



**Motivation and Behavior of Thai Outbound Tourists to Europe**

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**A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of  
Master of Business Administration in Hospitality and Tourism Management  
(International Program)**

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ชื่อวิทยานิพนธ์	พฤติกรรมและแรงจูงใจของนักท่องเที่ยวชาวไทยที่เดินทางไปท่องเที่ยวในยุโรป
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### บทคัดย่อ

การท่องเที่ยวไปยังต่างประเทศถือเป็นส่วนหนึ่งของอุตสาหกรรมการท่องเที่ยวที่แสดงถึงจำนวนเงินของค่าใช้จ่ายที่ไหลออกจากประเทศ ตามสถิติของการท่องเที่ยวแห่งประเทศไทยแสดงจำนวนนักท่องเที่ยวชาวไทยที่เดินทางไปต่างประเทศเพิ่มขึ้นอย่างต่อเนื่องจาก 2.2 ล้านคน ในปี ค.ศ. 2002 เป็น 3.8 ล้านคน ในปี ค.ศ. 2006 เอเชียตะวันออกเป็นที่ที่คนไทยเดินทางออกไปท่องเที่ยวมากที่สุด รองลงมาคือ ยุโรป อเมริกา เอเชียใต้ และ โอเชียเนีย ถึงแม้ว่ายุโรปจะเป็นแหล่งท่องเที่ยวอันดับสอง แต่ยุโรปเป็นแหล่งท่องเที่ยวที่มีค่าใช้จ่ายต่อคนต่อวันสูงที่สุด อีกทั้งค่าใช้จ่ายเฉลี่ยในการเดินทางไปท่องเที่ยวในยุโรปต่อวันยังสูงกว่าค่าใช้จ่ายเฉลี่ยในการเดินทางไปท่องเที่ยวไปต่างประเทศในทุกๆปี มีเหตุผลหลายประการที่คนไทยเดินทางไปท่องเที่ยวยุโรป นักท่องเที่ยวแต่ละกลุ่มจะมีความชอบแหล่งท่องเที่ยวเป็นของตนเอง ซึ่งเป็นเรื่องที่น่าสนใจว่าแหล่งท่องเที่ยวใดที่นักท่องเที่ยวชาวไทยเลือกเดินทางไปท่องเที่ยว

การศึกษาได้ใช้ทฤษฎีของพฤติกรรมและแรงจูงใจในการศึกษา เพื่อทำความเข้าใจเกี่ยวกับลักษณะของนักท่องเที่ยวชาวไทยที่เดินทางไปท่องเที่ยวในยุโรป โดยมีการเก็บข้อมูลจากแบบสอบถามจำนวน 400 ชุด ซึ่งเก็บข้อมูลจากนักท่องเที่ยวชาวไทยที่กำลังรอเที่ยวบินในการเดินทางไปท่องเที่ยวในยุโรป ณ สนามบินนานาชาติสุวรรณภูมิ กรุงเทพมหานคร วัตถุประสงค์ของการวิจัยประกอบด้วย (1) เพื่อบ่งชี้ถึงลักษณะของนักท่องเที่ยวชาวไทยที่เดินทางไปท่องเที่ยวในยุโรป และ (2) เพื่อทำความเข้าใจเกี่ยวกับพฤติกรรมและแรงจูงใจของนักท่องเที่ยวชาวไทยที่เดินทางไปท่องเที่ยวในยุโรป โดยมีการจัดประเภทแรงจูงใจเป็น แรงจูงใจหลักค้น 15 ปัจจัย และแรงจูงใจค้ำจุน 20 ปัจจัย

ผลการศึกษาชี้ให้เห็นว่าส่วนใหญ่เป็นการท่องเที่ยวครั้งแรกในยุโรป และเดินทางในช่วงเวลาหยุดงาน นักท่องเที่ยวชาวไทยที่เดินทางไปท่องเที่ยวในยุโรปส่วนใหญ่จะมีรายได้

40,001 ถึง 70,000 บาทต่อเดือน สิ่งที่เป็นปัญหาสำหรับการท่องเที่ยวในยุโรป คือ เป็นการท่องเที่ยวที่มีค่าใช้จ่ายสูง มีปัญหาด้านภาษา และการขอหนังสือเดินทางเข้าประเทศ ผลการศึกษายังแสดงถึงความหลากหลายของแรงจูงใจของนักท่องเที่ยวชาวไทยในกลุ่มตัวแปรด้านประชากร ห้าอันดับแรกของตัวแปรผลึกค้น ได้แก่ “ต้องการรู้จักสถานที่แปลกใหม่” “เรียนรู้วัฒนธรรมและวิถีชีวิตใหม่ๆ” “บำรุงความรู้ด้านสติปัญญาให้กับตนเอง” “เพิ่มเติมความรู้” และ “ต้องการลองทำสิ่งแปลกใหม่” ห้าอันดับแรกของตัวแปรคิงคูด ได้แก่ “ทิวทัศน์ของเมือง” “แรงดึงดูดใจทางด้านสถาปัตยกรรม” “แรงดึงดูดใจทางด้านวัฒนธรรม” “สิ่งแวดล้อมทางธรรมชาติ” และ “บรรยากาศที่โรแมนติก” จากข้อมูลเรื่องพฤติกรรมและแรงจูงใจของนักท่องเที่ยวชาวไทยที่เดินทางท่องเที่ยวในยุโรปนี้ สามารถนำไปสู่การสนับสนุนและการพัฒนาด้านการตลาดการท่องเที่ยวบางตลาดซึ่งจะช่วยปรับปรุงองค์และอุปทานการท่องเที่ยวต่างประเทศของคนไทยอีกด้วย

**คำสำคัญ** นักท่องเที่ยวชาวไทยที่เดินทางไปต่างประเทศ ทฤษฎีแรงจูงใจและพฤติกรรม แรงจูงใจผลึกค้นและคิงคูด สนามบินนานาชาติสุวรรณภูมิ

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### **ABSTRACT**

The outbound tourism is a one part of the tourism industry that shows the number of outflow of expenditure. According to the statistic of Tourism Authority of Thailand, shows the number of Thai outbound tourists have been steadily increasing from 2.2 million people in 2002 to 3.8 million people in 2006. The highest number of Thai outbound tourists is in East Asia followed by Europe, America, South Asia, and Oceania. Although, Europe is the second destination for Thai traveler but it does show the highest expenditure per head per day. The traveling expenditure in Europe also higher than the average traveling expenditure of Thai outgoing tourists in every years. There are many reasons why Thai tourists are traveling to Europe. Each tourist group has its own preferences in travel destination; it is interesting to see which destinations the tourists are choosing.

This study used motivation and behavior theory to understand and explore the characteristics of Thai outbound tourists who were traveling to Europe. It was conducted using 400 questionnaires with Thai tourists who were waiting for flights to Europe at the Suvarnabhumi International Airport, Bangkok. The objectives of the research are: (1) Identify the characteristic of Thai outbound tourists to Europe, and (2) Investigate the motivation and behavior of Thai outbound tourists to Europe. These motivations are categorized by 15 push factors and 20 pull factors.

Results of this study indicate that the majority of the Thai tourists were first-time travelers and they traveled during their vacation leaves. The largest income group is respondents who earn 40,001-70,000 Baht per month. The high prices, language barriers, and visa restrictions were concerning obstacles for the tourists on their Europe trip. The results also revealed the variety of the Thai tourist's motivation among demographic groups. The top five push motives were: "Discovering new places", "Discovering different cultures and lifestyles", "Enriching

oneself intellectually”, “Increasing knowledge”, and “Trying something new”. The top five pull factors that attracted Thai tourists to travel to Europe were: “Landscape”, “Architectural attractions”, “Cultural attractions”, “Natural environment”, and “Romantic atmosphere”. Travel motivation and behavior information will support further development in specific tourism markets which can align supply and demand in Thai outbound tourism.

**Key words:** Thai outbound tourists, Motivation and Behavior theory, “Push and Pull”  
Motivation, Suvarnabhumi International Airport

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## **LIST OF ABBREVIATIONS AND SYMBOLS**

<b>GDP</b>	Gross Domestic Product
<b>WTTC</b>	World Travel and Tourism Council
<b>UNWTO</b>	United Nations World Trade Organization
<b>WTO</b>	World Tourism Organization
<b>BCIOA</b>	Bureau of China Inbound and Outbound Administration
<b>SARS</b>	Severe Acute Respiratory Syndrome
<b>SD</b>	Standard Deviation
<b>LSD</b>	Least Square Difference
<b>SPSS</b>	Self-Propelled Semi-Submersible

## CHAPTER 1

### INTRODUCTION

#### **1.1 Statement of the Problem**

Tourism has become one of the most important phenomena of modern life and it has proved remarkably resilient in times of economic recession (Hawkins and Ritchie, 1991). Tourism in Thailand has played a significant role in the Thai economy by generating revenue in excess of 800 billion Baht per year (Tourism Authority of Thailand, 2006). As a result, Thailand's current trade balance has been impacted positively. Tourism in Thailand fuels the growth of many related industries such as hotels, restaurants, transportation, and retail industries.

The expansion of these sectors increases the Gross Domestic Product (GDP), employment, export, investment as well as the government expenditure. The World Travel and Tourism Council (WTTC) reviewed the importance of tourism on Thailand's economy; the council found that tourism revenues have been approximately 821.2 billion baht, or 11.7 percent of GDP. This is striking when compared to the other South-East Asia countries and the rest of the world where tourism revenue is only 7.5 percent to 10.6 percent of GDP. The WTTC estimated the proportion of tourism to Thailand's GDP will increase from 11.17 percent in 2005 to 12.6 percent in 2014 which means that the tourism industry will play an ever more important role in the Thai economy (Fiscal Policy Research Institute, 2005).

In the same time, the number of Thai outbound tourists has growth rapidly in every year. "Traditionally, the only Asian country that has generated considerable outbound tourism has been Japan. However, today with the growth of economies in the region, we are seeing a rapid growth in outbound tourism from other countries." (Swarbrooke and Honer, 1999, pp 234). Recently, domestic tourism has been fueled by the rapidly rising income level of middle class Thais. This rise in disposable income has led Thais to search for tourism destinations abroad. During the last seven years, the number of outbound tourists has doubled, implying a growth rate of 15 percent per annum (Thailand Development Research Institute, 1997). More Asians are heading abroad on holiday than ever before and new research explores the travel habits of seven Asia-Pacific countries that are rapidly becoming the driving force behind regional



tourism. On June 14<sup>th</sup> 2006, the Ministerial Roundtable on Asia-Pacific Tourism Policies of the United Nation World Trade Organization (UNWTO) called “The Asia and Pacific Intra-Regional Outbound Series” which includes Australia, China, Hong Kong, India, Japan, Republic of Korea and Thailand said, “Asia has traditionally been known for its tourism destinations, but at the same time the number of Asians traveling abroad has soared”. This analysis show that Asia’s outbound tourism growth rates and travel potential far exceed that for other economic blocks, such as Europe or Americas (WTO, 2006).

Dr. Chris Cooper, professor at the University of Queensland in Australia and chairman of the UNWTO Education Council, recommended that destinations use the information contained in the research to better match their tourism products to the top reasons that Asians travel including: health and wellness, city breaks, shopping and visiting TV and film locations. According to data on Thailand’s outbound tourists given by Dr. Cooper:

- 2.7 million trips aboard were made by Thais in 2004.
- 85% of outbound Thai tourism spending takes place in the Asia-Pacific region.
- Most trips are one week long and to a single destination.
- The top five destinations of Thai travelers are: Malaysia, Singapore, China, Hong Kong, and Japan.

The improved economy causes a psychological effect in Thai tourists encouraging them to spend more money on overseas trips. Regional trips to Malaysia, Singapore, and China, respectively, were the most popular among Thai tourists. Various countries in East Asia have adopted a tourism promotional policy for economic improvement; therefore, there was a substantial marketing and public relation effort in Thailand from neighboring countries. TAT found that China is a very attractive destination for the world’s tourists, as it is a newly opening country that is abundant with attractions to be discovered. China is also Asia’s giant economic country. These factors encouraged more Thai tourists to travel to China.

According to the TAT statistics, shows the number of Thai outbound tourists have been steadily increasing from 2.2 million people in 2002 to 3.8 million people in 2006. The highest number of Thai outbound tourists is in East Asia destination consequently followed by Europe, Americas, South Asia, and Oceania (Table 1.1).

**Table 1.1** The Number of outgoing Thai Nationals by Destination 2002-2006

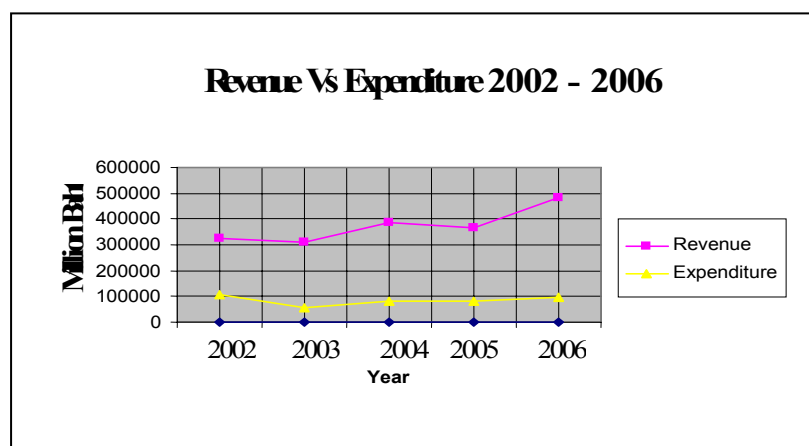
Destination	2002	2003	2004	2005	2006
East Asia	1,890,945	1,774,181	2,265,068	2,562,844	2,843,598
Europe	178,408	185,329	222,912	249,205	280,708
Americas	35,259	32,229	36,392	45,695	43,242
South Asia	28,884	40,960	50,548	55,818	66,119
Oceania	73,581	69,505	71,402	71,189	74,007
Middle East	36,170	44,531	60,174	59,273	69,659
Africa	6,392	4,974	2,445	2,525	4,296
<b>Total</b>	<b>2,249,639</b>	<b>2,151,709</b>	<b>2,708,941</b>	<b>3,046,549</b>	<b>3,381,629</b>

**Source:** Tourism Authority of Thailand, TAT (2007)

The outbound tourism is the one part of the tourism industry that shows the number of outflow expenditure. The number of expenditure of Thai outbound tourism was affect to the tourism balance. Figure 1.1 shows the statistic of Tourism Authority of Thailand between the revenue of International tourists spending in Thailand and outflow expenditure of Thais outbound tourists spending aboard. The total of tourism expenditure by outgoing Thai travelers is 55,810.71 million Baht in 2003 and increasing to 96,084.81 million Baht in 2006.

**Figure 1.1** Revenue of International Tourist's Arrival and Expenditure of Thai Outbound

Tourist Year 2002-2006



**Source:** Tourism Authority of Thailand, TAT (2007)

Increasing amount of money is leaving the country through outbound tourism. According to the TAT statistics report of 2002-2006 Thai outbound tourists spend more money while traveling abroad than International tourists spend money while traveling in Thailand. Although Thai outbound tourists spend less time traveling abroad and Thai Baht appreciation, but the spending money of Thai outbound tourists still increasing since 2003 (Table 1.2 and 1.3).

**Table 1.2** The Average Expenditure of Thai Outgoing Tourists in 2002 - 2006

List/Year	2002	2003	2004	2005	2006
<b>Expenditure(Baht/person/day)</b>	3,960.69	3,830.59	4,197.09	4,146.67	4,362.55
<b>Average length of stay(day)</b>	11.84	7.14	7.70	6.63	6.77
<b>Baht / 1 \$ US</b>	42.96	41.49	40.22	40.22	37.90

**Source:** TAT (2002 - 2006)

**Table 1.3** The Average Revenue of International Tourists in 2002 - 2006

List/Year	2002	2003	2004	2005	2006
<b>Expenditure(Baht/person/day)</b>	3,753.74	3,774.50	4,057.85	3,890.13	4,048.22
<b>Average length of stay(day)</b>	7.98	8.19	8.13	8.20	8.26
<b>Baht / 1 \$ US</b>	42.96	41.49	40.22	40.22	37.90

**Source:** TAT (2002 - 2006)

**Table 1.4** The Average Expenditure (Baht per head per day) of Thai Outgoing Tourists in 2002 - 2006

Destinations	2002	2003	2004	2005	2006
<b>East Asia</b>	3,929.52	3,849.35	4,185.77	4,140.96	4,297.84
<b><i>Europe</i></b>	<b><u>4,458.74</u></b>	<b><u>4,462.69</u></b>	<b><u>4,649.56</u></b>	<b><u>4,477.53</u></b>	<b><u>5,055.32</u></b>
<b>Americas</b>	4,126.77	3,114.69	3,859.18	4,049.05	4,528.59

<b>South Asia</b>	3,123.27	3,122.10	3,820.37	3,532.35	3,651.19
<b>Oceania</b>	3,855.09	2,881.78	3,881.80	3,791.00	4,495.29
<b>Middle East</b>	2,964.42	3,285.98	3,483.50	3,613.82	3,864.59
<b>Africa</b>	4,082.58	3,657.77	4,416.81	4,095.10	3,854.16
<b>Total</b>	3,960.69	3,830.59	4,197.09	4,146.67	4,362.55

**Source:** Tourism Authority of Thailand, TAT (2007)

Europe is the second destination for Thai travelers. Although Europe destination receives the second highest number of Thai outbound tourists, Europe does show the highest traveling expenditure per head per day (See table 1.4). The traveling expenditure in Europe is also higher than the average traveling expenditure of Thai outgoing tourists in other years. Moreover, Europe is the dream destination for Thai tourists to travel. There are many reasons why Thai tourists are traveling to Europe. Each tourist group has its own preferences in travel destinations; it is interesting to see which destinations they are choosing. Tourism in Thailand from domestic origins and origins abroad has been the subject of much study and research. Entire teams of scholars and researches have spent months evaluating tourism in Thailand. Some Government officials have dedicated their carriers to researching and developing tourism in Thailand. While these activates provide a great benefit to the economy and people of Thailand it does make apparent the striking contrast between the amount of research conducted on tourism within Thailand and the amount of research conducted on Thai Nationals touring abroad. The key problem addressed in this research is the lack of quality and current information on Thai Nationals traveling abroad.

The study of motivations and behaviors of Thai outbound tourists who have or will travel abroad is beneficial for tourism because the characteristics of Thai tourists traveling to Europe can then be identified which will lead to information that can support further development in specific tourism markets which can align supply and demand in Thai outbound tourism. Moreover, the Thai traveling to Europe can be advertising for more Europeans to travel to Thailand.

## 1.2 Related Literature

Tourism is the business of providing services to people who are traveling for recreation. Basically, these services include transportation, accommodation, restaurant services, sight-seeing and recreation (Sathiendrankumar and Watson, 1997). Tourism is defined as a short-term movement of people to places some distance from their normal place of residence to indulge in pleasurable activities; it may also involve travel for business purpose, traveling for education, or religious purpose (Swarbrooke and Horner, 1999). Go (1997) recommended that people engage in tourism for different purposes such as pleasure, recreation, holiday, sport, business, visiting friends and relatives, missions, meetings, conferences, health, studies, religion, etc.

Throughout the world more people than ever travel and stay abroad. Modern tourism, characterized by huge movements of people for leisure purposes, started during the 1950s (Lockwood and Medlick, 2001). After the Second World War, people enjoyed higher levels of income and paid holidays, which contributed to the increase of international travel (Jenkins and Carson, 1997). Tourism usually rests on three pillars; there are domestic, inbound and outbound tourism. The Asian outbound markets are all new (Lockwood and Medlick, 2001). According to outbound tourism in China, the Bureau of China Inbound and Outbound Administration (BCIOA) can be classified in three different types, depending on the destination; there are travel within the territory of People's Republic of China, travel to the countries near to the mainland borders and travel to official destination countries approved by the nation government (Qun and Jie, 2001).

In the case of Singapore outbound tourism, there are positive factors that will force the Singaporeans to continue to experience above average growth in outbound tourism in the forms of both inter-regional and intra-regional tourism are (Sathiendrakumar and Watson, 1997):

- Being on the forefront of economic growth
- The rise in the middle class and the associated growing interest of culture and places of interest in other countries by this group
- Being a small country with limited space for recreational activities
- Scale and variety of tourism product development in all destination countries
- Large increases in consumers with the financial means and ability to travel

- Growing importance of ethnic ties between the people of countries of region
- Intensification of trade between countries
- Liberalization and expansion in foreign travel especially intra-regional travel

### 1.2.1 Tourism Classification

Outbound Tourism is the tourism of resident visitors outside the economic territory of the country of reference (WTO, 2001). In 1994, the United Nations classified tourism in three forms that concern Tourism Statistics, there are:

- Domestic tourism which involves residents of the given country traveling only within this country;
- Inbound tourism, involving non-residents traveling in the given country; and
- Outbound tourism, involving residents traveling in another country.

The UN also combined the three basic forms of tourism:

- Internal tourism is comprised of domestic tourism and inbound tourism;
- National tourism is comprised of domestic tourism and outbound tourism;
- International tourism consists of inbound tourism and outbound tourism

### 1.2.2 The Situation of Thai Outbound Tourism, 2002 - 2005

**Year 2002:** The number of Thailand's outbound tourists totaled 2,249,639, which was an increase of 11.89%. This is considered a rather high expansion compared to the growth rate of the previous year, which equaled 5.33%. This was a result of the improved economy of Thailand, which caused a psychological effect to Thai tourists. They were encouraged to spend more money on overseas trips. Regional trips to Malaysia, Singapore, and China, respectively, were the most popular among the Thai tourists. Various countries in East Asia adopted a

tourism promotional policy for the economic improvement in each country; therefore, there was huge marketing and public relations in Thailand especially by neighboring countries such as Malaysia and Singapore. China was a very attractive destination for the world's tourists, as it was a new opening country that is abundant with attractions to be discovered and is also Asia's giant economic country. These factors encouraged more Thai tourists to travel to the mentioned destinations (TAT, 2002).

**Year 2003:** The war between the USA and Iraq, and SARS caused the number of inbound tourists in Thailand to decrease but did not affect the number of outbound tourists, because of price strategies of competitor countries such as reducing air ticket prices to stimulate the middle level of Thai tourists to travel to other countries. Price was the main factor to encourage Thai people to travel abroad, as well as, the travel agent influenced tourists with reduced prices. Accommodation was the highest expenditure, followed by shopping (TAT, 2003).

**Year 2004:** The number of Thai outbound tourists expanded in 2004 to 29.45% when compare with 2003. East Asia was the most popular destination for Thai tourists. The expenditure per head also increased about 8.09%. The highest expenditures came from souvenirs and local products, the second was accommodation and the last is food and beverage (TAT, 2004).

**Year 2005:** In 2005, the number of Thai outbound tourists increased from 2004 by about 13.15% in every destination. The Thai outbound tourists' expenditure reduced from the last year by 1.20%. East Asia was still the top destination; followed by Europe, Oceania, South Asia, and America. The highest rate of expenditure per head per day of Thai outbound tourists was still in Europe at 4,477.53 Baht. The highest expenditure was from accommodations, followed by souvenirs and the last being food and beverage (TAT, 2005).

### **1.2.3 The Top Five Europe Destination Countries of Thai Outbound Tourists**

Table 1.5 shows the top five destination countries of Europe in the last five years. The popular destinations were Germany, United Kingdom, France, Switzerland and Sweden, which appeared in the last year. The number of Thai outbound tourists increased rapidly every year. Even though the TAT expected that the number of Thai outbound tourists would decrease because of wars and SARS in year 2003 it was still increased in Europe.

