



**Examination of travel decision making and effects of demographic factors:
A case study of Australian and Chinese tourists travelling to Phuket**

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ชื่อวิทยานิพนธ์	การศึกษาปัจจัยในการตัดสินใจเกี่ยวกับการเดินทางและผลกระทบของด้านประชากร: กรณีศึกษาของนักท่องเที่ยวชาวออสเตรเลียและชาวจีนที่เดินทางมาภูเก็ต
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บทคัดย่อ

การประเมินการตัดสินใจในการเดินทางมาท่องเที่ยวและผลกระทบของปัจจัยด้านประชากรศาสตร์: กรณีศึกษาของนักท่องเที่ยวชาวออสเตรเลียและชาวจีนที่เดินทางมาภูเก็ต ได้มีการเก็บข้อมูลจากกลุ่มตัวอย่างจำนวน 400 คน ประกอบด้วยนักท่องเที่ยว ชาวออสเตรเลียจำนวน 138 คนและนักท่องเที่ยวชาวจีนจำนวน 262 คน โดยแบบสอบถามได้สอบถามข้อมูลส่วนตัวและสอบถามเกี่ยวกับกระบวนการตัดสินใจที่จะเดินทางมาภูเก็ต โดยประกอบด้วยการตระหนักถึงความต้องการ การหาข้อมูล และการประเมินทางเลือก ทั้งนี้การวิเคราะห์ผลลัพธ์และการทดสอบสมมติฐานมุ่งเน้นไปที่ความแตกต่างของปัจจัยทางประชากรศาสตร์ที่มีอิทธิพลต่อการตัดสินใจเดินทางของชาวออสเตรเลียและชาวจีน ตลอดจนศึกษาถึงความแตกต่างของกระบวนการตัดสินใจระหว่างนักท่องเที่ยวชาวออสเตรเลียและชาวจีน

ผลการศึกษาพบว่านักท่องเที่ยวชาวออสเตรเลียและชาวจีนที่มาเที่ยวภูเก็ตเป็นผู้ชายมากกว่าผู้หญิงและชาวออสเตรเลียส่วนใหญ่สถานะโสด ส่วนชาวจีนจะแต่งงานแล้ว นักท่องเที่ยวทั้งสองกลุ่มมีอายุระหว่าง 25 - 34 ปีโดยสำหรับชาวออสเตรเลียนีรายได้เดือนประมาณ 1,001-2,500 เหรียญสหรัฐและชาวจีนรายได้ประมาณ 2,501-4,500 เหรียญสหรัฐ ด้านการศึกษาผู้ตอบแบบสอบถามส่วนใหญ่จากทั้งสองประเทศมีการศึกษาอยู่ที่ระดับปริญญาตรี ในขณะที่นักท่องเที่ยวชาวออสเตรเลียนีอาชีพเป็นพนักงานสนับสนุนการบริหารและการจัดการ และนักท่องเที่ยวชาวจีนส่วนใหญ่มีอาชีพเกี่ยวกับการจัดการ

จากการวิเคราะห์ปัจจัยในกระบวนการการตระหนักถึงความต้องการ พบว่าความแตกต่างระหว่างผู้ชายและผู้หญิง กลุ่มนักท่องเที่ยวผู้หญิงเน้นการผ่อนคลายด้วยทัศนียภาพที่สวยงาม ในขณะที่นักท่องเที่ยวที่มีอายุระหว่าง 18 - 24 ปีให้ความสำคัญกับแรงจูงใจที่หลากหลายมากกว่านักท่องเที่ยวกลุ่มอื่นๆ การเปลี่ยนแปลงกับความบันเทิงยามค่ำคืนที่หลากหลายเป็นเพียงปัจจัยเดียวที่แตกต่างกันอย่างมีนัยสำคัญในหมู่นักท่องเที่ยวที่มีสถานภาพการสมรสที่แตกต่างกัน และนักท่องเที่ยวที่มีรายได้ต่ำกว่า 1,000 ดอลลาร์สหรัฐจะให้ความสนใจกับทุกปัจจัยเนื่องจากงบประมาณ ที่มีจำกัด

สำหรับกระบวนการการหาข้อมูลพบว่านักท่องเที่ยวที่มีอายุระหว่าง 18-24 ปีสนใจที่จะใช้เครือข่ายสังคมออนไลน์เพื่อค้นหาข้อมูลมากกว่าในกลุ่มอายุอื่น ๆ อย่างไรก็ตามปัจจัยด้านอาชีพแตกต่างกันในแหล่งที่มาของข้อมูลซึ่งผลการศึกษาพบว่ามาจากช่องทางเครือข่ายสังคมออนไลน์

ทางด้านกระบวนการประเมินทางเลือกแสดงให้เห็นว่าในมุมมองของนักท่องเที่ยวที่มีต่อภูเก็ตคือภูเก็ตมีบรรยากาศที่สงบเหมาะแก่การพักผ่อน มีกิจกรรมที่หลากหลายภูเก็ตมีชายหาดที่สวยงามที่สุดในโลก มีอาหารและเครื่องดื่มให้เลือกหลากหลายตลอดจน ภูเก็ตมีทิวทัศน์ที่สวยงาม (ทะเล, ทราย, พระอาทิตย์) ทั้งนี้นักท่องเที่ยวตัดสินใจมาที่ภูเก็ตเพราะครอบครัวคิดว่าภูเก็ตเป็นความคิดที่ดีที่เหมาะสมที่จะเลือกเป็นจุดหมายการเดินทาง มุมมองของนักท่องเที่ยวที่มีผลต่อการตัดสินใจไปเที่ยวภูเก็ตมีสองจุดที่น่าสนใจต่อทุกๆกลุ่มรายได้ คือง่ายต่อการสื่อสารกับคนในท้องถิ่นคนภูเก็ตมีความใจดีและพร้อมที่จะช่วยเหลือ สุดท้ายภูเก็ตเป็นสถานที่ที่มีประวัติศาสตร์และวัฒนธรรม

จากการตั้งสมมติฐานพบว่านักท่องเที่ยวชาวออสเตรเลียพบว่ามีความต้องการที่หลากหลายในขณะที่เดินทาง โดยเฉพาะอย่างยิ่งเมื่อเทียบกับนักท่องเที่ยวชาวจีนความต้องการของนักท่องเที่ยวชาวออสเตรเลียที่จะเดินทางไปยังจังหวัดภูเก็ตนั้นดูเหมือนจะถูกกระตุ้นโดยความต้องการ ในทางตรงกันข้ามแรงจูงใจที่จะเรียนรู้เกี่ยวกับวัฒนธรรมอื่น ๆ เพลิดเพลินไปกับความหลากหลายของเกาะและชายหาด ตลอดจนถึงการมีความสุขกับการสปาหรือนวด และการมีช่วงเวลาที่ดีกับกับแหล่งความบันเทิงที่หลากหลายและกิจกรรมสนุก ๆ พบว่ากิจกรรมดังกล่าวระหว่างนักท่องเที่ยวทั้งสองชาติไม่มีแตกต่างกัน สำหรับแหล่งที่มาของข้อมูลนักท่องเที่ยวจากออสเตรเลียมักได้รับข้อมูลจากอินเทอร์เน็ตประสบการณ์การเดินทางที่ผ่านมาและการตรวจสอบจากโซเชียลมีเดีย ในเวลาเดียวกันไม่น่าแปลกใจที่ข้อมูลส่วนใหญ่ที่นักท่องเที่ยวจีนใช้คือ Weibo และ Baidu ส่วนการตัดสินใจเดินทางมาเที่ยวภูเก็ตพบว่า “อยู่ภายใต้การควบคุมของของนักท่องเที่ยวเอง” ได้รับการจัดอันดับจากนักท่องเที่ยวชาวออสเตรเลียมากกว่าชาวจีน

จากการศึกษานี้มีข้อเสนอแนะว่าจะพัฒนากลยุทธ์การตลาดที่แตกต่างกันระหว่างนักท่องเที่ยวจากประเทศตะวันตกและเอเชียนอกจากนี้ควรสร้างสื่อออนไลน์ที่ประกอบด้วยแหล่งท่องเที่ยวใหม่ๆ ชายหาดและกิจกรรมใหม่ๆ ที่ทันสมัยอยู่เสมอผ่านช่องทางต่างๆ เช่นวิดีโอบน YouTube , Facebook, Instagram, ทีวีและเว็บไซต์ต่างๆ ททท. ควรทำโฆษณาและประชาสัมพันธ์เกี่ยวกับครอบครัวและเพื่อนผ่านรัฐบาลจีนซึ่งมีอิทธิพลอย่างมากต่อการรับรู้ของคนจีนและเผยแพร่ในช่องทางยอดนิยมของพวกเขาเช่น Weibo และ Baidu กำจัดข่าวเชิงลบหรือสิ่งต่าง ๆ ที่อาจสร้างภาพลักษณ์เชิงลบสำหรับจังหวัดภูเก็ตหรือมีแนวโน้มว่านักท่องเที่ยวจะรู้สึกไม่

ปลอดภัยซึ่งจะส่งผลต่อการเปลี่ยนจุดหมายปลายทางของนักท่องเที่ยวตลอดจนมีจำเป็นอย่างยิ่งที่ ททท. จะต้องดำเนินการเพื่อส่งเสริมภูเก็ตในฐานะที่เป็นจุดหมายปลายทางไม่เพียงแต่สำหรับ ชายหาดเท่านั้น แต่ยังรวมถึงการจัดงานเทศกาลต่างๆตลอดทั้งปี รวมถึงการประชาสัมพันธ์สถานที่ ท่องเที่ยวบนเทียงยามค้าคีนร้านค้าหรือผลิตภัณฑ์ท้องถิ่นต่างๆ เพื่อสร้างภาพลักษณ์ที่แตกต่างจาก คู่แข่ง ซึ่งสิ่งต่างๆดังกล่าวเหล่านี้นำมาซึ่งการท่องเที่ยวที่มีมูลค่าตลอดจนที่สำคัญคือการเพิ่มมูลค่า อย่างมากต่อผู้ประกอบการท้องถิ่น

คำสำคัญ: การตัดสินใจ, ชาวออสเตรเลีย, ชาวจีน, ภูเก็ต, ภาพลักษณ์, แรงจูงใจของนักท่องเที่ยว

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ABSTRACT

The study of Role of demographic profiles and nationalities: A case study of Australian and Chinese travelling to Phuket was collected from a sample of 400 tourists consisting of 138 from Australian tourists and 262 Chinese tourists. The survey asked tourists to respond personal information, decision making before travelling to Phuket and evaluation of alternative. Analysing of the results and testing hypotheses focused on the differences of demographic factors that are influential in travel decision making of Australian and Chinese also the differences of decision making between Australian and Chinese in the stage of problem recognition, information search and in the stage of evaluation of alternatives.

The result of the study indicates that Australian and Chinese tourists, who visited Phuket, were more male than female, and most of the Australian was single and the Chinese was married. Both groups of tourists were at the age of 25 – 34, with an estimate monthly income of US1,001-2,500 for Australian and US 2,501-4,500 for Chinese tourists. In term of education level, most respondents from both nationalities had bachelor degree. Meanwhile Australian tourists were in Administrative Support and Management, and most of Chinese tourists were in management related occupation.

Base on factor analysis, in the process of Problem Recognition, the study found that the difference between men and women, women focus more on the relaxation with good scenery than men. Tourists aged 18 - 24 years pay higher level of importance to various motives than those groups of tourists. To enjoy a variety of nightlife entertainment is only one factor that is significantly different among tourists with different marital status and tourists with incomes lower than US 1,000 who would pay attention to every factor due to limitation of budget.

For process of Information search, Tourists aged between 18-24 years old were found to be interested in using social networks for finding information over other age groups.

However, tourist occupation difference in sources of information that the result show almost social network channel.

Therefore, Evaluation of Alternative process shown that the main things about Phuket in their perspective is that Phuket is a peaceful and restful atmosphere, having a variety of activities, Phuket has the most beautiful beaches in the world, with a variety of food and beverage and Phuket has beautiful scenery (sea, sand, sun). Tourists decided to come to Phuket, because their family thought Phuket was a nice idea to choose as a travel Destination. Perspective of tourists that affect the decision to visit Phuket, there are two interesting points that every income group looks at: It is easy to communication to local people, Phuket people are very kind and helpful and Phuket is rich of historical and cultural places.

As hypothesized, the results found that Australian tourists are reported to have a variety of needs that are sought for while travelling. Particularly, as compared to Chinese tourists, needs of Australian tourists to travel to Phuket are appeared to be triggered by the needs. On the other hand, motives to learn about other cultures enjoy a variety of islands and beaches, also happy with a choice of spa, massage and healing activities and have a good time with a variety of entertainment and amusement activities are not found to be different between these two nationalities. For the source of information, Tourists from Australia often acquire information from the Internet, past travel experience and reviewing from social media. In the same time, it is not surprising that most information used by Chinese tourist were Weibo and Baidu. In particular, “Visiting Phuket was totally under my control” was rated much stronger by Australian than Chinese.

It was recommended and suggests that it would be great to develop strategies of different marketing between Western and Asian countries also create online media that consists of new tourist attractions, beaches and new activities that are always up to date via various channels such as videos on YouTube, Facebook, Instagram, Reviewing Website ig. While, TAT should do the advertising and the campaign for “Family and Friend” via Chinese Government which has great influence on perception of Chinese people and also publish on their popular channels Weibo and Baidu. Eliminate or contain negative news or thing that might create a negative image for Phuket or likely that tourists will feel unsafe that will effect to change the destination of tourists. Therefore, it is significant for TAT to take steps to promote Phuket as a destination not only for

beaches but also year-round festivals, night entertainment, shops or local products, to generate differentiate destination image from the competitors. Completing along, it will bring better and valued tourism atmosphere together with increasing a significant multiplier effects on local entrepreneur.

Keywords: Decision Making, Australian, Chinese, Phuket, Destination image,
Tourist Motivation

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CHAPTER 1

INTRODUCTION

1.1 Introduction and background

Tourism is the biggest industries in Thailand. It has played an important role in shaping and preserving certain aspects of Thai culture, society and everyday life. It has experienced substantial growth over two decades as the number of tourist arrivals to Thailand was recorded at 10.8 million in 2002, and risen threefold to 35.38 million tourists on 2017 (Ministry of Sports and Tourism, Department of Tourism, 2017). East Asia was the most important tourist generating region of Thailand with over 23.6 million tourist arrivals to Thailand, accounting for 66.8% of the total tourist arrivals (see Table 1.1). However, the number of tourists visiting Thailand was increased by 8.77 percent in 2017 from the previous year (Ministry of Sport and Tourism, Department of Tourism, 2017).

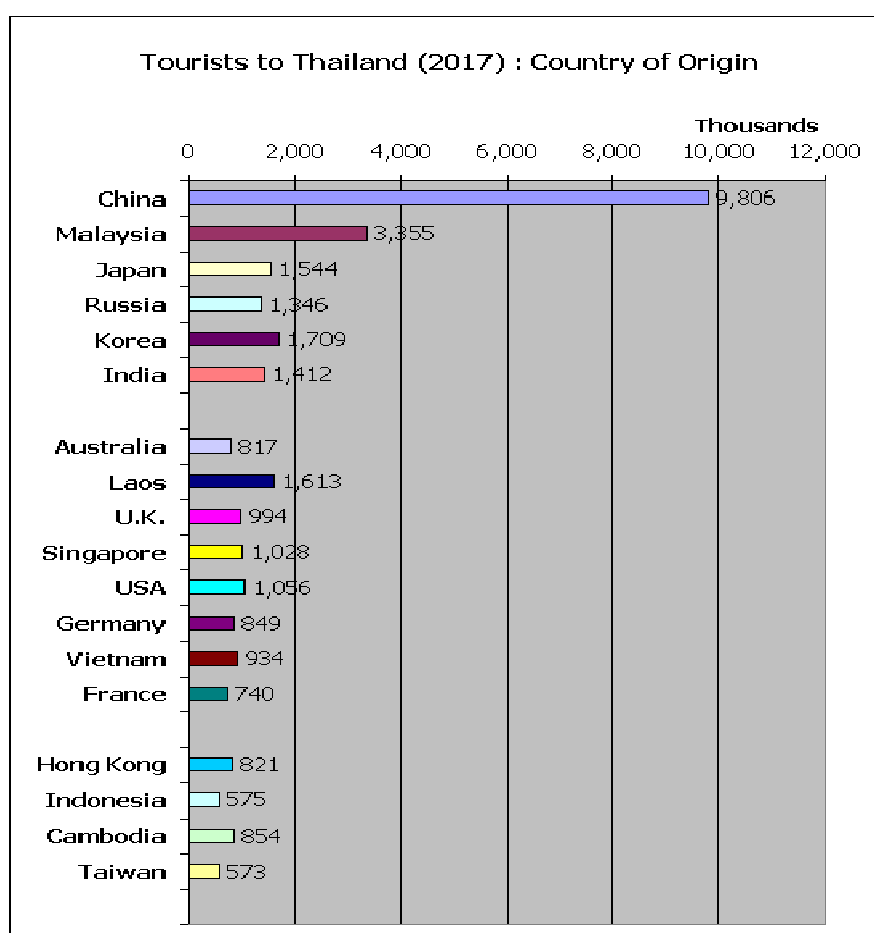
Table 1.1 Number of tourist arrivals to Thailand in 2016-2017

Nationality	Number		%Change
	2017	2016	2016/17
East Asia	23,642,669	21,593,285	+9.49
Europe	6,511,195	6,174,957	+5.45
The Americas	1,541,520	1,407,458	+9.53
South Asia	1,770,166	1,523,555	+16.19
Oceania	938,687	910,901	+3.05
Middle East	789,847	747,219	+5.70
Africa	187,126	172,213	+8.66
Grand Total	35,381,210	32,529,588	+8.77

Source: Ministry of Tourism and Sports, (2017)

From Figure 1.1, in 2017 out of the arrival of 35,381,210 tourists, China has been taking the top spot as far as providing tourists to Thailand, ahead of Malaysia in second place. Japan, South Korea, and Australia were fifteenth in the rank with 817 million. However, the second top 10 list of tourist expenditure in 2017, not surprisingly that Chinese is the top of list with combined spending about 531 billion Baht. It was increase 17.17% year on year and followed by Russia (105 billion Baht), Malaysia (86 billion Baht), USA (78 billion Baht) and Australia 65 Billion (Barrow, 2017).

Figure 1.1 Number of Tourist Arrivals (in millions)



Source: Ministry of Tourism and Sports, (2017)

1.2 Phuket as Tourist Destination

Tourists always find the best destination for the trip to acquire more knowledge and experiences that they can use in developing their own selves. Phuket is one of the best tourist

destinations in Asia, and also provided the second highest per capita income for Thailand outside of Bangkok (Phuket.net, 2004).

Phuket is located in south of Thailand which was approximately 862 kilometers from Bangkok capital. There are separate by 2 traveling seasons called green season period from May to October and summer season period from November to April. The tourist will see attractive activities by look into this island (Guinault, 2017).

It is popular and well known among beach lovers and serious divers, who sunk under the Andaman sea. Blue Lagoons and Salmon Sunsets create dreams like the atmosphere and of course the holidays can feel like a dream. Phuket has beautiful beaches and many activities can do to cater the tourist such as water sports, which is the most popular activity in the province. Aside from water a sport, Phuket is also known with its different educational activities that tourist may explore not only for adults but also for children. Visiting historical Buddhist temples, knowing different kinds of species in Phuket Zoo and in Bird Park, discovering many kinds of flowers in Botanic Garden are some of those.

Table 1.2 Number of Internal Tourism 2017 in January – December

Internal tourism in Phuket			
January-December			
	2017	2016	%Change
Tourist	13,274,769	12,709,415	+ 4.45
Thai	3,591,083	3,471,444	+ 3.45
Foreigners	9,683,686	9,237,971	+ 4.82
Revenue (Million Baht)			
Visitor	423,012.85	377,878.09	+ 11.94
Thai	48,111.24	43,991.21	+ 9.37
Foreigners	374,901.61	333,886.88	+ 12.28

Source: Ministry of Tourism and Sports, (2017)

Table 1.2 shows the number of tourists in Phuket during January – December 2017 compared with 2016. When compared to the 9,237,971 tourists in 2016, number of tourists

to Phuket in 2017 reached 9,683,686. Clearly, the continual increase number of tourists in Phuket suggested that the island has remained a popular and attractive tourist destination.

Table 1.3 Foreigner Tourists Arrivals at Accommodation Establishments

Guest Arrivals at Accommodation Establishments : Phuket			
Nationality	January-December		2017/16
	2017	2016	%Change
China	2,789,640	2,537,995	+9.92
Russia	880,185	807,776	+8.96
Germany	581,154	484,321	+19.99
Australia	520,886	535,968	-2.81
United Kingdom	357,703	345,806	+3.44
Korea	301,277	324,772	-7.23
Japan	284,881	302,340	-5.77
France	249,762	261,665	-4.55
Others	243,521	336,309	-27.59
Malaysia	229,563	287,785	-20.23
Sweden	196,145	197,827	-0.85
USA	185,261	196,095	-5.52
Switzerland	182,482	152,999	+19.27
East Europe	172,524	179,542	-3.91
India	172,300	158,255	+8.87
Singapore	158,701	178,401	-11.04
Italy	152,485	118,932	+28.21
Hong Kong	136,032	110,401	+23.22
Norway	125,353	103,547	+21.06
Finland	124,638	116,686	+6.81
Middle East	119,527	146,917	-18.64
Spain	116,206	108,645	+6.96
Austria	113,094	85,824	+31.77
Canada	110,939	88,486	+25.37

Table 1.3 Continued

Guest Arrivals at Accommodation Establishments : Phuket			
Nationality	January-December		2017/16
	2017	2016	%Change
Denmark	109,308	122,983	-11.12
New Zealand	81,007	88,327	-8.29
Indonesia	80,948	73,157	+10.65
Netherlands	78,375	71,804	+9.15
Belgium	65,509	57,206	+14.51
Taiwan	61,240	49,523	+23.66
Philippines	51,195	43,762	+16.99
Israel	47,814	46,433	+2.97
Africa	38,080	41,463	-8.16
Vietnam	23,224	23,436	-0.90
Myanmar	16,932	20,920	-19.06
Laos	7,184	7,980	-9.97
Brunei	4,626	3,293	+40.48
Cambodia	3,058	2,558	+19.55
Foreigners	9,172,759	8,820,139	+4.00

Source: Ministry of Tourism and Sports, (2017)

As shown in Table 1.3, by nationality, the top four international tourists in year 2017 were Chinese (2,789,640), Russian (880,185), Germany (581,154) and Australian (520,886). Chinese tourists remain the number one markets in Phuket tourism at the same time, Australian tourist was at the top four tourists visited Phuket.

