Market Potential of Indian Tourists in Andaman Cluster
(Phuket, Krabi and Phang-Nga), Thailand

Raj Shree

A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of

Master of Business Administration in Hospitality and Tourism Management

(International Program)
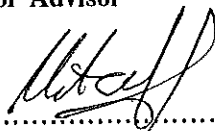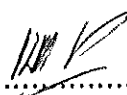
Prince of Songkla University

2009

i

Thesis Title Market Potential of Indian Tourists to the Andaman Cluster, Thailand

Author Miss Raj Shree

Major Program Hospitality and Tourism Management (International Program)
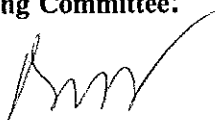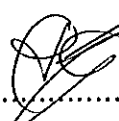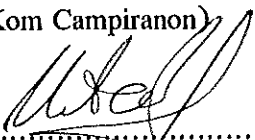

Major Advisor

....

(Dr. Ilian Assenov)

Examining Committee:

.... Chairperson

(Mr. Pradech Phayakvichien)

....Committee

(Dr. Kom Campiranon)

.... Committee

(Dr. Ilian Assenov)

Co-advisor

....

(Dr. Kullada Phetvaroon)

.... Committee

(Dr. Kullada Phetvaroon)

The Graduate School, Prince of Songkla University, has approved this thesis as partial fulfillment of the requirements for the Master of Business Administration Degree in Hospitality and Tourism Management (International Program)

....

(Assoc. Prof. Dr. Krerkchai Thongnoo)

Dean of Graduate School

ชื่อวิทยานิพนธ์	ศักยภาพทางการตลาดสำหรับนักท่องเที่ยวชาวอินเดีย
	ในพื้นที่ชายฝั่งอันดามัน ประเทศไทย
ผู้เขียน	นางสาวราช ชี
สาขาวิชา	การจัดการการบริการและการท่องเที่ยว (หลักสูตรนานาชาติ)
ปีการศึกษา	2552

บทคัดย่อ

การตลาดและท่องเที่ยวขาออกของประเทศอินเดีย กำลังเจริญเติบโตขึ้นเรื่อย ๆ ใน สภาพคงตัวเมื่อเทียบกับช่วง 2-3 ปี ที่ผ่านมา ซึ่งเพิ่มสูงถึงจุดแห่งความมโหฬารสำหรับแนวโน้มการ เจริญเติบโตของตลาดการท่องเที่ยวของโลก โดยมีปริมาณผู้คนชาวอินเดียขาออกเท่ากับ 8.34 ล้าน คน ในช่วงปี 2550

ประเทศไทยกลายเป็นแหล่งดึงดูดแห่งความสวยงามและเป็นจุดหมายปลายทางหลัก ของชาวอินเดียที่จะมาเสาะหาแหล่งสวยงามจากการเดินทางเริ่มต้นนอกประเทศเหตุ เพื่อให้เหมาะสม กับงบประมาณและ การจัดการระยะเวลาการเดินทางที่มีของพวกเขามาท่องเที่ยวแถบ กลุ่มฝั่งอันดา มัน เป็นหนึ่งในแหล่งท่องเที่ยวที่โดดเด่นที่สุดในแถบภาคใต้ของประเทศไทย

จำนวนนักท่องเที่ยวชาวอินเดียที่เข้ามาเยือนในประเทศไทยโดยสายการบิน เวียร์ซูวา นับฮูมี(สายการบินเดียวที่เดินทางจากอินเดียโดยตรง)ในปี 2550 เท่ากับ 494,259 คนและนับได้ว่า สูงกว่า 19.22 % จากจำนวนประชากร 414,582 ในช่วงปีที่ผ่านมา การแบ่งปันการตลาดของ นักท่องเที่ยวอินเดียในปี 2550 คิดเป็น 3.71 เปอร์เซ็นต์ของการคมนาคมต่างประเทศ การ คาดการณ์ แนวโน้มของความสัมพันธ์ทางการท่องเที่ยวแห่งเอเชียนแปซิฟิค (PATA) ที่มีกับประเทศ ไทยนั้น คือ ประเทศไทยควรจะได้ต้อนรับผู้มาเยือนชาวอินเดีย จำนวน 667,000 คนในปี 2552 นี้ และปี 2553 ยอดประมาณ 728,000 คน (PATA, 2552)

ตลาดของชาวอินเดียถือเป็นความสัมพันธ์ใหม่สำหรับประเทศไทยและคู่ค้าอื่นที่ยังไม่ เป็นที่รู้จัก.การให้ความใส่ใจช่วงนี้เท่านั้นที่สามารถจะดึงนักท่องเที่ยวเข้ามาในตลาดประเทศไทยเพื่อ สนับสนุนการท่องเที่ยวแห่งประเทศไทยได้ (TAT) ธุรกิจการท่องเที่ยวและเจ้าหน้าที่จำเป็นต้องเอาใจ ใส่ส่วนแบ่งทางการตลาดของนักท่องเที่ยวชาวอินเดียดีมากขึ้น เพื่อให้มีการจัดหาสิ่งจำเป็นและสิ่ง ดึงดูดใจให้แก่นักท่องเที่ยว ได้ดีกว่านี้ เพื่อทำให้พวกเขาสนใจและเลือกเราเป็นจุดหมายปลายทาง ด้วยธรรมชาติที่แตกต่างกัน ซึ่งสิ่งเหล่านี้ จะมีสิ่งดลใจที่หลากหลาย ชาวอินเดียให้ความสนใจกับการ มาเยือนประเทศไทยด้วยความหลากหลายของฤดูกาลความคาดหวัง, ความพึงพอใจของพวกเขานั้น ขึ้นอยู่กับปัจจัยที่แตกต่างกัน เริ่มตั้งแต่ ความพึงพอใจและความมุ่งมั่นตั้งใจเกี่ยวกับผลิตภัณฑ์ว่า วิธีการผลิตสินค้าให้ได้ดีและตรงกับความคาดหวังของผู้บริโภคเพื่อให้ได้มาซึ่งผลิตภัณฑ์ต่าง ๆนั้นควร ทำอย่างไรบ้าง

จุดประสงค์ของการศึกษานี้คือเพื่อพิจารณาตรวจสอบศักยภาพทางการตลาดของนักท่องเที่ยวชาวอินเดียในกลุ่มฝั่งอันดามันซึ่งการวิจัยนี้มุ่งเน้นเกี่ยวกับการติดตามผลเพื่อบรรลุวัตถุประสงค์ ดังนี้ คือ 1. เพื่อแยกประเภทสิ่งดลใจ,พฤติกรรมและความต้องการของความแตกต่างย่อย ๆของนักท่องเที่ยวชาวอินเดียในกลุ่มฝั่งอันดามัน. 2. เพื่อแยกประเภทสิ่งที่ดึงดูดใจและสิ่งที่ไม่ดึงดูดใจนักท่องเที่ยวชาวอินเดียที่ท่องเที่ยวใสนพื้นที่กลุ่มชายฝั่งอันดามัน 3. เพื่อแนะนำกลยุทธ์ การวางแผนทางการตลาดที่จำเป็นสำหรับนักท่องเที่ยวนำไปสู่การเจริญเติบโตและความมั่นคงของตลาดนักท่องเที่ยวชาวอินเดีย

การศึกษานี้มุ่งเน้นที่ข้อมูลด้านปริมาณ โดยการจัดทำ 400 คำถามในรูปแบบภาษาอังกฤษแจกจ่ายให้กับกลุ่มเป้าหมาย (นักท่องเที่ยวชาวอินเดีย) ที่เข้ามาเยี่ยมเยียน กลุ่มฝั่งอันดามัน ของประเทศไทยช่วงระหว่าง เดือนธันวาคม 2551 ถึง มกราคม 2552 โดยใช้โปรแกรม SPSS (การวิเคราะห์เชิงสถิติด้วยหลักทางวิทยาศาสตร์) โดยการจ้างผู้เชี่ยวชาญในการประเมินผลวิจัยขั้นตอน สุดท้ายเกี่ยวกับวิธีการจัดการข้อมูลเชิงปริมาณ

การศึกษาครั้งนี้พบว่านักท่องเที่ยวอินเดียให้ความสนใจกับผลงานวิจัยทางด้านวัฒนธรรม , สภาพสังคม, การอยู่ร่วมกันเป็นครอบครัว, กิจกรรมต่าง ๆและปัจจัยที่ควรหลีกเลี่ยงรวมทั้งจุดประสงค์หลักของการมาท่องเที่ยวเพื่อพักผ่อนและพวกเขาทั้งหมดก็ล้วนรู้สึกพอใจกับการเดินทางนี้ ช่วงระยะเวลาในการพักผ่อนโดยเฉลี่ยของนักท่องเที่ยวกลุ่มอันดามัน คือ 4.37 วัน พวกเขาใช้อินเตอร์เน็ทเป็นแหล่งข้อมูลหลัก ส่วนใหญ่ครั้งแรกของการมาเยือนนักท่องเที่ยวจะใช้โรงแรมระดับ 1 และ 2 ดาว สำหรับการอำนวยความสะดวก ณ ฝั่งอันดามัน ผลการวิจัยชี้วัดได้ว่ากลุ่มฝั่งอันดามันมีศักยภาพที่ดียิ่งในการตอบสนองความต้องการของนักท่องเที่ยว

จากการศึกษาข้างต้นบ่งบอกได้ว่าพวกเขามองถึงความสำคัญเกี่ยวกับสถานที่แห่งความสงบสุขพร้อมกับทัศนียภาพอันสวยงามมากกว่าการเยี่ยมชมพฤกษชาติ, อีกทั้งผู้คนที่มีมิตรไมตรีจิตร โอบอ้อมอารี และการพักค้างแรม ณ ปลายทางที่ต้องการ โดยส่วนใหญ่ปัจจัยที่จำเป็นคือการพิจารณาราคาที่เหมาะสม, ค่าธรรมเนียมในการคมนาคมขนส่งและคุณภาพของการอำนวยความสะดวก, ความปลอดภัยและเสถียรภาพ ความสงบสุขกับทัศนียภาพ, วิสัยทัศน์ที่สวยงาม, พฤกษชาติ, ล้วนแล้วแต่มีนัยสำคัญที่แตกต่างกันมากมายเมื่อเปรียบเทียบด้วยหลักการประชากรศาสตร์

จากการศึกษาครั้งนี้พบว่า นักท่องเที่ยวชาวอินเดียรู้สึกพึงพอใจเป็นอย่างมากเกี่ยวกับความเป็นกันเอง, ความเป็นมิตรภาพของผู้คนที่อยู่ในฝั่งอันดามัน และที่มากกว่านั้น ความแตกต่างที่มีนัยสำคัญทางด้านความพึงพอใจส่วนใหญ่นั้นจะเกี่ยวกับปัจจัยต่าง ๆ ดังนี้ ความปลอดภัย, เสถียรภาพ, การอำนวยความสะดวกที่เหมาะสมกับราคา, มาตรฐานคุณภาพของการอำนวยความสะดวก, คุณภาพของร้านอาหารหรือภัตตาคารและบรรยากาศอันสงบสุขเมื่อนำมาเปรียบเทียบด้วยหลักการประชากรศาสตร์

พื้นฐานของการศึกษาในครั้งนี้ ผู้วิจัยต้องการแนะนำกลยุทธ์การวางแผนการท่องเที่ยวอันเป็นปัจจัยที่จำเป็นสำหรับการเจริญเติบโตและเสริมสร้างความมั่นคงด้านการตลาดของนักท่องเที่ยวชาวอินเดีย

โดยนำปัจจัยต่าง ๆ มาประยุกต์รวมเข้ากัน เกิดเป็นความแตกต่างทางการตลาด (7PS). ดังนี้ สินค้า ราคา การส่งเสริมทางการตลาด การดำเนินงาน คน สถานที่ และ สิ่งแวดล้อมทางกายภาพที่เห็นได้ ชัด. ข้อเสนอแนะที่สำคัญ ได้แก่ (1) การให้บริการที่คุณภาพและได้มาตรฐาน เช่นการท่องเที่ยวใน หมู่บ้าน การท่องเที่ยวเพื่อนมัสการสิ่งที่เคารพทางศาสนา กิจกรรมโยคะใกล้ชายหาด (2) การสร้าง เส้นทางดึงดูดการท่องเที่ยวภายใต้พื้นฐานความหลากหลายของนักท่องเที่ยวชาวอินเดีย (3) การสร้าง ตารางการท่องเที่ยงประจำปีสำหรับนักท่องเที่ยวชาวอินเดียโดยสอดคล้องกับวิถีชีวิตของชาวอินเดีย (4) การลดราคาเกี่ยวกับการท่องเที่ยว ที่พัก และ ร้านอาหาร (5) เตรียมเส้นทางการท่องเที่ยวและ แผนที่ (6) การเตรียมข้อมูลประมาณการเวลาการท่องเที่ยว และระยะทางแต่ละพื้นที่ (7) การ แนะนำเส้นทางจุดชมวิว (8) การสนับสนุนด้านนิทรรศการการท่องเที่ยว (9) ความแน่นอนของ เส้นทางการบินจากประเทศอินเดียสู่จุดมุ่งหมายการท่องเที่ยวที่หลากหลายในกลุ่มฝั่งอันดามัน (10) การรักษาความสะอาดและสุขอนามัยเป็นพิเศษ

คำสำคัญ : ประเทศไทย, กลุ่มฝั่งอันดามัน, นักท่องเที่ยวชาวอินเดีย, สิ่งดลใจของนักท่องเที่ยว, ความพึงพอใจของนักท่องเที่ยว, ศักยภาพทางการตลาด.

v

Thesis Title	Market Potential of Indian Tourists to the Andaman Cluster, Phuket, Krabi and Phang-Nga Thailand
Author	Raj Shree
Major Program	Hospitality and Tourism Management (International Program)
Academic Year	2009

ABSTRACT

India's outbound travel market has been growing steadily over the past few years offering enormous potential for future growth in outbound travel markets in the world. The number of outbound Indians was 8.34 million in 2007.

Thailand has become the major attractive destination for Indians who find it a good place to start their international travels, because it fits in well with their budget and time availability. Andaman Cluster is one of the most prominent attractions for them in the south of Thailand.

The number of Indian visitors to Thailand via Suvarnabhumi Airport (the only airport in the country with direct flights to India) in 2007 was 494,259, up 19.22% from 414,582 in the previous year. The market share of Indian tourists in 2007 was 3.71 percent of all international arrivals. The Pacific Asian Travel Association (PATA) forecast that Thailand would welcome 667,000 Indian visitors in 2009 and 728,000 in 2010 (PATA, 2008).

The Indian market is relatively new for Thailand and relatively unknown. Only recently more attention has been paid by the Tourism Authority of Thailand (TAT) to this market. The tourism businesses and authorities need to understand better the market segmentation of the Indian tourists in order to cater better to their needs and attract more tourists. A tourist is motivated towards a destination by their heterogeneous nature which has multiple motivations. Indians are also motivated to visit Thailand for various reasons. And their expectations and satisfaction depends upon various factors, since *Satisfaction with a product is determined by how well the product meets the customer's expectations for the products.*

The aim of this study is to investigate the market potential of Indian Tourists in the Andaman Cluster. This research focused on three objectives: 1. To identify the motivations,

behavior and requirements of different segments of Indian tourists in the Andaman Cluster. 2. To identify the sources of satisfaction and dissatisfaction when Indian tourists in the Andaman Cluster. 3. To suggest the necessary tourism market planning strategies to grow and strengthen the Indian tourist market.

The study looked at quantitative data. 400 questionnaires in English were distributed to the target groups (Indian tourists) who came to visit the Andaman Cluster, Thailand, between December 2008 to January 2009. The SPSS (Statistical Package for the Social Science) was employed to evaluate the final results of quantitative method.

This study found that the Indian tourists were motivated towards cultural exploration, socialization, family togetherness, activities and escape factors. The main purpose of their visit was relaxation. Even though they were overall satisfied with their trip, they were fairly dissatisfied with the Price of accommodation, and Price of food and beverage. Their average length of stay in the Andaman Cluster was 4.37 days and their average daily spending were rupees 12311.46. They used internet as the main sources of information. Most of them were first time visitors who used one and two star hotel for the accommodation. The results also indicated that Andaman Cluster has great potential to fulfill the needs of the Indian tourists.

The study also indicated that they gave more importance to "peaceful place with good landscape" than "flora and fauna", "hospitable people", and "accessibility to the destination". Most of the need factors, "price considerations "modes of transportation", and "quality of accommodation", "safety and security", and "peaceful place with good landscape, flora and fauna" were having significant differences among tourists with different demographic characteristics.

The study also found that Indian tourists were highly satisfied with the "friendliness of people" here in the Andaman Cluster. Moreover, there were significant differences with most of the satisfaction factors, "safety security", "price of accommodation", "quality standard of accommodation", "quality of restaurant", and "peaceful atmosphere". among tourists with different demographic characteristics.

Based on the findings of this study the researcher suggested the necessary tourism market planning strategies to grow and strengthen the Indian tourist market by different marketing mix factors "Seven Ps" (product, price, promotion, process, people, place and

physical evidence). Some important recommendation are also proposed such as (1) to create service standards/quality e.g. Village tourism, Pilgrimage tourism, Yoga near the beach etc. (2) to create various tourism attractions routes on the basis of various segments of the Indian tourists. (3) to create a tourism year schedule for the Indian tourists according to their demography. (4) Discount price for tour package, accommodation and restaurants. (5) Providing directions and maps. (6) Providing estimates of travel time and distances from different market area. (7) Recommending direct and scenic travel routes. (8) Promotion of Tourism Events. (9) Ensuring direct flight from India to various destinations of the Andaman Cluster. (10) Extra concentration on Cleanliness/sanitation.

Key words: Thailand, Andaman cluster, Indian tourists, tourists' motivation, tourists' satisfaction, market potential

ACKNOWLEDGEMENTS

CONTENTS

CONTENTS (CONTINUED)

CONTENTS (CONTINUED)

LIST OF TABLES

LIST OF TABLES (CONTINUED)

LIST OF TABLES (CONTINUED)

LIST OF FIGURES

LIST OF ABBREVIATIONS AND SYMBOLS

PATA   The Pacific Asia Travel Association
TAT   Travel Association of Thailand
WTO   World Tourism Organization
WOM   Word of Mouth
DMU   Decision-Making Unit
GDP   Gross Domestic Product
SPSS   Statistical Package for Social Science

CHAPTER 1

INTRODUCTION

The tourism industry in recent years has become the largest industry and income generator in the world. It is big business and is expected to become even bigger business in the next century. It is a major driver of growth for developing countries-the tourism market share has actually increases markedly over the past two decades (7% of world GDP and 11% of total employment) (WTO, 2006). Tourism has enormous potential to diversify our economies and generate more jobs for the developing countries. It is widely recognized that the growth rate of tourism has exceeded the growth rate of the other industries, both in Thailand and in other countries. Millions of tourists travel temporarily away from home to experience hospitality and explore the world around them. Indians are one among them to visit the world.

India outbound travel market has been growing steadily over the past few years, with the exception of a temporary SARS related decline in 2003. Over the past 10 years, the outbound travel market has doubled from 2.7 million outbound travelers in 1994 to 5.4 million in 2004 (Travel and Tourism in India Euro Monitor Report-April 2005). While according to PATA, between 1996 and 2006, the Indian outbound market expanded by nearly 10 percent annually, with the number of trips take by Indian travelers growing from 3.5 million in 1996 to 8.3 million during that time. The World Tourism Organization predicts that outbound travel from India will reach 50 million by 2020. The primary driver of India's outbound travel market is strong economic growth driven in part by government reforms that were implemented in the 1990s, including liberalization of regulations on industry, imports, foreign direct investment, financial systems and civil aviation, which indirectly helped in tremendous increase personal disposal income and in the living standards of the people. On the other hand Pacific Asia Travel Association (PATA, 2005) also predicted that Indian outbound traffic will grow to 50 million tourists by the year 2020. The number of Indians outbound was 8.34 million in 2007 (TAT), (Bankok Post). India has experienced rapid economic growth with an average annual growth rate of real GDP of 8 percent.

According to statistical data provided by TAT, 2008 on the international tourists arrival to Thailand by nationality at Suvarnabhumi International airport shows that, the total number of East Asian tourists to Thailand in 2007 was 4,792,955 while 4,337,084 in 2008. The arrival of European tourists in 2007 was 3,072,113 and 3,058,815 in 2008. The American tourists were 778,565 in 2007 and 744,148 in 2008. The total arrival of tourists from South Asia in 2007 was 663,889 and 648,282 in 2008. The arrival of Indian tourists in the year 2007 was itself 494,259 and in 2008 was 483,269. The least tourists came to Thailand from Africa in comparison with the other countries. Only 97,285 came from this country in the year 2007 which has bit increased in the year 2008 with 422,338.

Table 1.1 International Tourist Arrivals To Thailand By Nationality At Suvarnabhumi International Airport

Country of Nationality	2008		2007	
	Number	%Share	Number	%Share
East Asia	4,337,084	44.01	4,792,955	46.22
Europe	3,058,815	31.04	3,072,113	29.62
The Americas	744,148	7.55	778,565	7.51
South Asia	648,282	6.58	663,889	6.40
of which India	483,269	4.90	494,259	4.77
Oceania	549,952	5.58	550,376	5.31
Middle East	422,338	4.29	415,303	4.00
Africa	94,053	0.95	97,285	0.94
Grand Total	10,337,941	100.00	10,864,745	100.00

Source: TAT, 2008

The rapid growth of India's outbound tourism market has attracted a great deal of attention to many countries in recent years. This development will also increase the number of Indian tourist arrivals to Thailand. Many Indians are also venturing on their first trip abroad, and find Thailand the best place to start their international travels, because it fits in well with their budget and time availability. The growth of aviation access between India and Thailand was cited as one of the reasons for the increase of Indian visitor arrivals. Another reason is that Indian tourists see Thailand as a hospitable, peaceful country and a year-round tourism

destination with high-quality, value-for-money products and services. Large number of Indians are also attracted to visit the southern part of Thailand i.e. Andaman cluster (Phuket, Phang-Nga and Krabi) every year.

WTO (2006) discusses some important characteristics of the Indian Outbound market:

1. Good economic performance of the country has made travel accessible.

2. There are more than 28 million passport holders in the country who are potential traveler.

3. The profile of Indian travelers has changed.

4. The Indians are also price sensitive.

5. The potential of Indian outbound travel market is vast.

6. At present the arrivals from India to various Asia Pacific countries are unevenly distributed.

7. Most counties have shown a great deal of interest in the Indian Outbound tourism market.

8. The Business and MICE segment of the Indian outbound travel is growing fast.

9. The VFR section is also a major part of the Indian Outbound travel.

10. The fondness of the Indian tourists for shopping could be better utilized by the Thailand.

Information regarding Indian tourist behavior and preferences are still needed for the Thailand Tourism Industry to increase the arrival of Indian tourists here. India is one of Thailand's most rapidly growing markets and the biggest source-market for visitors from South Asia (TAT). So it is very much important to have a comprehensive understanding of this vast and unique market not only for marketing purposes but also for product development.

