*	.829	.530
To understand myself more	-2.506	0.013*	3.950	.020*	.628	.534	3.329	.011*	9.547	.000*	3.976	.002*	.510	.769
To relax (physically/emotionally)	-2.169	0.031*	0.649	.500	.082	.921	1.841	.120	2.170	.116	1.174	.321	1.016	.408
To escape familiar things(home life/work)	2.095	0.037*	.353	.703	1.991	.138	2.649	.033*	5.601	.004*	2.728	.019*	1.114	.352
To socialize with other travelers	-0.977	0.329	2.556	.079	1.268	.283	2.279	.060	4.725	.009*	2.137	.060	1.569	.168
To play, party and be entertained	0.224	0.823	3.675	.026*	.080	.924	4.338	.002*	3.096	.046*	2.510	.030*	1.975	.081
To have romantic relationships	4.072	.000*	3.393	.035*	.224	.799	.838	.501	3.573	.029*	.553	.736	2.121	.062
To visit famous sites and environments	0.696	0.487	1.310	.271	.417	.659	2.073	.084	4.239	.015*	1.875	.098	.481	.791
To find thrills/excitement/adventure	1.676	0.094	5.486	.004*	.903	.406	1.393	.236	4.099	.017*	2.148	.059	3.659	.003*
To pursue special interests	-2.197	0.29*	.190	.827	.107	.899	.936	.443	1.916	.149	.785	.561	.757	.581

Remark: *p≤0.05

4.7.1 Hypothesis testing between demographic factors and motivation factors (hypothesis 1)

Based on the independent sample t-test of **gender**, the results in table 9 shows that there were part of substantial differences in the respondents' gender and gap year tourists' motivation, including: to learn about/experience another culture, to explore and ask questions, to develop their skills and abilities, to accomplish achieve something, to develop their personality, to understand themselves more, to relax (physically/emotionally), to escape familiar things (home life/work), to have romantic relationships and to pursue special interests.

Table 10 Comparison of gender and significantly motivation factors

Gender Means				
Significant motivation factors	**Male**	**Female**	**t-test**	**p-value**
To learn about/experience another culture	4.62	4.74	-2.443	0.015*
To explore and ask questions	4.08	4.27	-2.536	0.012*
To develop their skills and abilities	3.90	4.14	-2.781	0.006*
To accomplish achieve something	3.79	4.07	-3.067	0.002*
To develop their personality	3.90	4.19	-2.964	0.003*
To understand themselves more	3.72	3.99	-2.506	0.013*
To relax (physically/emotionally)	3.92	4.13	-2.169	0.031*
To escape familiar things (home life/work)	3.85	3.59	2.095	0.037*
To have romantic relationships	2.67	2.20	4.072	.000*
To pursue special interests	3.62	3.83	-2.197	0.29*

For the t-test found that most of significantly different motivations illustrate female has more motivation than male including learn about/experience another culture as female (M=4.74, S.D.= 0.48) and male (M=4.62, S.D.= 0.53), explore and ask questions as female (M=4.27, S.D.= 0.75) and male (M=4.08, S.D.= 0.79), develop skills and abilities as female (M=4.14, S.D.= 0.86) and male (M=3.90, S.D.= 0.94), accomplish something as female (M=4.07, S.D.= 0.84) and male (M=3.79, S.D.= 1.08), develop their personality as female (M=4.19, S.D.= 0.91) and male (M=3.90, S.D.= 1.05), understand themselves more as female (M=3.99, S.D.= 1.02) and male (M=3.72, S.D.= 1.21), relax (physically/emotionally) as female (M=4.13, S.D.= 0.91) and male (M=3.92, S.D.= 1.03) and pursue special interests as female (M=3.83, S.D.= 0.88) and male (M=3.62, S.D.= 1.02). On the other hand, motivations that male has significantly higher mean consist of escape familiar things as male (M=3.85, S.D.= 1.20) and female (M=3.59, S.D.=

1.26) and have romantic relationships as male (M=2.67, S.D.= 1.17) and female (M=2.20, S.D.= 1.12).

In terms of the respondents' different levels of **age**, the ANOVA in table 9 shows that there were substantial difference in the respondents' age group and gap year tourists' motivation, including: to develop my skills and abilities, to develop my personality, to understand myself more, to play, party and be entertained, to have romantic relationship, to find thrills/excitement/adventure, to make money while travelling and personal reason. Age of the respondent are categorized into 3 groups as following, group 1 (15-20 years, n=102) group 2 (21-25, n=199), group 3 (26-40 years, n=104).

Table 11 Multiple comparison of age and significant motivation factors

Age Means					
Significant motivation factors	G 1	G 2	G 3	F-test	p-value
To develop my skills and abilities	4.22	3.97	3.89	3.644	.027*
To develop my personality	4.39	3.94	3.89	8.885	.000*
To understand myself more	4.12	3.76	3.74	3.950	.020*
To play, party and be entertained	3.73	3.51	3.33	3.675	.026*
To have romantic relationship	2.43	2.32	2.69	3.393	.035*
To find thrills/excitement/adventure	4.59	4.39	4.27	5.486	.004*

Further Post hoc tests of develop skills and abilities found that group 1 (M = 4.22, S.D. = 0.86) has significantly different from group 3 (M = 3.89, S.D. = 0.88). For develop personality found that group 1 (M = 4.39, S.D. = 0.83) has significantly higher mean than group 2 (M = 3.94, S.D. = 1.03) and group 3 (M=3.89, S.D. = 0.99) In the test of understand oneself also show that group 1 (M = 4.12, S.D. = 1.06) has significantly higher mean than group 2 (M = 3.76, S.D. = 1.13) and group 3 (M=3.74, S.D. = 1.17). The post hoc test of play, party and entertain illustrate that group 1 (M = 3.73, S.D. = 1.02) has significantly higher mean than group 3 (M = 3.33, S.D. = 1.22). And finding thrills/excitement/adventure also presents group 1 (M = 4.59, S.D. = 0.60) has higher motivated than group 3 (M = 4.27, S.D. = 0.74).

In order to test the respondents' **marital status** on the ANOVA in the table 9 shows that there were no significant differences between marital statuses and gap year tourists' motivation whilst traveling in Thailand.

For the respondents' different **levels of education**, the ANOVA in table 9 shows that there were part substantial difference in the respondents' education and gap year tourists' motivation, including: to explore and ask questions, to develop my skills and abilities, to develop my personality, to understand myself more, to escape familiar things (home life/work), to play/ party and be entertained. The education of respondent are categorized into 4 groups as following, group 1 (High school, n=116), group 2 (Diploma/Certificate, n=56), group 3 (Undergraduate, n=177) and group 4 (Graduate, n=54).

Table 12 Multiple comparison of education and significant motivation factors

Education Means						
Significant motivation factors	**G 1**	**G 2**	**G 3**	**G 4**	**F-test**	**p-value**
To explore and ask questions	4.32	4.23	4.04	4.18	2.433	.047*
To develop my skills and abilities	4.19	3.85	4.03	3.70	3.425	.009*
To develop my personality	4.28	4.05	3.95	3.81	2.986	.019*
To understand myself more	4.12	3.80	3.78	3.5	2.986	.019*
To escape familiar things (home life/work)	3.72	3.96	3.78	3.38	2.649	.033*
To play, party and be entertained	3.81	3.32	3.49	3.27	4.338	.002*

The test of post hoc show that explore and ask questions motivation has significantly different between group 1 (M = 4.31, S.D. = 0.77) and group 3 (M = 4.05, S.D. = 0.73). For develop skills and abilities found that group 1 (M = 4.20, S.D. = 0.92) has significantly higher mean than group 4 (M = 3.70, S.D. = 1.08). Same as aspect of understand themselves more, group 1 (M = 4.13, S.D. = 1.16) is significant higher mean than group 4 (M=3.50, S.D. = 0.71). The test of develop personality show that group 1 (M=4.28, S.D. = 1.00) has significantly different from group 3 (M = 3.96, S.D. = 0.94) and group 4 (M=3.81, S.D. = 1.17). Moreover, group 3 also significant difference from group 4. In the test of escape from familiar things did not show significantly difference in the post hoc test. For play/party and be entertained illustrates group 1 (M = 3.81, S.D. = 1.02) is significantly difference from group 3 (M = 3.32, S.D. = 1.01) and group 4 (M = 3.28, S.D. = 1.17).

In terms of the respondents' different **income**, the ANOVA in table 9 shows that there were part substantial different in the respondents' income and gap year tourists' motivation whilst traveling in Thailand, including: to learn/experience another country, to learn about/experience another culture, to interact with people of the host country, to develop my skills

and abilities, to develop my personality, to understand myself more, to escape familiar things (home life/work), to socialize with other travelers, to play/party and be entertained, to have romantic relationship, to visit famous sites and environments and to find thrills/excitement/adventure. The income of respondent are categorized into 3 groups as following, group 1 (Less than 1000 USD, n=153), group 2 (Between 1000 - 2000 USD, n=178) and group 3 (More than 2000 USD, n=85).

Table 13 Multiple comparison of income and significant motivation factors

| | **Income Means** | | | | |
Significant motivation factors	**G 1**	**G 2**	**G 3**	**F-test**	**p-value**
To learn/experience another country	4.68	4.68	4.56	3.953	0.20*
To learn/experience another culture	4.73	4.69	4.52	4.306	.014*
To interact people of the host country	4.37	4.35	4.10	3.836	.022*
To develop skill and abilities	4.13	4.01	3.77	4.357	.013*
To develop my personality	4.20	3.96	3.83	4.375	.013*
To understand myself more	4.14	3.68	3.57	9.547	.000*
To escape familiar things	3.62	3.64	4.12	5.601	.004*
To socialize with other travelers	4.27	4.00	4.19	4.725	.009*
To play, party and be entertained	3.69	3.39	3.48	3.096	.046*
To have romantic relationship	2.41	2.33	2.74	3.573	.029*
To visit famous sites and environments	4.36	4.12	4.10	4.239	.015*
To find trills/excitement/adventure	4.52	4.37	4.27	4.099	.017*

As more analysis on Post hoc tests of learn/experience another country found that group 3 (M= 4.56, S.D. =0.52) has significantly lower mean than group 1 (M=4.68, S.D. =0.51) and group 2 (M=4.68, S.D. =0.49). Similar result with learn about/experience another culture show that group 3 (M = 4.56, S.D. = 0.51) also significantly lower mean than group 1 (M = 4.73, S.D. = 0.49) and group 2 (M = 4.69, S.D. = 0.50). In the test of interact with people of the host country, group 3 (M = 4.10, S.D. = 0.86) also significantly lower mean than group 1 (M = 4.37, S.D. = 0.76) and group 2 (M = 4.35, S.D. = 0.71). For motivation of develop skill and abilities, group 1 (M = 4.13, S.D. = 0.87) has significantly higher mean than group 3 (M = 3.77, S.D. = 0.92). In term of develop personality group 1 (M = 4.20, S.D. = 0.94) is significantly higher mean than group 3 (M = 4.83, S.D. = 1.03). Aspect of understand themselves more, group

1 (M = 4.14, S.D. = 0.99) is higher motivation than group 2 (M = 3.68, S.D. = 1.19) and 3 (M = 3.57, S.D. = 1.14). Post hoc test of escape familiar things found that group 3 (M= 4.12, S.D. = 1.01) has significantly higher mean than group 1 (M=3.62, S.D. = 1.27) and group 2 (M=3.64, S.D. = 1.25). The test of socialize with other travelers show that group 1 (M=4.27, S.D. = 0.76) is significantly difference from group 2 (M=4.00, S.D. = 0.85). The investigation of play/party and be entertained illustrate that group 1 (M = 3.69, S.D. = 1.04) has significantly different from group 2 (M = 3.39, S.D. = 1.04). In the test of have romantic relationship found that group 2 (M=2.33, S.D. = 1.18) has significantly different from group 3 (M=2.74, S.D. = 1.14). For visit famous sites and environments shows that group 1 (M=4.36, S.D. = 0.86) has significantly difference from group 2 (M=4.12, S.D. = 0.80).The post hoc result of find thrills/excitement/adventure shows group 1 (M = 4.52, S.D. = 0.66) has higher motivation than group 3 (M = 4.27, S.D. = 0.68).