**Table 1.5** The Top Five Europe Destination Countries of Thai Outbound Tourists in 2002 - 2006

No.	2002	2003	2004	2005	2006
1	Germany (45,070)	Germany (46,121)	Germany (54,184)	Germany (62,407)	Germany (67,994)
2	United Kingdom (30,973)	United Kingdom (33,780)	United Kingdom (43,626)	United Kingdom (53,807)	United Kingdom (61,184)
3	Switzerland (19,989)	France (22,465)	France (24,433)	France (25,270)	France (26,695)
4	France (18,535)	Switzerland (20,945)	Switzerland (21,846)	Switzerland (21,522)	Switzerland (21,939)
5	Netherlands (16,063)	Nether land (11,428)	Nether land (14,030)	Nether land (15,765)	Nether land (17,075)

**Source:** Immigration Bureau, Police Department (2002 - 2006)

#### 1.2.4 Tourists Characteristics

Attempts to segment a particular market by traveler or demographic characteristics have been very popular (Andereck and Caldwell, 1994). The majority of information collected and required for making tourism decision involves many important factors such as tourists demographic, time and duration of visit, expenditure, purpose of visit, type of transportation used, and types of accommodation used (Dickman, 1989).



*Gender*, it has been claimed that gender differences in tourists' behavior have been avoided by researchers (Kinnaird and Hall, 1996; Ritcher, 1995). Some of research has suggested that the holiday motivation of young men and woman are different. Gendered differences have also been observed in the behavior of tourists during their holiday experiences (Ford, 1991; Gibson, 1996). In contrast to the tourism literature, a gender difference in the leisure behavior of people in their home environment has been widely researched. Indeed, it has been suggested that men and woman engage in different leisure activities in their home environment (Hendeson, 1988). Differences in the leisure behavior of men and women may be related with the places in which they live (Pawson and Banks, 1983). The gendered differences in leisure activities may also help in the creation and maintenances of gender ideologies (Shaw, 1996). Therefore, this suggested research leads to the different reason for the travel intentions separate gender.

*Age* is popular criteria used in Sociodemographic segmentation; it can have a significant bearing on consumer behavior (Waver and Lawton, 2002). Traveling abroad for pleasure is a privilege to the rich, and therefore to the older people. An aging population has more discretionary income, better health and more leisure time than any other age group (Go, 1997). McIntosh and Goeldner (1995), also mention that age is the greater interest to tourism managers than the actual population count. Children and institutionalized elders are not traveling consumers therefore, it is worthwhile to look at what is happening to the age segments of population and identify the impact on tourism demand. The change in the population's demographic composition will have a positive influence on the tourism market because the proportion of young people will fall drastically in the coming years and the percentage of senior citizens will increase (Hansruedi, 2001).

*Education level* has a positive impact on pleasure travel (McIntosh and Goeldner, 1995). Education is another factor deserving attention from tourism managers, since it tends to broaden peoples' interest and stimulate travel. A report made in 1990 shows that there is a trend throughout the world of more people having the advantage of higher education, which has been pointed at as an important factor in the development of tourism ("Study on the economic impact of tourism on national economies and international trade", 1996). Some research reported

that people with college education take more pleasure trips than those with only high school educations, and with those with high school educations take more trips than those with only grade school educations.

*Occupation* affects the goods and services bought, it is closely related to both income and education, and certain lifestyles are associated with certain occupation; all this has impact on travel (McIntosh and Goeldner, 1995).

*Income* segmentation, whether targeting the higher or lower income groups, makes sense because the spending levels of various income groups suggest the patronage at different type of travel (Hsu and Powers, 2002). Many studies of tourism demand show the relevance of four exogenous variables to explain tourism demand that the level of income of the potential tourists, the relative price level in the two countries as well as in alternative destinations, the cost of travel from the point of origin to the destination, and the currency exchange rate (Hailin and Lam, 1997). According to the Hailin and Lam's study, the increasing number of Chinese tourists traveling abroad and the future growth of this market depend on two essentials: the financial ability to travel and the permission. The rise of income can affect outbound travel of a nation in two ways; (1) the financial sources, to fund travel, especially for leisure purposes, (2) a rise in business activities, which can stimulate business travel to foreign markets (Frechtling, 2001).

### **1.2.5 Tourists Behavior**

The understanding of tourists' behaviors is difficult because it has many variable factors affecting decisions and interpretations. This complexity is an intimidating task for researchers and managers attempting to collect large samples using structured questionnaires, employing quantitative analysis techniques, and interpreting survey findings (Martin, 2007). To take adequate action in the area of tourism marketing, it must be understood how people perceive such things as destination areas, air travel, travel distances and travel advertising; how they learn to consume and to travel; how they make decisions; and how personality affects those decisions.

The tourism marketing situation requires an appraisal of the effect of economic and social changes, generating factors that will increase certain types of leisure activities and decrease others. The rise in the cost of energy, the improvement of forms of communication, the trend to smaller family units and to live in smaller spaces, the access of more people to higher education are examples of general and diverse factors that have to be taken in to account for an assessment of the trend of tourism, in relation to regional or foreign markets (Moutinho, 2001).

### 1.2.5.1 Tourists Behavior Modeling

In terms of consumer behavior model, the purpose of this model is to attempt to give a simplified version of the relationship of the various factors that influence consumer behavior. The model was developed to describe consumer behavior with the intention of trying to control the behavior pattern (Swarbrooke and Horner, 1999). Foxall and Goldsmith (1994) suggested that the consumption process means little in the absence of a general understanding of how consumers act.

The consumer behavior is a sequence of problem-solving stages as follows:

- (1) the development and perception of a want or need
- (2) pre-purchase planning and decision making
- (3) the purchase itself
- (4) post-purchase behavior which may lead to repeat buying, repeat sales

and disposition of the product after consumptions.

According to the research of Moutinho (2001), the modeling is described as a vacation tourist's behavior that is divided in three parts:

**(1) Pre-decision and the decision process:** this part is concerned with the flow of events, from the tourists' stimuli to the purchase decision. These fields included preference structure (as a major process in the pre-decision phase), decision, and purchase.

**(2) Post-purchase evaluation:** this part has three major purposes. First, it adds to the tourists' store of experiences, and it is through post-purchase assessment that experience is taken into the tourist's frame of reference. Therefore, it broadens personal needs, ambitions, drives, perceptions and understanding. Second, post-purchase assessment provides a check on market-related decisions. Third, it provides feedback to serve as a basis for adjusting future purchase behavior.

**(3) Future decision making:** It is mainly related to the study of the subsequent behavior of the tourist by analyzing different probabilities for repeat buying particular vacation destination or tourist service.

### **1.2.5.2 Tourist Decision Making**

The description of the tourists behavior modeling by Moutinho (2001), in the area of pre-decision and decision process can be describe in the field of travel behavior. The travel decision model is based on motivational levels, needs and desire of the individual, as well as, tourist expectations when facing a travel decision. According to the level of overall travel desire, tourist will be more or less receptive to travel stimuli such as advertising and promotion, travel reports, brochures, etc. The decision process will be shaped according to social and personal determinants of travel behavior such as personality, socio-economic status, attitudes and values and reference groups. The travel assessment of the different alternatives includes the analysis of a variety of factors, such as cost/value relations, attractions and amenities within each destination, travel opportunity and arrangements, as well as, the quality and quantity of available travel information. Other external variables, such as confidence in the travel agent, the overall image of the alternative destinations and services, the tourist's previous travel experience, travel constraints (time and cost), and the degree of perceived risks (financial, functional, social, physical and psychological) are important determinants in the travel decision model as well (Moutinho, 2001).

- **Vacation Tourist Decision Process**

The vacation pattern describes the behavior of any particular tourist over time. It describes the timing and duration of the vacation over some given time scope. More complex forms might in addition contain information about the destination, the type of accommodation, the transportation and more. The vacation behavior reflects the outcome of vary complex decision making processes of individuals and households, who are part of a social system with its typical norms, routines, habits, culture and institutions.

The classification and analysis of tourists can be an important research theme (Bargeman and Joh, 2002). Accordingly, the sequential data embedded in vacation histories is not explicitly considered when developing a typology of vacation behavior. Existing typologies are typically based on cross-sectional information of tourists' choices behavior. But existing typologies do not incorporate any information on vacation behavior over time. Obviously, information about concepts such as loyalty and vacation patterns over time demand a very rich set of panel data that few analyses are likely to gather.

The Vacation Tourist Decision Process describes how information is acquired and related in order to make a decision. Most of the models deal with five different steps in the decision process. They are problem identification, information search, evaluations of alternatives, choice and post-choice processes (Moutinho, 2001).

The tourist decision process includes the tourist's motives and intentions, as well as the stimuli that turn intention into choice of destination. The tourist can make a decision through different approaches, from highly routine to very extensive. In case of the routine decision making approach, decisions are made quickly and with little mental effort. The perceived knowledge about alternatives available is high. When an extensive approach is taken, there is need for considerable time and effort in the search for information and evaluation of alternatives.

A large part of the motives significant to choice may not be conscious. There is more involvement in a travel decision than in purchasing some specific items. There is a range of sub-decisions to be considered in relation to destination, accommodation, transportation, activities, reservations, budget and so as shows in the table 1.6.

**Table 1.6** The Stages of Decision Making in Vacation Choice

Phase	Event and Decisions	Influence and Considerations
-------	---------------------	------------------------------

Tourism need	-Perceived desire to travel -Evaluation of reasons for and against travel without specific information -Collection and evaluation	General travel motivation When to travel How much can be spent Previous travel experience Exposure to travel destination promotion
Information gathering deliberation	Study of travel catalogues and advertising, consulting friends and travel agents	Travel advertising and promotion, advice and suggestions from friends and agents
Decision	Deciding on -destination, travel mode -timing, budget -intermediaries and tourism service enterprise	Perceived image Tourism destination promotion Previous experience Image of potential destinations Travel intermediaries' advice
Travel preparation	Booking and confirmation Travel funds and equipment	Travel intermediaries Bank, Visa, Health

**Source:** Moutinho, 2001

The interval of time between the initial awareness of a new tourist product and the actual decision may vary significantly. During this interval there is a progression of the decision process, involving search for information about the product and evaluation of its attributes in relation to the tourist's needs and motives. In the decision making process, external search occurs in order to reduce perceived risk tolerable levels. The buying decision is taken with some caution, the degree of caution being proportionate to the risk perceived or the inability to estimate risk through ignorance, and to the importance of the amount committed in relation to the tourist's total resources (Moutinho, 2001).

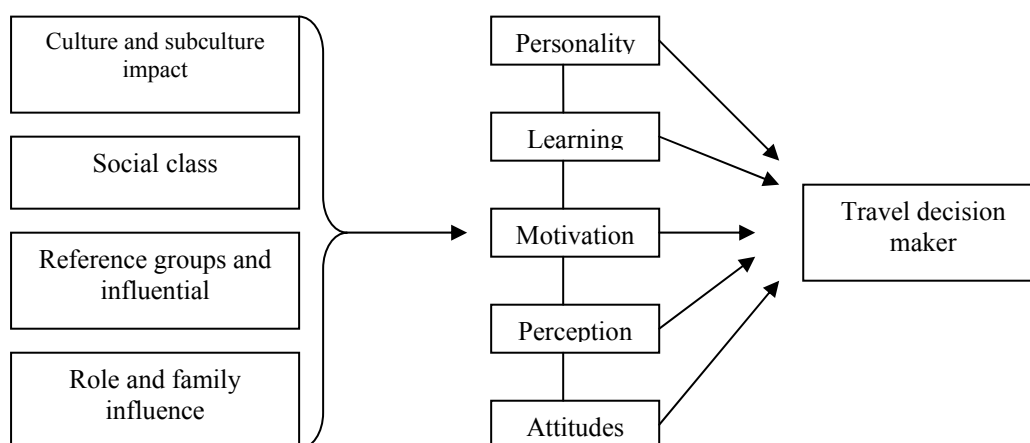
When travelers use extensive decision making they spend considerable time and effort seeking information and evaluating the alternatives available. The final act is seen as emerging from a "funneling" process that portrays how the experience of a problem triggers

search activities that gradually narrow the area of possible solutions until a “final” solution is found (Moutinho, 2001).

### ● Individual Travel Decision Behavior

Travel decisions were extremely affected by forces outside the individual, including the forces of other people. The forces that other people exert are called social influences. These social influences can be grouped into four major areas (Moutinho, 2001); (1) role and family influences, (2) reference groups, (3) social classes and (4) culture and subculture as shows in figure 1.2.

**Figure 1.2** Major Influences on Individual Travel Decision Making Behavior



**Source:** Moutinho, 2001

#### (1) Role and family influence

The family is a very important reference group. Different values and expectations are built in the individual through the family. Other examples of reference groups are religious and ethnic groups, the neighborhood, etc. The degree of interpersonal contact can be identified into two categories: primary groups, which the person has regular contact and secondary groups, which the person interacts inconsistently or on few occasions.

#### (2) Reference groups and influence

Groups that influence general values and the development of a basic code of behavior are qualified as formatives. Points of reference that influence specific attitudes and behavior are designated as a comparative.

### **(3) Social class**

Social class is an important factor influencing consumer behavior. A division of categories in a society bring about some restriction of behavior between individuals in different classes. Individuals in a given social class share similar values, lifestyles, and behavior standards. However it must be emphasized that there are many ways of establishing such a classification. Social class tends to be hierarchical, but then maybe dynamic. It is very likely that members of a social class will follow the standard of behavior of that class; however, individuals may vary in the degree of congruence as to their class insertion.

### **(4) Culture and Subculture Impact**

Culture is the complex of abstract and material elements created by society. These elements are transmitted from one generation to another and serve to shape human behavior, implying explicit or implicit patterns of and for behavior. The multiple cultural factors taken together will characterize a given society, such as its language, religion, technology, etc. Within a society, an important broad factor influencing customer behavior is social class. The individuals in a given social class share similar values, lifestyles, and behavior standards.

Figure 1.2 also described by Moutinho (2001) about the factors that affect the travel decision making, such as personality, leaning, motivation, perception, and attitudes.

### **Personality and Self-concept**

*Personality* can be defined as the configuration of person's characteristics and ways of behaving, which determines their adjustment to the environment in a unique way. The consideration of personality types is important to appraise vacation behavior trends.



*Tourists Self-Image* is described as what the individual believes them to be. The concept of self-image is important to marketers mainly for marketing segmentation and positioning of products; the tourists may prefer destinations and services that match their self-image.

### **Learning Process**

To understand the acquisition of knowledge about a product, it is necessary to consider the learning process. There are two theories of learning, first, *Cognitive learning theory* focuses on problem solving that is on mental processing and considers the tourist as an active learner, second, *Instrumental learning theory* emphasizes the role of reinforcement and repeated trail. Reinforcement is the process by which consequences increase the likelihood of a specific response to certain cues. Generalization is an important aspect of the learning process to be taken into account in the analysis of vacation behavior (Muotinho, 2001).

### **Motivation**

Motivation refers to a state of need, a condition that exerts “push” on the individual toward certain types of action that are seen as likely to bring satisfaction. Two sets of motivation are general and specific. General motivations imply that people travel for many reasons, many times, not being fully aware of them. Specific travel motivations are related to images based on personal experience, knowledge, reports and advice from friends, information gained directly from mass media, advertisements and travel intermediaries.

### **Perception and Cognition**

*Selective Perception* is described in two ways: Selective attention, refers to the facts that individuals usually attend to those stimuli which are regarded as relevant to human needs and interesting, and neglects or distorts inconsistent stimuli.

*Information Search* is how sensitive the average vacation tourist is regarding the information received about a tourist product. This is divided in three levels: (1) the amount of information available to the tourists; (2) the amount of information the tourists are exposed to; and (3) the amount of information actually retained. Information search can be defined as “the

motivated activation of knowledge stored in memory or acquisition of information from the environment". As the definition, a search can be either internal or external (Engel, 1995). An internal search is based on the retrieval of knowledge from memory, while the other consists of collecting information from the market place. An information search is likely to take place and almost always initially takes place internally such as when previous experiences and knowledge are used as the basis for planning a repeat visit (Chen and Gursoy, 2000). Internal sources consist of personal experiences, either with the specific destination or with a similar one, and the knowledge accumulated through an ongoing search (Schul and Crompton, 1983). However, and especially in the case of vacation travel, the search is often external, involving active processes and a variety of information sources.

*Tourist Sources of Communication* can be classified as primary (experiences derived directly from the product), secondary (mass communication), tertiary (information obtained from travel agencies or exhibitions), and personal experience. Tourists will actively process the information provided by the source but will not make judgment about the product based on information. They combine it with other experiences and previous knowledge; therefore, the person develops attitudes and intentions in order to search a buying decision.

### **Attitude and Intention**

*Attitude* is a predisposition, created by learning and experience, to respond in a consistent way toward an object such as a product. This predisposition can be favorable or unfavorable. Attitudes are generally considered to have three components: (1) Cognitive is sometimes called the belief or knowledge component, consisting of the beliefs and opinions, based on some evidence which an individual holds about something (a place, experience, another person). (2) Affective component refers the feeling and emotion about destination or service and implies judgment on the basis of emotion, and (3) Cognitive component is the action tendency which can have a favorable or unfavorable character.

*Behavioral Intention* is the function of evaluative beliefs toward the tourist product. Social factors which tend to provide a set of normative beliefs to the tourist and situational factor that can be anticipated at the time of the vacation plan or commitment (Fishbein M., 1975).

### 1.2.5.3 Perceived Risk

Perceived risk is a function of uncertainty and consequences (Cox, 1967). It may include the uncertainty inherent in the product, uncertainty in place and mode of purchase, degree of financial and psycho-social consequences, and the subjective uncertainty experienced by the tourist. The degree of risk may vary with the costs involved in a decision and the degree of certainty that the decision will lead to satisfaction. These costs riskier include concern such time costs, ego costs, monetary costs and other costs resulting from the eventual failure and need satisfaction. Some studies define the type of vacation tourist loss as physical loss, loss in time, ego loss, or financial loss (Roselius, 1971). Tourists can be risk-neutral, a risk-avoider or a risk-taker. Cox (1967) perceives the first types of risk are connected with financial and social psychological aspects. Roselius (1971) suggested that overall perceived risk includes performance, physical, social-psychological, and time risks. The origin of risk perception lies in the uncertainty of the congruence between self-image and product-image. Researchers regard risk handling as a risk reduction process. Risk reduction methods are used until its level reaches one which is tolerable to the individual and consistent with purchase goals (Moutinho, 2001).

To understand how vacation tourists reduce risk, it is necessary to consider the major types of perceived risk:

- (1) Functional risk, the risk that the product will not perform as expected.
- (2) Physical risk, the risk that the tourist product will be harmful.
- (3) Financial risk, the risk that the product will not be worth its cost, either in time or money.
- (4) Social risk, the risk that a poor product choice may result in embarrassment before others.
- (5) Psychological risk, the risk that a poor product choice will harm the consumer's ego.

The different types of risk have to be considered by a tourist organization in order to help the tourist to reduce the perceived risk (Moutionho, 2001).

#### 1.2.5.4 Grounded Theory in Tourism Behavior

An alternative approach is grounded theory development, a qualitative approach. Grounded theory development is a holistic approach that captures the complexities and nuances of travel experiences. Grounded also includes thick descriptions of behavior processes (Geertz, 1973; Glaser and Strauss, 1967). The research demonstrates how grounded theory enables useful mapping and description of the flows of thoughts, decisions, events, and outcomes within specific contexts in leisure travel.

To understand the tourist behavior, Woodside (2004), provides the grounded theory of leisure travel. It can be described in nine positions continually;

- (1) Demographics: who is the visitor? What type of life of lifestyle do they have?
- (2) Leisure choices, leisure travel alternatives
- (3) Pre-planning trip issues: pre-events, external stimuli not found?
- (4) External Influences: Friends, relatives, or co-workers, Retrieval of thoughts and attitudes, and Situational constraints and opportunities
- (5) Choice of Destination: Why was destination selected? Why were competitive destination rejected?
- (6) Key activity Drivers: What activities influenced the selection of the destination?
- (7) Activities: Activities planned and done, Activities planned and not done, Activities not planned and not done
- (8) Situation on site influences: Local information sources used, special events unknown prior to visit
- (9) Consequences: Satisfaction or dissatisfaction with specific experiences and global visit, Intention to return, Willingness to recommend that the place

#### **1.2.5.5 Planned Versus Realized Tourism Behavior**

Behaviors available within a given environment that are unplanned and unintended are not conceptualized in consumer behavior models. Mintzberg (1978) also identified and proposed a model to illustrate the behavioral outcomes; planned and unplanned that arises from intended and unintended actions. The theory of planned behavior defines a behavioral intention as an intention to try to perform a certain behavior (Ajzen, 1985). Intentions predict whether an individual will attempt to perform a particular behavior: if it does not predict attainment of the goal, then factors lying beyond the control of actor prevented the person from carrying out the intention. In other words, the actualization of the intended behavior is contingent on the individual's perception of control over the various factors that may prevent it, as well as, the individual's perception of his or her ability to carry out the action successfully (March and Woodside, 2005).

The investigation of several behaviors such as length of stay, spending, and number of activities undertaken, examines effects of contingency influences such as group composition, product experience, and motivations based on the differences between planned and realized length of stay and spending.

#### **1.2.5.6 Comparing Intentions and Actual Behavior**

Most models of consumer behavior incorporate intentions as an important predictor variable to forecast sales (Kalwani and Silk, 1982). The concept of "unplanned" behavior is one dimension of the issue regarding the relationship between intentions and actual behavior that has been examined in marketing, particularly in advertising related fields. The predictive power of intentions to forecast future consumption behavior accurately has obvious commercial appeal. This view builds on the assumption that consumers both attending to commercial messages and making plans have reciprocal influences; intention are worthy of study because they reflect benefit seeking behavior that would enable destination strategists to craft effective communication messages (Woodside and Jacobs, 1985).

Several tourism researchers argue that the advantage realized from a consumption experience may be more useful to understand than the advantage that consumers intend to seek (Pearce and Caltabiano, 1983). The present report advances the proposition that learning both benefits sought and plans made, as well as, benefits realized and activities done, provides valuable information for building tourism theory investigates the process by which some intentions are actualized behavior and convincingly explains the influences resulting in unplanned as well as planned behaviors is likely to make a valuable contribution to the advancement of knowledge in the field of tourism (March and Woodside, 2005).

#### 1.2.5.7 Present Behavior and Future Trends

In terms of tourist behavior, it is valuable to consider how tourist behavior might evolve in the future, such as, who will be traveling, what tourists will buy and how they will buy tourism products (Swarbrooke and Horner, 1999). The impact of the future tourist behavior will be four-fold by:

- (1) The growth of outbound tourism from countries which have previously not been major generators of international tourists' trips;
- (2) The expansion of tourism demand from certain groups in society;
- (3) The development of new types of tourism products; and
- (4) Changes in the way in which people purchase tourism products.

The factors that will influence the future of tourist behavior are:

- (1) **Economic factors:** Distribution of wealth, individual disposable income, currency exchange rates, economic booms and recession.
- (2) **Political factors:** Legislation, Visa requirements and immigration controls, Political changes in countries, Government policy on tourism, Terrorism, State funding of the tourism infrastructure.
- (3) **Industry marketing factors:** New products development, Price policies, Distribution strategies, Promotional Medias.

- (4) **The influence of the media:** Non-travel media, e.g. news and wildlife programs, Traveling Medias, e.g. guidebook.
- (5) **Experience:** The growing of confidence and knowledge of tourists as they become more experienced travelers.
- (6) **Technological factors:** Internet, Interactive television, Multimedia systems, Smartcard, Virtual reality, Global distribution systems, Transport technologies
- (7) **Social factors:** Demographic changes, Lifestyle changes, Social concerns, the emergence of new subcultures.

