CHAPTER 4

FINDINGS

In the study of the behavior of international tourists who visited Phuket in 2004, the researcher analyzes the collected data through questionnaire from 400 international tourists who visited Phuket by using SPSS 11.5 for Windows and Microsoft Excel.

In this chapter, researcher presents the findings as follows:

4.1 **Demographic Characters of International Tourists**

4.2 **Trip Behaviors of International Tourists**

4.3 **Relationship of Selected Trip Behaviors and Selected Demographic Characters Measured by Chi-square Test**

    4.3.1   Relationship of Tourists' Trip Behaviors and Gender

    4.3.2   Relationship of Tourists' Trip Behaviors and Age

    4.3.3   Relationship of Tourists' Trip Behaviors and Region of Residence

    4.3.4   Relationship of Tourists' Trip Behaviors and Income per Month

4.4 **Different Tourists' Length of Stay and Daily Spending Categorized by Selected Demographic Characters Measured by Independent Samples T-test and One-way ANOVA**

    4.4.1   Different Length of Stay and Daily Spending Categorized by Gender

    4.4.2   Different Length of Stay and Daily Spending Categorized by Age

    4.4.3   Different Length of Stay and Daily Spending Categorized by Region of Residence

    4.4.4   Different Length of Stay and Daily Spending Categorized by Income per Month

    4.4.5   Different Length of Stay and Daily Spending Categorized by Objective of Visit

4.5 **Discriminant Analysis Results of International Tourists**

    4.5.1   Different Length of Stay and Discriminant Variables

    4.5.2   Different Daily Spending and Discriminant Variables

4.1   Demographic Characters of International Tourists

Table 4.1   Frequency Statistics Categorized by Demographic Characters

Personal data	Frequency	Percentage
Gender		
Male	222	55.5
Female	178	44.5
Age		
24 years or below	83	20.7
25-34 years	158	39.5
35-44 years	75	18.8
45-54 years	53	13.2
More than 54 years	31	7.8
Region of residence		
America	53	13.3
Europe	182	45.5
Oceania	64	16.0
Asia	101	25.2
Education level		
Primary & secondary school	71	17.7
Diploma	80	20.0
Under graduate	53	13.3
Graduate and higher	196	49.0
Occupation		
Professionals	160	40.0
Administrative & Managerial Personnel	55	13.7
Clerical, Salesman & Commercial Personnel	43	10.7
Laborer/Production and Service Workers	52	13.0
Government and Military Personnel	25	6.3
Housewife/students and unemployed	65	16.3

Income per month		
500 USD or less than	41	10.2
501 - 1,500 USD	58	14.5
1,501 - 2,500 USD	83	20.8
2,501 - 3,500 USD	90	22.5
3,501 - 4,500 USD	41	10.2
More than 4,500 USD	87	21.8

Table 4.1 shows the percentage of male (55.5) and female (44.5) respondents which is quite closely balanced.

Age of the sample respondents mostly were 25 to 34 years old at 39.5 percent, and next below 24 years old at 20.7 percent, 35 to 44 years old at 18.8 percent, 45 to 54 years old at 13.2 percent, and more than 54 years old at 7.8%, respectively.

Most of the sample respondents were European tourists at 45.5 percent, whereas Asian tourists 25.2 percent, Oceanian tourists 16.0 percent, and American tourists 13.3 percent, respectively.

With regards to education level most of the sample respondents had an educational level in Master's degree and higher at 49.0 percent, followed by Diploma at 20.0 percent, Primary and Secondary School at 17.7 percent, and Bachelor's Degree at 13.3 percent, respectively.

Most of the tourists' occupation which is professionals 40.0 percent, the second is housewife, students and unemployed 16.3 percent, the third is Administrative and Managerial personnel 13.7 percent, the fourth is laborer/production and service workers 13.0 percent, the fifth is clerical, salesman and commercial personnel 10.7 percent, and finally government and military personnel 6.3 percent.

Most of the sample respondents have a monthly income of more than 3,500 USD at 32.0 percent, while 1,500 USD or less than at 24.7 percent, between 2,501 and 3,500 USD at 22.5 percent, between 1,501 and 2,500 USD at 20.8 percent, respectively.

4.2 Trip Behaviors of International Tourists

4.2.1 Objective of Visit

Table 4.2 shows that most of the tourists who visited Phuket were for travel and relaxing (94.5 percent). The rest numbers were visiting for a business and meeting, and VFR (visiting friends and relatives).

Table 4.2 Frequency Statistics Categorized by Objective of Visit

	Frequency	Percent
Pleasure / Holiday	378	94.5
Business and meeting	10	2.5
Visiting friends and relatives	12	3.0

4.2.2 Trip Arrangement

Table 4.3 shows that the independent tourists are 64.7 percent and package tourists are 35.3 percent. It is observed that independent tourists are twice more than on package tourists.

Table 4.3 Frequency Statistics Categorized by Trip Arrangement

	Frequency	Percent
Independent (FIT)	259	64.7
On a package	141	35.3

4.2.3 Type of Group Travel

Table 4.4 shows type of group travel, more than three-quarters of tourists visited Phuket with their friends or family (79.0 percent), followed by came alone (14.5 percent), and the rest, only 6.5 percent came with group tour.

Table 4.4   Frequency Statistics Categorized by Type of Group Travel

	Frequency	Percent
Alone	58	14.5
With your family	151	37.8
With your friends	165	41.2
With tour group	26	6.5

4.2.4   Type of Transportation Used

Table 4.5 shows the type of transportation used, nearly third-fourths of tourists (77.5 percent) arrived to Phuket by air or three times more than by land (14.5 percent) and by sea (8.0 percent).

Table 4.5   Frequency Statistics Categorized by Type of Transportation Used

	Frequency	Percent
By air	310	77.5
By land	58	14.5
By sea	32	8.0

4.2.5   Frequency of Visit

Table 4.6 shows that nearly three-quarters of tourist visited Phuket for the first time (73.5 percent) and the rest are frequent visitors (26.5 percent).

Table 4.6   Frequency Statistics Categorized by Frequency of Visit

	Frequency	Percent
First time	294	73.5
2 times	45	11.2
3 times	17	4.3
4 times	14	3.5
Mort than 5 times	30	7.5

4.2.6 Information Search

Table 4.7 shows that more than half of the tourists got the information about Phuket from friends and relatives, and Travel Guidebooks and Internet (63.6 percent). And the rest know Phuket from travel agents and tour wholesales (16.2 percent), from advertisement on television, print media, brochures or radios (13.3 percent), and from reports and news in newspapers or magazines (6.3 percent).

Table 4.7 Frequency Statistics Categorized by Information Source

	Frequency	Percent
Friends and relatives	259	38.8
Advertising	89	13.4
Travel agents and tour wholesales	109	16.3
Travel guidebooks and internet	168	25.2
Reports and news in newspaper, magazine	42	6.3

4.2.7 Type of Accommodation Used

Table 4.8 shows the type of accommodation used, there is 66.0 percent of tourists stayed at resort beach hotels, 12.5 percent of tourists stayed at city hotels, 11.8 percent of tourists stayed at guest houses, 7.5 percent of tourists stayed at bungalows, and 2.3 percent of tourists stayed in other accommodation such as stayed with friends and relatives' house or on ship.