However, the Indian market is relatively new for the Thailand and grown recently need more attention to be paid by the tourism authority of Thailand to attract large number of Indian tourists. TAT will have to motivate the Indian tourists caring their needs and demand during their visit to Thailand. The tour operators will have to make the relevant package tour for the Indians caring their demands. Better products will have to make which can suit to Indians. TAT will get huge benefit marketing Indian tourists and for this it will have to see their specific needs segmenting the tourists providing proper market. The various stakeholders of Thailand are also very less familiar with the Indian market because they have been traditionally targeting European or East Asian markets. So in order to attract more and more Indian tourists the various stakeholders of Andaman cluster will have to join hand

together. Indian tourists have great potential in the Andaman cluster, Thailand so they will have to be provided good market according to their interests and needs.

The Andaman Cluster (Cluster 17) including three southern provinces Phuket. Krabi and Phang-Nga is one of the cluster that is concerned with developing tourism. However, the Indian tourist arrivals in the Andaman Cluster are less in comparison with Bangkok. Therefore this study will focus on what should be done to increase their arrival to the Andaman Cluster by knowing their motivation, Behavior, needs and satisfaction factors.

1.2 Related Literature

This study will focus on the following topics:

1.2.1 Market Segmentation in Tourism

1.2.2 Travel Motivation and Needs in Tourism

1.2.3 Consumer Behavior in Tourism

1.2.4 Tourism in the Andaman Cluster

1.2.5 The Indian Outbound Market

    1.2.5.1 Key Influences on Outbound Travel

    1.2.5.2 Market Size and Characteristics

    1.2.5.3 Indian Tourists Travel in Thailand and in the Andaman Cluster

    1.2.5.4 Characteristics of Indian Travel to Thailand

    1.2.5.5 Travel Preferences and Characteristics

1.2.1 Market Segmentation in Tourism

1.2.1.1 Definition of Market Segmentation

Market segmentation can be defined as the process through which people (both tourism providers and consumers) with similar needs, wants and characteristics are grouped together so that a tourism business/organization can use greater precision in serving and communicating with these groups (marketing).

Market segmentation, is the process of dividing up a total market into smaller parts that share common characteristics, in order to deliver services to those people most likely to be interested in the products that you offer. It has been extensively used to understand the distinct characteristics of tourists and for developing marketing strategy. Market segmentation has become a valuable instrument in planning appropriate marketing strategies. It is also a technique used to subdivide a heterogeneous market into homogeneous subgroups, based on the idea that a market is composed of subgroups of people and that each subgroup has different, specific needs and motivations. There are many ways of dividing up markets foe segmentation purposes, all of which are used in practice in the travel and tourism industry (Gee, Makens, and Choy, 1997). Markets can be divided in a number of different ways; purpose of travel (business, leisure), geography (by country), buyer needs & motivations, buyer or user characteristics, demography (age, gender, lifecycle), economy (income, education, occupation), Psychography (Psychocentric inward looking, Allocentric outward looking), geo-demography, price.

1.2.1.2 Concept of Market Segmentation

Segmentation has been a long-established marketing technique used to simplify, manage and understand business practice in the tourism industry. Smith (1956) introduces the concept of market segmentation as a strategy. According to him "market segmentation consists of reviewing a heterogeneous market (one characterized by divergent demand) as a number of smaller homogenous markets". Another concept cleared that "Market segmentation is the division of the overall market for into groups of people with common characteristics" by Morrison (2002).

1.2.1.3 Need for Segmentation

According to Sharply (1996), Segmentation is a necessary instrument in order to gain a full understanding of a market and also to know the needs and expectation of tourist. There are many ways of dividing up markets for segmentation purposes, all of which are used in practice in the travel and tourism industry (Gee, Makens, and Choy, 1997). Many different techniques have been employed by tourism researchers to segment customers with some bases (Andereck and Caldwell, 1994; Chaetal, McCleary & Uysal 1995; Johns and Gyimothy, 2002).

Tourism researchers have used one or a combination of the four segmentation bases (e.g. Geographic, Demographic, Psychographic and Behavioural) to segment the market. Kotler (1980) used all these four segments to segment the markets. Only a small proportion of tourism researchers (10%) had used one base to segment a market (e.g. Hu & Yu, 2007), (Kim & Lee, 2002). On the other hand the majorities have used more than one segmentation to segment a market (e.g. Beh & Bruyere, 2007). According to these researchers all these market segments helped in predicting the consumer behavior.

According to the researchers Kastenholtz, Davis, & Paul, (1999), Kotler, Bowen, & Makens, (1998), and Cha, McCleary, & Uysal (1995), Market segmentation has long been recognized as a useful technique in the tourism literature in order to divide a visitor market into homogenous groups which is often based upon their geographic origins as well as a variety of social demographic, psychographic and/or behavioral characteristics. So it is the duty of the tourism marketers to ascertaining the each segment attractiveness, selection of the target segments and developing the appropriate position supported by appropriate marketing mix variables to reach the target. Segmenting and profiling the tourists motivation helps in better understanding the tourism at a destination. Furthermore Velido, Lisboa & Meehan, (1999) described market segmentation as one of the way in which various knowledge can be provided to the customer may also helps in discovering the classes in which the consumers can be naturally grouped. It has become a valuable instrument in planning appropriate marketing strategies. Segmentation plays a major role in developing both short and longer term marketing strategies. It also helps in dividing a heterogeneous market into homogeneous sub-groups. As millions more travel abroad each year, the competition to at attract these visitors becomes ever fiercer.

Andaman cluster is such a market which have different groups of tourists from different countries come to visit every year. Market segmentation helps the marketers to know or clarify the product needs and wants of the tourists (Lamb, Hair, & McDaniel, 2006) and to determine segments in order to satisfy their particular needs and wants using marketing tools (Kotler, Brown, Adam, & Armstrong, 2004). A tourist at a destination can be segmented using various segmentation variables: Geographical (countries, regions, cities, and climate), demographic (sex, age, income, education, family size, family life cycle, occupation, religion and nationality), Psychographic (personality, motives, lifestyles, social classes and values), and behavior (Purchase occasions, benefits thought, attitude etc.). Before marketing a destination a marketer must have to well aware about the concept of market segmentation.

1.2.1.4 Types of Segmentation

There are various ways of Market Segmentation through which market can be segmented are shown in table 1.2.

Table 1.2   Types of Segmentation

Geographic Segmentation	→	Demographic Segmentation	→	Pyschographic Segmentation	→	Behavioral Segmentation
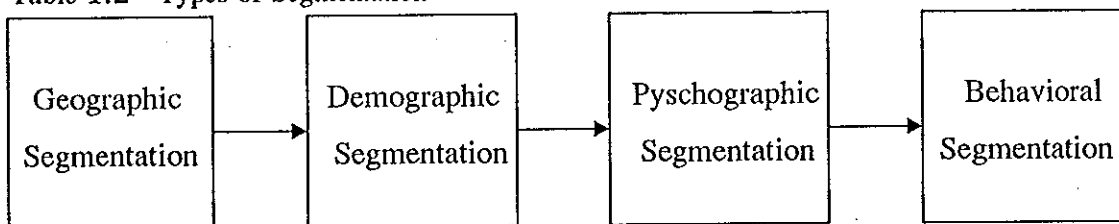
Source: Author, based on Kotler (1980)

1. Geographic Segmentation

Geographic segmentation is defined as the division of the market into groups of customers who share the same geographic location. Area can be very large (e.g., several countries or continents) or very small (e.g., residential neighborhoods) (Morrison, 1996) of origin and residence. It looks at where people are? It provides marketers with a quick snapshot of consumers within a delimited area. Geographic segmentation includes regions, countries, city, population climate etc.

Geographic segmentation can be a useful strategy to segment markets because it:

- Provides a quick overview of differences and similarities between consumers according to geographical unit;
- Can identify cultural differences between geographical units;
- Takes into consideration climatic differences between geographical units;
- Recognize language differences between geographical units. (Bournemouth University, 2005).

2. Demographic Segmentation

Demographic segmentation means dividing the market into groups based on variables such as age, gender family size, income, occupation, education, religion, race and nationality, marital status. It is a very popular form of dividing the market understanding that who consumers are will enable you to more closely identify and understand their needs, product and services usage rates and wants. Such variables are popular aspects of segmentation because they are easily collected and associated with specific types of behavior (Weaver and Lawton, 2002).

Demographic are the social Statistics of the society. The demographic factors are the most popular bases for segmenting customers groups (Kotler, Bowen, and Makens, 2003). On the other hand demographic variables are one of the most common bases for distinguishing among customer groups. This is because there are often high correlations between demographic variables and consumer wants, preferences, and usage rates. Age groups are an excellent examples, the 35 to 44 year age group shows a very high propensity to travel and to stay at lodging facilities when they do travel (McIntosh, Goeldner, and Ritchie, 1995).

The main demographic segmentation variables discussed are shown below:

Age

Age of a visitor refers to the individual's number of completed years, that is, age in his/ her last birthday (WTO, 1995). Age and life cycle considerations are popular criteria used in demographic segmentation, since these can also have a significant bearing on

consumer behavior (Weaver and Lawton, 2002). Age is one of the greater interests for tourism marketers. The Consumer needs and wants change with age although they may still wish to consumer the same types of product. So Marketers design, package and promote products differently to meet the wants of different age groups. Those different age groups can be divided as following groups:

1. 0-14
2. 18-30
3. 31-40
4. 41-50
5. 51 -60
6. 61 and above

1. 0-14 years of age are such a age group who does not comes under travel consumer. So it is not worthy to discuss.

2. 18-30 years are such a category of age groups who comprises the market of young people who have their own life style often like to travel without their families. They are very much sensitive with respect to destinations.

3. 31-40 years are such a category of age groups who are economically dominated active people with a family. Their behavior is substantially influenced by the needs and interests of their children.

4. 41-60 years are such a category of age groups who too are economically dominated active people but their tourism behavior is no longer substantially influenced by the needs and interests of their children.

5. 61 years and above years are such a category of people have lots of free time even though their participation is less or no participation for leisure purpose in tourism in comparison as younger people. However this category is far away from homogeneous.

Life-cycle stage

Life cycle is an important and popular criteria used in the demographic segmentation. A consumer stage in the life-cycle is an important variable – particularly in markets such as leisure and tourism.

Gender

Gender is considered as a biological term. It is readily observable and measurable criterion (Weaver and Lawton, 2002). Gender segmentation is widely used in consumer marketing.

The question of how a family decides whether to buy, where to buy, and which brand to buy has fascinated and puzzled marketers of a variety of products and services for many years. It is always a matter of wonder among the marketer that who is the prime mover, the husband or the wife, or do they play an equal part? According to (McIntosh and Goeldner, 1984) Gender is a biogenetic group trait that divides customer into two groups- males and females. This group trait remains constant throughout a person life, and it influences customer values and preferences.

Data on gender are included in almost every study of behavior. It is easily measured and sex differences are significant for many forms of demographic behavior. Therefore, gender is included in the list of classification relevant to tourism research (WTO, 1995)

Income

Income is one of another popular basis for segmentation. Income segmentation, whether targeting the higher or lower income groups, makes sense the spending levels of various income groups suggest the patronage at different types of travel (Hsu and Powers, 2002). There is no standard classification for income level. Generally the appropriate grouping is done mainly watching the strong influence of tourist activities at a destination. But it varies from country to country (WTO, 1995).

Social class

Social class is also one another important segmentation helps a marketer in understanding their customers according to their social status. Many Marketers believe that a consumer "perceived" social class influences leisure activities and other products & services. It has a clear link here with income-based segmentation.

Occupation

Almost all the factors that determine tourism are interrelated. For example, occupation is closely related to both income and education, and certain lifestyles are associated with certain occupations; all this has an impact on travel (McIntosh and Goeldner, 1984). A marketer always tries to identify occupational groups that have above- average interest in their products (Kotler, Bowen, and Makens, 2003). There are various ways to classify occupation (WTO, 1995).

Education Level

Education is another factor which needs attentions to be paid by the tourism managers. It is observed that the people with college education take more interest and pleasure trips in comparison with the high school educations. But it is also true that high school educations take more trips than those with only grade school educations (McIntosh & Goeldner, 1984).

The level of education also influences the tourism behavior of people. It has strong links with other important variables such as occupation and income and it may be that these variables influence tourism behavior through their relationship to educational levels. For example, few aged 0-14 years can be expected to have completed university or college graduate studies (WTO, 1995).

The level of education of a visitor refers to the most advanced level which this person has completed in an educational system.

Lifestyle

Marketers are increasingly interested in the effect of consumer "lifestyles" on demand. Unfortunately, there are many different lifestyle categorization systems, many of them designed by advertising and marketing agencies as a way of winning new marketing clients and campaigns.

Education, occupation, and income tend to be closely correlated in almost a cause and effect relationship. High level of occupations that provide high incomes usually

require advanced educational training. Individual with little education rarely qualify for high-level jobs. Insights on media preferences tend to support the close relationship among income, occupation, and education (Schiffman and Kanuk, 2000).

3. Psychographic Segmentation

The differentiation of the tourist market on the basis of psychological characteristics is known as psychographic segmentation. This includes various factors such as motivation, personality type, attitudes & perceptions, and needs. Psychographic profiles are often difficult to compile due to problems in identifying and measuring such characteristics. Individuals are often not aware of where they would fit within such a structure (Weaver and Lawton, 2002). It divides buyers into different groups based on social class, lifestyle, and personality characteristics. People in the same demographic group can have very different Psychographic profiles (Kotler, Bowen, and Makens, 2003).

Several models have been developed to classify people according to psychographic types. One of such model was developed by Plog (1987), who classified the U.S. population along a Psychographic continuum ranging from the psycho-centric at one extreme to the allocentric at the other. The term Psycho-centric is derived from Psyche or self centered, meaning the centering of one's thought or concerns on the small problems areas of one's life. Such a person tends to be self-inhibited and non-adventuresome. Allocentric, on the other hand, derives from the root word allo, meaning "varied in form". An allocentric person is outgoing and self-confident and is characterized by a considerable degree of adventure and a willingness to reach out and experiment with life (McIntosh, Goeldner, and Ritchie, 1995).

4. Behavioral Segmentation

Behavioral segmentation divides customers by their use of occasion, benefits sought, usage rates, brand loyalty status, buyer readiness stage, and attitude towards the product of service (Morrison, 1996). The identification of tourist markets on the basis of activities and other actions undertaken during the tourism experience is an exercise in behavioral segmentation (Weaver and Lawton, 2002). In behavior segmentation, buyers are divided into groups based on their knowledge, attitude, use, or response to a product. Many

marketers believe that behavior variables are the best starting point for building market segments (Kotler, Bowen, and Makens, 2003).

1.2.1.5 Why is market segmentation important for the market potential of Indian Tourists?

Market segmentation plays a vital role in the development of tourism. Its process is critical component of positioning tourist destinations whereby marketers identify within an existing market distinct group of visitors that best maximize value to the destination and assess their ability to serve grow the targeted segments. The Competitive tourism destinations and industries have marketing strategies that target specific market segments in order to provide high value products and services, and greater levels of tourist satisfaction. It acknowledge the needs and wants of all the Indian tourists are not same and that concentrating their efforts on a small part of the overall market will enable them to raise their credibility, have higher levels of tourist satisfaction and more cost-effective marketing efforts. The more tour operators in the Andaman cluster Thailand, know about their potential customers, the better. If the marketers are aware of their needs, desires, attitudes and behaviors they will be more able to design and implement promotional efforts likely to turn interested individuals into Indian visitors.

1.2.2 Travel Motivation and Needs in Tourism

Generally motivation refers to a need that drives an individual to act in a certain way to achieve to the desired satisfaction. Tourists are motivated to visit a destination by information received from a generating market that matches, their needs and wants. A tourist's motivation occurs when an individual wants to satisfy a need. People decide to travel at a destination for different reasons and motives which can reduce their day to day life tensions. When individual take the decision to travel for leisure, then their internal needs and resulting tension lead them to act to reduce their mental tensions and hence they can satisfy their needs.

According to Goodall (1988), Witt and Wright (1992) needs and motivations are interrelated. People take a trip to fulfill their various needs, for instance physiological (climate and health) and psychological (relaxation and adventure). But according to Crompton (1979) a person is also motivated to travel due to psychological and social factor (Push

factor). Most of the previous research only focuses on a single construct of motivations (cognitive or emotional) in order to explain the tourist decision. However Fodness (1994) argues that motivation theory describes a dynamic process of internal psychological factors (needs, wishes and objectives) that generate an uncomfortable level of tension in the mind and body of a person. On the other hand, Gartner (1993), Dann (1996), and Baloglu (1997) suggested that motivation helps in putting a direct influence on the affective component of the image. The Affective images refer to the feelings aroused by a place, people with different motives may assess a tourist destination in similar ways if they perceive that the destination provides them with the sought after benefits. In order to check their suggestion Baloglu and McCleary (1995) tried to empirically check the relationship between tourist Socio-Psychological motivations, the affective and overall destination image, and in that they found that there was moderate relationship among them. However, they point out that their findings should be assessed with caution, due to the fact that their sample displayed homogeneous characteristics.

Tourist motivations will enable the tourism destination planners to better satisfy the consumers needs. Recent studies done by Bansal & Eiselt (2004), evidence the heterogeneous nature of tourist motivations and highlight the importance of motivation.

The marketers generally classify tourists at a destination according to:

1. Travel Motivation and Segmentation

2. Destination services/ Attributes Satisfaction

In order to reduce the tensions in their daily life a tourist keeps some motives before deciding to travel to a destination for leisure. It also refers to a set of needs that cause a person to participate in a tourism based activity. Tourist motivations are characteristics of individuals that influence the choice of destinations. Matzler & Siller (2003), Sirakaya (2003), and Lee, & Wicks (2004) have the same perception regarding travel motivations that it also plays a major role in segment the market in order to understand the consumption patterns and behavior of tourists to help the marketers to allocate scare tourism resources efficiently and to guarantee visitor satisfaction. Motivations of visitors vary greatly from destination to destination.

According to Crompton (1979), Gooddall (1988), and Dann (1977) tourists are motivated towards a destination by their heterogeneous nature which have multiple motivations but other researcher like Pearce (1993) believe that tourists have limited motives so they change their motivation from one stage to another. He also think that dividing visitor

marketing to Homogenous groups is often based upon their geographic origins as well as a variety of social Demographic, Psychographic and or Behavioral Characteristics and often in the tourism literature there is a debate as to which strategy is the most appropriate. Subsequently, a study focused on pull and push factors in German tourists in relation to market segment by Jamrozy (1992) concluded that "differences between market segments occurred within the push factors as distinct from the pull factors that explained the attributes the tourists were seeking". For example, the escape factor is significant for travellers in the categories of alone travellers, couples and friends and less significant for tour groups, while prestige is vital for people travelling as friends. Tourist motivation can be used to predict Indian tourists those who comes to visit Andaman cluster.

The past literature review on tourists motivation shows that there are two factors of motivation of tourists at a destination are 1. Push factor and 2. Pull Factor. The Push and Pull factor plays an important role in segmenting a tourist at a destination. The common push factor for the tourists are the knowledge seeking, relaxation and family togetherness. While the pull factor can be natural, historic environment, cost, facilities, safety and accessibility.

The main concept behind Push and Pull dimensions of tourists traveling at a destination are because they are pushed by their own internal forces and pulled by the external forces of destination attributes. Several studies have investigated the pull and push factors in order to gain an insight into travel motivations. Dann (1977), proposed a two level scheme of factors that motivate travelers in the travel decision making process: push and pull factors. Crompton identified seven push and two pull motives to travel. The push motives where the escape from perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships and facilitation of social interaction, while the pull motives were novelty and education.

1.2.2.1 Push Factors

The Push factors are origin related which support the wish to travel of a tourist. The Push factor of motivation of a tourist at a destination can be knowledge-seeking, relaxation, adventure, health, prestige and family togetherness etc. The Push factor refers the specific forces that influence a person's decision to take vacation or to travel outside. Push factors have been classified among motivational factors, and conceptualized as the motives and

needs that arise due to a disequilibrium or tension. That is, Push factors can be defined as factors that motivate or create a desire to travel. Crompton (1979), Dann (1977), Yuan & McDonald (1990) suggested that it is a central basis in tourist behaviour study to identify motivational factors that are the reasons for and direction of behaviour. In addition, Yoon and Uysal (2005) define push motivations as factors more related to internal or emotional aspects. He put forward two basic motivational factors of leisure travel, escaping and seeking, which simultaneously influence people's leisure or tourism behavior. For example, a tourist may want to make a trip to escape from his/her personal or interpersonal environment ("escaping from everyday routine life") and to seek out Psychologic rewards ("taking adventure or building up new friendship"). Crompton (1979) also identifies seven push motives escape from a mundane environment, exploration and evaluation, prestige, regression, enhancement of kinship relationships, facilitation of social interaction. Thus, these motivational factors explain why tourists make a trip and what type of experience, destination or activity they may want. Most tourism motivation studies have been conducted in the context of a broad tourism destination Chaetal (1995), & Uysal & Jurowski, (1994) while the common Push factors drawn from these studies were "escaping from everyday environment", "novelty", "social interaction", and "prestige".

Some of the Push motives factors are discussed below:

Escape

Escape refers to what Crompton (1979) calls, "a temporary change of environment" which is "physically and socially different from the environment in which one normally lives. The escape is just to take a break from a mundane environment.

Social

This is a common push motive found in many motivational studies. It is defined as love and belonging. Travelling with friends and relatives fall into this category of need fulfillment, Crompton divides the social motive into two main categories, enhancement of kinship relationships and facilitation of social interaction. The former refers to the desire to enhance or enrich family relationships, while the latter represents a need to "meet new people in different locations." The other social element that Crompton refers to – the desire to meet with other people at the destination – was also evident for city breakers. Although the social need is also an important factor for holiday travel decision.

Gift giving

One of the most interesting push factors is gift giving to friends and relatives. Such gift giving behavior does not keep importance with all the holiday motives. However a motive which is particularly associated with more expensive and exotic main holidays was "prestige." This relates to what Fodness (1994) calls the 'value expressive function of leisure travel' where the trip represents a combination of both symbolism and self-expression. Crompton points out, "As travel has become more frequent, it is perceived to be less prestigious."

Fun / excitement

The final push motive is termed "fun/excitement" and relates to the pleasure seeking desire of travellers. According to Fodness (1994) describes the 'utilitarian function of leisure travel,' where people are escaping on the one hand but are doing so with some clear leisure goal in mind, or as he puts it "an escape to recreational or fun activities."

Push factors refer to the tourist as a subject and deal with those factors predisposing him/her to travel (e.g. escape, adventure, and relaxation). Pull factors are those which attract the tourist to a given destination (e.g. opportunities to engage in activities in preferred settings) and whose value is seen to reside in the object of travel.