In order to test the respondents' **gap year status** on the ANOVA in table 9 shows that there were partly substantial difference in the respondents' gap year status and gap year tourists' motivation whilst traveling in Thailand, including: to develop their skills and abilities, to develop their personality, to understand themselves more, to escape familiar things (home life/work), to play/party and be entertained and to make money while travelling. Gap year status of respondent are categorized into 5 groups as following, group 1 (High school leaver, n=77), group 2 (Employment break, n=176), group 3 (University/ training break during study, n=35), group 4 (Undergraduate leaver, n=72) and group 5 (Graduate leaver, n=29).

Table 14 Multiple comparison of gap year status and significant motivation factors

Significant motivation factors	**G 1**	**G 2**	**G 3**	**G 4**	**G 5**	**F-test**	**p-value**
			Gap year status Means				
To develop my skills and abilities	4.28	3.92	3.88	4.08	3.72	2.84	.016*
To develop my personality	4.49	4.02	3.85	3.93	3.72	5.028	.000*
To understand myself more	4.24	3.86	3.45	3.76	3.37	3.976	.002*
To escape familiar things	3.68	3.93	3.40	3.70	3.31	2.728	.019*
To play, party and be entertained	3.76	3.44	3.85	3.45	3.41	2.51	.030*

Further Post hoc tests of develop skills and abilities found that group 1 (M = 4.29, S.D. = 0.87) has significantly different from group 2 (M = 3.92, S.D. = 0.87) and group 5

(M = 3.72, S.D. = 1.13). For develop personality, group 1 (M = 4.50, S.D. = 0.79) has significantly different from all others, including, group 2 (M = 4.02, S.D. = 0.90), group 3 (M = 3.86, S.D. = 1.09), group 4 (M = 3.93, S.D. = 1.00) and group 5 (M = 3.72, S.D. = 1.30). In the case of understand themselves more show that group 1 (M = 4.25, S.D. = 1.04) has significantly different from group 3 (M = 3.46, S.D. = 1.05) and group 5 (M = 3.38, S.D. = 1.42). The post hoc result between escape familiar things and travel status show that there are no significantly difference. Investigating of play/party and be entertained factor also has no significantly different.

For the respondents' different **employment status**, the ANOVA in table 9 shows that there were partly substantial difference in the respondents' employment status and gap year tourists' motivation whilst traveling in Thailand, including: to develop their skills and abilities, to find thrills/excitement/adventure and to make money while travelling. The employment status of the respondent are categorized into 6 groups as following, group 1 (Self-employed, n=30), group 2 (Employ with organization, n=41), group 3 (Working freelance, n=30), group 4 (Working part-time, n=47), group 5 (Unemployed, n=183) and group 6 (Student, n=74).

Table 15 Multiple comparison of employment and significant motivation factors

Employment Means								
Significant motivation factors	**G 1**	**G 2**	**G 3**	**G 4**	**G 5**	**G 6**	**F-test**	**p-value**
To develop my skills and abilities	4.03	3.63	4.26	4.19	4.01	4.01	2.292	.045*
To find thrills/excitement/adventure	4.03	4.21	4.46	4.34	4.44	4.59	3.659	.003*

In further investigation on Post hoc tests of develop skills and abilities show that group 2 (M = 3.63, S.D. = 1.02) has significantly different with group 3 (M = 4.27, S.D. = 0.34) and group 4 (M = 4.20, S.D. = 0.82). The result of find thrills/excitement/adventure illustrate that group 1 (M = 4.03, S.D. = 0.76) has significantly different from group 5 (M = 4.45, S.D. = 0.63) and group 6 (M = 4.59, S.D. = 0.64).

Table 16 Travelling plan factors comparison with motivation of gap year tourist

Travelling plan factors	Self-define		Length of gap year		Length of stay in Thailand		Travel Companion		Budget for travel Thailand	
Motivation of gap year tourist	F-test	p-value	F-test	p-value	F-test	p-value	F-test	p-value	F-test	p-value
To learn about/experience another country	1.369	.235	2.886	.057	0.586	.557	3.267	.021*	5.554	.004*
To learn about/experience another culture	1.462	.201	1.973	.140	0.328	.720	1.626	.183	4.563	.011*
To interact with people of the host country	1.429	.213	3.499	.031*	4.522	.011*	2.860	.037*	1.502	.224
To explore and ask questions	.409	.843	1.696	.185	4.548	.011*	1.802	.146	1.670	.190
To develop my skills and abilities	4.498	.001*	3.198	.042*	2.624	.074	3.117	.026*	1.426	.241
To accomplish achieve something	1.420	.216	5.697	.004*	2.247	.107	1.952	.121	.398	.672
To develop my personality	2.631	.023*	1.940	.145	.247	.782	1.433	.233	0.475	.622
To understand myself more	2.255	.048*	3.413	.034*	2.679	.070	1.084	.356	1.185	.307
To relax (physically/emotionally)	.998	.419	.365	.694	1.207	.300	.963	.410	.518	.596
To escape familiar things (home life/work)	1.123	.348	2.240	.108	1.123	.326	.427	.733	.783	.458
To socialize with other travelers	1.923	.090	3.153	.044*	1.432	.240	1.925	.125	.119	.888
To play, party and be entertained	2.729	.019*	.197	.822	.521	.594	3.890	.009*	.085	.918
To have romantic relationships	.675	.643	1.806	.166	.186	.830	.786	.502	2.031	.133
To visit famous sites and environments	1.775	.117	0.455	.635	0.898	.408	3.569	.014*	.299	.742
To find thrills/excitement/adventure	2.449	.033*	1.716	.181	.235	.791	.503	.681	1.310	.271
To pursue special interests	.986	.426	1.217	.297	1.681	.188	1.938	.123	1.064	.346

Remark: *p≤0.05

4.7.2 Hypothesis testing between travelling plan factors and motivation factors (hypothesis 2)

Based on ANOVA test of **self-define**, the results in table 16 shows that there were part that substantial difference in how the respondents define themselves and gap year tourists' motivation, including: to develop their skills and abilities, to develop my personality, to understand myself more, to play/party and be entertained, to find thrills/excitement/adventure and to make money while travelling. Self-define of respondent are categorized into 4 groups as following, group 1 (Gap year taker, n=84), group 2 (Backpacker, n=200), group 3 (Flashpacker, n=21) and group 4 (Traveler, n=86).

Table 17 Multiple comparison of self-define and significant motivation factors

	Self-define Means					
Significant motivation factors	**G 1**	**G 2**	**G 3**	**G 4**	**F-test**	**p-value**
To develop my skills and abilities	4.30	3.96	3.76	3.91	4.498	.001*
To develop my personality	4.33	3.99	3.80	4.00	2.631	.023*
To understand myself more	4.05	3.76	3.42	3.98	2.255	.048*
To play, party and be entertained	3.90	3.40	3.47	3.45	2.729	.019*
To find thrills/excitement/adventure	4.60	4.40	4.14	4.30	2.449	.033*

For running on Post hoc tests of develop skills and abilities found that group 1 (M = 4.30, S.D. = 0.86) has significantly different from group 2 (M = 3.96, S.D. = 0.87). In the test of develop personality and understand themselves more did not have significantly different in the post hoc tests. In the aspect of play/party and be entertained presented group 1 (M = 3.90, S.D. = 0.90) has significantly higher mean than group 2 (M = 3.40, S.D. = 1.13). There is no significantly different in the term of find thrills/excitement/adventure.

In terms of the respondents' different **length of taking gap year**, the ANOVA in table 16 shows that there were part that substantial difference between the respondents' length of taking gap year and gap year tourists' motivation, including; to interact with people in host country, to develop my skills and abilities, to accomplish achieve something, to understand myself more, to socialize with other travelers, and to make money while travelling. Length of taking gap year of respondent are categorized into 3 groups as following, group 1 (2-4 months, n=136), group 2 (4-6 months, n=105), group 3 (More than 6 months, n=125).

Table 18 Multiple comparison of length of taking gap year and significant motivation factors

Significant motivation factors	Length of taking gap year Means				
	G 1	G 2	G 3	F-test	p-value
To interact with people in host country	4.26	4.19	4.43	3.499	.031*
To develop my skills and abilities	3.92	3.91	4.15	3.198	.042*
To accomplish achieve something	3.75	3.84	4.11	5.697	.004*
To understand myself more	3.72	3.73	4.02	3.413	.034*
To socialize with other travelers	4.11	4.03	4.27	3.153	.044*

Further Post hoc tests of interact with people in host country show that group 2 (M = 4.19, S.D. = 0.87) has significantly different with group 3 (M = 4.43, S.D. = 0.68). For the test on motivation of develop skills and abilities did not show significant different. In the test of accomplish achieve something, group 1 (M = 3.75, S.D. = 0.99) has significant lower mean than group 3 (M = 4.11, S.D. = 0.98). The motivation of understand themselves did not show significant different. The post hoc test of socialize with other travelers show that group 2 (M = 4.03, S.D. = 0.78) has significantly different from group 3 (M = 4.27, S.D. = 0.84).

In order to test the respondents' **length of stay in Thailand** on the ANOVA in the table 16 shows that there were two substantial different in the respondents' length of stay in Thailand and gap year tourists' motivation, including; to interact with people of the people in host country and to explore and ask questions. Length of stay in Thailand of respondent are categorized into 3 groups as following, group 1 (Less than 4 weeks, n=268), group 2 (4-8 weeks, n=102) and group 3 (More than 8 weeks, n=35).

Table 19 Multiple comparison of length of stay in Thailand and significant motivation factors

Significant motivation factors	Length of stay in Thailand Means				
	G 1	G 2	G 3	F-test	p-value
To interact with people of the host country	4.23	4.42	4.57	4.522	.011*
To explore and ask questions	4.12	4.15	4.54	4.548	.011*

In the further investigation of Post hoc tests on interact with people of the host country show that group 1 (M = 4.23, S.D. = 0.79) has significantly difference with group 3 (M = 4.57, S.D. = 0.61). And explore an ask questions also found that group 1 (M = 4.12, S.D. = 0.78) has significantly different with group 3 (M = 4.54, S.D. = 0.70).

For the respondents' travel companion, the ANOVA in table 16 shows that there were partly substantial difference between respondents' **travel companion** and gap year tourists' motivation, including: to learn about/experience another country, to interact with people of the host country, to develop my skills and abilities, to play/ party and be entertained and to visit famous sites and environments. Travel companion of respondent are categorized into 3 groups as following, group 1 (Friends, n= 134), group 2 (Boy/girl friend, n=51) and group 3 (Alone, n=203).

Table 20 Multiple comparison of travel companion and significant motivation factors

Travel companion Means					
Significant motivation factors	G 1	G 2	G 3	F-test	p-value
To learn about/experience another country	4.55	4.78	4.67	3.267	.021*
To interact with people of the host country	4.17	4.45	4.35	2.860	.037*
To develop my skills and abilities	3.88	3.86	4.13	3.117	.026*
To play, party and be entertained	3.76	3.27	3.41	3.890	.009*
To visit famous sites and environments	4.26	4.49	4.09	3.569	.014*

More investigation on Post hoc tests of learn about/experience another country found that group 1 (M = 4.55, S.D. = 0.56) has significantly different with group 2 (M = 4.78, S.D. = 0.46). In the tests of interact with people of the host country and develop my skills and abilities did not found significantly difference. For play/ party and be entertained, group 1 (M = 3.76, S.D. = 1.10) has significant higher mean than group 2 (M = 3.27, S.D. = 1.07) and group 3 (M = 3.41, S.D. = 1.08). In the factor of visit famous sites and environments illustrate that group 2 (M = 4.49, S.D. = 0.76) has significantly difference from group 3 (M = 4.09, S.D. = 0.91).

In order to test the respondents' **budget for travel in Thailand** on the ANOVA in the table 16 shows that there were partly substantial different in the respondents' budget for travel in Thailand and gap year tourists' motivation, including: to learn about/experience another country, to learn about/experience another culture and to understand myself more. Budget for travel in Thailand of respondent are categorized into 3 groups as following, group 1 (Less than 800 USD, n=127), group 2 (801-1200 USD, n=160), group 3 (More than 1201 USD, n=111).