Table 4.8 Frequency Statistics Categorized by Type of Accommodation Used

	Frequency	Percent
City hotel	50	12.5
Resort beach hotel	264	66.0
Bungalow	30	7.5
Guest house	47	11.8
Others	9	2.2

4.2.8   Place of Stay

Table 4.9 shows that most of tourists stayed at Patong beach (45.8 percent), in other places such as Surin beach, Naihan beach, Kamala beach, and Maikhao beach (15.8 percent), at Kata beach (12.3 percent), at Karon beach (10.3 percent), at Bangtao beach (9.0 percent), and some stayed at Phuket town (7.0 percent).

Table 4.9   Frequency Statistics Categorized by Place of Stay

	Frequency	Percent
Phuket town	28	7.0
Patong beach	183	45.7
Kata beach	49	12.3
Karon beach	41	10.3
Bangtao beach	36	9.0
Others	63	15.7

4.2.9   Length of Stay

In this research, it was found out that the Length of Stay of international tourists who visited Phuket is 6.49 days.

4.2.10   Daily Spending

In this research, it was found out that the Daily Spending of international tourists who visited Phuket is 6,346 Baht.

4.2.11   Tourist Attractions

Table 4.10 shows the tourist attractions in Phuket that tourists desire to visit, Patong beach is 28.8 percent, Phuket town is 21.5 percent, Kata&Karon beach is 14.9 percent, and other place such as Racha islands, Naihan beach, PP island, and James bond island (9.6 percent), Phuket Fantasea (6.9 percent), Chalong temple (5.7 percent), Rawai beach (4.4 percent), Coral island (4.3 percent), and Phromthep Cape (3.9 percent), respectively. In brief, tourists desire to

visit natural attraction (56.4 percent), followed by cultural attraction (27.1 percent), other attraction (9.6 percent), and the rest entertaining attraction (6.9 percent)

Table 4.10   Frequency Statistics Categorized by Tourist Attraction

	Frequency	Percent
Phuket town	232	21.5
Chalong temple	61	5.7
Patong beach	311	28.8
Kata & Karon Beach	161	14.9
Rawai beach	48	4.4
Phromthep Cape	42	3.9
Phuket Fantasea	75	6.9
Coral island	47	4.3
Other	104	9.6

4.2.12   Destination Activities

Table 4.11 shows the favored destination activity such as sun bathing 28.9 percent, shopping 25.1 percent, snorkeling and scuba diving 19.0 percent, elephant trekking 10.7 percent, and the rest is sea canoeing, other activity such as fishing, spa treatment, cave exploring, and water sport, yacht charters, playing golf, and horse riding, respectively.

Table 4.11   Frequency Statistics Categorized by Destination Activity

	Frequency	Percent
Snorkeling and scuba diving	189	19.0
Sun bathing	288	28.9
Sea Canoeing	76	7.7
Yacht Charters	29	2.9
Elephant trekking	106	10.7
Horse riding	7	0.7
Golf	16	1.6

Shopping	250	25.1
Other	34	3.4

4.2.13   Intention to revisit Phuket

Table 4.12 shows the intention of most tourists to revisit Phuket (70.0 percent), 21.5 percent of international tourists perhaps revisit Phuket and only 8.5 percent wouldn't like to revisit Phuket.

Table 4.12   Frequency Statistics Categorized by Intention to Revisit Phuket

	Frequency	Percent
Yes	273	70.0
Perhaps	84	21.5
No	33	8.5

4.2.14   Intention to recommend Phuket to friends and relatives

Table 4.13 shows the intention of most tourists to recommend Phuket to their friends and (75.6 percent), 18.4 percent of international tourists perhaps recommend Phuket and only 6.0 percent wouldn't like to recommend Phuket.

Table 4.13   Frequency Statistics Categorized by Intention to Recommend Phuket

	Frequency	Percent
Yes	291	75.6
Perhaps	71	18.4
No	23	6.0

4.3 Relationship of Selected Trip Behaviors and Selected Demographic

      Characters Measured by Chi-square Test

Table 4.14   Objective of Visit Categorized by Gender Using Cross-tabulation

               Chi-square

		Gender			
		Male		Female	
		N	%	N	%
Objective of visit	Pleasure/Holiday	204	91.9	174	97.8
	Other	18	8.1	4	2.2
Total		222	100.0	178	100.0

P-value 0.014

H_0 There is no significant relationship between objective of visit and gender

Based on the Chi-square test, P>0.05. Therefore, we can reject H_0 and conclude that there is a significant relationship between objective of visit and gender. Consequently, there is a significant difference between male and female tourists on objective of visit. When taking a look from the whole picture, most of male and female tourists who visited Phuket are on pleasure and holiday purpose, followed by visited on other purpose that is business and meeting, and visited friends and relatives. The ratio of holiday purpose to other purpose of male tourists is 11.3: 1; whereas, the ratio of female tourists is 43.5: 1. In brief, the ratio of male tourists who visited Phuket on other purpose is more than female tourists.

Table 4.15   Trip Arrangement Categorized by Gender Using Cross-tabulation
Chi-square

| | | Gender | | | |
| | | Male | | Female | |
		N	%	N	%
Trip arrangement	Independent	152	68.5	107	60.1
	On a package	70	31.5	71	39.9
Total		222	100.0	178	100.0

P-value 0.092

H_0 There is no significant relationship between trip arrangement and gender

Based on the Chi-square test, P>0.05. Therefore, we can accept H_0 and conclude that there is no significant relationship between trip arrangement and gender. Consequently, there is no significant difference between male and female tourists on trip arrangement. When taking a look from the whole picture, more than half of male (68.5 percent) and female (60.1 percent) tourists visited Phuket by themselves, and the rest visited Phuket through travel agents (male: 31.5 percent, and female: 39.9 percent).

Table 4.16   Type of Group Travel Categorized by Gender Using Cross-tabulation
Chi-square

		Gender			
		Male		Female	
		N	%	N	%
Type of group travel	Alone	46	20.7	12	6.7
	With family	70	31.5	81	45.5
	With friend	88	39.7	77	43.3
	With tour group	18	8.1	8	4.5
Total		222	100.0	178	100.0

P-value 0.000

H_0 There is no significant relationship between type of group travel and gender

Based on the Chi-square test, P>0.05. Therefore, we can reject H_0 and conclude that there is a significant relationship between type of group travel and gender. Consequently, there is a significant difference between male and female tourists on type of group travel. When taking a look from the whole picture, most of tourists who are male prefer to travel with their friends 39.7 percent, rather than traveling with their family 31.5 percent; whereas, most of female tourists prefer to travel with their family 45.5 percent, rather than traveling with their friends 43.3 percent. The rest number is preferred to travel alone (male: 20.7 percent, female: 6.7 percent), and travel with group tour (male: 8.1 percent, female: 4.5 percent). The proportion of male tourists and female tourists who visited alone is 3.8: 1, it shows that male tourists who prefer to travel alone is more than female tourists, because of the female tourists must consider about safety and security when travel to other places outside their country more than male tourists.