The statistics of Australian tourists was dropped down, from 590,696 in 2015, 535,968 in 2016 and 520,886 in 2017. Despite of that, Thailand currently becomes popular for tourist destination and almost 35 million foreign tourists count for a half of the country's population that is expected to come this year. The rule of the national tourism organization, Tourism Authority of Thailand (TAT) is encouraging longer stays and higher daily spending among Australian tourists since Australian tourist were among the best 10 greatest spenders as far as according to capita day by day use a year ago, forking out 5,831 baht (\$172). They

normally were making a stay nearly 14 days is the highest in the group but some countries take significantly longer example British tourists stay on average over 18 days and spending about 4376 baht per day (Jagtiani, 2017). There are also convenient trips because there are direct flights from Australia to Phuket. With an increase of tourist arrival and their lucrative average spending, these all point out that Australian tourists are considered imperative to Phuket tourism industry.

From the above reason this research focused on Australian and Chinese tourists as these two markets are very important to Phuket tourism. In particular, it is noteworthy to note that these two markets are from rather two different cultural groups, therefore it is important to investigate their decision-making and examine whether cross-cultural implications do have any effect on their tourist decision-making in the context of awareness of problems, finding information and evaluating alternative using consumer decisions adapted from Engel, Kollat and Blackwell, (1968). Past research attempted to examine cultural differences among customer groups. For example, Aaker and Maheswaran (1997), Schmit and Zhang, (1998) state that social qualities impact comprehension, and thus individuals will show distinctive personal conduct standards, for example personal preferences styles. These values influence the emotional response and data processing (Aaker and Maheswaran, 1997). Therefore, cultural differences are reflected in consumer spending (de Mooji 2000; Kotler 1986; Malhotra, Agarwal and Baalbaki 1998).

Hence, the purpose of this research is to compare traveler decision when they travel to Phuket, and focus on two markets that have dominated the island's economy for the past two decades, namely Chinese and Australian tourists. In other words, Australian and Chinese tourists are representatives of typical examples of Western and Asian cultures. This study aims to examine whether there are contrasts and similitude between these two cultures.

The following section commences with an outline of the theoretical framework use, and development of the research hypotheses, outline of the method, the analysis undertaken and the results obtained.

1.3 Research Objectives

1. To examine demographic factors which are influential in travel decision making of Chinese and Australian tourists when visiting to Phuket.
2. To investigate cultural differences between Australian and Chinese tourist decision-making in the context of problem recognition, information search and evaluate of alternative.

1.4 Hypothesis of the Study

The hypotheses of this study are the following:

H1: Travel decision making among Australian and Chinese are affected by demographic factors.

H2: There are differences of travel decision making between Australian and Chinese.

1.5 Research Contributions:

Therefore, the significance of the current research is listed as below:

1. The result of this study will be useful information for local people and entrepreneurs to develop and promote tourism in Phuket as an attractive place for tourist. It will help to maintain Phuket as one of the best tourist destinations in Asia.
2. For the Phuket Tourist Board, this research will help in developing marketing strategies by having a better understanding about the Australian and Chinese's decision making in traveling.

1.6 Scope of the Study

1.6.1 Scope of Geography

This research was conducted in Phuket Province, Southern Thailand.

1.6.2 Area of Research

This research focused on the tourist decision making from Australia and China who travel to Phuket. The main areas covered tourist attractions, hotels, restaurants and Phuket International Airport.

1.7 Definition of terms

Australian Tourist: Australian Tourist who traveling to Phuket, Thailand during their vacation for both leisure or business reason. Local residents are excluded from this definition.

Chinese Tourist: Chinese Tourist is a people come from Republic of China (mainland) traveling to Phuket, Thailand for their holiday or business. Local residents are excluded from this definition.

Decision-making: the action of making decisions, especially important ones. Choosing a destination that they plan to visit during holiday time and attractive destination can be influenced them to make a decision of where they will go on vacation.

Destination Image: The overall perception of physical activities or characteristics and the intangible aspect of destination such as atmosphere, mood or the place

Tourist Motivation: internal factor in each person or certain needs can be considered as one of the most important psychological influences of tourist behavior.

CHAPTER 2

LITERATURE REVIEW

There is no imperceptible return in investment in tourism, only value “satisfaction” or pleasure resulting from holiday. Understanding about consumer behavior is crucial in making successful marketing strategy (Swarbrooke& Horner, 1999). If practitioners are optimizing efficiency for marketing strategies, they must understand how customers make their decision and what the factors influencing their decision.

Decision-making is recognized with multistage process (Jeng&Fesenmaier, 2002). In selection process, a buyer follows the need of consumers in making decision to process the information they are seeking to guide them with their purchasing an alternative process in selecting a purchase. For example, travelers’ decision about choosing their right destination is based on their experience, others’ experience and the reviews that they read from social media. Some travelers take into consideration various factors in the planning process and identify which ones they will consider.

2.1 Tourist decision making process

There are various theories and models that conceptualized decision making process, and one of the most widely accepted is the model by Engle, Kollat and Blackwell (1968). Dryden Press (1978) stated that consumers are seen to be active agents following rules of behavior, and they require only amount of information and have capability of elaboration of the information. There were also instances that a consumer is always aware of certain good category which satisfies them, sometimes they might limit a maximum price which she/ he can afford and search for the best and available under constraint.

Figure 2.1 Process in making decision



Source: Adapted from Engel, Kollat and Blackwell(1968)

Figure 2.1, according to Engel et al (1968) the model of consumer buying decision process consists of:

- | | |
|-----------------------------------|--------------------------|
| 1. Problem recognition | 2. Searching information |
| 3. Evaluation of the alternatives | 4. Purchase decision |
| 5. Post Purchase | |

Making a decision is based on a cognitive process according to Lomine, Edmunds and McCabe (2007), where different alternatives are being considered and compared. Tourism is crucial to understand and what are the factors influencing the consumer's decision. Decisions are based on facts and knowledge, but also with the costumer's emotions, their attitudes, social status, ages, and budget and previous experiences." Edmunds (2007) in a consumer behavior, making a decision is an important and most central part of the process. People choose products and service and it varies a lot on how risky the decision is. Consumers decision isa basic physiological process which has an important role and it is divided as problem recognition, search of information, and evaluation of alternatives, product of choice, and post purchase stage. The following sections describe these stages of consumer decision-making in detail.

- **The problem recognition** starts when the consumer perceives a need and notice to decline his/her current situation on craving for new and better things. The consumers' state can decline if they feel dissatisfied about their purchased. Solomon(2013) stated that consumers have two types of situations that need to tackle; the first one is the actual state, where the consumer actually met their needs but notices that there old product that they purchases are not working in the way they want it to be and they need to replace it with something new. The second is when the consumers make a purchase because they begin to desire for anything new and it is called desired state (Schiffman, 2012).

- **Later in the information search**, when the consumers recognize the problem, they will gather some important ideas such as store visit, social media or phoning friends. There are also different kinds of groups information and the first one is personal sources such as a family, colleagues, neighbors, acquaintances,commercial information including advertising, web-sites, salesperson, dealers, public information like media or organizations in consumer rating, and lastly experiment in actual handling and examining or actual trying the product. With these

different sources of information, it will help travelers to gain more knowledge in different kinds alternatives and which of the sources were more accurate. But most of travelers use these different information sources to make their travelling more memorable and interesting and less hassle (Lehtinen, 2014). With the availability of information, purchases and services are being made. In a purchase decision, consumers use their various memories and previous experiences from similar purchases to get. Sometimes they find another information either it is from colleagues, commercials or simply by observing other people, this existing information can be based on previous purchases or passively perceived from an advertising packages or through different kinds of methods. This kind of method is called unintended obtaining information (Solomon,2002).

Consumer's family vacation in overseas is an example of expensive purchase, it has a high risk and consumers use more complex processes in searching information and evaluating alternatives differently by comparing to smaller and low-risk purchases. With this process, it may contain searching information sources before the final decision is made. In choosing the right hotel for holiday, customer might visit different travelling sites such as the internet where he/she can compare different prices and locations which is suitable for them, sometimes they often read previous customers' feedback and even ask some friends suggestions(Solomon,2012).

In gathering some information for traveling the common knowledge for this one is the search behavior which involves in pre-purchase information search. There are five questions in amplifying the concept of tourist information according to Hwang et al., (2002). These are the following questions: Who's searching? Why is she/he searching? Is it being sought? When it is being sought? How it is sought? Tourist question in searching for reflects information with their motivations in finding travel related information which can be either functional or nonfunctional(Vogt, Fesenmaier, and MacKay, 1993). Information need to be functional to adapt in assisting decision related to travel, if persons travel is not made by any immediate decision such as enjoyment and other reasons like building a knowledge it is described as non-functional needs.

Different researchers classified tourism by different information. Sometimes it is from where the information came from (Gartner, 1993;Beerli and Martin, 2004; Gitelson and

Crompton, 1983; Money and Crotts, 2003; Bieger and Laesser, 2004; Fodness and Murray, 1999). The sources for destination marketers like market dominated and nonmarket dominated are the information where the marketers can have the control of the destination of the former but not for the latter (Money and Crotts, 2003). With this perception it is partially shared by Gartner (1993), which the source of information has been categorized in influencing with the image of destination where overt induced, covert, autonomous, unsolicited organic, solicited organic. Market dominated inclined to overt and covert and the others were dominated by non-market.

Gitelson and Crompton (1983) classify information about tourist from their friends relatives, destination documentation, consultants, media's broadcast, and print media, while Money and Crotts's (2003) categorize this source is more simple and practical and being logical in making study for the employed. The aspects for searching tourists information or as what Gitelson and Crompton (1984) been said, this period of planning interest indicates how distant the tourists starts to plan for their anticipate vacations.

Tourists need information and need to engage in searching for information (Wilson, 1997). To understand the tourists' need, information and reasons in collecting information is very essential in providing information to the tourists. Modern researchers have included that not only the functional needs will assist the travelers decision but also nonfunctional need to identified tourist information that are being used like pleasure feeling such as hedonic innovations and sign needs (Vogt and Fesenmaier, 1998) that influence their decisions in the future. According to Schul and Crompton (1983) the relationship between travel lifestyle and the length of searching information is related to travel-specific lifestyle including preference to prolong the search as well as the activities.

Aside from the information that is being needed, information search in tourist behavior would vary in terms of the content aspects of information search, depth and breadth of searching of information, and the degree of effort is used to search. Source of information is used in non-tourism context. (Mourali, Laroche and Pons, 2005; Heinström, 2005).

Nowadays, Ráthonyi (2013) stated that diffusion of the Internet contributed in which the process of social media is started to replace sources of traditional information and all over the world social media is very important (Fotis et al., 2012). The websites for social media are a consumer – generated media, user-generated media (Xiang and Gretzel,

2010). Nowadays there are many forms and numerous objectives that social media form of. “a mixture of fact and opinion, impression and sentiment, founded and unfounded tidbits, experience” (Blackshaw&Nazzaro, 2006) through social media this saying is generated content for consumer. There are also social-networking sites with functions consisting of self-expression, life documentations for comments, posting of forums, and seeking answers.

Boyd and Ellison (2007) allowed individuals to engage in various activities on social networking such as:

1. Constructing a public or a bound system for semipublic profile
2. Sharing a connection with an articulate list of users.
3. Negotiate their views with others.

Users feel an intrinsic connection to other online social networking sites because of digital networks (Wellman & Gulia, 1999). Social networking is a site composed of personalized profile users and image combinations like avatars, their interests, type of music, favorite book, and movie preferences are also called individual profiles. In social networking sites users can maintain in building a network called “circle of friends” for social and professional interaction. By browsing other profiles, a profile holder can have new friends by sending and accepting request from others (Trusov et al., 2009). Every user has profiles in which include their picture and personal info such as age, hobbies, favorite music and books, and so on. Some users also can leave short messages on the profiles of other members in which it can be viewed by other users (Utz, 2009). Writing at social networking with motivations includes the expressing of self, documenting of life, giving comments in every way, community forum, and seeking information.

These are example of social network that usually tourist will search for information. Dean (2014) argued that one of the social networking which is a very popular website is Facebook. This is because it allows to register and create profile for users, upload photos and video, keep in touch with friends through sending messages and also to families and colleagues. It has also 37 languages available, which include features that can be posted in public such as:

- Marketplace – is a classified ad that members can post and respond.
- Groups – allowing members to find each other’s interest and make

interaction

- Events – in this site it plans such events that allows event to publicize to members to invite them to attend the planned events
- Pages – it is built on a specific topic that allows users to create information on their page to promote it to the public.
- Presence technology – which allows the members to see the uses of contacts which are online and send messages.

There is also a website which has features and as popular as Facebook, and has become widely used, Twitter. Twitter has the ability to have followers and also be followed through mobile phones and it is the perfect tool for messaging. Even the people were outside the country, they can coordinate with their friends and other people as to what connection hit next by keeping people informed of developments at a company-sponsored event and what's happening with their social lives. As everyone knows Twitter is one of the sites that can be used to communicate quickly by sending message to a group of people (Daniel Nations 2015).

Figure 2.2 Instagram



Source: <https://www.lyfemarketing.com/blog/what-to-post-on-instagram/>

Another influential social network that allows friends and followers to keep track of one's movement, is Instagram. It is a site where people follow each other and people can see their own profile or anybody's profile. All followers can see profile picture and the photos that one has uploaded and also can give comment to the photos. In Instagram there are certain things that are very distinctive to do and these are that by following someone like a favorite celebrity because their photos which they uploaded can be viewed and one can give comments such 'where was it taken' or 'what application did you use for your photo? And many more'. Instagram is currently a very friendly community (Lux, 2012).

Many individuals around the world may wait a yearlong for their holiday, and for this reason a trip is represented an important decision which require trustworthy information sources one can rely on. For this reason, travel blogs are very important with them because they reveal what actual travel experience from actual tourists are like. Travelers still have the passion for the travel experience, either from a professional background or not, and just because they want to express their thoughts about the past travel share their experiences on helping others for their future trip (Long, 2012).

Figure 2.3 Trip Advisor



Source: www.tripadvisor.com

Another world's largest site is Trip Advisor. It helps travelers enabling their idea about their perfect getaway travel. TripAdvisor is of the biggest help that a traveler could wish for; not only it gives them nice ideas but also gives them idea for their perfect destination for their future trip. It has over 375 million monthly visitors and 250 million reviews with an addition of 5.2 million accommodations along with numerous restaurants and tourist attractions of a destination under interest. This site has been operated in 45 countries worldwide (<http://www.tripadvisor.com/>).

- **At the evaluation of alternatives**, after consumers finish dealing with the information they gathered in related to the interested products and services, they must reach their final decision stage - purchase. Usually a customer makes a conscious and rational basis choice since they are attempting to choose the best alternative to satisfy their needs (Kotler 1997).

After the consumer gets all the point of all they want about their comparing alternatives, or if they have already enough information about the different options that's the time

their choice of product will come out. Different alternatives can represent different things and customers have to choose between a choice of competing brands.

The customer ends up usually with a rank order or satisfaction without solution after he/she finishes his/her comparing choices. Choosing criteria usually consists of factors that consumer finds it very important to the product. These criteria are usually characterized by price of the quantity, quality of the product, favorite color, safety, status, product shelf life, guarantee of the product, high quality salesperson, and etc. (Bergstrom & Leppanen, 1999).

The last stage is the outcome. This means that after all the mentioned process it is the final decision. This will tell how the decision will go through, even it is successful or not. It depends upon the perception and how the travelers accept the facts of the decision they made upon travelling and staying in that particular area or how the purchased product satisfied their needs.

2.2 Factors influencing tourist decision – making

Kotler (1999) suggested four factors that could shape or influence consumers' decision making including:

- cultural factors -culture, subcultures and social class
- social factors -Family, roles and status
- personal factors -age and life situation, career, economic situation, lifestyle, personality and self-image
- psychological factors -motivation

With these different influencing factors, it will help understand the backgrounds behind all the bigger consumption choices that tourists such as Australian and Chinese travelers may make. In this research, all these factors are investigated, particularly the cultural backgrounds, Australian and Chinese culture.

2.2.1 Cultural Factors

The ways the person acts are influenced by cultural backgrounds. Through family background the person is affected naturally because when one refers to cultural backgrounds it deals with the values that one usually follows and the norms that give demands to a certain habit and the rituals that people always obey. Rather than biological inheritance people

inherit culture through social contact by the other members of the society. they learned it from social interaction and they are capable of changing when they are being influenced by social and other pressure. (Hofstede 1984)

The smaller groups inside the main culture are called subcultures. In subculture there are similar consuming methods such as behaviors and attitudes which are shared. The examples of subcultures were religion, region and residence; it can also be small groups like motorcycle drivers or health care enthusiastic. Subculture in some cases can be impossible because it can be very strong and deferring to main stream, it also focuses on major or particular factor that later on can form a way of life. If a marketer gets a foot between the door of a stable subculture, the group usually does the marketing themselves and selling can get easier. Because subculture are composed only of small groups, they can make an advertisement planned well because they could express the relevant values and lifestyle that they are targeting (Lehtinen, 2014).

2.2.2 Gender

There are some specific roles that gender needs to accommodate in Social Role Theory by Eagly (1987). Gender roles set requirements that they need to meet. Gender roles needs to meet some certain requirements, gender need to have right skills and the performance need to be successful and can adapt its social behavior. In some previous research men and women were identified to have different series of traits. Mc Clellands (1975) works is all about searching special behavior giving relevant information about gender. Males are more independent and they are more self-center than females, because females always ask help and answers such as approval from others in creating and nurturing relationships in maintaining interpersonal harmony. He defended his study through some implications such as male were less effort in searching such information's and due to their high confidence they only search for fewer information's on the other hand, seeking information from friends and relatives are more inclined in females because of their greater urge to obtain approval to others.

Other evidences about differences of genders is a search that includes the male/female dichotomy in processing information which is being reported, when people talk about females they are subjective, intuitive, comprehensive, and relational processing while men think more logical love to analyzed and very selective in item specific processing. Before males

select an item they need to specify it first and they comprehensively searching less than females because they want to focus in appropriate information.

Males are usually selective and specific in items than females because they only focus on certain information's and topics Haas, Meyers-Levy & Maheswaran, (1979).

2.2.3 Social Factors

The most influencing factor that is also relevant in examining consumer behavior is called social factors which places a large impact on individuals consuming habits. Social class is the structure of the society in which individuals place or a whole family were developed, and it is also categorized into different things based on the people economic criteria like their wealth and their source of living, their degree of education and source of income. By defining their different characteristics like education, income, geographic location marketing strategies can be properly developed so that correct language or spokesperson can be represented to make a good advertisement. When referring to demographic factors, these are related to income, profession and place where people are living. Many people make purchase decisions because of their social classes but some people purchase goods which are higher than they need or higher than their income because they want to associate with higher people or society. Consumers can also be observed from their social status. People can be identified by their reputation, per se prestige status in social position. Then social status does not necessarily mean that the person must be always wealthy, or not because of their manners and their power, sometimes status are based on the brands that the person is purchasing that may increase their status or can symbolized current status to others (Foxall, 1994).

2.2.4 Other personal factors

In terms of other personal factors, age and life situation are among the important factors. Travelers choose destinations that are suitable to their ages and life situation also the type of goods and service that people buy always from time to time. The key to this factor is age because people who are at the same age tend to join their past experience and memories that they have in common, or even the memories that they have in the same pattern (Hoyer & MacInnis, 2004: 385).

Many of the youth or teenagers like adventure travel which is more thrilling, and mature individual may prefer peaceful environment for a family travel like sightseeing and cultural travel.

The most important factor that influences the personal factors is the family because the decision is made by the whole family or inside the threshold because every single member of the family can affect the decisions of all the family members. Many of the advertisers have used the influence of the children in the households because children can be more convincing than the older people. Youths nowadays is one of the largest targets in the market because they can spend their money to buy any goods that is good to their eyes, and with the financial support from their parents who tend to provide things that they need. Children can purchase anything that they want and it is limitless. Young people now can also exert an influence when families make purchase decisions concerning cars, holidays and some bigger purchases (Foxall, 1994). It is plausible to assume that for Australian and Chinese tourists' family has an important role in their decision-making.

Kolter et al (1999) described that family members have a strong influence on buyer behavior as well. According to Nickels and Wood (1997), the family and household can influence consumer behavior because of the following reasons:

- Family life cycle can influence consumer behavior in a sequence of states. For instance, the new generation will become adult and may be about to get married after they reach their thirty-year life cycle.
- Members of the family have different roles in every decision-making process (gatekeeper, decider, buyer, influencer and user). Individual family members, even young children, may play a role in any or all of the states of the decision-making process.
- In decision-making children can influence due to their making requests from parents and their knowledge, learning skills, and attitudes about investigating, evaluating, selecting and using products.

In addition, other consumers make purchases from companies and retailers because of the feeling of trust that they have the same image and they can relate to it. Some say that one individual can have different images depending on the situation that he/she is up to. In real life they can see this one in person who is acting differently in front of her/his friends and

family and how he/she acts at work. Every consumer has different characteristics that can show his/her skills and the way he/she behaves. Sometimes people compare themselves to what brand they are buying because they can picture themselves to what brand they purchase. In making a decision one must understand what the most important selected brand is depends on how they describe their feelings and how they can relate it to be congruent with their personal picture. It also shows in one study that women choosing a brand of choice for their personal picture are more important than men. (Solomon 2013, 67-68.)

Lifestyle, career, economic status and personality are to be considered too. In decision making, lifestyle is referred to be differences in interests, ideas and activities between consumers. From the tourism point of view, lifestyle determines how people spend their vacation and how they will decide on how they will enjoy it. A person's lifestyle is where they can determine what type of society does he/she belongs to give a hint of a person's consumption habits. People who have similar lifestyle with same economic backgrounds and social status usually also have consumption habits that are alike. (Solomon 2013, 494) Career and economic status affects also traveler's decision making. If travelers have a good career and the economic status is also well, then they can choose better destinations that might help them to improve their personal development.

2.2.5 Psychological Factors: Travel Motivation

Motivation is one of the factors that might affect traveler's decisions. They consider this factor when choosing a destination to visit. Setting a good motivation will help the travelers to decide where they want to go, why do they need to be on that specific place or how they will be convinced to be there.

Motivation can be identified into different ways, for example, it can be a reason for one person course of action, like in tourism, motivation is one formula to observed the persons point of view on why people loves to travel. It can also be used as an example on specific activities in a destination to understand the need of a tourist and to help them think and develop a new product that can be related in making business for tourism. (Lomineand Edmunds, 2007). Motives also affect the choices a customer makes between different products, services and brands. It is better to focus the marketing of satisfies the company, rather than what products it sells to ensure the company growth. (Lomineand Edmunds, 2007). Being a goal- oriented the

consumer always expresses a strong motivation in everything. These goals can be generic goals or product-specific goals. While Buckley (2018) stated that the reason that makes someone do things is motivation, so this makes people to have an inspiration.

Motivation in tourism is called “global integrating network of biological and cultural forces that gives value and direction to traveler’s choices, behavior and experience.” (Pearce, Morrison and Rutledge, 1998, P. 449). It can give people arousal in a driven desire to pursue a certain goal. As their goal has been achieved and they are already satisfied, their need for something will subside and they will return to their normal phase but only for a while because new motives will come to arise again.