Table 21 Multiple comparison of budget for travel in Thailand and significant motivation factors

	Budget for travel in Thailand Means				
Significant motivation factors	**G 1**	**G 2**	**G 3**	**F-test**	**p-value**
To learn about/experience another country	4.77	4.62	4.55	5.554	.004*
To learn about/experience another culture	4.78	4.64	4.60	4.563	.011

Further Post hoc tests of learn about/experience another country illustrate that group 1 (M = 4.77 S.D. = 0.46) has significantly higher mean than group 2 (M = 4.62, S.D. = 0.48) and group 3 (M = 4.55, S.D. = 0.59). In the test of learn about/experience another culture group 1 (M = 4.78 S.D. = 0.47) also significantly difference from group 2 (M = 4.64, S.D. = 0.49) and group 3 (M = 4.60, S.D. = 0.57).

Table 22 Demographic factors comparison with gap year tourists' decision-making toward tourism products and services

Demography	Gender		Age		Marital status		Education		Income		Gap Year Status		Employment Status	
Tourism products and services	t-test	p-value	F-test	p-value	F-test	p-value	F-test	p-value	F-test	p-value	F-test	p-value	F-test	p-value
Destination factors														
Friends or relative recommendation	-.514	.607	3.766	.024*	1.525	.219	.320	.864	.627	.535	1.383	.229	2.007	.077
Renown must-see destination	-1.236	.217	4.563	.011*	.836	.434	1.765	.135	2.516	.082	3.815	.002*	1.850	.102
Information on website/ social media	-2.910	.004*	4.544	.011*	.983	.375	.751	.558	.212	.809	2.649	.023*	1.601	.159
Cheap deal/ special offer	-.139	.889	4.142	.017*	2.109	.123	2.351	.054	2.240	.108	2.522	.029*	1.010	.411
Travel agent recommendation	2.086	.149	13.149	.000*	1.134	.323	3.164	.014*	5.124	.006*	6.931	.000*	3.359	.006*
Article in a magazine/ newspaper	.286	.775	.080	.923	2.280	.104	1.963	.099	1.324	.267	.903	.479	.550	.739
Overall destination factors	-1.429	.154	7.952	**.000***	2.208	.111	2.621	**.035***	3.036	**.049***	5.230	**.000***	2.402	**.037***
Transportation factors														
Accessibility	-.975	.330	.917	.401	3.060	.048	1.199	.311	2.101	.124	.679	.640	.222	.953
Cost/fare of ticket	-.218	.828	1.176	.310	4.144	.017*	.902	.463	5.799	.003*	1.357	.240	1.541	.176
Speed/ Hours spend	.179	.858	.314	.731	.579	.561	.607	.658	1.424	.242	1.344	.245	1.568	.168
Reliability of the vehicle/mode	.450	.653	.971	.380	.318	.728	1.678	.154	.117	.889	1.628	.151	1.291	.267
Comfort	.063	.950	.939	.392	.540	.583	1.091	.361	.266	.767	.927	.463	1.529	.180
Safety	-1.059	.290	1.387	.251	3.935	.020*	.341	.850	0.784	.457	.310	.907	.788	.559
Privacy	1.076	.283	1.238	.591	1.037	.356	2.016	.091	.747	.474	1.281	.271	2.959	.012*
Overall transportation factors	-.076	.939	.663	.516	.121	.886	1.583	.178	.306	.737	.928	.463	.578	.717

Table 22 Continued

Demography	Gender		Age		Marital status		Education		Income		Gap Year Status		Employment Status	
Tourism products and services	t-test	p-value	F-test	p-value	F-test	p-value	F-test	p-value	F-test	p-value	F-test	p-value	F-test	p-value
Tourism activity factors														
Scenic/natural resources	-0.948	0.344	.675	.510	.264	.768	.406	.805	0.679	.508	1.108	.356	1.199	.309
Warm climate	-2.395	0.017*	0.883	.414	.007	.993	.188	.944	1.522	.220	2.637	.023*	.777	.567
Party atmosphere	-0.661	0.509	7.498	.001*	1.063	.346	2.798	.026*	.582	.559	1.524	.181	1.193	.312
New/unique location	1.149	0.251	2.817	.061	1.523	.219	2.665	.032*	.965	.382	1.065	.379	1.178	.319
Recreation activities	-0.564	0.573	4.086	.018*	.159	.853	1.149	.333	.451	.638	2.225	.051	.715	.612
Historic/cultural attractions	-0.475	0.635	2.379	.094	.343	.710	.172	.953	0.727	.484	1.603	.158	1.630	.151
Overall tourism activity factors	-1.026	.306	5.893	**.003***	.398	.672	.930	.446	1.117	.328	2.520	**.029***	1.030	.399
Accommodation factors														
Budget accommodation	-0.516	0.606	7.778	.000*	3.886	.021*	1.338	.255	11.261	.000*	2.016	.075	3.209	.007*
Location	-3.069	0.002*	2.338	.098*	1.580	.207	1.258	.286	2.151	.118	1.551	.173	1.058	.383
Security	-1.168	0.243	1.015	.363	.516	.598	1.088	.362	0.139	.870	1.009	.412	.366	.872
Atmosphere	-0.972	0.331	2.159	.117	1.002	.368	1.380	.240	.952	.387	2.691	.021*	1.760	.120
Facilities	-2.668	0.008*	3.601	.028*	.895	.409	1.513	.197	.254	.775	.719	.609	.694	.628
Cleanliness	-3.293	0.001*	2.821	.061	.997	.370	.972	.423	.152	.859	1.323	.253	.824	.533
Overall Accommodation factors	-3.138	**.002***	4.130	**.017***	1.612	.201	.560	.692	2.202	.112	1.617	.154	.991	.423

Table 22 Continued

Demography	Gender		Age		Marital status		Education		Income		Gap Year Status		Employment Status	
Tourism products and services	t-test	p-value	F-test	p-value	F-test	p-value	F-test	p-value	F-test	p-value	F-test	p-value	F-test	p-value
Food factors														
Price	-0.925	0.355	2.629	.073	1.147	.319	.526	.717	6.096	.002*	1.362	.238	1.962	.083
Hygiene	-0.220	0.826	0.167	.846	1.059	.348	.297	.880	.748	.474	.341	.888	.313	.905
Freshness	-1.143	0.254	1.721	.180	1.665	.191	.561	.691	1.340	.263	1.377	.232	1.521	.182
Taste	-0.661	0.509	.397	.672	.744	.476	.217	.929	1.207	.300	3.188	.008*	1.252	.284
Appearance	0.02	0.984	.920	.399	.237	.789	.361	.836	1.410	.245	.874	.498	.794	.555
Variety	0.489	0.625	0.448	.639	.673	.511	.692	.598	.326	.722	1.207	.305	1.570	.167
Overall Food factors	-.583	.560	.466	.628	1.765	.172	.146	.965	1.036	.356	1.783	.115	.612	.691

Remark: *p≤0.05

4.7.3 Hypothesis testing between demographic factors and decision-making toward tourism products and services (hypothesis 3)

Based on the independent sample t-test, the results in table 22 show that there were substantial difference in the respondents' gender and gap year tourists' decision-making toward tourism products and services, including: **Destination factors**(no statistically different)**;** Information on website/ social media**. Tourism activity factor** (no statistically different)**;** warm climate. **Accommodation factors** (statistically different)**;** location, facilities and cleanliness.

Table 23 Comparison mean of gender and significant tourism product factors

Gender Means				
Significant tourism product factors	**Male**	**Female**	**t-test**	**p-value**
Destination factors				
Information on website/ social media	3.53	3.80	-2.910	.004*
Tourism activity factors				
Warm climate	3.37	3.62	-2.395	0.017*
Accommodation factors				
Location	4.02	4.23	-3.069	0.002*
Facilities	3.75	3.96	-2.668	0.008*
Cleanliness	3.78	4.07	-3.293	0.001*

For t-test of gender on significant tourism product factors show that female has higher expectation of tourism products and services in all factor including Information on website/ social media as female (M = 3.80, S.D. = 0.88) and male (M = 3.53, S.D. = 1.01). Warm climate as female (M = 3.62, S.D. = 1.07) and male (M = 4.02, S.D. = 1.02). Location as female (M = 4.23, S.D. = 0.70) and male (M = 3.98, S.D. = 0.70). Facilities as female (M = 3.96, S.D. = 0.74) and male (M = 3.75, S.D. = 0.84). And cleanliness as female (M = 4.07, S.D. = 0.85) and male (M = 3.78, S.D. = 0.89).

In terms of the respondents' different levels of **age**, the ANOVA in table 22 shows that there were partly substantial difference in the respondents' age group and gap year tourists' decision-making toward tourism products and services, including: **Destination factors** (statistically different); friends or relatives recommendation, renown must-see destination, information on website/ social media, cheap deal/ special offer and travel agent recommendation. **Tourism activity factor** (no statistically different); Party atmosphere and recreation activities.

Accommodation factors (statistically different); budget accommodation and facilities. The age of the respondent are categorized into 3 groups as following, group 1 (15-20 years old, n=102), group 2 (21- 25 years old, n=199), group 3 (26-40 years old, n=104).

Table 24 Multiple comparison of age and significant tourism product factors

	Age Means				
Significant tourism product factors	**G 1**	**G 2**	**G 3**	**F-test**	**p-value**
Destination factors					
Friends or relatives recommendation	4.09	4.13	3.81	3.766	.024*
Renown must-see destination	3.98	3.84	3.59	4.563	.011*
Information on website/ social media	3.86	3.64	3.46	4.544	.011*
Cheap deal/ special offer	3.63	3.43	3.23	4.142	.017*
Travel agent recommendation	2.78	2.60	2.05	13.149	.000*
Tourism activity factors					
Party atmosphere	3.25	3.10	2.63	7.498	.001*
Recreation activities	3.89	3.69	3.53	4.086	.018*
Accommodation factors					
Budget accommodation	4.38	4.28	3.96	7.778	.000*
Facilities	3.74	3.95	3.75	3.601	.028*

Further running Post hoc tests for factor of friends or relatives recommendation show that group 2 (M = 4.13, S.D. = 1.06) is significantly difference from group 3 (M = 3.81, S.D. = 1.00). In the case of renown/must-see destination show that group 1 (M = 3.98, S.D. = 0.90) has significantly higher mean than group 3 (M = 3.59, S.D. = 1.07). As well as information on website/ social media's test also show that group 1 (M = 3.86, S.D. = 0.92) has significantly higher mean than group 3 (M = 3.46, S.D. = 1.08). Furthermore, the special offer of destination found that group 1 (M = 4.00, S.D. = 0.99) has significantly different from group 3 (M = 2.05, S.D. = 1.13). The factor of travel agent recommendation show on the Post hoc test that group 3 (M = 2.05, S.D. = 1.08) has significantly different from group 1 (M = 2.78, S.D. = 1.10) and group 2 (M = 2.60, S.D. = 1.09). The result of post hoc test of party atmosphere found that group 3 (M = 2.63, S.D. = 1.35) has significantly lower mean than group 1 (M = 3.25, S.D. = 1.15) and group 2 (M = 3.12, S.D. = 1.18). The post hoc test of recreation activities show significantly different between group 1 (M = 3.89, S.D. = 0.81) and group 3 (M = 3.53, S.D. = 1.01). In factor of budget accommodation found that group 3 (M = 3.96, S.D. = 0.92) has significantly different

with group 1 (M= 4.38, S.D. = 0.78) and group 2 (M= 4.28, S.D. = 0.77). For the facilities, there is no significantly different in the post hoc test.

For the respondents' different levels of **education**, , the ANOVA in table 22 shows that there were substantial difference in the respondents' education and gap year tourists' decision-making toward tourism products and services in the terms of **Destination factors** (statistically difference)**;** travel agent recommendation. **Tourism activity factor** (no statistically difference)**;** party atmosphere and new/unique location. The education of the respondent are categorized into 4 groups as following, group 1 (High school, n=116) group 2 (Diploma/ Certificate, 56), group 3 (Undergraduate, 177) and group 4 (Master/ Graduate, n=54).