Table 4.17   Type of Transportation Used Categorized by Gender Using

                     Cross-tabulation Chi-square

		Gender			
		Male		Female	
		N	%	N	%
Type of transport	By air	174	78.4	136	76.4
used	By land	35	15.7	23	12.9
	By sea	13	5.9	19	10.7
Total		222	100.0	178	100.0

P-value 0.177

H_0 There is no significant relationship between type of transportation used and gender

Based on the Chi-square test, P>0.05. Therefore, we can accept H_0 and conclude that there is no significant relationship between type of transportation used and gender. Consequently, there is no significant difference between male and female tourists on type of transportation used. When taking a look from the whole picture, nearly three-fourths of male (78.4 percent) and female (76.4 percent) tourists visited Phuket by plane, another visited by private car or bus (male: 15.7 percent, female: 12.9 percent), and the other visited by ship (male: 5.9 percent, female: 10.7 percent)

Table 4.18   Frequency of Visit Categorized by Gender Using Cross-tabulation

		Gender			
		Male		Female	
		N	%	N	%
Frequency of visit	First time	153	68.9	141	79.2
	2 times	23	10.4	22	12.4
	3 times	11	4.9	6	3.4
	More than 4 times	35	15.8	9	5.0
Total		222	100.0	178	100.0

P-value 0.005

H_0 There is no significant relationship between frequency of visit and gender

Based on the Chi-square test, P>0.05. Therefore, we can reject H_0 and conclude that there is a significant relationship between frequency of visit and gender. Consequently, there is a significant difference between male and female tourists on type of group travel. When taking a look from the whole picture, most of tourists visited Phuket for the first time (male: 68.9 percent, female: 79.2 percent). In the second range, male tourists visited Phuket more than fourth times 15.8 percent; followed by, visited in the second times 10.4 percent, and in the third times 4.9 percent. However, in the second range, female tourists visited Phuket in the second times 12.4 percent; followed by more than fourth times 5.0 percent, and in the third times 3.4 percent.

Table 4.19   Objective of Visit Categorized by Age Using Cross-tabulation

Chi-square

		Age					
		24 years or below		25-44 years		More than44 years	
		N	%	N	%	N	%
Objective of visit	Pleasure/Holiday	82	98.8	223	95.7	73	86.9
	Other	1	1.2	10	4.3	11	13.1
Total		83	100.0	233	100.0	84	100.0

P-value 0.002

H_0 There is no significant relationship between objective of visit and age

Based on the Chi-square test, P>0.05. Therefore, we can reject H_0 and conclude that there is a significant relationship between objective of visit and age. Consequently, there is a significant difference among the various ages on objective of visit. When taking a look from the whole picture, tourists who visited Phuket for pleasure and holiday purpose, 98.8 percent of tourists who are below 24 years old, 95.7 percent of tourists who are 25 to 44 years old, and 86.9 percent of tourists who are more than 44 years old; but, the proportion between holiday purpose and other purpose of various age of tourists is quite different. The ratio of holiday purpose to other purpose of tourists who are below 24 years old is 82 : 1, tourists who are 25 to 44 years old is 22.3 : 1, and tourists who are more than 44 years old is 6.6 : 1. In conclusion, tourists with higher age visit on other purposes.

Table 4.20   Trip Arrangement Categorized by Age Using Cross-tabulation

Chi-square

		Age					
		24 years or below		25-44 years		More than44 years	
		N	%	N	%	N	%
Trip	Independent	57	68.7	154	66.1	48	57.8
arrangement	On package	26	31.3	79	33.9	35	42.2
Total		83	100.0	233	100.0	83	100.0

P-value 0.238

H_0 There is no significant relationship between trip arrangement and age

Based on the Chi-square test, P>0.05. Therefore, we can accept H_0 and conclude that there is no significant relationship between trip arrangement and age. Consequently, there is no significant difference among the various ages on trip arrangement. When taking a look from the whole picture, most of tourists visited Phuket by themselves (below 24 years old: 68.7 percent, 25 to 44 years old: 66.1 percent, more than 44 years old: 57.8 percent). The rest, 31.3 percent of tourists who are below 24 years old, 33.9 percent of tourists who are 25 to 44 years old, and 42.2 percent of tourists who are more than 44 years old visited Phuket through travel agent.

Table 4.21   Type of Group Travel Categorized by Age Using Cross-tabulation

Chi-square

		Age					
		24 years or below		25-44 years		More than44 years	
		N	%	N	%	N	%
Type of	Alone	5	6.0	39	16.7	14	16.7
group	With family	19	22.9	90	38.6	42	49.9
travel	With friends	59	71.1	92	39.5	14	16.7
	With tour group	0	0.0	12	5.2	14	16.7
Total		83	100.0	233	100.0	84	100.0

P-value 0.000

H$_0$ There is no significant relationship between type of group travel and age

Based on the Chi-square test, P>0.05. Therefore, we can reject H$_0$ and conclude that there is a significant relationship between type of group travel and age. Consequently, there is a significant difference among the various ages on type of group travel. Tourists who are below 24 years old prefer traveling with their friends (71.1 percent); but, tourists who are more than 44 years old prefer to travel with their family 49.9 percent; and tourists who are between 25 and 44 years old who traveled with their friends and family is closely balanced that is 39.5 and 38.6 percent, respectively. However, tourists who are more than 44 years old prefer to travel with group tour more than other age that is 16.7; whereas, tourists who are between 25 and 44 years old is only 5.2 percent.

Table 4.22   Type of Transportation Used Categorized by Age Using

Cross-tabulation Chi-square

		Age					
		24 years or below		25-44 years		More than44 years	
		N	%	N	%	N	%
Type of	By air	42	50.6	193	82.8	75	89.3
transportation used	By land	21	25.3	30	12.9	7	8.3
	By sea	20	24.1	10	4.3	2	2.4
Total		83	100.0	233	100.0	84	100.0

P-value 0.000

H_0 There is no significant relationship between type of transportation used and age

Based on the Chi-square test, P>0.05. Therefore, we can reject H_0 and conclude that there is a significant relationship between type of transportation used and age. Consequently, there is a significant difference among the various ages on type of transportation used. A number of tourists prefer to visit Phuket by plane (who are below 24 years old: 50.6 percent, 25 to 44 years old: 82.8 percent, and more than 44 years old: 89.3 percent), others visited by bus or private car (who are below24 years old: 25.3 percent, 25 to 44 years old: 12.9 percent, and more than 44 years old: 8.3 percent), and the other visited by ship (who are below 24 years old: 24.1 percent, 25 to 44 years old: 4.3 percent, and more than 44 years old: 2.4 percent). However, the ratio of visiting by air to by land to by sea of tourists who are below 34 years old is 2.1 : 1.1 : 1, tourists who are between 35 and 44 years old is 19.3 : 3 : 1, and tourists who are more than 44 years old is 37.5 : 3.5 : 1. In conclusion, the most of tourists who are young prefer to travel by land and by sea.

