



**Differences and Determinant Factors of Travel mode selection:
An empirical study of FIT and GPT tourists from Phuket**

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Master of Business Administration in Hospitality and Tourism Management**

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ผู้เขียน	นางสาวจูเลีย หลิว
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บทคัดย่อ

การศึกษานี้มีวัตถุประสงค์เพื่อศึกษาลักษณะการท่องเที่ยวของนักท่องเที่ยวสองประเภทที่เดินทางมาท่องเที่ยวในจังหวัดภูเก็ตก่อนช่วงสถานการณ์โควิด-19 กล่าวคือกลุ่มนักท่องเที่ยวที่เดินทางท่องเที่ยวด้วยตนเองโดยอิสระ (FIT) และกลุ่มนักท่องเที่ยวที่เดินทางแบบกลุ่มเหมาจ่าย (Package Tour) อีกทั้งผู้วิจัยยังศึกษาปัจจัยในการเลือกจุดหมายปลายทางของนักท่องเที่ยวและความพึงพอใจของนักท่องเที่ยวที่มีต่อจังหวัดภูเก็ต

การศึกษานี้ได้ทำการสุ่มตัวอย่างนักท่องเที่ยวต่างชาติ จำนวน 250 คน จากประเทศจีน รัสเซีย สหรัฐอเมริกา และประเทศต่าง ๆ ณ บริเวณสนามบินนานาชาติจังหวัดภูเก็ต ในช่วงต้นปี พ.ศ. 2563 โดยเนื้อหาของแบบสอบถามนั้นประกอบด้วยข้อมูลส่วนตัว และความคิดเห็นของนักท่องเที่ยวต่อปัจจัยที่มีผลต่อการเลือกจุดหมายปลายทางและความพึงพอใจหลังจากการเดินทางท่องเที่ยวในจังหวัดภูเก็ต ผู้วิจัยวิเคราะห์ข้อมูลด้วยโปรแกรม Excel และ SPSS โดยสถิติที่ใช้ประกอบด้วยค่าความถี่ร้อยละ ค่าเฉลี่ย ส่วนเบี่ยงเบนมาตรฐาน การทดสอบ t-test การวิเคราะห์องค์ประกอบ (Factor Analysis) และวิเคราะห์แบบโพรบิต (Probit Analysis)

ผลจากการศึกษาแสดงให้เห็นว่านักท่องเที่ยวที่เลือกท่องเที่ยวด้วยตนเองโดยอิสระ (FIT) นั้นมีอายุน้อยกว่านักท่องเที่ยวที่เลือกเดินทางแบบกลุ่มเหมาจ่าย (Package tour) แต่นักท่องเที่ยวกลุ่ม (Package Tour) มีระดับการศึกษาที่ต่ำกว่าและประสบการณ์การเดินทางข้ามประเทศน้อยกว่ากลุ่มนักท่องเที่ยวอิสระ สำหรับปัจจัยที่ส่งผลต่อการตัดสินใจเลือกจุดหมายปลายทาง นักท่องเที่ยวที่ท่องเที่ยวแบบกลุ่มเหมาจ่าย (package tour) ให้ความสำคัญด้านความปลอดภัยระหว่างการเดินทางภายในจังหวัด และความหลากหลายของกิจกรรมระหว่างการท่องเที่ยว นักท่องเที่ยวกลุ่ม FIT ให้ความสำคัญด้านการเสริมสร้างประสบการณ์การท่องเที่ยว อาทิ การมีโอกาสดลิ้มรสอาหารพื้นเมือง ทั้งสองกลุ่มมีความพึงพอใจโดยรวมหลังการเดินทางภายในจังหวัดภูเก็ตในระดับสูง แต่ผู้วิจัยพบว่าจังหวัดภูเก็ตและหน่วยงานที่เกี่ยวข้องสามารถส่งเสริมความพึงพอใจตามลักษณะ การท่องเที่ยวและปัจจัยที่ส่งผลต่อการเลือกจุดหมายปลายทางการท่องเที่ยวที่แตกต่างกันระหว่างนักท่องเที่ยวสองกลุ่มดังกล่าว

คำสำคัญ: นักท่องเที่ยวที่เดินทางด้วยตัวเองโดยอิสระ, นักท่องเที่ยวที่เดินทางแบบกลุ่มเหมาจ่าย, FIT, Group Tour

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Abstract

The purpose of this research is to understand the characteristics of two different types of tourists who arrived Phuket to travel independently (FIT) and tourist who arrived Phuket with group package tour program. Secondly, due to the impact of COVID-19 on Thailand's tourism industry, there will be not too many tourists with group visiting Thailand in recent years. Thus, the analysis focuses on the characteristics of independent tourists. However, considering the future development of Phuket's tourism industry, in-depth research has been carried out on the satisfaction of different types of two kinds of tourists, and development and improvement have been made based on some attributes that will affect their satisfaction. This paper aims to identify the importance factors prior to their trip and their satisfaction after the trip.

This study sampled 250 international tourists from China, Russia, the United States, and other countries who had completed their trip in Phuket through the survey at the airport in early 2020. With multiple inference statistics analysis tools, for example, t-test, Probit model, we found that FIT tourists are younger than a group packaged tour's tourists. In addition, FIT tourists have higher education background than GPT tourists, and they generally had previous outbound experience, while majority of GPT tourists who marked this presence trip during this survey as their first outbound trip. Tourist's perception of safety factors and experience; for example, transportation safety, beach safety, and foods experience opportunities were found as important factor for tourist to distinguish their decision either to select FIT or GPT mode of travel to Phuket.

Finally, tourists' overall satisfaction with Phuket are relatively high and no significant disparity between FIT and GPT were found; however, it should be clearly noted that both types of travelers had different preference, tourist who travel with complete package tour preferred attraction based; for example, temple, shopping attraction. While FIT tourists' preference relatively curved toward foods experience. Hence, both local and tourism authority should design

and develop their tourism product and service in accordance to the preference of their major type of tourist's arrival.

Key words: FIT, GPT, Overall satisfaction

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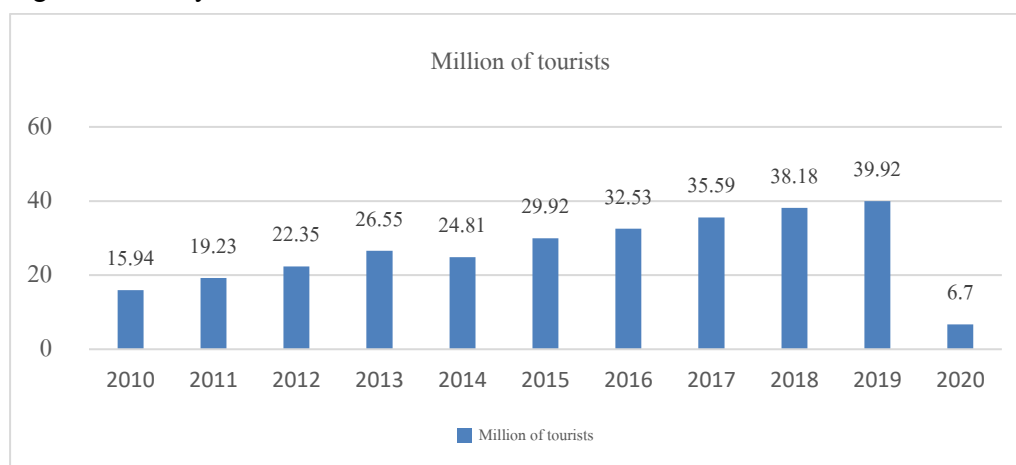
CHAPTER 1

INTRODUCTION

1.1 Background

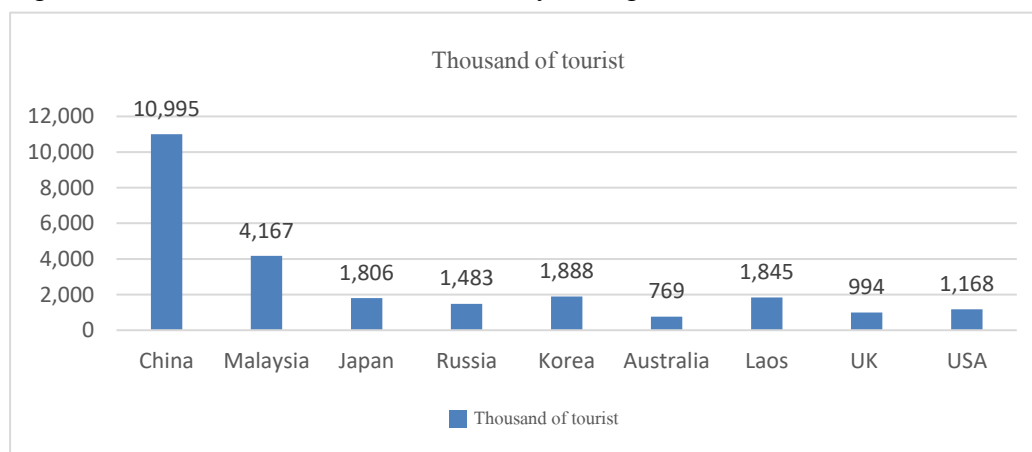
In recent years, the tourism industry has boomed, and Thailand has become a popular tourist destination in recent years. More and more people come to Thailand to travel. According to data, most people from various countries to Thailand are on the rise. For example, table 1.12 shows the number of people in various countries that have traveled to Thailand from 2010-2020.

Figure 1.1 Yearly tourist arrivals 2010-2020



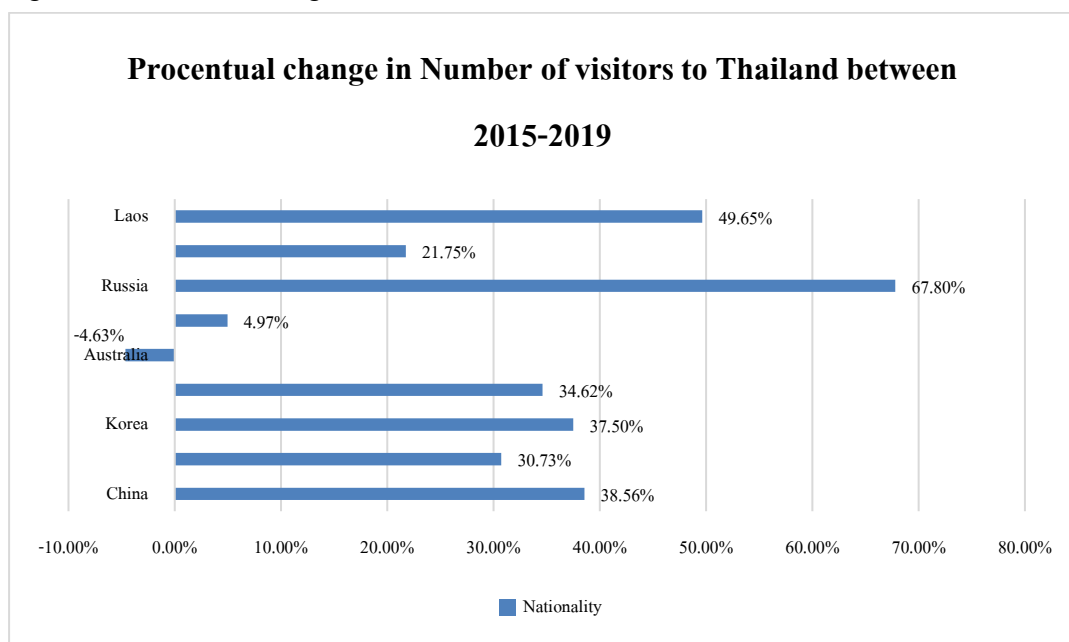
Source: Department of Tourism (2020)

Figure 1.2 Tourists to Thailand (2019): Country of Origin (Thousands)



Source: Department of Tourism, Ministry of Tourism and Sports (2019)

Figure 1.3 Procentual change in Number of visitors to Thailand between 2015-2019

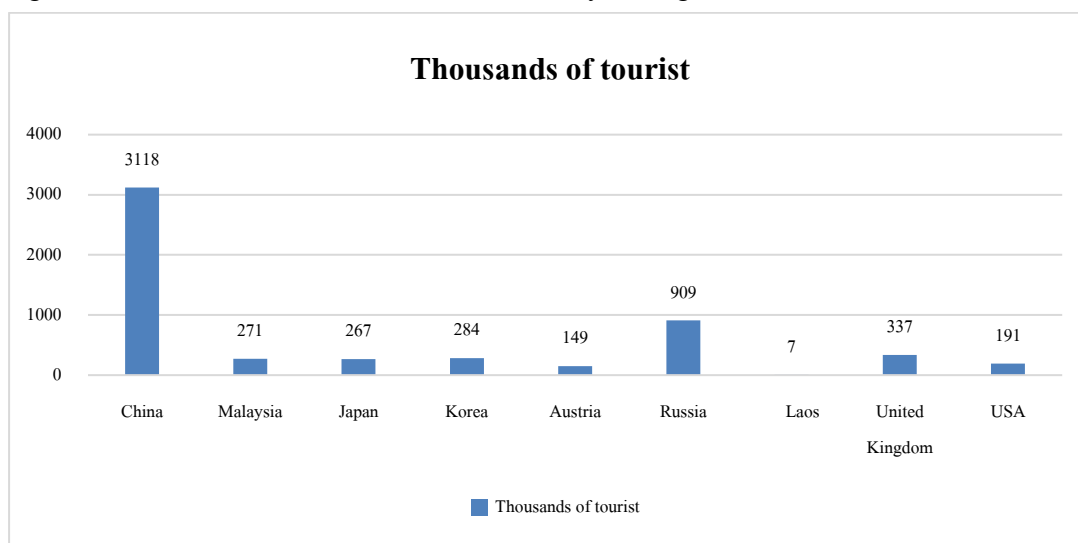


Source: Department of Tourism (2015-2019)

From Figure 1.1 , it can be seen that the number of tourists to Thailand has continued to increase in the past ten years, except for 2020 (due to COVID19), the number of tourists in 2019 was even as high as 39.92 million. Then Figure 1.2 shows number of tourists from different countries in 2019, more than one-third of the 39.92 million people were Chinese tourists, with the number up to 10,995 thousand, indicating that Chinese tourists are the main tourist for Thailand. Regarding tourists from other countries, Figure 1.3 shows that Chinese tourists in 2015-2019 years, there has been continuous growth. Except for China, Russian tourists have also increased by 67.80% in the past few years. Tourists from other countries have also shown growth. Except for Australia, the growth rate has shown a negative. In this research will discuss all international tourists travel in Thailand but focus on Chinese tourists and Russian tourists because of proportion and increasing percentage, and other nationality also need to know that. Meanwhile, the outbreak of COVID-19 in 2020 has affected the tourism industry around the world. This content will be mentioned in the following current trend.

There are article shows that Phuket is the most popular tourist destination in Thailand except Bangkok (VADAKAN, 2021), indicating that Phuket is a very popular tourist destination in Thailand, so Phuket is selected as the research in this study location.