Table 25 Multiple comparison of education and significant tourism product factors

Significant tourism product factors	Education Means				F-test	p-value
	G 1	G 2	G 3	G 4		
Destination factors						
Travel agent recommendation	2.64	2.48	2.55	2.11	3.164	.014*
Tourism activity factors						
Party atmosphere	3.22	3.01	3.01	2.64	2.798	.026*
New/unique location	4.11	4.03	4.05	4.11	2.665	.032*

Further Post hoc tests of Travel agent recommendation found that group 1 (M = 2.64, S.D. = 1.11) has significantly different with group 4 (M = 2.11, S.D. = 1.04). For party atmosphere, the test of post hoc found that group 1 (M = 3.22, S.D. = 1.20) has significantly higher than group 4 (M = 2.64, S.D. = 1.34). There is no significantly different in the factor of new/unique location,

In terms of the respondents' different **income**, the ANOVA in table 22 shows that there were substantial difference in the respondents' income and gap year tourists' decision-making toward tourism products and services, including: **Destination factors** (No statistically difference in overall)**;** Travel agent recommendation. **Transportation factor** (No statistically difference); cost/fare of ticket. **Accommodation factors** (No statistically difference)**;** budget accommodation. **Food factors** (No statistically difference)**;** price. The income of the respondent are categorized into 3 groups as following, group 1 (Less than 1000 USD, n=153), group 2 (Between 1000 - 2000 USD, n=178) and group 3 (More than 2000 USD, n=85)

Table 26 Multiple comparison of income and significant tourism product factors

Significant tourism product factors	G 1	G 2	G 3	F-test	p-value
Income Mean					
Destination factors					
Travel agent recommendation	2.67	2.53	2.20	5.124	.006*
Transportation factor					
Cost/fare of ticket	4.37	4.21	4.00	5.799	.003*
Accommodation factors					
Budget accommodation	4.45	4.18	3.95	11.261	.000*
Food factors					
Price	4.05	3.86	3.64	6.096	.002*

Analysis on Post hoc tests of travel agent recommendation found that there has significantly different between group 1 (M=2.67, S.D.=1.08) and group 3 (M=2.20, S.D.=1.03). For Cost/fare of ticket of transportation group 1 (M=4.37, S.D. =0.75) has significantly higher mean than group 3 (M=4.00, S.D. =1.01). The result of budged accommodation found that group 1 (M=4.45, S.D. =0.69) has significantly higher mean than group 2 (M=4.18, S.D. =0.85) and group 3 (M=3.95, S.D. =0.86). The post hoc test of the price of food found that group 1 (M=4.05, S.D. =0.80) has significantly different with group 3 (M=3.64, S.D. =1.01).

In order to test the respondents' **gap year status** on the ANOVA in the table 22 shows that there were substantial different between the respondents' gap year status and gap year tourists' decision-making toward tourism products and services, including: **Destination factors** (statistically different)**;** renowned must-see destination, Information on website/ social media, cheap deal/ special offer and travel agent recommendation. **Tourism activity factors** (statistically different)**;** warm climate. **Accommodation factors** (no statistically different)**;** atmosphere. **Food factor** (no statistically difference)**;** teste. The gap year status of the respondent are categorized into 5 groups as following, group 1 (High school leaver, n=77), group 2 (Employment break, n=176), group 3 (University break during study, n=35), group 4 (Undergraduate leaver, n=72) and group 5 (Graduate leaver, n=29).

Table 27 Multiple comparison of gap year status and significant tourism product factors

| Significant tourism product factors | Gap year status Mean | | | | | | |
	G 1	G 2	G 3	G 4	G 5	F-test	p-value
Destination factors							
Renown must-see destination	4.00	3.71	3.82	4.05	3.75	3.815	.002*
Information on website/ social media	3.85	3.54	3.62	3.83	3.65	2.649	.023*
Cheap deal/ special offer	3.62	3.32	3.45	3.66	3.06	2.522	.029*
Travel agent recommendation	2.80	2.34	2.11	2.95	2.41	6.931	.000*
Tourism activity factors							
Warm climate	3.66	3.31	3.57	3.72	3.55	2.637	.023*
Accommodation factors							
Atmosphere	4.41	4.05	4.2	4.33	4.24	2.691	.021*
Food factors							
Taste	4.38	4.27	4.25	4.54	4.65	3.188	.008*

Supplementary investigation of Post hoc tests on renown must-see destination has no significantly different. For information on website/ social media there is no significantly different in post hoc test same as cheap deal/ special offer. In the case of travel agent recommendation found that group 1 (M = 2.80, S.D. = 1.11) has significantly lower mean with group 2 (M = 2.34, S.D. = 1.12) and group 3 (M = 2.11, S.D. = 1.05). In addition, group 4 (M = 2.95, S.D. = 1.01) has significantly different with group 2 and group 3. There is no significantly different in the aspect of warm climate. The factor of atmosphere of accommodation present on the post hoc test that group 1 (M = 4.41, S.D. = 0.75) has significant higher mean than group 2 (M = 4.05, S.D. = 0.84). And taste of food factors has no significantly different in the post hoc test.

For the respondents' different **employment status**, the ANOVA in table 22 shows that there were substantial different in the respondents' employment status and gap year tourists' decision-making toward tourism products and services, including: **Destination factors** (statistically difference); travel agent recommendation. **Transportation factor** (no statistically difference)**;** privacy. **Accommodation factors** (no statistically difference); budget accommodation. The gap year status of the respondent are categorized into 6 groups as following, group 1 (Self employ, n=30), group 2 (Employed with organization, n=41), group 3 (Working

freelance, n=30), group 4 (Working part-time, n=47), group 5 (Unemployed, n=183) and group 6 (Student, n=74).

Table 28 Multiple comparison of employment status and significant tourism product factors

Employment status Means								
Significant tourism product factors	G 1	G 2	G 3	G 4	G 5	G 6	F-test	p-value
Destination factors								
Travel agent recommendation	2.50	1.95	2.26	2.80	2.60	2.45	3.35	.006*
Transportation factor								
Privacy	3.03	2.46	2.80	2.36	2.59	2.31	2.95	.012*
Accommodation factors								
Budget accommodation	3.93	4.00	4.03	4.06	4.33	4.36	3.20	.007*

Further Post hoc tests of travel agent recommendation found that group 2 (M = 1.95, S.D. = 0.94) has significantly difference with group 4 (M = 2.80, S.D. = 1.01) and group 5 (M = 2.60, S.D. = 1.12). In the test of privacy of transportation show that group 1 (M = 3.03, S.D. = 1.15) has significantly higher mean than group 6 (M = 2.31, S.D. = 0.96). There is no significantly difference of budged accommodation and employment status show in the post hoc test.

Table 29 Travelling plan factors comparison with gap year tourists' decision-making toward products and services

Travelling plan factors	Self-define		Length of gap year		Length of stay in Thailand		Travel Companion		Budget for travel in Thailand	
Tourism products and services	F-test	p-value	F-test	p-value	F-test	p-value	F-test	p-value	F-test	p-value
Destination factors										
Friends or relative recommendation	0.904	0.478	0.031	0.97	0.614	0.542	0.823	0.482	2.076	0.127
Renown must-see destination	1.132	0.343	2.857	0.059	2.709	0.068	1.45	0.228	1.671	0.189
Information on website/ social media	1.282	0.271	3.603	0.028*	0.464	0.629	1.139	0.333	1.57	0.209
Cheap deal/ special offer	0.699	0.624	0.005	0.995	0.505	0.604	1.929	0.124	1.493	0.226
Travel agent recommendation	2	0.078	1.271	0.282	1.408	0.246	3.302	0.02*	2.127	0.121
Article in a magazine/ newspaper	1.397	0.224	1.274	0.281	0.156	0.856	2.205	0.087	0.402	0.669
Overall Destination factors	1.253	.283	1.632	.197	.702	.496	3.116	**.026***	1.155	.316
Transportation factor										
Accessibility	2.218	0.052	0.203	0.816	0.444	0.642	0.993	0.396	0.482	0.618
Cost/fare of ticket	1.112	0.353	1.474	0.23	1.347	0.261	1.319	0.268	1.73	0.179
Speed/ Hours spend	1.805	0.111	0.999	0.369	0.472	0.624	0.431	0.731	1.188	0.306
Reliability of the vehicle/mode	2.115	0.063	0.74	0.478	1.024	0.36	0.285	0.836	1.232	0.293
Comfort	0.856	0.511	1.824	0.163	0.391	0.677	0.214	0.886	1.833	0.161
Safety	1.339	0.247	0.253	0.777	1.437	0.239	0.195	0.9	1.904	0.15
Privacy	1.467	0.2	0.128	0.88	0.127	0.88	0.182	0.909	0.939	0.392
Overall Destination factors	1.796	.113	.340	.712	.688	.503	.381	.767	1.173	.311

Table 29 Continued

Travelling plan factors	Self-define		Length of gap year		Length of stay in Thailand		Travel Companion		Budget for travel in Thailand	
Tourism products and services	F-test	p-value	F-test	p-value	F-test	p-value	F-test	p-value	F-test	p-value
Tourism activity factor										
Scenic/natural resources	0.991	0.423	1.789	0.169	2.345	0.097	1.812	0.144	0.643	0.526
Warm climate	0.394	0.853	0.324	0.724	0.298	0.743	0.514	0.673	3.443	0.033*
Party atmosphere	1.162	0.327	2.139	0.119	0.465	0.629	5.326	0.001*	0.455	0.635
New/unique location	1.43	0.212	0.400	0.671	3.028	0.050*	2.031	0.109	0.363	0.696
Recreation activities	0.914	0.472	0.898	0.408	0.044	0.957	1.565	0.197	0.090	0.914
Historic/cultural attractions	3.447	0.005*	0.219	0.803	3.508	0.031*	1.025	0.381	0.241	0.786
Overall Destination factors	.700	.624	.520	.595	1.226	.295	.782	.504	.951	.387
Accommodation factors										
Budget accommodation	2.322	0.043*	1.488	0.227	0.859	0.424	0.097	0.962	10.844	0.000*
Location	1.508	0.186	0.078	0.925	0.328	0.721	0.255	0.858	0.103	0.902
Security	1.103	0.358	1.372	0.255	0.496	0.609	0.98	0.402	1.260	0.285
Atmosphere	0.886	0.491	0.655	0.52	0.02	0.981	5.477	0.001*	0.213	0.808
Facilities	1.521	0.182	1.779	0.170	0.615	0.541	0.218	0.884	1.669	0.19
Cleanliness	0.082	0.995	0.582	0.559	0.957	0.385	1.584	0.193	2.128	0.12
Overall Destination factors	.042	.999	.542	.582	.012	.988	.644	.587	.751	.472

Table 29 Continued

Travelling plan factors	Self-define		Length of gap year		Length of stay in Thailand		Travel Companion		Budget for travel in Thailand	
Tourism products and services	F-test	p-value	F-test	p-value	F-test	p-value	F-test	p-value	F-test	p-value
Food factors										
Price	2.136	0.06	1.368	0.256	0.29	0.749	1.545	0.202	9.557	0.000*
Hygiene	0.664	0.651	1.768	0.172	0.169	0.845	0.200	0.896	1.099	0.334
Freshness	2.436	0.034*	0.178	0.837	1.081	0.34	1.271	0.284	1.093	0.336
Taste	1.009	0.412	1.185	0.307	0.884	0.414	0.676	0.567	0.709	0.493
Appearance	0.800	0.550	2.194	0.113	0.381	0.683	0.54	0.655	1.017	0.363
Variety	0.307	0.909	0.274	0.760	1.337	0.264	0.306	0.821	0.975	0.378
Overall Destination factors	1.210	.303	.418	.658	.309	.734	.170	.917	.829	.437

Remarks: *p≤0.05

4.7.4 Hypothesis testing between travelling plan factors and decision-making toward tourism products and services (hypothesis 4)

Based on the independent the ANOVA, the results in table 29 show that there were substantial different in how the respondents **define themselves** and gap year tourists' decision-making toward tourism products and services, including: **Tourism activity factor** (no statistically different)**;** historic/cultural attractions. **Accommodation factors** (no statistically different); budget accommodation. **Food factors** (no statistically difference)**;** freshness. Self-define of respondent are categorized into 4 groups as following, group 1 (Gap year taker, n=84), group 2 (Backpacker, n=200), group 3 (Flashpacker, n=21) and group 4 (Traveler, n=86).