As Seaton, (1997) stated that the individual’s motivation to travel and the desire to see things which he cannot find at home has been created by the society and life that has been shaped every day. There are two main motives to travel as identified by Gray’s (1979). The first one is “wanderlust” which means the person’s desire is to go to a place far from known to an unknown place, and the next one is the “sunlust” which traveler provides specific place with facilities in his or her place of residence which do not exist. There are some motives that also determine their travel choices such as recreation, pleasure, new experiences, cultural interest and also shopping.

Crompton (1979)’s concept of push and pull explained the desire to travel as the push factor and travelers with pull motives used to explain the actual choice of destination. There are nine motivations for travelers’ leisure, seven of them were socio-psychological or what they called the push motives and the rest were cultural or what they called the pull-motives. Escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction are among the push factors, while the pull motives were novelty and education.

The motivations must be verifiably examined because it will help tourists to identify the attributes that are to be promoted to match tourist motivations and to identify markets in which destination features and resources match tourist motivation (Kozak, 2001)

2.3 Destination Image

Tourism has one important element and that is destination because it is based on the composite value they attach with various attributes that they decide until they find their final destination (Swanson & Horridge, 2005). By choosing the right destination, tourists attribute an attitude that affects tourists toward selecting a destination (Delvecchio, 2001). As a consequence, destination competitiveness has become a significant part of tourism literature (Goodrich, 1978; Ahmed, 1991; Haahti & Yavas, 2003). Tourists determining a repeat business or positive word of mouth recommendation has a significant role in perception of quality and overall performance. Functional image represents an overall perception of physical activities or characteristics of the destination. Symbolic image means the intangible aspect of destination such as atmosphere, mood or the place, and stereotypic personality of destinations (Echtner & Ritchie, 1993). The destination's functional and symbolic images are being used in creating imagination as mental picture of benefit that fulfill the needs of potential travelers (Chon, 1991). The behavior of tourists has received a lot of attention in years and destination image can affect the buying behaviors (Chon, 1991). Potential tourists create an image of destination relative to competitors' destination. Markets must identify the strengths and weaknesses of each destination to develop strong image of successful position of destination. To enhance the positive image the travel industry used a lot of money and effort to reduce negative image.

Therefore, the attributes derived from literature review to be used in the current study are summarized below.

Table 2.1 Tourist attributes of destination image used in this study

Attributes	Factors
Attraction	Variety of beaches and island Variety of entertainment & Amusement View Point
Activities and Events	Variety of nightlife entertainment Festival and Events on the island Good variety of spa/massage/healing activities Variety of outdoor recreational activities
Environment	Safety and security of a destination Beautiful scenery of tourist attractions
Hygiene and cleanliness	Cleanliness of natural tourist attractions
Accessibility	Ease of access
Shopping	Variety of shop

2.4 Tourist's Country of Origin: Asian or Western

It is widely regarded that Asian cultures would be more collectivistic than independent culture and it has been distinguished by western culture. Asian culture love to depend on their values that they learn from their family, they focus more on maintaining their harmony and conformity and they tend to respond in every need of the group. An Asian person learns to identify by groups rather than learn individually. Asians respect their leaders and follow others because they think this is an important task (Kim & Markus, 1999). On the other hand, Western culture encourages emphasizing the importance of the individual person.

Hofstede (1980) differentiate individualistic and collectivistic culture by determining the cultural trait of Asian nations as collectivity. Trandis (1994) and Hofstede (1980) considered that United States and other English-Speaking countries are high in individualism and African and Asian are high in collectivism. Asian cultures were described as highly conformist and strong collectivist (Beaker, 2000). Hofstede (1991), described collective societies as "people who are from birth onward are integrated strong as cohesive group until which throughout people's lifetimes and by continue protecting them in exchange for unquestioning loyalty. Individual societies are a kind of society/individuals that is usually looking after themselves and their immediate families. On the other hand, groups who are more conscious of relationships with

other people and put a higher value on face, group harmony, conflict avoidance respect, and group status is called the collectivism. (Leung, 1978; Triandis, 1995). Therefore, previous studies tend to conclude that group is more important than the individual.

Family is very important in Asian culture especially their opinions, while Western people love to emphasize their own uniqueness, want to have their privacy and their own rights within their community (Yang & Rosenbatt, 2000). Asian cultures are believers in collectivist notions like the fact that they love depending on one another, traditions and their harmony and also they tend to focus on their relationships, while Western cultures love individualistic ideas such as their personal right and self-actualization prevail. Hence, the relationship between subjective norm and tourist behavior intention will vary depends on a tourist's country of origin (Asian vs. Western) or their culture (Asian vs. Western).

Australian vs. Chinese

In previous studies there are differences between cultures already that is being compared like Chinese and Australian (Hofstede, 1980; Kroger et al., 1979). Studies show human interaction is more emphasized in Chinese social values. In (Kim and Gudykunst, 1988) study Chinese social interaction is not similar to Western because in Chinese culture they are perceived in terms of collectivism and social usefulness while in Australian culture they interact more in light of competitiveness, self-confidence, and freedom (Kim and Gudykunst, 1988). Individualistic behavior for Chinese is much regarded as an expense to others. (Hsu, 1971, 1972). Chinese were socially and psychologically dependent on others.

It is important in Chinese cultures to always give support to their parents even if it is tradition, duty and their obligations and they have strong orientation for group (Hsu, 1954) by their harmonious relations as Hong Kong highly endorsed in the collectivistic (Argyle, 1986). Scholarship is known to be more important and also acquiring their wisdom like they are capable and imaginative, intellectual and logical also have respect and be hardworking, in self-restraint they learned social recognition, being ambitious, and learn how to control their self and national security than Australians (Feather, 1976, 1980, 1986).

Chinese people are concerned about appropriate behavior and they are more self-oriented.

(Hsu, 1972). Self-presentation is depending on the situation in China (Tu, 1985). Chinese underplay their feelings and emotions (Hsu, 1972). They are emotionally restrained, partially socially withdrawn, concerned with self-control, and social conformity accompanied by shyness. Chinese people happiness is their harmony and makes their life more exciting more important for them than Australians, China also emphasizes altruistic values like being cheerful, forgiving, helpful, and loving.

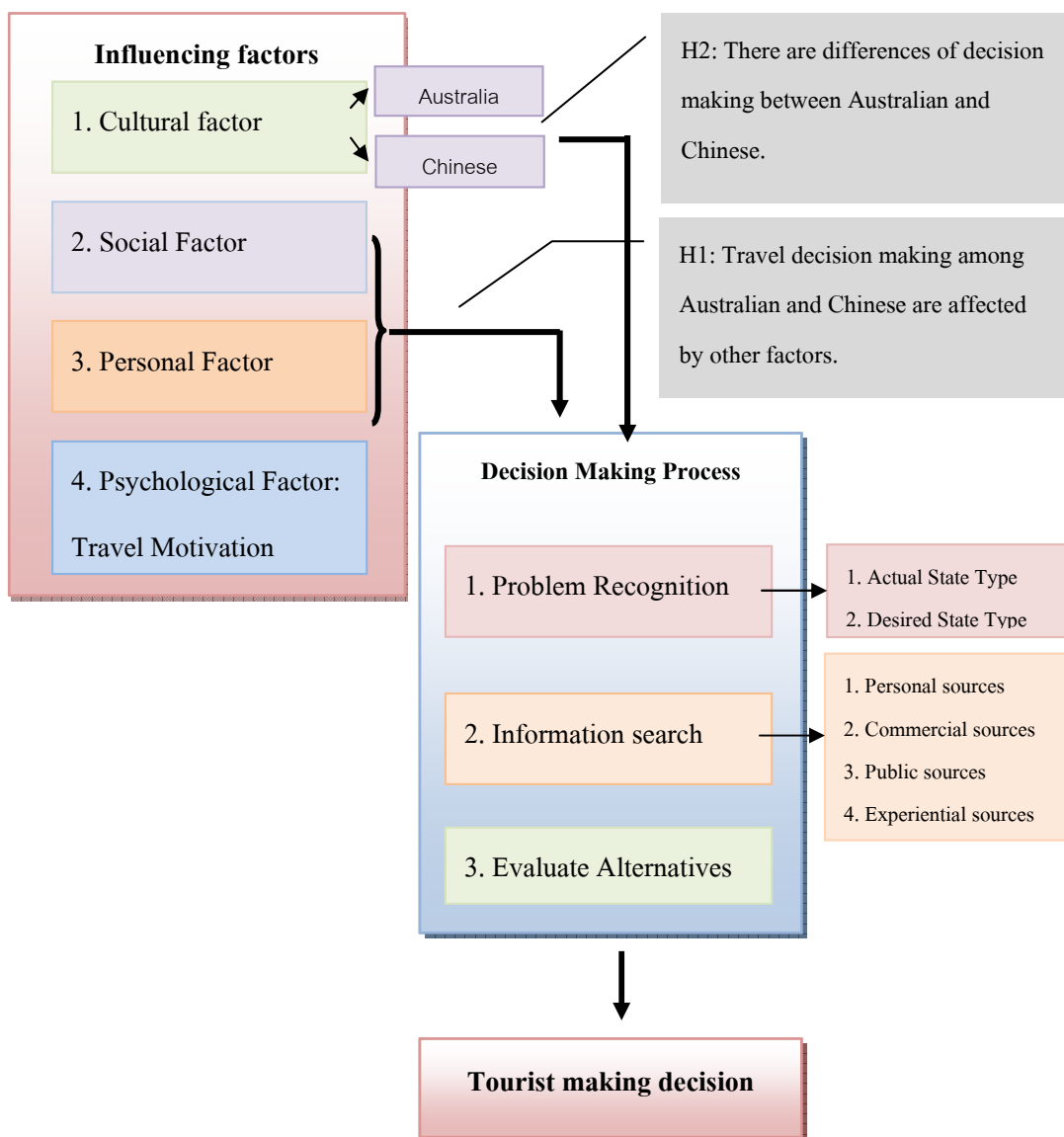
Chinese people is described as a highly context because they emphasize indirect nonverbal communication while Australian culture is low context, which stresses straightforward verbal communication and clear intentions and showing their expressions (Hall, 1959, 1976). Asian cultures physical contact between other people within interpersonal relationships is being minimized (Argyle, 1975).

There are values in Chinese cultures that is very important and it is categorized into four factors, the first one is integration, in integration it is composed of harmony within their relationship to others, non-competitiveness, intimate friendship and tolerance, the second one is Confucian work dynamism which orders relationship, sense of shame, reciprocation and protecting face, the next one is human heartedness like persons patience, courtesy and sense of righteousness, the last one is moral discipline which deals with moderating, keep oneself disinterested, pure, having few desires and prudence. (Chinese Culture Connection, 1987). Chinese morals are very comprehensive in describing their morals, values, and etiquette is presented by DeMente, (1990).

Australian described them by their values such as their achievement, success in any activity, aggressiveness, independence, humanitarianism, democracy, and equality. Australians have conflict between a system that rewards them personal accomplishments and individual enterprise and collectivistic ideology that favors equality, group solidarity, and mateship according to Feather (1986). While Lipset, (1963) describes Australians are achievement oriented but they are more egalitarian. Australians devalue the accomplishments of successful intellectuals and less respect for them. Sharp, (1992). Feather (1975, 1980) found out that Australians concerns more about their love affiliation, defining their self and self-fulfillment and there safety and security at the personal and national levels are their less concern. They love to praise those who stand out against authority.

Although previous studies have been carried out to distinguish their cultural differences along with their distinct characteristics, the current study aims to theoretically contribute by exploring another important aspect. The study intends to examine whether their cultural differences would shape their travel in decision making.

Figure 2.4 Conceptual Framework



CHAPTER 3

METHODOLOGY

This section depicts by and large research plan of the entire examination. The chapter commences with the population and sampling of this research, followed by the questionnaire design. The chapter concludes with data collection and analysis techniques to be used in the study.

3.1 Population and Sampling of the study

The intended populations of this research were Australian and Chinese tourists who visited Phuket for leisure purposes and stay here for a minimum of one day. Since there is no sampling frame available, the study opted to apply non-probability sampling method to identify respondents to take part in the study. Two non-probabilities for this current study were quota and accidental sampling. Two distinct groups of tourists were Australian and Chinese tourists who were waiting for their departing flights at the Phuket International Airport. In order to determine the appropriate sampling size for two samples of tourists, sampling techniques and the size of each sample in the similar studies were identified and used as the guidelines for the current study. From the previous studies, the size of each group was not necessarily equal and reaches 400 people per group. For example, in Sukiman (2013), a comparison of international and domestic tourists was the focal point of the study, and from a total of 648 tourists, 389 and 259 were international and domestic visitors in Pahang. Similarly, Jönsson and Devonish attempted to compare 3 nationalities, and each was varied in size from 83 British, 29 American and 21 Canadian. Although general guidelines may be to sample at least 400 respondents, in reality a much smaller size of sample may deem appropriate and sufficient. In addition, the main data analysis technique to be applied in the study is T-Test, the technique is considered robust given that the size of each group to compare is not equivalent (Tabachnick and Fidell, 2013).

A total of 400 respondents were participating in the study, however a proportion of Australian and Chinese tourists who travel to Phuket was relatively unequal due to limitation to find Australian tourists to take part in the study. After screening for usable questionnaires, a total

of 400 questionnaires were available for further analysis, divided into 262 questionnaires by Chinese tourists and 138 questionnaires by Australian visitors.

3.2 Type of research

This study embraced quantitative technique by utilizing questionnaire to assess Australian and Chinese vacationers who made a trip to Phuket. In this study, accidental and quota sampling techniques were applied to recruit Australian and Chinese tourists to take part in the study.

3.3 Data Collection

Primary Data

The applicable theories, idea, thoughts and inquiries about were taken from various sources. Those originate from journal, books, exiting thesis and website. The sources of data were from the questionnaires completed by tourists from Australian and Chinese tourists who travel to Phuket. The purpose of questionnaire is to examine travel decision making of Australian and Chinese tourist traveling to Phuket.

The following were the steps in ensuring the goodness of the research instrument:

1. The pilot test was done to pretest and check the questionnaire for its validity and reliability of with four professional MBA lecturers.
2. A small number of questionnaires was distributed to the respondents who were Australian and Chinese tourists at Phuket International Airport.
3. Data were checked for its validity and reliability of questionnaire.
4. Questionnaires were revised in accordance with the results of validity and reliability
5. Questionnaires were in English and translated into Chinese. Each item was developed through translation and back translation by experts in people who work at the Chinese tour company so as to ensure accuracy and semantic equivalence in the translation.

3.4 Research Instrument

A survey was the instrument utilized for information gathering. Overview things for the proposed investigation were created dependent on the past observational research and altered to more readily fit the tourism industry in Phuket. An English language version of the questionnaire was first developed. The questionnaire consisted of three parts.

Section one contained biographic information which gathered information on gender, age, marital status, income, education, occupation and life style.

Section two is about Problem recognition and information search, and section three is Decision-making and evaluation of alternative.

Face Validity

Before completing questionnaires, face validity was led in order to test for validity and reliability of questionnaires with three professional MBA Lecturers that related to this study. The scales were revised in accordance with their comments.

Pilot Test

Thereafter, the pilot test was likewise led to pretest the format and suitability of questionnaires as well as eliminate ambiguity (Wesley et al., 2006).

The pilot test was used to examine the validity of words of question, flow and continuity and timing. The researcher pilot tested the questionnaires with 30 international tourists from China and Australia. Then the result can be classified as following
Clarify - Respondents recommend to added "spouse" in question 9 and other is clear

Length - Base on the researcher's observation respondents had no complaint about length of the questionnaire. They could also complete the questionnaire in 10 minute.

Reliability

After the overall model fit has been concede, the evaluation of each construct can be assessed for reliability. The construct reliability extracted measure should exceed 0.70(Robison and Shaver., 1973), so that mean the factor has high reliability. The results indicated that the scales used in the questionnaire were reliable.

Part 1 Personal information

Table 3.1 Personal Factor

Question no. 8 Please specific your level of agreement or disagreement with the following statements in relation to yourself and your activities	Alpha
I like to read a book.	
I love to travel.	
I enjoy shopping.	
I follow the latest trends and fashion.	
I like to try a new food.	
I usually watch TV when I'm free.	.701
I love to learn about other culture.	
I enjoy party with my friends.	
I am interested in adventure activities.	
I usually spend time using the Internet.	
I enjoy nightlife activities.	
I always listen to music.	
I love to go somewhere quiet and peaceful.	

Part 2: Decision making before travelling to Phuket.

Table 3.2 Problem Recognition

Question no. 11 Please tick only one that indicate how important each attribute is in motivating you to travel to Phuket.	Alpha
To find a new adventure.	.846
To visit friends and relatives.	
To increase my travel experience.	
To spend time with family.	
To learn about other cultures.	
To find business opportunities.	
To relax and enjoy open space.	
To go shopping.	
To try Thai food.	
To enjoy without being interrupted.	
To visit new and exciting place.	
To visit festivals and or special event.	
To spend quality time with my partners.	
To enjoy a variety of beaches and islands.	
To relax with a good scenery.	
To enjoy a variety of outdoor and recreation activities.	
To relax with a variety of spa/message/healing activities.	
To enjoy a variety of entertainment and amusement activities.	
To spend time with a variety of nightlife entertainment.	
To feel safe and secured.	

Table 3.3 Information search

Question no. 13 Indicate how important the following factors influenced your choice of travel agent?	Alpha
Name and good reputation.	
Recommendation from friends.	
Reasonable price.	.8659
Positive past experience.	
Travel itinerary offered by the agent.	

Table 3.4 Information search

Question no. 16 How important are the following sources of information when you were deciding to travel to Phuket?	Alpha
Family	
Friends	
Travel Agent	
Brochures	
Newspapers	
Television	
Internet	.947
Facebook	
Twitter	
Instagram	
Travel blog	
Radio	
Magazine	
Your experience	
Reviewing (Tripadvisor,Booking.com etc.)	

Table 3.5 Evaluation of alternative

Question no. 17 Indicate your opinions about the statements describing Phuket.	Alpha
Phuket is a safe destination.	
Phuket is a peaceful and restful atmosphere.	
Phuket is a unique cultural experience.	
Phuket has a variety of activities.	
Phuket has one of the most beautiful beaches in the world.	
Phuket is a value for money destination.	
Phuket is a historical and cultural city.	.863
Phuket has a variety of food and beverages.	
Phuket has a beautiful scenery (sun, sand, sea).	
Phuket offers wide choice of accommodation.	
Phuket people are very kind and helpful.	
I have no difficulty communication to local people.	
Phuket is a clean city.	

Table 3.6 Evaluation of alternative

Question no. 19 Recalling time when you were deciding to travel to Phuket for your holiday, indicate your agreement or disagreement toward the following statements.	Alpha
Visiting Phuket was totally under my control.	
My family thought that it was good idea to choose Phuket as a travel destination.	
My friends and acquaintances thought that choosing Phuket as a travel destination was a good idea.	.739
Member of my family were very happy with my choice to travel to Phuket.	
Phuket was a dreaming destination of my spouse.	
My partner (spouse) helped me to make decision to travel to Phuket.	

Table 3.7 Evaluation of alternative

Question no. 20 Indicate the level of importantthe following factors affect your final decision to travel to Phuket?	Alpha
My own need.	
Advertising and promotions.	
Recommendations by friends.	
Travel agents.	
Attraction and amenities of destination.	
Type and range of travel.	
Quality and quantity of information available.	
Safety and health during the travel.	
Past travel experience	
Reviewing from internet (Tripadvisor, Travel blog etc.).	
Social network (Facebook, Twitter, Instagram).	.827
Safety and security of a destination.	
Valuable cost.	
Time constraints.	
Ease of access.	

3.5 Data Analysis Method

Computer software was used to analyze data. The data was subjected to descriptive statistics to describe characteristics of the respondents. Inferential statistics including independent sample t-test was applied to compare the mean scores of Chinese and Australian tourists to identify if the differences between groups in their decision making are significant. One-Way Analysis of Variance (ANOVA) was also applied to compare between the demographic groups, and determines whether means are statistically significantly different from each other. Inferential statistics were applied to test the below hypothesis.

H1: To examine demographic factors that are influential in travel decision making of Chinese and Australian tourists when visiting to Phuket.

H2: There are differences of decision making between Australian and Chinese.

CHAPTER 4

RESULTS

This chapter presents the result of analysis and hypothesis testing. All the data were analyze through a statistic analysis program to measure Australian and Chinese tourists making travel decision to travel to Phuket.

This study was conducted using 400 questionnaires divided in 264 for Chinese tourists and the rest of 136 for Australian tourists. The questionnaire were collected at Phuket attractions (Beaches, Restaurant, Convenience Store),and Phuket International Airport.

According to the objective of this study, descriptive statistics were used in order to report respondent demographic profiles, travel profiles, source of information, and activities. An independent sample T-Test was used to measure factors related to tourists decision making. Lastly, ANOVA was used to investigate about Phuket attribution related to tourists decision making to travel to Phuket.

4.1 Respondent Demographic Profiles

Demographic data's namely age, gender, education level, marital status, monthly incomeand occupation were analyzed by descriptive statistics. The results are shown in Table 4.1

Table 4.1 provides demographic profiles of Australian and Chinese tourists who participated in this survey. It shows that more male tourists travelled to Phuket than those of female. In term of age, 29.3% of respondents were at the age 25 – 34, 22.8% were 35-44, 20% were 18-24, 13.3% were 55-64, 5.3% were 65 years old and above. According to marital status, 38.5% were married and 26.8 were single. For monthly income, 24.5% had a monthly income between US 2,501- 3,500 also US 3,501 – 4500 followed by US 1,001 - 2500. The majority of respondents (41.8%) had bachelor degree, 21.8% had Certificates and Diploma and 14.3% had master degree. Regarding occupation, about 18.3 % were in administrative support, followed by management (16.3%), sales (15.3%) and construction (12.8%).

Table 4.1 Respondent's Profiles

Demographic profiles		Frequency	Percent
Gender	Male	224	56.0
	Female	176	44.0
Age	18-24	80	20.0
	25-34	117	29.3
	35-44	91	22.8
	45-54	38	9.5
	55-64	53	13.3
	65 or above	21	5.3
	Marital Status	Single	107
Married		154	38.5
In relationship		50	12.5
Separated		31	7.8
Widowed		58	14.5
Monthly Income	Lower than US 1,000	41	10.3
	US 1,001-2,500	75	18.8
	US 2,501 - 3,500	98	24.5
	US 3,501-4,500	98	24.5
	US 4,501-5,500	51	12.8
	Higher than US 5,500	37	9.3
Education Level	Primary School	24	6.0
	Secondary School	46	11.5
	Certificates and Diploma	87	21.8
	Bachelor degree	167	41.8
	Master degree	57	14.3
	Doctoral degree	19	4.8

Table 4.1 Continued

Demographic profiles		Frequency	Percent
Occupation	Management	65	16.3
	Administrative Support	73	18.3
	Government/military	21	5.3
	Professional related	41	10.3
	Sales	61	15.3
	Construction	51	12.8
	Service	35	8.8
	Student	14	3.5
	Self-employed	23	5.8
	Housewife	6	1.5
	Retired/not in the work force	4	1.0
	Other	6	1.5
Total	400	100%	

4.2 Tourist Lifestyle

Table 4.2 Tourists lifestyle

Attributes	Mean	Std. Deviation
I love to travel.	4.33	1.06
I like to try a new food.	4.18	1.06
I like to read a book.	4.10	1.09
I enjoy shopping.	4.08	1.07
I follow the latest trends and fashion.	4.06	1.09
I enjoy party with my friends.	4.01	1.21
I love to learn other culture.	4.00	1.16
I usually watch TV when I'm free.	3.98	1.21
I usually spend time with using the internet.	3.95	1.26
I always listen to music.	3.93	1.33
I am interested in adventure activities.	3.92	1.23
I love to go somewhere quiet and peaceful.	3.92	1.33
I enjoy nightlife activities.	3.80	1.32

Note: The mean score is based on a 5-point Likert scale: Scale 1 = Strongly disagree, 2 = Disagree, 3 = Neither agree or disagree, 4 = Agree, 5 = Strongly Agree

In Table 4.2, for the 13 tourist lifestyle attribute questions, they mostly agreed that “I love to travel”, while the attributes of “I like to try new food” and “I like to read a book” were positioned as the second and third most agreed attributes.