1.2.2.2 Pull Factors

The Pull factor of a tourists travel at a destination are those that affect the option regarding the place to visit and which are related to attributes of the destination. The Pull factor of motivation of a tourist at a destination can be natural and historic environments, cost, facilities, safety, and accessibility. Pull factors refer to the forces that influence the person's decision of which specific destination should be selected. Push is the factors that motivate or create a desire to travel to tourists (Crompton, 1979, Dann, 1977, Yuan & McDonald, 1990). Yoon and Uysal (2005) define Pull motivations as factors connected to external or situational aspects. Klenosky (2002) considers pull factors to be the higher-level force which influences the decision to travel in the first place; the transformation of social relationships, the increasing number of experienced travelers, as well as marketing promotion arouses the need for travel and creates a higher demand. The pull motivations are attributed to

the overall attractiveness of the destination. Pull factors may include; beaches, cultural attractions, natural scenery, shopping and so forth. Pull factors, is also considered as preferences for satisfying motives, drives or needs.

The motivation dimensions are different to tourists from different countries. The Indians mostly travel abroad for leisure and to explore the world. But the outbound Indian market is still developing.

1.2.2.3 Relationship between Push and Pull Factors

Push and Pull factors have been always seen as two separate decisions made at two separate different times. For example, One focusing on whether to go, and the Second is where to go, Klenosky (2002). On the other hand Dann (1981) noted that once a decision is made up, where to go and what to see and what to do (relating to the specific destinations) can be tackled. According to Dann (1977) both Push and Pull factors are logically preceded each other. He referred to motivational influences on an individual as push factors. In contrast, to this perspective, other researcher Klenosky (2002) suggested that Push and Pull factors should not be seen as entirely independent to each other but they are fundamentally related to each other. However Usyal and Jurowski (1994) found that there is a relationship between Push and Pull factors. The push factors are generally viewed from the demand-side approach to understand the tourists' decision making process. On the other hand Pull factors, are generally viewed from a supply-side dimension.

Similarly, Dann (1981) found that 'Potential Tourists those who are deciding "where to go" may also take consideration of various Pull factors which is related to their motivational Push. Research which shows the relationship between Push and Pull forces has only recently been reported in the travel and tourism literature (Klenosky 2002). Mannel and Iso-Ahola (1987) identified two main types of push and pull factors, personal and interpersonal. They suggest that people want to leave behind their personal or interpersonal problem in order to find personal or interpersonal rewards. The personal rewards are: self-determination, sense of competence, challenge, learning, exploration and relaxation. The interpersonal awards are a result of social interaction.

Preference and destination attributes can be matched to specific psychological profiles of tourists. Similarly, motivation is a dynamic concept that varies from one tourist to another, from one market segment to another, from one destination to another as well as from

one decision making process to the next Uysal & Hagan (1993) Witt & Wright (1992). Hence, arguably, the concept of motivation can be considered as an element of market segmentation in the tourism industry. Kim & Lee (2002) stressed that differences in motivation between tourist respondents of different cultures are crucial for destination management to gain an understanding of tourists' values preferences and behaviour. This push-pull framework will provide a useful approach for examining the motivations underlying tourist and visitation behaviour in our study.

Push motivations can be seen as the desire for escape, rest and relaxation prestige health and fitness adventure and social interaction family togetherness and excitement Crompton (1979) tourists may travel to Escape routine and search for authentic experiences.

Pull motivations are those that are inspired by destinations attractiveness such as beaches, recreation facilities, Cultural attractions, entertainment, natural scenery, Shopping and parks. The destination attributes may Stimulate and reinforce inherent push motivations McGehee et al. (1996), Iso- Ahloa (1982) and Yuan & McDonald (1990).

These motivations have been classified according to the following typology by Goeldner and Ritchie (2003):

- Physical, such as relaxation
- Cultural, such as discovering new geographical areas;
- Interpersonal, such as socializing and meeting new people; and
- Prestige, such as self-esteem and self actualization.

Other researchers, such as Iso-Ahola (1982), looked at motivations in terms of seeking escape, while Pearce (1996) distinguished between intrinsic and extrinsic motivations. Cha et al. (1995) studied the travel motivation of Japanese overseas travellers and identified six motivational factors: relaxation, knowledge, adventure, travel bragging, family, and sport. Based on these, three marketing segments were identified: sports seekers, novelty seekers, and family and relaxation seekers.

Pearce and Lee (2005) noted that a core travel motivation factors including escape, relaxation, relationship enhancement, and self-development seemed of comprise the central backbone of motivation for all travellers. On the other hand Jang and Wu (2006) suggested that common push factors found in most of the studies included knowledge-seeking, relaxation, and family togetherness, while the most frequently seen pull factors were natural and historic environments, cost, facilities, safety, and accessibility.

Lee & Wicks (2004) specified that:-

Cultural Exploration

- To enjoy new experiences
- To increase my cultural knowledge
- To enjoy arts and crafts
- To experience local customs and cultures
- To enjoy art and folk performances
- To enjoy culture in its cultural/historical setting

Socialization

- To meet new people
- To be with people who enjoy the same things I do
- To go to places where my friends have not been
- To see place with a group together

Family Togetherness

- To help my family learn more about foreign cultures
- To spend time with my family together
- I thought the entire family would enjoy it

Activity

- Natural attractions & scenery
- Being Physically active
- Sight seeing
- Water Sporting activities
- Adventure
- Night life activities
- Handcrafts and arts

to be the most appropriate in determining the motivational factors of the tourists.

1.2.2.4 Needs-based Motivation

The concepts of satisfying needs or desires and the equilibrium that results from meeting needs are fundamental to most theories of motivation, is widely stated in the tourist motivation literature. Shoemaker (1994) claims there is an implicit assumption in all tourist motivation studies, that the consumer will choose the destination or type of holiday or vacation that will best satisfy his/her desires or needs. Yuan and McDonald (1990) restate Crompton (1979) concept of equilibrium that results when no discrepancy exists between the preferred behaviour and actual behaviour. Simply stated, equilibrium exists to the extent that physical, social, and psychological needs are met. Pleasure travel is assumed to be goal-directed, aimed at satisfying these unmet needs. This concept of equilibrium is inherent in most theories of motivation Yuan & McDonald (1990). Murrays' (1938) classification of human needs is an extensive list of physiological and psychological needs that stimulated research into specific needs such as the needs for achievement, affiliation and power (McClelland 1965).

Needs-based motivation theories have been acknowledged as useful for drawing attention to the wide variety of different needs that can motivate human behavior (e.g., Witt & Wright 1992:4) predicting the effects of motivation on behavior requires more than an understanding of human needs, because, a knowledge of peoples needs will not necessarily tell us what they will actually do to fulfill such needs, or indeed whether they will do anything at all.

Maslows theory of need hierarchy is considered a useful tool for understanding consumer motivations, developing marketing strategy, appropriate advertising appeals and as the basis for market segmentation and product positioning because consumer goods often serve to satisfy each of the need levels, Schiffman & Kanuk (1997). Witt and Wright (1992:44) conclude that, the study of needs can at best only provide a partial explanation of motivated behavior. In particular, the way in which an individual's needs may be translated into motivated behavior is necessary when researching tourist motivation and other such factors must be taken into consideration if the explanation of tourist motivation is to be of use in predicting behavior (Sharpley 1996).

1.2.2.5 Customer Expectation, Destination Services and Satisfaction of the Tourists

Expectation

Generally people travel to a certain destination for different motives and with special expectations hoping that their action will lead to a satisfaction. Different kinds of mental, spiritual and physical experiences and satisfactions are sought by tourists. The nature of the experiences and satisfaction sought largely determines the destination chosen and the activities enjoyed there. Tourists arrive to the destination with different expectations and these expectations are influenced by several factors. Expectations are formed by past experience; this can be formed via television programs, especially for first time visitors who have no previous experience. Word-of-mouth from friends and relatives is important because these information sources are normally considered as reliable and trustworthy. Also the role of travel agencies is important as they provide a variety of direct and indirect messages to customers, e.g. create certain promises at the time of booking the reservation and create an image of the destination (Zeithaml 1990).

Needs

All customers have different needs and want that need to be fulfilled. These needs and wants build up their expectations of the tourism product purchased. The purchase of tourism products always involves a greater risk compared to tangible products and price is an important influencer as the quality of the service is always compared to the price paid. The previous researches show that the customers' expectations are influenced by many factors. And not least, all customers are different and make their subjective judgment of the provided service (Williams & Buswell, 2003; Reisinger, 2001).

Satisfaction

In addition, the influence of image on expectations should not be overlooked. Tourism image has a positive influence on perceived quality and satisfaction for customers. It affects the expectations that the person has before the trip. The concept of consumer satisfaction is closely linked to theories of travel motivation and expectations. Tourists satisfaction is a core issue when studying tourist behavior because monitoring tourists satisfaction provides valuable

information for understanding the attitudes of tourists towards service quality that the destination delivers, as well as helping to predict the future intention of tourists to revisit a destination (Decrop, 2000; Reisinger & Turner, 1998). The attributes satisfaction approach is used to understand the satisfaction received from the experiences of tourists. Satisfaction can be described as the result of a comparison between expectations and the perceptions of the performance when the performance exceeds the expectations (Binge & Scnchez 2001). Kotler (1996) has defined satisfaction as follows:

Satisfaction with a product is determined by how well the product meets the customer's expectations for the products (Kotler, 1996:39).

To put it in another way: dissatisfaction occurs when a customer's perceptions of a service does not meet their expectations.

Consumer satisfaction depends on several personal factors; tourists own perceptions of the experience, his attitudes, expectations and past experiences. Also, encounters with staff, tangible elements, time it takes the service to be delivered and whether or not it has been delivered correctly, and the outcomes of the experience are factors influencing customer satisfaction (Williams and Bushwell, 2003; Carey and Gountas, 2002).

Satisfying customers' needs is important as it leads to positive word-of-mouth recommendations of the product to friends and relatives. A satisfied customer is more likely to come back and remain loyal (Kotler, 1996). Measuring consumer satisfaction in tourism is a laborious task; each customer is different and tourists typically purchase and consume bundle of services, which creates the overall "holiday or vacation" experience. (Kotler, 1996; Christopher, Payne & Ballantyne, 1991) described that satisfaction is closely linked with the concept of quality, with the overall judgement made by the customers. In other words, quality is the perceptions in the minds of consumers.

1.2.3 Consumer Behavior in Tourism

1.2.3.1 Definitions of Consumer Behaviour

To study consumer Behavior is an important factor in Tourism. According to Hudson (1999) consumer behaviour could be defined as a study of why people buy the products they do, and how they make decisions. However Horner & Swarbrook (1996:4) had

definition of consumer behavior is almost similar. Solomon (1996) has defined consumer behaviour as:

The process involved when individuals or groups select, purchase, use, or dispose of products, services, ideas or experiences to satisfy needs and wants.

Engel, Blackwell and Miniard (1995) have suggested consumer behaviour to be:

Those activities directly involved in obtaining, consuming, and disposing of products and services including the decision process that precedes and follows these actions (Swarbrooke & Horner 1999).

Wilkie (1994) defined consumer behavior as 'the mental, emotional and physical activities that people engage in when selecting, purchasing, using, and disposing of products and services so as to satisfy the need and desires of a tourist at a destination.

One official definition of consumer behavior is "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society" (Horner, 1999). The following points occur from this definition.

(1) Behavior occurs either for the individual, or in the context of a group (e.g., friend influence what kinds of clothes a person wears) or an organization (people on the job make decisions as to which products the firm should use).

(2) Consumer behavior involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage increased consumption.

(3) Consumer behavior involves services and ideas as well as tangible products.

(4) The impact of consumer behavior on society is also of relevance. For example, aggressive marketing of high fat foods, or aggressive marketing of easy credit, may have serious repercussions for the national health and economy.

1.2.3.2 Applications of consumer behavior

(1) Marketing strategy for making better marketing campaigns. For example, by understanding that consumers are more receptive to food advertising when they are hungry,

we learn to schedule snack advertisements late in the afternoon.

(2) A second application is public policy.

(3) Social marketing involves getting ideas across to consumers rather than selling something.

(4) As a final benefit, studying consumer behavior should make us better consumers.

Tourism industry measures consumer behavior with the goal of ascertaining whether a product or service is likely to produce sufficient market demand to justify investment in production and distribution. Its methods are generally pragmatic and designed to limit risk while optimizing profits.

Consumer behavior in tourism is interesting and fascinating but these definitions shows that consumer behavior and the purchase process are very complex and hard to define. When choosing a product, many external and internal motivators and determinants influence the decision-making process of consumers. Several consumer behavior models have been created for marketing research purposes.

The consumers in tourism have become more diverse, more experienced, more demanding, more quality conscious and generally more sophisticated. Nowadays consumers are more heterogeneous and individualistic in their demands and expectations and more culturally diverse in ethnic origin and range of lifestyle choices. They also vary in age, income, education level, and tastes (Middleton and Clarke, 2001). This development also creates challenges for marketing people and tourism service suppliers to meet the needs of consumers.

The various kinds of consumer behaviors are displayed in table 1.3

Table 1.3 Various Tourist Behaviors

1.	Interact with other tourists	Keep to themselves
2.	Socialize with other tourists	Avoid socializing
3.	Congregate with tourists from other nationalities	Congregate with tourists from same nationality
4.	Travel in groups	Travel by themselves
5.	Take long trips	Take short trips
6.	Buy souvenirs	Do not buy souvenirs
7.	Buy gifts for F&R at home	Do not buy gifts for F&R at home

Table 1.3 (Continued)

8.	Trust tourist-trade people	Suspicious of tourist-trade people
9.	Interested in people	Interested in artifacts
10.	Prefer local foods & drinks	Avoid local foods & drinks
11.	Visit places in loose and unplanned manner	Plan their tours rigidly
12.	Shop constantly	Do not shop at all
13.	Bargain at shopping	Pay asking price
14.	Want to see the real thing	Satisfied with staged attraction/events
15.	Write letters/postcards	Do not write letters/postcards
16.	Adventuresome	Safe
17.	Active	Passive
18.	Interested in novelty	Interested in familiar things
19.	Take photograph	Do not take photograph
20.	Knowledge about the destination and well prepared	Not knowledge about the destination and well prepared

Source: Author, based on Middleton and Clarke (2001).

1.2.3.3 Why Study Consumer Behavior?

In today's highly competitive and global economy, understanding tourist behavior is imperative to success because the behavior of a tourist is different from one country to another. But to study the consumer behavior is not an easy task for the marketers. Tourist behavior has become a corner stone of any marketing strategy and action. Researchers like Schiffman & Kanuk (1997) thinks that tourist behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items but according to Solomon (1996), consumer behavior is a study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires.

In consumer behaviour literature (e.g. Oliver 1997), the individual buying process is described in terms of problem recognition (motivation), choice of product or services, satisfaction and consequences of satisfaction (e.g. intention to re-buy a product and/or to recommend the product to others). In order to understand tourist behaviour, scholars

(Jafari and Ritchie, 1981; Leiper, 1990; McIntosh and Goeldner, 1995) have adopted a wide range of approaches. For instance, Leiper (1990) highlights important tourist issues by focusing on tourist choice, i.e. the consumer's selection of destinations and activities.

1.2.3.4 Vital Role in Daily Lives

Generally the most important reason for studying consumer behavior is the vital role it plays in our lives. Much of our time is spent directly in the marketplace, shopping and engaging in other activities. Almost every day, we spent some time thinking about products and services, talking to friends and families about them, and seeing and hearing advertisement about them. In addition, the goods we purchase and the manner in which we use them indirectly or directly importantly influence how we live our daily lives. However many need to understand the behavior consumers for what are thoughts to be more immediate and tangible reason (Loudon and Della Bitta, 1988). It also helps consumers in the buying process by informing them about the strategies companies use to market their products (Mowen and Minor, 1996).

1.2.3.5 Help Various Stakeholders, Firms and Organizations Improving their Marketing Strategies

The study of consumers helps firms and organizations improve their marketing strategies by understanding issues such as how

1. The psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products);

2. The psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media);

3. The behavior of consumers while shopping or making other marketing decisions;

4. Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome;

5. How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer; and

6. How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer. (Hawkins Del, Roger Best & Kenneth Coney, 1998)

Understanding these issues helps us adapt our strategies by taking the consumer into consideration. For example, by understanding that a number of different messages compete for our potential customers' attention, one learn that to be effective, advertisements must usually be repeated extensively. One also learns that consumers will sometimes be persuaded more by logical arguments, but another time will be persuaded more by emotional or symbolic appeals. By understanding the consumer, one will be able to make a more informed decision as to which strategy to employ.

1.2.3.6 Helpful in Marketing of a Destination

Consumers buy the products according to their needs, preferences and buying power. These can be consumable goods, durable goods, specific goods or, industrial goods. What he buy, how he buy, where and when he buy, in how much quantity he buy depends on their perception, self concept, social and cultural background and their age and family cycle, our attitudes, beliefs values, motivation, personality, social class and many other factors that are both internal and external to us. While buying, one also consider whether to buy or not to buy and, from which source or seller to buy. In some societies there is a lot of affluence and, these societies can afford to buy in greater quantities and at shorter intervals. In poor societies, the consumer can barely meet his barest needs.

The marketers therefore try to understand the needs of different consumers and having understood his different behaviors which require an in-depth study of their internal and external environment, they formulate their plans for marketing. It was during the 1950s, that marketing concept developed, and thus the need to study the behavior of consumers was recognized. Marketing starts with the needs of the customer and ends with his satisfaction. When everything revolves round the customer, then the study of consumer behavior becomes a necessity. It starts with the buying of goods. Goods can be bought individually, or in groups. Goods can be bought under stress (to satisfy an immediate need), for comfort and luxury in small quantities or in bulk. For all this, exchange is required. This exchange is usually between the seller and the buyer. It can also be between consumers. Consumer is also influenced by the marketing activities and efforts of the marketer.

Consumer behavior is a complex, dynamic, multidimensional process, and all marketing decisions are based on assumptions about consumer behavior. Marketing strategy is the game plan which the firms must adhere to, in order to outdo the competitor or the plans to

achieve the desired objective. The products create an image in the mind of the consumer, who undergoes a decision process which lead to the outcome in terms of satisfaction or dissatisfaction, which reflects on the sales and image of the product or brand. The marketing strategy is successful if consumers can see a need which a Company successful strategy, the marketer must lay emphasis on the product/brand image in the consumer dislikes. The brand which matches the desired image of a target market sells well. Sales are important and sales are likely to occur if the initial consumer analysis was correct and matches the consumer decision process. Satisfaction of the consumer, after the sales have been affected, is important for repeat purchase. It is more profitable to retain existing customers, rather than looking for new ones.

1.2.3.7 Tourists' Decision Making Process

Decision making process plays a vital role in tourism. Some factors easily affect tourists making destination decisions, such as issues related to health, safety, time, expenditure and travel distance (Bansal and Eiselt, 2004). There are various others factors which influence the life style of a consumer are culture, subculture, values, demographic factors, social status, reference groups, household and also the internal make up of the consumer. The process of decision-making varies with the value of the product, the involvement of the buyer and the risk that is involved in deciding the product/service. A process of buying starts in the minds of the consumer, which leads to the finding of alternatives between products that can be acquired with their relative advantages and disadvantages. Sometimes in the final vacation decision phase, travel risk would also change tourists' minds (Boshoff, 2002) when insufficient information makes consumers uneasy about their expected experience quality. Considering the intangibility of tourism products, tourists usually perceive uncertainty surrounding future purchase outcomes (Hsu and Lin, 2006).

1.2.3.8 Role of Variables in the Decision Making Process

Variables also play a major role in consumer behavior. The major variables that affect consumer behavior are (1) safety (2) security (3) performance (4) comfort (5) prestige (6) status, and (7) visual impact. These different attitudes are directly related to different types of customers because cognition, feelings, and 'response dispositions' of customers are organized into a set of 'patterned emotional reactions' (Markin 1969). This

may be due to differences described as demographic, geographic, psychographic, or lifestyle. Therefore, behavior moves from personal buyer to different buyers in a given society.

There are various theories which give a clear picture of tourist decision making for their vacation at a destination. The different theories regarding the purchasing process (Engel, Blakwell & Miniard 1995,) are coherent with three paradigms, namely: the cognitive approach, which considers the purchase as the result of the decision-making process, the reinforcement approach, which considers the purchase as an acquired behavior in response to various aspects of the consumer situation, and the routinely approach, which considers the acquisition as a behavioral pattern preset, determined by specific conditions. The cognitive paradigm focuses on the decision of the consumer, based on ideas, information, evaluations, etc.

The reinforcement paradigm focuses on how the behavior is modified by the environment; consequently, the managerial influence is maximized through the change in the situation of consumers. This approach loses its usefulness when it comes to explain the complex consumer behavior, derived from a series of past experiences not easily identifiable.

The routinely paradigm focuses on fixed behavior patterns, which are quickly activated in response to characteristic and relevant stimuli in a given situation. In this case, stakeholders can benefit from the study of how the behavior is associated with a particular stimulus; once the link has been identified, it is possible to use the incentive to induce its behavior.

In practice the cognitive paradigm had so far preponderant influence and pervades most of the American consumer behavior research (Engel, Blackwell and Miniard, 1995). Howard & Sheth (1969) introduced a distinction between three decision processes that is still now accepted by the literature. Namely the resolution behaviors of the consumers can be:

● Extensive, when the information value and the perceived risk are elevated so the information search is deep and requests much time and energies;

● Limited, when the perceived risk is lower;

● Routinely, when the consumer has much experience and information and the purchasing process is without any cognitive effort.

Engel, Blackwell and Miniard (1995) agreed that consumers, also in case of a purchase made for the first time, often do not have the time, resources or motivation needed to

conduct an (EPS, extensive problem solving) tending then to implement a limited resolution of the problems (LPS, Limited problem solving), which omits many of the passages of EPS. In relation to the different purchasing situations it is possible to distinguish the complex decision making and on the other side the impulse purchasing. The first one sees a very involved customer from an economic and social point of view because he is buying an expensive good and not frequently purchased. In the Copeland model these are the so called shopping goods, for example the holidays. The second case, the limited problem solving situation, sees a less involved customer, he buys these goods as he finds them at a destination. The purchasing is not connected with a high perceived risk and therefore the information search is not conducted and the customer buys the most familiar product or the less expansive one. These goods are called convenience ones. The model implies that customers pass through all stages in every purchase. However, in more routine purchases, customers often skip or reverse some of the stages.

Some authors like Solomon (1996) indicate some of the factors that can influence the kind of purchasing making process applied by the consumers like the involvement, the experience, the purchasing frequency, the perceived risk and the product value.

In the cognitive approach the attention is placed on the internal processes of the consumer (in contrast with the daily reinforcement paradigms, which give greater importance to the characteristics of the situation). The theoretical model under consideration, describing the action of consumers in a predominantly cognitive perspective, is extremely popular, it appeared for the first time (albeit in a slightly modified form) in a publication of Engel, Kollat & Blackwell in 1968. It is possible to find a similar pattern in a work of Howard and Sheth (1969). Since then in one form or another, the approach has played a major role in many texts on consumer behavior. The cognitive models have been criticized by Ehrenberg (1988), due to the absence of shared methods of measuring the used constructs and because the relationships between the constructs themselves are inaccurate.

The majority of the authors that treated the theme referred to five stages in the decision-making process: identification of needs, information gathering, evaluation of alternatives, choice, post-purchase processing. The model suggested by Engel, Kollat & Blackwell (1968) shows that consumer behavior consists of four components related to the inputs to the decision process, the information processing, the decision process and other variables influencing the decision process.