Figure 1.4 Tourists travel in Phuket (2019) : Country of Origin (Thousands)



Source: Ministry of Tourism & Sports (2019)

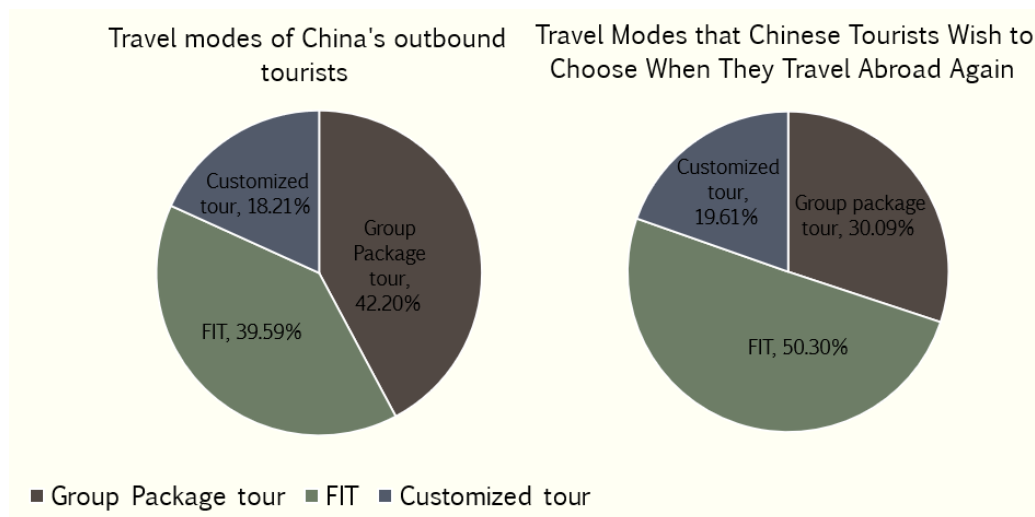
In addition, the number of tourists visiting Phuket is also gradually increasing. As shown in Figure 1.4, China is still the main source of tourists for Phuket, with a population of 3,118 thousand, followed by Russian tourists with 909 thousand. According to Figure 1.2 and 1.4, both show that Chinese tourists are the main source of tourists. According to the high growth rate of Russian guests from 2015 to 2019, the main research population in this study are Chinese tourists, followed by Russian tourists. Other country's tourists still cannot be ignored, but mainly concentrated on tourists of these two nationalities

1.2 Current trend

Research before 2010 showed that group package tour (GPT) is a major travel mode in Asian countries, and this type of mode in Asian countries will launch a variety of different plans for GPT. This mode of travel is to pay all the expenses before take a trip and includes a lot of services, accommodation, food and the itinerary during the tour, and there will be a guide who will always lead the tourists. But in recent years, free independent tourists (FIT) has become a very popular way of travel, and FIT is more popular than GPT (Li, Seo and Park, 2020). Studies have shown that because FIT emphasize freedom, there is no inherent plan like group travel. They are limited to a group. FIT itinerary and other things are created by themselves, and they can follow their personal circumstances Make a plan you like and arrange time more flexibly (Cbi. 2020).

What are the reasons for this change, in this research will focus on these two different travel mode to investigation.

Figure 1.5 Chinese tourists different choices before and after they travel abroad

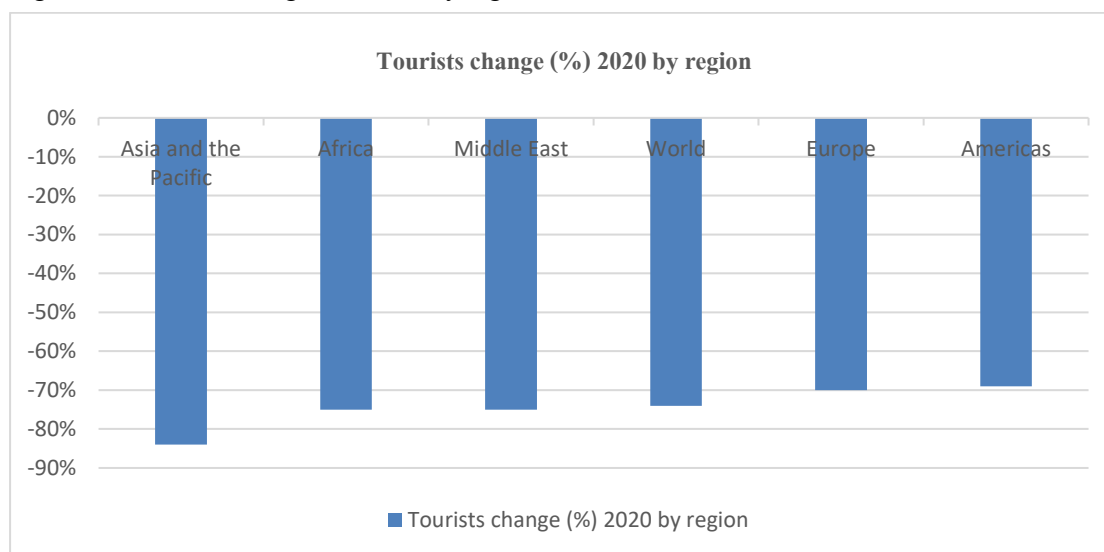


Source: 2017-2018 Chinese Outbound Tourist (Cities) Consumption Report (2017-2018)

Figure 1.1 shows the percentage change in the percentages of Chinese tourists who travel abroad before and after make the different decision for mode of travel. It is obvious that after Chinese tourists travel abroad, they have made different choices of travel mode. The percentage of FIT when choosing the travel mode for the second time exceeded 50%, and the number of tourists who chose to travel in group tours decreased, indicating that tourists are more willing to choose travel independently after traveling abroad. Will explore why tourists have such different choices and why more people choose to travel independently.

As we all know, a severe acute respiratory syndrome coronavirus 2 infection outbreak broke out in Wuhan City, Hubei Province, China at the end of December and spread to China and other regions. On February 12, 2020, the World Health Organization officially named the disease caused by the new coronavirus as Coronavirus Disease 2019 (COVID-19) (Z. Y. Z., M. D. J., P. P. X., Q. Q. N., G. M. L., L. J. Z. 2020). According to the UNWTO report in 2020, the new crown virus has caused a certain degree of impact on the tourism industry. It is initially estimated that the number of international tourists has dropped to 78%, and the loss of export revenue has reached 120 million US dollars.

Figure 1.6 Tourists change (%) 2020 by region



Source: World Tourism Organization (UNWTO), (2012)

According to the latest data Figure 1.6 , the growth rate of the number of people in the world tourism industry has always been negative. Therefore, it has also affected many countries, such as Thailand. First of all, tourism, as an important part of the Thai economy, provides 16% of the employment opportunities in Thailand. However, since January, the Thai tourism industry has been greatly affected by the suspension of Chinese travel abroad, because in Thailand, Chinese tourists account for 30% of Thailand's tourism. Compared with other Southeast Asian countries, Chinese tourists in Thailand ratio is the largest. With the rapid spread of the COVID-19 to other countries, more and more countries have implemented border locks and controlled population entry and exit. Thailand's tourism industry is also continuing to deteriorate. Tourists in tourist cities such as Chiang Mai and Bangkok have significantly reduced. It also makes job opportunities decline. For example, hotels will send employees unpaid leave to reduce operating costs (How Covid-19 Will Change the Thailand Tourism Sector, 2020).

1.3 Research objectives

In this study, the research objectives are as follows:

Research objectives:

1. To investigate the difference characteristics between FIT and group-package tour tourists.
2. To explore the determinant factors which affecting traveler decision to select FIT as their travel mode.
3. To address important guidelines for authority to promote FIT and group-package tour tourists in Phuket.

1.4 Significance of the research

1. Due to the impact of COVID-19 on Thailand's tourism industry, this two years have mainly focused on the development of free independent tourists, and the development of tourist destination based on their satisfaction with various factors.

2. Through this research, we will give the Thai government and travel agency some suggestions to compete with the results of this research and the satisfaction of different types of tourists travel in Phuket. Formulate different strategies for two different teams, FIT and GPT, to consolidate and develop the tourism industry in Phuket.

3. Striving to make different tourism strategies for different types of tourists and attract more tourists travel to Thailand.

1.5 Definition of Key Terms

Group package tour (GPT):

1) Basic package tour: travel agent provide traveler transportation and accommodation (Wong and Kwong,2004).

2) All-inclusive package tour: include basic package tour, include not only transportation and accommodation, but also guides, escort, sightseeing and planning for tourists (Wong and Kwong,2004).

Free independent tourist (FIT): traveler arrange trip by themselves-book own accommodation, transportation and itinerary (Clayton,2015).

CHAPTER 2

LITERATURE REVIEW

This chapter mainly includes some theories about free independent tourists and group package tours and relevant information on key factors, such as gender, age, attraction, food, shopping etc.

2.1 Choice between FIT and Group package tour

In this data analyze independent travelers usually refer to independent travelers or tourists, but the most important word is “independent”. Because these travelers usually arrange their own travel plans according to their own wishes. They arrange their time and choose the places they are interested in to enjoy the local food and culture (TripSavvy, 2018). For many people, independent travel is more than just a hobby or holiday event - it's an experience that fundamentally changes life. Whether it's a gap year, a career break in the mid-1920s, or even traveling around the world after you retire, independent travel gives you the opportunity to take some time out of your "normal" life and see the world in different ways. Literally, independent travel means any trip you organize yourself - book your own accommodation, transportation, and itinerary, not somewhere on the vacation package (Clayton, 2015). In recent years, with the increasing demand for independent tourism, many countries have become the frequent choices for independent tourists, such as Sydney Australia, Bangkok, etc. These countries provide convenience for the needs of independent tourists such as transportation, accommodation, information center (O'Reilly, 2006; Rogerson, 2007). Because Richards (2007) finds some important factors that independent travelers need to consider when planning a trip, including “exploring the destination” and “safety of the destination”, etc., so visitors need to prepare in advance before they travel. For example, an independent traveler needs to understand and search for relevant information and material to deal with various situations that may occur during travel, such as booking hotels and airline tickets, understanding the local culture, and making a series of travel itineraries. It takes a lot of time and effort to prepare these. Therefore, independent travel requires visitors to have some necessary knowledge and abundant experience (Hyde & Lawson, 2003).

For tourists who travel with a group package tour, there are two types of package tours. One is the basic package tour, which usually includes transportation and accommodation, and the other one is an all-inclusive package tour, which includes not only transportation and accommodation but also guides, escort, sightseeing, and planning for tourists. This study will cover two types of package tours (Wong and Kwong, 2004). In general, group tours (GPT) are the preferred way of travel for Chinese tourists to travel abroad. Because group travel is convenient, fixed prices and reduction of language barriers is the reason why Chinese tourists choose to travel with the group (KCWang et al. 2007). After decrease restrictions on outbound travel services, travel agencies have become more competitive, while corporate with airlines to reduce the price of international. At the same time, when outbound tourists in mainland China consider travel expenses and time, they prefer to choose travel plans that include multiple countries or cities rather than trips to only one country or region. Therefore, most travel agencies or travel companies combine multiple countries to develop travel itineraries, so that Chinese travelers feel value for money (Guo, Seongseop Kim, and Timothy, 2007)

2.2 Sociodemographic

According to data of independent Chinese outbound tourists in 2012, males are 13.6 percent higher than females, which is somewhat different from the gender of Chinese outbound tourists. The FIT between the ages of 25 to 44 years about 74%. (CNTA, 2012, p. 41). Yi Xian, Xiang 2013 pointed out that the reason why the proportion of female tourists is relatively low is probably that independent travel for women is risky (Xiang, 2013). The study shows that the most significant features of Chinese outbound tourists are their academic qualifications. The data is limited to 82.9% of FIT with at least a bachelor's degree, but only 46.3 % of Chinese outbound tourists can achieve the same level. In terms of income, the average annual income of Chinese urban residents in 2011 was 24,000 yuan, and the income of 37.1% of Chinese independent outbound tourists was 60001-100000 yuan, which is higher than the annual income of Chinese urban residents People of this age are more global than their parents and their travel habits are different. Younger independents are more interested in the modern culture of the destination when older generations tend to view European tourism as a museum of history and shopping. (CNTA, 2012, p. 41).

Many studies (Richards, 2007; Xu, Morgan, & Song, 2009) have concluded that Generation Y may prefer to travel independently. Richards (2007) describes Generation Y travelers like to travel. They are eager to explore more travel destinations, spend more time on the trip, rely on the internet to get effective information, and look forward to seeking new experiences and culture. Sparks and Pan (2009) found that Chinese tourists under the age of 35 want to gain more autonomy during their trips, which will allow them to adjust give time for their exploration. Compared with tourists of other ages, most of the married couples after the 80s like to arrange multiple outbound trips every year with their families. They are more inclined to interact with their families and relax during the trip, so they are more like to choose to group package tour ("Market Research Report on Chinese Outbound Tourist (City) Consumption (2017-2018)", 2018). According to the survey, the average age of Chinese outbound tourists is 35 years old; the proportion of women is higher than men; more than 80% of them have a bachelor's degree or higher, and most of them are married. And most of them are business managers or work in private enterprises with relatively high incomes. The data shows that their monthly average personal income is about 17,000 yuan, and the average monthly household income is about 26,000 yuan. Chinese outbound tourists are used to making budgets before going abroad. But more than half of the respondents actually spent a little more than the budget. Shopping is the main reason for excessive consumption. So many tourists choose to cut spending on certain travel activities, such as by reducing destination staying time, staying in cheaper accommodation, or heading to short-haul destinations (Campos-Soria et al., 2015, Smeral, 2010). The reason they chose to travel with the group was mainly that they lacked self-confidence when planning their own trips. Secondly, elderly passengers were not very comfortable with the new environment, so they doubted the planning and attractions ((WANG, CHEN & CHOU, 2007)).

Chinese leisure travelers prefer to travel with groups is a very significant feature that determines the way they travel and spend abroad. The reason why package travel is particularly attractive to new travelers is that it do not overpriced, and group travel usually includes lowering ticket prices, accommodation rates, and entertainment products and attractions, thus providing a more economical option for personal travel. It is a good choice for tourists who are not high and have no experience in foreign travel. However, Chinese travelers who travel for the second time and who earn higher incomes are more likely to choose personal travel (Tourism Economics,2015).

Regarding the travel budget, Jin, T., Lin, V., & Hung, K. (2013) indicate there are 41.1% of the tourists willing to spend 5-10% of their annual personal income on travel, while 31.7% of the converters want to spend about 10-20% on travel. More than 60% of low budget budgeters incorporate prices into existing attributes. They replace the GPT that provides direct flights. According to this, a small number of believers with higher prices say that a large number of prices indicate a better quality of GPT, which provides a higher percentage of impressive attractions (Chen, Masiero & Hsu, 2018).

For other national, Thompson and Pearce (1980) established the demographic and socioeconomic status of different visitors and the reasons why these people chose a particular package. For example, tourists who choose the coach-package, conclude that is based on income (low income), professional (housewife and retirees), and age (old couple) to attract tourists. Studies have shown that the influence of age is the main factor of personal safety as a tour group. As the age increases, personal safety is more important. It also shows that these data show significant differences in group package tour between young and old tourists (Crompton 1979, 1981; Garde 1980; Holloway 1981; IET 1981, 1982a; Schmidt 1975; Turner and Ash 1975).

Studies have shown that culture is the main motivation for tourism for most tourists traveling abroad for European tourists (Pearce 1982b). Data show that more than one-third of the tourists' rich culture is the main reason for satisfaction at the end of the trip. This study shows that visitors over the age of 46 are more likely to choose group package tours (Quiroga, 1990). Such as French tourists, on the same basis (same duration, destination, accommodation arrangements, and transportation), there is a clear difference between the choice of a package holiday and independent travel. The data shows that 63% of visitors who booked a package holiday are over 55 years old, while those in the same age group account for 43% of travelers who choose independent travel. At the same time, there is a similar trend among pensioners, who account for 43% of the number of tourists and 23% of independent tourist. Among people outside Paris, package vacations are more popular than independent vacations (83% and 65% of the total). However, income does not indicate the relationship between the two formats. The data shows that middle-income and low-income households (with a monthly income of less than €3,800) prefer packaged tours, accounting for 69% of the tourists who choose packaged tours. Besides, middle-income households (monthly income between €2,700 and €3,799) account for 27% of independent

vacationers and 34% of package visitors. Also, the vast majority of respondents indicated that they are likely to choose packages – especially for pensioners and people aged 65 and over. This preference is over 80%. In contrast, less than 30% of travelers say they are likely or will choose to book package tours in places they have been to. 31% of respondents say they will choose package tour in the first time traveling abroad. In addition, 9% of respondents said they would never book a group tour for their first trip ("French tourists prefer package holidays when visiting a new destination", 2019). Also, there are results that showed that most Russian tourists traveling to Thailand had low incomes and they tend to be attracted by lower prices in the package tour. Because the group tour includes air tickets, pick-up and drop-off, tickets, accommodation, and other activities, it provides convenience for middle and low-income people ("Russian Tourism Market Report: Trends, Analysis & Statistics", 2019).