For Australian and Chinese tourists, “I enjoy nightlife activities” was the least important attribute with mean score of 3.80.

● **Problem Recognition**

Table 4.3 Travel characteristics of tourists (n = 400)

Variable	Frequency	Percentage
<u>Travel party</u>		
With your spouse/partners	110	27.50
By yourself	109	27.30
With your family & children	75	18.80
With friends/relatives	72	18.00
With business associates	19	4.80
With tour group	13	3.30
Other	2	5.00
<u>Primary purpose of travel</u>		
Vacation/Leisure	245	61.30
Business	63	15.80
Visit friends/relatives	38	9.50
Convention/exhibition	26	6.50
Wedding/honeymoon	21	5.30
Attend special events (family occasions, concert, etc.)	5	1.30
Other	2	0.50

Table 4.3 Continued

Variable	Frequency	Percentage
<u>Other travel destinationsthat were considered</u>		
Chiang Mai	3	7.32
Hong Kong	3	7.32
Japan	3	7.32
Krabi	3	7.32
Vietnam	3	7.32
Alaska	2	4.88
Bali	2	4.88
Korea	2	4.88
Samui	2	4.88
Singapore	2	4.88
Suratthani	2	4.88
Austrilia	1	2.44
Cannada	1	2.44
New Zealand	1	2.44
Pattaya	1	2.44
Phan-Nga	1	2.44
Port Douglas	1	2.44
Quenslad Aust.	1	2.44
Seychells	1	2.44
Trang	1	2.44
USA.	1	2.44
<u>Use of travel agent</u>		
yes	126	31.5
no	274	68.5
<u>Use of online travel website</u>		
yes	143	35.8
no	257	64.3

Table 4.3 (continued)

Variable	Frequency	Percentage
<u>Influential online travel websites</u>		
Booking.com	18	29.03
TripAdvisor	13	20.97
Expedia	7	11.29
Agoda	6	9.68
Hostels.com	3	4.84
Google	3	4.84
STA Travel	2	3.23
Tour with Tong	2	3.23
Foursquare	1	1.61
LateStays	1	1.61
Phuket.com	1	1.61
Quantum hotel	1	1.61
taobao.com	1	1.61
Skyscanner	1	1.61
tourismthailand.org	1	1.61
Trivago	1	1.61

The average of destination that tourists have been compared with Phuket it was about 2 – 3 destinations and other places (apart from Phuket) considered while selecting a destination to go to were also reported in Table 4.3.

Table 4.4 Important factors when selecting travel agents

Attribute	Mean	Std. Deviation
Name and good reputation.	4.15	1.19
Positive past experience.	4.09	1.24
Reasonable price.	4.08	1.20
Recommendation from friends.	4.00	1.19
Travel itinerary offered by the agent.	3.96	1.30

4.3 Tourists Profiles

Table 4.3 and 4.4 present the travel behaviors of Australian and Chinese tourists who participated in the survey. The respondents were traveling to Phuket with their spouse or partners (27.50%) and followed by traveling with themselves (27.30%). More than half of respondents (61.30%) reported their major purpose for travel was vacation or leisure. Around 15.80% went for business. Over half of tourists (84.5%) show Phuket for their trip without comparing with any travel destination. Approximately 8% compared with only 1 travel destination, 9.76% showed that respondents have been compared Phuket with Bangkok and around 37% have been chosen Chiang Mai, Hong Kong, Japan, Krabi and Vietnam. The respondents who travel to Phuket 35.8% used online travel agent and Booking.com were used 29.03% followed by TripAdvisor 20.97% and 11.29% were used Expedia. Meanwhile 31.5% of tourists used travel agent and the most important thing that the respondents considered were “name and good reputation”. “Positive past experience” and “Reasonable price” were positioned as the second and third most important attributes.

4.4 Tourist Decision Making Characteristic

- Information Search

Table 4.5 Sources of information

Influential sources of information when deciding to travel to Phuket	Mean	Std.Deviation
Family	4.10	1.14
Friends	3.99	1.69
Your experience	3.91	1.45
Internet	3.88	1.34
Brochures	3.63	1.34
Travel Agent	3.61	1.38
Television	3.61	1.42
Newspapers	3.56	1.39
Facebook	3.39	1.51
Reviewing (TripAdvisor, Booking.com etc.)	3.39	1.51
Magazine	3.38	1.69
Twitter	3.36	1.74
Instagram	3.30	1.7
Travel blog	3.29	1.64
Baidu	3.18	1.68
Radio	3.17	1.67
Weibo	3.07	1.67

Table 4.6 Important social media for searching information about Phuket

Important social media for searching information about Phuket*	Frequency	Percentage
TripAdvisor	87	38.00
Twitter	64	27.90
Facebook	55	24.00
Instagram	47	20.50
Baidoo	25	10.90
Weibo	21	9.20
Travel blog	15	6.60
Other	10	4.40

Noted: Respondent may have given multiple responses.

Table 4.5 reposts the sources of information tourists considered when planning travel to Phuket. The most important source of information that the respondent considered was from their family. Also “friend”, “tourists experience” and “internet” were positioned as the second, third and fourth generally vital information sources.

In the meantime, 38% of the respondents were used Trip advisor in term of social media information sources. Other social media information sources used by tourists included Twitter (27.90), Facebook (24%) and Instagram (20.50%).

Table 4.7 Overall perceptions of Phuket

Attribute	Mean	Std. Deviation
Phuket has peaceful and restful atmosphere.	4.22	1.08
Phuket has a variety of activities.	4.19	1.11
Phuket is a safe destination.	4.13	1.04
Phuket has a beautiful scenery (sun, sand, sea).	4.07	1.17
Phuket people are very kind and helpful.	4.07	1.18
Phuket has a variety of food and beverages.	4.06	1.11
Phuket offers a unique cultural experience.	4.05	1.06
Phuket has one of the most beautiful beaches in the world.	4.05	1.13
Phuket offers wide choice of accommodation.	4.05	1.2
I have no difficulty communication to local people.	4.02	1.2
Phuket is a clean city.	3.98	1.24
Phuket is a historical and cultural city.	3.96	1.1
Phuket is a value for money destination.	3.88	1.13

Table 4.7 shows the mean scores and standard deviation that indicate the statements that the respondents agreed to describe Phuket. The statement of “Phuket has peaceful and restful atmosphere” was the most agreed statement to describe Phuket. This is followed by “Phuket has a variety of activities” and “Phuket is a safe destination”. For Australian and Chinese

tourists, “Phuket is a historical and cultural city” was the least agreed attribute about Phuket, and followed by “Phuket is a value for money destination”.

Table 4.8 Important attributes in motivating tourists to Phuket

Attribute	Mean	Std. Deviation
To enjoy a variety of beaches and islands.	4.11	1.04
To relax with a good scenery.	4.10	1.09
To feel safe and secured.	4.05	1.2
To find a new adventure.	4.02	1.13
To enjoy a variety of outdoor and recreation activities.	4.02	1.07
To relax with a variety of spa/message/healing activities.	4.02	1.15
To visit festivals and or special event.	4.01	1.11
To visit new and exciting places.	3.99	1.24
To increase my travel experience.	3.98	1.10
To spend time with family.	3.95	1.22
To try Thai food.	3.93	1.19
To enjoy without being interrupted.	3.93	1.17
To enjoy a variety of entertainment and amusement activities.	3.92	1.1
To learn about other cultures.	3.89	1.17
To enjoy a variety of nightlife entertainment.	3.84	1.22
To go shopping.	3.76	1.23
To visit friends and relatives.	3.68	1.28
To find business opportunities.	3.56	1.37

Table 4.8 presents the mean scores and standard deviation of the 18 attributes that indicated how important each attribute was in motivating tourists to Phuket.

Australian and Chinese tourists answered the 18 destination attributes questions. They considered “To enjoy a variety of beaches and islands” and “To relax with a good scenery” as the most important attributes in motivating them to travel to Phuket.

Other attributes receiving lower scores were “To visit new and exciting places”, “To increase my travel experience”, “To spend time with family”, “To try Thai food”, “To enjoy without being interrupted”, “To enjoy a variety of entertainment and amusement activities”, “To learn about other cultures”, “To enjoy a variety of nightlife entertainment” “To go shopping” , “To visit friends and relatives” , and “To find business opportunities.” The Mean score for these attributes ranked from 3.99 to 3.56.

- **Evaluation of alternative**

Table 4.9 Duration of making decisions to travel to Phuket

	Min.	Max.	Mean	S.D.
Length of time taken to make the decision to travel to Phuket (month)	1.50	12.0	3.68	2.72

Table 4.8 On averages; it took them about 3-4 months for making decisions to travel to Phuket

Table 4.10 Tourists travel decision-making characteristics

Attributes	Mean	Std. Deviation
My partner (spouse) helped me to make decision to travel to Phuket	4.57	0.6
Members of my family were very happy with my choice to travel to Phuket.	4.52	0.74
Phuket was a dreaming destination of my spouse	4.46	0.7
My family thought that it was good idea to choose Phuket as a travel destination	4.16	1.09
Visiting Phuket was totally under my control	4.10	1.03
My friends and acquaintances thought that choosing Phuket as a travel destination was a good idea	4.06	1.08

Table 4.10 displays the mean scores and standard deviations of the 6 decision-making characteristics. “Visiting Phuket was totally under my control” was rated the highest, followed by “Members of my family were very happy with my choice to travel to Phuket”, and “Phuket was a dreaming destination of my spouse”. For Australian and Chinese, “My friends and

acquaintances thought that choosing Phuket as a travel destination was a good idea” was the least agreed with a mean score of only 4.06.

Table 4.11 Other influences on tourists travel decision-making

Other influences on their travel decision-making	Mean	Std. Deviation
My own need	4.53	0.64
Advertising and promotions	4.49	0.79
Recommendations by friends	4.47	0.72
Ease of access	4.37	0.69
Valuable cost	4.32	0.72
Time constraints	4.32	0.73
Safety and security of a destination	4.17	0.79
Attraction and amenities of destination	4.06	0.78
Type and range of travel	4.03	0.78
Reviewing from internet (TripAdvisor, Travel blog, etc.)	4.03	0.77
Travel agents	3.99	0.87
Safety and health during the travel	3.99	0.79
Social network (Facebook, Twitter, Instagram)	3.99	0.87
Quality and quantity of information available	3.97	0.79
Past travel experience	3.97	0.79

Table 4.11 presents the mean scores and standard deviations of the 15 attributes and their importance and influence on tourist-final decision to travel to Phuket. Australian and Chinese tourists considered “My own need” the most essential attribute that influenced final decision to make a trip to Phuket. “Advertising and promotions” and “Recommendations by friends” were positioned as the second and third most influential factors.

The rest attribution receiving lower scores were “Travel agents”, “Safety and health during the travel”, “Social network (Facebook, Twitter, Instagram)”, “Quality and quantity of information available”, “Past travel experience.” The mean score for these factors range from 3.99 to 3.97.

4.5 Hypothesis testing

4.5.1 H1: Travel decision making among Australian and Chinese are affected by other personal factors (Gender, Age, Marital Status)

Gender:

- **Problem Recognition**

Table 4.12 Differences of important attributes motivating tourists to travel to Phuket by gender

Tourists Motivation	Gender	Std. Deviation	Mean	t	Sig
To relax with a good scenery	Male	1.148	4.0000	-2.066	.040
	Female	1.017	4.2273		

Remark :Significant valued at $p < 0.05$

An independent-samples t-test was conducted to compare important attributes motivating tourists to travel to Phuket in male and female. There was a significant difference in to relax with a good scenery. Male ($M=4.0000$, $SD=1.148$) and female ($M=4.2273$, $SD=1.017$) conditions; $t = -2.066$, $p = .040$

- **Information search**

Differences of factor that influenced tourists to choose travel agent consider by gender.

“An independent-samples t-test was proceeded to liken factor that influenced tourists to choose travel agent in male and female. There was not a significant difference.

Differences in sources of information when deciding to make a trip to Phuket by gender.

“An independent -samples t-test was proceeded to compare sources of information when deciding to travel to Phuket in male and female. There was not a significant difference.

- **Evaluation of Alternative**

Differences of opinion about the statements describing Phuket by gender.

“An independent-samples t-test was proceeded to compare opinion about the statements describing Phuket in male and female. There was not a significant difference.

Differences of how Family member have a strong influence on buyerby gender.

“An independent-samples t-test was conducted to compare opinion how Family member have a strong influence on buyer in male and female. There was not a significant difference.

Differences of factor influencing tourists considered to make a trip to Phuketby gender.

“An independent-samples t-test was proceeded to compare of factor influencing tourists considered to travel to Phuketin male and female. There was not a significant difference.

Age:

- **Problem Recognition**

Table 4.13 Differences of important attributes motivating tourists to travel to Phuket by age

Tourists Motivation	18-24	25-34	35-44	45 and above	F-value	Sig.	Post-hoc
To find a new adventure	4.325	4.085	3.714	3.982	4.409*	.005*	18-24#35-44
To visit friends and relatives	3.938	3.701	3.363	3.732	3.047*	.003*	18-24#35-44
To increase my travel experience	4.288	4.051	3.670	3.946	4.778*	.000*	18-24#35-44
To learn about other cultures	4.038	4.103	3.681	3.955	6.144*	.000*	18-24#35-44 & 25-34#35-44

Table 4.13 Continued

Tourists Motivation	18-24	25-34	35-44	45 and above	F-value	Sig.	Post-hoc
To find business opportunities	3.888	3.667	3.143	3.580	4.670*	.003*	18-24#35-44
To go shopping	4.188	3.752	3.418	3.759	5.748*	.001*	18-24#35-44
To try Thai food	4.325	4.017	3.527	3.902	6.839*	.000*	18-24#35-44 & 25-34#35-44
To enjoy without being interrupted	4.175	4.103	3.516	3.929	5.976*	.001*	18-24#35-44 & 25-34#35-44
To visit new and exciting place	4.375	4.145	3.571	3.920	6.995*	.000*	18-24#35-44 & 25-34#35-44
To visit festivals and or special event	4.363	4.094	3.747	3.884	5.230*	.001*	18-24#35-44 & 18-24#45 above
To enjoy a variety of islands and beaches	4.375	4.248	3.835	4.009	4.982*	.002*	18-24#35-44 & 25-34#35-44
To relax with a good scenery	4.425	4.137	3.835	4.045	4.355*	.005*	18-24#35-44
To enjoy a variety of recreation activities and outdoor	4.388	4.060	3.703	4.000	6.034*	.001*	18-24#35-44
To relax with a variety of message/ spa /healing activities	4.300	4.171	3.659	3.955	5.470*	.001*	18-24#35-44 & 25-34#35-44
To enjoy a variety of amusement activities and entertainment	4.288	4.026	3.571	3.830	6.797*	.000*	18-24#35-44 , 25-34#35-44 & 18-24#45 above
To enjoy a variety of nightlife entertainment	4.350	3.803	3.473	3.813	7.741*	.000*	18-24#35-44 , 25-34#35-44 & 18-24#45 above

Table 4.13 Continued

Tourists Motivation	18-24	25-34	35-44	45 and above	F-value	Sig.	Post-hoc
To feel safe and secured	4.325	4.188	3.802	3.929	3.647*	.013*	18-24#35-44

Remark :Significant valued at $p < 0.05$

From the One-way ANOVA, it was found that there are significant relationship at $p < 0.5$ as per following detail,

- To find a new adventure(F = 4.409),
- To visit friends and relatives(F = 3.047)
- To increase my travel experience(F = 4.778)
- To learn about other cultures(F = 6.145)
- To find business opportunities(F = 4.670)
- To go shopping(F = 5.749)
- To try Thai food(F = 6.840)
- To enjoy without being interrupted(F = 5.977)
- To visit new and exciting place(F = 6.996)
- To visit festivals and or special event(F = 5.231)
- To enjoy a variety of beaches and islands(F = 4.983)
- To relax with a good scenery(F = 4.356)
- To enjoy a variety of recreation activitiesand outdoor(F = 6.034)
- To relax with a variety of message/ spa /healing (F = 5.470)
- To enjoy a variety of amusement andentertainment (F = 6.797)
- To enjoy a variety of nightlife entertainment(F = 7.742)
- To feel safe and secured(F = 3.647)

Statistic of Sheffe's Multiple Contrast between important attributes motivating tourists to travel to Phuket by age, the reports in Table 4.18 show there were significant differences in important attributes motivating tourists to travel to Phuket: To find a new

adventure, To visit friends and relatives, To increase my travel experience, To learn about other cultures, To find business opportunities, To go shopping, To try Thai food, To enjoy without being interrupted, To visit new and exciting place, To visit festivals and or special event, To enjoy a variedness of beaches and islands, To relax with a good view, To enjoy a variedness of recreation activities and outdoor and, To relax with a variedness of message/spa/healing activities, To enjoy a variedness of entertainment and amusement, To enjoy a variety of nightlife entertainment, To feel safe and secured. Post-hoc comparison using Sheffe's Multiple indicated that the mean score of the age 18 - 24 was greater than the age 35-44. In addition, there were significant differences in important attributes motivating tourists to travel to Phuket: To learn about other cultures, To try Thai food, To enjoy without being interrupted, To visit new and exciting place, To visit festivals and or special event, To enjoy a variedness of islands and beaches, To relax with a message/spa/healing activities, To enjoy of entertainment and amusement activities as post-hoc comparison using Sheffe's Multiple test indicated that the mean score of the age 25-34 were greater than the age 35 - 44. Furthermore, there were significant differences in important attributes motivating tourists to travel to Phuket: To visit festivals and or special event and To enjoy a variety of nightlife entertainment, as post-hoc comparison using Sheffe's Multiple indicated the mean score of the age of 18-24 was greater than the age 45 Above.

- **Information search**

Differences of factor that influenced tourists to choose travel agent by age

The finding of One-way Anova analysis was conducted to compare factor that influenced tourists to choose travel agent by age. There was not a significant difference.

Table 4.14 Differences in information sources when deciding to make a trip to Phuket by age

Information Source	18-24	25-34	35-44	45 and above	F	Sig.	Post-hoc
Family	4.400	4.239	3.648	4.116	7.579	.000*	18-24#35-44 , 25-34#35-44 & 45 above#35- 44
Friends	4.200	4.128	3.560	4.036	5.760	.001*	18-24#35-44 , 25-34#35-44 & 18-24#45 above
Brochures	3.788	3.624	3.242	3.821	3.755	.011*	18-24#45 above
Newspapers	3.713	3.538	3.132	3.830	4.715	.003*	18-24#45 above
Television	3.850	3.547	3.264	3.786	3.291	.020*	18-24#35-44 , 25-34#35-44 & 18-24#45 above
Internet	4.188	4.034	3.341	3.920	7.150	.000*	18-24#35-44 , 25-34#35-44 & 18-24#45 above
Twitter	3.625	3.299	2.879	3.607	3.796	.010*	18-24#35-44 & 18-24#45 above
Instagram	3.613	3.256	2.824	3.527	4.066	.007*	18-24#35-44 & 18-24#45 above
Radio	3.250	3.085	2.791	3.491	3.144	.025*	18-24#45 above

Table 4.14 Continued

Information Source	18-24	25-34	35-44	45 and above	F	Sig.	Post-hoc
Magazine	3.650	3.368	2.791	3.688	5.798	.001*	18-24#35-44 & 18-24#45 above
Your experience	4.138	4.137	3.198	4.089	10.102	.000*	18-24#35-44 , 25-34#35-44 & 18-24#45 above
Reviewing (Tripadvisor, Booking.com etc.)	3.988	4.094	3.319	4.009	5.521	.001*	18-24#35-44 , 25-34#35-44 & 18-24#45 above

Remark :Significant valued at $p < 0.05$

From the One-way ANOVA conducted in order to test a sources of information when deciding to make a trip to Phuket by age the result show that there are significant relationship at $p < 0.5$ as per following detail,

- Family (F=7.579)
- Friends(F=5.760)
- Brochures (F=3.755)
- Newspapers(F=4.715)
- Television(F=3.291)
- Internet(F=7.150)
- Twitter(F=3.796)
- Instagram(F=4.066)
- Radio(F=3.144)
- Magazine(F=5.798)
- Your experience(F=10.102)
- Reviewing (Tripadvisor, Booking.com etc.) (F=5.521)

Statistic of Sheffe's Multiple Contrast between sources of information when deciding to travel to Phuket by age , the reports in Table 4.19 show there were significant differences sources of information when deciding to travel to Phuket by age : Family, Friends, Television, Internet, Twitter, Instagram, Magazine, Your experience, Reviewing. Post-hoc comparison using Sheffe's Multiple indicated that the mean score of the age 18 - 24 was greater than the age 35-44. In addition, there were significant differences in differences sources of information when deciding to travel to Phuket by age: Family, Friends, Television, Internet, Your experience, Reviewing as post-hoc comparison using Sheffe's multiple test indicated that the mean score of the age 25-34 were greater than the age 35 - 44. Furthermore, there were significant differences in sources of information when deciding to travel to Phuket by age: Friends, Brochures, Newspapers, Television, Internet, Twitter, Instagram, Radio, Magazine, Your experience, Reviewing, as post-hoc comparison using Sheffe's Multiple indicated the mean score of the age of 18-24 was greater than the age 45 Above.