One of the main challenges for tourist managers is to understand the patterns of behavior of tourists. If repetitive patterns of behavior can be established, this can help to ensure future sources of income which can also create informal channels of relationships; whereby, potential tourists can be attracted to specific destinations (Petrick, 2004). The recent tourism literature reflects this increasing interest in the behavior of tourists (Baker and Crompton, 2000; Petrick, 2004; Sirakaya and Woodside, 2005). Indeed, tourism literature offers substantial conceptual and empirical work to describe tourists' destination choice process; although, there are known knowledge gaps to address (Sirakaya and Woodside, 2005).

Another study from Abraham Pizam, University of Central Florida, USA and Silvia Sussmann, University of Surrey, UK, 1995 identify behavioral characteristics of tourists while on guided tours, a group of 12 experienced tour-guides gathered for a two-hour focus group session. Throughout the session, the issues of perceived behavioral similarities and differences between tourists were discussed, and a listing of various kinds of "typical" tourist behavioral characteristics was produced. Twenty of the most significant typical behaviors were incorporated in the questionnaire. Factor analysis was conducted in order to examine the underlying relationships among the 20 behavioral characteristics and determine if the information could be summarized in a smaller set of factors. The factor model used was principal components analysis and the method of extraction was orthogonal.

#### **Perceptions of Behavioral Characteristics:**

##### **Social Interaction Factor:**

Interact-Keeps to self

Socialize-Avoid socializing

Congregate with other nature - Congregate with same nature.

Interested in people - Interested in artifacts

Prefer local food & beverage - Avoid local food & beverage

Take long trips-Take short trip

**Commercial Transactions Factor:**

Buy souvenirs-Do not buy souvenirs

Buy gifts for friends and relations at home - Do not buy gifts

Trust tourists' trade people - Do not trust

Shop constantly-No shopping

Take photos-No photos

Travel in groups-Travel alone

Write letters-No letters

**Activities Preferences Factor:**

Adventuresome-Safe

Active-Passive

Prefer Novelty-Familiarity

**Bargaining Factor:**

Bargaining-Pay asking price

Loose and unplanned trip - Plan trip rigidly

**Knowledge of Destination Factor:**

Want to see "authentic" - Satisfied with "staged"

Knowledgeable-Not knowledge

After 1989, tourists flows to and from the transition countries of Central Europe increased significantly as a rapidly growing trade with distant countries, including Japan, indicate that this region has increasingly been incorporated into the world economy and its tourism market (Mitsutake, 1998). The behavior of Japanese tourists was in many respects different from that of European and American tourists. Several characteristics of Japanese society have helped to shape tourist behavior, such as;



- (1) High levels of household incomes and consequently, high levels of tourists spending
- (2) Demand for high-quality tourist services, including good security (many Japanese tourists aboard were first-time traveler, did not speak foreign languages and took higher price package tours)
- (3) High proportion of travel agency services in outbound travel
- (4) Strong employee commitments towards their firms
- (5) Relatively low holiday entitlements
- (6) Language barriers (limited fluency in speaking foreign languages by many Japanese)

Increases in number of Japanese outbound traveler were supported by two main factors: (1) improved real income and (2) increased holiday entitlement. Japanese tourists were the probably the most attractive market sector for every receiving country because of their high spending behavior.

**Barriers to Japanese Travel to Central Europe:**

- (1) Remoteness of destination and high price of travel
- (2) Visa requirements
- (3) Language barriers
- (4) Poor marketing of the destination country
- (5) There are few direct regular or charter flight to the destination region
- (6) The destination region is little known, its tourism image is weak
- (7) There is lack of travel agencies specialized in Japanese travel to Central Europe

Japanese tourists have some special characteristics such as high level of spending, a strong interest in visiting cultural and heritage sites of Europe and high proportion of travel agency services. On the other hand, the Japanese characteristics mentioned is “Business and Conferences tourism”; which is another important motivation for their travel (Mitsutake, 1998).

### 1.2.6 Motivation

Motivation is one part of the behavior in the part of the decision process as showed in figure 1.2. It refers to a state of need, a condition that exerts a “push” on the individual toward certain types of action that are seen as likely to bring satisfaction. Motive is a driving force to reduce a state of tension and it may stem from physiological or psychological needs. Every tourist can be placed in a certain category according to their motivations for foreign travel. People engage in tourism for difference purposes such as pleasure, recreation, holiday, sport, business, visiting friends and relatives, missions, meetings, conferences, health, studies, religion, etc (Go, 1997). Motivation for vacation travel is often the result of a complex of motives, including the fun and excitement of planning and preparing for a trip. This mean that the pleasure of travel is not restricted to the period of time spent on the trip. During pre and post-vacation stages there may be pleasure in talking about it, making arrangements related to it, reporting the experience to friends afterwards and etc.

Past research has shown that identifying tourist motivations can be useful and effective approach for determining appropriate visitor opportunities, and further, that heterogeneous tourist segments may be easily categorized by these motivation factors (Awaritefe, 2003).

#### ● Definition of Motivation

**Table 1.7** Definition of Motivation

No.	Year	Researchers	Definition
1	1979	Crompton	One of the tourist motivational theories is “Push and Pull” theory.
2	1981	Kleinginna	Motivation is an internal state or condition (sometimes described as a need, desire, or want) that serves to activate or energize behavior and give it direction.
3	1981	Dann	Motivation has been referred to as

	1982 1993	Pearce Uysal & Hagan	psychological/biological needs and wants, including integral forces that arouse, direct, and integrate a person's behavior and activity.
4	1982	Iso-Ahola	Developed a seeking tourism motivation theory from a psychological perspective. Psychologists suggested a motive is an internal factor that affects a person's behavior.
5	1987 1992 1993 1996 2002	Moutinho Sirakaya Gartner Sirakaya, Mclellan & Uysal Kim & Lee	Tourist Motivation is characteristics of individuals that influence the choice of destinations, since they act as push factor leading to the realization of tourist travel.

**Table 1.7** (Continued)

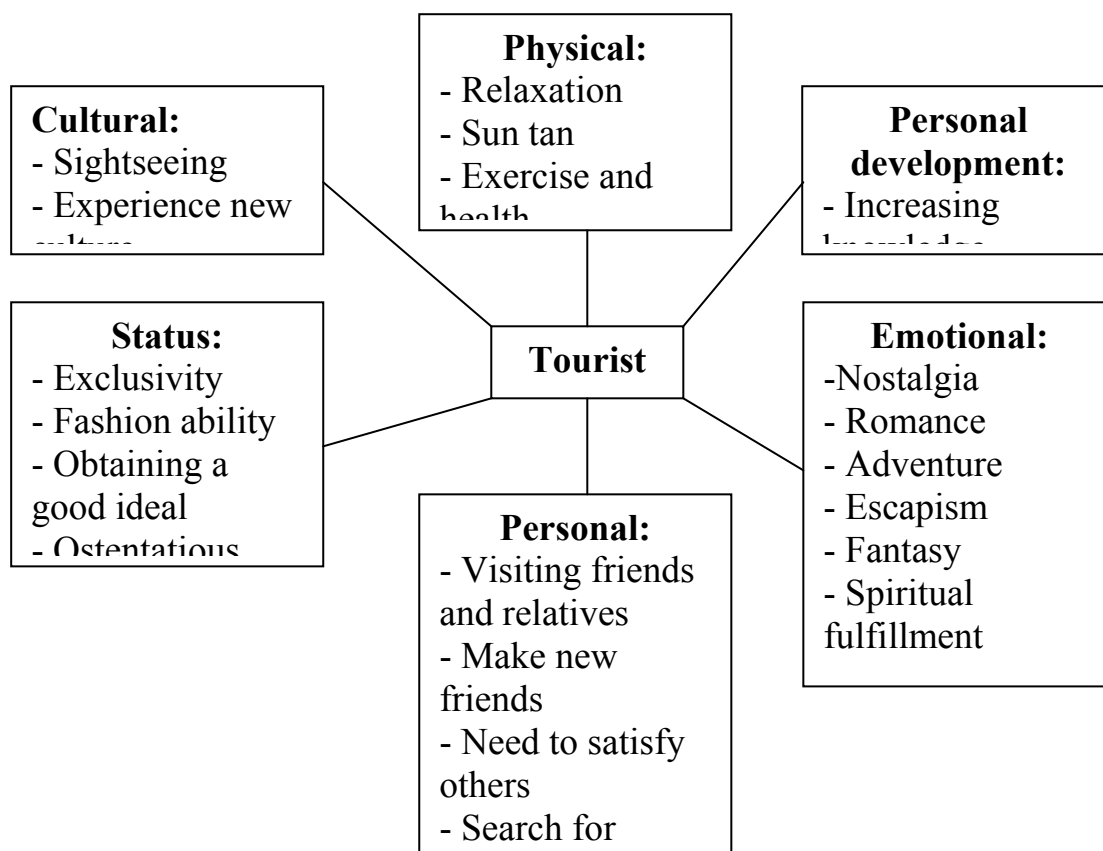
No.	Year	Researchers	Definition
6	2000	Kim Crompton & Botha	Motivational factor are psychological needs that play a significant role in causing a person to feel psychological disequilibrium that may be corrected through a travel experience.
7	1999	Furchtgott	The study of motivation is to ask "why" of action. It is an attempt to eventually influence ones' behavior; and "from many perspectives, its is an effort to minimize discomfort...a hallmark of modern societies is the effort to improve people's lives, including the debilities of advanced age"
8	2004	Beerli and Martin	Motivation is the need that drives an individual to act in a certain way to achieve to the desired satisfaction.

● **Tourists Motivation**

The text book of consumer behavior in tourism (Swarbrooke and Horner, 1999) begins with outlining the range of motivators that are thought to influence tourists. There is then a discussion of how motivators vary between different types of tourism product and different groups of people.

The number and range of motivators can be separate into two groups; those which motivate a person to take a holiday and those which motivate a person to take a particular holiday to specific destination at a particular time. There are many potential motivators that could be to either or both of these. Furthermore, there are a number of potential variations on a theme for each individual motivator, and a myriad of ways in which they can be combined. No widely recognized way exists of categorizing the main motivating factors in tourism. However, some of the major ones are outlined in figure 1.3.

**Figure 1.3** The Typology of Motivators in Tourism



**Source:** Swarbrooke and Horner, 1999

### 1.2.6.1 Motivators and Different Market Segments

Not only are motivators different for each individual tourist but differentiates between market segments. For example, the tourism industry seems convinced that the segments are based on demographic criteria assume that: (1) young people want to party, relax, drink heavily, have sex, dance, and make lots of new friends, (2) elderly people are presumed to have a preference for sedate activities like blows and bingo, and to be almost obsessed by nostalgia, and (3) parents are thought to be preoccupied with the need to keep their children happy. They are also thought to want to escape from their parental responsibilities to spend time together (Swarbrooke and Horner, 1999).

There has been some research to test the motivating factors for different demographic groups. A study of an Irish traveler's perceptions of salient attributes that led to travel preferences within major foreign holiday destinations (Kaynok, 1996). This study found

significant difference between tourists of different ages, sexes, educational attainment, income, and marital status. Young people preferred vacation which gave opportunities for activity based holidays while older travelers sought restful destinations with sightseeing opportunities. The more highly educated respondents showed a preference for destinations offering opportunities for nature and culture activities. On the other hand, those people with a lower educational attainment stressed the importance of a vacation where they could try new and unfamiliar activities that were very different from their routine. Those within a lower income saw their holiday as a chance to get away from the monotony of everyday life and indulge in activities that built up their self-confidence. On the other hand, higher income earners wanted an intellectually stimulating holiday with excitement and the chance to increase their knowledge of the destination area (Swarbrooke and Horner, 1999).

#### **1.2.6.2 Motivators and Gender**

Gender is one aspect of demographics which the tourism industry seems to believe determines personal motivators. Different products such as golf trips or shopping trips seem to be based on a desire to match the perceived motivators of men and women respectively. However, when looking at a range of personal motives, there is some evidence to suggest that there is in fact relatively little difference between the sexes. Ryan (1997) noted that with fourteen motivators there were significant differences in the weighting given to them by men and women in three cases. Woman placed rather more value on trying to use a holiday to avoid daily hustle and bustle, relax physically, and relax emotionally.

#### **1.2.6.3 The Study of Motivation**

According to a study of Japanese tourism, people from the United Kingdom had reasons for what they do and are motivated by driving forces that make them act in a certain way. However, the tourism industry may involve a rather wider set of energizing forces and tourist motivation which will vary from nation to nation. In the case of the research to find out how Japanese culture and travel motivation are related to each other, it is found that the difference

between younger and older generations has not been considered. The research objective was to reveal various cultural aspects of demand as well as the constraints and the push factors that motivate the Japanese to choose outbound holidays (Gilbert and Terrata, 2001). Motivations are understood as the underlying forces that arouse and direct behavior (Iso-Ahola, 1999). Behavior can be viewed as a process of internal psychological factors which can generate tension to some extent. This leads to behaviors designed to release this tension in various forms, one of these forms is illustrated in the travel tourism action (Fodness, 1994). An individual travel motivation begins when an individual becomes aware of certain needs and perceives that certain destinations may have the ability to serve those needs (Lubbe, 1998).

#### **1.2.6.4 Modeling of Tourism Motivations**

One of the studies about tourists' motivation concerns senior tourism in China. The study initiates an original inquiry into the motivations of senior tourism in China, a developing country which witnesses the fastest rate of aging in the world and is at the same time emerging as a global tourism superpower.

A theoretical model is developed through an intense scrutiny of textual data collected through in-depth interviews. Using basic psychological theories on aging and motivation and adopting the grounded theory approach. The study proposes a tourism motivations model for Chinese seniors (Cathy, Lipping, and Kevin, 2007). Figure 1.4 shows the model of senior tourism motivation.

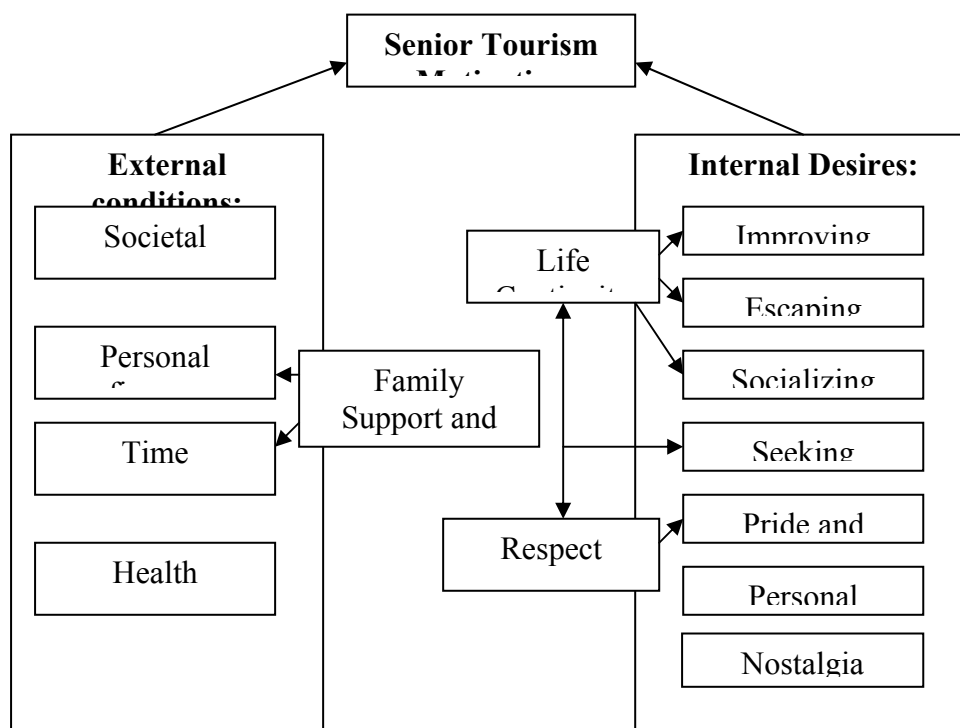
##### **The Model Consists of Two Main Components:**

(1) *External* conditions include societal progress, personal finance, time, and health, of which personal finance and time are mediated through family support and responsibility;

(2) *Internal* desires include improving well-being, escaping routines, socializing, seeking knowledge, pride and patriotism, personal reward, and nostalgia. The first four factors are influenced by the life continuity concept, whereas seeking knowledge and pride

and patriotism are affected by the respect concept. Further, the study puts forward eight propositions, each of which is discussed in reference to extant tourism motivation literature.

**Figure 1.4** The Model of Senior Tourism Motivations



**Source:** Cathy, Lipping, and Kevin, 2006

The travel motivators from McIntosh (1997) suggest that travel motivation could be divided into four categories;

- Physical motivators: physical rest, sports participation, beach recreation, relaxing entertainment and health considerations.
- Cultural motivators: the desire for knowledge of other countries such as music, art, folklore, dances, printing and religion.



- Interpersonal motivators: the desire to meet new people, visit friends or relatives, to escape from routine, family, or neighbors, or to make new friendships
- Status and prestige motivators: the desire for recognition, attention, appreciation and good reputation.

#### **1.2.6.5 Push and Pull Theory**

Motivation has been referred to as psychological biological needs and wants, including integral forces that stimulate, direct, and integrate a person's behavior and activities (Dann, 1981). The Push-Pull framework provides a useful approach to understanding the motivations underlying tourists and visitors behavior (Klenowsky, 2002). Motivation in tourism has been classified into internal and external forces as "push" and "pull" (Crompton, 1979, Dann, 1977). As a result, push factors refer to traveler needs, wants and desires; these are tangible and intrinsic needs (Lunberg, 1990).

One of the tourist motivational theories is the "push and pull" theory, this theory discovered psychological or social motives in push motivation which described the wish to travel. The push concept refers to internal forces pushing people to travel, pull concept refers to the forces external pulling people to travel. Literature documents and also recognizes the push and pull model as a useful framework to identify and measure the different forces and influences that push an individual to travel, and pull or attract that person to a particular destination. Push factors are used to explain the desire to go on vacation while pull factors are used to explain tourists choice (Crompton, 1979). Push factors are the socio-psychological needs that would encourage a person who is motivated, or aroused by the destination. As Gnoth (1997) defined, push factors are internally generated drives that cause the tourist to search for signs in objects, situation and events that contain the promise of reducing prevalent drives, whereas pull factors are generated by knowledge about goal attributes the tourists hold.

On the other hand pull motivation factors also affect the opinion regarding the place to visit and are related to the attributes of the destination (Lundberg, 1990). Sirakaya and Woodside (2004) showed previous empirical research that exposed two prominent forces, there are push and pull motivations. These two motivations describe how individual's motivation variables pushed them into making travel decisions, and how they are pulled or attracted by destination attributes. In general, the conclusion that tourist motivation should be perceived as a multidimensional concept in which different understandings about their constructs are determinants in the decision within "push and pull" motivation (McCabe, 2000).

Iso- Ahola (1982) developed a seeking tourism motivation theory from a psychological perspective. Psychological suggested a motive is an internal factor that affects a person's behavior (Murray, 1964). Iso-Ahola also suggested people think more about intrinsic reward, in general. Intrinsic reward can be grouped into categories: seeking, in which one might discover feeling of mastery or competence; and escaping, in which one might avoid something or leave the daily routine (Iso-Ahola, 1982). The model suggest seeking and escaping are both part of the tourism motivation; however, Iso-Ahola states that the importance of each category for different groups of individual and under various conditions is subjected to change

Anderson and Lehmann (1994) discussed how customers' intention are adaptive and describe how a customer is likely to update expectations on the basis of both past experience and other types of non-experiential information. They also identify how the level of updating is generally accepted that consumer satisfaction is a function of overall post-purchase evaluation and it is believed to influence attitude and future purchase intention (Oliver, 1980; Churchill and Surprenant, 1982; Fornell, 1992).

The research of Japanese tourism for the United Kingdom shows for all age groups tended to take a holiday each year both young and old. And 20% of the younger group traveled more than twice a year, while the older generation indicated less frequency to travel on outbound holiday. With respect to the entire sample and options about overseas travel, it was found that an overseas holiday was considered as a luxury by more of the younger respondents. On the other hand, most of the older group said that they though outbound holidays were not special or were seen as the same as a domestic holiday (Gilbert, Terrata, 2001). As constraint factors of this research, the analysis of the data considers three principal factors: 1) degree of

difficulty in taking a holiday, 2) difficulties and threats while traveling aboard, and 3) the problems of the economic recession.

Push factors are considered in terms of experience and learning, respondents' attitude about famous and popular places, Lack of English language skills, time, and refreshment and escape from daily life. Pull factors are the image of UK, cost, distance and climate.

In the journal of business research, modeling motivations and perceptions of Portuguese tourists also used push and pull theories. This study offers an integrated approach to understanding tourist motivation and attempts to extend the empirical evidence on the relationships between the push and pull motivations in order to determine to what extent these motivating factors will contribute to the overall perception of the destination.

Their literature review provides the basis of selection of each component of the model. The model is based on the traditional breakdown between push and pull motives and this model's construction relies on the identification of relationship between the two constructions of motivations. They used an interesting statistic data analysis by applying a Principal Components Analysis (PCA) to the set of push and pull motives in order to reduce data (Correia, Valle, and Moco, 2005).

### **Push Factors**

PCA allows the reduction of the initial fifteen motives into three new factors.

They are:

(1) Knowledge is especially related with the need for doing and learning new things as well as exploring different cultures and places.

- Do different things
- Stimulate emotions and sensations
- Be an adventurer
- Have fun
- Increase knowledge
- Know different cultures and lifestyles
- Enriching oneself intellectually
- Know new places and

- Find interesting people

(2) Leisure factors mainly include motives related with personal well-being.

- Relieving stress
- Escape from the routine and
- Relaxing physically

(3) Socialization put forward the need to go to places that friends have not been, sharing travel experiences and developing close friendships.

- Developing close friendship
- Going places my friend have not been and
- Talking with my friend about the trip

### **Pull Factors**

The nineteen principal components of pull motives into nineteen items were labeled facilities, core attractions and landscape features.

(1) The facilities factor encompasses the regional and tourism facilities of a destination. These are: weather, lodging, beaches, hospitality, gastronomy, security, relaxing atmosphere and accessibilities.

(2) The core attractions, the motives related to the social environment are standard of living, different ethnics, distance, shopping facilities, sports equipment, night life, and transportation.

(3) The landscape features related strongly to the natural environment and cultural attractions of the tourist destination.

In conclusion, the review of the literature could be in support of the study. The behavior could emphasize the pre-decision and decision making behavior of the Thai outbound tourist to Europe. The characteristics of the Thai tourists, the perceived risk, and travel barriers could be found out with the theory of the tourism behavior. The result in tourist behavior will lead to the present behavior and future trend. In the area of motivation, the focus on the push and pull

motives theory can identify the motivation of the Thai outbound tourists who were traveling to Europe.

### **1.3 Aim and Objectives of the Study**

**Aim:** Identify the motivation and behavior of Thai outbound tourists to Europe as a destination.

**Objectives:**

- To identify the characteristic of Thai outbound tourists to Europe as a destination.
- To investigate the motivation and behavior of Thai outbound tourists to Europe as a destination.

### **1.4 Significance of the Study**

- The study will provide information on the motivations and behaviors of Thai outbound tourists.
- The result of this study will supplement the data base of the TAT and also provide useful information for suppliers.
- The study will fill, to some extent, the current research gap in information on recent outbound tourist developments.

### **1.5 Scope of the Study**

#### **1.5.1 Scope of Time**

Total study period to collect data was three months: January - March 2008.

### **1.5.2 Scope of Geography**

All research will be preformed in Thailand. Data was collected by distribution of questionnaires carried out at the Suvarnabhumi International Airport, Bangkok.

### **1.5.3 Area of Research**

Study Thai outbound tourism based on motivation and behavior theories to identify current issues and find the reason behind the motivations. Describe the characteristic of Thai outbound tourists that select Europe as a destination.