The tourism good has all the main characteristics of the services and so it has more experience and credence qualities, that is to say qualities that it is possible to evaluate only after the purchasing moment and during or after the use, than search ones, that it is possible to observe before the purchasing act.

Moreover the tourism is characterized by an elevated expense, the absence of a tangible return of the investment, the presence of an interval between the purchasing and the consumption phase.

1.2.3.9 Factors Influences Tourists Decision Making Process (The Tourists in Context)

Figure 1.1 shows the buyer's characteristics and the buyer's decision process. Those factors have a large influence in the buyer's decision process (Kotler & Armstrong, 1994).

According to Armstrong, consumer purchases are influenced by cultural, social, personal and psychological factors or characteristics that cannot be controlled by companies.

Figure 1.1 Factors Influencing Decision making
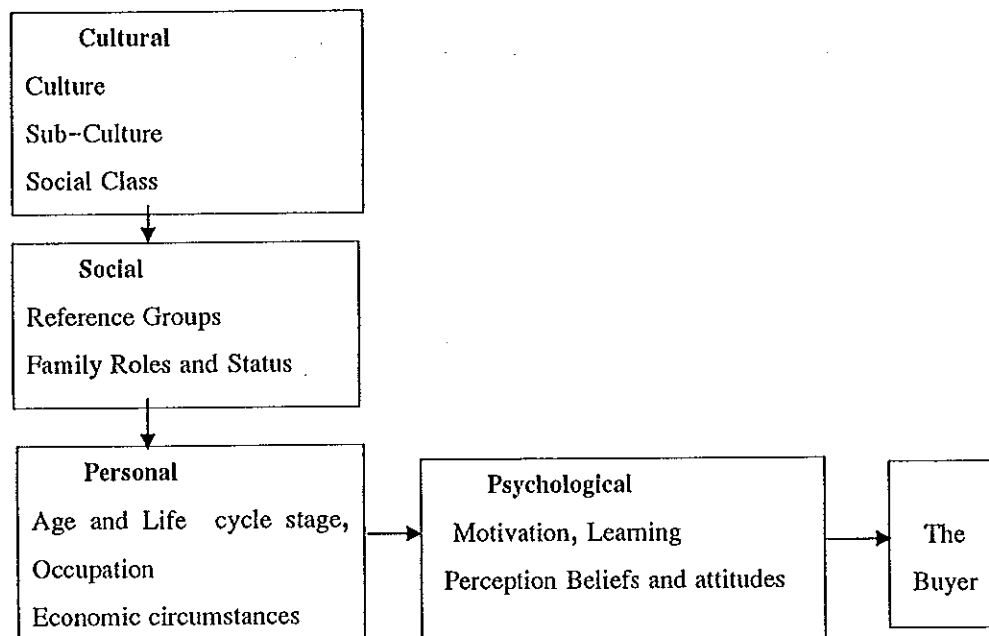
Source: Kotler, Armstrong, Saunders and Wong (2001).

According to Armstrong, Saunders and Wong (2001) consumer purchases are influenced by cultural, social, personal and psychological factors or characteristics that cannot be controlled by companies.

The various factors which influence the tourist decision to travel a destination are as followings:

(1) Environmental/Situational Influences

        (2) Social and Cultural Influences

        (3) Groups Decision Making Influences

(1) Environmental/Situational Influences

The environmental/situational variables such as time, money, and health etc. can intervene the tourist decision of going for a vacation. Belk (1995) had defined situations as "all those factors particular to a time and place of observation, which do not follow from a knowledge of personal (intra-individual) and stimulus (object or choice alternatives) attributes and which have a demonstrable and systematic effect on current behavior". Five types of situational variables distinguished by him are:

(a) Physical Surroundings which include whether, geographical location, decor, sounds, lights, tangible signs and displays some materials. The weather in the home region, outdoor advertising, and the color of a travel agency's window are part of the tourist physical surroundings which influences the tourist decision to ravel.

(b) Social Surroundings include other people and their characteristics, roles, information and persuasion in selecting a particular travel destination. Crowding can also act as a situational variable: peoples living in crowded cities tend to spend their holiday in open spaces where they can rest and be alone for a while.

(c) Temporal Perspective includes the period (from the time of day to season of the year), time constraints, and elapsed or expected time. This situational variable is very important in tourism since many vacationers are limited by the period and by available time.

(2) Social and Cultural Influences

The decision making of a tourist to travel a destination depends on situational influences on choice which are influences by the social and cultural structure in which the consumer is embedded. Sears, Peplau, & Taylor (1991) had defined social and cultural group as a collection of people used by the individual as a standard for his or her own attitudes, beliefs, values, and behavior.

Culture can be considered as a broad, impersonal reference group consisting of the behaviors, customs, knowledge, and techniques socially acquired (i.e., learned) by human beings. It includes beliefs, values, norms, signs, habits, and non normative behavior. Thus, culture also influences the way a person behaves as a consumer or as a tourist.

Social classes are a special case of subcultures which influences the tourists' decision making process. Social classes are the consequence of the division of society on the basis of status and prestige. Education and occupation are the basic factors that explain the belonging to one social class. Wealth and income are the less decisive determinants. According to Mayo and Jarvis, (1981) "Each social class displays a distinctive life style which is reflected in values, interpersonal attitudes, and self- perceptions that differ from those held by any other class".

(3) Groups (Family) Decision- Making Influences

Family is a major reference group which influences the tourist decision to travel. Family functions as a decision-making functions as decision-making unit (DMU) is a type of norms where the important decisions of life, including consumption choices are discussed. The level of communication, the mode of decision making (consensus, bargaining, vote, dictatorship), and the result of conformation (agreement versus conflict) are important determinants of group decision process. Role is a major variable when analyzing group decision making.

Other factors influences tourist's behaviour can be understand by Figure 1.2

Figure 1.2 Influences on Consumer Behavior

```
                        ┌─────────────────┐
                        │  Environmental  │
                        │   Influences    │
                        └─────────────────┘
                                 ▼
┌──────────────┐    ┌──────────────────┐    ┌──────────────────┐
│  Individual  │    │                  │    │  Psychological   │
│  Difference  │ ▷  │ Decision Process │ ◁  │  Process         │
└──────────────┘    └──────────────────┘    └──────────────────┘
```
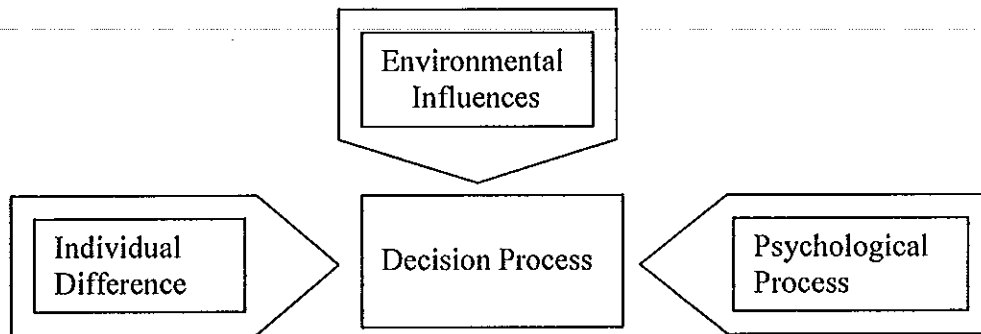
Source: Angel, Blackwell, and Miniard (1990).

In each group there are different characteristics. Those different characteristics are as following:

1. Personal or individual factors

Personal factors are unique to a particular person. Some of them can be family situation, work, marital status, age, demographic, sex or the experiences one your life and all of them can influence the decision of the purchase. It is also important to know, who in the family is responsible for the decision making, because sometimes only one member in the family make the decisions but other times the decisions can be made by consensus. Young people purchase things for different reasons than older people. (Blackwell Roger, Paul Miniard, & James Engel, 2002).

2. Psychological factors

This group can be divided in different categories like: motive, perception, ability and knowledge, attitudes (positive or negative feelings) or personality and lifestyle.

1. Motive, is the internal feeling that make the people buy a certain product in order to satisfy a necessity. This can be relational with the Maslow's hierarchy of needs.

Figure 1.3 Maslow's Hierarchy of Needs
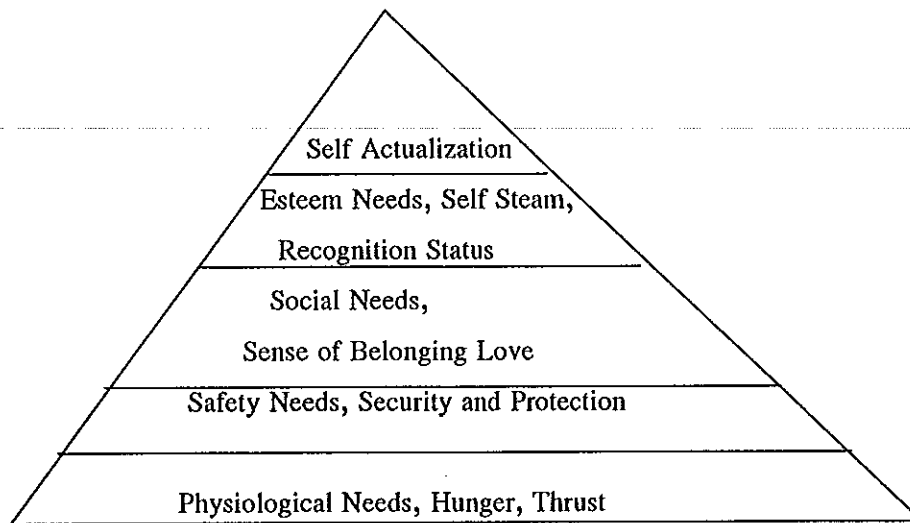
Source: Maslow (1954)

Depending of the phase in which a person it is, they need different products for satisfy their needs, and the needs can have a different motive. First people need to satisfy the basic things, like hungry or thirsty and after satisfy these necessities they are going to try to reach others like safety needs or self esteem.

2. Sometimes people want to buy something that they do not need, only because they want to appear in a certain way or because they feel better with this product.

3. Perception, this can be related with different concepts like taste, smell or touch. People have a sensation when they try a certain product, this perception depending of the experiences that people had with the products and also of the knowledge (Kotler, Saunders & Wong 2001).

4. Ability and knowledge, the knowledge or opinion that people have about a product can be influenced by the company. With new information or free sample the companies can manipulated the image of a product. They can use this when they want to introduce a new product in the market and also if they want to change the image or the concept of one existing product.

5. Attitudes and feelings, people can have a positive or negative feeling about a product. This feeling can be consequence of their personal experiences or because of the interaction with other people.

6. Personality and lifestyle, in order to decide use or not a certain product, the personality have a large influence. It is very important for the companies to know the mind of their target market in order to influence them. It is also important to know the type of life that they prefers, it is not the same people that like natural and healthy lifestyle than people that like fast food and the city life.

1.2.3.10 Essential Elements of Consumer Analysis

The three elements of consumer Analysis helps a company in better understanding and analyzing the next new concepts if they want to develop a successful strategy and influence the purchase of the consumers are as following:

1. Consumer affect and Cognition
2. Consumer Behavior
3. Consumer Environment

1. Consumer affect is related with the feelings about events, people can like or dislike a product, Can be favourable or unfavorable and include emotions. Consumer Cognition is related with the beliefs about a particular product. Mental structures, knowledge or beliefs that consumers have developed from their memories and experiences (Grunert, 1999).

2. Consumer behavior is related with the physical actions or consumers that can be directly observed and measured by others. It can also include behaviors like, shopping at stores, buying a determinate product or using a credit card.

3. Consumer environment is related with everything external to consumers that influences what they think, feel or do. People can be influence for different groups like culture, reference group or family. This is very important for all marketing strategies because it is the medium to stimuli and influence consumer. It is also important to know that these three elements have a strong relationship between them. If then, consumers have a bad experience or feeling in one of these areas it is possible that this belief affect in a negative way in the other areas. This change in the consumer behavior can be an advantage for other marketers at other destination.

Generally there are four strategies which influence the Consumer Behaviors. Those are as following:

1. Affective

This strategy is designed to influence in consumer affective responses. It is focused in the Consumers emotions, feelings or moods.

2. Cognitive

In this case the strategy is designed to influence in consumers cognitive responses. It is focused the consumer knowledge, meaning, and beliefs.

3. Behavioural

This strategy is designed to influence in the consumer behavior directly. The companies usually use this strategy in order to create desire for their products by the consumers.

4. Combined

In this strategy, the company tries to influence the consumer in all of the previous concepts.

1.2.4 Tourism in the Andaman cluster

Table 1.4 shows the guest arrivals of international tourists at accommodation establishments in Phuket, Krabi and Phang-Nga,. The international tourists arrival at Phang-Nga was less in comparison with the tourists arrivals in Krabi and Phuket. The arrivals of Indian tourists in Phang-Nga was 243, while in Krabi was 1,734 and Phuket received the highest number of Indian tourists arrival of 21,533. The total number of international tourist arrival at Phuket 3,300,121, Krabi 1,208,032 and Phnag-Nga was 291,205,.

Table 1.4 Guest Arrivals of International tourists at Accommodation Establishments in Phuket, Krabi and Phang-Nga

January June 2007				January –December2007	
Nationality	Phuket	Nationality	Krabi	Nationality	Phang-Nga
Africa	14,753	Africa	2,764	Africa	308
Australia	142,045	Australia	18,316	Australia	5,508
Austria	17,652	Austria	10,784		

Table 1.4 (Continued)

Brunei	641	Brunei	82	Brunei	38,226
Belgium	18,451	Belgium	6,847	Belgium	1,716
Cambodia	144	Cambodia	–	Combodia	1,725
China	83,916	China	5,633	China	5,108
Denmark	34,273	Denmark	18,703	Denmark	3,749
East Asia	364,583	East Asia	38,392	Malaysia	570
Europe	716,754	Europe	366,161	Europe	1,996
East Europe	16,517	East Europe	3,309	East Europe	4,678
Finland	42,025	Finland	23,315	Finland	4,287
France	41,983	France	14,474	France	4,477
Germany	80,338	Germany	50,705		
Hong Kong	30,105	Hong Kong	1,981	Hong Kong	2,033
Israel	11,933				
Italy	34,549	Italy	10,613	Italy	1,645
India	21,533	India	1,734	India	243
Japan	47,177	Japan	5,503	Japan	2,033
Korea	102,243	Korea	2,379	Netherlands	3,500
Middle East	40,942	Middle East	8,872	Middle East	537
Netherlands	16,287	Netherlands	13,909	Russia	327
Norway	22,995	Norway	17,637	Norway	1,996
New Zealand	18,407	New Zealand	4,704	Middle East	685
Oceania	160,452	Oceania	23,020		
Russia	66,019	Russia	2,709		
Spain	8,679	Spain	4,039	Spain	489
Sweden	109,911	Sweden	130,870	Sweden	21,462
Switzerland	39,292	Switzerland	17,479	Switzerland	8,681
South Asia	21,533	South Asia	1,734		

Table 1.4 (Continued)

South Africa	10,823				
Saudi Arabia	3,927				
The Americas	59,725	The Americas	26,778		
U.S.A.	44,877	U.S.A.	17,357	U.S.A.	5,714
U.K.	14,392	U.K	40,768		
Others	27,637	Others	5,571	Others	16,486
Total	3,300,121		291,205		1,208,032

Source: TAT, 2007

The following description of the three provinces of Phang-Nga, Krabi and Phuket is based on TAT (2007).

Phuket

General History

Phuket Island has a rich tradition and a long history with many influences from the east as well as from the west. Phuket (pronounced 'Poo-Ket') Island is commonly referred to as the 'Pearl of the South' and is the largest island in Thailand. The island's name is derived from the Tamil Manikram, meaning 'Crystal Mountain'. But most geologists believe that the area known as Phuket today was once a cape that extended into the Andaman Sea.

Tourism Attractions in Phuket

Phuket is located in the sparkling, green waters of the Andaman Sea just nestled in the tropical zone off the west coast of the southern part of Thailand in the Andaman Sea and the Indian Ocean, the province covers an estimated area of approximately 590 square kilometers if it's 39 other small islands are included. The islands total length, from north to south, is estimated at 48.7 kilometers and approximately 21.3 kilometers wide. Phuket borders on Phang-Nga Province to the north. The other 3 sides are encircled by the Andaman Sea the place where many of the best diving sites are located. The island is connected to Phang-Nga

Province by Sarasin Bridge and Thep Krasattri Bridge. Staying on the island is easy, as there are only two seasons in a Year the rainy season (May to October) and the hot season (November to April). Tourists arrive almost whole year but their arrival increase in comparison with other month in Phuket between September and October, because these month are the wettest months. But according to the local people here the best period for a visit, is from November to February, when it is possible to see the clear blue sky, feel the fresh sea breeze and marvel at the crystal clear water while lying on powdery, palm-fringed beaches. Average temperatures ranges between 23 degree C. and 33 degree C.

Phuket's topologies exceptional with 70 percent of its area covered with mountains which stretch from north to south and the remaining 30 percent being plains located in the central and eastern parts of the island. The island does not have any major rivers except for a total of 9 brooks and creeks.

Phuket has a lot more to offer its visitors other than its natural heritage sea, sand, sky, beach, forest, and world renowned diving sites. Sino-Portuguese architecture casts its spell delighting travelers to the city. In addition, accommodations ranging from world-class resorts to tropical-style bungalows have warmly catered to the different needs of travelers. For seafood lovers, there is a lot more to sample than just Phuket's famous lobster. Altogether, these characteristics have made Phuket a truly unique destination.

Phuket is a world class destination having the capacity to attract large number of tourists from the world which indirectly helps in increasing the foreign exchange of Thailand. The tourism income in Phuket accounts 33% of Thailand's total tourism revenue. Approximately 5 million international tourists visited Phuket in 2006 (Tourism Authority of Thailand, 2006). While 35,254 Indian Tourists visited here in 2006. The arrival of Indian Tourists here at accommodation establishment in 2007 was 40,791 (Tourism Authority of Thailand, 2007).

Krabi

General History of Krabi

Krabi was derived from the name of a local tree known as "Lumphi". The Malay and Chinese merchants' mispronunciation of the name to "Ka-lu-bi" or "Kho-lo-bi" finally resulted in 'Krabi' (or sword).

Some archeologists claim that Krabi City is one of the older settlements in the country as there is archaeological evidence indicating that this area had been home to homo-sapiens during the prehistoric times or between 25,000 – 35,000 B. C. The assumption has been strongly supported by the discovery of stone tools, ancient colored pictures, beads, pottery and skeletal remains in the provinces cliffs and caves.

Tourism Attractions in Krabi

Krabi Province is located approximately 814 kilometers from Bangkok is one of the most attractive destinations in southern Thailand. It Encompass an area of 4,708 square kilometers. Krabi's topography is mostly mountains and highlands separated by plains in some parts. The provinces sandy soil conditions are suitable for growing various agricultural products, particularly rubber trees, palms, coconuts, cashew nuts and coffee. Due to the influence of the tropical monsoon, there are only two seasons in Krabi; the hot season from January to April and the rainy season from May to December. Temperatures range between 17 Degree C. and 37 degree C. plays a major role in attracting tourists from almost all parts of the world. It is one of the most attractive destinations in southern part of Thailand. Krabi is an ideal getaway destination teeming with natural attractions including white sandy beaches, fascinating coral reefs, numerous large and small islands and verdant forests with caves and waterfalls and highly interesting archaeological remains. The spectacular natural scenery in this province naturally attracts tourists to visit this wonderful god gifted place. The spectacular natural scenery in this province naturally attracts tourists visit this wonderful god gifted place.

Seeing great potential in the high spending markets like Indian tourists, the Krabi Tourist Association President is planning to attract the market. According to him Indians usually check in 4-5 star hotel accommodation and travel in families which mean they spend more. He stated that they have a plan to go for marketing trip to India.

Phang-Nga

General History of Phang-Nga

Phang-Nga was originally inhabited by small communities and named Kraphu-Nga. In 1824, King Rama III renamed the area Phang-Nga and in 1933 the town was expanded to be a province. Its Former name was Muang Phu Nga named after the name of Nga hill or Phang-Nga hill located in the present town. The word Phu in Thai terminology means a hill or a mountain.

Later during the tin mining boom, foreigners who entered the town for their tin business purpose wrote the town's name as Phunga or Punga which could be pronounced as either Phu Nga, or. Phang-Nga

Tourism attractions in Phang-Nga

Phang-Nga is a province with two characters – land and sea – and packed with national parks that guard magnificent scenery with immensely different attractions. Phang-Nga is a seaside province by the Andaman Sea with scenic views of forests and islands. The province offers superb natural beauty both onshore and underwater. It is a land beautiful scenery nestled among mountains. Phang-Nga Cover the area of 4,170.9 square Kilometres, 57% of which is mangrove and evergreen forest. The main attractive part of the place is caves, forests parks, national parks etc. which attracts millions of tourists every year. There are various other tourism attractions in Phang-Nga but the most famous is Ao Phang-Nga National Park, a geological wonder filled with islets, sunken caverns and startling rock formations rising sheer out of the sea. The bay is extremely sheltered ideal for expeditions of sea canoes to explore the many fascinating caverns with their own eco-systems (TAT, 2007).

Most of the information mentioned below has been taken from the previous research done by the United States Travel Association for the Indians travel to Europe in 2008.

1.2.5 The Indian Outbound Market

General note

India is a vast country with a population of 1.2 billion and GDP growth of more than 8 percent per annum growing rapidly the country offers enormous potential for future growth in outbound travel markets in the world due to its expanding middle class and population size, which is comparable to Chinas attracted a great deal of attention to many countries in recent years. It contains a huge diversity of peoples, cultures, regions, economic characteristics and areas of prosperity and poverty. However it is a highly complex market, due to its large size and myriad target segments (PATA, 1998-2008). The bulk of international travel demand comes from India's main cities such as Mumbai, Delhi, Chennai, Calcutta, Bangalore, Gujarat, etc. Those already engaged in tourism marketing in India operate targeted campaigns by various means, and it is important to recognize the need to do so and to examine closely the segment of the market and/or the regions in which success is most likely to occur before embarking on such campaigns.

1.2.5.1 Key Influences on Outbound Travel

(1) Economic factors

India's economy has been one of the fastest-growing in the world during the last few years. The Indian Economic Survey of the year 2007-2008 was presented in the parliament indicates that the GDP growth at 8.7% in the current financial year. Nonetheless, economic progress has helped to create a proportionately small but absolutely quite large "middle class". Estimates suggest that those whose incomes permit them, within India, to have a purchasing power sufficient to be so categorized may well number between 60 and 100 million people in 2000. Of these, research suggests that around 25 million have incomes which are sufficient for them to travel abroad should they wish to do so, and it also appears that this group in increasing numerically quite rapidly.

An important driving force has been the steady move towards economic liberalizations in India. While many are impatient for faster progress, the decade of the 1990s has seen dramatic changes in the nature of the Indian economy and its interface with the rest of the world. It has further increased in the year 2007. Considerable foreign investment has been attracted, and some high technology industries have made substantial inroads into India's employment scene, especially in the area of information technology but also in areas such as communications and pharmaceuticals. Perhaps the most obvious group to have emerged as a result of such developments has been the well-educated and well-remunerated young "technocrats" of the IT industry, but there has also been an upsurge in prosperity on the part of other groups such as small, self-employed businessmen and traders who have benefited directly from economic liberalization. This latter category has emerged as a key element in Indian outbound travel, both to short- and long-haul destinations.