Table 4.23   Frequency of Visit Categorized by Age Using Cross-tabulation
              Chi-square

		Age					
		24 years or below		25-44 years		More than44 years	
		N	%	N	%	N	%
Frequency of visit	First time	70	84.4	178	76.4	46	54.8
	2 times	7	8.4	28	12.0	10	11.9
	3 times	2	2.4	8	3.4	7	8.3
	More than 4 times	4	4.8	19	8.2	21	25.0
Total		83	100.0	233	100.0	84	100.0

P-value 0.000

H_0 There is no significant relationship between frequency of visit and age

Based on the Chi-square test, P>0.05. Therefore, we can reject H_0 and conclude that there is a significant relationship between frequency of visit and age. Consequently, there is a significant difference among the various ages on frequency of visit. Most of tourists visited Phuket for the first time (tourists who are below 24 years old: 84.4 percent, who are 25 to 44 years olds: 76.4 percent, and who are more than 44 years olds: 54.8 percent). When comparing the proportion between first visit traveler and repeat visit traveler, the proportion of tourists who are below 34 years olds is 84.4 : 15.6, and tourists who are between 25 and 44 years olds is 76.4 : 23.6; whereas, the proportion of tourists who are more than 44 years olds is 54.8 : 45.2. In conclusion, the elder tourists are the group of tourists that has closely balanced of proportion between first-time traveler and repeat traveler.

Table 4.24   Objective of Visit Categorized by Region of Residence Using

Cross-tabulation Chi-square

		Region of residence							
		America		Europe		Oceania		Asia	
		N	%	N	%	N	%	N	%
Objective of	Pleasure/Holiday	49	92.5	175	96.7	62	96.9	92	91.1
visit	Other	4	7.5	6	3.3	2	3.1	9	8.9
Total		53	100.0	181	100.0	64	100.0	101	100.0

P-value 0.227

H_0 There is no significant relationship between objective of visit and region of residence

Based on the Chi-square test, $P>0.05$. Therefore, we can accept H_0 and conclude that there is no significant relationship between objective of visit and region of residence. Consequently, there is no significant difference among the varying region of residence on objective of visit. A number of tourist visited Phuket on pleasure and holiday purpose. 92.5 percent of tourists who came from America, 96.7 percent of tourists who came from Europe, 96.9 percent of tourists who came from Oceania and 91.1 percent of tourists who came from Asia visited Phuket for a pleasure purpose. The rest visited on other purpose (American tourists: 7.5 percent, European tourists: 3.3 percent, Oceanian tourists: 3.1 percent, and Asian tourists: 8.9 percent) such as business, meeting, and visit friends and relatives.

Table 4.25   Trip Arrangement Categorized by Region of Residence Using

Cross-tabulation Chi-square

		Region of residence							
		America		Europe		Oceania		Asia	
		N	%	N	%	N	%	N	%
Trip arrangement	Independent	38	71.7	142	78.9	28	43.8	51	51.0
	On a package	15	28.3	38	21.1	36	56.2	49	49.0
Total		53	100.0	181	100.0	64	100.0	101	100.0

P-value 0.000

H_0 There is no significant relationship between trip arrangement and region of residence

Based on the Chi-square test, P>0.05. Therefore, we can reject H_0 and conclude that there is a significant relationship between trip arrangement and region of residence. Consequently, there is a significant difference among the varying region of residence on trip arrangement. When taking a look from the whole picture, tourists who came from America and Europe prefer to travel by themselves 71.1 percent and 78.9 percent, respectively, followed by travel through travel agents (America: 28.3 percent, Europe: 21.1 percent); but, tourists who came from Oceania prefer to travel through travel agents 56.2 percent, rather than travel by themselves 43.8 percent; whereas the percentage of tourists who travel by themselves (51.0 percent) and who travel through travel agents (49.0 percent) of tourists who came from Asia is quite closely balanced.

Table 4.26   Type of Group Travel Categorized by Region of Residence Using

Cross-tabulation Chi-square

		Region of residence							
		America		Europe		Oceania		Asia	
		N	%	N	%	N	%	N	%
Type of group travel	Alone	11	20.7	34	18.7	5	7.8	8	8.1
	With family	18	34.0	46	25.3	34	53.1	53	53.5
	With friends	16	30.2	100	54.9	22	34.4	27	27.3
	With tour group	8	15.1	2	1.1	3	4.7	11	11.1
Total		53	100.0	182	100.0	64	100.0	99	100.

P-value 0.000

H_0 There is no significant relationship between type of group travel and region of residence

Based on the Chi-square test, $P > 0.05$. Therefore, we can reject H_0 and conclude that there is a significant relationship between type of group travel and region of residence. Consequently, there is a significant difference among the varying region of residence on type of group travel. A number of tourists who came from Oceania and Asia prefer to travel with their family 53.1 percent and 53.5 percent, respectively, followed by travel with their friends (Oceania: 34.4 percent, Asia: 27.3 percent). But, tourists who came from Europe prefer to travel with their friends (54.9 percent), followed by travel with their family (25.3 percent), travel alone 18.7 percent, and travel with group tour 1.1 percent. Whereas, the percentage of came from America prefer to travel with their family (34.0 percent) and who travel with their friends (30.2 percent) is quite closely balanced, followed by travel alone 20.7 percent, and travel with group tour 15.1 percent.

Table 4.27   Type of Transportation Used Categorized by Region of Residence

Using Cross-tabulation Chi-square

		Region of residence							
		America		Europe		Oceania		Asia	
		N	%	N	%	N	%	N	%
Type of	By air	35	66.1	124	68.1	58	90.6	93	92.0
transportation used	By land	13	24.5	37	20.3	4	6.3	4	4.0
	By sea	5	9.4	21	11.6	2	3.1	4	4.0
Total		53	100.0	182	100.0	64	100.0	101	100.0

P-value 0.000

H_0 There is no significant relationship between type of transportation used and region of

residence

Based on the Chi-square test, P>0.05. Therefore, we can reject H_0 and conclude that there is a significant relationship between type of transportation used and region of residence. Consequently, there is a significant difference among the varying region of residence on type of transportation used. When taking a look from the whole picture, most of the tourists visited Phuket by air (America: 66.1 percent, Europe: 68.1 percent, Oceania: 90.6 percent, and Asia: 92.0 percent), others visited by land (America: 24.5 percent, Europe: 20.3 percent, Oceania: 6.3 percent, and Asia: 4.0 percent), and the others visited by sea (America: 9.4 percent, Europe: 11.6 percent, Oceania: 3.1 percent, and Asia: 4.0 percent). When comparing the ratio between tourists who visited Phuket by air and by land, the ratio of tourists who came from America is 2.7:1, Europe is 3.4:1, Oceania is 14.5:1, and Asia is 23.3:1. And also, when comparing the ratio between tourists who visited Phuket by air and by sea, the ratio of tourists who came from Europe is 5.9:1, America is 7:1, Asia is 23.3:1, and Oceania is 29:1. In brief, tourists who came from America visited Phuket by land more than the tourists from other region of residence, and tourists who came from Europe visited by sea more than the tourists from other region of residence.