● **Evaluation of Alternative**

Table 4.15 Differences of tourist's opinion about the statements describing Phuket by age

Tourists statement describing Phuket	18-24	25-34	35-44	45 and above	F	Sig.	Post-hoc
Phuket is a safe destination	4.300	4.265	3.681	4.232	7.794	.000*	18-24#35-44 , 25-34#35-44 & 18-24#45 above
Phuket is a peaceful and restful atmosphere	4.525	4.333	3.692	4.313	10.784	.000*	18-24#35-44 , 25-34#35-44 & 18-24#45 above
Phuket is a unique cultural experience	4.250	4.205	3.604	4.089	7.568	.000*	18-24#35-44 , 25-34#35-44 & 18-24#45 above
Phuket has a variety of activities	4.488	4.368	3.692	4.205	9.631	.000*	18-24#35-44 , 25-34#35-44 & 18-24#45 above

Table 4.15 Continued

Tourists statement describing Phuket	18-24	25-34	35-44	45 and above	F	Sig.	Post-hoc
Phuket has one of the most beautiful beaches in the world	4.350	4.188	3.615	4.036	7.243	.000*	18-24#35-44 , 25-34#35-44
Phuket is a value for money destination	4.113	3.966	3.516	3.929	4.707	.003*	18-24#35-44 , 25-34#35-44
Phuket is a historical and cultural city	4.250	4.060	3.582	3.946	5.924	.001*	18-24#35-44 , 25-34#35-44
Phuket has a variety of food and beverages	4.350	4.197	3.604	4.063	7.957	.000*	18-24#35-44 , 25-34#35-44 & 18-24#45 above
Phuket has a beautiful scenery (sun, sand, sea)	4.425	4.222	3.659	3.991	7.388	.000*	18-24#35-44 , 25-34#35-44
Phuket offers wide choice of accommodation	4.225	4.256	3.714	3.982	4.316	.005*	18-24#35-44 , 25-34#35-44
Phuket people are very kind and helpful	4.313	4.231	3.681	4.054	5.282	.001*	18-24#35-44 , 25-34#35-44
I have no difficulty communication to local people	4.425	4.111	3.549	4.000	8.323	.000*	18-24#35-44 , 25-34#35-44
Phuket is a clean city	4.213	4.009	3.648	4.063	3.343	.019*	18-24#35-44

Remark :Significant valued at $p < 0.05$

From the One-way ANOVA conducted in order to test tourists opinion about the statements describing Phuket by age the result show that there are significant relationship at $p < 0.5$ as per following detail,

- Phuket is a safe destination (F=7.794)
- Phuket is a peaceful and restful atmosphere (F=10.784)
- Phuket has a variety of activities (F=7.568)

- Phuket has one of the most beautiful beaches in the world (F=9.631)
- Phuket is a unique cultural experience (F=7.243)
- Phuket is a value for money destination (F=4.707)
- Phuket is a historical and cultural city (F=5.924)
- Phuket has a variety of food and beverages (F=7.957)
- Phuket has a beautiful scenery (sun, sand, sea) (F=7.388)
- Phuket offers wide choice of accommodation (F=4.316)
- Phuket people are very kind and helpful (F=5.282)
- I have no difficulty communication to local people (F=8.323)
- Phuket is a clean city (F=3.343)

Statistic of Sheffe's Multiple Contrast between tourists opinion about the statements describing Phuket by age , the reports in Table 4.20 show there were significant differences tourists opinion about the statements describing Phuket by age: Phuket is a safe destination, Phuket is a peaceful and restful atmosphere, Phuket is a unique cultural experience, Phuket has a variety of activities, Phuket has one of the most beautiful beaches in the world, Phuket is a value for money destination, Phuket is a historical and cultural city, Phuket has a variety of food and beverages, Phuket has a beautiful scenery (sun, sand, sea), Phuket offers wide choice of accommodation, Phuket people are very kind and helpful, I have no difficulty communication to local people, Phuket is a clean city. Post-hoc comparison using Sheffe's Multiple indicated that the mean score of the age 18 - 24 was greater than the age 35-44. In addition, there were significant differences in different tourists opinion about the statements describing Phuket by age: Phuket is a safe destination, Phuket is a peaceful and restful atmosphere, Phuket is a unique cultural experience, Phuket has a variety of activities, Phuket has one of the most beautiful beaches in the world, Phuket is a value for money destination, Phuket is a historical and cultural city, Phuket has a variety of food and beverages, Phuket has a beautiful scenery (sun, sand, sea), Phuket offers wide choice of accommodation, Phuket people are very kind and helpful, I have no difficulty communication to local people, as post-hoc comparison using Sheffe's Multiple test indicated that the mean score of the age 25-34 were greater than the age 35 - 44. Furthermore, there were significant differences in tourists opinion about the statements describing Phuket by age: Phuket is a safe destination, Phuket is a peaceful and restful

atmosphere, Phuket is a unique cultural experience, Phuket has a variety of activities, Phuket has a variety of food and beverages, as post-hoc comparison using Sheffe's Multiple indicated the mean score of the age of 18-24 was greater than the age 45 Above.

Table 4.16 Differences of how family member have a strong influence on buyer by age

Family member have a strong influence on buyer	18-24	25-34	35-44	45 and above	F	Sig.	Post-hoc
Visiting Phuket was totally under my control	4.313	4.205	3.813	4.080	3.960	.008*	18-24#35-44
My family thought that it was good idea to choose Phuket as a travel destination	4.488	4.265	3.802	4.116	6.393	.000*	18-24#35-44, 25-34#35-44
My friends and acquaintances thought that choosing Phuket as a travel destination was a good idea	4.275	4.205	3.681	4.063	5.669	.001*	18-24#35-44, 25-34#35-44

Remark :Significant valued at $p < 0.05$

From the One-way ANOVA conducted in order to test of how family member have a strong influence on buyer by age the result show that there are significant relationship at $p < 0.5$ as per following detail,

- Visiting Phuket was totally under my control (F=3.960)
- My friends and acquaintances thought that choosing Phuket as a travel destination was a good idea (F=6.393)
- My family thought that it was good idea to choose Phuket as a travel destination (F=5.669)

Statistic of Sheffe's Multiple Contrast between how family member have a strong influence on buyer by age, the reports in Table 4.21 show there were significant differences how family member have a strong influence on buyer by age: Visiting Phuket was

totally under my control, My family thought that it was good idea to choose Phuket as a travel destination, My friends and acquaintances thought that choosing Phuket as a travel destination was a good idea. Post-hoc comparison using Sheffe's Multiple indicated that the mean score of the age 18 - 24 was greater than the age 35-44. In addition, there were significant differences in different how family member have a strong influence on buyer by age: My family thought that it was good idea to choose Phuket as a travel destination, My friends and acquaintances thought that choosing Phuket as a travel destination was a good idea, as post-hoc comparison using Sheffe's Multiple test indicated that the mean score of the age 25-34 were greater than the age 35 – 44.

Differences of factor influencing tourists considered to travel to Phuket by age

ANOVA analysis was conducted to compare factor that influenced tourists to choose travel agent by age. There was not a significant difference.

Marital Status:

- **Problem Recognition**

Table 4.17 Differences of important attributes motivating tourists to travel to Phuket by Marital Status

Tourists Motivation	Marital Status	Std. Deviation	Mean	t	Sig
To enjoy a variety of nightlife entertainment	Single	1.17833	.08417	1.994	.047*
	In relation	1.26544	.08860		

Remark :Significant valued at $p < 0.05$

An independent-samples t-test was conducted to compare important attributes motivating tourists to travel to Phuket in Single (Single, Separate and Widowed) and In relation (In relation, Married). The result as below;

There was a significant difference in to enjoy a variety of nightlife entertainment, Single (M=, SD=1.178) and In relation (M=, SD=1.265) conditions; $t = 1.994$, $p = .047$ ”

- **Information search**

Differences of factor that influenced tourists to choose travel agent by Marital Status

An independent-samples t-test was conducted to compare of factor that influenced tourists to choose travel agent in Single (Single, Separate and Widowed) and In relation (In relation, Married). There was not a significant difference.

Differences of factor influencing tourists considered to travel to Phuket by Marital Status.

An independent-samples t-test was conducted to compare of factor influencing tourists considered to travel to Phuket in single (Single, Separate and Widowed) and in relation (In relation, Married). There was not a significant difference.

Differences in sources of information when deciding to travel to Phuket by Marital Status.

An independent-samples t-test was conducted to compare of sources of information when deciding to travel to Phuket in single (Single, Separate and Widowed) and in relation (In relation, Married). There was not a significant difference.

- **Evaluation of Alternative**

Differences of opinion about the statements describing Phuket by Marital Status.

An independent-samples t-test was conducted to compare of opinion about the statements describing Phuket in single (Single, Separate and Widowed) and in relation (In relation, Married). There was not a significant difference.

Differences of how family member have a strong influence on buyer by Marital Status.

An independent-samples t-test was conducted to compare of how family member have a strong influence on buyer in single (Single, Separate and Widowed) and in relation (In relation, Married). There was not a significant difference.

Differences of factor influencing tourists considered to travel to Phuket by Marital Status.

An independent-samples t-test was conducted to compare of factor influencing tourists considered to travel to Phuket in single (Single, Separate and Widowed) and in relation (In relation, Married). There was not a significant difference.

Social Factor (Monthly Income, Education, Occupation)

Monthly Income

● **Problem Recognition**

Table 4.18 Differences of important attributes motivating tourists to travel to Phuket by monthly income

Tourist Motivation	Lower than US 1,000	US 1,001 - 3,500	US 3,501 - 5,500	Higher than US 5,500	F	Sig.	Post-hoc
To find a new adventure	4.415	4.150	3.940	3.297	8.072	0.000*	Lower than US 1,000 # Higher than US 5,500, US 1,001 - 3,500 # Higher than US 5,500 and US 3,501 - 5,500 # Higher than US 5,500
To visit friends and relatives	3.683	3.798	3.678	3.135	2.744	0.042*	US 1,001 - 3,500 # Higher than US 5,500
To increase my travel experience	4.268	4.064	3.980	3.297	6.205	0.000*	Lower than US 1,000 # Higher than US 5,500, US 1,001 - 3,500 # Higher than US 5,500 and US 3,501 - 5,500 # Higher than US 5,500
To spend time with family	3.805	4.185	3.852	3.432	4.997	0.002*	US 1,001 - 3,500 # Higher than US 5,500
To learn about other cultures	4.146	4.012	3.839	3.324	4.304	0.005*	Lower than US 1,000 # Higher than US 5,500 and US 1,001 - 3,500 # Higher than US 5,500

Table 4.18 Continued

Tourist Motivation	Lower than US 1,000	US 1,001 - 3,500	US 3,501 - 5,500	Higher than US 5,500	F	Sig.	Post-hoc
To go shopping	3.951	3.902	3.745	3.000	6.006	0.000*	Lower than US 1,000 # Higher than US 5,500, US 1,001 - 3,500 # Higher than US 5,500 and US 3,501 - 5,500 # Higher than US 5,500
To go shopping	3.951	3.902	3.745	3.000	6.006	0.000*	Lower than US 1,000 # Higher than US 5,500, US 1,001 - 3,500 # Higher than US 5,500 and US 3,501 - 5,500 # Higher than US 5,500
To try Thai food	4.317	4.046	3.819	3.459	4.411	0.004*	Lower than US 1,000 # Higher than US 5,500
To enjoy without being interrupted	4.293	3.988	3.913	3.378	4.278	0.005*	Lower than US 1,000 # Higher than US 5,500 and US 1,001 - 3,500 # Higher than US 5,500
To visit new and exciting place	4.195	4.179	3.879	3.405	4.949	0.002*	Lower than US 1,000 # Higher than US 5,500 and US 1,001 - 3,500 # Higher than US 5,500
To visit festivals and or special event	4.244	4.116	3.993	3.324	6.039	0.000*	Lower than US 1,000 # Higher than US 5,500, US 1,001 - 3,500 # Higher than US 5,500 and US 3,501 - 5,500 # Higher than US 5,500

Table 4.18 Continued

Tourist Motivation	Lower than US 1,000	US 1,001 - 3,500	US 3,501 - 5,500	Higher than US 5,500	F	Sig.	Post-hoc
To enjoy a variety of beaches and islands	4.317	4.254	4.060	3.432	7.255	0.000*	Lower than US 1,000 # Higher than US 5,500, US 1,001 - 3,500 # Higher than US 5,500 and US 3,501 - 5,500 # Higher than US 5,500
To relax with a good scenery	4.341	4.260	3.987	3.541	5.836	0.000*	Lower than US 1,000 # Higher than US 5,500 and US 1,001 - 3,500 # Higher than US 5,500
To enjoy outdoor and recreation activities	4.171	4.139	4.000	3.459	4.453	0.004*	Lower than US 1,000 # Higher than US 5,500 and US 1,001 - 3,500 # Higher than US 5,500
To enjoy a variety of entertainment and amusement activities	4.220	4.052	3.799	3.459	4.653	0.003*	Lower than US 1,000 # Higher than US 5,500 and US 1,001 - 3,500 # Higher than US 5,500
To enjoy a variety of nightlife entertainment	3.976	3.919	3.846	3.297	2.855	0.037*	US 1,001 - 3,500 # Higher than US 5,500

Remark :Significant valued at $p < 0.05$

From the One-way ANOVA conducted in order to test important attributes motivating tourists to travel to Phuket by monthly income the result show that there are significant relationship at $p < 0.5$ as per following detail,

- To find a new adventure (F=8.072)
- To visit friends and relatives (F=2.744)
- To increase my travel experience (F=6.205)
- To spend time with family (F=4.997)
- To learn about other cultures (F=4.304)
- To find business opportunities (F=2.696)
- To go shopping (F=6.006)
- To try Thai food (F=4.411)
- To enjoy without being interrupted (F=4.278)
- To visit new and exciting place (F=4.949)
- To visit festivals and or special event (F=6.039)
- To enjoy a variety of beaches and islands (F=7.255)
- To relax with a good scenery (F=5.836)
- To enjoy a variety of outdoor and recreation activities (F=4.453)
- To enjoy a variety of entertainment and amusement activities (F=4.653)
- To enjoy a variety of nightlife entertainment (F=2.855)

Statistic of Sheffe's Multiple Contrast between important attributes motivating tourists to travel to Phuket by monthly income, the reports in Table 4.24 show there were significant differences important attributes motivating tourists to travel to Phuket by monthly income: To find a new adventure, To increase my travel experience, To learn about other cultures, To go shopping, To try Thai food, To enjoy without being interrupted, To visit new and exciting place, To visit festivals and or special event, To enjoy a variety of beaches and islands, To relax with a good scenery, To enjoy a variety of outdoor and recreation activities, To enjoy a variety of entertainment and amusement activities. Post-hoc comparison using Sheffe's Multiple indicated that the mean score of the monthly income lower than US 1,000 was greater monthly income higher than US 5,500. In addition, there were significant differences in different important

attributes motivating tourists to travel to Phuket by monthly income: To find a new adventure, To visit friends and relatives, To increase my travel experience, To spend time with family, To learn about other cultures, To go shopping, To enjoy without being interrupted, To visit new and exciting place, To visit festivals and or special event, To enjoy a variety of beaches and islands, To relax with a good scenery, To enjoy a variety of outdoor and recreation activities, To enjoy a variety of entertainment and amusement activities, To enjoy a variety of nightlife entertainment, as post-hoc comparison using Sheffe's Multiple test indicated that the mean score of the monthly income US 1,001 - 3,500 was greater monthly income Higher than US 5,500. Furthermore, there were significant differences important attributes motivating tourists to travel to Phuket by monthly income To find a new adventure, To increase my travel experience, To go shopping, To visit festivals and or special event, To enjoy a variety of beaches and islands, as post-hoc comparison using Sheffe's Multiple indicated the mean score of monthly income US 3,501 - 5,500 was greater monthly income Higher than US 5,500.

- **Information search**

Table 4.19 Differences of factor that influenced tourists to choose travel agent by Monthly income

Travel Agent	Lower	US	US	Higher	F	Sig.	Post-hoc
	than US 1,000	1,001 - 3,500	3,501 - 5,500	than US 5,500			
Name and good reputation	4.235	4.286	4.188	2.429	5.865	.001*	Lower than US 1,000 # Higher than US 5,500, US 1,001 - 3,500 # Higher than US 5,500 and US 3,501 - 5,500 # Higher than US 5,500
Recommendation from friends	4.235	4.100	4.063	2.286	5.871	.001*	Lower than US 1,000 # Higher than US 5,500, US 1,001 - 3,500 # Higher than US 5,500 and US 3,501 - 5,500 # Higher than US 5,500

Table 4.19 Continued

Travel Agent	Lower than US 1,000	US 1,001 - 3,500	US 3,501 - 5,500	Higher than US 5,500	F	Sig.	Post-hoc
Reasonable price	4.118	4.257	4.063	2.429	5.461	.001*	Lower than US 1,000 # Higher than US 5,500, US 1,001 - 3,500 # Higher than US 5,500 and US 3,501 - 5,500 # Higher than US 5,500
Positive past experience	4.059	4.271	4.063	2.571	4.262	.007*	US 1,001 - 3,500 # Higher than US 5,500 and US 3,501 - 5,500 # Higher than US 5,500
Travel itinerary offered by the agent	4.059	4.157	3.844	2.429	4.175	.007*	Lower than US 1,000 # Higher than US 5,500 and US 1,001 - 3,500 # Higher than US 5,500

Remark :Significant valued at $p < 0.05$

From the One-way ANOVA conducted in order to test important factor that influenced tourists to choose travel agent by Monthly income the result show that there are significant relationship at $p < 0.5$ as per following detail,

- Name and good reputation (F=5.865)
- Recommendation from friends (F=5.871)
- Reasonable price (F=5.461)

- Positive past experience (F=4.262)
- Travel itinerary offered by the agent (F=4.175)

Statistic of Sheffe's Multiple Contrast between important factor that influenced tourists to choose travel agent by Monthly income, the reports in Table 4.25 show there were significant differences important factor that influenced tourists to choose travel agent by Monthly income: Name and good reputation, Recommendation from friends, Reasonable price, Travel itinerary offered by the agent. Post-hoc comparison using Sheffe's Multiple indicated that the mean score of the monthly income lower than US 1,000 was greater monthly income higher than US 5,500. In addition, there were significant differences in different important factor that influenced tourists to choose travel agent by Monthly income: Name and good reputation, Recommendation from friends, Reasonable price, Positive past experience, Travel itinerary offered by the agent, as post-hoc comparison using Sheffe's Multiple test indicated that the mean score of the monthly income US 1,001 - 3,500 was greater monthly income Higher than US 5,500. Furthermore, there were significant differences important factor that influenced tourists to choose travel agent by Monthly income, Name and good reputation, Recommendation from friends, Reasonable price, Positive past experience, as post-hoc comparison using Sheffe's Multiple indicated the mean score of monthly income US 3,501 - 5,500 was greater monthly income Higher than US 5,500.

Table 4.20 Differences in sources of information when deciding to travel to Phuket by Monthly income

Information Source	Lower than US 1,000	US 1,001 - 3,500	US 3,501 - 5,500	Higher than US 5,500	F	Sig.	Post-hoc
Family	4.341	4.243	4.060	3.351	7.24 4	.000*	Lower than US 1,000 # Higher than US 5,500, US 1,001 - 3,500 # Higher than US 5,500 and US 3,501 - 5,500 Higher than US 5,500
Friends	4.195	4.225	3.826	3.297	8.53 6	.000*	Lower than US 1,000 # Higher than US 5,500, US 3,501 - 5,500 Higher than US 5,500 and US 1,001 - 3,500 # US 3,501 - 5,500
Travel Agent	3.244	3.769	3.671	3.027	4.10 0	.007*	US 1,001 - 3,500 # Higher than US 5,500
Internet	3.854	4.110	3.765	3.243	4.97 2	.002*	US 1,001 - 3,500 # Higher than US 5,500
Facebook	2.976	3.676	3.349	2.649	6.33 4	.000*	US 1,001 - 3,500 # Higher than US 5,500
Weibo	2.976	3.329	2.960	2.351	4.01 1	.008*	US 1,001 - 3,500 # Higher than US 5,500
Baidu	3.415	3.393	3.060	2.297	4.99 0	.002*	Lower than US1,000 # Higher than US 5,500 and US 1,001 - 3,500 # Higher than US 5,500

Remark :Significant valued at $p < 0.05$

From the One-way ANOVA conducted in order to test sources of information when deciding to travel to Phuket by Monthly income the result show that there are significant relationship at $p < 0.5$ as per following detail,

- Family (F=7.244)
- Friends (F=8.536)
- Travel Agent (F=4.100)
- Brochures (F=3.721)
- Internet (F=4.972)
- Facebook (F=6.334)
- Weibo (F=4.011)
- Baidu (F=4.990)
- Twitter (F=3.408)

Statistic of Sheffe's Multiple Contrast in sources of information when deciding to travel to Phuket by Monthly income, the reports in Table 4.26 show there were significant in sources of information when deciding to travel to Phuket by Monthly income: Family, Friends, Baidu. Post-hoc comparison using Sheffe's Multiple indicated that the mean score of the monthly income lower than US 1,000 was greater monthly income higher than US 5,500. In addition, there were significant differences in different in sources of information when deciding to travel to Phuket by Monthly income: FamilyTravel Agent, Internet, Facebook, Weibo, Baidu, as post-hoc comparison using Sheffe's Multiple test indicated that the mean score of the monthly income US 1,001 - 3,500 was greater monthly income Higher than US 5,500. Furthermore, there were significant differences in sources of information when deciding to travel to Phuket by Monthly income, Family, Friends, as post-hoc comparison using Sheffe's Multiple indicated the mean score of monthly income US 3,501 - 5,500 was greater monthly income Higher than US 5,500.