Table 30 Multiple comparison of self-define and significant tourism product factors

Significant tourism product factors	Self-define Means				F-test	p-value
	G 1	G 2	G 3	G 4		
Tourism activity factors						
Historic/cultural attractions	4.00	4.14	4.09	4.08	3.44	0.005*
Accommodation factors						
Budget accommodation	4.29	4.25	3.66	4.20	2.32	0.043*
Food factors						
Freshness	4.00	4.24	4.38	4.23	2.43	0.034*

Post hoc tests of historic/cultural attractions found that there is no significantly differnt. In the test of budget accommodation group 3 (M = 3.66, S.D. = 0.73) has significantly different with group 1 (M = 4.29, S.D. = 0.92) and group 2 (M = 4.25, S.D. = 0.81). There is no any significantly different in the food's freshness.

In term of the respondents' different **length of taking gap year**, the ANOVA in table 29 shows that there were substantial different in the respondents' length of taking gap year and gap year tourists' decision-making toward tourism products and services, including: **Destination factors** (no statistically different); information on website/ social media. **Tourism activity factor** (statistically different); warm climate and party atmosphere. **Accommodation factors** (statistically different)**;** facilities. **Food factors** (no statistically difference)**;** hygiene. Length of taking gap year of respondent are categorized into 3 groups as following, group 1 (2-4 months, n=136), group 2 (4-6 months, n=105), and group 3 (More than 6 months, n=125).

Table 31 Multiple comparison of length of taking gap year and significant tourism product factors

Significant tourism product factors	G 1	G 2	G 3	F-test	p-value
Length of taking gap year Means					
Destination factors					
Information on website/ social media	3.77	3.74	3.50	2.984	0.012*

Further Post hoc tests of information on website/ social media show that group 1 (M = 3.77, S.D. = 0.87) has significantly higher mean than group 3 (M = 3.50, S.D. = 1.01).

In order to test the respondents' **length of stay in Thailand** on the ANOVA in the table 29 shows that there were significant different between length of stay in Thailand and gap year tourists' decision-making toward tourism products and services, including: **Tourism activity factor** (no statistically different)**;** new /unique location and historic/cultural attractions. Length of stay in Thailand of respondent are categorized into 3 groups as following, group 1 (Less than 4 weeks, n=286), group 2 (4-8 weeks, n=102) and group 3 (More than 8 weeks, n=35).

Table 32 Multiple comparison of length of stay in Thailand and significant tourism product factors

Significant tourism product factors	G 1	G 2	G 3	F-test	p-value
Length of stay in Thailand Means					
Tourism activity factor					
New /unique location	4.12	4.05	3.71	3.028	0.050*
Historical/cultural attractions	4.03	4.25	3.82	3.508	0.031*

Supplementary investigation on Post hoc tests of tourism activities factors on unique location found that there is significantly different between group 1 (M = 4.12, S.D. = 0.86) and group 3 (M = 3.71, S.D. = 1.07). In the aspect of historic/cultural attractions the result show the significantly different between group 2 (M = 4.25, S.D. = 0.91) and group 3 (M = 3.82, S.D. = 1.12).

For the respondents' **travel companion**, the ANOVA in table 29 shows that there were substantial different in the respondents' travel companion and gap year tourists' decision-making toward tourism products and services, including: **Destination factors** (statistically different)**;** travel agent recommendation. **Tourism activity factor** (no statistically different)**;** party atmosphere. **Accommodation factors** (no statistically different)**;** atmosphere. Travel companion of respondent are categorized into 3 groups as following, group 1 (Friends, n=143), group 2 (Boy/girl friend, n=51) and group 3 (Alone, n=203).

Table 33 Multiple comparison of travel companion and significant tourism product factors

Travel companion Means					
Significant tourism product factors	**G 1**	**G 2**	**G 3**	**F-test**	**p-value**
Destination factors					
Travel agent recommendation	2.67	2.68	2.33	3.30	0.02*
Tourism activity factor					
Party atmosphere	3.30	2.56	2.93	5.32	0.001*
Accommodation factors					
Atmosphere	4.13	3.86	4.33	5.47	0.001*

Further Post hoc tests of travel agent recommendation illustrate that group 1 (M = 2.67, S.D. = 1.09) is significantly difference from group 3 (M = 2.33, S.D. = 1.13). For the test of party atmosphere group 1 (M = 3.30, S.D. = 1.20) is significantly higher mean than group 2 (M = 2.56, S.D. = 1.25). The post hoc test of accommodation's atmosphere found that group 2 (M = 3.86, S.D. = 0.85) is significantly difference from group 3 (M = 4.33, S.D. = 0.75).

In order to test the respondents' **budget for travel in Thailand** on the ANOVA in the table 29 shows that there were substantial difference in the respondents' budget for travel in Thailand and gap year tourists' decision-making toward tourism products and services, including: **Tourism activities factors** (No statistically difference); warm climate**. Accommodation factors** (No statistically difference); budget accommodation. **Food factors** (No statistically difference)**;** price. Budget for travel in Thailand of respondent are categorized into 3 groups as following, group 1 (Less than 800 USD, n=127), group 2 (801-1200 USD, n=160), group 3 (More than 1201 USD, n=111).

Table 34 Multiple comparison of budget for travel Thailand and significant tourism product factors

Budget for travel in Thailand Means					
Significant tourism product factors	**G 1**	**G 2**	**G 3**	**F-test**	**p-value**
Tourism Activities factors					
Warm Climate	3.28	3.55	3.60	3.443	0.033*
Accommodation factors					
Budget accommodation	4.37	4.32	3.92	10.844	0.000*
Food factors					
Price	4.05	3.96	3.59	9.557	0.000*

Further Post hoc tests of warm climate found that group 1 (M = 3.28, S.D. = 1.16) has significantly different with group 3 (M = 3.60, S.D. = 0.98). In the factor of budget accommodation found that group 3 (M = 3.93, S.D. = 0.95) has significantly lower mean than group 1 (M = 4.37, S.D. = 0.73) and group 2 (M = 4.32, S.D. = 0.75). The post hoc test of food's price also show that group 3 (M = 3.59, S.D. = 0.95) has significantly lower than group 1 (M = 4.05, S.D. = 0.86) and group 2 (M = 3.96, S.D. = 0.79).

5 Discussion and Conclusions

This study aims to understand gap year tourists' motivation and decision-making behavior in Thailand. The result in this study present (1) the demographic characteristics and travel patterns of gap year tourists whilst travelling in Thailand. (2) The influential factors on gap year tourists' motivation for travelling to Thailand. (3) The influential factors of decision-making behavior on gap year tourists have made in term of choice of destinations, transportations, activities, accommodations and foods whilst travelling in Thailand. In addition, researcher also create the guidelines for promoting and improving tourism products and services for gap year tourist in Thailand.

5.1 Discussion of finding

Objective 1: To identify the demographic characteristics and travel patterns of gap year tourists travelling to Thailand. (5.1.1- 5.1.2)

5.1.1 Demographic characteristic of gap year tourist in Thailand

There was slightly more male gap year tourist than female. Most of gap year takers are from English speaking countries (Lumsden & Stanwick, 2012). Popular gap year industry were widely from UK, Europe and North America (Sørensen, 2003; Dayour, 2013). The result found that original country of gap year tourist majority from UK, German, US, Holland, Canadian, French and Australian, respectively, with 36 nationalities. In terms of age, majority were between 21-25 years old. More than half of respondent hold bachelor's degree or higher, youth traveler relatively to high level of education (Richards and Wilson, 2004). Current travelling status, found that majority are on employment break, followed by high school leaver and undergraduate leaver. As taking breaks from jobs for long period to participate budget

journey are phenomenon in recent worker to refresh their minds and also to escape familiar old things (Paris, 2012). More than half earn monthly income lower than 1500USD. Half of respondent define themselves as a backpacker follow by traveler, gap year taker. Long haul traveler dislike being called tourists they prefer to call traveler or backpacker (Hampton & Hamzah, 2016), as some backpacker have attitude of "tourist= mass tourism= bad" and "traveler = appropriate travelling = good" (Egmond, 2007), and "gap year" was often call in UK (O'Reilly, 2006).

5.1.2 Travel patterns of gap year tourist in Thailand

Sabbatical duration of gap year tourist majority are 2-4 months, only few leave home country more than 1 year. There are strong growth on short-term backpackers, and majority of backpackers are less than one year of travel (Sørensen, 2003). Almost of gap year taker travel independently as a backpacker, many of them planned to work and volunteer during the journey. As working to earn money become major part of backpacker experience (Claudia, 2010). About half of respondent travel alone, followed by with friends. Many of backpacker left home alone or with one other (Howard, 2005). Interestingly, most of gap year tourist travel to other Southeast Asian countries in the same trip. More than half travel to country outside Southeast Asian countries. Top five ASEAN countries are Vietnam, Cambodia, Laos, Indonesia and Malaysia, respectively. As backpacker trails in Southeast Asian have changed dramatically, it was switched from "southern trail"; Bangkok-Malaysia-Indonesia to "northern trail"; Bangkok–Cambodia–Vietnam–Laos (Hampton & Hamzah, 2016). Outside Southeast Asian country Australia and New Zealand ranked in the top, both trails are popular for work and travel destination for backpacker (Ansell, 2008; Jarvis & Peel, 2013; Hampton & Hamzah, 2016). Online booking for accommodation are most popular method for reservation.

Words of mouth is the most common to get travel information as backpacker mostly socialize with other for asking about tourism experience of others. More than half of respondent use trip advisor and search for travel blog. Youth traveler use internet as a crucial channel for getting travel information (Richards & Wilson, 2004). One-third of gap year tourist visited Thailand for the first time. Majority of gap year tourist were traveling in Thailand between 2‐4 weeks, due to limit of free visit to 30 days. Budget for the travelling in Thailand were majority around 801‐1200 USD.

Objective 2: To identify influential factors on gap year tourists' motivation for travelling in Thailand (5.1.3- 5.1.5)

5.1.3 Main factors of gap year tourist's motivation

The result found that the factor that the leveled as very important motivation were, learn about/experience another culture and learn about/experience another country similar finding with Correia & Kozak (2010). Moreover, find thrills/excitement/ adventure also in the very important level as "off the beaten track" and down-to-earth feel (Sørensen,2003), The motivation that involve with self-discovery and self-development also important part that make gap year tourist to take a journey (Ansell, 2008; Rice, 2010). In the result found that travel for develop personality, explore and ask questions and develop skill and abilities are important factors. However, travel motivations for backpackers' may vary depend on background characteristics (Dayour, 2013).

5.1.4 Gap year tourists' motivation and demographic characteristics

To determine if there is significantly different between motivation factors of gap year tourists travelling in Thailand and specific socio-demographic characteristic, t-test and one-way ANOVA were conducted. There were 10 motivation factors have significantly different between **gender**s, which female find the item to learn about/experience another culture, to explore and ask questions, to develop their skills and abilities, to accomplish achieve something, to develop their personality, to understand themselves more, to relax (physically/emotionally) and to pursue special interests more interesting than male. Whereas male find the item to escape familiar things (home life/work) and to have romantic relationships more interesting than female.

One-way ANOVA found that there were significant difference in 5 motivation factors with respect to **age**, the result found that younger age group (15-20 years old) have more motivation than middle age group (20-25 years old) and older age group (26 - 40 years old), including to develop my personality, to understand myself more. In addition, younger age gap year have more motivation than older age group, including: to develop my skills and abilities, to play, party and be entertained, to find thrills/excitement/adventure.

As to **monthly personal income**, the statistical significant difference were found in 12 items. Post hoc test further revealed lower income earners (less than 1000 USD) and middle income earners (between 1000 -2000 USD) have higher motivations than higher income earners

(more than 2000 USD) in term of to learn/experience another country, to learn about/experience another culture, to interact with people of the host country. In addition, lower income earners have higher motivation than higher income earner in item of to develop skill and abilities, to develop personality, to understand themselves and to find thrills/excitement/adventure. Whereas, lower income earn have more motivation on play/party and be entertained than middle income earners (between1000 - 2000 USD) and higher income earners (more than 2000 USD).