Table 4.28   Frequency of Visit Categorized by Region of Residence Using Cross-tabulation Chi-square

		Region of residence							
		America		Europe		Oceania		Asia	
		N	%	N	%	N	%	N	%
Frequency of visit	First time	44	83.1	129	70.9	49	76.6	72	71.3
	2 times	3	5.7	21	11.5	8	12.5	13	12.9
	3 times	3	5.7	8	4.4	3	4.7	3	2.9
	More than 4times	3	5.7	24	13.2	4	6.2	13	12.9
Total		53	100.0	182	100.0	64	100.0	101	100.

P-value 0.610

H_0 There is no significant relationship between frequency of visit and region of residence

Based on the Chi-square test, P>0.05. Therefore, we can accept H_0 and conclude that there is no significant relationship between frequency of visit and region of residence. Consequently, there is no significant difference among the varying region of residence on times of visit. When taking a look from the whole picture, most of tourists visited Phuket for the first time. Tourists who came from America visited Phuket for first time 83.1 percent, the rest visited in the second, in the third and more than fourth times 5.7 percent. Tourists who came from Europe visited Phuket for the first time 70.9 percent, more than fourth times 13.2 percent, in the second times 11.5 percent, and in the third times 4.4 percent. Tourists who came from Oceania visited Phuket for the first time 76.6 percent, in the second times 12.5 percent, more than fourth times 6.2 percent, and in the third times 4.7 percent. Tourists who came from Asia visited Phuket for the first time 71.3 percent, in the second times and more than fourth times 12.9 percent, and in the third times 2.9 percent.

Table 4.29   Objective of Visit Categorized by Monthly Income Using

Cross-tabulation Chi-square

		Age					
		Less $1500		$1501-$23500		More $3500	
		N	%	N	%	N	%
Objective of visit	Pleasure/Holiday	92	92.9	166	96.0	120	93.7
	Other	7	7.1	7	4.0	8	6.3
Total		99	100.0	173	100.0	128	100.0

P-value 0.519

H_0 There is no significant relationship between objective of visit and monthly income

Based on the Chi-square test, $P>0.05$. Therefore, we can accept H_0 and conclude that there is no significant relationship between objective of visit and monthly income. Consequently, there is no significant difference among the various groups of income earners on objective of visit. When taking a look from the whole picture, 92.9 percent of tourists who had monthly incomes below $1,500, 96.0 percent of tourists who had monthly incomes between $1,501 and $3,500, and 93.7 percent of tourists who had monthly incomes more than $3,500 prefer to visit Phuket on pleasure and holiday purpose. The rest 7.1 percent of tourists who had monthly incomes below$1,500, 4.0 percent of tourists who had monthly incomes between $1,501 and $3,500, and 6.3 percent of tourists who had monthly incomes more than $3,500, prefer to visit Phuket on other purpose.

Table 4.30   Trip Arrangement Categorized by Monthly Income Using

Cross-tabulation Chi-square

		Age					
		Less $1500		$1501-$3500		More $3500	
		N	%	N	%	N	%
Trip	Independent	65	65.7	113	65.3	81	63.3
arrangement	On package	34	34.3	60	34.7	47	36.7
Total		99	100.0	173	100.0	128	100.0

P-value 0.913

H_0 There is no significant relationship between objective of visit and monthly income

Based on the Chi-square test, P>0.05. Therefore, we can accept H_0 and conclude that there is no significant relationship between trip arrangement and monthly income. Consequently, there is no significant difference among the various groups of income earners on trip arrangement. When taking a look from the whole picture, most of tourists visited Phuket by themselves (who had monthly incomes below $1,500: 65.7 percent, had monthly incomes between $1,501 and $3,500: 65.3 percent, and had monthly incomes more than $3,500: 63.3 percent), the rest 34.3 percent of tourists who had monthly incomes below $1,500, 34.7 percent of tourists who had monthly incomes between $1,501 and $3,500, and $3,500, and 36.7 percent of tourists who had monthly income more than $3,500, visited Phuket through travel agents.

Table 4.31   Type of Group Travel Categorized by Monthly Income Using

Cross-tabulation Chi-square

		Age					
		Less $1500		$1501-$3500		More $3500	
		N	%	N	%	N	%
Type of group travel	Alone	11	11.1	24	13.9	23	18.0
	With family	33	33.3	60	34.7	58	45.3
	With friends	49	49.5	81	46.8	35	27.3
	With tour group	6	6.1	8	4.6	12	9.4
Total		99	100.0	173	100.0	128	100.0

P-value 0.012

H_0 There is no significant relationship between type of group travel and monthly income

Based on the Chi-square test, P>0.05. Therefore, we can reject H_0 and conclude that there is a significant relationship between type of group travel and monthly income. Consequently, there is a significant difference among the various groups of income earners on type of group travel. Tourists, who had monthly incomes below $1,500 (49.5 percent) and between $1,501 and $3,500 (46.8 percent), prefer to visited Phuket with their friends, followed by visited with their family 33.3 percent and 34.7 percent, respectively; whereas, tourist who had monthly incomes more than $3,500 (45.3 percent) prefer to visited with their family, followed by visited with their friends (27.3 percent). The rest 11.1 percent of tourists who had monthly incomes below $1,500, 13.9 percent of tourists who had monthly incomes between $1,501 and 3,500, and 18.0 percent of tourists who had monthly incomes more than $3,500, visit Phuket alone, and followed by visit with group tour (who had monthly incomes below $1,500: 6.1 percent, had monthly incomes between $1,501 and $3,500: 4.6 percent, and had monthly incomes more than $3,500: 9.4 percent).