### **1.5.4 Scope of Demography**

- The data gathered will be directly related to the Thai outbound tourists who were traveling to Europe during the study period
- Supporting information will be collected from Thai Government authorities dealing with international travel
- Data from the Tourist Authority of Thailand
- Data from destination countries tourism authorities
- Data from academic sources

## CHAPTER 2

### METHODOLOGY

#### 2.1 Population, Sampling Group and Sampling Method

The target populations in this study are Thai outbound tourists who were traveling to Europe during the study period. The total number of Thai outbound tourists in Europe based on the latest year is 280,708 persons in the year 2006 (TAT, 2007).

The sample group was randomly selection by convenience surveying from the Thai outbound tourists, who were waiting for a flight to go to Europe at the Suvannabhumi International Airport during January to March of 2008. The sample size was calculated by using the Yamane, 1967 formula:

$$n = N / (1+Ne^2)$$

$$n = 280,708 / (1+280,708 * e^2)$$

n = Sample size

e = The level of precision (a 95% confidence level and 5% precision levels are assumed)

N = Population size

The sample size was calculated from the number of Thai outbound tourists 280,708 persons, in 2006(TAT, 2007).

If the size of population (N) is more than 100,000, at a 95% confidence level and precision of 5%, the sample size (n) will be 400.

Thus the sample size of Thai outbound tourists is 400.

#### 2.2 Research Instruments

Questionnaires were used as a research instrument to study motivation and behavior of Thai outbound tourists. The variables measured were developed from the review of previous literature and intended for collecting the related information. The questionnaire is

designed in a Thai version for Thai respondents and divided into three parts, they are: tourists behavior, traveling motivation factors and personal of respondent's data.

### 2.3 Data Analysis

The data will be analyzed by using SPSS version 15.0 and descriptive statistics, such as frequencies, means, and standard deviations. Data analysis was undertaken in a series of the steps. First, descriptive statistics were used to analyze demographic profiles and tourists behavior. Second, an independent t-test analysis was used to determine if differences existed among identified motivation factors and gender, hometown, and time visiting Europe. Third, a One-way ANOVA was conducted for each demographic to determine whether the demographic variables influenced motivation factors. Finally, multiple comparisons by Least Significant Difference (LSD) were calculated to describe in-depth the relationship between demographic groups.

The analysis of important mean values was based on the interval level that is calculated as follow:

$$\begin{aligned} \text{The interval level} &= [\text{Max}-\text{Min}] / n \\ &= [5-1] / 5 \\ &= 0.8 \end{aligned}$$

This level can arrange the level of each sub-level as shows in table 2.1.

**Table 2.1** The Interval Level of Important Mean Value

Important Value	Meaning
4.21 - 5.00	The most important
3.41 - 4.20	Very important
2.61 - 3.40	Important
1.81 - 2.60	Not much important
1.00 - 1.80	The least important



## **CHAPTER 3**

### **RESULTS**

The aim of this study is to identify the motivation and behaviors of Thai outbound tourists to Europe as a destination. This research derives its results from 400 questionnaires used to identify the characteristics and behaviors as well as motivations of Thai outbound tourists. The data is analyzed by the SPSS program. Descriptive statistics were used for demographic and travel profiling and also used were a series of independent t-test and ANOVA to evaluate quantitative data.

The findings of this study provide an in-depth understanding of what motivation and behavior factors encourage Thai outbound tourists who are traveling to Europe. The results presented as follows:

- 3.1 The Characteristics of Tourists
- 3.2 Tourists Behavior
- 3.3 Tourists Motivation
  - 3.3.1 Push Factors
  - 3.3.2 Pull Factors

### 3.1 The Characteristics of Tourists

Questionnaires were distributed to Thai tourists who were traveling to Europe during the study period. Table 3.1 shows that Thais traveling to Europe are divided almost equally between male (49.3%) and female (50.7%) in terms of quantity. The largest group of travelers is tourists between 30-39 years old (31.5%) followed by 40-49 years old (26.2%), 20-29 years old (22.0%), 50 and older (15.5%), and the smallest group is less than 20 years old (4.8%).

The information on the marital status of respondents shows that 48.3% of respondents are single, 50.2% are married and the remaining 1.5% is divorced. In terms of occupation, the largest demographic group of Thai tourists is government officials 30.2%, and approximately 26.5% of respondents are business owners and business employees.

The results show the majority of respondents' income is 40,001-70,000 Baht per month (45.5%). The second largest income range is 10,001-40,000 Baht per month (30.2%). 47.0% of the respondents hold bachelor degrees and 26.5% hold master degrees. Most of Thai outbound tourists claimed to be from Bangkok 45.2%, followed by Southern Thailand 14.2%, Central Thailand and Northeastern Thailand have the same volume of 11.8%, Northern Thailand makes up 10.2% and approximately 6.8% are from Eastern and Western Thailand.

**Table 3.1** Frequency Statistics Categorized by Personal Profile

<b>Personal Profile</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Gender</b>		
Female	203	50.7
Male	197	49.3
<b>Total</b>	<b>400</b>	<b>100.0</b>
<b>Age</b>		

Less than 20	19	4.8
20-29 years old	88	22.0
30-39 years old	126	31.5
40-49 years old	105	26.2
50 and older	62	15.5
<b>Total</b>	<b>400</b>	<b>100.0</b>

**Table 3.1** (Continued)

<b>Personal Profile</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Marital status</b>		
Married	201	50.2
Single	193	48.3
Divorced	6	1.5
<b>Total</b>	<b>400</b>	<b>100.0</b>
<b>Occupation</b>		
Government officer	121	30.2
Business owner	106	26.5
Business employee	106	26.5
Student	39	9.7
Housewife/Unemployed	23	5.8
Others (Athlete)	5	1.3
<b>Total</b>	<b>400</b>	<b>100.0</b>
<b>Income</b>		
Less than 10,000 Baht/month	52	13.0
10,001-40,000 Baht/month	121	30.2
40,001-70,000 Baht/month	182	45.5
70,001-100,000 Baht/month	25	6.3
More than 100,000 Baht/month	20	5.0
<b>Total</b>	<b>400</b>	<b>100.0</b>
<b>Education level</b>		
High school and lower	73	18.3
Diploma or Vocational	13	3.2
Bachelor degree	188	47.0

Master degree	106	26.5
Ph.D. degree	20	5.0
<b>Total</b>	<b>400</b>	<b>100.0</b>

**Table 3.1** (Continued)

<b>Personal Profile</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Hometown</b>		
Bangkok	181	45.2
Southern Thailand	57	14.2
Central Thailand	47	11.8
North Eastern Thailand	47	11.8
Northern Thailand	41	10.2
Eastern Thailand	21	5.3
Western Thailand	6	1.5
<b>Total</b>	<b>400</b>	<b>100.0</b>

## 3.2 Tourists Behavior

### 3.2.1 The Main Purpose of the Trip

Table 3.2 shows the main purpose of traveling is relaxation and leisure 46.7%, followed by 26.0% traveling to Europe to see European architecture. Almost 10% of the respondents went to Europe on order to attend special events. The rest of the respondents were traveling for business, visiting relatives and friends, education, shopping, sporting, and work observation.

**Table 3.2** Frequency Statistic Categorized by the Main Purpose of the Trip

<b>Traveling Purposes</b>	<b>Frequency</b>	<b>Percentage (%)</b>
---------------------------	------------------	-----------------------

Relaxation/Leisure	187	46.7
Visiting Europe's architectures	104	26.0
Attend special events	38	9.5
Business	13	3.2
Visiting relatives and friends	11	2.8
Education	7	1.8
Shopping	6	1.5
Sporting	6	1.5
Others (work observation)	28	7.0
<b>Total</b>	<b>400</b>	<b>100.0</b>

### 3.2.2 Types of Group Travel

Table 3.3 shows frequency statistics categorized by types of group travel. The majority of the respondents travel with family 25.5%, followed by 24.7% traveling as members of a business association. Nearly half of the respondents travel with friends or relatives. The rest, traveled alone 16.3% and with their spouse 11.8%.

**Table 3.3** Frequency Statistics Categorized by Types of Group Travel

<b>Types of group travel</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Family	102	25.5
Business Associate or colleague	99	24.7
Friends or Relatives	87	21.7
Alone	65	16.3
Spouse	47	11.8
<b>Total</b>	<b>400</b>	<b>100.0</b>

### 3.2.3 Tourists' Travel Patterns

The majority of the respondents traveled aboard 1-3 times (37.2%), followed by 36.0% that traveled aboard more than 6 times. 62.7% of the respondents were first time travelers. The numbers show the preferred (33.7%) time period to travel to

Europe is during vacation leaves. 28.2% of respondents travel year-round, 22.8% travel when school is out, 5.0%, 4.5% travel during summer in Europe and their holidays, and few of them travel depending on special occasions, in the winter or when they have to find school information to evaluate in the region 5.8% (Table 3.4).

**Table 3.4** Frequency Statistics Categorized by Tourists' traveling Information

<b>Traveling Information</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Number of times to traveled outside Thailand:</b>		
Never	23	5.8
1-3 times	149	37.2
4-6 times	84	21.0
More than 6 times	144	36.0
<b>Total</b>	<b>400</b>	<b>100.0</b>

**Table 3.4** (Continued)

<b>Traveling Information</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Number of times to visited Europe:</b>		
First time	251	62.7
2-3 times	109	27.3
4-5 times	20	5.0
More than 5 times	20	5.0
<b>Total</b>	<b>400</b>	<b>100.0</b>
<b>When do you usually travel to Europe:</b>		
Vacation leaves	135	33.7
Year-round	113	28.2
School out	91	22.8
Summer in Europe	20	5.0
	18	4.5

Holiday	23	5.8
Others	(19)	(4.7)
- Depend on occasions	(3)	(0.8)
- Winter in Europe	(1)	(0.3)
- Find some school information	<b>400</b>	<b>100.0</b>
<b>Total</b>		

### 3.2.4 Planning the Trip

The purpose of evaluating these results (Table 3.5) is to examine the tourists' behavior before travel. 38.8% of the respondents used 1-3 months for travel planning, 36.5 % used 1-3 weeks, 10.0% used 4-6 months, and a few of the respondents spent more than 6 months planning.

The majority of Thai tourists decided to use travel agents to arrange the trip (70.0%), 14% of the respondents arranged the trip by themselves, 12% were assisted by associations such as schools or sports associations, and 3.5% arranged the trip with the help of friends who live in Europe.

**Table 3.5** Frequency Statistics Categorized by Planning Behavior

<b>Planning Behavior</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Planning period before traveling:</b>		
Less than 1 week	20	5.0
1-3 weeks	146	36.5
1-3 months	155	38.8
4-6 months	40	10.0
More than 6 months	39	9.8
<b>Total</b>	<b>400</b>	<b>100.0</b>

<b>Type of trip arrangement:</b>		
Travel Agent	280	70.0
By themselves	58	14.5
Friends who live in Europe	14	3.5
Others	48	12.0
- Business association	(1)	(0.2)
- Education association	(41)	(10.3)
- Football association	(6)	(1.5)
<b>Total</b>	<b>400</b>	<b>100.0</b>

### 3.2.5 Information Search

Table 3.6 shows that travel agents were the main source of information 27.5%, followed by the internet 18.0%, friends and family 15.6%, word of mouth 12.9%, travel guide books 10.1%, and previous trip experiences 9.9%.

### 3.2.6 Length of Stay

Table 3.7 shows that 81.5% of the respondents would like to stay in Europe 1-3 weeks, followed by 12.2% that will visit Europe for less than 1 week.

### 3.2.7 Type of Accommodations

The majority of the respondents 81.7% preferred to stay in 3 to 4-star hotels while traveling in Europe. 5.2% preferred to stay in 5-star hotels and also 5.2% preferred to stay in apartments. (Table 3.8)

**Table 3.6** Frequency Statistics Categorized by Information Sources

Sources of Information	Frequency	Percentage (%)
------------------------	-----------	----------------



Travel agent	269	27.5
Internet	176	18.0
Friends & Family member advice	153	15.6
Word of mouth	126	12.9
Travel guide book/brochures	99	10.1
Previous trip to the same	97	9.9
Television/Radio	39	4.0
Tourists information/welcome center	17	1.7
Others	3	0.3
<b>Total</b>	<b>979</b>	<b>100.0</b>

**Table 3.7** Frequency Statistics Categorized by Length of Stay

<b>Length of Stay</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Less than 1 week	49	12.2
1-3 weeks	326	81.5
1-3 months	17	4.3
More than 3 months	8	2.0
<b>Total</b>	<b>400</b>	<b>100.0</b>

**Table 3.8** Frequency Statistics Categorized by Type of Accommodations

<b>Type of Accommodation</b>	<b>Frequency</b>	<b>Percentage (%)</b>
5 stars hotel	21	5.2
3-4 stars hotel	327	81.7
Motel	4	1.0
Guest house	11	2.8
Apartment	21	5.2
Bed and Breakfast	7	1.8
Youth Hostel	0	0.0
Others	9	2.3
<b>Total</b>	<b>400</b>	<b>100.0</b>

### 3.2.8 Expected Expenditure

Table 3.9 shows that 63.2% of Thai tourists would like to spend less than 50,000 Baht during their trip in Europe (excluding airfares), followed by 21.7% would like to spend the amount of 50,001-100,000 Baht.

**Table 3.9** Frequency Statistics Categorized by Expected Expenditure

<b>Expenditure expectation for this trip (exclude airfares):</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Less than 50,000 Baht	253	63.2
50,001-100,000 Baht	87	21.7
100,001-150,000 Baht	30	7.5
150,001-200,000 Baht	19	4.8
More than 200,000 Baht	11	2.8
<b>Total</b>	<b>400</b>	<b>100.0</b>

### 3.2.9 Countries of Destination

Table 3.10 represents the top ten European country destinations. Most of respondents travel to France (22.2%) and the second highest is Switzerland with 20.7%, 17.8% for Italy and 12.3% for Germany.

**Table 3.10** Top 10 Thai Tourists visit Europe Countries

<b>Countries</b>	<b>Frequency</b>	<b>Percentage (%)</b>
France	221	22.2
Switzerland	206	20.7
Italy	177	17.8
Germany	122	12.3
United Kingdom	60	6.1
Netherlands	42	4.3
Belgium	31	3.1
Austria	29	2.9

Spain	24	2.4
Sweden	20	2.0
Others	62	6.2
<b>Total</b>	<b>994</b>	<b>100.0</b>

### 3.2.10 Tourists Activities

The results were analyzed and ranked from 1 to 5 (1 being the most important activity, 5 being the least important activity during their trip). After ranking, Table 3.11 shows the top five activities that Thai tourists would like to participate in while traveling in Europe are visiting architectural sites (30.5%), site seeing (21.8%), attending conventions or conferences (17.5%), visiting museums and historical sites (17.0%) and purchasing antiques, hand crafts and arts (3.3%).

**Table 3.11** Top 5 Activities Thai Tourists would like to do while traveling in Europe

<b>Activities</b>	<b>Rank</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Visit architectural sites	1	122	30.5
Europe sight seeing	2	87	21.8
Attend conferences	3	70	17.5
Visit museums and historical sites	4	65	17.0
Antiques, handcraft and arts	5	13	3.3

### 3.2.11 The Important Considerations Affecting Traveling Behavior

- **The Influence of Tourists' Expected Expenditure**

The collected information in this area is best understood by evaluating the mean values of responses. Table 3.12 shows the ranking of mean value, the important types of expenditures that Thai tourists consider during their travels are;

airfare, accommodations, transportation, food and beverage, entertainment activities, shopping, and buying souvenirs.

**Table 3.12** The Influence of Tourists' Expenditure

<b>Types of Expenditure</b>	<b>Rank</b>	<b>Mean</b>	<b>SD</b>
Airfare	1	3.07	1.22
Accommodations	2	2.98	1.20
Transportations	3	2.93	1.15
Food and Beverage	4	2.93	1.14
Entertainment Activities	5	2.58	1.20
Shopping	6	2.46	1.20
Souvenirs	7	2.14	1.11

- **Potential obstacles of Thai tourists traveling to Europe**

The obstacles that Thai tourists are concerned about when traveling in Europe are: High price of travel, barrier of languages, visa requirements, poor knowledge and image of Europe, and long distance.

**Table 3.13** Top 5 Obstacles that Thai Tourists concerned about when traveling to Europe

<b>Types of Obstacles</b>	<b>Rank</b>	<b>Frequency</b>	<b>Percentage (%)</b>
High price of travel	1	122	30.5
Language barriers	2	87	21.8
Visa requirement	3	65	17.0
Poor knowledge and image of Europe	4	19	4.8
Long distance	5	13	3.3

### **3.3 Tourists Motivation**

#### **3.3.1 Push Motivation**

The collected data of push factors were analyzed by employing the Statistical Package for the Social Sciences (SPSS) program. Table 3.14 was created by comparing the mean value of importance and the ranking of push factors as they affect tourists' motivations. The top five of push factors were very important (mean value=3.41-4.20) for Thai tourists. These are, "discovering new place", "discovering different cultures and lifestyles", "enriching oneself intellectually", "increasing knowledge" and "trying something new". On the other hand, the push factor of "Talking with my friend about this trip" did not hold much importance (mean value=1.81-2.60) for the respondents.

**Table 3.14** Principal Components of Push Motives, Mean and Rank

<b>Push Factors</b>	<b>Ran k</b>	<b>Mean</b>	<b>SD</b>
Discovering new places	1	4.02	0.87
Discovering different cultures and lifestyles	2	3.90	0.87
Enriching oneself intellectually	3	3.81	0.93
Increasing knowledge	4	3.71	0.96
Trying something new	5	3.68	1.04
Relaxing physically	6	3.62	0.96
Relieving stress	7	3.58	0.93
Finding excitements	8	3.55	0.93
Escaping from routine	9	3.35	1.04
Having fun	10	3.26	1.12
Having an adventure	11	2.96	1.13

Developing new friendship	12	2.89	2.56
Going place my friends have not been	13	2.88	1.40
Finding interesting people	14	2.84	1.10
Talking with my friends about this trip	15	2.51	1.14

### 3.3.1.1 Statistical Comparisons of Push Factors among Respondents' Demographic

- **Gender and Motivation of Push Factors**

The gender differences in traveling motivation were first examined by using independent-sample t-tests analysis (See table 3.15). The result revealed only one factor that was significantly difference ( $p \leq 0.05$ ); it was “Trying something new”. This significant motive factor is also in the top five from 15 factors. The result indicated that males perceived push motive of “Trying something new” more than females.

**Table 3.15** Mean Scores of Various Factors among Respondents from Different Genders

Push Factors	Mean		Sig. p-value
	Male	Female	
Discovering new place	4.04	4.00	.603
Discovering different cultures and lifestyles	3.94	3.85	.323
Enriching myself intellectually	3.77	3.84	.481
Increasing knowledge	3.74	3.68	.593
Trying something new	3.82	3.54	.007*
Relaxing physically	3.68	3.56	.201
Relieving stress	3.60	3.55	.613
Finding excitements	3.56	3.53	.778

Escaping from routine	3.45	3.26	.059
Having fun	3.22	3.30	.522
Having an adventures	2.92	2.99	.591
Developing new friendship	2.91	2.88	.901
Going place my friends have not been	2.91	2.85	.636
Finding interesting people	2.75	2.93	.105
Talking with my friends about this trip	2.45	2.56	.339

**Note:** 1. Independent t-test analysis were performed to test for the motivation's importantly significant differences between the gender groups

2. \* indicates importance significant differences between groups at p-value  $\leq 0.05$

### • Marital Status and Motivation of Push Factors

The One-way ANOVA described the relationship between marital status groups and push factors. There were five push factors which proved to be significantly different ( $p \leq 0.05$ ) among marital status groups, as shown in table 3.16 are “Increasing knowledge”, “Trying something new”, “Relaxing physically”, “Having fun”, and “Having an adventures”.

**Table 3.16** Mean Scores of Push Factors among Respondents from Different Marital Status

Groups

Push Factors	Mean			Sig. p-value
	Single	Married	Divorced	
Discovering new place	4.07	3.96	4.33	.282
Discovering different cultures and lifestyles	3.87	3.91	4.33	.420
Enriching myself	3.90	3.72	3.83	.158

intellectually				
Increasing knowledge	3.84	3.57	4.16	.008*
Trying something new	3.85	3.51	3.83	.005*
Relaxing physically	3.70	3.51	4.50	.010*
Relieving stress	3.64	3.49	4.16	.085
Finding excitements	3.59	3.50	3.66	.649
Escaping from routine	3.36	3.32	4.16	.150
Having fun	3.63	2.90	3.50	.000*
Having an adventures	3.30	2.62	3.16	.000*
Developing new friendship	2.66	3.09	3.66	.184
Going place my friends have not been	2.84	2.90	3.00	.679
Finding interesting people	2.80	2.87	3.00	.763
Talking with my friends about this trip	2.47	2.52	3.33	.188

**Notes:** 1. One-way ANOVA were performed to identify motivation's importantly significant differences between groups

2. \*indicates importance significant differences between groups at p-value  $\leq 0.05$

**• Multiple Comparisons between Marital Status Groups and Push Factors of “Increasing knowledge” and “Trying something new”**

Multiple comparisons (LSD) were calculated with the two significant factors from the top five of push motives. There is a significantly difference between marital status and “Increasing knowledge” and “Trying something new”. Table 3.17 describes that the divorce group perceive the factors of “Increasing knowledge” and “Trying something new” factor as the same importance as the married and single groups. Whereas, the single group perceives both of these factors as more important than the married group.



**Table 3.17** Multiple Comparisons between Marital Status Groups and “Increasing knowledge” and “Trying something new”

<b>“Increasing knowledge”</b>				
<b>Marital status</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>Letter</b>
Single	193	3.84	1.00	a
Married	201	3.57	0.89	b
Divorced	6	4.16	0.98	ab
<b>Total</b>	400	3.71	0.96	
<b>“Trying something new”</b>				
<b>Marital status</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>Letter</b>
Single	193	3.85	0.95	a
Married	201	3.51	1.07	b
Divorced	6	3.83	1.60	ab
<b>Total</b>	400	3.68	1.04	

\* Means with the same letter are not significant difference (at the 5% level)

- **Age and Motivation of Push Factors**

There are nine factors that are significantly different between age groups and push factors as shows in table 3.18. They are “Discovering different cultures and lifestyles”, “Enriching oneself intellectually”, “Increasing knowledge”, “Trying something new”, “Relaxing physically”, “Escaping from routine”, “Having fun”, “Having an adventures”, and “Talking with my friend about this trip”.

**Table 3.18** Mean Scores of Push Factors among Respondents from Different Age Groups

<b>Push Factors</b>	<b>Age</b>					<b>Sig. (p-value)</b>
	<b>&lt; 20</b>	<b>20-29</b>	<b>30-39</b>	<b>40-49</b>	<b>50 and older</b>	
Discovering new place	4.05	4.11	3.94	4.01	4.06	.713
Discovering different cultures & lifestyles	4.15	3.97	3.65	3.95	4.13	.002*
Enriching oneself intellectually	4.26	3.98	3.58	3.81	3.85	.004*
Increasing knowledge	4.10	3.93	3.53	3.65	3.74	.015*

Trying something new	4.15	4.02	3.63	3.33	3.76	.000*
Relaxing physically	3.21	3.67	3.87	3.49	3.39	.001*
Relieving stress	3.26	3.61	3.75	3.46	3.47	.058
Finding excitements	3.89	3.70	3.52	3.46	3.41	.131
Escaping from routine	2.84	3.27	3.61	3.21	3.34	.004*

**Table 3.18 (Continued)**

Push Factors	Age					Sig. (p-value)
	< 20	20-29	30-39	40-49	50 and older	
Having fun	4.15	3.71	3.35	2.85	2.85	.000*
Discovering new place	4.05	4.11	3.94	4.01	4.06	.713
Discovering different cultures & lifestyles	4.15	3.97	3.65	3.95	4.13	.002*
Enriching oneself intellectually	4.26	3.98	3.58	3.81	3.85	.004*
Increasing knowledge	4.10	3.93	3.53	3.65	3.74	.015*
Trying something new	4.15	4.02	3.63	3.33	3.76	.000*
Having an adventures	3.94	3.51	2.93	2.63	2.46	.000*
Developing new friendship	1.94	2.82	2.89	3.10	2.94	.501
Going place my friends have not been	2.63	2.97	2.71	2.86	3.21	.185
Finding interesting people	2.73	2.96	2.69	2.94	2.84	.345
Talking with my friends about this trip	2.94	2.40	2.30	2.61	2.76	.024*

**Notes:** 1. One-way ANOVA were performed to identify motivation's importantly significant differences between groups

2. \*indicates importance significant differences between groups at p-value  $\leq 0.05$

• **Multiple Comparisons between Age Groups and Push Factors of “Discovering different cultures and lifestyles”, “Enriching oneself intellectually”, Increasing knowledge”, and “Trying something new”**

Multiple comparisons (LSD) were calculated with the four significance factors from the top five of push motives. There are “Discovering different cultures and lifestyles”, “Enriching oneself intellectually”, “Increasing knowledge”, and “Trying something new”.