For relationship between **education level** and motivation factors found that lower education have higher motivation than higher education. High school have significantly higher motivation than undergraduate in terms of explore and ask questions, develop personality and play party and be entertain. High school have higher motivation than graduate in terms of develop skills and abilities, understand themselves more, develop personality, play/party and be entertained

Gap year status found the significantly different in 3 motivation factors. As develop skills and abilities found that high school leaver have significantly higher motivation than employment break and graduate leaver. For develop personality, high school leaver had significantly higher motivation from others. In the case of understand themselves show that high school leaver had significantly different from university breaks and graduate leavers. This because workers mostly take gap year to refresh their minds and escape familiar things (Paris, 2012).

For **employment status** found that respondent who working freelance and part-time have significantly higher motivation on develop skills and abilities than respondent who work with organization. Student and unemployed people have significantly higher motivation on find thrills/excitement/adventure than who are self-employed.

Hypothesis 1 testing of demographic characteristics on gap year tourists' motivation

H1-1: There is a relationship between gender and motivation.

H1-2: There is a relationship between age and motivation.

H1-3: There is no relationship between marital status and motivation.

H1-4: There is a relationship between income and motivation.

H1-5: There is a relationship between education level and motivation.

H1-6: There is a relationship between gap year status and motivation.

H1-7: There is a relationship between employment status and motivation.

Figure 9 The effect of demographic characteristic factors on motivation of gap year tourists in

Thailand.

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┌─────────────────┐
│     Gender      │──┐
└─────────────────┘  │
┌─────────────────┐  │
│      Age        │──┤
└─────────────────┘  │
┌─────────────────┐  │      ┌──────────────────────────┐
│     Income      │──┤      │  Motivation of gap year   │
└─────────────────┘  ├──────│        tourists           │
┌─────────────────┐  │      │      in Thailand          │
│    Education    │──┤      └──────────────────────────┘
└─────────────────┘  │
┌─────────────────┐  │
│ Gap year status │──┤
└─────────────────┘  │
┌─────────────────┐  │
│Employment status│──┘
└─────────────────┘
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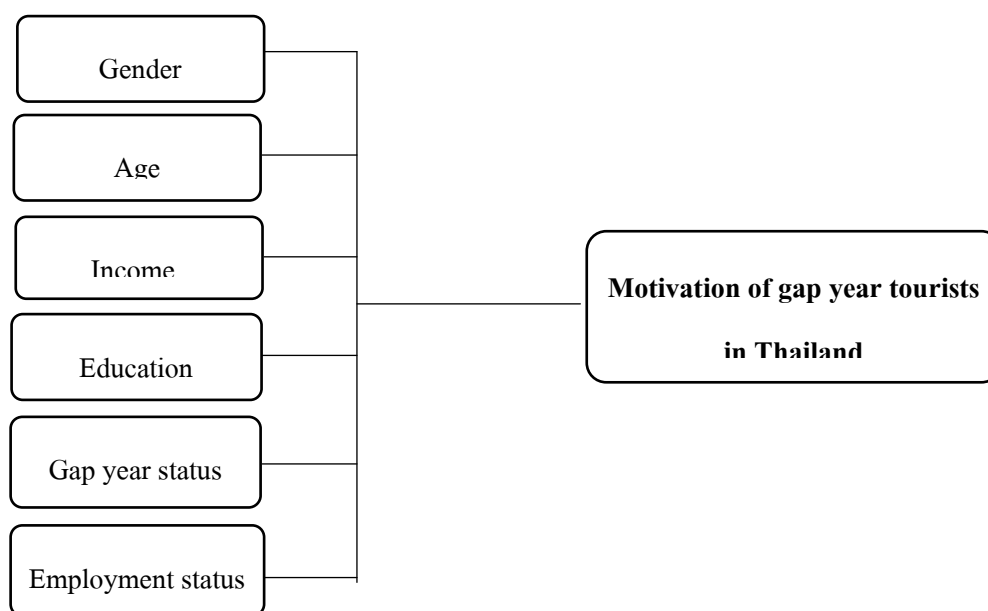
5.1.5 Gap year tourists' motivation and specific traveling plan factors

In order to find out if gap year tourist in Thailand have significantly different in motivation factors and traveling pattern characteristics, one-way ANOVA were performed. There were a statistical significant difference for how tourist **define themselves**, Further Post hoc test found that tourist who called themselves as "gap year taker" have more motivation in term of to develop their skills and abilities, to play/party and be entertained than "backpacker". While the other item show significant difference in small respondent group.

Long-term and short-term of traveling associated with leaning motivation results (Pearce & Foster, 2007), when it comes to **length of taking gap year**, statistical significant difference were found in 6 motivation items, Post hoc test result inferred that longer length gap year (more than 6 months) have more motivation than shorter length gap year (2-4 months) in term of to develop my skills and abilities, to accomplish achieve something and to understand themselves more. In addition longer length gap year (more than 6 months) have higher motivation on making money while travelling than short length gap year (2-4 months) and medium length gap year (4-6 months).

In relation to **length of stay in Thailand**, there were also significantly different found in 2 motivation factors, Post hoc test results further revealed that longer length of stay in Thailand (more than 8 weeks) have higher motivation than shorter length of stay in Thailand (less than 4 weeks) for both factors, which include: to interact with people in host country and to explore and ask questions.

In terms of **travel companion**, tourist who travelled with boy/girl friend have significantly higher motivation on learn about/experience another country than who travelled with friends. In addition, travelling with friends have higher motivation on play/ party and be entertained than travelling with boy/girlfriend and solo. And people who traveled with boy/girl friend have significantly higher motivation on visit famous sites.

Budget for travelling in Thailand found that lower budget for spending in Thailand have higher motivation than higher budget including learn about/experience another country and learn about/experience another culture.

Hypothesis 2 testing of specific traveling pattern factors on gap year tourists' motivation.

H2-1: There is a relationship between self-define and motivation.

H2-2: There is a relationship between length of taking gap year and motivation.

H2-3: There is a relationship between length of stay in Thailand and motivation.

H2-4: There is a relationship between travel companion and motivation.

H2-5: There is a relationship between traveling budget in Thailand and motivation.

Figure 10 The effect of traveling pattern factors on motivation of gap year tourist in Thailand
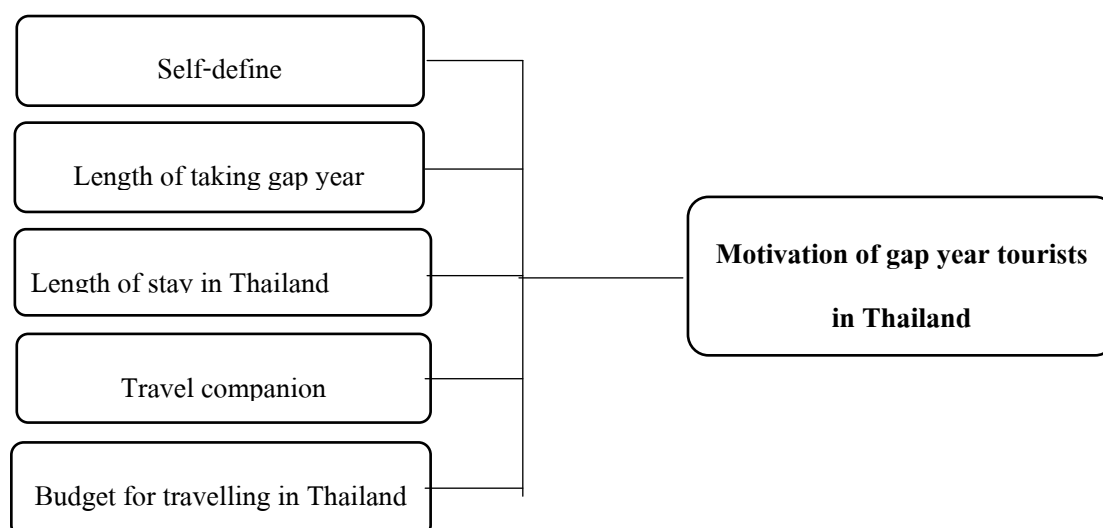
Objective 3: To identify influential factors on decision-making behavior on gap year tourists have made in term of choice of destinations, transportations, activities, accommodations and foods whist travelling in Thailand. (5.1.6-5.1.8)

5.1.6 Main factors of gap year tourist's decision-making toward tourism products

In the factor of decision-making for tourism product of gap year taker found that the most important factor of choosing destination are friend and relative recommendation followed by well know destination and online information. For transportation, costs are very important level. Moreover, safety and accessibility are in the level of importance. Although, backpacker are open minded, they are also aware of safety (Claudia, 2010). In term of tourism activities found that natural resources is the very important factor as backpacker prefer "pristine paradises" (Cohen, 2006). In addition, cultural attraction and unique location also important factor as they also seek for "authentic" destinations (Noy, 2004). In the aspect of accommodation, budget accommodation is very important factor followed by atmosphere and location. The atmosphere to socialize with other traveler can make traveler enjoy their stay (Howard, 2005; Cohen, 2006; Musa & Thirumoorthi, 2011). In terms of the food, it found that taste is the most important factor, which supported the study of Sukalakamala & Boyce (2007) that taste is crucial part for choosing a restaurant. Moreover, freshness and hygiene followed the taste in importance factor.

5.1.7 Gap year tourists' decision-making and specific demographic characteristics

To test if any significant difference occur between respondents' demographic characteristics, and gap year tourists' decision-making toward tourism products and services, t-test and one-way ANOVA were performed. As to **gender**, results significant difference were showed 5 items, such as, information on website and social media, warm climate, location, facilities and cleanliness. Those items also exhibited that female have higher demand than male.

In term of **age**, one-way ANOVA test found that there are significant difference, the Post hoc test found that younger age gap year (15-20 years old) have higher demand than older age gap year (26-40 years old) on renown and must-see destination, information on website and social media, special offer destination, party atmosphere and recreation activities. In addition, younger gap year (15-20 years old) and middle age group (20-25 years old) have more demand on

travel agent recommendation, party atmosphere and budget accommodation. Younger people are more energy to hangout and have fun time while older need more relaxation (Paris, 2012).

When it comes to **monthly income**, statistical significant difference were found that lower income group (less than 1000 USD) have higher considered on tourism products and services than higher income group (more than 2000 USD) in term of travel agent recommendation, cost/fare of ticket, price of food. Moreover, lower income group (less than 1000 USD) also have more demand on budget accommodation than middle income (between 1000 - 2000 USD) and higher income group (more than 2000 USD).

For **Education level** of respondents found that high school had significantly higher motivation than graduate school on travel agent recommendation and party atmosphere.

In terms of **gap year status,** high school leaver and undergraduate leaver have significantly higher demand on travel agent recommendation than employment break and university break during study. The factor of atmosphere of accommodation present high school leaver had higher demand than employment break.

Employment status found that respondent who unemployed and work part-time have higher demand than respondent who work with organization on travel agent recommendation. Moreover, respondents who are self-employed have significantly more demand on privacy of transportation than student.

Hypothesis 3 testing of demographic characteristics on gap year tourists' decision-making

H3-1: There is a relationship between gender and decision-making.

H3-2: There is a relationship between age and decision-making.

H3-3: There is a relationship between marital status and decision-making.

H3-4: There is a relationship between income and decision-making.

H3-5: There is a relationship between education level and decision-making.

H3-6: There is a relationship between gap year status and decision-making.

H3-7: There is a relationship between employment status and decision-making.