2.3 Travel experience

The traveler's experience may affect the decision to travel again or they decide whether to recommend the destination to others. (Hsu, Killion, Brown, Gross, & Huang, 2008) Experience is intangible, a process of perception, observing where it is accessed.

In addition, although past experiences affect their perception of destinations, they may affect the choice of destination, but if they have actually experienced it, they usually feel that the destination is safer. It can also be said that previous experience can reduce fear in unpleasant journeys ((Liu, Li & Kim, 2016).

Tourists are more willing to believe and refer to their previous experiences than to travel information obtained from other sources; therefore, previous experience seems to be more important than information obtained from other sources. (Giraldi and Cesareo, 2014; Kim et al., 2012; McCartney, 2005; Wong and Li, 2015). In fact, in the experience economy, travel agency visitors hope that their travel experience will be memorable and will be carried out in a comfortable atmosphere accompanied by a professional guide (Duke & Persia, 1993; Quiroga, 1990). Weiler (2001) analyzed the behavior of leisure tourists visiting Australia and identified five factors (landscape, safety, famous attractions, cultural differences, and appropriate accommodation conditions) as important attributes for the travel experience of Chinese tourists. At the same time, Li, Lai, Harrill, Kline, and Wang (2011) used a focus group approach to investigate the expectations

of Chinese outbound tourists for group travel. Five aspects of travel experience, including accommodation, food, and restaurants, guided tours and routes, entertainment, and activities, results show that Chinese group tourists are most concerned about food and accommodation. Respondents expressed their willingness to experience local cuisine, but some respondents also expressed their demand for Chinese food.

One of the reasons people travel abroad to participate in group travel is that they encounter fewer cultural and language barriers. Chinese tourists usually take an all-inclusive tour package compared to Western tourists. They prefer group travel, especially in unfamiliar environments (Wong & Lau, 2001). “With the increasing experience of overseas travel and the convenience of purchasing overseas goods online, it is clear that Chinese travelers are shifting their preferences from a shopping focus to a unique experience” Travelers who are new to Europe often attend a tour group during a tour group holiday, or they may be a business traveler or student. However, for Chinese people with limited overseas travel or life experience and limited foreign language ability, the easiest and most attractive solution for traveling to Europe is package travel. And because of the convenience of all-inclusive travel, many second-time travelers come to the package, and they usually try different cultural experiences from the first trip. However, experienced visitors with reasonable language skills are increasingly likely to look for independent travel opportunities and to allow visitors to break away from tight schedules and fixed itineraries (Kevin, 2011). Whenever visitors choose to travel abroad, multi-destination tours are popular among relatively inexperienced travelers because they will give them a sense of care and guide their travel process. Experienced visitors are increasingly inclined to travel independently, which gives them greater autonomy in planning their trip. They also like to travel one-way destinations, which gives them more time to explore destinations ("Market Insights | STB", 2019). For Russian tourists who choose to travel freely in Russia, they want to experience a different cultural life from their own country, and they are eager to communicate with the local people. And they also want to taste the local authentic food, such as visitors to Japan, who have experienced authentic Japanese food in restaurants where there is no English menu ("Russian Tourism Market Report: Trends, Analysis & Statistics", 2019). Tourists have different experiences in different places under the guidance of the tour guide, and it will reduce the fear of strange places. The travel company will arrange everything for the passengers and guarantee the safety of the tourists to a certain extent.

Going to different countries, language communication and cultural barriers are big problems, but if you are guided by a guide, you will reduce cultural misunderstanding and communication.

2.4 Type of tourist attraction

According to the survey, more than 60% of the respondents said that the first choice for Chinese tourists to travel abroad is still the natural landscape. In fact, mainland Chinese have a strong interest in experiencing foreign culture and experiencing other countries (Guo, Seongseop Kim & Timothy, 2007). At the same time, Chinese tourists have been paying more and more attention to the cultural experience of overseas cities in recent years. For example, urban culture, historical sites, famous local architecture, art galleries (palaces) or museums, cultural tours of major celebrations or ceremonies, etc. ("Market Research Report on Chinese Outbound Tourist (City) Consumption (2017-2018)", 2018). Cultural values are a powerful factor in determining consumer preferences and are also the expectations of China's Y generation for GPT (Jin, Lin & Hung, 2013). Studies have shown that "visiting the natural environment", "visiting cultural features" and "including sightseeing spots" are important factors for outbound tourists to choose to travel with the group. Visitors hope to learn about the characteristics and culture of different places by visiting the scenic spots during the trip (Wong & Kwong, 2004). Then, their research found that Chinese tourists expect their guides to be bilingual, friendly, professional, and understand local culture and history (Lee, Lai, Harrier, Klein and Wang, 2011). Quiroga (1990) pointed out that guided tours accompanied by the tour group provided people with contact and learning experiences, and tourists hope to learn more about culture from tourism.

2.5 Safety

Chinese tourists have a strong sense of risk during travel. Especially 80s, 90s, and high-income people. Therefore, they will consider buying travel insurance during their travels. The survey shows that nearly 80% of Chinese outbound tourists have purchased their own overseas travel insurance, more than half of which are provided by travel agencies or travel websites. 40% of insurance is provided by insurance companies. It can be seen that Chinese tourists pay great attention to the safety of foreign travel ("Market Research Report on Chinese Outbound Tourist (City) Consumption (2017-2018)", 2018) For example, last year's 24/7 emergency response and

support service “Global SOS” was in high demand, with 82% of the 2,191 cases it tracked coming from this outbound trip. This data indicates that the focus of outbound travelers has gradually shifted from sightseeing and shopping to personal safety and well-being. This also heralds the trend of more and more free independent travel (FIT), which is driven by the increase in mobile phone usage and the convenience of planning and booking provided by OTA such as Ctrip itself (“Yahoo is now part of Verizon Media”, 2019). Personal safety is another major reason for participating in tour groups. (Quiroga, 1990). Mok and Armstrong (1995), Wong and Lau (2001) claim that Hong Kong tourists like to travel collectively because they can bring a sense of security with group travel. When the Y generation chooses GPT travel, safety is the second most important factor (Jin, Lin & Hung, 2013). And there is data indicating personal safety is rated as the most important selection criteria for all-inclusive travel (Lo & Lam, 2004)

2.6 Shopping arrangement

Studies have shown that shopping is a very profitable tourism project that plays a very important role in the development and management of tourism (Henderson, Chee, Num and Lee, 2011). From the perspective of many Chinese tourists visiting Hong Kong, shopping has become the main driving force for their repeated visits (Huang & Hsu, 2009). Some researchers say that souvenir shopping in tourism shopping has become the main winter travel season, and it is also an important source for travelers to enjoy during their travels (Timothy, 2005). Travelers can buy many kinds of products, including clothing, luxury (Park, Reisinger, & Noh, 2010), and local handicrafts and souvenirs (Bowen & Clarke, 2009). Shopping can also be one of the most memorable experiences for travelers on the go (Swanson & Timothy, 2012). Arranging shopping like a trip in a group tour has become one of the important services (Jin, Lin, & Hung, 2014; Wang, Hsieh, & Huan, 2000). Therefore, the arrangement and type of shopping places play a very important role in the group tour. Many researchers point out that shopping is one of the important motivations to attract tourists to specific destinations (Lo&Qu, 2015; Sirakaya-Turk, Ekinci, & Martin, 2015). Bojanic (2011) said that spending on shopping accounts for a large portion of total travel expenses. For example, Mexican tourists spend more than 50% of their budget on shopping in South Central Texas (Bojanic, 2011), and Hong Kong tourists have consistent spending on shopping (Law & Au, 2000). Li, Lai, Harrill, Kline, & Wang (2010) consider shopping to be an

important activity and travel motivation for Chinese outbound tourists. Moreover, Chinese tourists are brand-conscious and have strong purchasing power for expensive high-end goods (Xu & McGehee, 2012).

Studies have shown that nearly 60% of Chinese outbound tourists search for information about destinations in advance and list what they want to buy. Finding quality souvenirs and foreign goods is the main reason for buying foreign products. In addition, lower prices than domestic products, a series of products, and the purchase of products that are not market in China are also the reasons why Chinese tourists go shopping overseas. In addition to low prices, good quality, diverse brands and the desire to buy new products not sold in China, it will also attract overseas shopping after the 80s and 90s. In addition, high-income groups choose to shop overseas because many new products and brands are not sold in China. Chinese tourists have a variety of choices in shopping venues. The survey shows duty-free shops, shopping centers are the most popular, followed by tourist attractions, brand franchise stores, and discount stores ("Market Research Report on Chinese Outbound Tourist (City) Consumption (2017-2018)", 2018). In recent years, more and more GPT guidelines on overlapping reports of forced shopping have caused Chinese travelers to resent the idea of shopping at a designated store, being cheated or forced to shop. Lead to traveler afraid to follow the itineraries to travel, they are willing to plan where are they shopping by themselves (Beard, 2019). Some studies have found that respondents choose travel methods that will affect their consumption expenditures. Visitors joining the tour group (\$11,190) spend more than traveling alone (\$8,480). Part of the reason is that the tour guide provided more shopping information and opportunities to the tour group (Lehto, Cai, O'Leary & Huan, 2004).

According to interviews with consumers, when consumers are looking for group tours (including shopping points on the itinerary), visitors will consider whether to include a thorough shopping trip. In contrast, use the free time to schedule GPT trips to arrange visitor shopping locations. Consumers may think that the tour guide will shorten the official itinerary and increase the shopping itinerary, resulting in lower expected product quality (Tsaur, Wang, Yen & Liu, 2017). Klook: Travel is a Hong Kong-based travel company that offers 60,000 travel products in more than 250 destinations. The chief revenue officer at Klook said that although shopping is still important for the entire Chinese market, the unique tourism and activities for independent

travelers become even more important (Dan, 2019). For individual travelers, shopping is often less important than for group visitors. Although they do not have a fixed tourist location for the tour group, they have a greater chance to spend time and money in inaccessible restaurants, bars, cafes, nightclubs, museums, art galleries, and tourist destinations (Kevin, 2011).

2.7 Foods

There are studies that have shown that cooking is driven by different aspects. For example, the enthusiasm brought by the physics, the food directly brings us the most direct feeling and then appreciates the food. Secondly, food can also be a cultural motivating factor, because every time visitors taste local cuisine, they can also feel the local culture. At the same time, visitors can build their local cuisine and explore them through the local diet. Food that has never been tested before (Felds, 2002). Chang et al. (2010) found that visitors' culturally specific “core eating behaviors” are key factors influencing their food preferences for vacations. Visitors are generally more willing to accept “secondary” food changes (for example, not every day, but widely eaten) and “peripheral” foods that are eaten on holidays (ie, occasionally eaten), but still tend to stick to “core” foods. (Like a staple food that you eat every day). In addition, visitors' own food culture will influence their perception and evaluation of foreign foods, especially in terms of cooking methods and tastes. Therefore, tourism and dining are increasingly becoming the main channels for tourists to appreciate the local culture. In the study by Chang et al., most of the respondents want to learn about local culture and characteristics by tasting local cuisine and cooking methods. They wanted to preserve the original cooking methods and tastes to give them the most authentic cultural experience. Due to its cultural significance, food is widely regarded as a tourism resource (Ab Karim & Chi, 2010) and its role in destination development has been well studied. First, it reflects the true local culture, and consuming local food can be seen as a real experience for visitors (Kim, Eves, & Scarles, 2013). As part of the cultural experience, dining has always been an important part of the attention of Chinese outbound tourists. In recent years, Chinese tourists have been paying more attention to local cuisine and are more willing to taste them.

In order to compare group package tour and non-group travelers, the study found that at the 5% level, there were significant differences in the eight service attributes, including: “The ability of the leader to handle emergencies”, “reasonable arrangements for transportation

routes”, “Restaurant environment ”, “ hotel location”, “ main choice: museum”, “ air travel arrangements”, “hotel brand” and “providing Chinese food on the go”. Group travelers rated all of these attributes higher than free independent travelers. Although both groups suspected that providing Chinese food is an extremely important attribute, group travelers rated it more than independent travelers. (Jin, Lin & Hung, 2013). These data indicate that most of the respondents expressed a preference for GPT. These GPTs not only provide direct flights and other service but also provide additional free time and a higher proportion of local cuisine (Chen, Masiero & Hsu, 2018) Barnes and his team are constantly working to strike the right balance between providing a unique London experience while making Chinese travelers feel at home. “We are offering them a Chinese breakfast, but they are also looking for local food” (Dan, 2019)

Table 2.1 Summary on key literature review

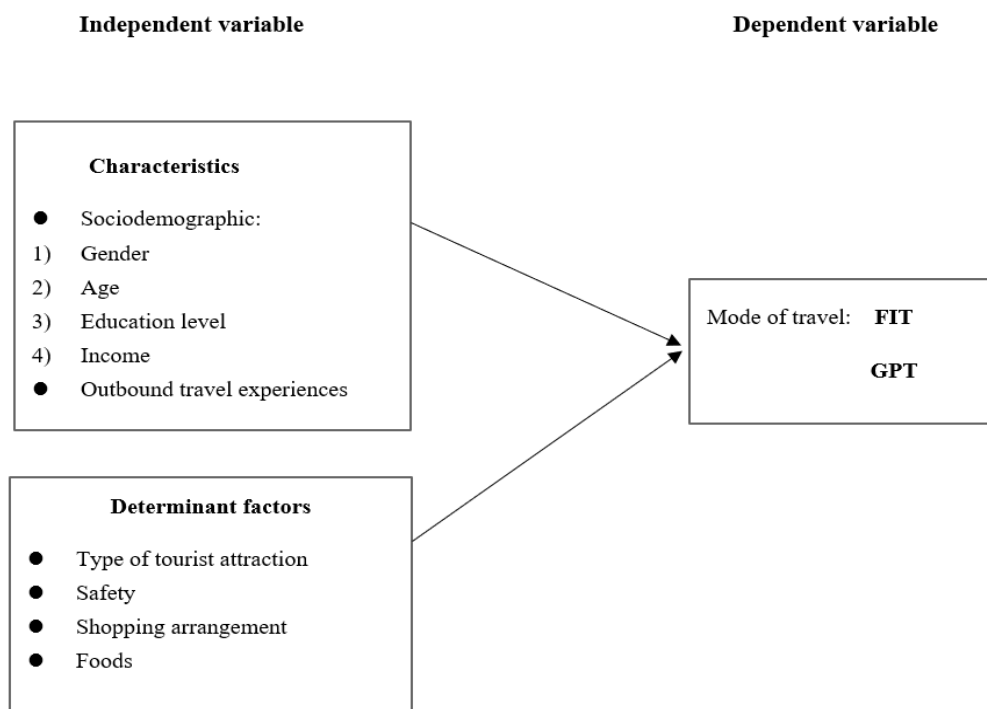
Determinant factors	Literature review	Author	Study year	Study population
Sociodemographic	Male prefer like to choose independent travel.	(Xiang,2013)	2012	Chinese,
	Over 46.3% tourists have bachelor’s degree.	(CNTA,2012)	2012	French and
	Younger people prefer to travel independently.	(Richards,2007)	2006	Russian
	French and Russian low and middle income prefer like choose group package tour.	(French report, 2019)	2018	
		(Russian report,2019)	2018	

Table 2.1 Continued

Determinant factors	Literature review	Author	Study year	Study population
Travel experience	Experienced tourists travel independently. Different experience in different places will reduce the fear of the strange	(Pullman, 2019) ("Market insight, STB",2019)	2018 2019	
Type of tourists attraction	Tourists hope to learn more culture from travel attraction.	(Quiroga,1990)	1990 2007	Chinese tourists
Type of tourists attraction	Over 60% of Chinese tourists first purpose are natural landscape.	(Guo,Seongseop Kim& Timothy, 2007)		
Safety	Personal safety is a major reason for participating in tour group. Personal safety as most important selection criteria for group tour.	(Quir oga,1990) (Lo& Lam,2004)	1990 2004	
Shopping arrangement	Shopping is very profitable tourism. Arranging shopping in group tour has become one of important service.	(Henderson,Che e,Num and Lee, 2011) (Wang,Hsieh, &Huan,2000) (Jin,Lin &Hung, 2014)	2010 2000 2013	Chinese tourists
Foods	Learn about local cultural and characteristics by tasting local cuisine and cooking method. Foods are important attributes for Chinese tourists.	(Chang et al,2010), (Jin , Lin & Hun 2013)	2010 2012	All tourists, Chinese tourists

2.8 Conceptual framework

This is conceptual framework according to the determinant factor build following image.