In terms of age groups, table 3.19 shows that most of these travelers perceive the push motive of “Discovering different cultures and lifestyles” similarly in each group, except the group of Thai tourists who were 30-39 years old who perceive “Discovering different cultures and lifestyles” less important than other age groups.

**Table 3.19** Multiple Comparisons between Age Groups and “Discovering different cultures and lifestyles”

Age	N	Mean	SD	Letter
Less than 20	19	4.15	0.76	a
20 - 29	88	3.97	0.94	a
30 - 39	126	3.65	0.92	b
40 - 49	105	3.95	0.76	a
50 and older	62	4.12	0.79	a
<b>Total</b>	400	3.90	0.87	

\* Means with the same letter are not significant difference (at the 5% level)

Table 3.20 shows how the age groups of less than 29 year-olds perceive “Enriching oneself intellectually” more important than age groups of 30-39 year-olds. While the groups of 40 year-olds and older perceived the importance as the same as other groups.

**Table 3.20** Multiple Comparisons between Age Groups and “Enriching oneself intellectually”

Age	N	Mean	SD	Letter
Less than 20	19	4.26	0.56	a
20 - 29	88	3.98	1.06	a
30 - 39	126	3.58	0.98	b
40 - 49	105	3.81	0.79	ab
50 and older	62	3.85	0.82	ab

<b>Total</b>	400	3.81	0.93	
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\* Means with the same letter are not significant difference (at the 5% level)

Table 3.21 shows that the age groups of 30-39 year-olds perceived the push motive of “Increasing knowledge” less important than the age group of 29 and lower. The group of 20-29 year-olds perceived this factor to be more important than the group of 30-49 year-olds. But for the group of 40 year-olds and older data presents that they perceive similarly as other groups.

**Table 3.21** Multiple Comparisons between Age Groups and “Increasing knowledge”

<b>Age</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>Letter</b>
Less than 20	19	4.10	0.73	ac
20 - 29	88	3.93	1.03	a
30 - 39	126	3.53	1.02	b
40 - 49	105	3.65	0.84	bc
50 and older	62	3.74	0.90	ab
<b>Total</b>	400	3.71	0.96	

\* Means with the same letter are not significant difference (at the 5% level)

According to table 3.22 the age group of 40-49 year-olds perceive “Trying something new” as less important than other age groups. As well as 30-39 year-olds perceive this factor as less important than 29 year-olds and lower. On the other hand the group of 50 year-olds and older perceived this push motive as the same in importance as less than 20 and 20-39 groups.

**Table 3.22** Multiple Comparisons between Age Groups and “Trying something new”

<b>Age</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>Letter</b>
Less than 20	19	4.15	0.76	a

20 - 29	88	4.02	0.81	a
30 - 39	126	3.63	1.04	b
40 - 49	105	3.33	1.13	c
50 and older	62	3.75	1.03	ab
<b>Total</b>	400	3.68	1.04	

\* Means with the same letter are not significant difference (at the 5% level)

- **Occupation and Motivation of Push Factors**

Table 3.23 uses One-way ANOVA to describe the relationship of mean scores among push motive factors and occupation groups. All of the push motivation factors among respondents were significantly different. Thai outbound tourists who are traveling to Europe have different motivation in each group of occupations. The Multiple Comparisons by LSD describe the difference between occupation groups.

**Table 3.23** Mean Scores of Push Factors among Respondents from Different Occupation Groups

Push Factors	Occupations						Sig. (p-value)
	Student	Gov. Officer	Business Owner	Business employee	Unemployed	Others	
Discovering new place	4.05	4.00	3.97	4.21	3.69	2.60	.000*
Discovering different cultures & lifestyles	4.12	4.10	3.82	3.75	3.65	3.00	.001*
Enriching myself intellectually	4.23	3.91	3.60	3.86	3.47	2.60	.000*
Increasing knowledge	4.17	3.83	3.48	3.77	3.21	3.20	.000*
Try something new	4.07	3.49	3.58	3.96	3.21	3.60	.000*
Relaxing physically	3.23	3.40	3.69	4.05	3.04	3.80	.000*
Relieving stress	3.48	3.34	3.70	3.83	3.17	3.60	.000*
Finding excitements	3.69	3.29	3.54	3.79	3.52	3.60	.005*
Escaping from routine	2.84	3.21	3.46	3.66	3.00	3.60	.000*
Having fun	3.76	2.93	3.07	3.76	2.69	3.40	.000*
Having an adventures	3.66	2.79	2.65	3.27	2.52	3.40	.000*
Developing new friendship	2.30	3.61	2.76	2.42	2.91	3.00	.009*
Going place my friends have not been	2.74	3.27	2.90	2.61	2.60	1.20	.000*
Finding interesting people	2.92	3.15	2.70	2.54	4.00	3.20	.001*

Talking with my friends about this trip	2.71	2.76	2.47	2.22	1.56	1.40	.002*
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**Notes:** 1. One-way ANOVA were performed to identify motivation significant differences between groups  
 2. \* indicates importance significant differences between groups at p-value  $\leq 0.05$

• **Multiple Comparisons between Occupation Groups and Push Factors of “Discovering new places”, “Discovering different cultures and lifestyles”, “Enriching oneself intellectually”, Increasing knowledge”, and “Trying something new”**

All of the top five push factors were significantly different with occupation groups. First, “Discovering new places”, table 3.24 shows that the group of other occupation (athletes) had different push motivations from other groups; they perceive “Discovering new places” as less important than other occupation groups. Business employees perceive “Discovering new places” as more important than Business owners and Unemployed groups whereas students and government officers have the same motive with this factor.

**Table 3.24** Multiple Comparisons between Occupation Groups and “Discovering new places”

<b>Occupations</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>Letter</b>
Students	39	4.05	1.12	ab
Government Officers	121	4.00	0.80	ab
Business Owners	106	3.97	0.89	a
Business Employees	106	4.21	0.75	b
Unemployed	23	3.69	0.92	a
Others (Athletes)	5	2.60	0.54	c
<b>Total</b>	400	4.02	0.87	

\* Means with the same letter are not significant difference (at the 5% level)

The second is “Discovering different cultures and lifestyles” as shown in table 3.25 which describes the groups of students, government officers and business owner perceive “Discovering different cultures and lifestyles” more important than employees, the unemployed, and athletes. Business



employees and unemployed group perceive this push factor at the same importance level.

**Table 3.25** Multiple Comparisons between Occupation Groups and “Discovering different cultures and lifestyles”

<b>Occupations</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>Letter</b>
Students	39	4.12	0.97	ab
Government Officers	121	4.10	0.76	b
Business Owners	106	3.82	0.96	ac
Business Employees	106	3.75	0.83	cd
Unemployed	23	3.65	0.77	cd
Others (Athletes)	5	3.00	0.70	d
<b>Total</b>	400	3.90	0.87	

\* Means with the same letter are not significant different (at the 5% level)

The third significance factor is “Enriching oneself intellectually”. Table 3.26 shows that business owner perceive “Enriching oneself intellectually” less important than groups of students and government officers. Business owners, business employees, and unemployed groups perceive the same importance in motive with this factor. The group of other (athletes) had different motives than another groups, they perceive “Enriching oneself intellectually” less importance than the others.

**Table 3.26** Multiple Comparisons between Occupation Groups and “Enriching oneself intellectually”

<b>Occupations</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>Letter</b>
Students	39	4.23	0.93	a
Government	121	3.91	0.78	ab

Officers				
Business Owners	106	3.60	0.86	c
Business Employees	106	3.86	1.06	bd
Unemployed	23	3.47	0.89	cd
Others (Athletes)	5	2.60	0.54	e
<b>Total</b>	400	3.81	0.93	

\* Means with the same letter are not significant difference (at the 5% level)

The fourth significance factor is “Increasing knowledge” shown in table 3.27. The group of others (athletes) perceives “Increasing knowledge” as having the same importance with other occupation’s groups. Government officers and business employees have the same motives. Business owner and the unemployed group have the same motives. Only students perceive “Increasing knowledge” as more important than other groups.

**Table 3.27** Multiple Comparisons between Occupation Groups and “Increasing knowledge”

<b>Occupations</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>Letter</b>
Students	39	4.17	0.94	c
Government Officers	121	3.83	0.76	a
Business Owners	106	3.48	0.97	b
Business Employees	106	3.77	1.09	a
Unemployed	23	3.21	0.79	b
Others (Athletes)	5	3.20	0.44	abc
<b>Total</b>	400	3.71	0.96	

\* Means with the same letter are not significant difference (at the 5% level)

The fifth factor that is significantly different in the top five push motives among the occupation groups is “Trying something new”. Table 3.28 shows that students and business employees perceive “Trying something new” as more important than government officers, business owners and the unemployed group, whereas the group of others (athletes) perceive the push factor as the same as other groups.

**Table 3.28** Multiple Comparisons between Occupation Groups and “Trying something new”

<b>Occupations</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>Letter</b>
Students	39	4.07	0.80	a
Government Officers	121	3.49	0.99	b
Business Owners	106	3.58	1.19	b
Business Employees	106	3.96	0.89	a
Unemployed	23	3.21	1.16	b
Others (Athletes)	5	3.60	0.54	ab
<b>Total</b>	400	3.68	1.04	

\* Means with the same letter are not significant difference (at the 5% level)

#### • **Income and Motivation of Push Factors**

The results of comparison between push motivations and income groups present ten factors that are significantly different among fifteen motivation factors. The following indicators, “Discovering different cultures and lifestyles”, “Enriching oneself intellectually”, “Increasing knowledge”, “Try something new”, “Relaxing physically”, “Relieving stress”, “Escaping from routine”, “Having fun”, “Having adventures”, and “Going places their friend have not been” indicated importance significant differences among income groups (Table 3.29).

**Table 3.29** Mean Scores of Push Factors among Respondents from Different Income Groups

Push Factors	Income (Baht / Month)					Sig. (p-value)
	Less than 10,000	10,001-40,000	40,001-70,000	70,001-100,000	More than 100,000	
Discovering new place	4.11	3.98	4.07	3.72	3.90	.300
Discovering different cultures & lifestyles	4.11	3.92	3.90	3.48	3.70	.040*
Enriching oneself intellectually	4.11	3.87	3.76	3.48	3.45	.012*
Increasing knowledge	3.96	3.72	3.75	3.20	3.30	.005*
Trying something new	3.88	3.76	3.64	3.64	3.05	.033*
Relaxing physically	3.00	3.76	3.76	3.60	3.15	.000*
Relieving stress	3.23	3.54	3.76	3.52	3.1	.000*
Finding excitements	3.69	3.58	3.51	3.56	3.30	.540
Escaping from routine	2.78	3.34	3.58	3.32	2.90	.000*
Having fun	3.51	3.48	3.22	2.84	2.15	.000*
Having an adventures	3.28	3.19	2.86	2.72	1.85	.000*
Developing new friendship	2.36	2.78	3.19	2.84	2.35	.216
Going place my friends have not been	2.63	3.19	2.79	2.60	2.80	.049*
Finding interesting people	2.94	2.90	2.82	2.88	2.30	.221
Talking with my friends about this trip	2.76	2.55	2.46	2.44	2.10	.221

**Notes:** 1. One-way ANOVA were performed to identify motivation's importantly significant differences between groups  
 2. \*indicates importance significant differences between groups at p-value  $\leq 0.05$

• **Multiple Comparisons between Income Groups and Push factors of “Discovering different cultures and lifestyles”, “Enriching oneself intellectually”, Increasing knowledge”, and “Trying something new”**

There were four significantly different factors that are in the top five push factors among income groups. Multiple comparisons by LSD are described in table 3.30. The Thai outbound tourists who have income 70,001-100,000 Baht per month perceive “Discovering different cultures and lifestyles” as less important than the income groups of 70,000 Baht per month and lower. On the other hand, the income group of more than 100,000 Baht per month perceived this push factors as the same as other groups.

**Table 3.30** Multiple Comparisons between Income Groups and “Discovering different cultures and lifestyles”

<b>Income</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>Letter</b>
Less than 10,000 Baht/Month	52	4.11	0.75	a
10,000 - 40,000 Baht/Month	121	3.92	0.86	a
40,001 - 70,000 Baht/Month	182	3.90	0.83	a
70,001 - 100,000 Baht/Month	25	3.48	1.04	b
More than 100,000 Baht/Month	20	3.70	1.12	ab
<b>Total</b>	400	3.90	0.87	

\* Means with the same letter are not significant difference (at the 5% level)

Table 3.31 shows that the income group of 10,000-40,000 Baht per month perceive “Enriching oneself intellectually” as the same as other income groups. The group of income less than 10,000 Baht per month perceives “Enriching oneself intellectually” more important than the groups of

40,001-70,000, 70,001-100,000 and more than 100,000 Baht per month.

**Table 3.31** Multiple Comparisons between Income Groups and “Enriching oneself intellectually”

<b>Income</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>Letter</b>
Less than 10,000 Baht/Month	52	4.11	0.80	a
10,000 - 40,000 Baht/Month	121	3.87	0.95	ab
40,001 - 70,000 Baht/Month	182	3.76	0.89	b
70,001 - 100,000 Baht/Month	25	3.48	1.08	b
More than 100,000 Baht/Month	20	3.45	0.99	b
<b>Total</b>	400	3.81	0.93	

\* Means with the same letter are not significant difference (at the 5% level)

Multiple comparisons between income groups and “Increasing knowledge” is shown in table 3.32 which describes the income groups of 70,000 Baht per month and lower perceive “Increasing knowledge” as more important than the income groups of 70,001-100,000 and more than 100,000 Baht per month.

**Table 3.32** Multiple Comparisons between Income Groups and “Increasing knowledge”

<b>Income</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>Letter</b>
Less than 10,000 Baht/Month	52	3.96	0.86	a

10,000 - 40,000 Baht/Month	121	3.72	1.01	ab
40,001 - 70,000 Baht/Month	182	3.75	0.85	a
70,001 - 100,000 Baht/Month	25	3.20	1.54	c
More than 100,000 Baht/Month	20	3.30	1.26	bc
<b>Total</b>	400	3.71	0.96	

\* Means with the same letter are not significant different (at the 5% level)

Table 3.33 shows that the income group of more than 100,000 Baht per month perceive “Trying something new” as less important than the income groups of 70,000 and below. The income group of 70,001-100,000 Baht per month perceives the same motives of this factor as well as the income groups below 70,000 Baht per month.

**Table 3.33** Multiple Comparisons between Income Groups and “Trying something new”

<b>Income</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>Letter</b>
Less than 10,000 Baht/Month	52	3.88	1.07	a
10,000 - 40,000 Baht/Month	121	3.76	0.98	a
40,001 - 70,000 Baht/Month	182	3.64	1.02	a
70,001 - 100,000 Baht/Month	25	3.64	1.11	ab
More than 100,000 Baht/Month	20	3.05	1.19	b
<b>Total</b>	400	3.68	1.04	

\* Means with the same letter are not significant difference (at the 5% level)

- **Education and Motivation of Push Factors**

A comparison of the mean scores among the groups of respondents was done to identify the importance level in different education levels for the push motivation factors. P-value in 10 factors from 15 factors was less than 0.05 which means these factors are significant. However 5 factors did not indicate statistically significant differences.

The following indicators are significant: “Having fun”, “Increasing knowledge”, “Discovering different cultures and lifestyles”, “Enriching themselves intellectually”, “Discovering new place”, “Finding interesting people”, “Relieving stress”, “Relaxing physically”, “Developing new friendship”, and “Going places their friends have not been”.

**Table 3.34** Mean Scores of Push Factors among Respondents from Different Education Groups

Push Factors	Educations Level					Sig. (p-value)
	High School & Lower	Diplo ma	Bache lor Degree	Mas ter Degree	Ph. D. Degree	
Discovering new place	3.93	4.61	4.02	4.02	3.90	.129
Discovering different cultures & lifestyles	3.95	4.07	3.76	4.07	3.95	.042*
Enriching oneself intellectually	3.78	4.69	3.73	3.80	4.10	.004*
Increasing knowledge	3.63	4.61	3.63	3.75	3.70	.012*
Trying something new	3.69	4.00	3.71	3.67	3.20	.224
Relaxing physically	3.27	4.00	3.79	3.49	3.75	.001*
Relieving stress	3.42	3.76	3.69	3.50	3.40	.151
Finding excitements	3.65	3.61	3.55	3.48	3.45	.770

**Table 3.34** (Continued)

Push Factors	Educations Level					Sig. (p-value)
	High School & Lower	Diplo ma	Bache lor Degree	Mas ter Degree	Ph. D. Degree	
Having fun	3.08	4.15	3.33	3.06	3.20	.039*



Having an adventures	3.23	3.07	3.00	2.97	2.75	.015*
Developing new friendship	2.86	2.30	2.57	3.68	3.05	.799
Escaping from routine	2.63	3.92	3.43	3.33	3.35	.005*
Going place my friends have not been	2.86	2.53	2.72	3.16	3.25	.067
Finding interesting people	2.75	2.76	2.66	3.22	2.85	.001*
Talking with my friends about this trip	2.72	2.61	2.38	2.55	2.65	.243

**Notes:** 1. One-way ANOVA were performed to identify motivation's importantly significant differences between groups

2. \*indicates importance significant differences between groups at  $p\text{-value} \leq 0.05$

**• Multiple Comparisons between Education Groups and Push Factors of “Discovering different cultures and lifestyles”, “Enriching oneself intellectually”, and “Increasing knowledge”**

In the top five push factors, there are three factors that are significantly different among education groups. First, table 3.35 shows that the most of them had the similar motive of “Discovering different cultures and lifestyles”. But the Bachelor degree's group had a different motive from Master Degree's group. The group of master degree holders perceives “Discovering different cultures and lifestyles” as more importance than bachelor degree group.

**Table 3.35** Multiple Comparisons between Education Groups and “Discovering different cultures and lifestyles”

<b>Educations</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>Letter</b>
High school and lower	73	3.95	0.90	ab
Diploma	13	4.07	0.65	ab
Bachelor Degree	188	3.76	0.86	a
Master Degree	106	4.07	0.84	b
Ph.D.	20	3.95	1.07	ab
<b>Total</b>	<b>400</b>	<b>3.90</b>	<b>0.87</b>	

\* Means with the same letter are not significant difference (at the 5% level)

Second, table 3.36 describes that the diploma group perceive “Enriching oneself intellectually” as more important than high school graduates and lower, bachelor degree and master degree groups. On the other hand the Ph.D. group perceive this factor as the same as other groups of education.

**Table 3.36** Multiple Comparisons between Education Groups and “Enriching oneself intellectually”

<b>Educations</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>Letter</b>
High school and lower	73	3.78	0.82	a
Diploma	13	4.69	0.63	b
Bachelor Degree	188	3.73	0.96	a
Master Degree	106	3.80	0.97	a
Ph.D.	20	4.10	0.64	ab
<b>Total</b>	400	3.81	0.93	

\* Means with the same letter are not significant difference (at the 5% level)

Third, as table 3.37 shows, the education group of diploma holders has different motives than the other groups. The diploma group perceives the push factor of “Increasing knowledge” as more important than other groups, while the other groups have the same motivation with this factor.

**Table 3.37** Multiple Comparisons between Education Groups and “Increasing knowledge”

<b>Educations</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>Letter</b>
High school and lower	73	3.69	0.81	a
Diploma	13	4.61	0.76	b
Bachelor Degree	188	3.63	1.03	a
Master Degree	106	3.75	0.96	a
Ph.D.	20	3.70	0.57	a
<b>Total</b>	400	3.71	0.96	

\* Means with the same letter are not significant difference (at the 5% level)

### • Hometown and Motivation of Push Factors

The hometown differences with the importance of push factors were examined by employing independent t-test analysis. The result revealed nine significant mean differences ( $p \leq 0.05$ ) between hometown groups. Five significance factors are in the top five push motivations, there are “Discovering new places”, “Discovering different cultures and lifestyles”, “Enriching oneself intellectually”, “Increasing knowledge”, and “Trying something new”. Table 3.38 shows that the out-of-Bangkok group perceives all of the top five motives more than the Bangkok group.

**Table 3.38** Mean Scores of Push Factors among Respondents from Different Hometowns

Push Factors	Mean		Sig. p-value
	Bangkok	Out-of-Bangkok	
Discovering new place	3.81	4.19	.000*
Discovering different cultures & lifestyles	3.69	4.07	.000*
Enriching myself intellectually	3.64	3.94	.001*
Increasing knowledge	3.55	3.84	.002*
Trying something new	3.55	3.79	.026*
Relaxing physically	3.60	3.63	.782
Relieving stress	3.58	3.57	.913
Finding excitements	3.62	3.48	.122
Escaping from routine	3.44	3.28	.140
Having fun	3.29	3.24	.653
Having an adventure	2.98	2.94	.708
Developing new friendship	2.50	3.21	.006*

Going place my friends have not been	2.57	3.14	.000*
Finding interesting people	2.60	3.04	.000*
Talking with my friends about this trip	2.26	2.71	.000*

**Note:** 1. Independent t-test analysis were performed to test for the motivation's importantly significant differences between the two hometown groups  
2. \* indicates importance significant differences between groups at p-value  $\leq 0.05$

- **First-time VS Repeat Traveler and Motivation of Push Factors**

There are seven significant difference factors between first-time and repeat travelers. There are “Discovering different cultures and lifestyles”, “Increasing knowledge”, “Trying something new”, “Finding excitements”, “Having an adventures”, “Going places my friends have not been”, and “Finding interesting people”. These entire significance factors shows that the first-time traveler perceives push factors more important than the repeat traveler (Table 3.39).

**Table 3.39** Mean Scores of Push Factors among Respondents from First-time and Repeat Travelers

Push Factors	Mean		Sig. p-value
	First-time	Repeat	
Discovering new place	4.04	3.97	.454
Discovering different cultures & lifestyles	4.02	3.69	.000*
Enriching myself intellectually	3.85	3.73	.235
Increasing knowledge	3.79	3.57	.027*
Trying something new	3.84	3.42	.000*
Relaxing physically	3.58	3.68	.324
Relieving stress	3.55	3.62	.487

Finding excitements	3.65	3.37	.004*
Escaping from routine	3.33	3.40	.504
Having fun	3.34	3.13	.073
Having an adventure	3.07	2.76	.008*
Developing new friendship	2.99	2.73	.320
Going place my friends have not been	3.01	2.67	.018*
Finding interesting people	2.96	2.64	.006*
Talking with my friends about this trip	2.58	2.39	.118

- Notes:** 1. t-test were performed to test for the motivations that are significant differences between the first-time and repeat traveler groups
2. \* indicates importance significant differences between groups at p-value  $\leq 0.05$

### 3.3.2 Pull Factors

In the area of pull factors, the data describes the value of importance in each attribute by calculating the value of the mean to show the factors that motivate travel to Europe. Table 3.40 shows the ranking by mean value of twenty pull factors, the top five are in the motive group of core attractions in Europe. The top four pull motivations are Landscape, Architectural attractions, Cultural attractions, and Natural environment. These are the most important (mean value=4.21-5.00) motives for Thai tourists who were traveling to Europe. The ranking numbers 5-16 are in the value of very important (mean value=3.41-4.20).