Figure 11 The effect of demographic characteristic factors on gap year tourists' decision-making

towards tourism products and services
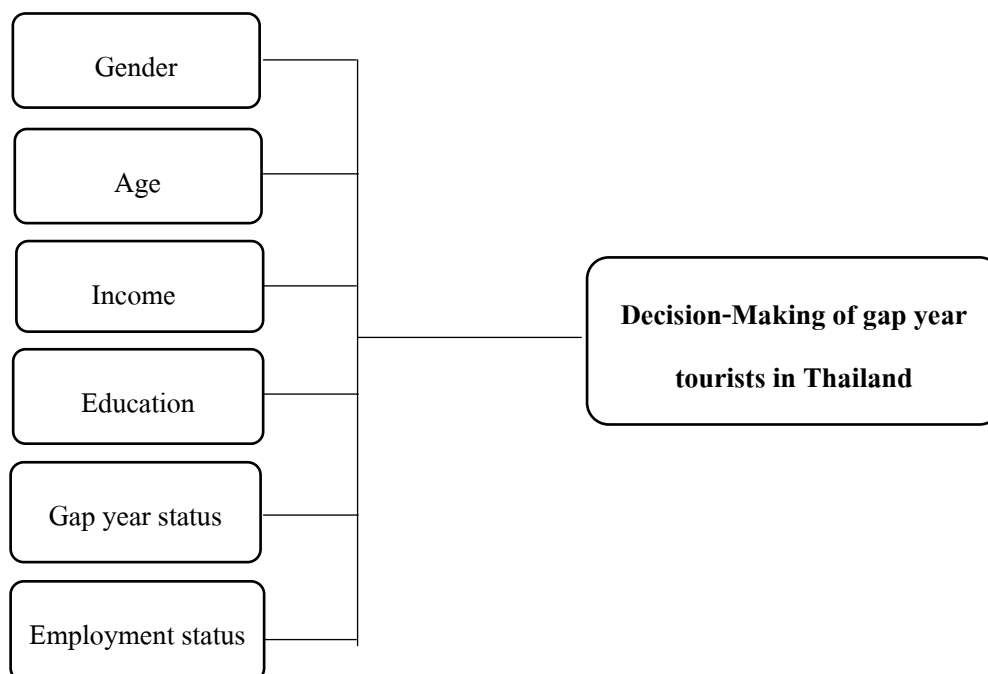
5.1.8 Gap year tourists' decision-making and specific traveling pattern factors

In order to find out if the gap year tourist in Thailand have significantly different in decision-making to tourism products and services factors and traveling pattern characteristics, one-way ANOVA were performed. There was a significant differences for how tourist **define themselves**. As respondent who called themselves "flashpacker" have less demand for budget accommodation than who call themselves "gap year taker" and "backpacker". As flashpacker are more open for luxury tourism products than traditional backpacker (Paris, 2012).

In relationship to **length of taking gap year**, there was a significant difference for destination factor: as shorter length of gap year (2-4 months) have higher demand on information from website and social media than longer length gap year (more than 6 months).

For the **length of stay in Thailand** found that there were 2 significant difference on decision-making factors. Post hoc result further indicate that shorter length of stay in Thailand (less than 4 weeks) have more demand on new/unique location than longer length of stay in Thailand (more than 8 weeks). In addition, medium length of stay in Thailand (4-8 weeks) have higher demand on cultural attractions than longer stay in Thailand (more than 8 weeks).

As to **travel companion**, people who travel alone have significantly less demand on travel recommendation than travel with friends and boy/girl friend as individual tourists demonstrate a more flexible travelling pattern as they have more control over time and itinerary (Lau & McKercher, 2006). People who travel with friend had higher demand on party atmosphere than the one who travel with boy/girl friend. Solo traveler had significantly higher demand on atmosphere of accommodation. Socialize atmosphere with other traveler can make solo traveler feel less lonely (Howard, 2005; Musa & Thirumoorthi, 2011).

Budget for travelling in Thailand found that higher budget (more than 1201 USD) have significantly lower demand on budget accommodation and cheap price of food than lower budget for travelling in Thailand (lower 1200 USD).

Hypothesis 4 testing of traveling pattern on gap year tourists' decision-making

H4-1: There is a relationship between self-define and decision-making.

H4-2: There is a relationship between length of taking gap year and decision-making.

H4-3: There is a relationship between length of stay in Thailand and decision-making.

H4-4: There is a relationship between travel companion and decision-making.

H4-5: There is a relationship between travelling budget in Thailand and decision-making.

Figure 12 The effect of traveling pattern factors on gap year tourists' decision-making towards tourism products and services
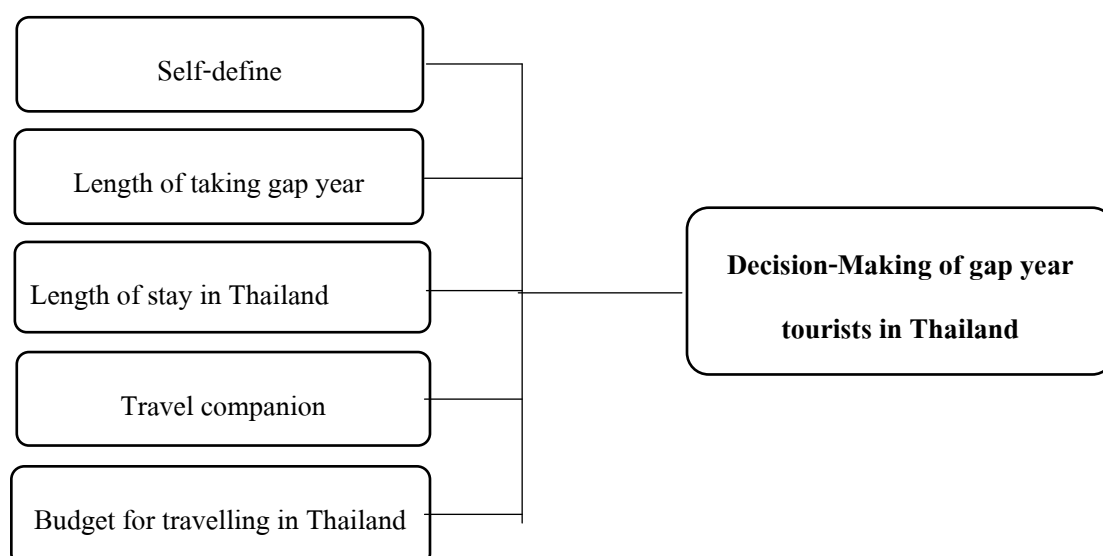
5.1.9 Choice of destination and tourism product of gap year tourists in Thailand

The most popular destination is Bangkok which is the hub for Southeast Asian backpacker (Howard, 2005), other popular destination including Chiangmai, Koh Phi Phi, Phuket, Koh Tao, Koh Phangan, Krabi, Pai and Koh Samui. Most destination have the image of paradise of backpacker which is white sand beaches, blue sea, and tropical weather (Ee & Kahla, 2014). In addition, all of these popular destination were also placed in "classic route" of lonely planet: Thailand. The most travelers are led by the Lonely Planet guidebook (Richards& Wilson 2015). The public transportation are common used as it cheap and more than half travel by plane for travel inside Thailand, as low-cost airlines give opportunities to young and less budget travelers to holiday (McDowall & Wang, 2009; Hampton & Hamzah, 2016).

Top five tourist activities in Thailand including, visiting temple, city sightseeing, snorkeling, nightlife and Thai massage sightseeing is the most popular activity as it involve low cost and observing the local people at the same time (Howard 2005). For the choice of accommodation, hostel is the most popular accommodation choice similar to the finding in Scotland (Nash, Thyne & Davies, 2006). As hostel provide dorm rooms, it is an opportunities for young people to meet other traveler in order to exchange information of their cultures and travel experiences (Claudia, 2010; Richards& Wilson 2015). In terms of dining, Thai food and local food, are more often chosen than international food. Backpacker tourism mostly benefits to small businesses (Hampton, 1998; Regina, 2002; O'Rally, 2006) with most of the meal are from street food during their travelling in Thailand.

5.1.10 Opinion of travelling in Thailand

In the opinion of tourism in Thailand, the most favorite while travelling in Thailand were local people, food, culture, scenery and beaches. On the other hand, the most unfavourite are touristic destination, tourist scam, hygiene & dirtiness, transportation and weather. Almost of respondent would like to revisit Thailand in the future.

5.2 Recommendations

According to the previous discussion result, demographic characteristics, travel patterns, main motivation factor, main decision-making to tourism product, choice of tourism product and opinion of gap year tourist in Thailand. The researcher will present guidelines to promote and improve tourism products and services for gap year tourist in Thailand for benefit of

nation's economy, socio-culture and environment of Thailand in the future, the recommendations are:

1. Tourism Authority of Thailand (TAT) should do the marketing according to demographic characteristic by promoting on university student and young employee in English speaking country especially in UK, US, Canada and Australia. And also Western Europe especially in Germany, Holland and France, which are the top countries in this study. The online channel should be used as the platform to promote.

2. Thai government should introduce "working and holiday visa" to above nationality as these kind of visa is an effective mechanism for gap year tourist to spend longer time in the country. If Thailand could provide this visa it can give opportunity for volunteer to help farmer, volunteer organization and schools that lack of English teacher. In addition, Gap year tourist can experience culture and interact with local people.

3. TAT should join marketing campaign with other South East Asian country, especially Vietnam, Laos and Cambodia to promote the region and to reduce the marketing cost. Further, to promote Thailand as a fly in-out destination of backpacker in the region. So backpacker will have opportunity to travel Thailand more than one time in the same journey.

4. Promote less visited destination which are between major destination in Thailand, as well as destination along the way to border of neighbor country since gap year tourist prefer unique location. Famous travel blogger should be invited to travel to those destinations, so as to share their travel experience online as a tool to promote destination. Moreover, inflight magazine of low cost airline should put information of those destination. This practice can generate income to local people in less developed area.

5. Budget accommodation entrepreneurs should consider location of the accommodation to near public transportation and local market, provide common room with good atmosphere for customers, offer variety of room types including dorm and private room for difference needs of customers and use online travel agent in order to booking.

6. Local government in backpacker enclave should promote and check quality of food providers in their area. Hawkers and local markets should provide English menu for tourists' convenience, cook fresh and serve with the clean tableware.

5.3 Limitations and suggestion for further research

This research had limitation as follows:

1. Some respondent who just begin their journey in Thailand, especially in Bangkok did not plan the itinerary before, so they still don't have idea of choice destination and tourism product and service. Some of them even no idea for travel budget. So some information might have missed during responding questionnaire. It would be more effective if researcher could have collected the data only from those who have some weeks of travelling in Thailand.

2. The result of this study can be bias because selecting budget accommodation in general where hostels could have been most convenience place to get the respondent, which represented 86% of their stay in the hostel. This may represent more gap year tourist in lower budget than higher-spending group whom prefer more private accommodation.

3. As data collection in this study use the respondent which the length of the trip was two months or more. Some respondents those who are on college annual holiday might have also answered the questionnaires.

For further research, tourism products and services should be studied into individual component so it can fetch more specific findings. It would be more interesting to study considering backpacker enclave such as Koh Phi-Phi, Koh Tao, Koh Phangan and Pai to collecting data for future research on gap year tourist as the most unfavorite aspect of gap year tourist is touristic destination which the location of this study had conducted. This research employs a quantitative research approach in collecting data required information from the respondents, therefore, if this study can conduct interview so as to get detailed findings in this study.

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Appendix A: Questionnaire

Gap year tourist's motivation and decision-making behavior in Thailand

(Part of study in MBA of Hospitality and Tourism Management, Prince of Songkla University, Phuket Campus)

Are you kind of Gap year tourist?