(3) Foreign Exchange

The foreign exchange earnings in Rupee terms, has grown at a faster rate (over 12% p.a.) reaching Rs.14408 Crore in the year 2000. However, a good part of this increase is attributable to the depreciation in the value of the rupee during this period. Indians can pay for international transport services in rupees, but are required to meet all other costs of travel, such as accommodation, in foreign currency. The Indian travel trade believes that the reforms to the system which are now in place have been a major source of stimulus to India's outbound travel market.

(2) Air transport capacities

The increasement in the number of domestic and international airport in India has certainly helped in increasing the number of outbound Indian nationals abroad. Indian Airlines, the other state-owned airline which traditionally served only domestic routes, now serves regional international routes to South East Asia and the Arabian Gulf as well, and the Indian government has authorized code-sharing with foreign airlines in an attempt to improve matters. New services are also under development, the most prominent of which is the plan for the organizing more flights from all the four metropolitan cities of India.

(3) Social, lifestyle and employment changes

Coupled with India's economic reforms and partly caused by the increasing internationalizations of the economy have been some significant social and lifestyle changes which have also fuelled demand for international travel. Younger members of Indian society who live and work in middle class households have been exposed to far greater international influences, notably through television, than their predecessors. International channels, create demand for international travel by the very nature of the scenes and settings which they display.

The Internet, which the Indian Market Research Bureau estimates is already available to 380,000 households (at an average household size of around 6 persons, this means exposure to almost 2.5 million people) is another element in diffusing more widely a broad knowledge of international trends, fashions and destination data. Increased Internet access throughout India has facilitated strong growth in online bookings. While 60 million Indians had Internet access in 2007, that number is expected to more than double by 2010. There are also more than 70 million cell phone users in the country, with an additional 5 million being added every month.

The Indian film industry has also created demand for international travel. India's film industry has an enormous audience within the country, and also makes many of its films in international locations. The first such location to benefit was Switzerland where Indian film makers sought to re-create the same type of atmosphere. New locations now being used include Hungary, Austria, Scotland and New Zealand and Thailand. While the evidence is incomplete, there are some indications that visitors to Hungary and New Zealand and Thailand are increasing quite sharply.

In summary, there are rapid and profound changes taking place within that segment of Indian society which is able to afford international travel. These are the better-off, increasingly better-educated and typically younger people who are challenging the traditional way of doing things. In India's close-knit family society, this is creating demand for more family leisure travel, as well as introducing new categories of traveller, such as those double-income households where, very much as in other countries, the raising of a family is postponed and two people are able to generate an income and have the time necessary to indulge their rising interest in exploring other countries.

1.2.5.2 Market Size and General Characteristics of Indian Outbound Tourists

Overall market size

These include departures for all purposes – leisure, business, VFR, education, religion, work etc. – but no breakdowns are available. The Indian outbound market is maturing. Among the new trends pointing to this is their inclination to look beyond traditional Western destinations. PATA and Nielsen research shows that Asian destinations have become the most travelled for Indian travellers.

From 1996-2006, the Indian outbound market expanded by an unprecedented 10% annually, well above the world average. Latest figures put outbound growth at 16% in 2006. India is now acknowledged as a key global outbound travel market.

The size of the Indian middle class currently stands at somewhere over 350 million – roughly the size of the population of the US – and is growing at an estimated 40-50 million a year. It is estimated that more than half of these people are less than 35 years old, for whom travel is an exciting proposition. With the GDP in the country growing by 8% per annum, disposable incomes have increased rapidly. Indian outbound travellers, once considered low spenders, are now recognized as high-yield visitors.

Regional destinations

There are four main regional destinations for outbound travel from India:

(1) Short-haul trips to Asia and South East Asia, which are based on a mixture of business and leisure travel as well as some VFR and travel for work related purposes;

(2) Medium-haul travel to the Middle East, which contains large numbers travelling for work as well as significant numbers of VFR travellers and some leisure travel; and

(3) Long-haul travel to Europe, notably the UK, on the one hand and North America, notably the USA, on the other, both of which have a good mix of business and leisure travel as well as substantial numbers of people visiting friends and families in the UK and USA.

Regions of origin

Not surprisingly it is the main metropolitan regions of India which generate the greatest volume of travel abroad. Mumbai, India's commercial and financial centre, Delhi, the capital and centre of government and Chennai in the south, located in one of the country's more prosperous regions, are all key centres for outbound travel. Other cities, notably the fast-expanding centres of the IT industry in Bangalore and Hyderabad are also fuelling the growth in outbound travel.

Travel is not only from the cities, however, and there are many small towns and rural communities in which there are pockets of wealth and from which substantial numbers of small businessmen and traders originate. Rajasthan, for example, is the centre of the jewellery and carpet trades, generating both business travel among the region's exporters and also leisure travel from those running successful business enterprises. In Gujarat, one of the more affluent states, there are active diamond-cutting businesses which again stimulates demand for international travel from businessmen for both business and leisure travel – or, frequently, a combination of the two. Maharashtra state, which contains the major cities of Mumbai and Pune, is a rich agricultural area and this too generates high travel demand at the end of a successful farming season.

In the past decades, India has emerged as one of the most significant tourist source countries for Thailand. It has become a more attractive holiday destination to Indian tourists. In the coming future Indians are going to be the more demandable tourists for Thailand. This can be seen in the Table 1.5. In the Year 1996 the number of outbound visit of Indian nationals in million was only 3.46 with the percentage change of 13.3%. It's growth had never stopped between 1996-2006 and it grew up to 8.34 with the percentage change of 16.2% in the year 2006.

Table 1.5 Outbound Visit of Indian Nationals, 1996-2007

Year	No. of Outbound Visits (in Millions)	% Change
1996	3.46	13.3%
1997	3.73	7.8%
1998	3.81	2.1%
1999	4.11	7.9%
2000	4.42	7.5%
2001	4.56	3.2%
2002	4.94	8.3%
2003	5.35	8.3%
2004	6.21	16.1%
2005	7.18	15.6%
2006	8.34	16.1%
2007	9.78	17.3%

Source: Bureau of Immigration, Government of India

Figure 1.4 Outbound Visits Of Indian Nationals, 1996 - 2007
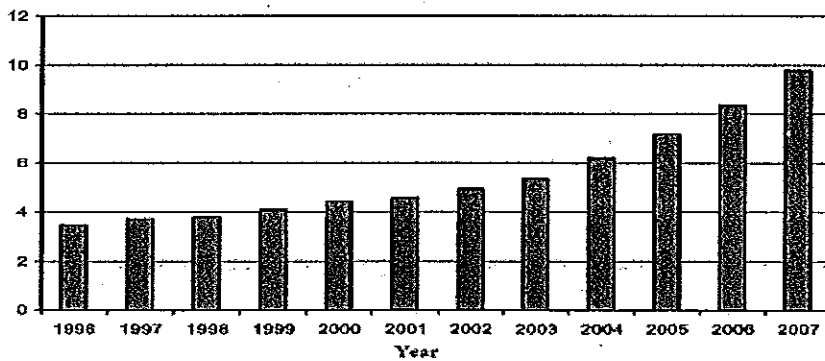
Source: Bureau of Immigration, Government of India

Some important characteristics of the Indian Outbound Market are discussed below:

1. Good economic performance of the country

Good economic performance of the country creating a substantial disposal of income for a very large number of Indian families, liberalization of the civil aviation policies of the country, making air access to more country easier, liberalization of policies for issue of travel documents, like the passport, better bilateral visa arrangements with a number of countries, relaxation in foreign exchange regulations, greater awareness about destinations due to marketing campaign by an increasing numbers of countries.

2. There are more than 28 million passport holders in the country who are potential travelers

The capacity of travel has spread to smaller towns and rural areas. The source market is wide and varied. Many national travel agencies have targeted Indian markets and intensified their promotional presence through a number of measures. The consumer is therefore having the benefit of better information and great competing marketing deals.

3. The profile of Indian travelers has changed

The leisure groups are largely family oriented and look for family and fun recreation. They prefer to travel in groups. But the number of free individual travelers is fast increasing. This segment comprises mostly MICE and business groups, and the age group of 25-45 who are much less inhabited in their approach of experience.

4. The Indians are also price sensitive

The cost of travel is major factor in the choice of destinations. The Asia-Pacific region holds an advantage in this respect. The Indian outbound travel is not evenly spread out among the Asia-Pacific destinations. Five countries receive more than 70% of the total

outbound from India. Asia-pacific region receives the largest number of Indian outbound tourists, followed closely by the Middle East.

5. The potential of Indian outbound travel market is vast

Many new areas within India have remained unexplored. The Asia-Pacific regions trying to attract these tourists should the market closely; plan comprehensive development strategies taking the variety and the emerging dynamics into consideration.

6. At present the arrivals from India to various Asia Pacific countries are unevenly distributed.

There are various countries including Thailand that have large potential to attract Indian tourists but have not been able to do so will have to develop their marketing and promotion strategy to benefit from the growing numbers of Indian outbound tourists.

7. Most counties have shown a great deal of interest in the Indian Outbound tourism market

Most counties including have shown a great deal of interest in the Indian Outbound tourism market but the feeling among the tourism industry in India is that much more should be done for creating awareness. Their campaigns should be more visible and sustained. The national airlines in the non- metropolitan cities in India should be connected so that the tourists may not have problem in visiting Thailand. This can offer more destinations in Thailand at lower costs.

8. Trip purpose

Indian outbound travel has traditionally been based on a strong business and VFR market, with the leisure element playing a fairly minimal role. It has also included a large amount of work-related travel, some travel for educational reasons among the upper echelons of society, and pilgrimage travel to Mecca and other religious sites. While all elements are still present, the composition of various segments within this overall market has not only grown but also taken a fairly radical shift in the last ten years.

According to the 1996/97 International Passenger Survey (IPS), just under one-third (29%) of all outbound travel was for business related purposes. Visiting friends overseas was the next major segment of travel, accounting for a further 20% of the total. Holiday travel was only third in importance and accounted for just 17%. This was followed by those who were going abroad to work (13%) and a further 13% were joining family overseas. Other categories that were defined showed small shares (2%) for religious and student travel.

The following section describes the main categories of Indian outbound travel.

8.1 Leisure travel

Leisure travel, although still a relatively small proportion of overall travel, is the segment of the market that is most dynamic and which is reported by the trade to be growing at the rate of some 15%-20% a year. In the past, travel for holiday purposes was broadly the preserve of the ultra-rich who had bank accounts abroad or those who could combine leisure travel with a business trip. Foreign exchange restrictions limited leisure travel and certainly made it virtually impossible for long haul holidays to be undertaken in any significant numbers. With the increase in the foreign exchange allowance, coupled with economic growth and the Sociological changes referred to above, leisure travel has been burgeoning. While there are no accurate data to reflect the changes overall, growth in the leisure market to Thailand.

Indian travellers are conservative in their tastes (see section on Food and Drink Requirements) and destinations that offer some cultural familiarity as well as the ability to find familiar food appeal to those embarking on travel abroad for the first time. The next step in the progression is travel to South East Asia - particularly Singapore, Thailand and Malaysia - where the lifestyles and cultures in these destinations also provide some familiarity. Those travelling on package holidays frequently want to include as much as possible in one trip and holidays combining two or more countries are especially popular for this type of traveller.

8.2 Youth travel and travel for educational purposes

There has always been some travel educational travel overseas at post-graduate level among those at the top of the social tree. This was, primarily, to the UK and USA, although there has also been some travel to Singapore. However, the educational market has

been accelerating in recent years and now includes, in addition to the important markets to the UK and USA, Australia – where the growth over the last five has been very rapid.

There is great prestige attached to an education abroad, with the USA providing the greatest kudos. While most students go abroad for post-graduate education, there is now also a market for those going overseas following their schooling for a first degree and/or management studies. Recently it has been also found that some students visit Thailand for education purposes as well, but mostly prefer study tour.

8.3 The Business and MICE segment of the Indian outbound travel is growing fast.

The composition of the business travel market has changed over the last ten years. Traditionally the bulk of this market consisted of small businessmen and traders travelling primarily intra-regionally in South and South East Asia to conduct business in such countries as Taiwan, South Korea and Singapore and Thailand.

This segment still forms a major component of the business travel market. Because it is new and also due of its rapid growth, this segment has attracted the greatest attention among industry observers. The growth of the economy coupled with the development of successful Indian companies and the establishment of a large number of multi-national groups in India has meant that international business travel has flourished as a result. The expanding economy has also brought about a proliferation of travel for meetings, incentives and conferences. MICE travellers segment of travel has not only grown *per se* but it is also worth noting that it has, in addition, introduced international travel to some people who have never previously been abroad and is thus helping to create a new confidence for first-time travellers.

There are several components within this segment. Different countries will be suited for different countries. Thailand can significantly increase their share in the MICE tourism sector by taking up comprehensive plans for the development of infrastructure and facilities suited for the demand of the Indian market. Almost 30% of the outbound travel is reported to be in this category. Business travel segment is expected to be the biggest growth area for the future because of India's growing trade and investment relations with the world.

8.4 The VFR section is also a major part of the Indian Outbound travel

Travel to visit friends and relatives abroad is clearly the result of the number of Indians who have either settled abroad permanently or are working abroad on medium or long term contracts. The Indian diaspora is enormous and as a result VFR travel has always been a high component of the country's overseas travel market. There are now large Indian communities in many countries, notably in the UK, the USA and the Middle East, but also in countries such as South Africa and Canada but this number is less in Thailand right now.

Indians have travelled abroad to work for different reasons and from different regions at different times over the last 50 years and this affects the pattern of VFR travel that is generated.

This in turn is generating VFR travel among the more affluent sectors of society either through their own resources or through remittances from abroad. The nature of VFR travel is of course rather different from that of other forms of leisure travel but nonetheless its impact on destination countries is not insignificant. Visits to family tend to be of much longer duration and, although the impact on the accommodation sector may be small, other tourism services may benefit quite substantially. In particular, while the main stimulus for travel may be VFR, a leisure trip is frequently added onto the visit. Indian communities tend to be very tight knit, and as a result this not only stimulates travel from the immediate members of the family but also from other relations and friends.

The countries receiving the VFR tourists can plan to improve arrivals and earnings by pro-active measures. It is seen that the introduction of tourist friendly arrangements for grant of visa makes visible difference in tourist flow to a country. This aspect should receive attention.

9. The fondness of the Indian tourists for shopping could be better utilized by the Thailand

Shopping is one of the most important activities for tourists (e.g., Mac Cannel, 2002; Snepenger, Connell, & Gregg, 2003; Timothy, 2005). Indians are one among them who are found of shopping at a destination. The Indian traveler considers Thailand as a most exciting best destination for shopping. As tourism is important for economic development, destination marketers and planners have the challenging task of maintaining and creating

destinations and cities have provide an attractive environment for tourists and residents alike. To attract tourists and to extend their stay, a better understanding of the specific shopping behavior of tourists is important. So the environment of shopping locations at a destination should be pleasuring as well.

1.2.5.3 Indian Tourists Travel in Thailand and in the Andaman Cluster

General information about Thailand

Thailand is a well-known, easy going country of South East Asia. With its diverse attractions which attracts tourists and travellers of all types and ages. It is colored by a distinct culture, with a rich and varied heritage, possessing a remarkable range of scenic beauty. Tourism in Thailand is well-organized and the attractions are easily accessible and varied including interesting and cultured cities; historical parks with stunning monuments and temples from ancient Siam; national parks of outstanding natural beauty; wildlife sanctuaries, including the rare Siamese elephant, the national emblem of the country; tropical islands and beaches; tasty food and meditation retreats. Thailand has been very successful at marketing itself and is now a popular holiday destination.

Thailand's tourism industry continues to enjoy healthy growth and remains one of the shining sectors of the economy. Despite uncertainties raised over the past year, tourism estimate of 14.8 million people visiting the Kingdom in 2007 was expected to be reached, bringing about 547 billion baht in revenues. And, in fact, the Governor of the Tourism Authority of Thailand (TAT) notes that an estimated 60% of arrivals are repeat visitors. This represents a good increase over billion baht tourism revenue. Thailand continues to command nearly one quarter of the regional market share and 0.7% of world market share in 2006, according to a report issued by the World Travel & Tourism Council, which also estimated 5.3% growth per annum, in real terms, from 2008 through 2017. That same report estimated that the travel and tourism industry would employ about 4 million people, or 11.3% of Thailand's total workforce, a figure that would double within the next ten years. In an effort to further enhance regional tourism, Thailand is set tourism among the three countries, under the framework of the Indonesia Malaysia Thailand Growth Triangle (IMT-GT). Under this program, Thailand will work to enhance tourism in fourteen southern provinces, drawing a 30% increase in tourism from Malaysia and Indonesia and improving the economies of the

southern region. Thailand's competitors for the Indian market were Malaysia and Singapore. In 2007, Thailand ranked second in the region after Singapore, which attracted 700,000 Indian visitors in 2007. The number of international arrivals between Asian and India has shown steady growth since 2004. The number of Indians outbound was 8.34 million in 2007.

In addition to Thailand's traditional tourism attractions, such as the wonderful temples of Bangkok, Chiang Mai and many other cities, or the beautiful beaches of Phuket, Krabi and Pattaya, new areas have recently been added to the mix. Yachting for one has been made easier with the elimination of import taxes and the continuing expansion of marinas. A more recent newcomer to the industry is the surge of Thailand's spa industry, which has met with great success and continues to expand at a healthy pace. Thailand which is famous as the land of smiles around the world possessing many interesting things, for example, Culture, Traditional, Art, Temple, and Smiles of Thai people. That's why many tourists around the world like to come. But the most attracted Part of Thailand for the tourists from almost all parts of the world is the southern part of Thailand i.e. the Andaman cluster, (Phuket, Phang Nga, Krabi, Ranong, Trang and Saturn). A trip to Thailand offers many different activities and things to do.

North Thailand has beautiful scenery, mountains, hill tribe trekking, national parks with wildlife, elephant riding, rafting, towns and cities of great cultural interest including architecture and temples (Buddhist wats and Muslim mosques), and of course Thailand's colourful and vibrant capital, Chiang Mai/Bangkok. The relaxed, safe and enjoyable city offers shopping and a great nightlife.

South Thailand is famous for its islands and beaches with fantastic coral reefs and marine life suitable for diving and Snorkelling. All offer clean sand, clear water, and wonderful scenery. Each island has its own character and identity attracting different types of visitors. They also offer diversity, not only between the islands, but between the beaches, both on islands and on the mainland. Cultural holidays in Thailand give visitors a chance to experience the Thai way of life first hand with accommodation in villages with meals and dancing included. Thailand has many impressive ancient monuments and buildings which are definitely a must for those interested in history and architecture. Some of these cultural activities include visits to Ayuthaya, Phanom Rung Historical Park near the border with Cambodia and Sukhothai Historical Park among others.

The most prominent demandable and famous destination attractions for Indian tourists in south of Thailand is the Andaman cluster (Phuket, Phang Nga and Krabi). Indians

mostly visit the Andaman Cluster for leisure, business, nature and the environment, culture and art etc. But for most of them beach resort is the main attraction. Many Indian trips for the Andaman Cluster are family-oriented holidays with plenty of activities such as shopping, nightlife and theme/amusement parks for kids while go for meetings and business mix with pleasure, etc. reveals clear opportunities for market segmentation and niches. Indians are also very much concerned about safety and security and hygiene etc. The only and the main reason for their arrivals to these places are the attractions of beach resorts. As Indian market is growing very fast in Thailand especially in the southern part of Thailand i.e. Andaman cluster which is able to attract large number of Indian tourists every year.

Niche markets which are getting popularity day by day are partly responsible for driving the growth of tourism to many parts of the world. The Andaman cluster possesses the great niche market to attract the Indian tourists. According to TAT the Thai government are also showing their keen interests in developing some of niche product sectors associated with nature-based tourism; wine & food tourism; heritage tourism; arts & cultural tourism; and Indigenous tourism in the Andaman cluster. Niche market has the potential which can help in increasing the economy of the country by attracting large number of tourists around the world. According to survey done by PATA On an average, Indians spend nearly US$ 1,789 per person per leisure trip. Other than travel and accommodation, Indians spend mostly on global branded goods. Accessories, electronics, local souvenirs, fine gifts, fragrances and fashion also rank high on Indian travelers shopping list. Indian tourists mainly favour to visit the Andaman cluster but according to the director of TAT's a key obstacle to attracting Indian visitors in the Andaman cluster is a lack of direct flights from many cities to Thai tourism destinations such as Phuket, Krabi and Phang Nga. The government is now in the process of increasing direct flights from India because of high demand.

The marketing plan has a budget of 30 million baht and would focus on four groups of people: 1. wedding couples, 2. Families, 3. Tourists seeking medical treatment and 4. Visitors for film shooting in the Andaman Cluster.

The arrival of Indian tourists in the Andaman Cluster on the basis of accommodation establishment in 2006 was 35,254 and in 2007 was 40,791 in Phuket, 3,349 in 2006 and 4,260 in 2007 in Krabi, 137 tourists arrived in Phang-Nga in 2006 and this number increased in to 243 in 2007 (TAT, 2007).

Reasons behind the Attraction of Indian Tourists to Thailand

Thailand attracted large number of Indians in the recent years. Many Indian tourist who are venturing first trip abroad, find Thailand the best place to start their international travels, because:

1. It fits in well with their budget and time availability.
2. The growth of aviation access between India and Thailand
3. Indian tourists see Thailand as a hospitable, peaceful country and a year-round tourism destination with high-quality, value-for-money products and services.
4. Various tourists attractions
5. There is not much difference in the exchange rate / value of Indian Rupee and Thai Baht. So, Indians can enjoy their stay and shopping without getting too much into calculations. Additionally, the place is not as expensive as some other parts of the world.
6. It goes without saying that the majority of Indian travelers are budget travelers. Thailand offers a huge range of options for such travelers. From budget hotels to cheap internal flights, so one can keep the costs in control and still enjoy their stay.
7. Thailand is culturally very similar to India. It is very interesting for an Indian tourist to connect to Thai style of living and Thailand which is predominantly Buddhist and highly influenced by Hinduism.
8. Thailand is referred to as the "Land of Smiles". The people are very warm and friendly in general. They are hospitable, helpful and fun loving. This is one of the most important factors which have given so much boosts to tourism in Thailand.
9. The Thai food is famous around the world. There are lots of Indian restaurants (vegetarian/Jain) which would be a great help if you don't relish non-Indian food. If one is vegetarian and want to experiment with non-Indian vegetarian stuff, then also they will get a wide range of choice and at affordable prices. (http://www.chalothailand.com)

From the tropical island beaches to the ancient ruins and temples, Thailand welcomes visitor from all over the world with great hospitality. The Thai economy grew 4.5% in 2007. Exports are a key factor to Thailand's economic growth and the government has confirmed preferential trade agreements with a variety of partners to boost exports and to maintain high growth. Exports have risen by 17% in 2006 and by 12% in 2007. Thailand's tourism industry is now a major source of income. Tourism policy in Thailand supports not

only promotion of its own destinations but of those of its neighbours in the Greater Mekong Sub-region (Laos, Cambodia, Vietnam, Myanmar, Yunan Province of China and Thailand); BIMST-EC (Bangladesh, India, Myanmar, Sir Lanka and Thailand), and those of all Association of South East Asian Nations (ASEAN) countries.