● **Evaluation of Alternative**

Table 4.21 Differences of opinion about the statements describing Phuket by Monthly Income

Tourists	Lower	US 1,001	US 3,501	Higher	F	Sig.	Post-hoc
Statement	than US	- 3,500	- 5,500	than US			
describing	1,000			5,500			
Phuket							
Phuket is a safe destination	4.537	4.237	4.047	3.514	7.765	.000*	Lower than US 1,000 # Higher than US 5,500 , US 1,001 - 3,500 # Higher than US 5,500 and US 3,501 - 5,500 # Higher than US 5,500
Phuket is a peaceful and restful atmosphere	4.585	4.254	4.188	3.784	3.744	0.011*	Lower than US 1,000 # Higher than US 5,500
Phuket is a unique cultural experience	4.415	4.110	4.027	3.405	6.671	.000*	Lower than US 1,000 # Higher than US 5,500 , US 1,001 - 3,500 # Higher than US 5,500 and US 3,501 - 5,500 # Higher than US 5,500

Table 4.21 Continued

Tourists Statement describing Phuket	Lower than US 1,000	US 1,001 - 3,500	US 3,501 - 5,500	Higher than US 5,500	F	Sig.	Post-hoc
Phuket has a variety of activities	4.634	4.277	4.114	3.622	6.268	.000*	Lower than US 1,000 # Higher than US 5,500 and US 1,001 - 3,500 # Higher than US 5,500
Phuket has one of the most beautiful beaches in the world	4.439	4.168	3.987	3.297	8.260	.000*	Lower than US 1,000 # Higher than US 5,500 , US 1,001 - 3,500 # Higher than US 5,500 and US 3,501 - 5,500 # Higher than US 5,500
Phuket is a value for money destination	4.195	3.977	3.819	3.351	4.461	.004*	Lower than US 1,000 # Higher than US 5,500 and US 1,001 - 3,500 # Higher than US 5,500
Phuket is a historical and cultural city	4.293	4.058	3.933	3.216	7.690	.000*	Lower than US 1,000 # Higher than US 5,500 , US 1,001 - 3,500 # Higher than US 5,500 and US 3,501 - 5,500 # Higher than US 5,500

Table 4.21 Continued

Tourists	Lower	US 1,001	US 3,501	Higher	F	Sig.	Post-hoc
Statement	than	- 3,500	- 5,500	than US			
describing	US			5,500			
Phuket	1,000						
Phuket has a variety of food and beverages	4.317	4.191	3.973	3.459	5.668	.001*	Lower than US 1,000 # Higher than US 5,500 and US 1,001 - 3,500 # Higher than US 5,500
Phuket has a beautiful scenery (sun, sand, sea)	4.268	4.225	3.960	3.568	4.243	.006*	Lower than US 1,000 # Higher than US 5,500 and US 1,001 - 3,500 # Higher than US 5,500
Phuket offers wide choice of accommodation	4.195	4.231	3.940	3.486	4.784	.003*	US 1,001 - 3,500 # Higher than US 5,500
Phuket people are very kind and helpful	4.293	4.249	3.973	3.405	6.255	.000*	Lower than US 1,000 # Higher than US 5,500 and US 1,001 - 3,500 # Higher than US 5,500
I have no difficulty communication to local people	4.366	4.110	3.966	3.378	5.211	.002*	Lower than US 1,000 # Higher than US 5,500 and US 1,001 - 3,500 # Higher than US 5,500

Table 4.21 Continued

Tourists	Lower	US 1,001	US 3,501	Higher	F	Sig.	Post-hoc
Statement	than US	- 3,500	- 5,500	than US			
describing	1,000			5,500			
Phuket							
Phuket is a clean city	4.244	4.098	3.940	3.324	4.765	.003*	Lower than US 1,000 # Higher than US 5,500 and US 1,001 - 3,500 # Higher than US 5,500

Remark :Significant valued at $p < 0.05$

From the One-way ANOVA conducted in order to test opinion about the statements describing Phuket by Monthly Income the result show that there are significant relationship at $p < 0.5$ as per following detail,

- Phuket is a safe destination (F=7.765)
- Phuket is a peaceful and restful atmosphere (F=3.744)
- Phuket is a unique cultural experience (F=6.671)
- Phuket has a variety of activities (F=6.268)
- Phuket has one of the most beautiful beaches in the world (F=8.260)
- Phuket is a value for money destination (F=4.461)
- Phuket is a historical and cultural city destination (F=7.690)
- Phuket has a variety of food and beverages (F=5.668)
- Phuket has a beautiful scenery (sun, sand, sea) (F=4.243)
- Phuket offers wide choice of accommodation (F=4.784)
- Phuket people are very kind and helpful (F=6.255)
- I have no difficulty communication to local people (F=5.211)
- Phuket is a clean city (F=4.765)

Statistic of Sheffe's Multiple Contrast in opinion about the statements describing Phuket by Monthly Income, the reports in Table 4.27 show there were significant opinion about the statements describing Phuket by Monthly Income. Phuket is a safe destination, Phuket is a peaceful and restful atmosphere, Phuket is a unique cultural experience, Phuket has a variety of activities, Phuket has one of the most beautiful beaches in the world, Phuket is a value for money destination, Phuket is a historical and cultural city, Phuket has a variety of food and beverages, Phuket has a beautiful scenery (sun, sand, sea), Phuket offers wide choice of accommodation, Phuket people are very kind and helpful, I have no difficulty communication to local people, Phuket is a clean city. Post-hoc comparison using Sheffe's Multiple indicated that the mean score of the monthly income lower than US 1,000 was greater monthly income higher than US 5,500. In addition, there were significant differences in opinion about the statements describing Phuket by Monthly Income: Phuket is a safe destination, Phuket is a unique cultural experience, Phuket has a variety of activities, Phuket has one of the most beautiful beaches in the world, Phuket is a value for money, Phuket is a historical and cultural city, Phuket has a variety of food and beverages, Phuket has a beautiful scenery (sun, sand, sea), Phuket people are very kind and helpful, I have no difficulty communication to local people, Phuket is a clean city, as post-hoc comparison using Sheffe's Multiple test indicated that the mean score of the monthly income US 1,001 - 3,500 was greater monthly income Higher than US 5,500. Furthermore, there were significant differences in opinion about the statements describing Phuket by Monthly Income, Phuket is a safe destination, Phuket is a unique cultural experience, Phuket has one of the most beautiful beaches in the world, Phuket is a historical and cultural city, Phuket offers wide choice of accommodation, as post-hoc comparison using Sheffe's Multiple indicated the mean score of monthly income US 3,501 - 5,500 was greater monthly income Higher than US 5,500.

Table 4.22 Differences of how family member have a strong influence on buyer by Monthly income

Family Member have a Strong influence on buyer	Lower than US 1,000	US 1,001 - 3,500	US 3,501 - 5,500	Higher than US 5,500	F	Sig.	Post-hoc
Visiting Phuket was totally under my control	4.439	4.214	4.007	3.595	5.711	.001*	Lower than US 1,000 # Higher than US 5,500 & US 1,001 - 3,500 # Higher than US 5,500
My friends and acquaintances thought that choosing Phuket as a travel destination was a good idea	4.415	4.121	4.027	3.514	4.998	.002*	Lower than US 1,000 # Higher than US 5,500 & US 1,001 - 3,500 # Higher than US 5,500

Remark :Significant valued at $p < 0.05$

From the One-way ANOVA conducted in order to test how family member have a strong influence on buyer by Monthly Income the result show that there are significant relationship at $p < 0.5$ as per following detail,

- Visiting Phuket was totally under my control (F=5.711)
- My friends and acquaintances thought that choosing Phuket as a travel destination was a good idea (F=4.998)

Statistic of Sheffe's Multiple Contrast in how family member have a strong influence on buyer by Monthly Income, the reports in Table 4.28 show there were significant how family member have a strong influence on buyer by Monthly Income, Visiting Phuket was totally

under my control, My friends and acquaintances thought that choosing Phuket as a travel destination was a good idea. Post-hoc comparison using Sheffe's Multiple indicated that the mean score of the monthly income lower than US 1,000 was greater monthly income higher than US 5,500. In addition, there were significant differences in how family member have a strong influence on buyerby Monthly Income: Visiting Phuket was totally under my control, My friends and acquaintances thought that choosing Phuket as a travel destination was a good idea, as post-hoc comparison using Sheffe's Multiple test indicated that the mean score of the monthly income US 1,001 - 3,500 was greater monthly income Higher than US 5,500.

Table 4.23 Differences of factor influencing tourists considered to travel to Phuketby Monthly

Income							
Factor	Lower	US	US	Higher	F	Sig.	Post-hoc
influencing	than US	1,001 -	3,501 -	than US			
tourists	1,000	3,500	5,500	5,500			
considered to							
travel to Phuket							
Recommendations	4.390	4.555	4.456	4.162	3.313	0.02*	US 1,001 - 3,500 # Higher than US
by friends							5,500

Remark :Significant valued at $p < 0.05$

From the One-way ANOVA conducted in order to test of factor influencing tourists considered to travel to Phuket by Monthly Income the result show that there is Recommendations by friends (F=3.313) significant relationship at $p < 0.5$ and there is one pair significant difference as post-hoc comparison by Scheffe' that the mean score of the monthly income lower than US 1,000 was greater monthly income higher than US 5,500.

Education:

- **Problem Recognition**

Differences of important attributes motivating tourists to travel by

Education

The finding of One-way Anova analysis was conducted to compare of important attributes motivating tourists to travel by Education. There was not a significant difference.

- **Information search**

Differences of factor that influenced tourists to choose travel agent by Education

The finding of One-way Anova analysis was conducted to compare that influenced tourists to choose travel agent by Education. There was not a significant difference.

Table 4.24 Differences in sources of information when deciding to travel to Phuket by Education

Information Source	Primary - Secondary School	Certificates & Diploma	Bachelor Degree	Master - Doctoral Degree	F	Sig.	Post-hoc
Twitter	3.229	2.782	3.677	3.421	5.357	.001*	Bachelor Degree # Master - Doctoral Degree
Instagram	3.343	2.793	3.521	3.382	3.670	.012*	Bachelor Degree # Master - Doctoral Degree

Remark :Significant valued at $p < 0.05$

From the One-way ANOVA conducted in order to test sources of information when deciding to travel to Phuket by Education the result show that there are significant relationship at $p < 0.5$ as per following detail,

- Twitter (F=5.357)
- Instagram (F=3.670)

Statistic of Sheffe's Multiple Contrast in sources of information when deciding to travel to Phuket by Education, the reports in Table 4.30 show there were significant sources of

information when deciding to travel to Phuket by Education, Twitter, Instagram. Post-hoc comparison using Sheffe's Multiple indicated that the mean score of the Bachelor Degree was greater than Master - Doctoral Degree.

- **Evaluation of Alternative**

Differences of tourist's opinion about the statements describing Phuket by Education

The finding of One-way Anova analysis was conducted to compare tourist's opinion about the statements describing Phuket by Education. There was not a significant difference.

Table 4.25 Differences of how Family member have a strong influence on buyer by Education

Family member have a strong influence on buyer	Primary - Secondary School	Certificates & Diploma	Bachelor Degree	Master - Doctoral Degree	F	Sig	Post-hoc
My partner (spouse) helped me to make decision to travel to Phuket	4.614	4.713	4.545	4.408	3.773	0.011*	Certificates & Diploma # Master - Doctoral Degree

Remark :Significant valued at $p < 0.05$

From the One-way ANOVA conducted in order to test how Family member have a strong influence on buyer by Education the result show that there are significant relationship at $p < 0.5$ as per following detail,

- My partner (spouse) helped me to make decision to travel to Phuket (F=3.773)

Statistic of Sheffe's Multiple Contrast in how Family member have a strong influence on buyer by Education, the reports in Table 4.31 show there were significant how

Family member have a strong influence on buyerby Education,My partner (spouse) helped me to make decision to travel to Phuket. Post-hoc comparison using Sheffe's Multiple indicated that the mean score of the Certificates & Diploma was greater than Master - Doctoral Degree.

Differences of Factor influencing tourists considered to travel to Phuket by Education

The finding of One-way Anova analysis was conducted to compare factor influencing tourists considered to travel to Phuket by Education. There was not a significant difference.

Occupation:

- **Problem Recognition**

Table 4.26 Differences of important attributes motivating tourists to travel by occupation

Tourists Motivation	Management and Admin	Government, Professional, Sales & Service	Other	F	Sig.	Post-hoc
To visit friends and relatives	3.906	3.627	3.462	3.834	.022*	Management and Admin # Other
To find business opportunities	3.928	3.335	3.442	7.661	.001*	Management and Admin # Other, and Government, Professional, Sales & Service # Other
To go shopping	3.986	3.614	3.702	3.579	.029*	Management and Admin # Other
To enjoy without being interrupted	4.13	3.778	3.913	3.371	.035*	Management and Admin # Other

Remark :Significant valued at $p < 0.05$

From the One-way ANOVA conducted in order to test important attributes motivating tourists to travel by occupation the result show that there are significant relationship at $p < 0.5$ as per following detail,

- To visit friends and relatives (F=3.834)

- To find business opportunities(F=7.661)
- To go shopping(F=3.579)
- To enjoy without being interrupted(F=3.371)

Statistic of Sheffe's Multiple Contrast in important attributes motivating tourists to travel by occupation, the reports in Table 4.33 show there were significant important attributes motivating tourists to travel by occupation, To visit friends and relatives, To find business opportunities, To go shopping, To enjoy without being interrupted. Post-hoc comparison using Sheffe's Multiple indicated that the mean score of Management and Admin was greater than other occupation. In addition, there were significant differences in important attributes motivating tourists to travel by occupation: To find business opportunities, as post-hoc comparison using Sheffe's multiple test indicated that the mean score of Professional, Sales & Service was greater than other occupation.

- **Information search**

Table 4.27 Differences of factor that influenced tourists to choose travel agent by occupation

Travel Agent	Management and Admin	Government, Professional, Sales & Service	Other	F	Sig.	Post-hoc
Name and good reputation.	4.5278	3.8750	4.2059	3.498	.033*	Management and Admin # Other
Reasonable price.	4.5000	3.8571	4.0294	3.316	.040*	Management and Admin # Other
Positive past experience.	4.5556	3.8036	4.0882	4.177	.018*	Management and Admin # Other

Remark :Significant valued at $p < 0.05$

From the One-way ANOVA conducted in order to test factor that influenced tourists to choose travel agent by occupation the result show that there are significant relationship at $p < 0.5$ as per following detail,

- Name and good reputation(F=3.498)
- Reasonable price(F=3.316)
- Positive past experience(F=4.177)

Statistic of Sheffe's Multiple Contrast in factor that influenced tourists to choose travel agent by occupation, the reports in Table 4.34 show there were significant factor that influenced tourists to choose travel agent by occupation, Name and good reputation, Reasonable price, Positive past experience. Post-hoc comparison using Sheffe's Multiple indicated that the mean score of Management and Admin was greater than other occupation.

Table 4.28 Differences in sources of information when deciding to travel to Phuket by occupation

Information Source	Management and Admin	Government,		F	Sig.	Post-hoc
		Professional, Sales & Service	Other			
Newspapers	3.7826	3.5759	3.2500	4.409	.013*	Management and Admin # Other
Television	3.8188	3.6329	3.2981	4.112	.017*	Management and Admin # Other
Facebook	3.5580	3.4430	3.0769	3.210	.041*	Management and Admin # Other
Weibo	3.3333	2.9873	2.8269	3.030	.049*	No pair
Baidu	3.4783	3.0506	2.9423	3.726	.025*	Management and Admin # Other
Twitter	3.8623	3.1519	2.9904	9.578	.000*	Management and Admin # Other and Government, Professional, Sales & Service # Other
Instagram	3.7391	3.2152	2.8654	8.524	.000*	Management and Admin # Other and Government, Professional, Sales & Service # Other

Table 4.28Continued

Information Source	Management and Admin	Government, Professional, Sales & Service	Other	F	Sig.	Post-hoc
Travel blog	3.7319	3.1709	2.8942	8.702	.000*	Management and Admin # Government, Professional, Sales & Service and Management and Admin Other
Radio	3.4855	3.0759	2.8750	4.399	.013*	Management and Admin # Other
Magazine	3.7174	3.2595	3.1250	4.406	.013*	Management and Admin # Other
Reviewing (Tripadvisor, Booking.com etc.)	4.1304	3.8354	3.5865	3.955	.020*	Management and Admin # Other

Remark :Significant valued at $p < 0.05$

From the One-way ANOVA conducted in order to sources of information when deciding to travel to Phuket by occupation the result show that there are significant relationship at $p < 0.5$ as per following detail,

- Newspapers(F=4.409)
- Television(F=4.112)
- Facebook(F=3.210)
- Weibo(F=3.030)
- Baidu(F=3.726)
- Twitter(F=9.578)
- Instagram(F=8.524)

- Travel blog(F=3.834)
- Radio(F=4.399)
- Magazine(F=4.406)
- Reviewing (Tripadvisor, Booking.com etc.)(F=3.955)

Statistic of Sheffe's Multiple Contrast in sources of information when deciding to travel to Phuket by occupation, the reports in Table 4.35 show there were significant sources of information when deciding to travel to Phuket by occupation, Newspapers, Television, Facebook, Baidu, Twitter, Instagram, Travel blog, Radio, Magazine, Reviewing . Post-hoc comparison using Sheffe's Multiple indicated that the mean score of Management and Admin was greater than other occupation. In addition, there were significant differences sources of information when deciding to travel to Phuket by occupation: Twitter, Instagram, Travel blog, as post-hoc comparison using Sheffe's Multiple test indicated that the mean score of Professional, Sales & Service was greater than other occupation.

- **Evaluation of Alternative**

Table 4.29 Differences of opinion about the statements describing Phuket by occupation

Tourists statement describing Phuket	Government,			F	Sig.	Post-hoc
	Management and Admin	Professional, Sales & Service	Other			
Phuket has peaceful and restful atmosphere.	4.4203	4.1013	4.1346	3.692	.026*	Management and Admin #Government, Professional, Sales , Service Management and Admin #
I have no difficulty communication to local people.	4.2754	3.8354	3.9423	5.289	.005*	Government, Professional, Sales , Service and Management and Admin # Other

Remark :Significant valued at $p < 0.05$

From the One-way ANOVA conducted in order to tourists opinion about the statements describing Phuket by occupation the result show that there are significant relationship at $p < 0.5$ as per following detail,

- Phuket is a safe destination (F=3.311)
- Phuket is a peaceful and restful atmosphere (F=3.692)
- I have no difficulty communication to local people (F=5.289)

Statistic of Sheffe's Multiple Contrast in tourist's opinion about the statements describing Phuket by occupation, the reports in Table 4.36 show there were significant tourists opinion about the statements describing Phuket by occupation, Phuket is a peaceful and restful atmosphere, I have no difficulty communication to local people. Post-hoc comparison using Sheffe's Multiple indicated that the mean score of Management and Admin was greater than Government, Professional, Sales, and Service. In addition, there was significant differences tourists' opinion about the statements describing Phuket by occupation: I have no difficulty communication to local people, as post-hoc comparison using Sheffe's Multiple test indicated that the mean score of Professional, Sales & Service was greater than other occupation.

Differences of how Family member have a strong influence on buyer by occupation

The finding of One-way Anova analysis was conducted to compare how Family member have a strong influence on buyer by occupation. There was not a significant difference.

Differences of factor influencing tourists considered to travel to Phuket by occupation

The finding of One-way Anova analysis was conducted to compare factor influencing tourists considered to travel to Phuket by occupation. There was not a significant difference.

4.5.2 H2: There are differences of decision making between Australia and Chinese tourists.

● **Problem Recognition**

Table 4.30 Differences of important attributes motivating tourists to travel to Phuket between Australian and Chinese

Tourists Motivation	Country of origin	Std. Deviation	Mean	t	Sig
To find a new adventure	Australia	.689	4.188	2.582	.010*
	China	1.302	3.931		
To increase my travel experience	Australia	.653	4.159	2.807	.005*
	China	1.271	3.889		
To spend time with family	Australia	.804	4.261	4.331	.000*
	China	1.367	3.790		
To try Thai food	Australia	.804	4.159	3.181	.002*
	China	1.346	3.817		
To enjoy without being interrupted	Australia	.707	4.138	3.014	.003*
	China	1.347	3.828		
To visit new and exciting place	Australia	.729	4.391	5.640	.000*
	China	1.403	3.790		
To relax with a good scenery	Australia	.899	4.261	2.138	.033*
	China	1.181	4.015		
To feel safe and secured	Australia	.902	4.275	3.003	.003*
	China	1.320	3.939		

Remark :Significant valued at $p < 0.05$

An independent-samples t-test was conducted to compare important attributes motivating tourists to travel to Phuket in Australian and Chinese. The result as below;

- There was a significant difference in to find a new adventure, Australian (M=4.159, SD=.689) and Chinese (M=3.790, SD=1.302) conditions; $t = 4.331, p = .010$ ”
- There was a significant difference in to increase my travel experience, Australian (M=4.159, SD=.653) and Chinese (M=3.889, SD=1.271) conditions; $t = 2.807, p = .005$ ”
- There was a significant difference into spend time with family, Australian (M=4.261, SD=.804) and Chinese (M=3.889, SD=1.367) conditions; $t = 2.807, p = .000$ ”
- There was a significant difference into try Thai food, Australian (M=4.159, SD=.804) and Chinese (M=3.817, SD=1.346) conditions; $t = 3.181, p = .002$ ”
- There was a significant difference in to enjoy without being interrupted, Australian (M=4.138, SD=.707) and Chinese (M=3.828, SD=1.347) conditions; $t = 3.014, p = .003$ ”
- There was a significant difference in to visit new and exciting place, Australian (M=4.391, SD=.729) and Chinese (M=3.790, SD=1.403) conditions; $t = 5.640, p = .000$ ”
- There was a significant difference in to relax with a good scenery, Australian (M=4.261, SD=.899) and Chinese (M=4.015, SD=1.181) conditions; $t = 2.138, p = .003$ ”
- There was a significant difference in to feel safe and secured, Australian (M=4.275, SD=.902) and Chinese (M=3.939, SD=1.320) conditions; $t = 3.003, p = .003$ ”

● **Information search**

Table 4.31 Differences of factor that influenced tourists to choose travel agent between Australian and Chinese

Travel Agent	Country of origin	Std. Deviation	Mean	t	Sig
Name and good reputation	Australia	.577	4.500	2.635	.010*
	China	1.295	4.051		
Reasonable price	Australia	.573	4.429	2.564	.012*
	China	1.312	3.990		
Positive past experience	Australia	.460	4.714	4.936	.000*
	China	1.345	3.918		

Remark :Significant valued at $p < 0.05$

An independent-samples t-test was conducted to compare of factor that influenced tourists to choose travel agent in Australian and Chinese. The result as below;

● There was a significant difference in the scores for Name and good reputation, Australian (M=4.500, SD=.577) and Chinese (M=4.051, SD=1.295) conditions; $t = 2.635, p = .010$ ”

● There was a significant difference in the scores for Reasonable price, Australian (M=4.429, SD=.573) and Chinese (M=3.990, SD=1.312) conditions; $t = 2.564, p = .012$ ”

● There was a significant difference in the scores for Positive past experience, Australian (M=4.714, SD=.460) and Chinese (M=3.918, SD=1.345) conditions; $t = 4.936, p = .000$ ”

Table 4.32 Differences in sources of information when deciding to travel to Phuket between Australian and Chinese

Information Source	Country of origin	Std. Deviation	Mean	t	Sig
Internet	Australia	.963	4.167	3.620	.000*
	China	1.484	3.721		
Weibo	Australia	1.548	2.377	-6.250	.000*
	China	1.624	3.427		
Baidu	Australia	1.593	2.355	-7.513	.000*
	China	1.565	3.599		
Radio	Australia	1.418	2.928	-2.220	.027*
	China	1.781	3.290		
Your experience	Australia	.844	4.312	4.915	.000*
	China	1.651	3.698		
Reviewing (Tripadvisor, Booking.com etc.)	Australia	.841	4.391	6.208	.000*
	China	1.710	3.599		

Remark :Significant valued at $p < 0.05$

An independent-samples t-test was conducted to compare sources of information when tourists deciding to travel to Phuket in Australian and Chinese. The result as below;

- There was a significant difference in the scores for Internet , Australian (M=4.167, SD=.963) and Chinese (M=3.721, SD=1.484) conditions; $t = 3.620, p = .000$ ”
- There was a significant difference in the scores for Weibo , Australian (M=2.377, SD=1.548) and Chinese (M=3.427, SD=1.624) conditions; $t = -6.250, p = .000$ ”
- There was a significant difference in the scores for Baidu, Australian (M=2.355, SD=1.593) and Chinese (M=3.599, SD=1.565) conditions; $t = -7.513, p = .000$ ”
- There was a significant difference in the scores for Radio, Australian (M=2.928, SD=1.418) and Chinese (M=3.290, SD=1.781) conditions; $t = -2.220, p = .027$ ”