To establish this conceptual framework, according to some related factors mention in the literature review and objectives, the independent variable is divided into two parts. The first one is the characteristics of two different types of tourists, such as gender, age, income, education level and their experience of traveling abroad. Another part is that some factors tourist attractions, safety, shopping arrangements, and food may affect their choices for mode of travel, FIT and GPT. Whether these two parts will influence tourists to make different decisions about different mode of travel, for example, younger tourists will choose FIT, and tourists who pay more attention to safety will choose GPT, etc.

CHAPTER 3

METHODOLOGY

This chapter includes the population of research, sampling, data collection, and questionnaire design. The questionnaire is to explore the three previous objectives. For this research I plan to use quantitative method to collect data.

3.1 Population

This study will investigate the difference and determinants factors affecting the choice between FIT and group package tours in Phuket. Thus, the target population focus on Phuket tourists. Mainly population is Chinese tourists. I apply to use PTEI data to do data collection and analysis. According to my literature review, I choose some questions to analysis.

According to the data given by the Phuket News, the average annual tourist in Phuket is 9.29 million, so the following calculation is given.

According to the statistic:

$$n = \frac{N}{1 + N(e)^2}$$

N=Population

n=Sample size

e=Allowed error (%)

$$n = \frac{9.29\text{million}}{1 + 9.29\text{million} (0.05)^2}$$

$$= 399.98$$

Sample size are 399.98, so totally need to prepare 400 questionnaires for research.

3.2 Sampling

According to an estimated 35 million tourists travel in Phuket since 2017, Chinese tourists have 9 million (25%), followed by Malaysia, South Korea, Laos, etc. However, Russia has the fastest growth in recent years, an increase of 22.95% over last year, and the growth of other countries not very high, even have declined, so the questionnaires are mainly distributed to Chinese

tourists and Russian tourists. In addition, according to the estimated there are 9.67 million tourists travel in Phuket, Chinese tourists around 3.12 million (35%) , and for Russia tourists around 1million, and for this research focus on Chinese and Russian tourist, and other nation combine with one group to investigate. For this research plan to distribute 50% of Chinese tourists, 25% of Russian tourists, and 25% of tourists from other countries.

Table 3.1 Sampling size

Area	Nationality	%	Adjusted sampling size
Phuket international airport	Chinese	50%	250
	Russia	25%	125
	Other country	25%	125

3.3 Data collection

In this study, a quantitative method will be used to collect data in the terminal of Phuket International Airport. 400 samples are international tourists staying in the terminal of Phuket International Airport, and the collection period will start in mid- January 2020 until mid- February. Because the COVID-19 outbreak in China at the end of December 2019 spreading rapidly, except China, it has also spread to many other countries, such as Singapore, South Korea, Japan, Thailand, the United States, Germany, etc. (Wu, Chen and Chan, 2020). COVID-19 is particularly contagious, because the place where the questionnaire was collected was at the Phuket international airport, there are has many kinds of tourists from different countries, so the questionnaire collection was temporarily suspended due to safety issues. It is planned to wait for the epidemic to ease before continuing to collect questionnaires. In the previous introduction, it was mentioned that the tourism industry is a very important part of Thailand' s economic development. The decrease in the number of tourists has also largely affected the development of Thailand' s tourism industry. However, due COVID-19 has not been found method to solve this problem, the spread of the virus can control only through strict control every aspect. Therefore, even if the epidemic situation has eased, China has always implemented strict control measures (How Covid-19 Will Change the Thailand Tourism Sector, 2020), not only in China, but also in other countries. Attaching great importance to the control of the epidemic, coupled with the high

quarantine costs, the number of tourists in Thailand has not increased significantly, and experts have shown that in recent years, no solution has been found to completely solve the new coronavirus (Lange, 2021). So it is a pity that this study only collected 250 questionnaires before the outbreak of the epidemic as the data analysis for this study.

3.4 Research instrument

For this questionnaire, I provided the questionnaire in Chinese, English and Russian. This questionnaire contains three parts, personal information of respondents, important of attributes (factors), satisfaction of attributes(factors) and overall satisfaction.

Part 1: Personal information

The first part writes the personal information of the respondent. It is also mentioned in the previous literature that gender, age, nationality, education level, and income will affect tourists' choice of travel methods.

Part 2: General information

The second part includes the respondent's travel experience abroad, whether they have been to Phuket, how they traveled, the purpose of coming to Phuket, and other information that may be used

Part 3: Level of importance and satisfaction

The third part is to understand the importance of the respondents to the relevant factors before traveling, as well as their satisfaction with those factors after traveling. There are a total of 19 factors related to attractions, food, shopping, and safety. Related attributes, that was used 5-point Likert scale, level of importance was measured on the scale from 1=not important to 5=extremely important, level of satisfaction was measured on the scale from 1=very dissatisfied to 5=Extremely satisfied, and their satisfaction with certain scenic spots (as information that may be referred to), using the same 5-point Likert scale as the evaluation standard. Finally, the overall satisfaction with Phuket and their impression of Phuket, whether they will return to Phuket and so on, and impression of Phuket was measured on the scale from 1=strongly disagree to 5=strongly agree

Table 3.2 Likert scale (level of importance)

	Mean	Level of important
	4.21-5.00	Extremely important
Note: Coding the subjects' responses as numeric values results in:	3.41-4.20	Very important
	2.61-3.40	Neutral
	1.81-2.60	Slightly important
	1.00-1.80	Not important

Table 3.3 Likert scale (level of satisfaction)

	Mean	Level of satisfaction
Note: Coding the subjects' responses as numeric values results in:	4.21-5.00	Extremely satisfied
	3.41-4.20	Very satisfied
	2.61-3.40	Neutral
	1.81-2.60	Slightly dissatisfied
	1.00-1.80	Not dissatisfied
	Mean	Level of agreement
	4.21-5.00	Strongly agree
Note: Coding the subjects' responses as numeric values results in:	3.41-4.20	Agree
	2.61-3.40	Neutral
	1.81-2.60	Disagree
	1.00-1.80	Strongly disagree

3.5 Validity and Reliability

IOC (item-objective congruence) for Questionnaire

To test the validity of the questionnaire and whether it needs to be development through IOC, that one check by three Professors from Prince of Songkla University Phuket campus.

Table 3.4 Cronbach Coefficient of the Questionnaire Items

Items	Cronbach's Alpha	N of Items
Importance level of attributes	0.884	18
Satisfaction of attributes	0.861	19

In fact, there are 19 attributes in the questionnaire. For example, the attributes related to type of tourist attraction include variety of tourist attractions, temples and cultural attractions, etc. There are attributes related to food are variety of local food, taste of local food, availability of seafood and so on. But for the importance level of these attributes, overall value for money of the trip is deleted, because there is no information about this attribute in the previous literature, and this attribute has no meaning in the research, but for the satisfaction of tourists this attribute is also very important because it directly affects their experience of traveling in Phuket. For example, if things with high prices are different from their value, they will affect the satisfaction of tourists. Therefore, the level of important and level of satisfaction has a different number of attributes. Before issuing the questionnaire, we need to pre-test the validity of the questionnaire. The Cronbach coefficient method was used to test the importance of the factors and the satisfaction of the factors, and I discuss with my advisor and other two lectures and determine the current questionnaire based on the opinions given by other lecturers. After confirming the questionnaire, we tested the usability of the importance and satisfaction of these factors. From Table 3.4, the coefficient is higher than 0.85. In exploratory research, a coefficient as high as 0.7 is an acceptable question, and the coefficient is between 0.70-0.98, so the questionnaire tested is a high-confidence questionnaire.

3.6 Data analysis

In this data analysis, I mainly used the data obtained from the research of excel and SPSS software and used excel to make charts and t-test for relevant factors, such as gender, age, income, education level, etc. SPSS mainly uses factor analysis and probit analysis. It uses factor analysis to classify the same types of factors together and then uses probit analysis. Probit analysis has been used in the response of insects to different concentrations of pesticides. It can be used here. Different types of tourists respond to the importance of different factors and tourists' satisfaction with different factors. Finally, measure the impact of different factors on their overall satisfaction with Phuket.

CHAPTER 4

RESULTS

This chapter mainly talks about the results of the quantitative method studies. The questionnaires were distributed to Chinese tourists about their impression of Phuket after their traveling. There are a total of 250 questionnaires. Data obtained at Phuket International Airport at the end of January 2020.

4.1 Research Findings

The results from the questionnaires were divided into three-part. These include personal information of respondents, the importance of attributes (factors), the satisfaction of attributes (factors), overall satisfaction of tourists after traveling.

4.1.1 Personal profiles of respondents

Following is the basic information of all respondents.

Table 4.1 Personal information of respondents

Percentage	Personal profile	Frequency	Percentage (%)
Gender	Male	123	49.20
	Female	127	50.80
	Total	250	100.00
Age	18-24	100	40.00
	25-34	72	28.80
	35-44	38	15.20
	45-54	32	12.80
	55-64	8	3.20
	65 or above	0	0.00
	Total	250	100

Table 4.1 Continue

Percentage	Personal profile	Frequency	Percentage (%)
Nationality	China	158	63.20
	Russian	61	24.40
	Other Region	31	12.40
Total		250	100
Education level	Up to secondary school	45	18.00
	Diploma degree	60	24.00
	Bachelor's degree	105	42.00
	Master's degree	34	13.60
	Doctoral degree	6	2.40
Total		250	100
Monthly income (USD)	Below1,000	106	42.40
	1,001-1,999	47	18.80
	2,001-2,999	31	12.40
	3,001-3,999	40	16.00
	4,001-4,999	13	5.20
	5,001-5,999	3	1.20
	6,001-6,999	4	1.60
	7000 or higher	6	2.40
Total		250	100
Trip arrangement	Non- packaged tour/ independent travel	127	50.80
	All-inclusive package tour	122	48.80
Total		249	99.60
Outbound experience	Yes	164	65.60
	No	86	34.40
Total		250	100

Gender, age, and nationality

From Table 4.1, we can see that percentage of females (50.8 percent) is similar to males (49.2 percent), nearly the same. About age, we can see that the majority of respondents in aged 18-24 (40 percent) and 25-34 (28.8 percent). For the other two groups 35-44 (15.2 percent) and 45-54 (12.8 percent) have nearly number, only 3.2 percent of people over 55 years old. Then is a nationality, more than 50 percent respondents were Chinese, next is Russian (24.4 percent), So this research is mainly aimed at Chinese tourists.

Education level and monthly income

Major respondents were bachelor's degree (42 percent), followed by a diploma (24 percent), up to secondary school (18 percent), master's degree (13.6 percent), only have 2.4 percent were doctoral. About monthly income, most of the respondents' monthly salary is still below \$1,000. The percentage of those group were very close 1,001-1,999 (18.8 percent), 2,001-2,999 (12.4 percent), and 3,001-3,999 (16 percent). The other four teams just have fewer people. 4,001-4,999 (5.2 percent), 5,001-5,999 (1.2 percent), 6,001-6,999 (1.6 percent), 7000 or higher (2.4 percent).

Trip arrangement and outbound experience

It is not difficult to see from table 4.1 that the percentages of respondents for Free independent travelers (50.8 percent) and group travelers (18.8 percent) were similar, but one of the 250 respondents did not choose its travel arrangements, ignoring that one when researching. More than 50 percent of the respondents (65.6 percent) traveled abroad before, and only 34.4 percent of tourists traveled abroad for the first time

4.2 Evaluation of sociodemographic and travel experience between FIT and GPT

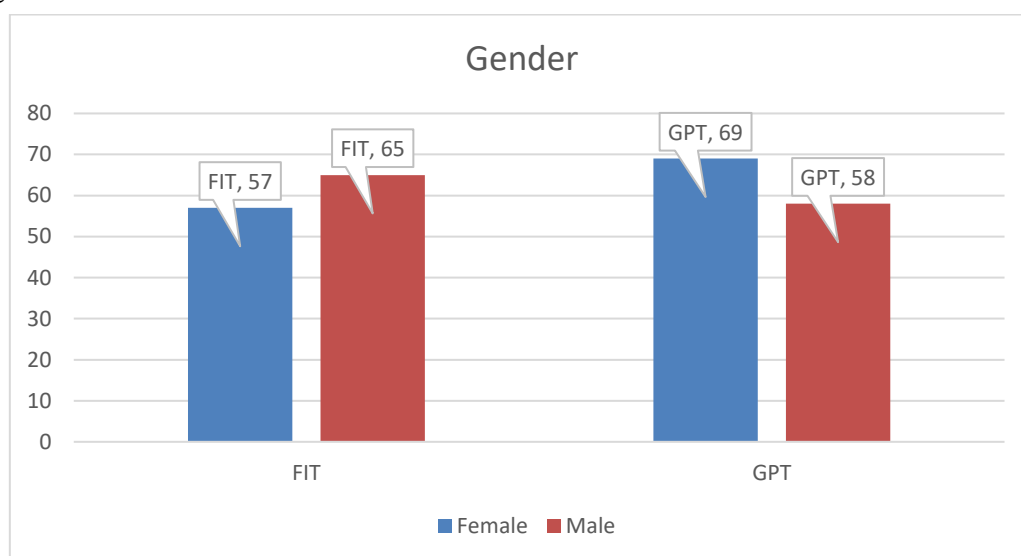
Table 4.2 Evaluation of sociodemographic and travel experience between FIT and GPT

Effect factor	Mean		Std. Deviation		P-value
	FIT	GPT	FIT	GPT	
Gender					0.23
Age					0.03*
Education					0.37
Income					0.007*
Travel experience	2.62	1.18	14.28	2.21	0.001*

Remark: FIT(free independent tourist)

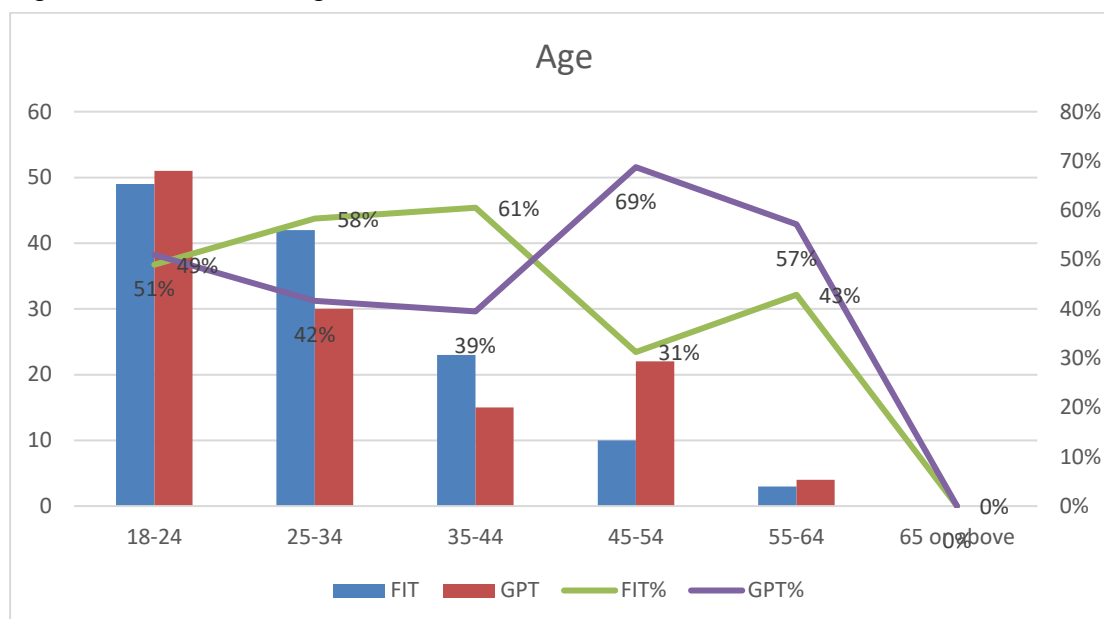
GPT(group package tour)

Figure 4.1 Evaluation of Gender between FIT and GPT



From Table 4.2 and Figure 4.1, we can see that whether it is a free independent tourist (FIT) or a group package tourist (GPT), the male to female ratio is very close to the average number, but there are some slight differences. The average number of GPT is higher than the average number of FIT.