**Table 3.40** Principal Components of Pull Motives, Mean and Rank

Attribution of Pull Factors	Rank	Mean	SD
Landscape	1	4.42	0.67

Architectural attractions	2	4.39	0.72
Cultural attractions	3	4.38	0.77
Natural environment	4	4.37	0.73
Romantic atmosphere	5	4.18	0.90
Relaxing atmosphere	6	3.92	0.81
Security	7	3.89	0.81
Euthenics diversity	8	3.83	0.81
Nice weather	9	3.79	0.81
Standard of living	10	3.77	0.82
Accessibility	11	3.76	0.81
Public transportations	12	3.65	0.98
Hospitality	13	3.59	0.83
Dinning	14	3.58	0.85
Lodging	15	3.52	0.93
Night life activities	16	3.44	1.15
Distance	17	3.36	0.94
Shopping facilities	18	3.35	1.07
Social environment	19	3.34	1.03
Sport equipment	20	2.63	1.11

### 3.3.2.1 Mean Score of Pull Factors among Respondents' Demographic Profiles

- **Gender and Motivation of Pull Factors**

Table 3.41 describes the comparison of mean scores among respondents to identify the opinion in pull motivation classified by their gender. The result come by using an independent t-test analysis, it shows the results which reveals significant mean differences ( $p \leq 0.05$ ) for only one of pull factors which is motive of night life activities in Europe. The results indicate that males perceive “night life activities” as more important than female.

**Table 3.41** Mean Scores of Pull Factors among Respondents from Different Gender Groups

Pull Factors	Mean		Sig. p-value
	Male	Female	
Landscape	4.47	4.37	.148
Architectural attractions	4.45	4.34	.142
Cultural attractions	4.42	4.33	.268
Natural environment	4.42	4.32	.147
Romantic atmosphere	4.24	4.12	.168
Relaxing atmosphere	3.89	3.95	.523
Security	3.89	3.88	.196
Ethnic diversity	3.86	3.80	.462
Nice weather	3.79	3.79	.989
Standard of living	3.82	3.72	.257
Accessibility	3.74	3.78	.649
Public transportations	3.65	3.65	.962
Hospitality	3.58	3.60	.884
Dinning	3.61	3.54	.430
Lodging	3.53	3.51	.824
Night life activities	3.60	3.29	.007*
Distance	3.40	3.33	.421
Shopping facilities	3.35	3.35	.995
Social environment	3.37	3.31	.561
Sport equipment	2.72	2.54	.109

**Note:** 1. Independent t-test analysis were performed to test for the motivation's importantly significant differences between the gender groups  
2. \* indicates importance significant differences between groups at p-value  $\leq 0.05$

### • Marital Status and Motivation of Pull Factors

One-way ANOVA describes the relationship between the marital status groups and push factors. These five push factors that are significantly different ( $p \leq 0.05$ ) between the marital status groups as shows in table 3.42. The significant factors are; Dinning, Lodging, Night life activities, Distance, and Shopping facilities. There are not significant differences

between marital status groups and the pull motives in the top five.

**Table 3.42** Mean Scores of Pull Factors among Respondents from Different Marital Status Groups

Pull Factors	Mean			Sig. p-value
	Single	Married	Divorced	
Landscape	4.43	4.42	4.33	.942
Architectural attractions	4.34	4.45	4.33	.314
Cultural attractions	4.28	4.47	4.50	.053
Natural environment	4.36	4.37	4.50	.910
Romantic atmosphere	4.09	4.27	4.00	.142
Relaxing atmosphere	3.94	3.90	4.00	.826
Security	3.84	3.93	3.44	.586
Ethnic diversity	3.84	3.82	3.83	.959
Nice weather	3.87	3.73	3.50	.178
Standard of living	3.75	3.81	3.16	.139
Accessibility	3.77	3.77	3.33	.425
Public transportations	3.63	3.66	4.33	.229
Hospitality	3.54	3.64	3.33	.377
Dinning	3.45	3.70	3.56	.012*
Lodging	3.38	3.66	3.16	.006*
Night life activities	3.24	3.63	3.66	.004*
Distance	3.46	3.25	4.00	.026*
Shopping facilities	3.36	3.34	3.33	.974*
Social environment	3.37	3.24	4.16	.992

**Table 3.42** (Continued)

Pull Factors	Mean			Sig. p-value
	Single	Married	Divorced	
Sport equipment	2.50	2.73	3.16	.068

**Notes:** 1. One-way ANOVA were performed to identify motivation's importantly significant differences between groups



2. \*indicates importance significant differences between groups at p-value  $\leq 0.05$

### • Age and Motivation of Pull Factors

The One-way ANOVA describes the relationship between age groups and pull factors, it was found that there are six pull motive factors (of 20) that are significantly different ( $p \leq 0.05$ ); “Architectural attractions”, “Cultural attractions”, “Relaxing atmospheres”, “Nice weather”, “Night life activities”, and “Shopping facilities”. Only two significant factors are in the top five, which are; “Architectural attractions” and “Cultural attractions” (Table 3.43).

**Table 3.43** Mean Scores of Pull Factors among Respondents from Different Age Groups

Pull Factors	Age					Sig. (p-value)
	< 20	20-29	30-39	40-49	50 and older	
Landscape	4.52	4.39	4.46	4.38	4.45	.836
Architectural attractions	4.47	4.23	4.30	4.53	4.56	.009*
Cultural attractions	4.57	4.23	4.24	4.54	4.53	.005*
Natural environment	4.47	4.29	4.39	4.38	4.40	.823
Romantic atmosphere	4.03	4.00	4.20	4.23	4.35	.157
Relaxing atmosphere	4.10	4.18	3.86	3.80	3.82	.009*
Security	3.78	4.00	3.76	3.90	4.00	.214
Ethnic diversity	3.73	3.87	3.84	3.83	3.80	.967
Nice weather	3.84	3.94	3.91	3.60	3.66	.013*
Standard of living	3.78	3.87	3.66	3.85	3.70	.295
Accessibility	3.78	3.88	3.73	3.80	3.58	.240
Public transportations	4.10	3.70	3.63	3.53	3.70	.198
Hospitality	3.73	3.57	3.56	3.60	3.62	.917
Dinning	3.89	3.50	3.49	3.58	3.77	.095
Lodging	3.73	3.54	3.34	3.61	3.61	.128
Night life activities	4.05	3.18	3.43	3.42	3.69	.012*
Distance	3.47	3.40	3.50	3.23	3.22	.187

**Table 3.43 (Continued)**

Pull Factors	Age					Sig. (p-value)
	< 20	20-29	30-39	40-49	50 and older	
Shopping facilities	3.52	3.05	3.63	3.38	3.11	.001*
Social environment	3.47	3.52	3.30	3.28	3.20	.346
Sport equipment	2.68	2.56	2.55	2.74	2.66	.738

**Notes:** 1. One-way ANOVA were performed to identify motivation's importantly significant differences between groups  
 2. \*indicates importance significant differences between groups at p-value  $\leq 0.05$

**• Multiple Comparisons between Age groups and Pull Factors of “Architectural attractions” and “Cultural Attractions”**

There are two factors in the top five that are significantly different between age groups and pull motivation factors; “Architectural attractions” and “Cultural attractions”. First, when multiple comparisons (LSD) were calculated, the result showed that the age group of 20 years old and lower perceived “Architectural attractions” as the same importance as other age groups. On the other hand the age groups of 40 years old and older perceived “Architectural attractions” more importance than the 20-39 years old group. (See table 3.44)

**Table 3.44 Multiple Comparisons between Age Groups and “Architectural Attractions”**

Age	N	Mean	SD	Letter
Less than 20	19	4.47	0.69	ab
20 – 29	88	4.23	0.84	a
30 – 39	126	4.30	0.80	a
40 – 49	105	4.53	0.57	b
50 and older	62	4.56	0.56	b
<b>Total</b>	400	4.39	0.72	

\* Means with the same letter are not significantly difference (at the 5% level)

Second, table 3.45 shows that the age group of 20 years old and lower perceives “Cultural attractions” as the same importance as other age groups. On the other hand, the age groups of 40 years old and older perceive “Cultural attractions” as more importance than the 20-39 years old group.

**Table 3.45** Multiple Comparisons between Age Groups and “Cultural Attractions”

Age	N	Mean	SD	Letter
Less than 20	19	4.57	0.50	ab
20 – 29	88	4.23	0.84	a
30 – 39	126	4.24	0.96	a
40 – 49	105	4.54	0.53	b
50 and older	62	4.53	0.59	b
<b>Total</b>	400	4.38	0.77	

\* Means with the same letter are not significantly difference (at the 5% level)

### • Occupation and Motivation of Pull Factors

One-way ANOVA can describe the motivation of pull factors and occupation groups of respondents as shown in table 3.46. There are ten factors that are significantly different; Relaxing atmosphere, Nice weather, Standard of living, Accessibilities, Hospitalities, Dinning, Lodging, Distance, Social environment, Sport equipment. All of the significance factors between occupation groups were not in the top five pull motivations.

**Table 3.46** Mean Scores of Pull Factors among Respondents from Different Occupation Groups

Pull Factors	Occupations						Sig. (p-value)
	Student	Gov. Officer	Business Owner	Business employee	Unemployed	Others	
Landscape	4.43	4.29	4.43	4.56	4.39	4.60	.095
Architectural attractions	4.33	4.45	4.48	4.33	4.21	4.00	.284
Cultural attractions	4.23	4.43	4.47	4.31	4.34	4.00	.347
Natural environment	4.33	4.23	4.39	4.52	4.34	4.40	.087
Romantic atmosphere	3.94	4.14	4.27	4.25	4.13	4.00	.438
Relaxing atmosphere	4.20	3.66	3.92	4.04	4.08	4.80	.000*
Security	3.87	3.80	3.83	3.97	4.08	4.80	.063
Ethnic diversity	3.71	3.78	3.83	3.93	3.73	4.60	.185
Nice weather	3.97	3.57	3.76	3.95	3.91	4.60	.001*
Standard of living	3.97	3.73	3.66	3.75	4.04	4.80	.010*
Accessibility	3.97	3.64	3.68	3.79	4.04	4.80	.004*
Public transportations	3.71	3.51	3.71	3.62	4.00	4.60	.058

Hospitality	3.69	3.47	3.58	3.56	4.00	4.60	.007*
Dinning	3.66	3.47	3.69	3.40	4.04	4.60	.000*
Lodging	3.74	3.46	3.63	3.24	4.00	4.60	.000*
Night life activities	3.38	3.44	3.53	3.27	3.65	4.80	.054
Distance	3.25	3.25	3.27	3.50	3.69	4.40	.013*
Shopping facilities	3.35	3.23	3.36	3.42	3.52	3.60	.756
Social environment	3.56	3.19	3.33	3.29	3.65	4.80	.006*
Sport equipment	2.53	2.66	2.56	2.47	3.13	4.80	.000*

- Notes:** 1. One-way ANOVA were performed to identify motivation's importantly significant differences between groups
2. \*indicates importance significant differences between groups at p-value  $\leq 0.05$

### • Income and Motivation of Pull Factors

Table 3.47 shows that seventeen of the pull motivation factors are significantly different among income groups. Whereas three factors are not significantly different, they are the pull motives of Europe's Landscape, Architectural attractions, and Cultural attractions. Interestingly, all of these three factors are in the top five of the pull motivations. The result describes that Thai outbound tourists perceive the pull factors of Landscape, Architectural attractions, and Cultural attraction as the same level of motive among income groups.

**Table 3.47** Mean Scores of Pull Factors among Respondents from Different Income Groups

Pull Factors	Income (Baht / Month)					Sig. (p-value)
	Less than 10,000	10,001-40,000	40,001-70,000	70,001-100,000	More than 100,000	
Landscape	4.38	4.33	4.51	4.52	4.15	.053
Architectural attractions	4.34	4.25	4.49	4.52	4.35	.065
Cultural attractions	4.26	4.35	4.41	4.60	4.30	.453
Natural environment	4.34	4.24	4.52	4.32	3.90	.000*
Romantic atmosphere	3.96	4.00	4.37	4.16	4.10	.003*
Relaxing atmosphere	4.13	3.76	3.96	4.16	3.70	.005*
Security	3.88	3.66	4.02	4.00	4.00	.014*
Ethnics diversity	3.88	3.65	3.95	3.60	4.10	.000*
Nice weather	3.88	3.74	3.87	3.76	3.20	.008*
Standard of living	3.98	3.59	3.85	3.68	3.70	.007*
Accessibility	3.88	3.56	3.85	4.00	3.55	.022*
Public transportations	3.67	3.69	3.68	3.92	2.85	.004*
Hospitality	3.80	3.31	3.73	3.64	3.45	.000*
Dinning	3.88	3.30	3.68	3.84	3.20	.004*
Lodging	3.80	3.34	3.57	3.76	3.05	.002*
Night life activities	3.50	3.24	3.64	3.92	2.15	.000*
Distance	3.50	3.17	3.57	2.96	2.80	.000*
Shopping facilities	3.38	3.12	3.56	3.48	2.65	.000*
Social environment	3.51	3.31	3.40	3.36	2.40	.001*
Sport equipment	2.82	2.43	2.73	2.84	2.05	.010*

**Notes:** 1. One-way ANOVA were performed to identify motivation's importantly significant differences between groups  
2. \*indicates importance significant differences between groups at p-value  $\leq 0.05$

• **Multiple Comparisons between Income Groups and Pull Factor of “Natural Environments”, “Romantic Atmosphere”**

There are two significance factors that are in the top five pull motivations. As table 3.48, shows the income group of 70,001-100,000 Baht per month perceive “Natural environments” as the same importance as other income groups. The group of respondents that had income less than 70,000 Baht per month perceives “Natural environments” as more important than the income group of more than 100,000 Baht per month.

**Table 3.48** Multiple Comparisons between Income Groups and “Natural Environments”

<b>Income</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>Letter</b>
Less than 10,000 Baht/Month	52	4.34	0.65	b
10,000 - 40,000 Baht/Month	121	4.24	0.80	a
40,001 - 70,000 Baht/Month	182	4.52	0.60	b
70,001 - 100,000 Baht/Month	25	4.32	0.80	abc
More than 100,000 Baht/Month	20	3.90	1.07	c
<b>Total</b>	400	4.37	0.73	

\* Means with the same letter are not significant difference (at the 5% level)

The “Romantic atmosphere” is another one of the top five pull motivations factors that is significantly different among income groups. Table 3.49 describes the income group of 70,001-100,000 and more than 100,000 Baht per month perceive the pull motive of “Romantic atmosphere” as the same importance as the other income groups. But the income group of 40,001-70,000 Baht per month perceive this factor as less

importance than the income groups 40,000 Baht per month and less than.

**Table 3.49** Multiple Comparisons between Income Groups and “Romantic Atmospheres”

<b>Income</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>Letter</b>
Less than 10,000 Baht/Month	52	3.96	0.94	a
10,000 - 40,000 Baht/Month	121	4.00	0.99	a
40,001 - 70,000 Baht/Month	182	4.37	0.81	b
70,001 - 100,000 Baht/Month	25	4.16	0.94	ab
More than 100,000 Baht/Month	20	4.10	0.78	ab
<b>Total</b>	400	4.18	0.90	

\* Means with the same letter are not significant difference (at the 5% level)

### • Education and Motivation of Pull Factors

There are eight significantly different factors from twenty pull factors among education groups. The significant factors are; Europe’s Architecture attractions, Cultural attractions, Relaxing atmosphere, Security, Ethnics’ diversity, Hospitality, Dinning, and Distance. According to table 3.50, only two of the pull factors from the top five factors are significantly different among education groups; they are architectural and cultural attractions.



**Table 3.50** Mean Scores of Pull Factors among Respondents from Different Education Groups

Pull Factors	Educations Level					Sig. (p-value)
	High School & lower	Diploma	Bachelor Degree	Master Degree	Ph.D. Degree	
Landscape	4.49	4.69	4.41	4.44	4.05	.059
Architectural attractions	4.49	3.76	4.36	4.42	4.60	.011*
Cultural attractions	4.52	3.61	4.29	4.50	4.60	.000*
Natural environment	4.49	4.69	4.32	4.33	4.30	.238
Romantic atmosphere	4.28	4.15	4.13	4.18	4.25	.820
Relaxing atmosphere	3.86	4.76	3.93	3.91	3.55	.001*
Security	3.91	4.61	3.82	3.94	3.70	.010*
Ethnics diversity	3.76	4.61	3.80	3.84	3.80	.013*
Nice weather	3.72	4.38	3.82	3.73	3.70	.076
Standard of living	3.69	4.23	3.74	3.84	3.65	.184
Accessibility	3.65	4.30	3.75	3.83	3.55	.056
Public transportations	3.78	4.00	3.55	3.75	3.45	.151
Hospitality	3.65	4.23	3.56	3.60	3.20	.012*
Dinning	3.79	3.76	3.50	3.62	3.20	.025*

**Table 3.50** (Continued)

Pull Factors	Educations Level					Sig. (p-value)
	High School & lower	Diploma	Bachelor Degree	Master Degree	Ph.D. Degree	
Lodging	3.60	3.53	3.43	3.66	3.25	.163
Night life activities	3.69	4.46	3.28	3.54	3.50	.093
Distance	3.34	4.46	3.26	3.42	3.45	.000*
Shopping facilities	3.12	3.92	3.37	3.42	3.25	.103
Social environment	3.32	3.69	3.30	3.42	3.00	.340
Sport equipment	2.69	3.15	2.50	2.75	2.60	.134

**Notes:** 1. One-way ANOVA were performed to identify motivation's importantly significant differences between groups

2. \*indicates importance significant differences between groups at  $p\text{-value} \leq 0.05$

**• Multiple Comparisons between Education Groups and Pull Factors of “Architectural Attractions” and “Cultural Attractions”**

Table 3.51 shows that the group of diploma holders perceives the pull motive of “Architectural attractions” as less important than other education groups. The table 3.52 shows the diploma group perceives “Cultural attractions” as less important than other groups of education. The Ph.D. group perceived “Cultural attractions” as the same importance as the High school and lower, Bachelor degree and Master degree groups.

**Table 3.51** Multiple Comparisons between Education Groups and “Architectural attractions”

<b>Educations</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>Letter</b>
High school and lower	73	4.49	0.70	a
Diploma	13	3.76	1.09	b
Bachelor Degree	188	4.36	0.69	a
Master Degree	106	4.42	0.71	a
Ph.D.	20	4.60	0.75	a
<b>Total</b>	400	4.39	0.72	

\* Means with the same letter are not significant difference (at the 5% level)

**Table 3.52** Multiple Comparisons between Education Groups and “Cultural Attractions”

<b>Educations</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>	<b>Letter</b>
High school and lower	73	4.52	0.64	a
Diploma	13	3.61	1.32	c

Bachelor Degree	188	4.29	0.83	b
Master Degree	106	4.50	0.58	a
Ph.D.	20	4.60	0.75	ab
<b>Total</b>	400	4.38	0.77	

\* Means with the same letter are not significant difference (at the 5% level)

### • Hometown and Motivation of Pull factors

**Table 3.53** Mean Scores of Pull Factors among Respondents from Different Hometowns

Pull Factors	Mean		Sig. p-value
	Bangkok	Out-of-Bangkok	
Landscape	4.42	4.42	.995
Architectural attractions	4.30	4.47	.019*
Cultural attractions	4.24	4.49	.001*
Natural environment	4.30	4.42	.088
Romantic atmosphere	4.19	4.17	.867
Relaxing atmosphere	4.00	3.85	.074
Security	3.87	3.90	.754
Ethnic diversity	3.81	3.85	.580
Nice weather	3.87	3.73	.072
Standard of living	3.79	3.75	.650
Accessibility	3.82	3.71	.194
Public transportations	3.53	3.75	.028*
Hospitality	3.61	3.57	.690
Dinning	3.51	3.63	.203
Lodging	3.52	3.52	.963
Night life activities	3.35	3.52	.142
Distance	3.38	3.35	.712
Shopping facilities	3.44	3.28	.142
Social environment	3.23	3.42	.073
Sport equipment	2.54	2.70	.149

**Note:** 1. Independent t-test analysis were performed to test for the motivation's importantly significant differences between the two hometown groups

2. \* indicates importance significant differences between groups at  $p\text{-value} \leq 0.05$

The hometown differences with the importance of the pull factors were examined by employing Independent-Sample t tests. The result reveals three of pull factors that have significant mean differences ( $p \leq 0.05$ ) between hometown groups. They are “Architectural attractions”, “Cultural attractions”, and “Public transportations”. Table 3.53 shows the out-of-Bangkok group perceives these three factors as more important than Bangkok groups.

- **First-time VS Repeat Traveler and Motivation of Pull factors**

**Table 3.54** Mean Scores of Pull Factors among First-time and Repeat Traveler Groups

Pull Factors	Mean		Sig. p-value
	First-time	Repeat	
Landscape	4.48	4.32	.033*
Architectural attractions	4.47	4.26	.006*
Cultural attractions	4.47	4.23	.003*
Natural environment	4.39	4.32	.382
Romantic atmosphere	4.20	4.14	.528
Relaxing atmosphere	3.88	3.99	.199
Security	3.77	4.08	.000*
Ethnic diversity	3.80	3.89	.244
Nice weather	3.74	3.87	.124
Standard of living	3.80	3.72	.370
Accessibility	3.69	3.88	.022*
Public transportations	3.72	3.55	.116
Hospitality	3.60	3.57	.742
Dinning	3.64	3.47	.072
Lodging	3.62	3.35	.006*
Night life activities	3.64	3.11	.000*
Distance	3.37	3.35	.855

Shopping facilities	3.35	3.35	.992
Social environment	3.40	3.22	.097

**Table 3.54 (Continued)**

Pull Factors	Mean		Sig. p-value
	First-time	Repeat	
Sport equipment	2.72	2.46	.031*

**Notes:** 1. t-test were performed to test for the motivations that are significant differences between the first-time and repeat traveler groups

2. \* indicates importance significant differences between groups at  $p\text{-value} \leq 0.05$

There are eight significantly different factors between first-time and repeat travelers; “Landscape”, “Architectural attractions”, “Cultural attractions”, “Security”, “Accessibility”, “Lodging”, “Night life activities”, and “Sport equipment”. These significance factors shows that the first-time traveler perceives pull motives of “Landscape”, “Architectural attractions”, “Cultural attractions”, “Lodging”, “Night life activities” and “Sport equipment” as more important than the repeat traveler. On the other hand the first-time traveler perceives “Security” and “Accessibility” as less important than the repeat traveler (Table 3.54).

## CHAPTER 4

### SUMMARY

#### 4.1 Conclusions

This study contributes to the understanding of why tourists behave the way they do. The understanding of tourists' behaviors is difficult because there are many variable factors affecting decisions and interpretations. The analysis of tourists' behaviors was combined with an analysis of tourists' motivations in order to understand why people are pushed to travel to Europe. These findings also assist in the understanding of what pull motivations European countries exert on Thai tourists.

- **The Characteristic of Thai Outbound Tourists**

The results of the study show that Thai's traveling to Europe are divided almost equally in size between male (49.3%) and female (50.7%). The largest group of Thai travelers is tourists between 30-39 years-old (31.5%), 48.3% of the tourists are married. 30.2% of Thai tourists are government officer followed by 26.5% who are business owner and business employees. The largest income group is the respondents who earn 40,001-70,000 Baht per month (45.5%), 47.0% are bachelor degree holders followed by 26.5% master degree holders. Most of the Thai tourists who were traveling to Europe came from Bangkok (45.2%) and the rest of them were distributed among other parts of Thailand equally. The top five destinations of the outbound tourists are France, Switzerland, Italy, Germany and United Kingdom.