> "As defined by tourism researchers this meaning delineates the activities and products of a mobile, usually younger market segment who take a sabbatical year for break from education or employment, usually around 2 and half to 18 months away from usually routine. Basically, gap year taker is likely to travel as a backpacker, in order to learn some new skills, understand other culture, volunteer, complete an internship or working (Uriely, Yonay, & Simchai, 2002; Jones, 2004; Ansell, 2008; Rice, 2010)"

Section A: Background information

1. Sex: ☐ Male   ☐ Female

2. Nationality: _____

3. Age group:

   ☐ 15-20   ☐ 36-40
   ☐ 21-25   ☐ 31-35
   ☐ 26-30

4. Status:

   ☐ Single   ☐ Separate
   ☐ Married   ☐ Divorced
   ☐ Others, (Please specify) _____

5. Education level:

   ☐ High school   ☐ Master degree/ Graduate or higher
   ☐ Diploma/ Certificate   ☐ Others, (please specify)_____
   ☐ Bachelor degree/ Undergraduate

6. Current travelling status:

   ☐ High school leaver   ☐ Employment break
   ☐ University/Training break during study
   ☐ Undergraduate/ Bachelor leaver
   ☐ Master/ Graduate /Ph. D leaver
   ☐ Others, (please specify)_____

7. Current employment status:

    ☐ Self Employed   ☐ Working part-time

    ☐ Employed with an organization   ☐ Unemployed

    ☐ Working freelance   Student

8. Pleases tell present/latest income range per month:

    ☐ No any income

    ☐ Less than 500 USD / ~ 400 GBP/ ~ 466 EUR

    ☐ 501- 1000 USD / ~ 401 – 800 GBP/ ~ 467 – 932 EUR

    ☐ 1001- 1500 USD / ~ 801- 1200 GBP/ ~ 933- 1398 EUR

    ☐ 1501- 2000 USD/ ~ 1201-1600 GBP/ ~ 1399-1865 EUR

    ☐ 2001- 2500 USD/ ~ 1601-2000 GBP / ~ 1866 -2330 EUR

    ☐ 2501- 3000 USD/ ~ 2002-2403 GBP/ ~ 2331-2797 EUR

    ☐ 3001 USD/ ~ 2404 GBP/ ~ 2798 EUR < (please specify)

Section B: Travelling plan and motivation

9. What term that best define you during your travels?

☐ Gap year taker   ☐ Backpacker   ☐ Flashpacker   ☐ Traveler   ☐ Tourist

☐ Others_____

10. Length of leaving your home country:

    ☐ 2-4 months   ☐ 8-10 months

    ☐ 4-6 months   ☐ 10-12 months

    ☐ 6-8 months   ☐ More than 1 year (please specify)___

11. Activity during gap year period (you can tick more than one):

    ☐ Organized travel   ☐ Volunteer work

    ☐ Independent travel (Backpacking)   ☐ Paid work

    ☐ Learn some academic course   ☐ Others_____

12. This trip was organized by:

    ☐ Myself   Volun☐er foundation

    ☐ Travel agent   Mix (☐vel agent + myself)

    ☐ Others, ((Specify))_____

13. Travel companion:

    ☐ Family members   ☐ Boy/girl friend

    ☐ Friends   ☐ Alone

    ☐ Others (please specify)_____

14. What are other countries that you plan to visit during your journey? Please specific

Thailand,_____

_____

_____

15. What country did you plan to stay longest_____ for what

activity_____

16. How do you book your accommodation and transportation during travelling?

☐ Online   ☐ No reservation

☐ Travel agent   ☐ Others (please specify)_____

17. Please circle the most appropriate number that indicate the reason of your journey

Reason for taking journey	Not at all like me	Not much like me	Neutral	Somewhat like me	Very much like me
1. To learn about/experience another country	1	2	3	4	5
2. To learn about/experience another culture	1	2	3	4	5
3. To interact with people of the host country	1	2	3	4	5
4. To explore and ask questions	1	2	3	4	5
5. To develop my skills and abilities	1	2	3	4	5
6. To accomplish achieve something	1	2	3	4	5
7. To develop my personality	1	2	3	4	5
8. To understand myself more	1	2	3	4	5
9. To relax (physically/emotionally)	1	2	3	4	5
10. To escape familiar things (home life/work)	1	2	3	4	5
11. To socialize with other travelers	1	2	3	4	5
12. To play, party and be entertained	1	2	3	4	5
13. To have romantic relationships	1	2	3	4	5
14. To visit famous sites and environments	1	2	3	4	5
15. To find thrills/excitement/adventure	1	2	3	4	5
16. To pursue special interests	1	2	3	4	5

18. Sources of information for organize this trip (you can choose more than one):

☐ Instagram   News☐per

☐ Facebook   Telev☐ion

☐ YouTube   ☐ Travel agent

☐

☐

☐

☐ Travel blog   Magazine

TripAdvisor   ☐ Word of mouth (friends and family)

☐ Twitter   Past experience

Guidebook   Onlin☐Travel agent

☐ Others (please specify)_____

Section C: Travelling plan for Thailand

19. Have you been to Thailand before?

☐ Yes. How many times? _____   First t☐me

20. Latest country before you come to Thailand:

☐ Home country   ☐ Southeast Asia Country   ☐ Others (please specify)_____

21. Length of staying in Thailand:

Les☐han 2 weeks   6 we☐s – 8 weeks

☐ 2 weeks – 4 weeks   ☐ 8 weeks – 10 weeks

☐ 4 weeks – 6 weeks   ☐ 10 weeks – 12 weeks

☐ More than 3 months_____ (please specify)

22. Main purpose to come to Thailand:

☐ Organized travel   Volu☐teer work

☐ Independent travel (Backpacking)   ☐ Paid work

☐ Learn some academic course   ☐ Others (please

specify)_____

23. Budget to spend in Thailand:

☐ Less than 400 USD / ~320 GBP/ ~373 EUR

☐ 401 – 600 USD / ~321- 480 GBP / ~369 - 560 EUR

☐ 601 – 800 USD / ~481- 640 GBP / ~561 - 745 EUR

☐ 801 – 1000 USD / ~641- 800 GBP / ~746 - 932 EUR

☐ 1001 – 1200 USD / ~801- 960 GBP / ~933 - 1119 EUR

☐ 1201 – 1400 USD / ~961- 1121 GBP / ~1120 - 1305 EUR

☐ 1401 – 1600 USD / ~1122 - 1280 GBP / ~1306- 1492 EUR

☐ 1601 USD / ~1281 GBP / ~1493 EUR < (please specify)_____

Section D: Factor when choosing tourism products and services in Thailand

24. Destination factors (Please circle the most appropriate	**Unimpor-tant**	**Somewhat important**	**Quite important**	**Very important**	**Extremely important**

No. from 1-5 scale)					
Friends or relative recommendation	1	2	3	4	5
Renown must-see destination	1	2	3	4	5
Information on website/ social media	1	2	3	4	5
Cheap deal/ special offer	1	2	3	4	5
Travel agent recommendation	1	2	3	4	5
Article in a magazine/ newspaper	1	2	3	4	5

25. Please list all destination that you visited/ will visit in Thailand for this trip?

☐ Bangkok, ☐ Chiang Mai, ☐ Chiang Rai, ☐ Pai, ☐ Phuket, ☐ Krabi, ☐ Phang-nga, ☐ Koh Phi Phi,

☐ Koh Lanta, ☐ Koh Tao, ☐ Koh Phangan, ☐ Koh Samui, ☐ Pattaya, ☐ Huahin, ☐ Kanchanaburi,

☐ Sukhothai, ☐ Ayutthaya, Others

(pleasspecify)_____

_____

26. Transportation factors (Please circle the most appropriate No. from 1-5 scale)	Unimpor-tant	Somewhat important	Quite important	Very important	Extremely important
Accessibility	1	2	3	4	5
Cost/fare of ticket	1	2	3	4	5
Speed/ Hours spend	1	2	3	4	5
Reliability of the vehicle/mode	1	2	3	4	5
Comfort	1	2	3	4	5
Safety	1	2	3	4	5
Privacy	1	2	3	4	5

27. Mode of transportation for using in Thailand (you can choose more than one):

☐ Public (local) bus   ☐ Bike rent   ☐ Sky train/ Underground

☐ Tuk- Tuk   ☐ Motorbike rent   ☐ Plane

☐ Van   ☐ Car rent   ☐ Train

☐ Taxi   ☐ Ferry   ☐ Others (please

specify)_____

28. Tourism activity factors (Please circle the most appropriate No. from 1-5 scale)	Unimpor-tant	Somewhat important	Quite important	Very important	Extremely important
Scenic/natural resources	1	2	3	4	5
Warm climate	1	2	3	4	5
Party atmosphere	1	2	3	4	5
New/unique location	1	2	3	4	5
Recreation activities	1	2	3	4	5
Historic/cultural attractions	1	2	3	4	5

29. Activities you prefer to do in Thailand:

☐ Visit Elephant camp AT☐ riding Snorke☐ng

☐ Elephant riding Bu☐ee jumping Divin☐

☐ Rock climbing Ca☐eing Thai b☐ing

☐ Mountain bike Sh☐ping ☐ Meditation

☐ Trekking Th☐Cooking ☐ Thai Massage

☐ Visit hill tribe village Sig☐seeing ☐ Night life/ party

☐ Visit temple Volu☐eer ☐ Others (please specify)_____

30. Accommodation factors (Please circle the most appropriate No. from 1-5 scale)	Unimpor-tant	Somewhat important	Quite important	Very important	Extremely important
Budget accommodation	1	2	3	4	5
Location	1	2	3	4	5
Security	1	2	3	4	5
Atmosphere	1	2	3	4	5
Facilities	1	2	3	4	5
Cleanliness	1	2	3	4	5

31. Choice of accommodation when traveling in Thailand (you can choose more than one):

☐ Guest House H☐stel Bed a☐ breakfast

☐ Home stay ☐ Boutique hotel ☐ Resort

☐ Motel H☐tel Other☐please specify)_____

32. Food factors (Circle the most appropriate No. from 1-5 scale)	Unimpor-tant	Somewhat important	Quite important	Very important	Extremely important
Price	1	2	3	4	5
Hygiene	1	2	3	4	5
Freshness	1	2	3	4	5
Taste	1	2	3	4	5
Appearance	1	2	3	4	5
Varieties	1	2	3	4	5

33. Choice of food when traveling in Thailand:

    ☐   Local food in each destination   Thai food

    ☐ Fast food   ☐ International food

    ☐ Others (please specify)_____

34. Place to get food in Thailand:

    ☐ Market   Convenience store

    ☐ Restaurant   Department store

    ☐ Street food   Others (please specify)_____

35. Would you like to revisit Thailand?

    ☐ Yes   ☐ No   ☐ Maybe

36. What did you like most when traveling in Thailand?

_____

_____

37. What did you dislike most when traveling in Thailand?

_____

_____

Thank you for your time.

Have a great journey!

Appendix B

Questionnaire's Reliability

Cronbach's Alpha Reliability of Gap year tourist's motivation and decision-making behavior in Thailand's questionnaire

1. Scale of overall reliability

Case Processing Summary

		N	%
Cases	Valid	4	13.3
	Excluded[a]	26	86.7
	Total	30	100

Reliability Statistics

Cronbach's Alpha	N of Items
0.975	49

2. Scale of motivation factor

Case Processing Summary

		N	%
Cases	Valid	4	13.3
	Excluded[a]	26	86.7
	Total	30	100

Reliability Statistics

Cronbach's Alpha	N of Items
0.843	18

3. Scale of destination factor

Case Processing Summary

		N	%
Cases	Valid	30	100
	Excluded[a]	0	0
	Total	30	100

Reliability Statistics

Cronbach's Alpha	N of Items
0.781	6

4. Scale of transportation factor

Case Processing Summary

		N	%
Cases	Valid	29	96.7
	Excluded[a]	1	3.3
	Total	30	100

Reliability Statistics

Cronbach's Alpha	N of Items
0.815	7

5.   Scale of activity factor

Case Processing Summary

		N	%
Cases	Valid	30	100
	Excluded[a]	0	0
	Total	30	100

Reliability Statistics

Cronbach's Alpha	N of Items
0.662	6

6.   Scale of accommodation factor

Case Processing Summary

		N	%
Cases	Valid	28	93.3
	Excluded[a]	2	6.7
	Total	30	100

Reliability Statistics

Cronbach's Alpha	N of Items
0.741	6

7.   Scale of food factor

Case Processing Summary

		N	%
Cases	Valid	30	100
	Excluded[a]	0	0
	Total	30	100

Reliability Statistics

Cronbach's Alpha	N of Items
0.819	6

Appendix C

April 17, 2018

Letter of Acceptance

Dear   Mr. Teerapan Panyadee,

The Editorial Team of Journal of International Studies (JIS), is pleased to inform you that your manuscript entitled **"Gap Year Tourists' Motivation and Travel Pattern in Thailand"** has been accepted for the publication.

Your manuscript is scheduled to be published in the upcoming journal issue *Journal of International Studies, Prince of Songkla University,* Vol. 8 No. 2 July – December 2018

Kind regards,

(Mr. Jirameth Rungruang)
Editor-in-Chief
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