● There was a significant difference in the scores for Your experience, Australian (M=4.312, SD=.844) and Chinese (M=3.698, SD=1.651) conditions; $t = 4.915$, $p = .000$ ”

● There was a significant difference in the scores for Reviewing (Tripadvisor, Booking.com etc.), Australian (M=4.391, SD=.841) and Chinese (M=3.599, SD=1.710) conditions; $t = 6.208$, $p = .000$ ”

● **Evaluation of Alternative**

Table 4.33 Differences of opinion about the statements describing Phuket between Australian and Chinese

Tourists statement describing Phuket	Country of origin	Std. Deviation	Mean	t	Sig
Phuket is a peaceful and restful atmosphere	Australia	.756	4.4638	3.791	.000*
	China	1.200	4.0916		
Phuket has a variety of activities	Australia	.838	4.4638	4.017	.000*
	China	1.204	4.0496		
Phuket has one of the most beautiful beaches in the world	Australia	.880	4.2246	2.527	.012*
	China	1.237	3.9542		
Phuket has a variety of food and beverages	Australia	.740	4.2391	2.823	.005*
	China	1.248	3.9580		
Phuket has a beautiful scenery (sun, sand, sea)	Australia	.818	4.3116	3.473	.001*
	China	1.299	3.9427		
Phuket offers wide choice of accommodation	Australia	.924	4.2101	2.161	.031*
	China	1.317	3.9656		
Phuket people are very kind and helpful	Australia	.825	4.3043	3.290	.001*
	China	1.319	3.9504		
I have no difficulty communication to local people	Australia	.909	4.1667	2.054	.041*
	China	1.327	3.9351		

Remark :Significant valued at $p < 0.05$

An independent-samples t-test was conducted to compare opinion about the statements describing Phuket in Australian and Chinese. The result as below;

- There was a significant difference in the scores for Phuket is a peaceful and restful atmosphere. Australian (M=4.4638, SD=.756) and Chinese (M=4.0916, SD=1.200) conditions; $t = 3.791, p = .000$ ”
- There was a significant difference in the scores for Phuket has a variety of activities. Australian (M=4.4638, SD=.838) and Chinese (M=4.0496, SD=1.204) conditions; $t = 4.017, p = .000$ ”
- There was a significant difference in the scores for Phuket has one of the most beautiful beaches in the world. Australian (M=4.2246, SD=.880) and Chinese (M=3.9542, SD=1.237) conditions; $t = 2.527, p = .000$ ”
- There was a significant difference in the scores for Phuket has a variety of food and beverages. Australian (M=4.2391, SD=.740) and Chinese (M=3.9580, SD=1.248) conditions; $t = 2.823, p = .005$ ”
- There was a significant difference in the scores for Phuket has a beautiful scenery (sun, sand, sea). Australian (M=4.3116, SD=.818) and Chinese (M=3.9427, SD=1.299) conditions; $t = 3.473, p = .001$ ”
- There was a significant difference in the scores for Phuket offers wide choice of accommodation. Australian (M=4.2101, SD=.924) and Chinese (M=3.9656, SD=1.317) conditions; $t = 2.161, p = .031$ ”
- There was a significant difference in the scores for Phuket people are very kind and helpful. Australian (M=4.3043, SD=.825) and Chinese (M=3.9504, SD=1.319) conditions; $t = 3.290, p = .001$ ”
- There was a significant difference in the scores for I have no difficulty communication to local people. Australian (M=4.1667, SD=.909) and Chinese (M=3.9351, SD=1.327) conditions; $t = 2.054, p = .041$ ”

Table 4.34 Differences of how Family member have a strong influence on buyer between Australian and Chinese

Family member have a strong influence on buyer	Country of origin	Std. Deviation	Mean	t	Sig
Visiting Phuket was totally under my control	Australia	.69473	4.2536	2.473	.014*
	China	1.16767	4.0229		
My family thought that it was good idea to choose Phuket as a travel destination	Australia	.82054	4.4565	4.457	.000*
	China	1.17442	4.0076		
My friends and acquaintances thought that choosing Phuket as a travel destination was a good idea	Australia	.83101	4.2609	3.019	.003*
	China	1.18006	3.9542		
Member of my family were very happy with my choice to travel to Phuket	Australia	.90053	4.1884	-5.926	.000*
	China	.56166	4.6870		
Phuket was a dreaming destination of my spouse	Australia	.80321	4.1377	-6.277	.000*
	China	.57931	4.6221		
My partner (spouse) helped me to make decision to travel to Phuket	Australia	.60487	4.2536	-8.181	.000*
	China	.52994	4.7328		

Remark :Significant valued at $p < 0.05$

An independent-samples t-test was conducted to of how Family member have a strong influence on buyer in Australian and Chinese. The result as below;

- There was a significant difference in visiting Phuket was totally under my control. Australian (M=4.2536, SD=.69473) and Chinese (M=4.0229, SD=1.16767) conditions; $t = 2.473$, $p = .014$ ”

- There was a significant difference in my family thought that it was good idea to choose Phuket as a travel destination. Australian (M=4.4565, SD=.82054) and Chinese (M=4.0076, SD=1.17442) conditions; $t = 4.457$, $p = .000$ ”

- There was a significant difference in my friends and acquaintances thought that choosing Phuket as a travel destination was a good idea. Australian (M=4.2609, SD=.83101) and Chinese (M=3.9542, SD=1.18006) conditions; $t = 3.019$, $p = .003$ ”

● There was a significant difference in member of my family were very happy with my choice to travel to Phuket. Australian (M=4.188, SD=.900) and Chinese (M=4.68, SD=.561) conditions; $t= 3.019$, $p = .000$ ”

● There was a significant difference in Phuket was a dreaming destination of my spouse. Australian (M=4.1377, SD=.80321) and Chinese (M=4.6221, SD=.57931) conditions; $t= -6.277$, $p = .003$ ”

● There was a significant difference in my partner (spouse) helped me to make decision to travel to Phuket. Australian (M=4.2536, SD=.60487) and Chinese (M=4.7328, SD=.52994) conditions; $t= -8.181$, $p = .000$ ”

Table 4.35 Differences of Factor influencing tourists considered to travel to Phuket between Australian and Chinese

Factor influencing tourists considered to travel to Phuket	Country of origin	Std. Deviation	Mean	t	Sig
My own need	Australia	.697	4.232	-6.743	.000*
	China	.539	4.691		
Advertising and promotions	Australia	1.000	4.087	-6.783	.000*
	China	.534	4.706		
Recommendations by friends	Australia	.847	4.203	-4.942	.000*
	China	.596	4.603		
Travel agents	Australia	.984	3.768	-3.500	.001*
	China	.785	4.107		
Quality and quantity of information available	Australia	.793	4.080	2.047	.041*
	China	.797	3.908		
Safety and health during the travel	Australia	.777	4.261	4.979	.000*
	China	.774	3.855		
Past travel experience	Australia	.806	4.145	3.235	.001*
	China	.773	3.878		
Reviewing from internet (Tripadvisor, Travel blog etc.)	Australia	.731	4.304	5.311	.000*
	China	.760	3.885		
Social network (Facebook, Twitter, Instagram)	Australia	1.002	4.130	2.060	.040*
	China	.797	3.927		

Table 4.35 Continued

Factor influencing tourists considered to travel to Phuket	Country of origin	Std. Deviation	Mean	t	Sig
Safety and security of a destination	Australia	.761	4.348	3.271	.001*
	China	.803	4.076		
Time constraints	Australia	.836	4.130	-3.890	.000*
	China	.661	4.427		
Ease of access	Australia	.723	4.246	-2.663	.008*
	China	.668	4.439		

Remark :Significant valued at $p < 0.05$

An independent-samples t-test was conducted to compare opinion about Factor influencing tourists considered to travel to Phuket in Australian and Chinese. The result as below;

- There was a significant difference in my own need. Australian (M=4.232, SD=.697) and Chinese (M=4.691, SD=.539) conditions; $t = -6.743$, $p = .000$ ”

- There was a significant difference in advertising and promotions. Australian (M=4.087, SD=1.000) and Chinese (M=4.706, SD=.534) conditions; $t = -6.783$, $p = .000$ ”

- There was a significant difference in recommendations by friends. Australian (M=4.203, SD=.847) and Chinese (M=4.603, SD=.596) conditions; $t = -4.942$, $p = .000$ ”

- There was a significant difference in recommendations by friends. Australian (M=4.203, SD=.847) and Chinese (M=4.603, SD=.596) conditions; $t = -4.942$, $p = .000$ ”

- There was a significant difference in travel agents. Australian (M=3.768, SD=.984) and Chinese (M=4.107, SD=.785) conditions; $t = -3.500$, $p = .001$ ”

- There was a significant difference in quality and quantity of information available. Australian (M=4.080, SD=.793) and Chinese (M=3.908, SD=.797) conditions; $t = 2.047$, $p = .041$ ”

- There was a significant difference in Safety and health during the travel. Australian (M=4.261, SD=.777) and Chinese (M=3.855, SD=.774) conditions; $t = 4.979$, $p = .000$ ”

- There was a significant difference in past travel experience. Australian (M=4.145, SD=.806) and Chinese (M=3.878, SD=.773) conditions; $t= 3.235, p = .001$ ”
- There was a significant difference in reviewing from internet (Tripadvisor, Travel blog etc.). Australian (M=4.304, SD=.731) and Chinese (M=3.885, SD=.760) conditions; $t= 5.311, p = .000$ ”
- There was a significant difference in social network (Facebook, Twitter, Instagram). Australian (M=4.130, SD=1.002) and Chinese (M=3.927, SD=.797) conditions; $t= 2.060, p = .040$ ”
- There was a significant difference in Safety and security of a destination. Australian (M=4.130, SD=.761) and Chinese (M=4.076, SD=.803) conditions; $t= 3.271, p = .001$ ”
- There was a significant difference in time constraints. Australian (M=4.130, SD=.836) and Chinese (M=4.427, SD=.661) conditions; $t= -3.890, p = .000$ ”
- There was a significant difference in ease of access. Australian (M=4.246, SD=.723) and Chinese (M=4.439, SD=.668) conditions; $t= -2.663, p = .008$ ”

Table 4.36 Summaries Hypothesis

H1: Travel decision making among Australian and Chinese are affected by other factors	Gender	Age	Marital Status	Monthly Income	Education Level	Occupation
<i>Problem Recognition</i>						
Differences of important attributes motivating tourists to travel to Phuket between Australian and Chinese	Sig.	Sig.	Sig.	Sig.	Not Sig.	Sig.
<i>Information Search</i>						
Differences of factors that influenced tourists to choose travel agent between Australian and Chinese	Not Sig.	Not Sig.	Not Sig.	Sig.	Not Sig.	Sig.
Differences in sources of information when deciding to travel to Phuket between Australian and Chinese	Not Sig.	Sig.	Not Sig.	Sig.	Sig.	Sig.
<i>Evaluation of Alternative</i>						
Differences of perceptions about Phuket between Australian and Chinese	Not Sig.	Sig.	Not Sig.	Sig.	Not Sig.	Sig.
Differences of how Family members have a strong influence on decision-making between Australian and Chinese	Not Sig.	Sig.	Not Sig.	Sig.	Sig.	Sig.
Differences of Factors influencing tourists considered to travel to Phuket between Australian and Chinese	Not Sig.	Sig.	Not Sig.	Sig.	Sig.	Sig.

Table 4.36 Continued

H2: There are differences of decision making between Australia and Chinese tourists	Country of origin
<i>Problem Recognition</i>	
Differences of important attributes motivating tourists to travel to Phuket between Australian and Chinese	Sig.
<i>Information Search</i>	
Differences of factors that influenced tourists to choose travel agent between Australian and Chinese	Sig.
Differences in sources of information when deciding to travel to Phuket between Australian and Chinese	Sig.
<i>Evaluation of Alternative</i>	
Differences of perceptions about Phuket between Australian and Chinese	Sig.
Differences of how Family members have a strong influence on decision-making between Australian and Chinese	Sig.
Differences of Factors influencing tourists considered to travel to Phuket between Australian and Chinese	Sig.

Table 4.37 Hypothesis and results of empirical observations

Base on analyses discussed in this chapter, the result of hypothesis testing are summarized in table

	Research Hypothesis	Results
H1	Travel decision making among Australian and Chinese are affected by other factors.	Partially Confirmed
H2	There are differences of decision making between Australian and Chinese.	Partially Confirmed

CHAPTER 5

CONCLUSION AND DISCUSSION

This chapter presents the overall finding of the research, conclusion, discussion, recommendations, limitation, and recommend for the next research in the future. The major purposes of this study were to parallel Australian and Chinese tourists in terms of travel decision making when travelling to Phuket by relating to the model of consumer buying decision making process from Engel, Bakwell and Kollat (1968). These processes include stages of problem recognition, information search, and evaluation of alternatives.

5.1 Conclusion

Demographic profiles

The result of the study shows that Australia and Chinese tourists who visited Phuket, were male more than female, and most of Australian were single and Chinese were married. Also both tourists were at the age of 25 – 34, with an estimate monthly income of US1,001-2,500 also US 2,501-4,500 for Australian and Chinese tourists respectively. In term of education level, most respondents from both nationalities had bachelor degree. Meanwhile Australian tourists were in Administrative Support and Management, and most of Chinese tourists were in management related occupation.

Both nationalities showed a high level of agreement toward the statement of “I love to travel”. However, the perceptions of Phuket were being peaceful and restful, having a variety of activities, a beautiful scenery (sea, sand, sun) were strong among both nationalities. The results further support that these are important attributes in motivating tourist to come to Phuket, which are also consistent with promotional messages in the country’s national tourism organizations such as Tourism Authority of Thailand (2018) as mentioned earlier in chapter one as “Phuket has beautiful beaches and many activities can do to cater the tourist such as water sports, which is the most popular activity in the province. Aside from water sport, Phuket is also known with its different educational activities that tourist may explore not only for adults but also for children. Visiting historical Buddhist temples, knowing different kinds of species in Phuket Zoo and in Bird Park, discovering many kinds of flowers in Botanic Garden are some of those”.

5.2 Discussion

5.2.1 Objectives 1: To examine other factors that is influential in travel decision making.

Other factors applied in this study were found to be influencing tourist decision making including: personal factors (gender, marital, age and status), social factors (education, monthly income and occupation) influential in travel decision making.

Problem Recognition:

Gender: In terms of motivation, in the process Problem Recognition the difference between men and women lied in the relaxation with good scenery because women are more sensitive than men and nowadays posting picture via social media ig. Facebook, Instagram are popular in women. Therefore, it is possible that women will feel very important to this matter.

Age: Tourists aged 18 - 24 years pay higher level of importance to various motives than other groups of tourists. It is possible that this age group that started traveling for the first time, so it makes them feel exciting towards everything during their trips. Therefore, every factor is their motivation to search for tourist attractions and interesting destination. However, for tourists aged between 35 - 44 years old they were motivated by learning, having experience.

Marital Status: To enjoy a variety of nightlife entertainment is only one factor that is significantly different among tourists with different marital status. This issued is very clear because tourists who come alone or are single, they may focus for their motives to enjoy a variety of nightlife entertainment than tourists who come with their couple or who have in relationship due to the fact that they are free to go anywhere and not necessary to think about anyone.

Monthly Income: As for the motivation to travel classified by income, it was found that tourists with lower incomes lower than US 1,000 would pay attention to every factor due to limitation of budget. Therefore, they are more likely to seek for a destination that fulfills their need with value for their money. They were considered to find a new adventure and relax with good scenery as important attributes to motivate them to travel to Phuket. At the same time tourists who have income higher than US 5,500 pay less attention to all attribute motivation as they have more chance and opportunities to spend money for traveling as Seyidov and Adamantine (2016) stated that consumer behavior demonstrated that it focuses on how

individuals figure choices. A vacationer's basic leadership process is a complex, multi-faceted course impacted by various inward and outside components. Elements influencing shopper conduct help recognize what items and administrations on which circumstances are devoured by people. *Occupation:* Clearly, tourists with management occupation are motivated by the need to visit friends and relatives, find business opportunities, go for shopping and enjoy without interrupted as travelling is one of the ways to reduce tensions from work.

Information Search:

Age: Tourists aged between 18-24 years old were found to be interested in using social networks for finding information over other age groups. The social media that were often used include Internet, Twitter, Instagram. These results are in line with the current era of 4G, that network has become more active as it can be seen from printing media that are gradually closed down as consumers are seeking information from non-traditional marketing materials. Ráthonyi (2013) stated that diffusion of the Internet contributed to the process that social media started replacing traditional sources of information, given that present trend show that significance and union of online employment in the tourism industry(Wang &Fesenmaire, 2004). However, another interesting thing is that the age groups of 45 and above are seeking information from brochures, newspapers, TV, magazines or even radio. This is likely that this group grew up with the media radio and publications

Together with this, no matter how old of traveler, they still focus on information received from their own experiences, family, friends as well as the stories that have been recorded by other tourists that have been shared on Trip Advisor or other website. Early examination by Sheldon and Mak (1987) found that voyagers' choices were identified with certain statistic, financial and travel trip qualities in looking at autonomous travel versus bundle visits to Hawaii. In looking at statistic factors affecting travel choices of seniors from Canada, Zimmer, Brayley, and Searle (1995) stated that indicator of recognizing explorers from un-voyagers, trailed with training the best is age. Armstrong and Mok (1995) endeavored to Hong Kong inhabitants saw vital of decision standard, goal traits and their association with socio-statistic factors. They found enormous association between these two courses of action of components.

Monthly Income: In every level of tourist income, important sources still come from family, friends and internet, which will not be less or high of income they will

considered those of source information to decide to travel to Phuket this similar to Nuray Selma Ozdipziner study about an Examination of Purchase Decision-Making Criteria: A Case of Turkey as a destination (2010) discovered that yearly pay could impact three of four essential initiative components, along with Price Decisions, Familial Decisions also Decisions of Circle of Familial.

Education: Only social media sources that differ in terms of education levels which are Facebook, Twitter and Instagram.

Occupation: The most popular information source for all occupation is from reviewing that can find on Trip Advisor, Review on Booking.com etc. However, tourist occupation difference in sources of information that the result show almost social network channel. This may be that each occupation will be more familiar with different online media. Nuray Selma Ozdipziner (2010) stated that marital status and career could accept respondents as far as Brand Decisions and their Domestic Familial Decisions. Training was discovered noteworthy just for determinant Decisions of price. Experimental examinations were additionally led to look at the effect of demographic and jaunt characteristic variables on decision making.

Evaluation of Alternative:

Age: Tourists aged between 18-24 years old also had a good perspective and attitude towards Phuket. Therefore, the main things about Phuket in their perspective is that Phuket is a peaceful and restful atmosphere, has a variety of activities, Phuket is the most beautiful beaches in the world, with a variety of food and beverage and Phuket has beautiful scenery (sun, sand, sea). These views are already known for Phuket itself as mentioned earlier. In addition, age, financial status (SES), and impact of decision making effect on subjective capacities (de Bruin, Parker, &Fischhoff, 2007; Finucane, Mertz, Slovic, & Schmidt, 2005). Set up a huge contrast in basic leadership crosswise over age; that is, as intellectual capacities decrease because of age, decision making performance may decline. Furthermore, more established individuals might be increasingly arrogant with respect to their capacity to decide, which represses their capacity to apply systems (de Bruin et al., 2007). At last, regarding age, there is proof to help the thought that more established grown-ups incline toward less decisions than more youthful grown-ups (Reed, Mikels, and Simon, 2008). Like crafted by Nuray Selma Ozdipziner (2010), yearly pay could influence three from four basic leadership factors, Price Decisions, Decisions of Circle of Acquaintances and Familial Decisions, were included.

At the same time, aged 18-24, 25-34 and 45 years old, decided to come to Phuket, because their family thought Phuket was a nice idea to choose as a travel Destination. While the age ranges between 35-44 years, traveling to Phuket occurs because of their own decisions. Which may be that this age is a working age that has learned enough life through being a teenager and entering the family building age thus giving them confidence in themselves this is agree by Nuray Selma Ozdipziner (2010) critical in elements of Decisions from Domestic Familial and Price Decisions was age

Monthly Income: In terms of income that affects the image and perspective of tourists that affect the decision to visit Phuket, there are two interesting points that every income group looks at: I have easy to communication to local people and Phuket people are very kind and helpful and Phuket is a historical and cultural. Which may be that every period of income is interested in the perspective of locality, culture, and customs of Phuket, which are important things that will affect the image of Phuket As we often hear that Thailand land of smile.

And likewise, tourists with income from US1,001 - higher than US 5,500 are influenced by their family. The family thought it was a nice idea to select Phuket as a travel trip. The last factor that affects each tourist income range is the Recommendation by friend, which the group with the income of US -1,001 - 5,500 think that the most important for them. The last is the group with the highest income than US 5,500 is less focused on Recommendation by friend.

Education: In terms of education, in the part of tourists who study of Primary School and Secondary School, "My spouse helped me to make a decision to travel Phuket" the reason might be the couple may have higher education or have more knowledge so consultation may be a good choice. At the same time, the factors that result in the choice of traveling to Phuket come from their own needs, while tourists who have studied Certificates & Diploma, family members, have the most influence on their decisions.

Occupation: Interesting issues are career, Government, Professional, Sales & Service. There is a lower opinion that "I have no low communication to local people." if compared to the group with Management and Admin careers is not worried about this.

Distinguished a several statistic also financial factors that separated U.S. joy explorers choosing China included Hong Kong from those selection other Asian tourism goals.

Mentioned factors consist of family pay, age, sexual orientation, long periods of instruction, occupation type, ethnic foundation, and so on (Cai, Morrison, Braunlich, and O'Leary, 1996)

5.2.2 Objectives 2: To investigate cultural differences between tourists from Australian and Chinese decision-making in the context of problem recognition, information search and evaluation of alternative.

- **Problem Recognition**

The study has provided an empirical support that the cultural differences exist between people from different cultural groups as Australian tourists are reported to have a variety of needs that are sought for while travelling. Particularly, as compared to Chinese tourists, needs of Australian tourists to travel to Phuket are appeared to be triggered by the needs to find new adventure, increase travel experience, spend time with family, try Thai food, enjoy without being interrupted, visit new and exciting places, relax with good scenery and feel safe and secure. This supports that Western people including Australian tend to emphasize the uniqueness and privacy (Yang & Rosenbatt, 2000). Hence, a chosen tourist destination should be able to answer their expected needs.

On the other hand, motives to learn about other cultures, enjoy a variety of islands and beaches, also happy with a choice of spa, message and healing activities and have a good time with a variety of entertainment and amusement activities are not found to be different between these two nationalities. This comes as no surprise as Phuket is much known for being a beach destination with a variety of activities offered to all types of tourists as Tourism Authority of Thailand (2018) describe Phuket being surrounded by several magnificent beaches such as Kata, Karon, Patong, Surin and Maikhao

- **Information Search**

Similarly to problem recognition stage, cultural differences also do exist at another stage of decision-making, information search. In particular, when choosing to acquire services from travel agents Australian tourists pay attention on many attributes such as name and good reputation, reasonable price and positive experience, while Chinese tourists tend to be more flexible. This result provides another support that Australians have complex ideas, pay attention to details and involve in much rational thinking process, which are similar to previous studies describing values of Australian to include success, activity, independence, aggressiveness,

achievement, , equality, democracy, and humanitarianism (Feather, 1986). Yang and Rosenbatt (2000) stated that in the Western culture there is individualistic concept for example prevail of self-actualization and personal right.