#### **Behavior**

The behavior of Thai tourists was analyzed by frequency of exhibited behavior. The result shows most of respondents were first time travelers that traveled to Europe (62.7%). 46.7% of Thai tourists travel to Europe for relaxation or leisure, followed by 26.0% of the respondents who intended to visit Europe's architecture sites. The majority of Thai tourists who

were traveling to Europe traveled in groups with their family (25.5%), traveled with business associates or colleagues and (24.7%), traveled with friends or relatives (21.7%). A few of the respondents traveled to Europe alone (16.3%) or with a spouse (11.8%). 33.7% of Thai tourists traveled to Europe on their vacation leaves, 28.2% traveled year-round, and 22.8% traveled during breaks in school. 38.8% of tourists spent 1 to 3 months planning for their Europe trips and 36.5% spent 1-3 weeks planning. 70% of the respondents had their trip planning managed by travel agents. 27.5% of travelers received traveling information from travel agents, 18.0% from internet sources, 15.6% from the advice of friends and family members, and 12.9% by word of mouth. Most Thai tourists would like to spend 1-3 weeks in Europe (81.5%). The results of the study also showed that Thai tourists prefer to stay in 4 to 3- star hotels in Europe during their trip (81.7%). In terms of the expectation of expenditure, the results show that 63.2% of Thai tourists would like to spend less than 50,000 Baht (excluding airfares) while traveling in Europe. The top five activities that Thai tourists would like to do during the trip in Europe are visiting architectural sites, European site seeing, conferences, visit museums and historical sites, and purchase antiques, handcraft and arts.

Finally, concerning traveling behavior, the findings help identify tourists' problems and some factors that influence their traveling decisions to travel to Europe. The results showed the most important type of expenditures is airfare, followed by accommodation, transportation, food and beverage, and entertainment activities. As well as the traveling obstacles, Thai tourists are concerned about the high price of the trip, followed by language barriers, visa requirements, poor knowledge and image of Europe, and long distance. These results should benefit both suppliers and tourists who would like to travel to European countries and help them to avoid the risk of dissatisfaction in their travels.

## **Motivation**

### **● Push and Pull Motivation**

An analysis comparing mean important values revealed that the top five push motivations are "Discovering new places", "Discovering different cultures and lifestyles",

“Enriching oneself intellectually”, “Increasing knowledge”, and “Trying something new”. The independent t-test is used to describe the differentiation between motives of the group based on gender, hometown, and times to travel to Europe. Focusing on the top five, the results show that the push motivation of “Trying something new” is difference between male and female; males perceived this push factor more than females. Otherwise, the pull motives were not different among gender groups. In terms of motivations of hometown groups the Thai travelers who are from provinces outside of Bangkok perceived all of the top five push motives as more important than Bangkok travelers. Pull motives, the outside of Bangkok group perceived architectural and cultural attractions of Europe more important than Bangkok travelers. The first time travelers perceived the push motives of “Discovering different culture & lifestyles”, “Increasing knowledge”, and “Trying something new” more important than repeat travelers. The first time travelers also perceived landscapes, architectural and cultural attractions of Europe more important than the repeat traveler as shows in table 4.1.

**Table 4.1** The Top Five Push and Pull Factors that Significantly Different among Gender, Hometown and Time to travel Europe by Independent sample t-test analysis

No	Push factors	Gender	Hometown (Bangkok VS Outside Provinces)	Time to travel Europe (Fist-time VS Repeat)
1	Discovering new places		XXX	
2	Discovering different cultures & lifestyles		XXX	XXX
3	Enriching oneself intellectually		XXX	
4	Increasing knowledge		XXX	XXX
5	Trying something new	XXX	XXX	XXX
No	Pull factors	Gender	Hometown (Bangkok VS Province)	Time to travel Europe (Fist-time VS Repeat)



1	Landscape			XXX
2	Architectural attractions		XXX	XXX
3	Cultural attractions		XXX	XXX
4	Natural environment			
5	Romantic atmosphere			

**Note:** XXX means it is significant difference among respondents

The one-way ANOVA analyses revealed the difference between the push and pull motives in the tourist's demographic groups. Also the multiple comparisons by LSD analyses were calculated to show the different motivations within each demographic group. According to the table 4.2, there are more differences in push factors than pull factors.

**Table 4.2** The Top Five Push and Pull Factors that Significantly Different among Marital Status, Age, Occupation, Income and Education Groups by One-way ANOVA

No	Push factors	Marital Status	Age	Occupation	Income	Education
1	Discovering new places			XXX		
2	Discovering different cultures & lifestyles		XXX	XXX	XXX	XXX
3	Enriching oneself intellectually		XXX	XXX	XXX	XXX
4	Increasing knowledge	XXX	XXX	XXX	XXX	XXX
5	Trying something new	XXX	XXX	XXX	XXX	
No	Pull factors	Marital Status	Age	Occupation	Income	Education
1	Landscape					
2	Architectural attractions		XXX			XXX

3	Cultural attractions		XXX			XXX
4	Natural environment				XXX	
5	Romantic atmosphere				XXX	

**Note:** XXX means it is significant difference among the groups of respondents

- **Marital Status Groups**

Two motivations of push factors were significantly different among the marital status group; they are increasing knowledge and trying something new. The results show that Thai tourists who are single perceived these push factors more important than the married group. The motivations of pull factors are not different among marital status groups.

- **Age Groups**

There are four significant differences in push factors among age groups; “Discovering different cultures and lifestyles”, “Enriching oneself intellectually”, “Increasing knowledge”, and “Trying something new”. The results of this studied show that respondents 30-39 year-olds perceived these four push factors less important than respondents less than 30 year-olds. On the other hand respondents between 30-39 year-olds perceived “Trying something new” as more important than the respondents between 40-49 year-olds.

In terms of pull motivation factors, there are two significant differences between architectural and cultural attractions in Europe. The multiple comparisons analysis revealed that respondents less than 20 year-olds perceived architectural and cultural attractions in Europe as the same importance as the other age groups. The age group 40 and older perceived these two factors as more important than the age groups 20-39 year-olds (See table 4.2).

- **Occupation Groups**

All of the top five push factors are significantly difference among occupation groups while there are not significant differences in pull factors. The multiple comparisons by LSD showed the various result of the different motives among occupation groups. The student group perceived “Enriching oneself intellectually”, “Increasing knowledge”, and “Trying something new” more important than other occupation groups. The government officers perceived “Discovering different cultures and lifestyles” more important than other occupation groups., The occupation groups of business owners and unemployed groups perceived “Discovering new places”, “Increasing knowledge”, and “Trying something new” more important than the business employees group; whereas, all of these three occupation groups have the same motivations of “Discovering different cultures and lifestyles”, and “Enriching oneself intellectually”.

- **Income Groups**

There are four push factors that are significantly different between income groups and age groups. There are four push factors and two pull factors that are significantly different among income groups. The results of multiple comparisons show that the income group of 70,000 Baht per month and lower perceive the push motives of “Discovering different cultures and lifestyles”, “Increasing knowledge”, and “Trying something new” more important than the income groups of 70,001 Baht per month and higher. The income group of less than 10,000 Baht per month perceived “Enriching oneself intellectually” more important than the income group of 40,001 Baht per month and higher.

The income group of 70,001-100,000 Baht per month perceived the pull motives of “Natural Environments” and “Romantic Atmospheres” as the same as another income groups. The income group of 40,001-70,000 Baht per month perceived “Romantic Atmospheres” more important than the group of 40,000 Baht per month and lower. Also, the income group of 10,000-

40,000 Baht per month perceived “Natural Environments” less important than the group of less than 10,000 and 40,001-70,000 Baht per month.

- **Education Groups**

Three significantly different push motives among education groups are “Discovering different cultures and lifestyles”, “Enriching oneself intellectually”, and “Increasing knowledge”. There are variations in the results of multiple comparison analysis among education groups. Master degree’s group perceived “Discovering different cultures and lifestyles” as more important than Bachelor degree’s group. Diploma holding respondents perceived “Enriching oneself intellectually” and “Increasing knowledge” more important than another education groups.

Two significantly different pull motives among education groups are architectural and cultural attractions in Europe. The diploma holding group perceived architectural and cultural attractions less important than another education groups.

## **4.2 Discussions**

Although Europe as a destination receives the second highest number of Thai outbound tourists, it shows the highest expenditure of Thai tourists per head per day (TAT, 2008). One of the objectives of this study was to investigate the motivation and behavior of Thai outbound tourists who were traveling to Europe.

### **4.2.1 The Characteristics of Thai Outbound Tourists to Europe**

- According to the report of Thai outbound tourism situation, the growth rate of Thai outbound tourists was based on the improved economy of Thailand, at the same time the price strategy of competitor countries reduced air ticket price to stimulate the middle-class Thai tourists to travel to their countries. Another interesting result of this study is that even though the

majority of Thai tourists traveling to Europe have incomes of 40,000-70,000 Baht per month, they are still in the middle-upper class. This is mostly groups of business owners and business employees. Also, the middle class (10,001-40,000 Baht per month) is the second major group that is traveling to Europe. The middle class is most likely to be a government officer (group within the occupation's group).

- Thai outbound tourism state as recorded by TAT revealed that the most spending was on accommodation, souvenirs, and food and beverage. Whereas, the results of the studied showed that the top three of expenditure types that Thai tourists who were traveling to Europe concerned about airfares, accommodations, and transportations. Souvenirs are the least important for them.

- The result showed the top ten destinations are France, Switzerland, Italy, Germany, United Kingdom, Netherlands, Belgium, Austria, Spain, and Sweden. The most notable countries in this study are France, Switzerland, and Italy. These three countries are the destination of leisure traveling for Thai tourists.

#### **4.2.2 Tourists Behavior**

Most of the study focuses on the process of pre-decision and decision making behavior of the tourist. The study is also concerned with the flow of events, from the tourists' stimuli to travel decision. These events include preference structure (as a major process in the pre-decision phase), decision, and purchase.

- **The Stage of Decision Making**

Because the majority of the respondents of this study were traveling to Europe on their vacation leaves the results describe the Thai outbound tourists' behavior which follows the review of the literature in the stage of decision making in vacation choice by Moutinho, 2001. The table 4.3 describes followed by the stage of decision making. It starts the tourists' decision process with the tourism need and then support decision behavior with the information search,

followed by identifying the decision of the destination, travel mode and then preparation for the trip.

**Table 4.3** The Stages of Decision Making

<b>Phase &amp; Event and Decision</b>	<b>Influences and Considerations</b>
<p><b>Tourism need</b></p> <ul style="list-style-type: none"> <li>-Perceived desire to travel</li> <li>-Evaluation of reasons for and against travel without specific information</li> <li>-Collection and evaluation</li> </ul>	<p><b>General travel motivation</b></p> <p>-Most of the respondents travel to Europe for relaxation, visiting Europe's architectural, attending special events, business and visiting relatives and friends. The respondents are interested in landscape, architectural, cultural attractions, natural environment, and romantic atmosphere.</p> <p><b>When to travel</b></p> <p>-The majority of Thai tourists' usual travel to Europe on their vacation leaves, year-round, and when school is out.</p> <p><b>What is the budget</b>-The expected expenditure for their trip (excluding airfares) is less than 50,000 Baht.</p> <p><b>Previous travel experience</b></p> <p>-62.7% of the respondents are first- time travelers</p>

**Table 4.3** (Continued)

<b>Phase &amp; Event and Decision</b>	<b>Influences and Considerations</b>
	<p><b>Exposure to ravel destination promotion</b></p> <p>-Only 4.8% of the respondents are concerned with poor knowledge and/or image of Europe while the majority of Thai tourists are concerned with the price of the trip.</p>

<p><b>Information gathering deliberation</b></p> <p>-Study of travel catalogues and advertising, consulting friends and travel agent</p>	<p>Information is found by travel agents, internet, friends' family members' advice, word of mouth, travel guide books/brochures, television/radio, and tourist's information/welcome center.</p>
<p><b>Decision on:</b></p> <p>-Destination -Timing, budget -Intermediaries and tourism service enterprise</p>	<p>Previous image Tourists destination promotion Previous experiences Image of potential destinations Travel intermediaries' advice</p>
<p><b>Travel preparation</b></p> <p>-Booking and confirmation -Traveling funds and equipment</p>	<p>Travel intermediaries Bank, Visa, Health</p>

- **Perceived Risk**

Risk is the one factor that can be affected to tourist's behavior. The degree of perceived risk may vary with the costs involved in a decision and the degree of certainty that the decision will lead to satisfaction. Some studies define the type of vacation tourist loss as physical loss, loss in time, ego loss, or financial loss (Roselius, 1971). The results of the study reveal that the top five obstacles Thai tourists are concerned about are the high price of the travel, language barriers, visa requirements, poor knowledge and image of Europe, and the long distance. The traveling risks could occur with increased expenditure, the results show the type of expenditure that the Thai tourists are concerned with by ranking the mean important value. Thai tourist emphasize airfares, accommodations, transportation, and food and beverage (mean value=2.61-3.40). For entertainment activities, shopping, and souvenirs were not as important (mean value=1.81-2.60).

The different types of risk have to be considered by a tourist organization in order to help the tourist reduce the perceived risk (Moutionho, 2001). Thus, in order to avoid

perceived risk the tourists showed that 70% of Thai tourists who were traveling to Europe arrange their trip through travel agents. At the same time, the majority of the Thai tourist took 1-3 months for their trip planning.

- **Grounded Theory in Tourism Behavior**

According to Woodside (2004) who established the grounded theory of leisure travel there are nine positions to consider.

(1) Demographics: Who is the visitor? What type of life of lifestyle do they have?

-In conclusion, it can be described that Thai tourists who were traveling to Europe in the study period are divided almost equally in size between male and female. The largest group was the tourists 30-39 year-olds; they are government officers, business owners and business employees. The majority of the Thai tourists are in the income group of 40,001-70,000 Baht per month; they are bachelor and master degree holders. Almost half of the respondents are from Bangkok.

(2) Leisure choices, leisure travel alternatives

-The majority of Thai tourists are seeking relaxation or a leisure trip. They would like to visit architectural sites, do Europe site seeing, attend conferences, visit museums and historical sites, and buy antiques, handcraft and arts.

(3) Pre-planning trip issues: pre-framing events, external stimuli not found.

(4) External Influences: Friends, relatives, or co-workers, Retrieval of thoughts and attitudes, and situational constraints and opportunities.

-Family, business associate or colleague, friends or relatives, and spouse force or give them an opportunity to travel to Europe.

(5) Choice of Destination: Why was the destination selected? Why were competitive destinations rejected?

-The results of the study show that 62.7% of respondents are on their first trip to Europe; the tourists perceive push motives to travel to Europe as having a very important value. At the same time, the landscape feature in Europe, such as, landscape, architectural and cultural



attractions, natural environment, and romantic atmosphere is very attractive to the Thai tourists and it might add in rejecting the other competitor destinations.

(6) Key Activity Drivers: What activities influenced the selection of the destination?

-The information search is an important activity that influences the selection of the destination.

(7) Activities: Activities planned and done, Activities planned and not done, Activities not planned and not done.

-The majority of Thai tourists took 1-3 months planning before traveling to Europe, and then they decided to purchase the trip by travel agent or prepare the trip by themselves.

(8) Situation on site influences: Local information sources used special events unknown prior to visit.

(9) Consequences: Satisfaction or dissatisfaction with specific experiences and global visits, intention to return, willingness to recommend to that place.

Finally, activities done or not done affect much of the attitude and intention resulting from, and associating with, visiting destinations. On the other hand, visitor's experiences that result in specific outcomes are the antecedents to the visitor's assessment that the destination provides a good or bad trip experience.

### **4.2.3 Tourist Motivation**

Motivation is one part of behavior in the part of the decision process. It refers to a state of need, a condition that exerts a "push" on the individual toward certain types of action that are seen as likely to bring satisfaction. Motivation for vacation travel is often the result of a complex of motives, including the fun and excitement of planning and preparing for a trip. The push-pull framework provides a useful approach of the motivations underlying tourists and visitation behavior (Klenosky, 2002, Kim, Lee & Klenosky, 2003). Tourists are pushed and pulled by some sources of inherent forces; these forces explain how individuals are pushed by internal variables, and how they are pulled by a travel destination (Uysal & Hagan, 1993). Past

research has shown that identifying tourist motivations can be useful and effective approach for determining appropriate visitor opportunities, and further, that heterogeneous tourist segments may be easily categorized by these motivation factors (Awaritefe, 2003).

Travel motivation might be used as a basis of market segmentation, a market, a technique that enables marketers to identify groups of tourist with similar needs or characteristics. There has been some research to test the motivating factors for different demographic groups. The study found significant difference between tourists of different age, sexes, educational attainment, income, and marital status (Horner & Swarbrooke, 1999).

### **Push and Pull Motivations**

- **Gender, Hometown, and Time to travel Europe**

There was only one of push motive that was significantly different between males and females; it was “Trying something new”. Males are more likely to try new things during their trip than females. Thai tourists who come from outside Bangkok perceived push motives more than Bangkok travelers. Also the first-time travelers perceived push motives more than the repeat travelers. The popularity of a Europe trip is expanding to the Outside-of-Bangkok group as presented by the number of Outside- of- Bangkok travelers are more than Bangkok travelers.

When evaluating the top five pull motivations it is found that there is not difference between pull motives among gender. Outside-of-Bangkok travelers perceived the pull motives of architectural and cultural attractions of Europe more than the Bangkok group. These results might present how Outside-of-Bangkok travelers investigate Europe’s image and attract them to travel to Europe. The first-time traveler perceives landscape, architectural, and cultural attractions as more important than repeat-travelers. On the other hand, the repeat-travelers perceive accessibility and security as more important than first-time travelers. This might be the reason that the travel agents are still important for repeat-travelers to provided them for accessibility during the trip and avoid the unsafe situation that might happen.

- **Marital Status**

The single traveler perceives “Increasing knowledge and Trying something new” as more important than married traveler. Otherwise, there was no difference in motivation among marital status groups in the top five pull factors. There were significant differences between marital status groups with dining, lodging, night life activities, distance, and shopping facilities. Strangely, married and divorced groups value night life activities in Europe more than the single group.

- **Age Groups**

In the top five push motivations, there were four significant factors among the age groups. The push motivation between age groups varies significantly. The age group of 30-39 year-olds perceive “Discovering different cultures and lifestyles” less important than the other age groups. The age group of 40-49 year-olds perceive “Trying something new” less important than the other groups.

There were two significant differences from the top five pull factors. The study showed that the age group of 40 and older perceived architectural and cultural attractions more important than the age group of 20-30 year-olds. Moreover, Thai tourists had different pull motives of Europe’s night life activities and shopping facilities among age groups. The age group of 20 and lower perceived night life activities in Europe more important than the other age groups.

- **Occupation Groups**

Thai tourists have different push motivations among education groups, while they have the same pull motives in the top five motivations. The students group perceived “Increasing knowledge” as more important than the other groups.

- **Income Groups**

Four of the top five of push factors that is significantly different between income groups. The income group of 70,001-100,000 Baht per month perceives “Increasing knowledge” as less important than the income groups of 70,000 and lower. Only two of the top five pull factors are significantly different among income groups, there are natural environment and romantic atmosphere of Europe.

- **Education Groups**

Three of the top five push factors that are significantly different among education groups are the diploma or vocational group perceives “Increasing knowledge” as more important than the other education groups. Whereas, there are two of the top five pull factors that are significantly different among education groups. The diploma or vocational group is interested in architectural and cultural attractions less than the other education groups.

### **4.3 Recommendations**

The results of the study in behavior and motivation of Thai outbound tourists who are traveling to Europe can be described by their characteristics, what they are doing while traveling in Europe, why they would like to travel in Europe, and how European countries can attract Thai tourists to go there.

#### **4.3.1 The Characteristics of Thai Outbound Tourists to Europe**

- In general, travel in Europe is very expensive. So the group that has the power to select Europe to be the travel destination is the middle-upper class (40,001-70,000 Baht

per month). Whereas the result of this research shows that the second major group that was traveling to Europe was the middle class group (10,001-40,000 Baht per month). The cost of travel is an important factor when Thai people choose to travel to Europe. In terms of marketing to motivate Thai tourists to travel to Europe, marketers should attract the middle classes traveler to Europe with attractive and low priced packages.

- The top three concerns of Thai tourists traveling to Europe are airfares, accommodations, and transportation while they are traveling in Europe. To reduce their concerns, the tourists should prepare their trip by searching for traveling data before traveling to Europe. Otherwise, to avoid these concerns, tourists can be traveling by travel agents and travel agent can cater for tourists behavior by include airfares, accommodation, and transportation cost in the package.

- The choice of location is an important factor for Thais traveling to Europe. The top five destination countries have been almost the same every year since 2002. This study shows the top five destinations continue to be France, Switzerland, Italy, Germany, and the United Kingdom, thus tour operation should continue to target these five countries in program packages.

#### **4.3.2 Tourists Behavior**

- **The Stage of the Decision Making**

The decision process in the tourists' behavior is important for the trip to meet the individual or groups' needs and main traveling purpose. The varieties of the package are useful for the decision choices. Travel agents should create the trip that is suitable for each group of Thai traveler, the package choices should be suited for the budget, countries of destinations, traveling period, the background of the destinations and security.

- **Perceived Risk**

The top five obstacles that Thai tourists are concerned with are the high price of the trip, language barriers, visa requirements, poor knowledge and image of Europe and the long distance. To avoid the risks, tourists could travel with their travel agents. The individual travelers could arrange the trip carefully, focusing on the language problems. Because European countries have different languages, some of the countries do not use English, the Thai traveler should practice the local languages before traveling.

- **Ground Theory in Tourism Behavior**

There were many factors that affected the traveling behavior. From the steps of ground theory which evaluates the behavior. Strangely, the majority of Thai tourists in this study period are government officers. In terms of marketing, this tourists group might be the new market segment. 17.5 % of the respondent travel to Europe for conference, this result shows that additional study should be made to find out why Europe is a popular conference destination.

### **4.3.3 Tourists Motivation**

The major findings of this study have significant managerial implications for destination marketing. Travel motivation can be used as a basis of market segmentation. This knowledge can be used to create marketing strategies to support both supply and demand in order to enhance the destination's competitiveness. The difference between push and pulls motives in the different tourist's group's shows many factors that are significantly related. As well as pull motivation factors, the findings can explain the motives in each group; gender, age, occupation, income or education. These results can help in creating travel options for niche groups or improve tourism products for tourists as well. An effective marketing team can use this information to design travel packages for Thai tourists that will best meet their needs and will ultimately provide the highest level of satisfaction possible. By capitalizing on this, tour companies will better serve their clients and thus increase profit while at the same time the clients will have more value in their experiences and have higher levels of satisfaction.

## **Push and Pull Motivations**

- **Gender, Hometown, and Time to travel Europe**

The findings of the study show that the first-time traveler perceived motivations to travel to Europe more than the repeat traveler. The first-time traveler group is a very interesting market for the Europe trip; travel agents can be useful for this tourists group. The first-time travelers have a lot of questions about the trip and need to find out the answers to make them feel comfortable before deciding to travel. The advertising of Europe is an important aspect to attract travelers to this destination. Word of mouth also affects the tourists' decision. Although the repeat travelers had the less motives than the first-time traveler, but this group is also important. According to Gitelson and Cropmton's research (1984) there are five reasons why people return to familiar destination; risk reduction/satisfied with particular destination, risk reduction/find same kind of people, emotional attachments to particular destinations, further exploration of destinations, and show destination to other people. To make the proper marketing for this traveler group, thus can prepare based on a safety package for them.

The results show that half of Thai tourists in this study were from Outside-of-Bangkok. Travel agents also should do the marketing with this group because they are interested in Europe more than the Thai tourist who is from Bangkok by promotion and advertisement to approach to the outside of Bangkok travelers group.