Figure 4.2 Evaluation of Age between FIT and GPT



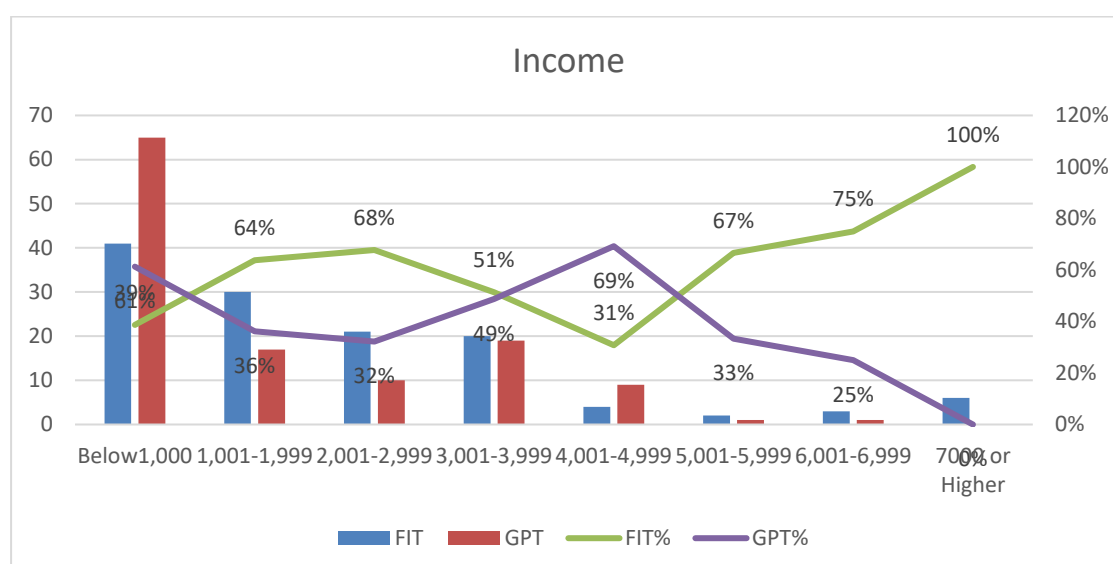
Let us look at data about age (Table 4.2), basically, we can know that the average age of their tourists is around 25-34 years old, whether they are FIT or GPT, the average number of group tours indicates exist some tourists are in the 45-54 years old.

And let us observe Figure 4.2, FIT% is higher than GPT% in age 25-44 years old, which means in this age range have more responses choose FIT as their travel mode, which also indicated it's more oriented to FIT. But in 45-64 years old, GPT% is higher than FIT%, which means in this age range have more responses choose GPT as their travel mode.

Quiroga (1990) said that people over 46 prefer to travel in groups. This shows that there are some surveyors over 45 in the data who choose to travel in groups. On the contrary, Sparks and Pan once said that young people under the age of 35 are more autonomous, so they like to plan everything, their itinerary, destination, etc. They feel that they can get more experience and fun from free travel (FIT). Richards (2007), Xu, Morgan & Song (2009), once said that younger tourists are interested in a different aspect than older tourists. They prefer to pursue modern culture, while older tourists are more conservative and they prefer traditional history and shopping, and Generation Y tourists prefer to travel independently (FIT). Studies have also shown that the reason why older people choose to travel in a group is that they feel uncomfortable and uncomfortable when they arrive in a new environment (Wang, Chen&Chou,2007). Therefore, if they choose to

travel in a group, they will lessen their fear of the new environment. And according to the market research on Chinese outbound tourists in 2018, there are data shows that married tourists who are in the late 80s prefer to choose travel independently. Combined with our survey data, the p-value is less than 0.05, it can be known that age and choice of different travel modes are significant, and we can conclude that tourists between 25-34 years old prefer to choose free travel as their Tourists who are around 45 years old or over 45 years old to prefer to travel with a group as their way of travel.

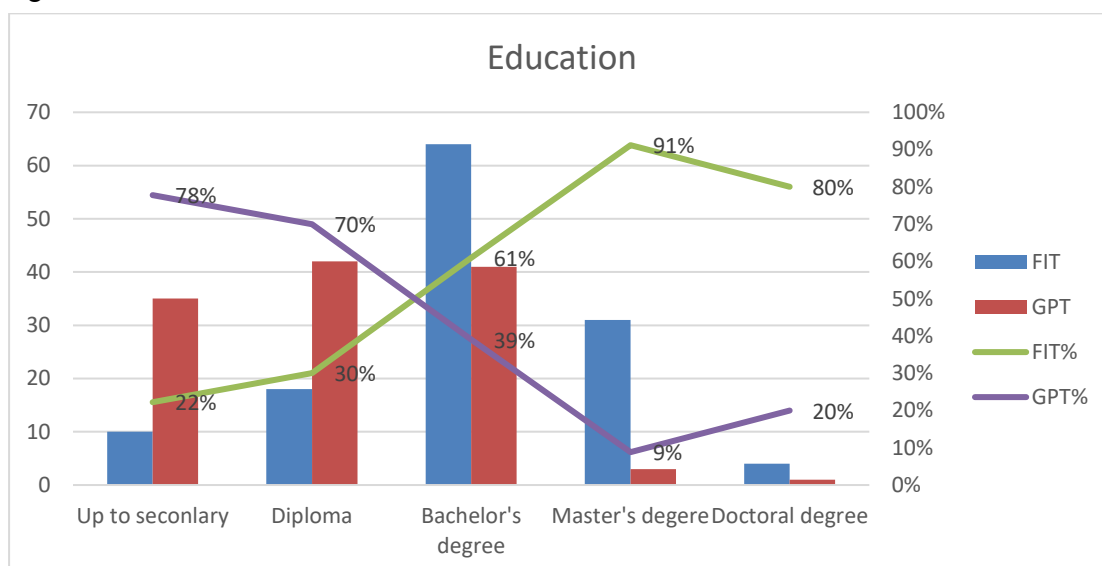
Table 4.3 Evaluation of income between FIT and GPT



Next, we look at income on the Table 4.2, the average income of Free independent tourists and group package tour is 1001-2999 USD dollars, and the average in this range is 2500 USD dollars. From the average of these two different ways to travel, the income level of free independent tourists is higher than US\$2500. In contrast, the income of group package tour is less than US\$2500 or even close to US\$2001. And let we take a look at Table 4.2.4, FIT% is higher than GPT% in income USD1,001-3,999, that means in this income range have more responses choose FIT as their travel mode, also indicated it's more oriented to FIT. But we move to look another range of income, USD4,001-4,999, GPT% is higher than FIT%, that means in this income have more responses choose GPT as their travel mode.

From the mean (Table 4.2), we can see that the average income of FIT is higher than the average income of GPT, and the p-value is less than 0.05, so it can be concluded that income and choice of different travel modes are significant. We can know that most of the tourists with medium income (USD1,001-2,999) prefer to choose FIT as their travel mode, but starting from the group with income of USD3,001-3,999, FIT and GPT are basically same, for those with high incomes of USD4,001-4,999, they chose to travel with a group package tour instead of free independent tour, so can be shown that people with higher incomes are not inclined to choose FIT, but from Table 4.2, it is indicated income are tourists as a factor in considering different travel mode .

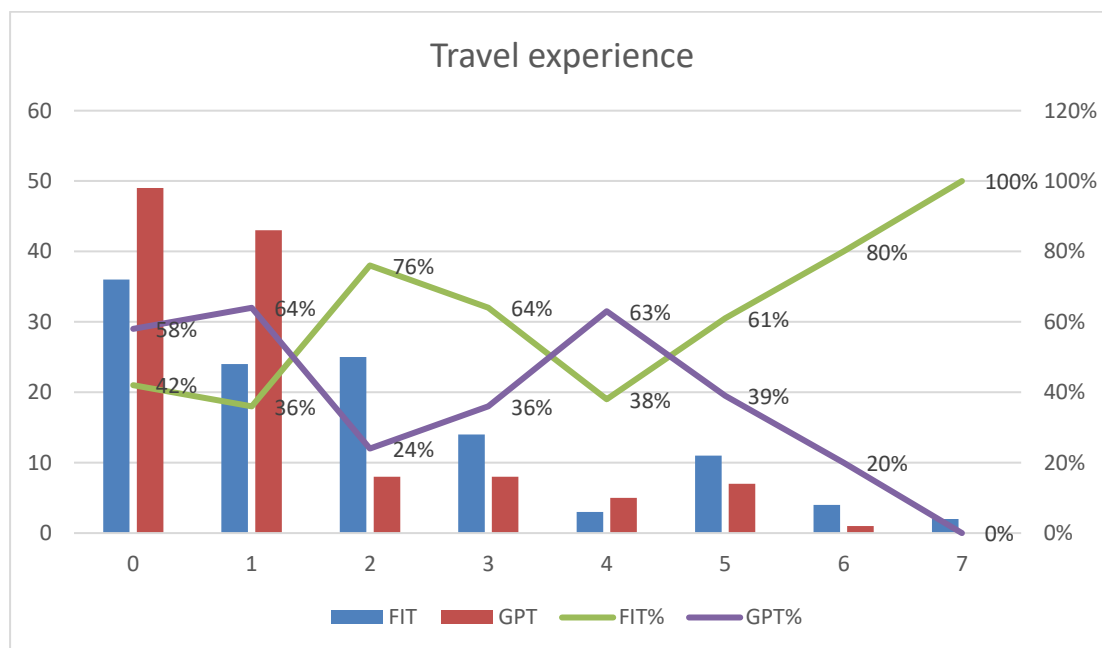
Figure 4.4 Evaluation of education between FIT and GPT



It is not difficult to see from Table 4.2 that the average education level of FIT is higher than that of GPT. From Figure 4.4, we can see that most of the FIT education level is concentrated in bachelor's degree, while the distribution of GPT is relatively even, but there are not too many responses with a master's degree or doctoral degree. And let us take a look at Figure 4.4, FIT% is lower than GPT% under the bachelor's degree, which means in this education level have more responses choose GPT as their travel mode, also indicated it's more oriented to GPT. But we take a look at bachelor's degree and up to this education level, FIT% is higher than GPT%, which means in this education level have more responses choose FIT as their travel mode.

Observing the p-value in Table 4.2 is not less than 0.05, so it can be known that education level and choice of different travel modes are not significant.

Figure 4.5 Evaluation of Travel experience between FIT and GPT



The last one is whether has outbound experience before, we can see from the data (Table 4.2) that there is a big gap. Let us look at the average of outbound experience for a different way to travel, the average number of trips by independent tourists (FIT) is more than 1 times of group package tour about average. And look at Figure 4.5, the experience of traveling abroad with group package tours is less than that of FIT, and from the first point of view, there are more people with GPT without travel experience than FIT without travel experience. And let us take a look at FIT% and GPT%, it's not difficult to see, FIT% is lower than GPT% in the range of 0 times and 1 time abroad experience. It indicated that most people who choose to group package tour have no travel experience or only one travel experience. FIT% is higher than GPT% in the range of 2 times and 3 times abroad experience. It indicated that most people who choose to travel independently have 2 or 3 times traveling abroad experiences. So that means is people who have multiple travel experience are more oriented to choose FIT as their travel mode, People who have no travel experience or only one travel experience they are oriented to choose GPT as their travel mode.

Then means (Table 4.2) indicate that the travel experience of free independent tourists is more than that of tourists who choose to group package tour. Tourism Economics, 2015 shows group package tour is more suitable for people with low income and no travel experience because group travel includes all the characteristics that tourists want, air tickets, accommodation, attractions, meals, transportation, etc. It also avoids a certain degree of language barriers and cultural differences. On the contrary, for people with higher income and a certain amount of foreign travel experience, they will choose free travel as their travel method during the second trip or even later trips. Hsu, Killion (2018), they said that travel experience will directly affect their decision of where to go, and enough travel experience can reduce their fear of strangeness during uncertain travel. And Wang&Lau (2001) has also proved that the reason most people choose to travel in a group is because of their lack of travel experience when they travel to new places with an unfamiliar environment, their lack of unfamiliar environment and culture, and existing language barriers. Moreover, according to Kelvin's research (2019), the probability of Chinese tourists choosing to travel in a group tour is higher than that of people in European and American countries, because it shows that most Chinese tourists who choose to travel in a group tour have limited travel experience and their language. The shortcomings are the reasons why they choose to go with the group. On the contrary, tourists with experience and sufficient language skills increase their chances of choosing travel independently (FIT), because they can calmly face some unexpected situations that occur in an unfamiliar environment. Looking back at the data, the p-value is less than 0.05, it can be known that past outbound experience and choice of different travel modes are significant, and the average number of the travel experience of FIT in the past three years is greater than that of group tourists in the past three years, which proves that most free independent tourist have sufficient travel experience, on the contrary, the travel experience of group tourists is less. This shows that most people with travel experience will choose to travel independently, and most people who lack travel experience will choose to travel with a group. Therefore, for tourists with travel experience, the Thai government has strengthened the promotion of various popular attractions and set up guidebooks in popular attractions to distribute to every traveler as much as possible. This not only provides convenience to tourists who travel independently, and acquire more knowledge and culture of scenic spots for FIT, and can make the group package tour better understand the content of the tour guide.