Length of stay

The studies done by PATA Travel Mart delegates showed the result with the following facts:-

(1) The average length of stay of an Indian traveller on vacation is 12-15 days

Many Indian trips are family-oriented holidays with plenty of activities such as shopping, nightlife and theme/amusement parks for kids Indian consumers are very price sensitive, yet most will still use travel agents for their requirements, despite high Internet penetration Indian booking patterns are late Most decisions are taken by the family together.

(2) Some of the travel market segments by type of travel:-

First-time travellers look for cheap destinations, special deals and often travel in organized group family travellers include children and often two families travelling together and Honeymooners whose trip is usually paid for by the family.

(3) Meetings and business travellers of ten mix business with pleasures.

(4) Travellers visiting friends and relatives stay longer. (http://www.hotelresource.com).

The major destination for Indian Tourists in the year 2002 was Singapore with the total arrival of 375,659, while in the year 2003 was Dubai with the arrival of 325,088, and Singapore again became the major destination for Indians with the arrival of 471,181in the year 2004 , 583,532 in the year 2005 and 658,655 in the year 2006. (See figure 1.5) The percentage of Indian Tourists arrival to Thailand in the year 2002 was 6.3%, while in the

year 2003 was 6.8%. 6% in the year 2004, while 6.7% in the year 2005 and at last it was 6.4 in the year 2006.

Table 1.6 Flow of Indian Outbound Traffic: 2002 - 2006

Country / Years	2002	2003	2004	2005	2006
Australia	N.A	41,200	53,800	68,000	83,700
Britain (UK)	205,000	199,000	255,000	272,000	367,000
Dubai	300,484	325,088	349,330	357,659	389,262
Egypt	N.A	N.A	N.A	54,141	N.A
Germany	N.A	N.A	N.A	131,000	138,000
Italy	137,732	137,000	164,400	130,000	150,000
Macau	N.A	9,847	13,816	21,065	29,160
Malaysia	183,360	145,153	172,66	225,789	279,046
Mauritius	25,188	27,904	27,188	32,731	41,248
New Zealand	15,717	15,128	15,216	17,021	19,677
Singapore	375,659	309,423	471,181	583,532	658,655
South Africa	34,062	41,018	36,172	36,045	44,337
Sri Lanka	69,996	90,639	104,390	113,023	128,520
Thailand	253,475	230,790	300,634	352,766	429,732
% of Indian Tourists Arrival to Thailand	6.3%	6.8%	6%	6.7%	6.4%

Source: Bureau of Immigration, India

Pacific Asia Travel Association (PATA) too is way too bullish about Indian outbound travel. The PATA-Visa 2006-07 report estimates that outbound travel from India in 2010 will be around 16 million. Similarly, Euro monitor International estimates the outgoing tourism expenditure from India to grow to $21 billion by 2011, representing a growth rate of over 25.7 % between 2006 and 2011.

Seasonality

For total outbound travel from India, there are very few seasonal fluctuations. According to the Ministry figures, July, September and December are the peak times, but in

reality there is very little monthly difference. This picture, however, reflects the fact that people travel at different times for different purposes and to different destinations at different times of year, and this evens out the peaks and troughs. But fortunately, Indian families favour travel to Thailand in May–July while students favour in summer.

For leisure travel, however, the picture is different. There are three distinct periods when Indians choose to take their holidays:

- During the school holiday periods. These vary slightly according to different regions within India, but are generally from mid–April to mid–June in western and southern India and the beginning of May to the beginning of July in the north. The family market is the strongest market for holiday travel – often involving the extended family – and as a result it is important for Indians to be able to travel when the children are on holiday;

- At the time of Diwali, celebrating the Hindu New Year, which takes place every year at the end of October/beginning of November the exact dates vary year by year. While many Indians prefer to stay at home for the Diwali festival, the holiday extends over a five–day period so trips are taken before or after the main celebrations. Generally, however, holidays taken at this time are for no more than a week and as a result tend to be short haul; and

- The Christmas/New Year period. This is also, of course, an important time for VFR travel.

For travel to Thailand, the Indian holiday market will generally opt for whole throughout the year. There are no statutory holiday entitlements in India, although 30 days' holiday is usual for those working in offices. There are three national holidays to celebrate the state – 26 January (Republic Day), 15 August (Independence Day) and 2 October (Mahatma Gandhi's Birthday). There are also another 14 public holidays relating to religious occasions, as well as some 30 restricted or optional holidays.

Expenditure

Table 1.7: Expenditure data for Indians visiting the UK, 1993-99

	1993	1994	19955	1996	1997	1998	1999	% change1 999/98	Average annual % change 1999/93
Visitors (000)	124	125	163	141	184	175	183	4.6	6.7
Total expenditure	68	102	124	90	127	140	143	2.1	13.2
Expenditure per visit	548	816	761	638	690	800	781	-2.4	6.1
Expenditure per visit								1998/97	1998/93
Business visitors	720	1,021	1,196	870	1,113	1,462	na	31.4	15.2
Holiday visitors	486	707	627	545	386	458	na	18.7	-1.2
VFR visitors	393	593	405	382	460	585	na	27.2	8.3
Expenditure per night									
Business visitors	54	109	106	82	85	73	na	-14.1	6.2
Holiday visitors	36	45	59	52	39	34	na	-12.8	-1.1
VFR visitors	11	14	14	11	16	19	na	18.8	11.6

Source: International Passenger Survey, UK

Although these data do not refer to Indian tourists expenditure in Thailand, even though it give some indication of the value of Indian tourists in gross expenditure terms. Business visitors spend the greatest amount on a trip to the UK and also the highest amount per night spent in the country. Holiday and VFR visitors spend considerably less per visit. When expressed in terms of expenditure per night spent in the UK, the business visitor is very much more valuable than the holiday visitor and typically around five times more valuable than those visiting friends and relatives. This is to be expected and reflects, of course, the different average lengths of stay. Each member spends around 5,000 baht daily for a six-day stay.

Across Europe as a whole there is no firm basis on which to assess the value of the Indian market. Hypothetically and based on the analysis of visitor numbers and the value of the average Indian visit to the UK, there could be 300,000 - 400,000 visits worth perhaps US$1,000 per visit, which would suggest a market value of US$300-400 mn a year (around 15% - 20% of total expenditure by Indians abroad) but, as with total visitor numbers, such estimates can be only very approximate and cannot be proven (International Passenger Survey, UK).

1.2.5.4 Characteristics of Indian Travel to Thailand

Who is travelling?

There is enormous diversity in a country as large and varied as India in the profile of the long haul travel market. This is made up primarily of the owners of small businesses, the professional classes and those at the upper end of the employed sector. Within or part of these broad groupings, there are various sub-groups, as described below. Clearly these are not the only categories* and in a market that is changing as rapidly as India, different groupings will inevitably emerge as the market matures* they are nevertheless of interest at the present time.

The Family Market

The Family market is undoubtedly the most prominent. Whereas in the past, parents frequently travelled without their children, there has been a change and now the children are more normally included in the trip. Indian families are probably more tightly-knit than their counterparts in the West and as a result the group frequently consists of six or more people and often includes the extended family, close friends or groups of families. Each family travels with an average four persons per trip.

Double-Income Families

A relatively new and growing market is that of the young, double-income families who have no children* the "double-income no kids, or dinks" market. As in the West, some couples in India concentrate on building their careers and delay starting their families until their late 20s/early 30s. This group tends to be well-educated, earning good salaries, and has often had some experience of travel* either when they were children travelling with their parents or travelling for business. This group tends to originate from the south of the country, notably the Silicon Triangle focusing on Bangalore, Hyderabad and Chennai, as well as from the commercial centre of Mumbai and, to a lesser extent, from Delhi.

Single, Well-Educated Working Women

Single, well-educated working women are another group that have begun to emerge as travellers in the new shape of the Indian outbound market a group that could well emerge to mirror the office ladies group in travel from Japan. Women professionals are beginning to do well in Indian businesses and to hold good management positions. They earn good salaries and are thus giving rise to demand for overseas travel. This group is beginning to become quite significant among Indian travellers to countries such as Hong Kong and recently to Thailand and it seems likely, therefore, that it is only a question of time before long-haul travel will feature more prominently. It is worth noting that, for the time being, there does not appear to be an equivalent group of young male travellers.

The Retired Market

The retired market is also emerging as a group interested in overseas travel. While there has traditionally been such a market to visit friends and relatives overseas, there is now also a pure leisure market from the retired sector who have both the money and time on their hands. Their travel is very often done with the encouragement of their children and they tend to travel in small groups of two or three couples, often on an organized tour. However, there is also still an important VFR market among the older generation who visit not only the large diaspora of Indians resident around the world but also who visit their children working on short and medium term contracts.

The Marriage & Honeymoon Market

As elsewhere in the world, the marriage and honeymoon market is becoming a growth segment in its own right and it is increasingly fashionable for Indian newly-weds to opt for a honeymoon overseas. For this group, although they may be first-time travellers, the tendency is to opt for a single destination Mauritius, for example, is especially popular, as is cruising. Among the better-off, there is a small segment who are currently choosing Thailand for their marriage and honeymoon.

1.2.5.5   Travel preferences and characteristics

While it is difficult to be categorical about a market as large and diverse as India, with the variety of languages, cultures and lifestyles that it encompasses, there are a number of features which appear broadly to hold true and which help to inform the market's travel habits and preferences. These include the following aspects:

Booking patterns

Indians do not like to book far in advance of taking a holiday, partly through an innate tendency not to commit themselves until they need to and partly through a desire not to commit resources before absolutely necessary. No data are available for booking lead times for trips to Thailand but, demonstrating this tendency, for travel to Singapore in 1999, for example, Indians booked just 3.6 weeks in advance and to Hong Kong the equivalent figure was 1.2 months. A decision to make a trip may in fact be made up to a year in advance, but still it is likely that the booking will not be made until a month of two before the time of travel. Equally, travel may be utterly spontaneous, such as a trip which a farmer may decide to take at the end of a successful harvest.

Value-for-money

Regardless of how much money an Indian travellers has, he is concerned that he receives good value-for-money. Thus, as indicated above, first-time travellers going on multi-destination trips want to pack as much as possible into their itinerary, visit as many countries as possible and see all the major sights and attractions, to ensure that they are getting good value. Tour operators report that there are certain attractions that just have to be included in an itinerary or the travellers will feel that he is not getting what he has paid for. Equally, more affluent travellers or FIT travellers may well have plenty of money to spend but nonetheless want to feel that they are getting good value for it.

Activities and entertainment

Indians are generally spectators rather than participators thus they will prefer to watch beach activities rather than join in but they still like to be fully occupied when they are

travelling. They enjoy sightseeing and visiting all the places they have heard about and it is important to be kept busy. They also like to go to family shows and to have plenty of entertainment and they particularly enjoy gambling.

Shopping generally is very important to the Indian market and they love the opportunity to spend time doing this. Indians can be very high spenders in Singapore, for example, this market spends the largest amount per head of all visitors. Recently Thailand has also attracted large number of Indians who love and enjoy shopping here.

Food and drink requirements

Social and religious considerations have an important and practical impact on the travel habits of many Indians. Generally, Indians tend to be very conservative in their tastes, particularly those from the business communities in rural areas such as Gujarat and Rajasthan, and familiar food is very important to them. Many Indians are strict vegetarians and teetotal. In addition, there are some sects such as the Jains where food has to be prepared strictly in accordance with their religion the Jains cannot, for example, eat anything grown underground. It is important, therefore, for Indians to be able to find food which is familiar to them and which has been prepared in the correct fashion.

Some ten years' ago, tour operators introduced the travelling Indian kitchen to their package tours to Europe. This is, in effect, a kitchen caravan which goes on tour with the group and provides true Indian cuisine cooked to cater to specific requirements. Now, some tour operators have developed the concept further and in some cases have arranged with hotels to base Indian chefs in the hotels who cater specifically for the groups. Some tours are advertised as specifically for pure vegetarians and Jains. In any event, most tour operators make a point of providing Indian food, or indicating Indian restaurants, where possible. There is no such facilities provided by Thailand tour operators for the Indians who are purely vegetarian. But this should be taken into consideration to expand this market here.

In general, many inexperienced Indian travellers are rather unadventurous when they travel and they therefore prefer, as far as possible, to be surrounded by an Indian-style insulating layer. Thus, some operators arrange Indian guides, who will speak local Indian languages and understand their group's requirements, to look after them and provide them with confidence in unfamiliar surroundings.

According to the Tourism Authority of Thailand (TAT), India is one of Thailand's most rapidly growing markets and the biggest source-market for visitors from South Asia. In 2007, Indian visitor arrivals came to more than 506,000, up 17.8% over 2006, crossing the half-million mark for the first time. Indian holidaymakers showed a growth rate of 19 percent, while business travelers grew by 12 percent. 2007 (TAT), (Bankok Post). However, convention delegates declined slightly by 0.4% during the same period. Indians mostly visit Thailand for leisure, business, nature and the environment.

The Tourism Authority of Thailand has set a target to increase the number of Indian visitors to 600,000 in the year 2008 and 500,000 in 2007 by focusing on attracting people in major cities that have high purchasing power.

India is one of the emerging markets that TAT aimed to conduct a proactive promotion plan this year. Last year, the promotion plan was implemented in six cities, including New Delhi, Bombay, Chennai, Kolkata, Bangalore and Hyderabad. Thai Airways International has already offered direct flights from Bangkok to the six cities. The number of Indian visitors to Thailand via Suvarnabhumi Airport in 2007 was 494,259, up 19.22% from 414,582 in the previous year. The number of Indians outbound was 8.34 million in 2007 (TAT), (Bankok Post). According to Chattan Kunjara Na Ayudhya, director of the Delhi office of the Tourism Authority of Thailand (TAT), the TAT expected Indian visits to Thailand to grow by 20% to 600,000 in 2008. The Pacific Asia Travel Association (PATA) forecast Thailand would welcome 667,000 Indian visitors in 2009 and 728,000 in 2010. According to PATA (Pacific Asia Travel Association), India is one of the fastest growing outbound travel markets in the world with 6.2 million international trips in 2004 (16 per cent more than 2003)

1.3 Aims and Objectives of this Study

Aim: To recognize the Market Potential of the Indian Tourist's in the Andaman Cluster.

Objectives:

1.3.1 To identify the motivations, behavior and requirements of different segments of Indian tourists in the Andaman Cluster.

1.3.2 To identify the sources of satisfaction and dissatisfaction when Indian tourists in the Andaman Cluster

1.3.3 To suggest the necessary tourism market planning strategies to grow and strengthen the Indian tourist market

1.4 Significance of the Study

1.4.1 To provide information on market potential of the Indian tourists in the Andaman Cluster by knowing their motivation, needs, satisfaction and behavior.

1.4.2 To suggest the necessary tourism market planning strategies to grow and strengthen the Indian tourist market.

1.5 Scope of the Study

1.5.1 Scope of Time: This study was conducted from September 2008 to May 2009, and the questionnaire were collected from December 2008 to January 2009

1.5.2 Scope of Area: This research will primarily focus on Thailand especially in the Andaman cluster (Phuket, Phang Nga and Krabi) province area which is the world class destination for tourism. The sample study was gathered from 400 Indian Tourists who visited and stayed in Phuket, Phang Nga and Krabi.

1.6 Limitation of the Study

The Andaman cluster posses so many provinces but it is not possible to cover all the provinces for this research due to time limitations and other reasons.

1.7 Definition of Key Terms

1.7.1 Potential: The capacity for growth, development, or coming into being, to support the development for increasing the number of visitors providing standard of service quality and tourism infrastructure.

1.7.2 Motivation: Forces which give value and direct travel choices, behavior and experiences (Pearce, 1998). It can occur when an individual wants to satisfy a need.

1.7.3 Satisfaction: An assessment of emotions experienced by a tourist. In other words, the evaluation of a destination and its services after tourists has that destination.

1.7.4 Tourists: Any Visitor staying in a country/region/area more than 24 hours and making an overnight stay for any reason except paid work.

1.8 Conceptual Framework

The conceptual research framework is designed after the researcher reviewed the literature, related concepts and theories. It is shown as follows

```
┌─────────────────────────┐        ┌─────────────────────┐
│ Tourists:               │        │ Market              │
│ 1.Motivations, 2.Behavior│        │ Segmentation in     │
│ 3.Needs/requirements of │        │ Tourism             │
│ different segments of   │        └─────────────────────┘
│ Indian tourists         │
└─────────────────────────┘

┌──────────────────┐   ┌──────────────┐   ┌──────────────────┐
│ Identifying the  │   │ Market       │   │ Tourists         │
│ sources of       │→  │ potential of │→  │ Decision Making  │
│ satisfaction and │   │ Indian       │   │ Process          │
│ dissatisfaction  │   │ Tourists     │   │                  │
└──────────────────┘   └──────────────┘   └──────────────────┘

          ┌──────────────────────────────────────────────────┐
          │ Suggest the necessary tourism market planning     │
          │ strategies to grow and strengthen the Indian      │
          │ tourist market                                    │
          └──────────────────────────────────────────────────┘
```

CHAPTER 2

METHODOLOGY

This chapter reviews the methodology utilized in conducting this study. It describes the methodology which was used to investigate and collect the data to achieve the objectives of this research. This section discusses the study area, the selection of the sample, the collection of data, and data analysis procedure.

2.1 Population, Sampling Group and Sampling Method

2.1.1 Population

The target population of this study was Indian tourists who have visited the Andaman Cluster (Phuket, Phang-Nga and Krabi) between December 2008 to January 2009.

2.1.2 Sample Size & Sampling Method

According to the Statistical Data issued by Tourism Authority of Thailand, Phuket Branch in 2007, the Number of Indian Tourist arrivals were 45294. The Sample size of tourists will be determined by using the Taro Yamane's theory.

According to the formula: $n = N/(1+N*e^2)$

Where, n = Size of sample group

N = Number of target population

e = Confidence interval

$$n = \frac{45294}{(1+ 45294*0.05^2)}$$

= 399.99

The total population size 400.

A non-random, convenience sampling method was used in this research to distribute questionnaire among the Indian tourists.

Table 2.1 Total sample sizes of Indian Tourists, classified by three Province of Andaman Cluster, (Phuket, Phang Nga and Krabi)

	The Andaman Cluster, Thailand		
Total Indian Tourist	45294		
Area	Phuket	Phang Nga	Krabi
Tourist/Area (Person)	40,791	243	4,260
% of Tourists visiting each area	90.05%	0.5%	9.4%
Sample Size (Tourist)	360	38	2

Source: TAT

2.2 Type of Research

This study employed quantitative research methods, by collecting data from the Indian tourists those who came to visit the Andaman cluster (Phuket, Phang Nga and Krabi).

2.3 Research Instruments

The questionnaire in English was distributed to Indian tourists who had visited Andaman cluster (Phuket, Phang Nga and Krabi), Thailand. The questionnaire consisted of six sections:

Section 1 Tourists Personal demographic characteristics

Section 2 Travel motivations

Section 3 Tourists needs

Section 4 Travel satisfaction

Section 5 Tourists behaviors

Section 6 Other related questions

The questionnaire was structured for the purpose to investigate the market potential of the Indian tourists in the Andaman cluster (Phuket, Phang Nga and Krabi). The questionnaire combined both open and closed end, multiple choice and Likert- type scale questions.

Section 1: Tourists Personnel demographic characteristics

In the first Section, basic details composed of details about tourist's demographic characteristics created by the researcher. It included seven questions: gender, age, marital status, education, region of residence, occupation, household annual income.

Section: 2 Travel motivations

The second section composed of thirty five questions divided into six main motivational factors: cultural exploration, socialization, family togetherness, activity, and escape. It was designed to determine the motivation of the Indian tourists for travelling to the Andaman cluster (Phuket, Phang Nga and Krabi) by the researcher based on research concluded by Lee and Wicks (2004). These items were also considered. The cultural exploration factor consisted of six motivation factors. The socialization factor consisted of four motivation factors, family togetherness factor consisted of three motivation factors, activity factor consisted of fifteen motivation factors and at last the escape factor consisted of three motivation factors. The travel motivation variables were adapted from a review of related literature. A five point Likert – type scale was used as the response format for motivation variables they were: very important (1), unimportant (2), neutral (3), important (4), and very important (5).

Section 3: Tourists needs

The third section composed of seven questions. The travel needs variables were adapted from a review of related literature and was developed by the researcher. A five point Likert – type scale was used as the response format for needs variables they were: very important (1), unimportant (2), neutral (3), important (4), and very important (5).

Section 4: Travel satisfaction

The fourth section composed of thirteen questions designed by the researcher. Satisfaction variables were developed upon the basis of a review of related literature and

modified to apply within the scope of this research. This part was based on a five point scale ranging from: very dissatisfied (1), satisfied (2), neither satisfied nor dissatisfied (3), satisfied (4), and very satisfied.

Section 5: Tourists behaviors

The fifth section composed of eleven questions which were described by the researcher. It's related to trip behavior such as: the main purpose for travelling, source of information, number of times he/she had visited Andaman Cluster before this trip, tourists spending/expenditure, length of stay, type of transportation for this trip, types of accommodation, favorite destination size of the travel group, accompanying people, problems faced during the trip and various places/attractions visited by tourists in the Andaman Cluster.

Section 6: Other related questions

The sixth section composed of other related questions such as perceptions of the trip which included: Do you think Andaman Cluster is a safe travel destination?, Is your purpose to visit Thailand fulfilled?, According to you Andaman cluster is a good place for?, According to you what can be done more to the Andaman cluster to attract Indian tourists?, Please give your ideas in few words, Do you think Tourism industry of Thailand need to do more effort to attract Indian tourists?, Will you recommend this trip to your friends/relatives?, Do you plan to come back again?, This part consisted multiple choice questions.

2.4 Data Collection

2.4.1 Primary Data

The research methodology was done by survey method using questionnaires. The researcher distributed 400 questionnaires among the Indian tourists came to visit the Andaman Cluster, (Phuket, Phang Nga and Krabi. The data was collected from December 2008 – January 2009. The questionnaires were written in English.

2.4.2 Secondary Data

The researcher collected the secondary data from the following:

(1)   Tourism Authority of Thailand (TAT)

(2)   Academic journals

(3)   Textbooks

(4)   Websites

2.5 Data Analysis

The data in this study was analyzed using the SPSS program, version 16. The researcher used descriptive statistics (e.g. frequencies, percentages), the independent sample t-test, one way ANOVA, and regression analysis. Each section of the questionnaire was applied with proper statistics to analyze the data.

Descriptive statistics were used in order to identify tourist motivation, needs and satisfaction levels for travelling to the Andaman Cluster, (Phuket, Phang Nga and Krabi).

The independent sample t-test and one way ANOVA were used to examine the impact of tourist demographics on motivation, needs and levels of satisfaction.

Regression analysis was applied to investigate the relationship between overall satisfaction, recommendations, and intention to revisit (Dependent Variable) with demographic, motivations and needs factors (Independent Variables.)