For the source of information, tourists from Australia often acquire information from the Internet, past travel experience and reviewing from social media. In the same time, it is not surprising that most information used by Chinese tourist were Weibo and Baidu. Weibo and Baidu are dominating the social media landscape in Chinese society, this may be due to the fact that Facebook, Twitter, Google and YouTube are being blocked from use in China. This is on the grounds that China's authorities vigorously obstruct the web, routinely blocking substance or pursuit terms they think about delicate (BBC News. (2017).

However, family and friends are considered one of the most important information sources by both Australian and Chinese, this point was also agreed by Hsu (1971, 1972) as in the individualistic of Chinese culture conduct is viewed as a cost to others the Chinese are psychologically and socially and ancillary on others. Chinese people always support for their family, tradition, duty and obligations. Otherwise, Western people have a tendency of individual rights within the community, to emphasize the uniqueness and privacy (Yang & Rosenbatt, 2000). While, Asian people focus to act based on their family opinions.

● **Evaluation of Alternative**

From the results, Phuket perceptions were rated much more highly in many aspects by Australian than Chinese tourists. Specifically, Australian tourists and to give higher rating scores than Chinese tourists towards the aspects of having a peaceful and restful atmosphere, a variety of activities, a variety of food and beverages, a beautiful scenery (sun, sand, sea), wide choice of accommodation, being the most beautiful beaches in the world with very kind and helpful local people, and having no difficulty communication to local people. Although Australians have complicated needs and motives and focused on every step in decision-making, they still have much favorable views about Phuket than the Chinese tourists. This is consistent with Feather (1975, 1980) who found that Australia people tend to be affluent and stabel financially, they are more likely to be risk tolerant and willing to take risk.

Moreover, differences of how family members have strong influence on decision making were also found between Australian and Chinese tourists. In particular, "Visiting Phuket was totally under my control" was rated much stronger by Australian than Chinese. However, "Members of my family were very happy with my choice to travel to Phuket", "Phuket was a dreaming destination of my spouse" "My partner (spouse) helped me to make decision to travel to Phuket" "were chosen much more among Chinese tourists. Hence, the results are in agreement with Yang and Rosenbatt (2000) who stated that Asian people focus to act based on family member's opinion whilst Western people resolve in the community importance the privacy individual rights (Kim & Markus, 1999). Also, in Asian cultures, people are taught less as an individual than as that group. Therefore, following and respecting a leader direction is a very important duty (Kim & Markus, 1999). In Western culture, values with a greater emphasis on the significance of the individual person are encouraged.

Australian tourists also considered more on the aspects of "Quality and Quantity of information available", "Safety and health during the travel" and "Past Experience". While, Chinese concentrated more on "Advertising", "Recommendations by friends" and "Travel Agents". The results are supportive to the notion that Asian cultures are distinguished from Western culture, and Asian Cultures are individualistic less than collectivistic in nature (Uba, 1994). Asian cultures basically follow on group oriented values example harmony, family, mutuality and cooperation. Asians people focus on ways to remain conformity and harmony also the individual is anticipating to respond to the group demand. Asian people are educated an individual less than to analyze with the group.

5.3 Recommendations

1. Regarding to cultural differences that related to decision making to traveler who plan to visit Phuket. Australian and Chinese tourists, those two groups might be a difference of demand and requirement in choosing their destination. Therefore, it would be great to develop strategies of different marketing between Western and Asian countries.

2. Create online media that consists of new tourist attractions, beaches and new activities that always up to date via various channels such as videos on YouTube, Facebook,

Instagram, Reviewing Website ig. Trip Advisor for Australian Tourist to maintain the perception of Phuket is beautiful place that must to visit.

3. Tourism Authority of Thailand (TAT) should do the advertising and the campaign for “Family and Friend” via Chinese Government due to very impact to Chinese people that they believe in their government. Also publish on their popular channel Weibo and Baido.

4. Eliminate or contain negative news or thing that might be create a bad image for Phuket or likely that tourists will feel unsafe that will be effect to tourists change the destination as the result that Australian Tourist considered more on the aspects Phuket as “Quality and Quantity of information available”, “Safety and health during the travel” and “Past Experience”. For Chinese people this will impact in case as well when they got the information from “Recommendations by friends” and “Travel Agents”.

5. TAT should promote Phuket by making pictures or videos that make female tourists see the beauty of the scenery, beaches or even the various traditions that are beautifully arranged. Through online media, various channels such as YouTube, Facebook, Instagram etc.

6. Due to prosperous tourism resources, such as Phuket has one of the most beautiful beaches in the world and Phuket has beautiful scenery (sun, sand, sea), Phuket is a historical and cultural city. The main attractions and reasons for tourists to visit Phuket are magnificent natural resources. Although, “sea, sand and sun” tourist destination also have been developed in around Phuket and Thailand such as Krabi, Phangnga, Bali, Samui. Therefore, it is significant for Tourism Authority of Thailand (TAT) must take steps to promote Phuket as a destination with a festival, night entertainment, shop or local product, to generate differentiate destination image from the competitive. Completing along, it will bring better and valued tourism atmosphere together with increasing a significant multiplier effects on local entrepreneur.

5.4 Limitations

1. There are 2 countries Chinese and Australian that representative of Asian and Western, which could be overrepresented in the data set.
2. This study was conducted in Phuket province only, thus, further research may be conducted in other areas.
3. A similar study in another occasion could be administered in future survey to gain more general perception of tourist behavior changes across time.
4. Tourists have already arrived in Phuket and the decision has already made.

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APPENDIX A



Examination of travel decision making and effects of demographic factors:

A case study of Australian and Chinese tourists travelling to Phuket

Dear Respondent,

I am studying a Master Degree of Hospitality and Tourism Management (International Program) at the Prince of Songkla University, Phuket Campus. As part of my studies, I am investigating Australian and Chinese tourists' decision making when travelling to Phuket.

Kindly assist me by spending your time completing these questionnaires. The information you provide will be kept confidential.

Thank you for your time and your valuable contribution to this research

Yours sincerely

Mrs. PakchamonPhetkhajee

Part 1: Personal information

Please tick the appropriate box.

1. Country of origin

Australia China

2. Gender

Male Female

3. Age

18-24 25-34 35-44

45-54 55-64 65 or above

4. Marital Status

Single Married In relationship

Separated Widowed

5. Monthly Income

Lower than US1,000 US1,001 – 2,500

US2,501 – 3,500 US3,501 – 4,500

US 4,501 – 5,500 Higher than US5,500

6. Education Level

- Primary School
- Certificates and Diploma
- Master degree
- Secondary School
- Bachelor degree
- Doctoral degree

7. Occupation

- Management
- Government/military
- Sales
- Service
- Self-employed
- Retired/not in the work force
- Administrative Support
- Professional related (doctor, attorney, etc.)
- Construction
- Student
- Housewife
- Other (please specific) _____

8. Please specify your level of agreement or disagreement with the following statements in relation to yourself and your activities

	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
I like to read a book.					
I love to travel.					
I enjoy shopping.					
I follow the latest trends and fashion.					
I like to try a new food.					
I usually watch TV when I'm free.					
I love to learn about other cultures.					
I enjoy partying with my friends.					
I am interested in adventure activities.					
I usually spend time using the Internet.					
I enjoy nightlife activities.					
I always listen to music.					
I love to go somewhere quiet and peaceful.					

Part 2: Decision making before travelling to Phuket.

9. On this trip to Phuket, whom did you travel with? (Please select only one answer)

- By yourself
- With your family & children
- With business associates
- Others (please specify) _____
- With your spouse/partners
- With friends/relatives
- With tour group

10. What was the primary purpose of your trip to Phuket? (Please select only one answer)

- Vacation/Leisure
- Business

- Visit friends/relatives
- Wedding/honeymoon
- Others (please specify) _____
- Convention/exhibition
- Attend special events (family occasions, concert, etc.)

11. Please specify your level of agreement or disagreement with the following statements in terms of your preference when traveling overseas.

	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
I love to travel alone.					
I am very happy to travel with my family.					
I am happy to travel with my friends.					
I like to travel in a group.					
I would love to travel with boyfriend/girlfriend/spouse.					

Before taking my trip to Phuket, I was also considering other destinations.

12. How many other destinations did you consider before choosing Phuket?

_____ destination (s)

Name of other destinations you were also considering before selecting Phuket.

13. Please tick only one that indicates how important each attribute was in motivating you to travel to Phuket.

	Very important	Important	Neutral	Unimportant	Not important
To find a new adventure.					
To visit friends and relatives.					
To increase my travel experience.					
To spend time with family.					
To learn about other cultures.					
To find business opportunities.					
To go shopping.					
To try Thai food.					
To enjoy without being interrupted.					
To visit new and exciting places.					
To visit festivals and or special event.					
To enjoy a variety of beaches and					

islands.					
To relax with a good scenery.					
To enjoy a variety of outdoor and recreation activities.					
To relax with a variety of spa/massage/healing activities.					
To enjoy a variety of entertainment and amusement activities.					
To enjoy a variety of nightlife entertainment.					
To feel safe and secured.					

14. Have you used any travel agents? (If NO, please skip to Question 16)

Yes No

If yes, how many travel agents did you consult before you made your decision?

_____ agent (s)

15. Indicate how important the following factors influenced your choice of travel agent?

	Very important	Important	Neutral	Unimportant	Not at all important
Name and good reputation.					
Recommendation from friends.					
Reasonable price.					
Positive past experience.					
Travel itinerary offered by the agent.					

16. Have you used any online travel website? (If NO, please go to Question 17)

Yes No

If yes, Please indicate the online website(s) that you used.

17. Have you used any social media for searching information about Phuket? (If NO, please go to Question 18)

Yes No

If yes, which social media do you prefer? You can choose more than one answer.

- Facebook

 Twitter
 Instagram

 Travel blog
 TripAdvisor

 Weibo
 Baidu

 Other, please specific _____

18. How important are the following sources of information when you were deciding to travel to Phuket?

	Very important	Important	Neutral	Unimportant	Not at all important	I did not use this source of information
Family						
Friends						
Travel Agent						
Brochures						
Newspapers						
Television						
Internet						
Facebook						
Weibo						
Baidu						
Twitter						
Instagram						
Travel blog						
Radio						
Magazine						
Your experience						
Reviewing (Tripadvisor,Booking.com etc.)						

19. Indicate your opinions about the statements describing Phuket.

	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
Phuket is a safe destination.					
Phuket has peaceful and restful atmosphere.					
Phuket offers a unique cultural experience.					
Phuket has a variety of activities.					
Phuket has one of the most beautiful beaches in the world.					
Phuket is a value for money destination.					
Phuket is a historical and cultural city.					
Phuket has a variety of food and beverages.					
Phuket has a beautiful scenery (sun, sand, sea).					
Phuket offers wide choice of accommodation.					
Phuket people are very kind and helpful.					
I have no difficulty communication to local people.					
Phuket is a clean city.					

Part 3: Decision-making and evaluation of alternative

20. How long did it take you to make the decision to travel to Phuket?

_____ month (s)

21. Recalling time when you were deciding to travel to Phuket for your holiday, indicate your agreement or disagreement toward the following statements.

	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
Visiting Phuket was totally under my control.					
My family thought that it was good idea to choose Phuket as a travel destination.					
My friends and acquaintances thought that choosing Phuket as a travel destination was a good idea.					
Members of my family were very happy with my choice to travel to Phuket.					
Phuket was a dreaming destination of my spouse.					
My partner (spouse) helped me to make decision to travel to Phuket.					

22. Indicate the level of important the following factors affect your final decision to travel to Phuket?

	Very important	Important	Neutral	Unimportant	Not at all important
My own need.					
Advertising and promotions.					
Recommendations by friends.					
Travel agents.					
Attraction and amenities of destination.					
Type and range of travel.					

	Very important	Important	Neutral	Unimportant	Not at all important
Quality and quantity of information available.					
Safety and health during the travel.					
Past travel experience					
Reviewing from internet (Tripadvisor, Travel blog etc.).					
Social network (Facebook, Twitter, Instagram).					
Safety and security of a destination.					
Valuable cost.					
Time constraints.					
Ease of access.					

Thank you for your help, best wishes and enjoy your visit 😊

Appendix – B



审查差旅决策：
澳大利亚和中国前往普吉岛为例

尊亲的您，

您好，我是普吉省宋卡王子大学的酒店及旅游管理学习硕士学生（国际课程），作为我学习的范围之内，需要了解澳大利亚旅客和中国旅客到普吉旅游的决策。麻烦您花点时间帮我完成以下问卷，本问卷采取无记名形式，绝对保护您的个人隐私。

您的回答将有助于我们对普吉旅游情况的了解。非常感谢！

此致

Ms. PakchamonBanjongkarn

第一部分：个人资料

请在适当位置勾选

1. 出生国家

- 澳大利亚 • 中国

2. 性别

- 男士 • 女士

3. 年龄

- 18-24 岁 • 25-34 岁 • 35-44 岁
• 45-54 岁 • 55-64 岁 • 65 岁以上

4. 婚姻状况

- 单身
 结婚
 交往中
- 分开
 鳏寡

5. 月薪

- • USD 1,000 美元以下
- • USD1,001 – 2,500 美元
- • USD2,501 – 3,500 美元
- • USD3,501 – 4,500 美元
- • USD4,501 – 5,500 美元
- • USD 5,500 美元以上

6. 教育程度

- • 小学
- • 中学
- • 证书及文凭
- • 学士学位
- • 硕士学位
- • 博士学位

7. 职业生涯

- • 管理
- • 行政支持
- • 政府/军事
- • 相关专业（医生，律师等）
- • 销售
- • 施工
- • 服务
- • 学生
- • 自雇
- • 家庭主妇
- • 退休/没有在劳动力
- • 其他（请注明）_____

8. 请选择如下你想同意或者不同意的海外旅行水平。（请只选择一个答案）

	非常同意	同意	中立，即没有倾向同意或不同意	不同意	非常不同意
我喜欢看书。					
我喜欢旅行。					
我享受购物的乐趣。					
我按照最新的潮流和时尚。					
我喜欢尝试新的食物。					
有时间的时候，我喜欢看电视。					
我喜欢了解其他文化。					
我喜欢聚会和我的朋友。					
我感兴趣的冒险活动。					
我通常使用互联网花费时间。					
我喜欢夜生活的活动。					
我总是听音乐。					
我喜欢去安静的地方。					

第二部分：前往普吉岛才作出的决定。

9. 这次来普吉岛，你跟谁来旅行的人？（请只选择一个答案）

- 单身
- 与您的家人和孩子
- 与商业伙伴
- 其他（请注明）_____
- 与您的配偶
- 与您的朋友/亲戚
- 与旅游团

10. 您前往普吉岛的主要目的是什么？（请只选择一个答案）

- 度假/休闲
- 商业
- 访问朋友/亲戚
- 会议/展览
- 婚礼/蜜月
- 参加特别活动（家庭聚会，音乐会等）
- 其他（请注明）_____

11. 请选择如下你想同意或者不同意的海外旅行水平（请只选择一个答案）

	非常同意	同意	中立， 即没有 倾向同意或不同意	不同意	非常不同意
我喜欢独自旅行。					
我很高兴能与我的家人旅行。					
我很高兴我的朋友们旅行。					
我喜欢在一组旅行。					
我很想跟男朋友/女朋友/配偶旅行。					

之前我去普吉岛，我还在考虑其他旅行目的地。

12. 之前来普吉岛，有多少旅游目的地在你的心理想考虑？

_____目的地。

请告诉你也考虑其他旅游目的地的名称。

13. 请选择如下你想重要或者不重要的来普吉岛旅行的原因。（请只选择一个答案）

	非常重 要	重要	普通	不重要	非常不重 要
要找到一个新的冒险。					
要拜访亲友。					
要提高我的旅行体验。					
要多陪陪家人。					
要了解彼此的文化。					
要找到商业机会。					
要去购物					
要尝试泰国菜。					
要享受不被打断。					
要访问新的和令人兴奋的地方。					
要访问节日和或特殊事件。					
要享受丰富多彩的海滩和岛屿。					
要以放松身心的好风光。					
要享受各种户外和休闲活动。					
要放松的各种水疗/消息/愈合活动。					
要享受各种娱乐和消遣活动。					
要花时间和各种夜生活娱乐场所。					
感到安全和保障。					

14. 你是否用旅行社服务？(如果没有，请跳到第 16 题)

- 是 •无

如果你要旅行社，你考虑几个旅行社做你的旅行预订呢？

_____旅行社。

15. 请选择如下因素对你选择旅行社有多重要？

	非常重要	重要	普通	不重要	非常不重要
名称和良好的信誉。					
朋友建议。					
价格公道。					
正过去的经验。					
旅行社提供旅游行程。					

16. 你用过线旅游网站吗？(如果没有，请跳到 17 题)

- 是 •无

如果是，请注明您使用的线旅游网站。

17. 你有没有使用任何社交媒体搜索关于普吉岛的信息？

- 是 •无

如果是，请注明您喜欢用的社交媒体搜索。您可以选择多个答案。

• Facebook

• 推特 (Twitter)

• Instagram

• 旅游博客

• 到到网 (TripAdvisor)

• 微博

• 百度

• 其他，请注明_____

18. 当你决定前往普吉岛，请选择如下你想是重要的原因。

	非常 重要	重要	普通	不重要	非常不重 要	我没有使用 这种信息来 源
家庭						
朋友						
旅行社						
小册子						
报纸						
电视						
因特网						
Facebook						
微博						
百度						
推特 (Twitter)						
Instagram						
旅游博客						
无线电						
杂志						
你的经验						
回顾 (到到网 TripAdvisor, 预订等 等)						

19. 请选择如下你想同意或者不同意关于普吉岛。（请只选择一个答案）

	非常同意	同意	中立， 即沒有 傾向同 意或不 同意	不同意	非常不 同意
普吉岛是一个安全的目的地。					
普吉岛的和平与宁静的气氛。					
普吉岛有一个独特的文化体验。					
普吉岛有各种各样的活动。					
普吉岛是世界上最美丽的海滩之一。					
普吉岛是金钱目的地的价值。					
普吉岛是一座历史文化名城。					
普吉岛有各种食品和饮料。					
普吉岛美丽的风光（阳光，沙滩，大海）。					
普吉岛提供的住宿广泛的选择。					
普吉岛的人很善良，乐于助人。					
我没有难度通信当地人。					
普吉岛是一个干净的城市。					

第三部分：决策和替代性评估。

20. 你用多久才能决定来普吉岛旅行？

_____ 个月。

21. 请选择如下你想同意或者不同意。（请只选择一个答案）

	非常同意	同意	中立， 即沒有 傾向同 意或不 同意	不同意	非常不 同意
访问普吉岛是完全在我的控制。					
我的家人都想普吉岛是一个很好旅游目的地。					
我的朋友和熟人认为选择普吉岛作为旅游目的地是一个好主意。					
我的家庭成员都非常高兴我选择前往普吉岛。					
普吉岛是我爱人的梦想目的地。					
我的爱人（配偶）帮我决定去普吉岛旅行。					

22. 请指出的重要以下因素会影响您前往普吉岛旅行的最后决定的水平？

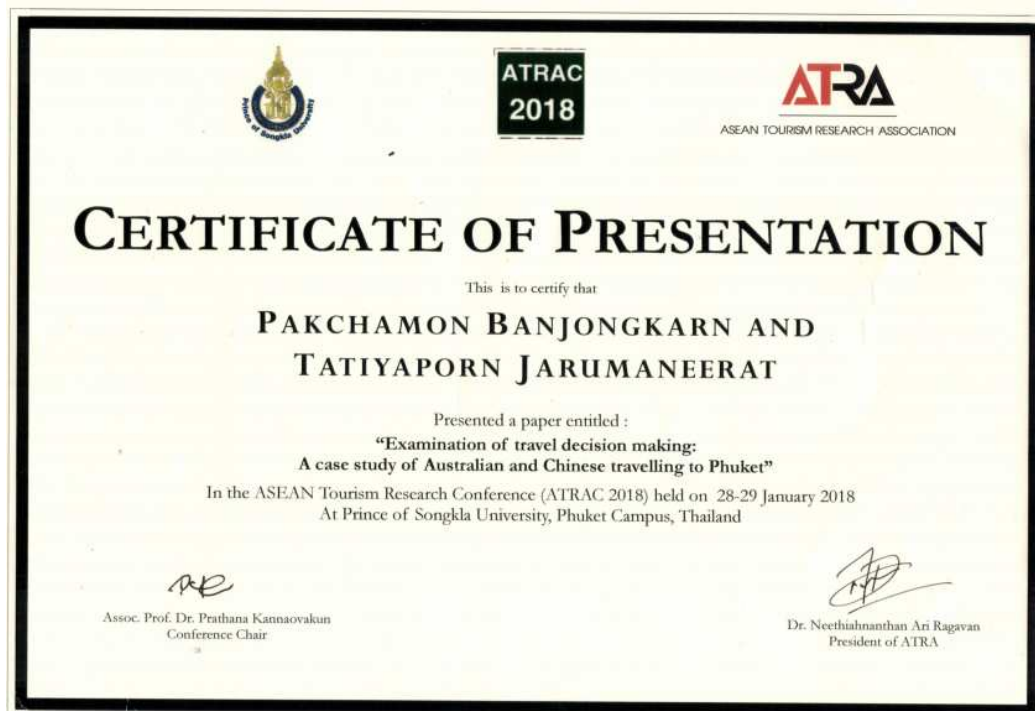
	非常重要	重要	普通	不重要	非常不重 要
我自己的需要。					
广告和促销活动。					
朋友建议。					
旅行社。					
景点和设施的目的地。					
类型和旅行的范围。					
质量和可用的信息量。					

在行驶过程中的安全。					
过去的旅行体验。					
从互联网（到到网 TripAdvisor， 旅游博客等） 的审查。					
社交网络（Facebook， Twitter， Instagram）。					
安全和目的地的安全 性。					
合理的成本。					
限制时间。					
四通八达的交通网络。					

感谢您的帮助,祝你好运! .

Appendix C

C certificate



VITAE

Name Mrs. Pakchaamon Phetkhajee

Student ID 5730120007

Educational Attainment

Degree	Name of Institution	Year of Graduation
Bachelor Degree	University of the Thai Chamber of Commerce	2012

Work – Position and Address (If Possible)

Secretary to Managing Director at The Old Phuket Karon beach Resort

List of Publication and Proceeding (If Possible)

Pakchamon Banjongkran, Tatiyaporn Jarumaneerat. (2018). Examination of travel decision making : A case study of Australian and Chinese travekking to Phuket. *In the ASEAN Tourism Research Conference (ATRAC 2018) held on 28 – 29 Janurary 2018 At Prince of Sonkla University, Phuket Campus, Thailand.*