Table 4.32   Type of Transportation Used Categorized by Monthly Income Using

Cross-tabulation Chi-square

		Age					
		Less $1500		$1501-$3500		More $3500	
		N	%	N	%	N	%
Type of	By air	61	61.6	135	78.0	114	89.0
transportation used	By land	24	24.3	27	15.6	7	5.5
	By sea	14	14.1	11	6.4	7	5.5
Total		99	100.0	173	100.0	128	100.0

P-value 0.000

H_0 There is no significant relationship between type of transportation used and monthly

income

Based on the Chi-square test, P>0.05. Therefore, we can reject H_0 and conclude that there is a significant relationship between type of transportation used and monthly income. Consequently, there is a significant difference among the various groups of income earners on type of transportation used. Most of tourists prefer to visited Phuket by air (who had monthly incomes below $1,500: 61.6 percent, between $1,501 and $3,500: 78.0 percent, and more than $3,500: 89.0 percent), followed by visited by land, and visit by sea. When comparing the ratio between tourists who visited Phuket by air and by land, the ratio of tourists who had monthly income below $1,500 is 2.5 : 1, tourists who had monthly income between $1,501 and $3,500 is 5 : 1, and tourists who had monthly income more than $3,500 is 16.3: 1. And also, when comparing the ratio between tourists who visited Phuket by air and by sea, the ratio of tourists who had monthly income below $1,500 is 4.4: 1, tourists who had monthly income between $1,501 and $3,500 is 12.3 : 1, and tourists who had monthly income more than $3,500 is 16.3: 1. In brief, international tourists who have lower income have the highest percentage who visited Phuket by land and sea.

Table 4.33   Frequency of Visit Categorized by Monthly Income Using

Cross-tabulation Chi-square

		Age					
		Less $1500		$1501-$3500		More $3500	
		N	%	N	%	N	%
Frequency	First time	74	74.8	123	71.1	97	75.8
of visit	2 times	12	12.1	22	12.7	11	8.6
	3 times	3	3.0	12	6.9	2	1.6
	More than 4 times	10	10.1	16	9.3	18	14.0
Total		99	100.0	173	100.0	128	100.0

P-value 0.200

H_0 There is no significant relationship between frequency of visit and monthly income

Based on the Chi-square test, P>0.05. Therefore, we can accept H_0 and conclude that there is no significant relationship between frequency of visit and monthly income. Consequently, there is no significant difference among the various groups of income earners on frequency of visit. Most of tourists who had monthly incomes below $1,500 visited Phuket for the first time 74.8 percent, followed by visit in the second times 12.1 percent, visited more than fourth times 10.1 percent, and visit in the third times 3.0 percent. Most of tourists who had monthly incomes between $1,501 and $2,500 visited Phuket in the first times 67.5 percent, followed by visited in the second times 14.5 percent, visited more than fourth times 10.8 percent, and visited in the third times 7.2 percent. Most of tourists who had monthly incomes between $2,501 and $3,500 visited Phuket for the first time 74.4 percent, followed by visited in the second times 11.1 percent, visited more than fourth times 7.8 percent, and visited in the third times 6.7 percent. Most of tourists who had monthly incomes more than $3,500 visited Phuket for the first times 75.8 percent; followed by visited more than fourth times 14.0 percent, visited in the second times 8.6 percent, and visited in the third times 1.6 percent.

4.4 Different Tourists' Length of Stay and Daily Spending Categorized by Selected Demographic Characters Measured by Independent Samples T-test and One-way ANOVA

Table 4.34   Tourists' Length of Stay Categorized by Gender

	Gender	N	Mean	SD.
Length of stay	Male	222	7.09	6.881
	Female	178	5.75	4.062
Total		400	6.49	5.830

P-value 0.023

H_0 There is no significant difference between male and female respondents on Length of Stay

Based on the T-test, P>0.05. Therefore, we can reject H_0 and conclude that there is a significant difference between male and female respondents on Length of Stay. When taking a look from the whole picture, international tourists stayed at Phuket about 6.49 days. The Length of Stay of male tourists quite differs from female tourists of which male tourists stayed longer than female tourists. Male tourists stayed at least 7.09 nights; while, female tourists stayed at least 5.75 days.

Table 4.35   Tourists' Daily Spending Categorized by Gender

	Gender	N	Mean	SD.
Daily Spending	Male	222	6,403.52	6,185.57
	Female	178	6,274.17	5,053.77
Total		400	6,345.96	5,703.20

P-value 0.822

H_0 There is no significant difference between male and female respondents on Daily

Spending

Based on the T-test, P>0.05. Therefore, we can accept H_0 and conclude that there is no significant difference between male and female respondents on Daily Spending. When taking a look from the whole picture, Daily Spending of international tourists who stayed in Phuket about 6,346 Baht. The Daily Spending of male tourists and female tourists is quite closely balanced. The Daily Spending of male tourists is 6,404 Baht; likewise, the Daily Spending of female tourists is 6,274 Baht.

Table 4.36   Tourists' Length of Stay Categorized by Age

	Age	N	Mean	SD.
Length of Stay	24 years or below	83	6.96	7.389
	25-44 years	233	5.95	3.995
	More than 44 years	84	7.52	7.921
Total		400	6.49	5.830

P-value 0.174

H_0 There is no significant difference among the various age groups on Length of Stay

Based on the ANOVA test, $P>0.05$. Therefore, we can accept H_0 and conclude that there is no significant difference among the various age groups on Length of Stay. When taking a look from the whole picture, Length of Stay of international tourists who visited Phuket is about 6.49 days. Tourists who are more 44 years old stayed in Phuket more than the other various groups of age, which is about 7.52 days, followed by tourists who are below 24 years old stayed about 6.96 day, and tourists who are 25 to 44 years old stayed about 5.95 days.

Table 4.37   Tourists' Daily Spending Categorized by Age

	Age	N	Mean	SD.
Daily Spending	24 years or below	83	4,561.60	4,080.73
	25-44 years	233	6,843.64	6,199.58
	More than 44 years	84	6,728.62	5,333.99
Total		400	6,345.96	5,703.20

P-value 0.002

H_0 There is no significant difference among the various age groups on Daily Spending

Based on the ANOVA test, P>0.05. Therefore, we can reject H_0 and conclude that there is a significant difference among the various age groups on Daily Spending. Expenditure of international tourists is about 6,346 Baht per day. Tourists, who are 25 to 44 years old, are the age groups that have the highest expenditure per day, which is 6,844 Baht per day, followed by tourists who are more than 44 years old spent 6,729 Baht; but adolescent tourists or who are below 24 years old spent only 4,562 Baht per day.

Table 4.38   Tourists' Length of Stay Categorized by Region of Residence

	Region of residence	N	Mean	SD.
Length of Stay	America	53	5.79	8.634
	Europe	182	7.37	6.285
	Oceania	64	7.14	3.177
	Asia	101	4.86	3.790
Total		400	6.49	5.830

P-value 0.006

H_0 There is no significant difference among the varying region of residence on Length of Stay

Based on the ANOVA test, $P > 0.05$. Therefore, we can reject H_0 and conclude that there is a significant difference among the varying region of residence on Length of Stay. When taking a look from the whole picture, Length of Stay of tourists who visited Phuket is 6.49 days. Tourists who came from Europe and Oceania stayed closely balanced in Phuket, which is 7.37 and 7.14 nights, respectively. But, Length of Stay of tourists who came from America and Asia is less than tourists who came from Europe and Oceania. Tourists who came from America stayed 5.79 days, and who came from Asia stayed 4.86 days.