For the data analysis, mean was based on the interval level that is calculated by:

$$\text{The interval level} = (\text{Maximum} - \text{Minimum})/n$$
$$= (5-1)/n$$
$$= 0.80$$

Therefore, the results are arranged by the researcher of each level are as follows:

Motivation and Satisfaction	Value
1.00–1.80	Very unimportant/Very dissatisfied
1.81–2.60	Unimportant/Dissatisfied
2.61–3.40	Neutral
3.41–4.20	Important/Satisfied
4.21–5.00	Very important/Very satisfied

CHAPTER 3

RESULTS

This chapter focuses on the results obtained from the quantitative study. The findings derived from the questionnaire survey of the Indian tourists in the Andaman Cluster were presented in this chapter. Secondary data has also been adopted by the researcher in order to fulfill the research objectives. The results of this research were shown as follows:

3.1 Demographic profile of the respondents

3.2 Motivation Factors

3.3 Need Factors

3.4 Satisfaction Factors

3.5 Tourist Behavior

3.6 Result of Multiple Regression Analysis

3.1 Demographic Profile of Respondents

The demographic characteristics of the respondents were analyzed by using descriptive statistics (frequencies and percentages). This part shows gender, age, religion, educational background, residence, occupation and annual household income. Table 3.1 indicates the detailed demographic information of the respondents.

The demographic information of the respondents obtained in the survey are presented in table 3.1. The majority of the Indian tourists were male (60.2%) comparing to female (39.8%), out of which 70.2% of them were married, 25.2% single, 2.8% divorced and 1.8% were widowed.

With regard to the age groups, 41.8% of the tourists were between 18-30, 36.2% between 31-40 years, 10.8% between 41-40 years, 7.8% between 51-40 years and 3.4% were of 61 and above.

In terms of educational background, the Indian tourists had the following, 24.2% held the post graduate, 62% bachelor degree, 6.2% high school, 4.8%, primary school and 2.2% were without education.

Table 3.1 Demographic Profile of the Indian Tourists

Personal Demographics		Frequency	Percentage
Gender	a. Male	241	60.2
	b. Female	159	39.8
	Total	400	100.0
Age	a. 18–30 years	167	41.8
	b. 31–40 years	145	36.2
	c. 41–40 years	43	10.8
	d. 51–40 years	31	7.8
	e. 61 and above years	14	3.4
	Total	400	100.0
Marital Status	a. Single	101	25.2
	b. Married	281	70.2
	c. Widowed	7	1.8
	d. Divorced	11	2.8
	Total	400	100.0
Educational Level	a. Batchelor Degree	248	62.0
	b. Post Graduate	96	24.0
	c. High School	25	6.2
	d. Primary School	19	4.8
	e. No Education	9	2.2
	f. Secondary School	3	0.8
	Total	400	100.0
Religion	a. Hinduism	210	52.5
	b. Christian	73	18.2
	c. Buddhism	72	18
	d. Islam	38	9.5
	e. Other	7	1.8
	Total	400	100.0

Table 3.1 (Continued)

Residence of India	a. North	149	37.2
	b. East	134	33.5
	c. South	66	16.5
	d. West	51	12.8
	Total	400	100.0
Occupation	a. Self employed	107	26.8
	b. Professional	104	26.0
	c. Company Employee	82	20.5
	d. Government	43	10.8
	e. Student	30	7.5
	f. Unemployed/Retired	27	6.8
	g. Other	7	1.8
	Total	400	100.0
Annual Household Income	a. 200,001-500,000 rupee	70	17.5
	b. 500,001- 1,000,000 rupee	154	38.5
	c. 1,000,001 rupee and above	90	22.2
	d. Under 200,000 rupee	76	19.0
	Total	390`	100.0

With respect to religion, the majority of the tourists were Hindu (52.5%), Christian (18.2%), Buddhist (18%) and rest were 1.8% of them were Jews and Sikh.

In terms of Residence, 37.2% of the tourists came from the northern part of India, from the 33.5% from east, 16.5% from south, and 12.8% from west.

With regard to occupation, the self employed Indian tourists accounted at 26.8% followed by 26% Professional with least 1.8% as others. While in terms of income, the highest earning of the tourists were 38.8% of about 200,001-500,000 rupee annually, 22.5% earned between 500,001-1,000,000 rupee, and 2.2% were without any income.

3.2 Mean Ranking of Motivation Factors

Based on the table 3.2 it's clear that the travel motivation of the Indian tourists in Andaman Cluster were "Cultural exploration" (Mean=3.18). The highest mean of this factor were "to enjoy new experience (Mean= 3.97). "Socialization" (Mean=4.06). Under it "to meet new people" had the highest (Mean= 4.27). "Family togetherness" (Mean=3.79). Under it "to help my family learn more about foreign cultures" had the highest (Mean=3.90). "Activity" (Mean=3.73). Under it "natural attraction & scenery had the highest (Mean=4.16) and "Escape" (Mean=4.04). Under it "to escape from the daily routine" had the highest (mean=4.18).

Table 3.2 Tourists' Motivation Factors

Motivation	Mean	SD	Importance Level
Cultural Exploration	3.81	0.574	Important
To enjoy new experiences	3.97	0.816	Important
To increase my cultural knowledge	3.96	0.865	Important
To enjoy arts and crafts	3.82	0.820	Important
To experience local customs and cultures	3.79	0.820	Important
To enjoy art and folk performances	3.74	0.891	Important
To enjoy culture in its cultural/historical setting	3.61	0.806	Important
Socialization	4.06	0.836	Important
To meet new people	4.27	0.883	Very Important
To be with people who enjoy the same things I do	4.06	2.189	Important
To go to places where my friends have not been	4.01	0.886	Important
To see place with a group together	3.93	0.904	Important
Family Togetherness	3.79	0.895	Important
To help my family learn more about foreign cultures	3.90	3.90	Important
To spend time with my family together	3.76	3.76	Important
I thought the entire family would enjoy it	3.72	3.72	Important

Table 3.2 (Continued)

Activity	3.73	0.514	Important
Natural attractions & scenery	4.16	2.244	Important
Being Physically active	4.12	1.029	Important
Sight seeing	4.03	0.990	Important
Water Sporting activities	3.96	1.009	Important
Adventure	3.87	1.002	Important
Night life activities	3.84	1.039	Important
Handcrafts and arts	3.81	1.076	Important
Shopping	3.81	0.874	Important
Local cuisine	3.79	0.900	Important
Being entertained and having fun	3.78	1.022	Important
Festivals	3.77	0.986	Important
Convention/Conference	2.98	1.434	Neutral
Doing nothing at all	2.84	1.408	Neutral
Religious activity	3.69	0.859	Important
Cultural activity	3.64	0.817	Important
Escape	4.04	0.971	Important
To escape from routine life	4.18	0.901	Important
To relieve daily stress	4.06	0.975	Important
To relieve boredom	3.90	1.343	Important

Note: Performance scale: 5 = Strongly Agree, 4 = Agree, 3 = Fair, 2 = Disagree, 1 = Strongly Disagree

3.2.1 Independent Sample t-test and One-Way ANOVA test for differences in Motivation factors with different Demographic Characteristics & the result of multiple comparison between the respondents' demographic characteristics and motivation by using LSD post hoc test.

An independent sample t-test and One-way ANOVA were used to investigate significant differences between the motivation, need and satisfaction amongst different demographic characteristics of tourists (e.g. gender, age, marital status, religion, educational level, location, occupation and household income). The t-test was used to know whether the mean of two groups were statistically different from each other whereas the ANOVA was used to know statistically differences across the different groups. Interpretation of the results was done at 5% level of significance; where the value p≤0.05 was considered significant and p≤0.01 was considered as being highly significant.

The result in table 3.3 indicates that there were statistically significant differences between the tourist gender and overall motivational factors except family togetherness. Male tourists perceived "Cultural exploration", "socialization", "activities" and "escape" factors more important than the female tourists.

Table 3.3 Independent sample t-test for Differences in Motivation between Genders

Motivation	Mean		t-test	
Gender	Male	Female	t-stat.	p-value
CULTURAL EXPLORATION	3.91	3.65	4.51	0.000**
To enjoy art and folk performances	3.80	3.65	1.68	0.093
To experience local customs and cultures	3.86	3.68	2.20	0.028*
To enjoy culture in its cultural/historical setting	3.66	3.53	1.65	0.100
To enjoy new experiences	4.11	3.74	4.54	0.000**
To enjoy arts and crafts	3.95	3.64	3.77	0.000**
To increase my cultural knowledge	4.12	3.72	4.63	0.000**
SOCIALIZATION	4.17	3.84	5.00	0.000**
To be with people who enjoy the same things I do	4.26	3.75	3.82	0.000**
To see place with a group together	4.05	3.75	3.36	0.001**
To go to places where my friends have not been	4.18	3.74	5.01	0.000**
To meet new people	4.36	4.12	2.70	0.007**

Table 3.3 (Continued)

FAMILY TOGETHERNESS	3.81	3.76	0.62	0.534
To help my family learn more about foreign cultures	3.95	3.83	1.22	0.220
To spend time with my family together	3.76	3.77	0.07	0.943
I thought the entire family would enjoy it	3.74	3.69	0.45	0.649
ACTIVITIES	3.83	3.58	4.82	0.000**
Religious activity	3.77	3.55	2.50	0.013*
Cultural activity	3.75	3.47	3.39	0.001**
shopping	3.81	3.79	0.23	0.816
Local Cuisine	3.87	3.66	2.26	0.024*
Adventure	3.98	3.70	2.72	0.007*
Night life activities	3.94	3.67	2.55	0.011*
Water sporting activities	4.12	3.73	3.71	0.000**
Sight seeing	4.71	3.81	3.71	0.000**
Handicrafts and arts	3.87	3.72	1.36	0.172
Convention/conference	2.90	3.11	1.53	0.125
Festivals	3.88	3.62	2.59	0.010*
Natural attractions & scenery	4.39	3.81	2.55	0.011*
Being physically active	4.34	3.78	5.49	0.000**
Doing nothing at all	2.80	2.89	0.64	0.523
Being entertained and having fun	3.95	3.52	4.15	0.000**
ESCAPE	4.31	3.63	7.06	0.000**
To escape from routine life	4.39	3.86	6.03	0.000**
To relieve daily stress	4.30	3.70	6.17	0.000**
To relieve boredom	4.26	3.35	6.62	0.000**

Note: * Indicates statistically significant differences at $p \leq 0.05$

** Indicates statistically significant differences at $p \leq 0.01$

The result in table 3.4 shows that there were statistically significant differences with overall motivational factors among different age groups. The tourists those who were above 61 perceived "cultural exploration" more important than the tourists between 18-30 years old. On the other hand the tourists with the age group 51-60 perceived "family togetherness" "socialization", "activities", and "escape" more important than the tourists with the age group 18-30.

The result of LSD post hoc test in table 3.4 show that there were statistically significant differences in tourists motivation among five age groups (18-30 years, 31-40 years, 41-50 years, 51-60 years and above 60 years old). The result shows that the respondents between 51-60 years old had the highest cultural, socialization, family togetherness and activities factors to visit the Andaman Cluster in comparison with the other age groups. On the other hand the age group above 60 years old was more motivated towards escape factors.

Table 3.4 One-Way ANOVA tests for Differences in Motivation among Different Age Groups

Motivation	Mean					ANOVA	
	18-30	31-40	41-50	51-60	>61	F- stat.	p-value
CULTURAL	3.70 a	3.79 a	4.00 b	4.08a bc	4.39a db	6.19	0.000**
To enjoy art and folk performances	3.67	3.70	3.88	3.77	4.43	2.74	0.028*
To experience local customs and cultures	3.72	3.79	3.79	3.97	4.14	1.28	0.276
To enjoy culture in its cultural/historical setting	3.53	3.63	3.70	3.77	3.64	0.86	0.483
To enjoy new experiences	3.77	3.97	4.26	4.45	4.36	7.92	0.000**
To enjoy arts and crafts	3.68	3.79	4.14	4.10	4.29	5.07	0.001**
To increase my cultural knowledge	3.84	3.88	4.23	4.42	4.29	5.03	0.001**
SOCIALIZATION	3.88 a	4.05 b	4.16 cd	4.47 d	4.39b bde	7.44	0.000**
To be with people who enjoy the same things I do	3.99	3.94	4.28	4.55	4.29	8.07	0.616
To see place with a group together	3.78	3.97	4.05	4.35	4.00	3.23	0.012*
To go to places where my friends have not been	3.83	4.06	4.05	4.45	4.57	5.47	0.000**
To meet new people	4.19	4.24	4.30	4.55	4.71	2.08	0.085

Table 3.4 (Continued)

FAMILY TOGETHERNESS	3.61 a	3.88 b	4.01 c	4.07 d	3.71 abcd	3.61	0.007**
To help my family learn more about foreign cultures	3.74	3.94	4.19	4.10	4.21	3.00	0.018*
To spend time with my family together	3.60	3.86	3.88	4.10	3.64	2.12	0.078
I thought the entire family would enjoy it	3.51	3.87	3.98	4.03	3.29	3.74	0.005**
ACTIVITIES	3.64 a	3.77 b	3.85 c	3.87 d	3.73 abcd	2.62	0.034*
Religious activity	3.58	3.65	3.93	3.94	4.00	2.73	0.029*
Cultural activity	3.56	3.63	3.84	3.90	3.50	1.98	0.096
shopping	3.78	3.79	4.07	3.84	3.29	2.29	0.059
Local Cuisine	3.65	3.89	3.98	4.00	3.21	3.83	0.005**
Adventure	3.86	3.98	3.91	3.77	2.86	4.23	0.002**
Night life activities	3.89	3.88	3.72	3.77	3.21	1.59	0.176
Water sporting activities	3.87	4.10	4.02	3.71	4.07	1.57	0.179
Sight seeing	3.82	4.16	4.16	4.06	4.64	4.15	0.003**
Handicrafts and arts	3.56	4.01	3.95	4.19	3.43	5.36	0.000**
Convention/conference	3.02	3.22	2.72	2.45	2.00	4.22	0.002**
Festivals	3.69	3.76	3.88	4.00	4.00	1.00	0.406
Natural attractions & scenery	4.07	4.08	4.34	4.54	4.64	0.57	0.681
Being physically active	3.89	4.13	4.46	4.61	4.57	5.99	0.000**
Doing nothing at all	2.90	2.46	3.09	3.25	4.21	7.41	0.000**
Being entertained and having fun	3.59	3.86	3.76	4.12	4.42	4.01	0.003**
ESCAPE	3.67 a	4.18 bc	4.45 cde	4.53 cde	4.71 cde	13.8	0.000**
To escape from routine life	3.90	4.25	4.53	4.65	4.71	9.90	0.000**
To relieve daily stress	3.71	4.21	4.49	4.45	4.57	11.83	0.000**
To relieve boredom	3.42	4.08	4.35	4.52	4.86	11.78	0.000**

Note: * Indicates statistically significant differences at $p \leq 0.05$

** Indicates statistically significant differences at $p \leq 0.01$

Based on One-Way ANOVA result, the result in the table 3.5 shows that, only "socialization" and "escape" factor had statistically significant differences between the tourist marital status. The divorced respondents perceived "socialization" and "escape" important than the single respondents.

The result of LSD post hoc test shown in the table 3.5 shows that the divorced respondent were more socially motivated compared with others. On the other hand married were more motivated towards family togetherness and escape factors compared with single, widowed and divorced respondents.

Table 3.5 One-Way ANOVA tests for Differences in Motivation between Tourists Marital Status

Motivation	Mean				ANOVA	
	Single	Married	Widowed	Divorced	F-stat.	p-value
CULURAL EXPLORATION	3.79	3.81	3.64	4.15	1.52	0.209
To enjoy art and folk performances	3.68	3.75	3.57	4.09	0.80	0.494
To experience local customs and cultures	3.77	3.80	3.43	4.00	0.71	0.544
To enjoy culture in its cultural/historical setting	3.55	3.62	3.29	4.09	1.86	0.134
To enjoy new experiences	3.92	3.96	3.86	4.55	2.01	0.111
To enjoy arts and crafts	3.80	3.82	3.71	4.09	0.45	0.716
To increase my cultural knowledge	4.03	3.93	4.00	4.09	0.45	0.713
SOCIALIZATION	3.89 a	4.08 b	4.21 ab	4.27 ab	2.71	0.044*
To be with people who enjoy the same things I do	4.15	4.01	4.29	4.36	3.28	0.899
To see place with a group together	3.74	3.99	3.86	4.27	2.37	0.070
To go to places where my friends have not been	3.87	4.04	4.29	4.18	1.32	0.268
To meet new people	4.20	4.29	4.43	4.27	0.32	0.818

Table 3.5 (Continued)

FAMILY TOGETHERNESS	3.55 a	3.89 b	3.09 a	3.87 ab	5.26	0.001**
To help my family learn more about foreign cultures	3.64	4.00	3.43	4.00	4.22	0.006**
To spend time with my family together	3.47	3.89	3.00	3.82	4.97	0.002**
I thought the entire family would enjoy it	3.55	3.80	2.86	3.82	2.54	0.056
ACTIVITY	3.73	3.73	3.68	3.82	0.13	0.941
Religious activity	3.57	3.74	3.71	3.27	1.80	0.146
Cultural activity .	3.55	3.67	4.00	3.45	1.13	0.336
shopping	3.80	3.82	3.43	3.64	0.60	0.613
Local Cuisine	3.79	3.78	3.43	4.18	1.09	0.353
Adventure	3.95	3.83	3.00	4.45	3.41	0.018*
Night life activities	3.94	3.80	3.29	4.18	1.53	0.204
Water sporting activities	4.00	3.95	3.29	4.27	1.45	0.227
Sight seeing	4.05	4.01	4.00	4.36	0.47	0.697
Handicrafts and arts	3.59	3.87	4.14	3.91	1.93	0.124
Convention/conference	3.11	2.95	2.86	2.73	0.44	0.724
Festivals	3.84	3.72	4.29	4.18	1.71	0.164
Natural attractions & scenery	4.38	4.07	4.14	4.36	0.50	0.679
Being physically active	4.13	4.10	4.14	4.36	0.23	0.875
Doing nothing at all	2.62	2.91	3.71	2.27	2.60	0.051
Being entertained and having fun	3.61	3.84	3.85	3.72	1.31	0.270
ESCAPE	3.79 a	4.11 b	4.14 ab	4.66 b	4.27	0.006**
To escape from routine life	3.94	4.25	4.14	4.64	4.02	0.008**
To relieve daily stress	3.81	4.14	3.86	4.64	4.21	0.006**
To relieve boredom	3.63	3.94	4.43	4.73	3.22	0.023*

Note: * Indicates statistically significant differences at $p \leq 0.05$

** Indicates statistically significant differences at $p \leq 0.01$

Table 3.6 indicates that there were no significant differences between the tourist's religions and overall motivation factors except "family togetherness". The respondents who followed Hinduism perceived "family togetherness" more important than the tourists who were Buddhists.

The result of LSD post hoc test shown in the table 3.6 show that the respondent followed other religion were motivated towards family togetherness compared with those who followed Hinduism, Buddhism, Islam, and Christian.

Table 3.6 One-Way ANOVA tests for Differences in Motivation between Different Religions

Motivation	Mean					ANOVA	
	Hinduism	Buddhism	Islam	Christian	Other	F- stat.	p-value
CULTURAL EXPLORATION	3.83	3.79	3.80	3.79	3.79	0.09	0.983
To enjoy art and folk performances	3.72	3.78	3.78	3.82	3.00	1.62	0.167
To experience local customs and cultures	3.74	3.81	3.76	3.96	3.62	1.08	0.362
To enjoy culture in its cultural/historical setting	3.69	3.38	3.73	3.59	3.38	2.41	0.048*
To enjoy new experiences	3.98	3.94	4.05	3.88	4.25	0.58	0.672
To enjoy arts and crafts	3.84	3.85	3.81	3.73	4.12	0.55	0.692
To increase my cultural knowledge	4.03	4.00	3.70	3.79	4.38	2.34	0.054
SOCIALIZATION	3.90	3.70	3.60	3.63	4.08	2.18	0.070
To be with people who enjoy the same things I do	3.96	4.54	4.03	3.90	3.88	0.15	0.363
To see place with a group together	4.07	3.72	3.95	3.74	3.88	3.03	0.018*
To go to places where my friends have not been	4.07	3.74	4.14	3.99	4.38	2.55	0.039*
To meet new people	4.46	4.06	4.09	4.01	4.25	5.65	0.000**
FAMILY TOGETHERNESS	4.13 a	3.87 abc	4.04 abc	3.91 abc	4.09 a	3.07	0.016*
To help my family learn more about foreign cultures	3.97	3.89	3.78	3.77	4.12	0.85	0.491
To spend time with my family together	3.90	3.62	3.49	3.59	4.25	2.60	0.035*

Table 3.6 (Continued)

I thought the entire family would enjoy it	3.85	3.60	3.54	3.56	3.88	1.47	0.209
ACTIVITIES	3.78	3.61	3.70	3.73	3.92	1.75	0.136
Religious activity	3.73	3.61	3.54	3.74	3.25	1.15	0.333
Cultural activity	3.67	3.57	3.59	3.64	3.62	0.24	0.916
shopping	3.97	3.51	3.70	3.64	4.00	4.93	0.001**
Local Cuisine	3.83	3.61	3.89	3.73	4.12	1.32	0.262
Adventure	3.89	3.92	3.65	3.84	4.12	0.64	0.628
Night life activities	3.83	3.85	3.76	3.85	4.00	0.10	0.980
Water sporting activities	4.00	3.85	3.95	4.01	3.75	0.42	0.790
Sight seeing	4.06	3.90	4.16	3.99	4.00	0.55	0.698
Handicrafts and arts	3.81	3.62	3.97	3.85	4.12	0.93	0.441
Convention/conference	2.94	2.93	2.97	3.18	2.75	0.45	0.770
Festivals	3.85	3.58	3.73	3.71	4.25	1.52	0.193
Natural attractions & scenery	4.30	3.93	4.00	4.05	4.37	0.49	0.739
Being physically active	4.21	3.97	4.00	4.02	4.37	1.25	0.287
Doing nothing at all	2.75	2.84	2.91	2.91	3.87	1.35	0.250
Being entertained and having fun	3.87	3.50	3.75	3.78	4.25	0.25	0.066
ESCAPE	4.03	4.01	4.07	4.05	4.37	0.25	0.907
To escape from routine life	4.17	4.18	4.11	4.25	4.38	0.26	0.903
To relieve daily stress	4.13	3.96	4.00	4.00	4.12	0.56	0.688
To relieve boredom	3.81	3.92	4.11	3.92	4.62	1.02	0.395

Note: * Indicates statistically significant differences at $p \leq 0.05$

** Indicates statistically significant differences at $p \leq 0.01$

Table 3.7 indicates that there were statistically significant differences between tourist's educations and all other overall motivational except Cultural exploration. The tourists who had post graduate degree perceived "Socialization", "family togetherness", "activity" and "escape" motivation factors more important than those who had secondary school education.