4.3 Evaluation of important and satisfaction attribution between FIT and GPT.

Table 4.3 Likert scale of level of important between FIT and GPT

	Mean	Level of important
	4.21-5.00	Extremely important
Note: Coding the subjects' responses as	3.41-4.20	Very important
numeric values results in:	2.61-3.40	Neutral
	1.81-2.60	Slightly important
	1.00-1.80	Not important

Table 4.4 Likert scale of level of satisfaction between FIT and GPT

	Mean	Level of satisfaction
	4.21-5.00	Extremely satisfied
Note: Coding the subjects' responses as	3.41-4.20	Very satisfied
numeric values results in:	2.61-3.40	Neutral
	1.81-2.60	Slightly dissatisfied
	1.00-1.80	Not dissatisfied

Tables 4.3 and 4.4 show five different levels of importance and satisfaction from

1-5

Table 4.5 Evaluation of important attribution between FIT and GPT

Effect factor	Mean		Std. Deviation		Sig(2-tailed)
	FIT	GPT	FIT	GPT	
Im-attraction	4.18	4.09	0.92	0.66	0.47
Im-temple	3.89	3.87	1.32	1.02	0.87
Im-opportunity of local food	4.15	4.04	0.61	0.47	0.24
Im-price of food	4.01	3.96	0.54	0.43	0.64
Im-variety of local food	4.20	4.18	0.59	0.51	0.79
Im-taste of food	4.25	4.09	0.79	0.61	0.12
Im-facility of Shopping	3.69	3.77	0.78	0.66	0.47
Im-souvenir	3.57	3.53	1.31	0.96	0.14
Im-road safety	4.28	4.52	0.62	0.44	0.008***
Im-beach safety	4.31	4.56	0.65	0.60	0.002***
Im-overall personal safety	4.51	4.59	0.66	0.60	0.43

Remark: Im-*** represent important of factor (eg, important of attraction)

Table 4.6 Evaluation of satisfaction attribution between FIT and GPT

Effect factor	Mean		Std. Deviation		Sig(2-tailed)
	FIT	GPT	FIT	GPT	
S-attraction	4.20	4.18	0.62	0.51	0.79
S-temple	4.03	3.81	0.72	0.79	0.05
S-opportunity of local food	4.03	4.08	0.53	0.58	0.59
S-price of food	4.15	4.04	0.40	0.41	0.18
S-variety of local food	3.98	4.00	0.58	0.46	0.86
S-taste of food	4.03	3.81	0.79	0.90	0.07
S-facility of Shopping	3.85	3.77	0.55	0.60	0.40
S-souvenir	3.83	3.68	0.66	0.56	0.14
S-road safety	3.92	4.09	0.75	0.63	0.09
S-beach safety	4.23	4.14	0.70	0.55	0.37
S-overall personal safety	4.29	4.44	0.50	0.34	0.07

Remark: S-*** represent satisfied of factor (eg, Satisfied of attraction)

In this research divide two tables, table 4.5 and 4.6, important level of attributes and satisfaction level of attributes, table 4.5 for objective 2, and table 4.6 for objective 3. From Table 4.5, we can see that before the tour, whether it is for FIT or GPT, the average number of Im-facility of shopping and Im-souvenir less than 4, so compared with other factors, these two factors are not particularly important. The importance of other factors is greater than or equal to 4, indicating that these factors are very important for most tourists. Secondly, the p-values of Im-road safety and beach safety are less than 0.05, indicating that these factors are and the choice of different travel modes are significant, and it can be seen that tourists still pay attention to safety factors. On the whole, whether it is FIT or GPT are satisfied with these factors because most of their average number is greater than or equal to 4, but for S- facility of shopping and S- Souvenir, FIT and GPT are not particularly satisfied with these two factors. Looking at the S-variety of local food, the average number of FIT tourists is lower than the satisfaction of GPT, but it is also close to 4. The last S-road safety, compared with FIT of satisfaction degree of this factor is lower than the satisfaction degree of GPT.

4.4 Analyze of attribution

4.4.1 Factor analysis test for important of attributes (factors)

Table 4.7 Factor analysis test for important of attributes (factors)

Factors	Loading	Elgen Value	Variance	Cumulaitve	Mean	Std
Factors1		6.69	37.19	37.18	3.87	0.79
Attraction attributes						
Im-souvenir	0.89				3.56	0.96
Im-temples	0.84				3.88	1.02
Im-facility of shopping	0.84				3.73	0.65
Im-seafood	0.83				3.98	1.00
Im-friendless	0.79				4.07	0.80
Im-beverage	0.75				3.72	0.70
Im-architecture	0.70				3.96	0.70
Im-tour service	0.63				4.12	0.58

Table 4.7 Continue

Factors	Loading	Elgen Value	Variance	Cumulative	Mean	Std
Factors 2		3.26	18.10	55.29	4.16	0.66
Safety						
Im-overall safety	0.95				4.55	0.77
Im-safety beach	0.94				4.43	0.77
Im-safety road	0.67				4.40	0.67
Factors 3		2.19	12.16	67.45	4.24	0.74
Food						
Im-variety of food	0.84				4.19	0.71
Im-opportunity of try	0.81				4.10	0.69
local food						
Im-taste of food	0.78					0.78
					.17	
Factors 4		1.24	6.90	74.35	4.46	0.69
Activities						
Im-nightlife	0.77				4.26	0.83
Im-leisure activities	0.75				4.21	0.75

As shown in Table 4.7, the factor analysis table divides all attributes into four categories, and we name them respectively, shown in the figure, the factor analysis divides all the attributes into four categories. The first attraction attribute contains many attributes, but they all have the same characteristics, whether it is Shopping, seafood, or places of interest are all attributed to tourists who are attracted to travel in Phuket, so named attraction attributes. Second, safety, whether it is seaside safety, road safety, or overall safety, all belong to the security category. The third one, food, it can be seen that this category includes local food, the opportunity to taste the food, and the taste of the food, which are closely related to the food. The last category is about activities in tourist locations, which contains a wealth of nightlife and other various activities. The next step will use Probit in SPSS to analyze each factor after classification As following table shows.

Table 4.8 The mean and STD of every factors

Factors	Name of factors	Amount of attributes	\bar{X}	STD
Factors 1	Attraction attributes	9	3.87	0.79
Factors 2	Safety	3	4.16	0.66
Factors 3	Food	3	4.24	0.74
Factors 4	Activities	2	4.46	0.69

4.4.2 Probit analysis for different travel mode of tourists of main factors

Table 4.9 Probit analysis for different travel mode of tourists of main factors

Factors	95% wald confidence interval				Hypothesis test		
	B	Std error	Lower	Upper	Wald chi-square	D	Sig
Factor 1- Attraction attributes	0.12	0.10	-0.08	0.33	1.30	1	0.25
Factor 2- Safety	0.29	0.14	0.01	0.57	4.14	1	0.04**
Factor 3-food	-0.40	0.13	-0.66	-0.14	9.49	1	0.00**
Factor 4- Activities	-0.26	0.11	-0.49	-0.027	4.75	1	0.02**

Remark: Im-*** means important of **** Significant value at $p < 0.05$

This table mainly uses Probit to analyze the relationship between different types of tourists and these four main factors. We mainly focus on observing the last column Sig. Obviously, we can see that factors 2 (Sig=0.04), 3 (Sig=0.00), 4 (Sig=0.02), means they are significant with FIT and GPT, and then we focus on these three main factors, safety, food, and activities. As we can observe coefficient of these three factors. Firstly, the coefficient of safety is positive, that means the perceived importance of safety factors can significantly increase the probability for tourist to select a FIT. Previous studies have also shown that more and more people who pay attention to safety will choose free independent travel as their way of travel ("Market Research Report on Chinese Outbound Tourist (City) Consumption (2017-2018)", 2018). Secondly, the coefficient of the food factor is negative, which means the more important of food and beverage feature, the less probability of tourist to select FIT, which implies the higher probability of tourist choose GPT. The last one is activities factor that includes nightlife and leisure activities, the coefficient of activities factor is negative, that means the importance of activities, the

less probability of tourist to select FIT as their travel mode, which shows the higher probability of tourist choose GPT. After that, there are tables for detailed analysis.

$$Y=B_1X_1+B_2X_2+B_3X_3+B_4X_4$$

Table 4.10 Omnibus test of four main factors for different mode of travel

Omnibus Test ^a			
Likelihood Ratio	Chi-Square	df	Sig.
	15.445	4	.004

There are not only probit analysis data (Table 4.9), but also the analysis of these four main factors by omnibus test (Table 4.10). As mentioned before, except attraction attributes, safety, food, and activity data are less than 0.05, indicating these three main data has significant with tourists' mode of travel. From the Omnibus test (Table 4.9), it can be seen that the overall data of these four factors is also less than 0.05, indicating that these factors have significant with tourists' mode of travel.

4.4.3 Probit analysis for different travel mode of tourists of attributes

Table 4.11 Probit analysis for different travel mode of tourists of attributes

Factors	95% wald confidence interval				Hypothesis test		
	B	Std error	Lower	Upper	Wald chi-square	D	Sig
Im-Friendness	0.44	0.25	-0.04	0.93	3.12	1	0.36
Im-temples	0.09	0.25	-0.41	0.59	0.12	1	0.07
Im-architecture	-0.50	0.23	-0.97	-0.03	4.45	1	0.72
Im-opprtunity of local food	0.60	0.29	0.03	1.18	4.28	1	0.03**
Im-variety of food	-0.59	0.25	-1.08	-0.10	5.62	1	0.03**
Im-taste of food	0.62	0.25	0.13	1.11	6.13	1	0.01**
Im-seafood	-0.57	0.21	-1.00	-0.14	6.80	1	0.01**
Im-beverage	0.57	0.21	0.15	1.00	7.19	1	0.00**
Im-facility of shopping	-0.50	0.28	-1.07	0.05	3.11	1	0.00**

Table 4.11 Continued

Factors	95% wald confidence interval				Hypothesis test		
	B	Std error	Lower	Upper	Wald chi-square	D	Sig
Im-souvenir	0.33	0.20	-0.07	0.74	2.51	1	0.07
Im-tourservice	0.39	0.22	-0.05	0.83	3.01	1	0.11
Im-leisure activities	-0.10	0.16	-0.43	0.22	0.38	1	0.08
Im-nightlife	-0.40	0.19	-0.78	-0.03	4.51	1	0.53
Im-safety road	-0.32	0.25	-0.83	0.18	1.54	1	0.21
Im-safety beach	-0.92	0.37	-1.64	-0.19	6.09	1	0.01**
Im-overall safety	1.18	0.38	0.43	1.92	9.60	1	0.00**

From Table 4.11, we can see that most of the attributes are very important for tourists to decide which travel mode they choose, because the previous table 4.9 has probably analyzed the four types of data and the relationship between the tourist's choice of travel mode. So Table 4.11 analyzes which attributes are in detail. From the table, food and shopping are very important for tourists choice of travel mode. Im-opportunity to try local food (Sig=0.03), variety of food (Sig=0.03), taste of food (Sig=0.01), seafood (Sig=0.01), beverage (Sig=0.00), the data of these attributes are all less than 0.05, and facility of shopping (Sig=0.00) is also very important. Beach safety and overall safety, Sig=0.01 and Sig=0.00, these two types of safety are significant with tourists choosing different travel modes. Otherwise, other factors not very important to analyze, because the Sig of these factors are not less than 0.05, that means there are no statistical relationship between trip arrangement and these factors, only important of temples have weak relationship with trip arrangement.

At the same time, we observe coefficient and can find that coefficient have positive and negative about significant factors (Sig<0.05). For example, the coefficient of Important-opportunity of local food, taste of food, beverage, and overall safety are positive, which means that FIT think these factors are important attributes that they need to consider when traveling. On the other hand, the coefficient of Important-variety of food, seafood, facility of shopping, and

safety beach is negative, which means that GPT considers these factors as important factors they need to consider. It is mentioned in previous literature that shopping is an important factor in why tourists choose to go with a group tour (Jin, Lin, & Hung, 2014; Wang, Hsieh, & Huan, 2000), and Kevin (2011) also mentioned FIT has less demand for shopping than GPT, so it proves that shopping is more important for group travelers. The research of Jin, Lin & Hung (2013) also shows that GPT's demand for food is also greater than that of free independent tourists. The survey of Chen, Masiero & Hsu (2018) also shows that group tourists want more free time to try the food.

Next, we will explore the second objective, to address important policy implication for authority in promote FIT and group package tour, and consider what needs to be improved according to the satisfaction of tourists with each attribute of Phuket after traveling, so as to attract more tourists, therefore, in order to study this objective, we divided the tourists into two groups, FIT and GPT. The satisfaction of these two types of tourists was analyzed separately, and different strategies were implemented for independent tourists and group tourists. To increase their satisfaction and attract more tourists to Phuket.

4.4.4 Factor analysis test for satisfaction of attributes (factors)(FIT)

Table 4.12 Factor analysis test for satisfaction of attributes (factors)(FIT)

Factors	Loading	Elgen Value	Variance	Cumulative	Mean	Std
Factor 1		5.99	33.31	33.31	4.10	0.67
S-seafood	0.833				4.26	0.80
S-souvenir	0.831				3.83	0.81
S-attraction	0.777				4.20	0.79
S-friendness	0.716				4.39	0.69
S-safety road	0.694				3.92	0.86
S-nightlife	0.691				4.00	1.12
Factor 2		2.89	16.05	49.36	4.16	0.63
S-architecture	0.782				3.95	0.83
S-safety beach	0.722				4.23	0.84
S-overall safety	0.669				4.29	0.71

Table 4.12 Continue

Factors	Loading	Elgen Value	Variance	Cumulative	Mean	Std
Factor 3		1.86	10.35	59.72	3.91	0.40
S-variety of food	0.852				3.98	0.76
S-facility of shopping	-0.757				3.85	0.74
Factor 4		1.51	8.39	68.11	4.02	0.57
S-beverage	0.857				3.89	0.67
S-food	0.795				4.15	0.63
Factor 5		1.10	6.15	74.26	4.12	0.47
S-taste of food	0.798				4.03	0.89
S-leisure activities	-0.656				4.21	0.63

4.4.5 Factor analysis test for satisfaction of attributes (factors)(GPT)

Table 4.13 Factor analysis test for satisfaction of attributes (factors)(GPT)

Factors	Loading	Elgen Value	Variance	Cumulative	Mean	Std
Factor 1		6.02	33.46	33.46	3.88	0.67
S-temple	0.830				3.82	0.89
S-attraction	0.816				4.18	0.71
S-taste of food	0.811				3.82	0.95
S-tour service	0.785				3.73	0.73
S-architecture	0.655				3.87	0.82
Factor 2		2.39	13.29	46.763	4.08	0.62
S-safety road	0.804				4.09	0.79
S-nightlife	0.703				3.97	1.01
S-opportunity to try local food	0.691				4.08	0.76
S-seafood	0.682				4.17	0.74
Factor 3		2.05	11.39	58.15	3.86	0.61
S-beverage	0.889				3.67	0.68
S-food	0.881				4.04	0.64

Table 4.13 Continue

Factors	Loading	Elgen Value	Variance	Cumulative	Mean	Std
Factor 4		1.71	9.51	67.68	4.07	0.45
S-overall safety	0.899				4.44	0.58
S-safety beach	0.880				4.14	0.74
Factor 5		1.51	8.40	76.09	3.88	0.38
S- facility of shopping	0.837				3.77	0.77
S-variety of food	-0.797				4.00	0.68
Factor 6		1.26	7.046	83.13	4.00	0.62
S-leisure activities	0.862				4.00	0.62

Table 4.14 T-test of impression of Phuket

Group statistics				Independent Samples Test								
Arrangement	N	Mean	Std Deviation	Std. Error Mean	Sig	t	Sig (2-tailed)	Mean Differe nce	Std. Error Difference	95%	95%	
										Confidence Interval of the Difference (Lower)	Confidence Interval of the Difference (Upper)	
Recommendation	FIT	127	4.23	0.849	0.075	0.067	0.148	0.882	0.014	0.100	-0.183	0.213
	GPT	122	4.22	0.733	0.066		0.148	0.882	0.014	0.100	-0.182	0.212
Return Phuket	FIT	127	3.81	0.876	0.077	0.117	-1.117	0.265	-0.115	0.103	-0.319	0.088
	GPT	122	3.93	0.746	0.067		-1.121	0.263	-0.115	0.103	-0.318	0.087
Overall satisfaction	FIT	127	4.15	0.903	0.080	0.057	-0.464	0.643	-0.047	0.102	-0.248	0.154
	GPT	122	4.20	0.691	0.062		-0.466	0.641	-0.047	0.101	-0.247	0.153

4.4.6 Classification of two different type of tourist FIT and GPT

Table 4.15 Classification of two different type of tourist FIT and GPT

FIT	GPT
Factor 1: S-seafood S-souvenir S-attraction S-friendness S-safety road S-nightlife	Factor 1: S-temple S-attraction S-taste of food S-tour service S-architecture
Factor 2: S-architecture S-safety beach S-overall safety	Factor 2: S-safety road S-nightlife S-opportunity to try local food S-seafood
Factor 3: S-variety of food S-facility of shopping	Factor 3: S-beverage S-food
Factor 4: S-beverage S-food	Factor 4: S-overall safety S-safety beach
Factor 5: S-taste of food S-leisure activities	Factor 5: S-facility of shopping S-variety of food
	Factor 6: S-leisure activities

After the customer's satisfaction with each attribute is used to improve Phuket's tourism policy, it is divided into two different types of tourists, the satisfaction of free independent tourists and the satisfaction of group package tour, according to different types of tourists' satisfaction with each attribute is used to improve Phuket's tourism policy. Therefore, the satisfaction with each attribute is also divided into several types using factor analysis.