Table 4.39   Tourists' Daily Spending Categorized by Region of Residence

	Region of residence	N	Mean	SD.
Daily Spending	America	53	6,274.34	5,829.48
	Europe	182	5,693.63	5,275.16
	Oceania	64	6,659.31	5,917.08
	Asia	101	7,360.48	6,148.60
Total		400	6,345.96	5,703.20

P-value 0.123

H_0 There is no significant difference among the varying region of residence on Daily
         Spending

Based on the ANOVA test, $P>0.05$. Therefore, we can accept H_0 and conclude that there is no significant difference among the varying region of residence on Daily Spending. When taking a look from the whole picture, Daily Spending of international tourists is 6,346 Baht. Tourists who came from Asia spent 7,360 Baht per day, followed by tourists who came from Oceania spent 6,659 Baht per day, tourists who came from America spent 6,274 Baht per day, and tourists who came from Europe spent 5,694 Baht per day.

Table 4.40   Tourists' Length of Stay Categorized by Monthly Income

	Monthly income	N	Mean	SD.
Length of Stay	1,500 USD or less than	99	6.02	5.010
	1,501-3,500 USD	173	7.09	7.301
	More than 3,500 USD	128	6.05	3.792
Total		400	6.49	5.830

P-value 0.205

H_0 There is no significant difference among the various groups of income earners on Length of Stay

Based on the ANOVA test, $P > 0.05$. Therefore, we can accept H_0 and conclude that there is no significant difference among the various groups of income earners on Length of Stay. When taking a look from the whole picture, international tourists stayed at Phuket about 6.49 days. Length of Stay of tourists who had monthly income between 1,501 and 3,500 USD is 7.09 days, followed by tourists who had monthly income more than 43,500 USD is 6.05 days, and tourists who had monthly income less than 1,501 USD is 6.02 days.

Table 4.41   Tourists' Daily Spending Categorized by Monthly Income

	Monthly income	N	Mean	SD.
Daily Spending	1,500 USD or less than	99	4,604.64	3,997.20
	1,501-3,500 USD	173	5,536.10	5,131.90
	More than 3,500 USD	128	8,787.34	6,702.84
Total		400	6,345.96	5,703.20

P-value 0.000

H_0 There is no significant difference among the various groups of income earners on Daily Spending

Based on the ANOVA test, P>0.05. Therefore, we can reject H_0 and conclude that there is a significant difference among the various groups of income earners Daily Spending. When taking a look from the whole picture, expenditure of international tourists is 6,346 Baht per day. If we categorize the Daily Spending of international tourist' monthly income, can divided into three groups that is monthly income less than 1,500 USD or low income; monthly income between 1,501 and 3,500 USD; and monthly income more than 3,500 USD or high income. First group, Daily Spending of tourists who had monthly income less than 1,500 USD is 4,605 Baht. Second group, tourists who had monthly income between 1,501 and 3,500 USD spent 5,536 Baht per day. And final group, tourists who had monthly income more than 3,500 USD spent 8,787 Baht per day.

Table 4.42   Tourists' Length of Stay Categorized by Objective of Visit

	Objective of visit	N	Mean	SD.
Length of Stay	Pleasure/Holiday	378	6.39	5.254
	Business/Meeting	10	3.30	1.703
	Visit friends and relatives	12	12.50	15.347
Total		400	6.49	5.830

P-value 0.000

H_0 There is no significant difference among the various groups of objective of visit on Length of Stay

Based on the ANOVA test, $P>0.05$. Therefore, we can reject H_0 and conclude that there is a significant difference among the various groups of objective of visit on Length of Stay. Tourists who visited Phuket on visit friends and relatives stayed in Phuket longer than tourists who visited on other purpose, and tourists who visited Phuket on business and meeting stayed less than tourists who visited on other purpose. Length of Stay of tourists who visited Phuket on visit friends and relatives is 12.50 days, followed by Length of Stay of tourists who visited Phuket on pleasure and holiday purpose is 6.39 days, and Length of Stay of tourists who visited Phuket on business and meeting purpose is 3.30 days.

Table 4.43   Tourists' Daily Spending Categorized by Objective of Visit

	Objective of visit	N	Mean	SD.
Daily Spending	Pleasure/Holiday	378	6,338.44	5,746.37
	Business/Meeting	10	9,498.20	5,776.87
	Visit friends and relatives	12	3,955.92	2,354.36
Total		400	6,345.96	5,703.20

P-value 0.038

H_0 There is no significant difference among the various groups of objective of visit on Daily Spending

Based on the ANOVA test, $P>0.05$. Therefore, we can reject H_0 and conclude that there is a significant difference among the various groups of objective of visit on Daily Spending. Daily Spending of tourists who visited Phuket for visiting friends and relatives is less than tourists who visited on other purpose and Daily Spending of tourists who visited Phuket on business and meeting is higher than tourists who visited on other purpose. Tourists who visited Phuket on business and meeting purposes spent 9,498 Baht per day, followed by tourists who visited Phuket on pleasure and holiday purpose spent 6,338 Baht per day, and tourists who visited Phuket to visit friends and relatives spent 3,956 Baht per day.

4.5 Discriminant Analysis Results of International Tourists

Table 4.44   Summary of Key Discrimination Variable of Tourists' Length of Stay

Categorized by Region of Residence

Length of Stay				
Key variables	**Region of residence**			
	America	**Europe**	**Oceania**	**Asia**
Objective of visit			***	
Trip arrangement	***	***		
Type of group travel				
Frequency of visit	***			
Age				
Monthly income	***			***
Daily Spending				

*** Key variables that affect to discrimination of Length of Stay categorized by region of residence

       Discriminant analysis shows the variables that can discriminate between longer and shorter stay tourists. In conclusion, trip arrangement, frequency of visit, and monthly income are key variables to discriminate longer and shorter stay of tourists who came from America. Trip arrangement is key variable to discriminate longer and shorter stay of tourists who came from Europe. Objective of visit is key variable to discriminate longer and shorter stay of tourists who came from Oceania. Monthly income is key variable to discriminate longer and shorter stay of tourists who came from Asia.

America

Table 4.45   American Tourists' Length of Stay Categorized by Trip Arrangement

Trip arrangement	N	Mean	SD.	P-value
Independent	38	6.53	9.910	
On package	15	3.93	3.494	
Total	53	5.79	8.634	0.028

Based on the T-test, P>0.05. Therefore, we can reject H_0 and conclude that there is a significant difference between independent and on package tourists on Length of Stay of American tourists.

Table 4.46   American Tourists' Length of Stay Categorized by Frequency of Visit

Frequency of visit	N	Mean	SD.	P-value
First visit	44	4.32	3.671	
Repeat visit	9	13.00	18.486	
Total	53	5.79	8.634	0.061

Based on the T-test, P>0.05. Therefore, we can accept H_0 and conclude that there is no significant difference between first visit and repeat visit tourists on Length of Stay of American tourists.