- **Marital Status, Age Groups, Occupation Groups, Income Groups and Education Groups**

When focusing on the top five push motivations, every group have different motives levels in "Increasing knowledge". On the other hand Thai tourists have the same motivation in "Discovering new places", so market teams should be creating new programs for tourists that are up to date on both of these areas.

In terms of pull motivations, the results show that Thai tourists are very aware and influenced by the desire to experience European landscapes. In order to increase efficiency in marketing European destinations for Thai tourists, marketing teams should focus on the beauty of the landscape of Europe. The tour package can be created and promoted by the landscaping, architectural and cultural attraction.

#### **4.4 Limitation and Suggestions for Further Study**

##### **4.4.1 Limitation of the Study**

- The study and data collection period was 3 months (January-March 2008). The results of this study describe the motivation and behavior of Thai outbound tourists limited to the study period.

##### **4.4.2 Suggestions for Further Study**

- The data collection should be carried out throughout the year to cover both low and high traveling seasons in Europe.
- Further research could include surveys of other regional destinations, especially in East Asia because it has the highest number of Thai Outbound Tourists and the number is increasing every year.
- The demand from tourists can reveal information about tourist behavior. In order to further investigate this demand future research could include surveys of travel agents.



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## **APPENDICES**

**APPENDIX A**  
**Questionnaire (English Version)**



**Questionnaire**  
**Motivation and Behavior of Thai Outbound Tourists to Europe**

Dear Interviewees,

The research of "Motivation and Behavior of Thai Outbound Tourists to Europe" is on behalf of Master degree in Faculty of Hospitality and Tourism, Prince of Songkla University (International Program). The objectives of study are to identify the characteristic of Thai outbound tourists and to investigate the motivation and behavior of Thai outbound tourists to Europe as a destination. The result of this study will be use in tourism to support database of Thai outbound tourism. According to collected data will be used to develop better resources in field of outbound tourism as well.

I highly appreciate your cooperation in this regard and I assure that no personal details will be given to the University or any Government Authority. Thank you for your cooperation

Wichu Chaipinit, student

Date interviewed \_\_\_\_\_

Sample

Number \_\_\_\_\_

Place Interviewed \_\_\_\_\_

Interviewer

<b>Part 1 : Tourist's Behavior</b>
------------------------------------

1. How many times have you traveled outside Thailand?



- Never     1-3 times                       4-6 times             More than 6 times
2. How many times have you visited Europe ***including this trip?***
- First time             2-3 times                       4-5 times             More than 5 times
3. Which countries will you visit on this trip? [Please check all apply]
- Norway    Sweden                       Denmark  Finland  
 Germany  France                       Italy                       Netherlands
- Switzerland     Spain                       Belgium  Austria  
 United Kingdom  Russia                       East Europe
- Others [please specify]
4. Who are you travelling with?
- Alone                       Spouse     Family     Friend/relatives  
 Business associates
5. What source of information did you use in planning your travel? [Please check all apply]
- Travel Agent                       Travel guide  
 books/brochures  
 Friends & Family's advice             Word of mouth              
 Internet                       Previous trip to the same     Tourist  
 information/welcome centre  
 Television/Radio                       Others [please specify]
- 
6. How long did you take to plan your trip?
- Less than 1 week                       1-3 weeks                       1-3 months  
 4-6 months                       More than 6 Months
7. How much money do you think you will spend during your trip? [Do not include airfares]
- Less than 50,000 Baht             50,001-100,000 Baht  
 100,001-150,000 Baht             150,001-200,000 Baht

More than 200,000 Baht

8. Please rate on scale below, what importance you place on each expenditure items in Europe trip.

Types of expenditures		Importance				
		The lowest -----→ The highest				
1	Accommodations	1	2	3	4	5
2	Food and Beverage	1	2	3	4	5
3	Airfares	1	2	3	4	5
4	Transportation during the trip	1	2	3	4	5
5	Shopping for yourself	1	2	3	4	5
6	Souvenirs	1	2	3	4	5
7	Entertainment activities	1	2	3	4	5

9. When do you usually travel to Europe?

- Year-round                       Holiday    Summer only     
 Vacation leaves  
 School out                       Others [please specify]

10. How long will you stay in Europe this trip?

- Less than 1 week    1-3 weeks    1-3 months  
 More than 3 months

11. What is the main purpose for your travel in this trip?

- Business                       Visiting relatives

Education

- Relaxation/Leisure    Shopping

Attend special events

- Sporting                       Visiting Europe's architectures  
 Others [please specify]

12. Which airline from Bangkok you use for this trip?

13. Who arranged for your trip?

- Travel agent                       By myself  
 Friend who lived in Europe       Others [please specify]
- 

14. Why did you choose this airline?

- Reasonable price                       Convenience for connecting flights  
 Good reputation airlines       High quality of service  
 Others [please specify]
- 

15. What kind of main accommodation will you use for your stay in Europe?

- 5 stars hotel                       3-4 stars hotel       Motel  
 Guesthouse                       Apartment                       Bed and Breakfast  
 Youth hostel                       Others [please specify]
- 

16. Please rank 1-5 activities you would like to do in Europe [1 as the highest importance and 5 as the lowest importance]

- Visit museum and historical sites  
 Visit architectural sites  
 Antique, handcrafts and arts  
 Shopping  
 Night life activities  
 Sporting activities  
 Street entertainment  
 Sight seeing  
 Street artists  
 Theatres/shows/plays  
 Food and Beverage cultures  
 Festivals  
 Convention/Conference  
 Others [please specify] \_\_\_\_\_

17. Please rank 1-5 issues in order of largest potential obstacles [1 as the biggest obstacle and 5 as the smallest obstacle]
- Visa requirement
  - Language barriers
  - Remoteness of distance
  - High price of travel
  - There are few direct regular or charter flights to the destination regions
  - The destination region is little known, its tourism image is weak
  - Poor marketing of destination countries
  - There is lack of travel agencies specialized in Thailand travel to Europe

Attributions		Importance				
		The lowest----→ The highest				
for your trip you think						
Attributions		Importance				
		The lowest----→ The highest				
1	Trying something new	1	2	3	4	5
2	Finding excitements	1	2	3	4	5
3	Having an adventures	1	2	3	4	5
4	Having fun	1	2	3	4	5
5	Increasing knowledge	1	2	3	4	5
6	Discovering difference cultures and lifestyles	1	2	3	4	5
7	Enriching myself intellectual	1	2	3	4	5
8	Discovering new place	1	2	3	4	5
9	Finding interesting people	1	2	3	4	5

- Other [please specify] \_\_\_\_\_

		<b>The lowest----→ The highest</b>				
10	Relieving stress	1	2	3	4	5
11	Escaping from the routines	1	2	3	4	5
12	Relaxing physically	1	2	3	4	5
13	Developing new friendship	1	2	3	4	5
14	Going place my friend have not been	1	2	3	4	5
15	Talking with my friend about the trip	1	2	3	4	5
16	Nice weather	1	2	3	4	5
17	Lodging	1	2	3	4	5
18	Hospitality	1	2	3	4	5
19	Dinning	1	2	3	4	5
20	Security	1	2	3	4	5
21	Relaxing atmosphere	1	2	3	4	5
22	Accessibility	1	2	3	4	5
23	Standard of living	1	2	3	4	5
24	Ethnic Diversity	1	2	3	4	5
25	Distance	1	2	3	4	5
26	Shopping facilities	1	2	3	4	5
27	Sport equipment	1	2	3	4	5
28	Social environment[such as local friendliness]	1	2	3	4	5
29	Nightlife activities	1	2	3	4	5
30	Public transportations	1	2	3	4	5
31	Landscape	1	2	3	4	5
32	Natural environments	1	2	3	4	5
33	Cultural attractions	1	2	3	4	5
34	Architectural attractions	1	2	3	4	5
35	Romantic atmospheres	1	2	3	4	5

<b>Part 3 : Personal Profiles</b>
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1. Gender
  - Male  Female
2. Age
  - Lower than 20 years old  20-29 years old  30-39 years old
  - 40-49 years old  50-59 years old  More than 60 years old
3. Marital status
  - Single  Married  Divorced
  - Others [please specify] \_\_\_\_\_
4. Occupation
  - Student  Government officer  Business owner
  - Business employee  Housewife  Unemployed
  - Others [please specify] \_\_\_\_\_
5. Income
  - Less than 10,000 Baht/month  10,001-40,000 Baht/month
  - 40,001-70,000 Baht/month  70,001-100,000 Baht/month
  - More than 100,000 Baht/month
6. Highest Education level
  - High school and lower  Diploma/vocational
  - Bachelor degree  Master degree  Ph.D. degree
7. Hometown
  - Bangkok  Central Thailand  Northern Thailand
  - Southern Thailand  Eastern Thailand  Western Thailand
  - North Eastern Thailand

<b>Part 4 : Other suggestions</b>
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\*\*\*\*\*Thank you for your cooperation\*\*\*\*\*

**APPENDIX B**  
**Questionnaire (Thai Version)**



แบบสอบถาม

พฤติกรรมและแรงจูงใจของนักท่องเที่ยวชาวไทยที่เดินทางไปท่องเที่ยวในยุโรป

เรียน ผู้ตอบแบบสอบถาม

การวิจัยเรื่อง "พฤติกรรมและแรงจูงใจของนักท่องเที่ยวชาวไทยที่เดินทางไปท่องเที่ยวในยุโรป" เป็นส่วนหนึ่งของการศึกษาระดับปริญญาโท หลักสูตรบริหารธุรกิจมหาบัณฑิต สาขาวิชาการจัดการการบริการและการท่องเที่ยว (หลักสูตรนานาชาติ) มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต โดยมีจุดประสงค์ในการศึกษาเพื่อบ่งชี้ถึงลักษณะของนักท่องเที่ยวชาวไทยที่เดินทางไปท่องเที่ยวในยุโรป และเพื่อทำความเข้าใจเกี่ยวกับพฤติกรรมและแรงจูงใจของคนไทยที่เดินทางไปท่องเที่ยวในยุโรป ผลของการศึกษาจะนำไปสู่การสนับสนุนฐานข้อมูลการท่องเที่ยวในต่างประเทศของคนไทย รวมทั้งได้ทราบถึงปัญหาเพื่อหาทางพัฒนาด้านการท่องเที่ยวของคนไทยไปยังต่างประเทศให้ดียิ่งขึ้นต่อไป

ผู้วิจัยจึงใคร่ขอความร่วมมือจากท่านในการกรอกแบบสอบถาม และขอขอบพระคุณเป็นอย่างสูงที่ท่านกรุณาสละเวลาในการให้ข้อมูลไว้ ณ โอกาสนี้ด้วย

นางสาววิชชุ ชัยพินิจ

นักศึกษา

วันที่สัมภาษณ์ \_\_\_\_\_

แบบสอบถามเลขที่ \_\_\_\_\_

สถานที่สัมภาษณ์ \_\_\_\_\_

ผู้สัมภาษณ์ \_\_\_\_\_

ส่วนที่ 1 พฤติกรรมของนักท่องเที่ยวชาวไทยที่เดินทางไปต่างประเทศ
--

1. ท่านเคยเดินทางออกนอกประเทศไทยมาแล้วกี่ครั้ง
  - ไม่เคย       1-3 ครั้ง       4-6 ครั้ง       มากกว่า 6 ครั้ง
2. ท่านเคยเดินทางไปยุโรปมาแล้วกี่ครั้ง(รวมครั้งนี้)
  - ครั้งแรก       2-3 ครั้ง       4-5 ครั้ง       มากกว่า 5 ครั้ง
3. ในการเดินทางไปยุโรปครั้งนี้ท่านจะเดินทางไปประเทศใดบ้าง (ตอบได้หลายข้อ)
  - นอร์เวย์       สวีเดน       เดนมาร์ก       ฟินด์แลนด์
  - เยอรมัน       ฝรั่งเศส       อิตาลี       เนเธอร์แลนด์
  - สวิตเซอร์แลนด์       สเปน       เบลเยียม       ออสเตรีย
  - อังกฤษ       รัสเซีย       ยุโรปตะวันออก       อื่น ๆ (โปรดระบุ)
4. ท่านเดินทางไปยุโรปกับใคร
  - โดยลำพัง (คนเดียว)       คู่รัก       ครอบครัว       เพื่อน
  - สมาคมธุรกิจ
5. ท่านได้ข้อมูลในการวางแผนการเดินทางครั้งนี้จากแหล่งข้อมูลใด (ตอบได้หลายข้อ)
  - บริษัททัวร์       หนังสือท่องเที่ยว/แผ่นพับ
  - คำแนะนำจากครอบครัวและเพื่อน       จากคำบอกเล่า
  - อินเทอร์เน็ต       จากประสบการณ์ในการเดินทางครั้งก่อน
  - ศูนย์ข้อมูลนักท่องเที่ยว       โทรทัศน์/วิทยุ
  - อื่น ๆ (โปรดระบุ) \_\_\_\_\_
6. ท่านใช้เวลาในการวางแผนการเดินทางไปยุโรปนานเท่าใด
  - น้อยกว่า 1 สัปดาห์       1-3 สัปดาห์       1-3 เดือน
  - 4-6 เดือน       มากกว่า 6 เดือน
7. ท่านคิดว่าจะใช้เงินในการเดินทางท่องเที่ยวในยุโรปครั้งนี้เป็นจำนวนเงินเท่าไร? (ไม่รวมค่าตัวเครื่องบิน)
  - น้อยกว่า 50,000 บาท       50,001-100,000 บาท
  - 100,001-150,000 บาท       150,001-200,000 บาท
  - มากกว่า 200,000 บาท
8. ท่านให้ความสำคัญกับประเภทของค่าใช้จ่ายในการท่องเที่ยวในยุโรปอย่างไร?

ประเภทค่าใช้จ่าย		ความสำคัญน้อย -----> ความสำคัญมาก				
1	ค่าที่พัก	1	2	3	4	5
2	ค่าอาหารและเครื่องดื่ม	1	2	3	4	5



3	ค่าตัวเครื่องบิน	1	2	3	4	5
4	ค่าเดินทางในยุโรป	1	2	3	4	5
5	ชื่อของตัวเอง	1	2	3	4	5
6	ชื่อของฝาก	1	2	3	4	5
7	กิจกรรมนันทนาการต่างๆ	1	2	3	4	5

9. โดยปกติท่านเดินทางไปยุโรปในช่วงเวลาใด

- ตลอดทั้งปี     วันหยุดนักขัตฤกษ์     ช่วงหน้าร้อน     ช่วงพักร้อน  
 ปิดภาคเรียน     อื่นๆ (โปรดระบุ) \_\_\_\_\_

10. ท่านจะเดินทางไปยุโรปครั้งนี้นานเท่าไร

- น้อยกว่า 1 สัปดาห์     1-3 สัปดาห์     1-3 เดือน     มากกว่า 3 เดือน

11. วัตถุประสงค์หลักในการเดินทางไปยุโรปของท่านในครั้งนี้คืออะไร

- ติดต่อธุรกิจ     เยี่ยมญาติ     ศึกษาต่อ  
 พักผ่อนหย่อนใจ     ชื่อของ \_\_\_\_\_     ไปงานต่างๆ  
 เพื่อการศึกษา     เยี่ยมชมสถาปัตยกรรมยุโรป  
 อื่นๆ (โปรดระบุ) \_\_\_\_\_

12. การเดินทางที่ออกจากกรุงเทพฯครั้งนี้ท่านเดินทางด้วยสายการบินใด?

13. ในการเดินทางไปยุโรปครั้งนี้ใครเป็นผู้จัดการเดินทางให้ท่าน?

- บริษัททัวร์     ด้วยตนเอง     เพื่อนที่อยู่ต่างประเทศ  
 อื่นๆ (โปรดระบุ) \_\_\_\_\_

14. ทำไมท่านเลือกสายการบินนี้

- ราคาสมเหตุสมผล     สะดวกในการต่อเที่ยวบิน  
 สายการบินที่มีชื่อเสียง     มีบริการที่ดีเยี่ยม  
 อื่นๆ (โปรดระบุ) \_\_\_\_\_

15. ในระหว่างการท่องเที่ยวในยุโรปท่านจะเลือกพักในที่พักประเภทใด?

- โรงแรม 5 ดาว     โรงแรม 3-4 ดาว     โมเทล  
 เรือนรับรอง     อพาร์ทเมนต์     บ้านพักเบด แอนด์ เบรคฟาสท์  
 หอพักเยาวชน     อื่นๆ (โปรดระบุ) \_\_\_\_\_

16. โปรดเรียงลำดับ 1-5 กิจกรรมเมื่อท่านเลือกทำเมื่อท่านเดินทางไปท่องเที่ยวในยุโรป

(จาก 1 ความสำคัญมาก ไปหา 5 ความสำคัญน้อย)

- เยี่ยมชมพิพิธภัณฑ์และสถานที่ท่องเที่ยวทางประวัติศาสตร์
- เยี่ยมชมสถาปัตยกรรมยุโรป
- ชมงานฝีมือและงานศิลปะ
- ชื้อของ
- ท่องเที่ยวยามราตรี
- กิจกรรมกีฬา
- การแสดงโชว์และดนตรีต่างๆบนท้องถนน
- ชมทิวทัศน์ของเมือง
- การแสดงจิตรกรรมและภาพวาดบนท้องถนน
- ละครเวที
- วัฒนธรรมอาหารและเครื่องดื่ม
- งานเทศกาลต่างๆ
- การประชุมสัมมนา
- อื่นๆ (โปรดระบุ) \_\_\_\_\_

19. โปรดเรียงลำดับ 1-5 ความสำคัญที่ท่านคิดว่าเป็นอุปสรรคในการเดินทางท่องเที่ยวในยุโรป

(จาก 1 ความสำคัญมาก ไปหา 5 ความสำคัญน้อย)

- การขอหนังสือเดินทางในการเดินทางเข้ายุโรป
- อุปสรรคด้านภาษา
- การเดินทางที่ยาวไกล
- ค่าใช้จ่ายที่สูง
- มีสายการบินโดยตรงไปยังเมืองที่ต้องการในยุโรปน้อย
- มีความรู้เกี่ยวกับสถานที่ท่องเที่ยวและภาพลักษณ์ในยุโรปน้อย
- ขาดการทำการตลาดด้านการท่องเที่ยวในยุโรป
- ขาดแคลนมัคคุเทศก์ที่ชำนาญในการพาเที่ยวในยุโรป
- อื่นๆ (โปรดระบุ) \_\_\_\_\_

## ส่วนที่ 2 แรงจูงใจในการเดินทางท่องเที่ยวในยุโรป

ท่านคิดว่าตัวแปรเหล่านี้มีระดับความสำคัญต่อแรงจูงใจในการท่องเที่ยวในยุโรปของท่านอย่างไร

ตัวแปร		ความสำคัญน้อย ----> ความสำคัญมาก				
1	ต้องการลองทำสิ่งแปลกใหม่	1	2	3	4	5
2	เกิดแรงจูงใจด้านอารมณ์และความรู้สึก	1	2	3	4	5
3	ต้องการเป็นนักผจญภัย	1	2	3	4	5
4	ต้องการความสนุก	1	2	3	4	5
5	เพิ่มเติมความรู้	1	2	3	4	5
6	เรียนรู้วัฒนธรรมและวิถีชีวิตใหม่ๆ	1	2	3	4	5
7	บำรุงความรู้ด้านสติปัญญาให้กับตัวเอง	1	2	3	4	5
8	ต้องการรู้จักสถานที่แปลกใหม่	1	2	3	4	5
ตัวแปร		ความสำคัญน้อย ----> ความสำคัญมาก				
9	ต้องการเจอเพื่อนใหม่	1	2	3	4	5
10	คลายเครียด	1	2	3	4	5
11	หลบหนีจากชีวิตประจำวัน	1	2	3	4	5
12	พักผ่อน ผ่อนคลาย	1	2	3	4	5
13	สร้างความสัมพันธ์กับเพื่อนใหม่	1	2	3	4	5
14	ไปเที่ยวในสถานที่ที่เพื่อนไม่เคยไป	1	2	3	4	5
15	สามารถพูดคุยกับเพื่อนได้	1	2	3	4	5
16	อากาศดี	1	2	3	4	5
17	ที่พักอาศัย	1	2	3	4	5
18	การบริการ	1	2	3	4	5
19	วัฒนธรรมในการกิน	1	2	3	4	5
20	ความปลอดภัย	1	2	3	4	5
21	บรรยากาศที่ผ่อนคลาย	1	2	3	4	5
22	การเดินทางที่สะดวก	1	2	3	4	5
23	มาตรฐานของการอยู่อาศัย	1	2	3	4	5
24	ความแตกต่างของผู้คน	1	2	3	4	5
25	ระยะทาง	1	2	3	4	5
26	สิ่งอำนวยความสะดวกในการซื้อของ	1	2	3	4	5
27	อุปกรณ์กีฬา	1	2	3	4	5

28	สิ่งแวดล้อมทางสังคม	1	2	3	4	5
29	ท่องเที่ยวยามราตรี	1	2	3	4	5
30	การคมนาคมขนส่งสาธารณะ	1	2	3	4	5
31	ทิวทัศน์ของเมือง	1	2	3	4	5
32	สิ่งแวดล้อมทางธรรมชาติ	1	2	3	4	5
33	สถานที่ท่องเที่ยวทางวัฒนธรรม	1	2	3	4	5
34	แรงดึงดูดใจทางด้านสถาปัตยกรรม	1	2	3	4	5
35	บรรยากาศที่โรแมนติก	1	2	3	4	5

**ส่วนที่ 3 ข้อมูลส่วนบุคคล**

1. เพศ

- ชาย                       หญิง

2. อายุ

- ต่ำกว่า 20 ปี                       20-29 ปี                       30-39 ปี  
 40-49 ปี                       50-59 ปี                       มากกว่า 60 ปี

3. สถานภาพ

- โสด                       แต่งงาน                       หย่าร้าง  
 อื่น ๆ (โปรดระบุ) \_\_\_\_\_

4. อาชีพ

- นักเรียน/นักศึกษา     ข้าราชการ/รัฐวิสาหกิจ                       ประกอบธุรกิจส่วนตัว  
 ลูกจ้าง                       แม่บ้าน                      ว่างงาน  
 อื่น ๆ (โปรดระบุ) \_\_\_\_\_

5. รายได้

- น้อยกว่า 10,000 บาท/เดือน                       10,001-40,000 บาท/เดือน  
 40,001-70,000 บาท/เดือน                       70,001-100,000 บาท/เดือน  
 มากกว่า 100,000 บาท/เดือน

6. การศึกษา

- มัธยมศึกษาตอนปลาย หรือ ต่ำกว่า                       ปวช./ปวส./อนุปริญญา

- ปริญญาตรี       ปริญญาโท       ปริญญาเอก  
 7. ท่านเดินทางมาจากภาคใดของประเทศไทย  
 กรุงเทพฯ       ภาคกลาง       ภาคเหนือ       ภาคใต้  
 ภาคตะวันออก       ภาคตะวันตก       ภาคตะวันออกเฉียงเหนือ

<b>ส่วนที่ 4 คำแนะนำอื่นๆ</b>
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\*\*\*\*\*ขอขอบคุณในความร่วมมือนี้\*\*\*\*\*

## VITAE

**Name** Miss Witchu Chaipinit

**Student ID** 5030120014

### **Educational Attainment**

<b>Degree</b>	<b>Name of Institution</b>	<b>Year of Graduation</b>
Bachelor of Business Administration (Hospitality Management)	Ubon Ratchathanee University	2005

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### **List of Publication and Proceeding**

Chaipinit, Witchu and Kullada Phetvaroon (2008). *Motivation and Behavior of Thai Outbound Tourists to Europe*. The Seventh Asia Pacific Forum for Graduate Students' Research in Tourism, June 3-4, 2008, Shah Alam, Malaysia.