From Tables 4.12, 4.13, and 4.15, it is not difficult to see that most of the satisfaction with each attribute is about 4 (4=satisfied) for free independent tourists or group tourists, but according to factor analysis, the categorized attributes cannot be summed up in one

word, so Table 4.15 lists the details of the attribute categorization of different tourist types for factor analysis in detail. But from these three tables, it can only be concluded that tourists are satisfied with these attributes, so for further research, we still use the probit analysis method to determine which factors and attributes need to be analyzed.

Table 4.16 The mean and STD of every factors (FIT)

Factors	Name of factors	Amount of attributes	\bar{X}	STD
Factors 1	Seafood, souvenir, attraction, friendliness, safety road, nightlife	6	4.10	0.67
Factors 2	Architecture, safety beach, overall safety	3	4.16	0.63
Factors 3	Variety of food, facility of shopping	2	3.91	0.40
Factors 4	Beverage, food	2	4.02	0.57
Factors 5	Taste of food, leisure activities	2	4.12	0.47

Table 4.17 The mean and STD of every factors (GPT)

Factors	Name of factors	Amount of attributes	\bar{X}	STD
Factors 1	Temple, attraction, taste of food, tour service, architecture	5	3.88	0.67
Factors 2	Safety road, nightlife, opportunity to try local food, seafood	4	4.08	0.62
Factors 3	Beverage, food	2	3.86	0.61
Factors 4	Overall safety, safety beach	2	4.07	0.45
Factors 5	Facility of shopping, variety of food	2	3.88	0.38
Factors 6	Leisure activities	1	4.00	0.62

4.4.7 Probit analysis satisfaction of attributes for free independent tourist(FIT)

Table 4.18 Probit analysis satisfaction of attributes for free independent tourist(FIT)

Factors	95% wald confidence interval				Hypothesis test		
	B	Std error	Lower	Upper	Wald chi-square	D	Sig
Factor1 (seafood, souvenir, attraction, friendness, safety road, nightlife)	-0.69	0.27	-1.24	-0.15	6.23	1	0.01***
Factor2 (architecture, safety beach, overall safety)	-0.18	0.20	-0.58	0.20	0.86	1	0.35
Factor3 (variety of food, facility of food)	-0.10	0.39	-0.89	0.67	0.07	1	0.78
Factor4 (beverage, food)	-0.11	0.24	-0.58	0.36	0.21	1	0.64
Factor5 (taste of food, leisure activities)	0.17	0.33	-0.47	0.82	0.29	1	0.58

According to the overall satisfaction of the free travel tourists to Phuket, we divided into two groups 1-4 as a group, 5 as a group (1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5-strongly agree), because most tourists are more satisfied with their trip in Phuket, so they are classified into 1-4, and 5 is an analysis of various factors and attributes.

It can be seen from Table 4.4 that the factor 1 (Sig=0.01) is less than 0.05, indicating that for free independent tourists, the attributes belonging to category 1 are relevant to independent tourists and will affect their satisfaction with tourism.

Table 4.19 Probit analysis satisfaction of attributes in detail for free independent tourist (FIT)

Factors	95% wald confidence interval				Hypothesis test		
	B	Std error	Lower	Upper	Wald chi-square	D	Sig
S-Attraction	-1.15	0.41	-1.96	-0.33	7.59	1	0.21
S-Friendness	-0.951	0.36	-1.66	-0.23	6.80	1	0.00**
S-seafood	0.36	0.30	-0.23	0.97	1.42	1	0.00**
S-Attraction	-1.15	0.41	-1.96	-0.33	7.59	1	0.21
S-Friendness	-0.951	0.36	-1.66	-0.23	6.80	1	0.00**
S-seafood	0.36	0.30	-0.23	0.97	1.42	1	0.00**
S-souvenir	-0.23	0.46	-1.15	0.67	0.25	1	0.23
S-nightlife	0.57	0.37	-0.15	1.29	2.35	1	0.61
S-safety road	-0.07	0.30	-0.67	0.52	0.05	1	0.12
S-architecture	-0.00	0.28	-0.55	0.54	0.00	1	0.80
S-safety beach	0.27	0.31	-0.34	0.88	0.75	1	0.98
S-overall safety	-0.22	0.41	-1.03	0.59	0.28	1	0.38
S-variety	-0.30	0.39	-1.08	0.47	0.59	1	0.59
S-facility	-0.12	0.27	-0.65	0.40	0.21	1	0.43
S-food	-0.25	0.37	-0.99	0.47	0.47	1	0.64
S-beverage	0.39	0.36	-0.32	1.11	1.17	1	0.49
S-taste of food	0.68	0.37	-0.03	1.41	3.47	1	0.27
S-leisure activities	0.63	0.39	-0.14	1.41	2.54	1	0.06

For the free independent tourist, factor 1 includes seafood, souvenir, attraction, friendliness, safety road, and nightlife, so use probit analysis again for each attribute, and it can be seen from Table 4.19 that only local friendly people(friendliness)(Sig=0.00), seafood (Sig=0.00), those less than 0.05, that indicated these two attributes has significant with the satisfaction of free independent tourist. As we know, Phuket is a coastal city and Thailand is a famous smiling country, so these two things will indeed affect the satisfaction of tourists travel to Phuket.

Focusing on the satisfaction-friendliness and seafood data, the data shows that the coefficient of satisfaction-friendliness is negative. It proves that the higher the value, the lower the

overall satisfaction of the independent tourists. Over- friendliness will make the tourists feel uncomfortable, especially in the survey of tourist destinations being pushed to buy something, Wei and Ding (2018) also shows that compulsory consumption can cause dissatisfaction of tourists, and also cause their negative impression of the destination, and will have a negative impact on the tourism industry. And some news has also mentioned that it happened in Thailand. The massage is very famous in Thailand but it is also used as a way to make money in sales. They will increase their intimacy by speaking Chinese to Chinese customers and then sell after entering the store (Weibo, 2020). The experience is very poor, which is why the coefficient of satisfaction-friendliness shows a negative number. The coefficient of satisfaction-seafood is positive, indicating that it is directly proportional to overall satisfaction. It has also been mentioned in the previous literature that food is an important attribute considered by independent tourists (Jin, Lin & Hung, 2013)

4.4.8 Probit analysis satisfaction of attributes for group package tour (GPT)

Table 4.20 Probit analysis satisfaction of attributes for group package tour (GPT)

Factors	95% wald confidence interval				Hypothesis test		
	B	Std error	Lower	Upper	Wald chi-square	D	Sig
Factor1 (temple, attraction, taste of food, tour service, architecture)	-2.08	0.46	-2.99	-1.180	20.37	1	0.00** *
Factor2 (safety road, nightlife, opportunity to tray local food, seafood)	-0.89	0.48	-1.84	0.051	3.44	1	0.06**
Factor3 (beverage, food)	0.33	0.41	-0.48	1.148	0.62	1	0.43
Factor4 (overall safety, safety beach)	0.55	0.31	-0.05	1.162	3.17	1	0.07**
Factor5 (facility of shopping, variety of food)	1.30	0.74	-0.16	2.772	3.01	1	0.08**
Factor6 (leisure)	0.13	0.31	-0.48	0.752	0.18	1	0.66

It can be seen from Table 4.20 that the factor 1 (Sig=0.00) less than 0.05, that indicated factor 1 has significant with the satisfaction of group package tour, the attributes belonging to category 1 are relevant to independent tourists and will affect their satisfaction with tourism but for some factors, such as factor 2 (Sig=0.06), factor4 (Sig=0.07), factor 5 (Sig=0.08), even those data not less than 0.05, but show that also will have little bit affect the satisfaction of group package tour.

Table 4.21 Probit analysis satisfaction of attributes in detail for group package tour (GPT)

Factors	95% wald confidence interval				Hypothesis test		
	B	Std error	Lower	Upper	Wald chi-square	D	Sig
S-Attraction	-1.15	0.41	-1.96	-0.33	7.59	1	0.10
S-Friendness	-0.95	0.36	-1.66	-0.23	6.80	1	0.35
S-seafood	0.36	0.30	-0.23	0.97	1.42	1	0.37
S-souvenir	-0.23	0.46	-1.15	0.67	0.25	1	0.44
S-nightlife	0.57	0.37	-0.15	1.29	2.35	1	0.64
S-safety road	-0.07	0.30	-0.67	0.52	0.05	1	0.76
S-architecture	-0.00	0.28	-0.55	0.54	0.00	1	0.92
S-safety-beach	0.27	0.31	-0.34	0.88	0.75	1	0.14
S-overall safety	-0.22	0.41	-1.03	0.59	0.28	1	0.75
S-variety of food	-0.30	0.39	-1.08	0.47	0.59	1	0.05**
S-facility	-0.12	0.27	-0.65	0.40	0.21	1	0.18
S-food	-0.25	0.37	-0.99	0.47	0.47	1	0.14
S-beverage	0.39	0.36	-0.32	1.11	1.17	1	0.76
S-taste of food	0.68	0.37	-0.03	1.41	3.47	1	0.15
S-leisure activities	0.63	0.39	-0.14	1.41	2.54	1	0.05**

Table 4.21 shows probit analysis for every attribute, only have variety of food (Sig=0.05) and leisure activities (Sig=0.05) equal to 0.05, that indicate these two attributes have significant with the satisfaction of group package tour. The coefficient of satisfaction of a variety of food is negative, that show GPT is not very like the variety of food, a survey by Jin, Lin & Hung (2013) shows that Chinese tourists have a great demand for Chinese food, and the demand for group

tours is higher than that of self-guided tourists, so group tours do not like too many types Food, they prefer Chinese food. The coefficient of entertainment activities is positive. As we all know, Thailand has a lot of activities, water sports, nightlife, etc. There are many guides on Tripadvisor.

CHAPTER 5

CONCLUSION AND DISCUSSION

Results of this assessment were studied from tourists who waiting for their flights at Phuket International Airport. This chapter is a conclusion and discussion of all research data with mention limitations of this research. Furthermore, results were discussed based on three objectives. Firstly, investigate the different characteristics between FIT and group package tour; secondly, address important policy implication for authority in promoting FIT and group package tour; thirdly, explore the determinant factors which prompted traveler to select a FIT.

5.1 Conclusion

A total of 250 questionnaires came from tourists visiting Phuket from the 15th of January until the end of January. The conclusions drawn from the data are divided into three parts. The first part is the personal information (age, education, gender, income, international, monthly income) of tourists who travel in a different modes and whether they have travel experience abroad. The second part is based on the importance of some relevant factors mentioned before in the literature review before the tourists come to travel. The third part is the tourists' satisfaction with these factors after their travel and their overall satisfaction with Phuket. From the results of Chapter 4, the difference between FIT and GPT is that most FIT are younger than GPT tourists, and the income of FITs is higher than that GPT tourists. The income of the FIT is higher, and the educational background of the FIT is higher than that of the GPT. Most of them are undergraduates, and the FIT has richer tourism experience than GPT tourists. And according to the previous factors that determine tourists to choose different travel modes, that include age, income, travel experience, and safety will affect tourists more inclined to choose FIT as their travel mode, young people with high income and rich travel experience prefer to choose FIT as their way of travel. Safety is also a factor that determines tourists' choice of FIT. Through detailed data in chapter 4, it is found that food and activities are also important factors that influence tourists to choose FIT as their travel mode. Tourists who attention the attributes of overall safety, opportunity of food, taste of food, and beverage will choose FIT as their travel mode. But tourists who attention seafood, shopping and

beach safety will not choose FIT as their way of travel. The development of Phuket's tourism industry needs to attract more tourists to Phuket in the future. Therefore, this study also found out which attributes can improve the satisfaction of two different types of tourists. For independent tourists, the attributes that enhance their satisfaction are seafood, souvenir, attraction, friendliness, safety road and nightlife. For GPT tourists, temple, attraction, taste of food, tour service, architecture, improve these attributes to increase the level of satisfaction of different type of tourists. Measures to improve the satisfaction of different types of tourists and the development of Phuket's tourism industry will be explained in detail in the discussion in this chapter.

5.1.1 Demographic

Most of the respondents are from China (63.2 percent), followed by Russia (24.4 percent). Other nationalities are only a small percentage (12.4 percent), with the male to female ratio close to 50 percent, males (49.2 percent) and females (50.8 percent). Secondly, most tourists are 18-24 years old (40percent), followed by 25-34 years old (28.8 percent), and other age groups are 31.2 percent. Regarding education level, 42 percent of tourists have a bachelor's degree, 42 percent of those with a bachelor's degree below, and 16 percent of tourists with a bachelor's degree. Regarding monthly income, 42.4 percent of tourists have a monthly income of less than US\$1,000, followed by US\$1,000-1999 (18.8 percent) and 3001-3999 (16 percent). Other income levels are only 22.8 percent. The proportion of tourists who travel on their own and in groups is also close to 50 percent between FIT (50.8percent) and GPT (48.8percent). Regarding their overseas travel experience, 65.6 percent of tourists have experience of traveling abroad, and only 34.4 percent of tourists have no experience of traveling abroad.

5.1.2 Important level of some attributes before traveling to Phuket

According to the factors mentioned in the previous literature, the questionnaire extracts some attributes based on these factors. For most attributes, such as beautiful scenery, types of local food, and various safety issues, whether it is free or group trip Tourists think that these attributes are very important, except for some attributes whose importance is lower than 4 (very important), such as temple (3.89 and 3.87), facility of shopping (3.69 and 3.77) and souvenir (3.57 and 3.53). Road safety and beach safety, $\text{sig} < 0.05$, that means are very important for international tourist.

5.1.3 Satisfaction level of some attributes after traveling to Phuket and overall satisfaction of Phuket

Satisfaction after travel, tourists are still satisfied with Phuket as a whole, because whether it is FIT and GPT, they are still satisfied with most attributes, except for some attributes whose satisfaction is less than 4, such as facility of shopping (3.85 and 3.77) and souvenir (3.83 and 3.68). For other attributes, FIT and GPT have a subtle difference in some attributes, which will be explained in detail in the following discussion.

5.1.4 Overall satisfaction of Phuket

Finally, I want to know the impression of tourists about Phuket and make improvements, to whether they would recommend Phuket, whether they will come back to Phuket again and evaluate the overall satisfaction of Phuket, it is not difficult to find out whether they would recommend Phuket and the overall satisfaction scores are greater than 4 for both FIT and GPT, but whether they will return to Phuket again and the score is less than 4, from their Sig we can see that the overall satisfaction is closer to 0.05 (Sig=0.057), So we will focus on this in the discussion.

5.2 Discussion

Objective 1: To investigate the different characteristics between FIT and group package tours.

It is known from the previous literature that tourists may choose different travel methods for some reasons, such as gender, age, income, education level, travel experience, scenic spots, food, and shopping locations. According to the results of Chapter 4, it can be seen that the number of male and female tourists does not have too much gap. It can be known from the age that the age group of tourists who choose FIT tours is 18-44 years old, and the number of tourists who choose to go with GPT is mostly over 44 years old. Previous studies have shown that tourists aged 18-30 prefer to choose free independent travel (FIT) as their way of traveling, and research shows that people in the 20-24 and 25-44 ages also prefer to choose FIT (Gong, Schumann, Chiu and Ho, 2017, Dichter et al., 2018). In other words, people over the age of 45-65 prefer to travel in groups (GPT). Research also shows that older people more often choose to travel in groups (Dichter et al., 2018), which also corresponds to the collected data. Starting from the age of 45, more people

choose to travel in groups (GPT) than traveling independently. Next, income, from Table 4.2.4, we can see that there are many tortuous changes in the curve. Studies have shown that most of the reasons for choosing group tours are reasonable prices (Li et al., 2011), but from the results, we can see that the number of tourists starting from US\$1,000 to US\$3,999 for FIT is greater than that of GPT, but the number of travelers accompanying group travel is also gradually increasing, and the number of tourists is US\$4001- US\$4,999, the number of tourists traveling in a group tour is higher than the number of tourists traveling independently, which means that people with high incomes do not choose to travel independently. If there is a relative luxury travel plan, they will also choose to travel with a group tour as their way of travel. So we have to make different plans according to their needs. Regarding education level from previous data, the educational level of free independent tourists is relatively high, and the number of bachelor's degree is the largest number of tourists in the result. The education level of those traveling with group tourists is up to secondary until bachelor's degree. Research also shows that most free independent tourists' education level is bachelor's degree or above (Xiang, 2013), and they can speak the languages of other countries (DPS Consulting, 2005, p. 11) and are able to deal with unfamiliar environments well. Regarding the travel experience, studies are mentioning that tourists who choose to travel independently are mostly from other places with various travel experiences and can deal with many emergencies things (DPS Consulting, 2005, p. 11, Ramseook-Munhurrun, Seebaluck and Naidoo, 2015, Polukhina, Tarasova and Arnaberdiyev, 2020,). And the results also show that more than 50% of the tourists have experience traveling abroad, concentrated on free independent tourists, and less travel experience with a group package tour. Most of them are traveling abroad for the first time (traveling in Phuket).