Table 4.47   American Tourists' Length of Stay Categorized by Monthly Income

Monthly income	N	Mean	SD.	P-value
1,500 USD or less than	15	2.73	1.580	
1,501-3,500 USD	15	11.07	14.969	
More than 3,500 USD	23	4.35	2.124	
Total	53	5.79	8.634	0.002

Based on the ANOVA test, P>0.05. Therefore, we can reject H_0 and conclude that there is a significant difference among the various groups of monthly income on Length of Stay of American tourists.

Europe

Table 4.48   European Tourists' Length of Stay Categorized by Trip Arrangement

Trip arrangement	N	Mean	SD.	P-value
Independent	142	7.06	6.635	
On a package	40	8.48	4.755	
Total	182	7.37	6.285	0.004

Based on the T-test, P>0.05. Therefore, we can reject H_0 and conclude that there is a significant difference between independent and on package tourists on Length of Stay of European tourists.

Oceania

Table 4.49   Oceanian Tourists' Length of Stay Categorized by Objective of Visit

Objective of visit	N	Mean	SD.	P-value
Pleasure/Holiday	62	7.29	3.112	
Business/Meeting	2	2.50	0.707	
Total	64	7.14	3.177	0.162

Based on the T-test, P>0.05. Therefore, we can accept H_0 and conclude that there is no significant difference between Pleasure/Holiday and business/Meeting tourists on Length of Stay of Oceanian tourists.

Asia

Table 4.50   Asian Tourists' Length of Stay Categorized by Monthly Income

Monthly income	N	Mean	SD.	P-value
1,500 USD or less than	23	4.39	3.115	
1,501-3,500 USD	40	4.68	4.714	
More than 3,500 USD	38	5.34	3.034	
Total	101	4.86	3.790	0.128

Based on the ANOVA test, P>0.05. Therefore, we can accept H_0 and conclude that there is no significant difference among the various groups of monthly income on Length of Stay of Asian tourists.

Table 4.51   Summary of Key Discrimination Variable of Tourists' Daily Spending

Categorized by Region of Residence

Daily Spending				
Key variables	**Region of residence**			
	America	**Europe**	**Oceania**	**Asia**
Objective of visit				
Trip arrangement		***		
Type of group travel	***		***	***
Frequency of visit				
Age		***	***	
Monthly income	***	***		***
Length of Stay				

*** Key variable that affect to discrimination of Length of Stay categorized by region of
residence

        Discriminant analysis shows the variables that can discriminate between higher and
lower Daily Spending tourists. In conclusion, type of group travel and monthly income are key
variables to discriminate higher and lower Daily Spending of tourists who came from America.
Trip arrangement, age, and monthly income are key variables to discriminate higher and lower
Daily Spending of tourists who came from Europe. Type of group travel and age are key variables
to discriminate higher and lower Daily Spending of tourists who came from Oceania. Type of
group travel and monthly income are key variables to discriminate higher and lower Daily
Spending of tourists who came from Asia.

America

Table 4.52   American Tourists' Daily Spending Categorized by Type of group travel

Type of group travel	N	Mean	SD.	P-value
Family	18	8,894	6,819	
Non family	35	4,927	4,819	
Total	53	6,274	5,829	0.000

Based on the T-test, P>0.05. Therefore, we can reject H_0 and conclude that there is a significant difference between family and non family tourists on Daily Spending of American tourists.

Table 4.53   American Tourists' Daily Spending Categorized by Monthly Income

Monthly income	N	Mean	SD.	P-value
1,500 USD or less than	15	4,431	4,709	
1,501-3,500 USD	15	3,635	2,412	
More than 3,500 USD	23	9,198	6,819	
Total	53	6,274	5,829	0.002

Based on the ANOVA test, P>0.05. Therefore, we can reject H_0 and conclude that there is a significant difference among the various groups of monthly income on Daily Spending of American tourists.

Europe

Table 4.54   European Tourists' Daily Spending Categorized by Trip Arrangement

Trip arrangement	N	Mean	SD.	P-value
Independent	142	4,994	4,559	
On a package	40	8,177	6,774	
Total	182	5,694	5,275	0.020

Based on the T-test, P>0.05. Therefore, we can reject H_0 and conclude that there is a significant difference between independent and on package tourists on Daily Spending of European tourists.

Table 4.55   European Tourists' Daily Spending Categorized by Age

Age	N	Mean	SD.	P-value
24 years or below	45	4,193	3,192	
25 to 44 years	101	6,328	6,335	
More than 44 years	36	5,791	3,518	
Total	182	5,694	5,275	0.014

Based on the ANOVA test, P>0.05. Therefore, we can reject H_0 and conclude that there is a significant difference among the various groups of age on Daily Spending of European tourists.

Table 4.56   European Tourists' Daily Spending Categorized by Monthly Income

Monthly income	N	Mean	SD.	P-value
1501 USD or less than	53	3,616	2,868	
1501-3,500 USD	77	5,216	4,814	
More than 3,500 USD	52	8,519	6,547	
Total	182	5,694	5,275	0.000

Based on the ANOVA test, P>0.05. Therefore, we can reject H_0 and conclude that there is a significant difference among the various groups of monthly income on Daily Spending of European tourists.

Oceania

Table 4.57   Oceanian Tourists' Daily Spending Categorized by Type of Group Travel

Type of group travel	N	Mean	SD.	P-value
Family	34	8,165	7,207	
Non family	30	4,953	3,359	
Total	64	6,659	5,917	0.042

Based on the T-test, P>0.05. Therefore, we can reject H_0 and conclude that there is a significant difference between family and non family tourists on Daily Spending of Oceanian tourists.

Table 4.58   Oceanian Tourists' Daily Spending Categorized by Age

Age	N	Mean	SD.	P-value
24 years or below	11	3,801	1,705	
25 to 44 years	37	7,134	6,822	
More than 44 years	16	7,525	5,105	
Total	64	6,659	5,917	0.160

Based on the ANOVA test, P>0.05. Therefore, we can accept H_0 and conclude that there is no significant difference among the various groups of age on Daily Spending of Oceanian tourists.

Asia

Table 4.59   Asian Tourists' Daily Spending Categorized by Type of Group Travel

Type of group travel	N	Mean	SD.	P-value
Family	53	9,292	7,212	
Non family	48	5,227	3,747	
Total	101	7,360	6,149	0.013

Based on the T-test, P>0.05. Therefore, we can reject H_0 and conclude that there is a significant difference between family and non family tourists on Daily Spending of Asian tourists.

Table 4.60   Asian Tourists' Daily Spending Categorized by Monthly Income

Monthly income	N	Mean	SD.	P-value
1,500 USD or less than	23	6,762	5,004	
1,501-3,500 USD	40	5,724	4,727	
More than 3,500 USD	38	9,446	7,494	
Total	101	7,360	6,149	0.416

Based on the ANOVA test, P>0.05. Therefore, we can accept H_0 and conclude that there is no significant difference among the various groups of monthly income on Daily Spending of Asian tourists.