It has also been mentioned in the previous literature that free independent tourists can choose places they are interested (Polukhina, Tarasova and Arnaberdiyev, 2020), but they can also learn about the local scenery and culture from the tour guide (GPT) (Meng, 2010). And the data also show that attraction is not significant with tourists' choice of travel mode. Regarding food, the data shows that the choice of food does not affect tourists' choice of different travel modes, but it is very important for tourists. The last one is shopping. The literature shows that most tourists think they need to buy souvenirs or special products as souvenirs in the places they have visited, especially Chinese tourists (DPS Consulting, 2005, p. 11), but research shows

tourists are more reluctant to participate in shopping activities, they hope to buy more types of goods with less money (Lyu and Noh, 2017). The data shows that whether it is independent tourists or they feel that shopping is not particularly important for group tourists, and some studies show that tourists feel that travel experience is more important than shopping (Dichter et al., 2018).

Objective 2: To explore the determinant factors which prompted traveler to select a FIT.

If you want tourists to choose free independent travel as a way of traveling, it can be seen from Table 4.4.7 that only factor one can improve the satisfaction of free independent tourists and let them choose FIT as their travel mode. The first factor includes seafood, souvenirs, scenery, people's friendliness, road safety, and nightlife. These are the places to satisfy free independent travelers. In fact, most Chinese people think that seafood in Phuket is very cheap, but it is very expensive. Especially for some famous scenic spots, it is recommended that dealers set a fair price and ensure that the ingredients are fresh. You can add more varieties of souvenirs, and have Phuket characteristics, and can be preserved for a long time. Set up some scenic signs for scenic spots and write in English, Thai or other languages allow tourists to better understand the local landscape and culture and recruit volunteers to help tourists. Regarding the excessive enthusiasm of the locals, it can maintain the foundation of a smiling country, but it does not advocate compulsory consumption and promotes excessive enthusiasm. For free independent tourists, most tourists will choose to rent motorcycles, but motorcycles are very dangerous, so the government must strictly enforce traffic rules, wear helmets, speed limits, refuse to drink and drive, if someone breaks the rules, he must be set up a more traffic sign, Thai and English, strengthen the construction of road safety facilities, set up guardrails in dangerous areas, etc. Finally, it is about nightlife. Patong has various nightlife, there are have many activities, but pay attention to the management of the store and set a curfew to ensure the safety of tourists

Objective 3: To address important policy implications for authority in promoting FIT and group package tours.

The data shows that the safety of tourists, that will affect tourist choice of travel mode. Road safety and beach safety indicate that safety is very important to them, and the importance and satisfaction of group tourists are both are higher than that of free independent

tourists, so it is mainly to improve the satisfaction of independent tourists with safety. Studies have shown that tourists' sense of safety comes from many aspects, age, communication with others, etc., and they rely more on the government (The police) to provided them with security (Wichasin and DOUNGPHUMMES, 2012), and the capsizing in 2018 also had a certain impact on Phuket's tourism industry (Thailand tourist boat sinking: At least 33 confirmed dead off Phuket), which also makes tourists feel less safe on the beach and also affects the Thai tourism. Therefore, safety requires all stakeholders to cooperate. And Thailand's road safety problem has always been a big problem. According to Thailand's traffic data, Annual data year 2021 have injuries 65,057 person(s), deaths 1,051 person(s), totally have 66,108 Person(s) (RVP Google Maps API 3 - Infow Windows, 2021), some tourists will also check the information in advance to check and also affect their psychology (Wichasin and DOUNGPHUMMES, 2012). Therefore, it is recommended that the government should strengthen the management of beaches, do not organize sea travel in the wrong direction or other bad situation, and strengthen maritime patrols, set up safety signs and popularize safety information at the seaside, let visitors pay attention. For road safety issues, setting up safety signs on both sides of the road and strictly implementing traffic rules and fines, wearing a helmet, driving safely, speed limit, etc. can all reduce accidents

5.3 Recommendation for the local government and relevant organization

Due to the recent impact of the COVID-19, the number of tourists in Thailand has greatly decreased, especially the number of tourists in group tours. This means that the number of independent tourists will increase. Therefore, in the next two years, the focus will be on attracting independent tourists. After the epidemic has gradually stabilized, some relevant suggestions will be made based on research. In the survey, it is not difficult to find that most of the free independent tourists are around 18-34 years old with a bachelor's degree, and the level of income does not affect their choice of travel methods. People with high incomes will also choose to travel in groups, and those with low incomes will also choose FIT, and for most free independent tourists, they still have some basic travel experience abroad. But in terms of satisfaction, although most people are satisfied with the trip to Phuket, they are still a little dissatisfied with certain attributes, such as various local foods, Facility of shopping, road safety, etc. So based on this information to attract and improve their satisfaction with Phuket travel. According to some relevant material (Alibek, 2018) show

nowadays, many free travelers use social media to obtain information and make their plans from the Internet, and they like to learn about the local culture. With the increase of the number of free travelers in recent years, we should strengthen the control measures of tourist attractions and provide convenience for free independent travelers. Based on the above information, we recommend that the government prepare tourist guides in three languages for tourists at various famous attractions, such as English, Chinese and Russian, with appropriate drawings. Some public welfare guides can also be set up for FIT in well-known attractions to solve the problem. In terms of food, the reason most tourists feel that there are not enough varieties is that they don't understand Thai cuisine, so they put more pictures on the menu and attach the taste of each dish, such as sour, spicy, etc., that is a reference for free independent tourist. Set up temporary rest stations so that they can have a good rest. In terms of transportation, due to the lack of public transportation in Phuket, some public transportation can be added or the local shuttle bus can be improved if the funds are sufficient. Since the local shuttle bus is only in Thai, you can attach the starting point and arrival point in English or other countries' languages, and write down how to charge, to provide more transportation options for FIT. If funding is tight, the government should strengthen the control of motorcycle driving, such as speed limits and some traffic safety signs, so that visitors can know the traffic rules. Regarding the facility of shopping, there are many places to buy in Phuket, but FIT they don't know, so you can advertise on the screen where you can buy authentic Thai specialties or tourist attractions in Thailand, not just to go buying at duty-free shops, also need to allows them to go to the local area and experience the Thai culture and characteristics. If it is after the epidemic is over, the number of group tourists will also increase significantly, so it is recommended that agents propose different packages for tourists of different incomes and ages, because it is not difficult to find from the income that the rich will also choose to go with the group. For example, provide luxury packages for high-income people, prepare some marine sports and go out to the sea, and not only take them to duty-free shops, if you need them, you can also take them to local people to taste Thai food, Feel the Thai culture, for the lower-income group tourists only provide them with the most basic package, if they still need it, they can also provide them with a day trip.

5.4 Limitation

There are also many limitations to this survey. First, the original study wanted 400 questionnaires, but only 250 questionnaires were due to the epidemic (COVID-19), and Chinese tourists accounted for the majority. Except for Russia, there are not many tourists from other countries. Secondly, this questionnaire was filled out by tourists in the terminal of Universal International Airport, so many of their choices of importance may also carry a little bit of their impression of Phuket if it is when they are leaving for Phuket. It will be more accurate to conduct surveys before traveling. Secondly, some people who are not traveling to Phuket, and some of them are only for some business events, so there are certain restrictions on using their answers.

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APPENDIX A

Questionnaire



**Master of Business Administration in Hospitality and Tourism Management,
Prince of Songkla University,
Phuket Campus International Program**

Dear Respondents,

This survey aims to investigate what kind of factors will affecting Chinese tourists decision about mode of travel. Your participation is voluntary and highly appreciated. Please be reassured that the information obtained from this survey will be treated confidentially and used for academic purposes only.

Part 1: Personal information

1. Gender : Female Male
2. Age : 18-24 25-34 35-44 45-54 55-64 65 or above
3. What is your nationality?
4. Education level

Up to secondary school	Diploma	Bachelor's degree
Master's degree	Doctoral degree	
5. Monthly income

Below 1,000	1,001-1,999	2,001-2,999
3,001-3,999	4,001-4,999	5,001-5,999
6,001-6,999	7,000 or Higher	

Part 2: General Information

6. Approximately, including this trip how many **international** trips in total did you take in the last three years?

.....trip (s)

7. Is this your first visit to Thailand?

Yes, this is my first time. No. Number of previous visit (s).....

8. Is this your first visit to Phuket?

Yes, this is my first time. No. Number of previous visit (s).....

9. On this trip, what is your length of stay in Phuket? day (s)

10. What was the main purpose of your current visit to Phuket? (Mark all that applies)

Holiday/Leisure

Meeting/Seminar/Business/Professional

Visiting friends and relatives

Pre-wedding/Wedding/Honeymoon

Education (Study/Teaching)

Health treatment

Others (please specify)

11. How did you arrange your trip to Phuket?

Non-packaged/Independent travel

All-inclusive package tour (accommodation, transportation, air ticket, tour guide)

12. How did you obtain the information used to plan this trip to Phuket? (Mark all that apply)

Family and friends

Magazine

Travel blog

Travel agent

Facebook

TripAdvisor

Newspapers

Twitter

On-line travel agent(please specify))

Television

YouTube

Ctrip

Google

Taobao

Weibo

Tik Tok

Airbnb

Pinterest

Past travel

Instagram

Others (please specify))

experience in

Thailand/Phuket

13. What types of transportation did you use when you were in Phuket? (Mark all that applies)

Car/motorbike rental	Taxi	Rent vehicle
Tuk Tuk	Bus provided by tour companies	Local public bus
Others (please specify)		

14. Where did you stay during your visit? (Mark all that applies)

Hotel/resort (location)

Hostel/serviced apartment (location)

Staying with friends and relatives

Others (please specify)

15. What were your highlights of this current visit to Phuket? (Mark all that applies)

Natural scene (please specify).....	Heritage/art/culture
Outdoor/adventurous/beach activities	Sightseeing
Local food and seafood	Shopping
Friendly local people	Spa, hot spring, wellness and health treatment
Accommodation	Affordability/value for money
Others (please specify)	

.....

16. Below are the attributes of tourist destinations. In general, how **important** are the following attributes to you when you select a tourist destination for your holiday? After your trip in Phuket what is **your satisfaction level** of Phuket toward the following attributes?

Destination Attributes	Level of importance				
	Not important	Slightly important	Neutral	Very important	Extremely important
Variety of tourist attractions	1	2	3	4	5
Friendliness of local people	1	2	3	4	5
Temples and cultural attractions	1	2	3	4	5
Local architecture and heritage sites	1	2	3	4	5
Opportunity to try local food	1	2	3	4	5
Variety of local food	1	2	3	4	5
Taste of local food	1	2	3	4	5
Availability of fresh seafood	1	2	3	4	5
Prices of food	1	2	3	4	5
Price of beverage	1	2	3	4	5
Availability of shopping facilities	1	2	3	4	5
Variety of souvenir	1	2	3	4	5
Availability of touring services to nearby tourist attractions	1	2	3	4	5
Variety of leisure activities	1	2	3	4	5

Destination Attributes	Satisfaction of Phuket				
	Very dissatisfied	Slightly dissatisfied	Neutral	Very satisfied	Extremely satisfied
Availability of nightlife and entertainment activities	1	2	3	4	5
Safety road and marine transportation safety	1	2	3	4	5
Beach safety	1	2	3	4	5
Overall personal safety and security while travelling	1	2	3	4	5
Overall value for money of the trip	1	2	3	4	5
Variety of tourist attractions	1	2	3	4	5
Friendliness of local people	1	2	3	4	5
Temples and cultural attractions	1	2	3	4	5
Local architecture and heritage sites	1	2	3	4	5
Opportunity to try local food	1	2	3	4	5
Variety of local food	1	2	3	4	5
Taste of local food	1	2	3	4	5
Availability of fresh seafood	1	2	3	4	5
Prices of food	1	2	3	4	5
Price of beverage	1	2	3	4	5
Availability of shopping facilities	1	2	3	4	5
Variety of souvenir	1	2	3	4	5

Destination Attributes	Satisfaction of Phuket				
	Very dissatisfied	Slightly dissatisfied	Neutral	Very satisfied	Extremely satisfied
Availability of touring services to nearby tourist attractions	1	2	3	4	5
Variety of leisure activities	1	2	3	4	5
Availability of nightlife and entertainment activities	1	2	3	4	5
Safety road and marine transportation safety	1	2	3	4	5
Beach safety	1	2	3	4	5
Overall personal safety and security while travelling	1	2	3	4	5
Overall value for money of the trip	1	2	3	4	5

17. Please indicate the level of agreement concerning the following statements.

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I will recommend to my family and friends a visit to Phuket					
I plan to return to Phuket again in the near					
Overall, I am satisfied this trip to Phuket.					

18. What do you like about Phuket?.....

19. What do you **NOT** like about Phuket?.....

Appendix B

Certification

 CICET <small>Research Center in Business Sciences and Tourism INSTITUTO SUPERIOR DE CIÊNCIAS DA UNIVERSIDADE FEUP</small>	 inag <small>European Business School INSTITUTO SUPERIOR DE ADMINISTRAÇÃO E GESTÃO</small>
<h3>Certificate</h3>	
<p>The Organizing Committee hereby certifies that Liya Liu attended the third edition of the International Workshop on Tourism and Hospitality Management (IWTHM2021), organized by the ISAG-European Business School and Research Center in Business Sciences and Tourism (CICET-FCVC), on May 7, 2021.</p>	
<p>Porto, May 7, 2021</p>	
	
<p>Ana Pinto Borges, PhD</p>	<p>Elvira Vieira, PhD</p>
<p>CICET-FCVC Scientific Coordinator</p>	<p>CICET-FCVC Scientific Coordinator</p>
	

 CICET <small>Research Center in Business Sciences and Tourism INSTITUTO SUPERIOR DE CIÊNCIAS DA UNIVERSIDADE FEUP</small>	 inag <small>European Business School INSTITUTO SUPERIOR DE ADMINISTRAÇÃO E GESTÃO</small>
<h3>Certificate</h3>	
<p>The Organizing Committee hereby certifies that Liya Liu presented the paper <i>“Exploring the determinant factors which affecting traveler decision to select FIT as their travel”</i> at the third edition of the International Workshop on Tourism and Hospitality Management (IWTHM2021), organized by the ISAG-European Business School and Research Center in Business Sciences and Tourism (CICET-FCVC), on May 7, 2021.</p>	
	
<p>Ana Pinto Borges, PhD</p>	<p>Elvira Vieira, PhD</p>
<p>CICET-FCVC Scientific Coordinator</p>	<p>CICET-FCVC Scientific Coordinator</p>
	



Certificate

The Organizing Committee hereby certifies that the paper “*Exploring the determinant factors which affecting traveler decision to select FIT as their travel*”, authored by Liya Liu, was presented at the third edition of the **International Workshop on Tourism and Hospitality Management (IWT HM2021)**, organized by the ISAG-European Business School and Research Center in Business Sciences and Tourism (CICET-FCVC), on May 7, 2021.

Porto, May 7, 2021

Ana Pinto Borges, PhD

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