The result of LSD post hoc test shown in the table 3.8 show that the respondent holding secondary level, bachelor degree, and post graduate were more motivated towards socialization. On the other hand respondents without education were less motivated towards all the motivational factors (socialization, family togetherness, activities, and escape

factors).

Table 3.7 One–Way ANOVA tests for Differences in Motivation between Different Educational Factors

Motivation	Mean						ANOVA	
	No Education	Primary School	Secondary School	High School	Bachelor degree	Post Graduate	F- stat.	p-value
CULTURAL EXPLORATION	3.81	3.77	3.44	3.74	3.77	3.96	1.86	0.099
To enjoy art and folk performances	3.78	3.84	3.00	3.44	3.68	3.97	2.56	0.027*
To experience local customs and cultures	3.89	3.89	3.33	3.56	3.73	3.98	1.94	0.086
To enjoy culture in its cultural/historical setting	3.78	3.47	3.33	3.68	3.57	0.72	0.77	0.569
To enjoy new experiences	3.89	3.89	4.67	3.92	3.93	4.07	0.94	0.453
To enjoy arts and crafts	3.78	3.74	3.33	3.92	3.75	4.01	1.69	0.134
To increase my cultural knowledge	3.78	3.79	3.00	3.92	3.97	4.01	1.05	0.386
SOCIALIZATION	4.08 a	3.81 a	2.66 b	4.05 ad	4.00 a	4.20 cd	4.54	0.000**
To be with people who enjoy the same things I do	4.11	6.00	3.00	4.04	3.89	4.16	2.12	0.004**
To see place with a group together	4.11	3.89	2.33	3.72	3.91	4.07	2.78	0.017*
To go to places where my friends have not been	4.00	3.68	3.00	4.04	3.96	4.22	2.57	0.026*
To meet new people	4.11	3.79	2.33	4.40	4.28	4.38	4.67	0.000**
FAMILY TOGETHERNESS	4.00 a	3.75 ab	2.88 a	3.53 a	3.72 a	4.05 b	3.12	0.009**
To spend time with my family together	3.89	3.84	3.00	3.52	3.69	4.01	1.81	0.110
I thought the entire family would enjoy it	3.89	3.58	3.00	3.36	3.66	4.02	2.33	0.041*

Table 3.7 (Continued)

ACTIVITY	3.59 abc	3.64 abc	3.17 a	3.80 bc	3.70 ac	3.85 bc	2.36	0.040*
Religious activity	3.44	3.84	2.33	3.60	3.64	3.86	2.86	0.015*
Cultural activity	3.67	3.89	2.33	3.76	3.59	3.72	2.40	0.037*
shopping	3.44	3.58	3.33	3.80	3.79	3.94	1.19	0.312
Local Cuisine	4.22	3.58	2.33	4.04	3.76	3.82	2.70	0.020*
Adventure	3.89	3.53	3.67	3.72	3.90	3.89	0.62	0.680
Night life activities	3.78	3.58	3.67	3.40	3.88	3.89	1.28	0.270
Water sporting activities	3.67	3.79	2.67	3.76	3.96	4.14	2.04	0.071
Sight seeing	3.33	3.84	3.67	4.32	3.99	4.17	2.02	0.075
Handicrafts and arts	3.56	3.63	3.33	3.68	3.74	4.09	1.97	0.081
Convention/conference	2.78	3.47	1.67	2.12	2.98	3.17	3.19	0.008**
Festivals	3.33	3.58	2.67	3.72	3.73	4.01	2.52	0.029*
Natural attractions & scenery	3.44	3.68	4.00	5.76	4.01	4.29	3.25	0.007**
Being physically active	4.00	3.68	4.66	4.24	4.06	4.31	1.75	0.122
Doing nothing at all	3.66	3.36	2.66	3.32	2.75	2.77	2.01	0.075
Being entertained and having fun	3.66	3.63	4.66	3.88	3.77	3.80	0.60	0.695
ESCAPE	4.00 abc	3.56 a	3.55 abc	4.02 abc	4.00 ab	4.28 c	2.41	0.036*
To escape from routine life	4.22	3.79	3.67	4.28	4.13	4.39	2.163	0.057
To relieve daily stress	3.67	3.63	3.33	4.04	4.02	4.32	2.907	0.014*
To relieve boredom	4.11	3.26	3.67	3.76	3.85	4.15	1.684	0.137

Note: * Indicates statistically significant differences at $p \leq 0.05$

** Indicates statistically significant differences at $p \leq 0$

Table 3.8 shows that there were statistically significant differences between location and overall motivation factors except "family togetherness". The tourists belonged to the western part of India perceived "cultural exploration" more important than the tourists came from east. On the other hand the respondents from north India perceived "socialization" more important than those who came from east. The respondents from western part of India perceived "activity" more important than those who came from east, while the respondents came from north India perceived were "escape factors" more important than those who came from east.

The result of LSD post hoc test shown in the table 3.8 show that the respondent came from the southern part of India were less motivated towards cultural exploration, socialization, activity and escape factors compared to those who came from north, south and west.

Table 3.8 One-Way ANOVA tests for Differences in Motivation between Different Locations

Motivation	Mean				ANOVA	
	North	South	East	West	F-stat.	p-value
CULTURAL EXPLORATION	3.89 a	3.86 a	3.64 b	3.95 a	6.13	0.000**
To enjoy art and folk performances	3.76	3.85	3.60	3.92	2.22	0.085
To experience local customs and cultures	3.87	3.89	3.60	3.90	3.52	0.015*
To enjoy culture in its cultural/historical setting	3.64	3.68	3.47	3.78	2.43	0.065
To enjoy new experiences	4.18	4.05	3.66	4.04	10.99	0.000**
To enjoy arts and crafts	3.87	3.80	3.73	3.96	1.18	0.314
To increase my cultural knowledge	4.04	3.94	3.82	4.10	2.04	0.107
SOCIALIZATION	4.19 a	3.92 bc	3.87 bc	4.15 abd	7.13	0.000**
To be with people who enjoy the same things I do	4.40	3.86	3.72	4.22	7.29	0.051
To see place with a group together	4.11	3.67	3.83	4.00	4.72	0.003**
To go to places where my friends have not been	4.19	4.06	3.69	4.24	9.90	0.000**
To meet new people	4.36	4.11	4.28	4.18	1.42	0.235
FAMILY TOGETHERNESS	3.79	3.72	3.78	3.90	0.42	0.737
To help my family learn more about foreign cultures	3.97	3.92	3.79	3.96	0.95	0.416
To spend time with my family together	3.72	3.71	3.77	3.92	0.46	0.706
I thought the entire family would enjoy it	3.70	3.53	3.80	3.84	1.02	0.381
ACTIVITIES	3.81 a	3.79 a	3.56 b	3.89 a	8.77	0.000**
Religious activity	3.75	3.70	3.53	3.88	2.69	0.046*
Cultural activity	3.69	3.73	3.47	3.82	3.29	0.021*
shopping	3.81	3.64	3.90	3.76	1.42	0.236
Local Cuisine	3.84	3.88	3.66	3.82	1.25	0.290
Doing nothing at all	2.82	3.03	2.80	2.72	0.54	0.653

Table 3.8 (Continued)

ESCAPE	4.37 a	4.15 a	3.54 b	4.28 a	2.60	0.000**
Being entertained and having fun	3.95	4.00	3.44	3.90	8.12	0.000**
To escape from routine life	4.44	4.21	3.81	4.37	13.98	0.000**
To relieve daily stress	4.31	4.15	3.67	4.25	12.12	0.000**
To relieve boredom	4.36	4.09	3.16	4.22	24.68	0.000**

Note: * Indicates statistically significant differences at p≤0.05

** Indicates statistically significant differences at p≤0.01

Table 3.9 shows that there were significant differences between respondents' occupation against all the overall motivation factors except activity. The respondents who were professional thought that "cultural exploration" more important than those who were self employed. The respondents who were unemployed/retired perceived "socialization" more important than the "others" respondents. The respondents who worked for government thought "family togetherness" more important than the respondents those who were student. The unemployed/retired respondents perceived "activity" more important than the students. The respondents with other groups perceived "escape" more important than respondents who were professionals.

The results of LSD post hoc test are shown in table 3.9 shows that there were significant differences between respondents' occupation groups and their motivation to visit the Andaman Cluster.

Table 3.9 One-Way ANOVA tests for Differences in Motivation between Different Occupation Factors

Motivation	Mean							ANOVA	
	Student	Professional	Government	Self – employed	Company employee	Unemployed/ Retires	Other	F-stat.	p-value
CULTURAL EXPLORATION	3.81	4.01	3.79	3.69	3.71	3.83	3.88	3.33	0.003**
To enjoy art and folk performances	3.67	3.92	3.49	3.64	3.72	3.93	3.86	1.78	0.101
To experience local customs and cultures	3.80	3.96	3.67	3.66	3.72	4.00	3.86	1.74	0.109
To enjoy culture in its cultural/historical settings	3.50	3.84	3.63	3.58	3.44	3.37	4.00	2.85	0.010*
To enjoy new experiences	4.20	4.14	3.98	3.75	3.89	3.96	4.43	3.10	0.006**
To enjoy arts and craft	3.70	4.10	3.84	3.69	3.71	3.81	3.57	2.96	0.008**
To increase my cultural knowledge	4.03	4.11	4.14	3.86	3.80	3.96	3.57	1.77	0.103
SOCIALIZATION	3.70	4.27	4.14	3.89	3.94	4.34	3.60	6.92	0.000**
To be with people who enjoy the same things I do	4.90	4.27	3.95	3.79	3.89	4.15	3.86	4.29	0.257
To see place with a group together	3.47	4.15	4.12	3.84	3.87	3.96	3.43	3.40	0.003**
To go to places where my friends have not been	3.57	4.26	4.14	3.82	3.89	4.52	3.57	6.02	0.000**
To meet new people	4.20	4.42	4.37	4.11	4.13	4.74	3.57	3.70	0.001**
FAMILY TOGETHERNESS	3.28	3.99	4.07	3.71	3.65	3.86	4.00	3.86	0.001**
To help my family learn more about	3.40	4.09	3.98	3.83	3.88	4.04	3.71	2.35	0.030*

Table 3.9 (Continued)

foreign cultures									
To spend time with my family together	3.30	3.94	4.09	3.69	3.54	3.93	4.14	3.01	0.007**
I thought the entire family would enjoy it	3.17	3.94	4.16	3.61	3.56	3.63	4.14	3.64	0.002**
ACTIVITIES	3.65	3.89	3.75	3.62	3.71	3.57	3.95	2.89	0.009**
Religious activity	3.27	3.77	3.74	3.55	3.76	3.96	4.00	2.60	0.017*
Cultural activity	3.37	3.78	3.65	3.55	3.70	3.52	3.86	1.52	0.167
shopping	3.87	3.89	3.86	3.73	3.82	3.56	3.86	0.74	0.618
Local Cuisine	3.63	3.92	3.79	3.78	3.72	3.59	4.00	0.89	0.499
Adventure	3.97	4.05	3.98	3.83	3.83	3.30	3.14	2.89	0.009**
Night life activities	3.83	4.10	3.77	3.81	3.73	3.52	3.14	2.24	0.039*
Water sporting activities	3.93	4.20	4.19	3.82	3.83	4.00	2.71	3.86	0.001**
Sight seeing	4.07	4.23	4.21	3.75	3.88	4.41	4.29	3.59	0.002**
Handicrafts and arts	3.37	4.12	3.79	3.71	3.85	3.37	3.86	3.28	0.004**
Convention/ conference	2.67	3.16	2.35	3.12	3.40	1.96	2.43	6.14	0.000**
Festivals	3.57	4.01	3.93	3.68	3.63	3.89	2.71	3.33	0.003**
Natural attractions & scenery	5.10	4.29	4.16	3.87	3.95	4.33	4.28	1.37	0.222
Being physically active	3.86	4.34	4.37	3.76	4.07	4.59	4.57	5.17	0.000**
Doing nothing at all	2.60	2.68	2.62	2.86	2.75	4.22	2.71	5.23	0.000**
Being entertained and having fun	3.73	3.88	3.90	3.50	3.80	4.25	4.00	2.71	0.014*
ESCAPE	3.73	3.46	4.34	4.31	3.72	4.01	4.50	7.75	0.000**
To escape from routine life	3.67	4.39	4.37	3.96	4.17	4.59	4.00	5.28	0.000**
To relieve daily stress	3.57	4.36	4.40	3.71	4.00	4.56	4.00	7.99	0.000**
To relieve boredom	3.17	4.30	4.19	3.50	3.87	4.37	3.86	5.92	0.000**

Note: * Indicates statistically significant differences at $p \leq 0.05$

** Indicates statistically significant differences at $p \leq 0.01$

In terms of motivation, the results show that the respondents who were students, self employed and company employee were more motivated towards escape factors in comparison with the other rest motivational factors. Professional were more motivated towards cultural and socialization factors.

Table 3.10 shows that there were no significant differences between respondents' income per year against all the overall motivation factors except escape factors. The tourists with the annual income less than 200,000 rupees gave more important to escape factors than the tourists with annual income between 200,001-500,000 rupees.

The results of LSD post hoc test shown in table 3.10 shows that there were significant differences between respondents' Annual household income and escape motivation factor.

The result show that the respondents whose annual income between 200,000- 500,000 rupees had the highest motivation to visit the Andaman Cluster in comparison with three groups (respondents who had less than rupees 200,000, respondents who had between 500,001-1,000,000 and respondents who had above 1000001).

Table 3.10 One-Way ANOVA tests for Differences in Motivation between Different Income Groups

Motivation	Mean				ANOVA	
	<200000	200001- 500000	500001- 1000000	>1000001	F- stat.	p-value
CULTURAL EXPLORATION	3.89	3.74	3.79	3.85	3.33	0.259
To enjoy art and folk performances	3.81	3.65	3.74	3.88	1.02	0.255
To experience local customs and cultures	3.77	3.71	3.84	3.91	0.93	0.308
To enjoy culture in its cultural/historical setting	3.59	3.64	3.56	3.57	0.47	0.848
To enjoy new experiences	4.16	3.80	3.97	4.04	4.56	0.012*
To enjoy arts and crafts	3.89	3.74	3.80	3.89	1.53	0.471
To increase my cultural knowledge	4.17	3.94	3.88	3.83	2.89	0.079

Table 3.10 (Continued)

SOCIALIZATION	4.14	3.91	4.10	3.95	6.92	0.094
To be with people who enjoy the same things I do	4.04	3.85	4.04	4.01	1.02	0.257
To see place with a group together	3.83	3.94	4.00	3.92	0.33	0.696
To go to places where my friends have not been	4.14	3.91	4.10	3.95	1.25	0.180
To meet new people	4.57	4.27	4.36	3.83	7.92	0.000**
FAMILY TOGETHERNESS	3.64	3.80	3.86	3.86	3.86	0.379
To help my family learn more about foreign cultures	3.91	3.86	3.96	3.93	0.15	0.892
To spend time with my family together	3.61	3.76	3.80	3.87	0.63	0.546
I thought the entire family would enjoy it	3.40	3.79	3.83	3.79	1.81	0.066
ACTIVITY	3.72	3.72	3.81	3.66	1.52	0.292
Religious activity	3.69	3.58	3.78	3.80	1.19	0.199
Cultural activity	3.56	3.59	3.74	3.74	1.27	0.277
shopping	3.67	3.85	3.92	3.74	1.01	0.250
Local Cuisine	3.76	3.79	3.90	3.63	1.40	0.293
Adventure	3.84	3.92	3.94	3.66	1.18	0.228
Night life activities	3.66	3.91	3.98	3.70	1.51	0.115
Water sporting activities	3.90	4.06	3.94	3.79	1.58	0.250
Sight seeing	4.34	3.95	4.06	3.82	3.14	0.009**
Handicrafts and arts	3.79	3.83	3.92	3.59	1.37	0.256
Convention/conference	2.04	3.31	3.40	2.72	14.0	0.000**
Festivals	3.79	3.73	3.85	3.74	0.27	0.812
Natural attractions & scenery	4.20	3.98	4.16	4.46	0.62	0.512
Being physically active	4.45	4.00	4.14	3.97	3.26	0.011*
Doing nothing at all	3.24	2.69	2.61	3.05	2.89	0.010*
Being entertained and having fun	3.95	3.68	3.92	3.61	1.99	0.075
ESCAPE	4.30 a	3.87 b	4.16 a	4.01 ab	7.75	0.007**
To escape from routine life	4.46	4.00	4.25	4.22	3.44	0.003**
To relieve daily stress	4.26	3.96	4.19	3.95	1.71	0.063
To relieve boredom	4.21	3.66	4.07	3.87	2.62	0.015*

Note: * Indicates statistically significant differences at p≤0.05

** Indicates statistically significant differences at p≤0.01

3.3 Mean Ranking of Need Factors

Table 3.11 shows that the "peaceful place with good landscape, flora and fauna attributed rated highest importance for the Indian tourists with (Mean=4.19), hospitable People (Mean=4.17), accessibility to the destination (Mean=4.06), price consideration (Mean=3.98), quality accommodation (Mean=3.95), modes of transportation (Mean=3.88), while "safety and security rated as the lowest important with (Mean=3.86).

Table 3.11 Importance of Need Attributes

Need Attributes	Mean	SD	Importance Level
Peaceful Place with good landscape, Flora and Fauna	4.19	0.990	Important
Hospitable People	4.17	0.956	Important
Accessibility to the destination	4.06	0.909	Important
Price consideration	3.98	0.982	Important
Quality Accommodation	3.95	0.971	Important
Modes of Transportation	3.88	0.981	Important
Safety and Security	3.86	1.042	Important

Note: Performance scale: 5 = Strongly Agree, 4 = Agree, 3 = Fair, 2 = Disagree, 1 = Strongl

1 = Strongly Disagree

3.3.1 Independent Sample t-test and One-Way ANOVA Results between the Respondents Demographic Characteristics and Need Factors & the result of multiple comparison between the respondents' demographic characteristics and needs by using LSD post hoc test.

Table 3.12 clearly shows that there were statistically significant differences between the tourist's gender and all the need factors. The comparison of the need factors with gender indicated that male tourists were given more importance to "accessibility to the destination", "safety and security", "modes of transportation", "quality accommodation", "hospitable people", and "peaceful place with good landscape, flora than the female tourists.

Table 3.12 Independent Sample t-test for Differences in Needs between Genders

Needs	Mean		t-test	
	Male	Female	t- stat.	p-value
Accessibility to the destination	4.20	3.85	3.787	0.000**
Price consideration	4.01	3.94	0.623	0.534
Safety and security	4.02	3.60	3.821	0.000**
Modes of transportation	3.99	3.70	2.825	0.005**
Quality of accommodation	4.06	3.77	2.841	0.005**
Hospitable people	4.31	3.96	3.583	0.000**
Peaceful place with good landscape, flora and fauna	4.39	3.88	4.832	0.000**

Note: * Indicates statistically significant differences at $p \leq 0.05$

** Indicates statistically significant differences at $p \leq 0.01$

Table 3.13 clearly shows that there were statistically significant differences between the tourists age against all the need factors.

The result of LSD post hoc test in table 3.13 show that there were statistically significant differences in tourists needs among five age groups (18-30 years, 31-40 years, 41-50 years, 51-60 years and above 60 years old). The result shows that the respondents between 51-60 years old had the highest had the highest needs of almost all the factors compared to other age groups. On the other hand the age group between 18-30 were least motivated towards all the needs factors. o visit the Andaman Cluster in comparison with the other age groups. On the other hand the age group above 60 years old was more motivated towards escape factors.

Table 3.13 One-Way ANOVA tests for Differences in Needs among Different Age Groups

Needs	Mean					ANOVA	
	18-30	31-40	41-40	51-60	<61	F-stat.	p-value
Accessibility to the destination	3.84 a	4.08 b	4.35 d	4.45 cd	4.57 cd	6.32	0.000**
Price consideration	3.84 a	3.95 ab	4.19 bc	4.48 c	4.29 abc	3.85	0.004**
Safety and security	3.59 a	3.83 b	4.16 d	4.61 cd	4.64 cd	10.64	0.000**
Modes of transportation	3.77 a	3.76 a	4.16 bc	4.48 bc	4.14 a	5.42	0.000**
Quality of accommodation	3.75 a	3.86 a	4.26 bd	4.71 cd	4.57 bcd	10.14	0.000**
Hospitable people	3.91 a	4.19 b	4.53 cde	4.71 cde	4.79 cde	9.30	0.000**
Peaceful place with good landscape, flora and fauna	3.90 a	4.22 bc	4.49 cde	4.84 cde	4.86 cde	10.28	0.000**

Note: * Indicates statistically significant differences at $p \leq 0.05$

** Indicates statistically significant differences at $p \leq 0.01$

The tourists with the age above 61 perceived "accessibility to the destination", "safety and security", "hospitable people" and "peaceful place with good landscape, flora and fauna" important need factors for them than the tourists between 18-30 years old. On the other hand tourists between 51-60 years old, perceived "price consideration", "modes of

transportation", and "quality of accommodation" more important than the tourists between 18–30 years old.

Table 3.14 indicates that there were no statistically significant differences between the tourist marital status against all the need factors except "Safety and security" and "hospitable people". The divorced respondent perceived "Safety and security" and "hospitable people" more important than the single respondents.

The result of LSD post hoc test shown in the table 3.14 shows that the divorced respondent were concerned more about safety and security giving highest importance to it compared to other needs factors.

Table 3.14 One-Way ANOVA tests for Differences in Needs between Tourists Marital Status

Needs	Mean				ANOVA	
	Single	Married	Widowed	Divorced	F-stat.	p-value
Accessibility to the destination	3.95	4.08	4.14	4.45	1.23	0.296
Price consideration	3.94	3.97	4.14	4.55	1.34	0.260
Safety and security	3.86 a	3.81 a	4.43 ab	4.73 b	3.53	0.015*
Modes of transportation	3.88	3.86	3.43	4.55	2.24	0.082
Quality of accommodation	3.87	3.94	4.14	4.64	2.17	0.091
Hospitable people	3.97 a	4.22 bcd	4.29 ac	4.64 cd	2.67	0.047*
Peaceful place with good landscape, flora and fauna	4.09	4.20	4.29	4.64	1.13	0.335

Note: * Indicates statistically significant difference $p \leq 0.05$

** Indicates statistically significant difference $p \leq 0.01$

Table 3.15 shows that there were no statistically significant differences between tourists religion against all the need factors.

Table 3.15 One-Way ANOVA tests for Differences in Needs between Different Religions

Needs	Mean					ANOVA	
	Hinduism	Buddhism	Islam	Christian	Other	F- stat.	p-value
Accessibility to the destination	4.03	4.03	4.05	4.14	4.25	0.28	0.889
Price consideration	3.93	3.99	4.00	4.08	4.25	0.46	0.759
Safety and security	3.77	3.85	4.11	3.95	4.38	1.56	0.182
Modes of transportation	3.95	3.68	3.89	3.81	4.25	1.38	0.240
Quality of accommodation	3.93	3.97	3.95	3.93	4.38	0.42	0.793
Hospitable people	4.18	4.15	4.22	4.10	4.63	0.59	0.670
Peaceful place with good landscape, flora and fauna	4.20	4.10	4.32	4.15	4.50	0.55	0.698

Note: * Indicates statistically significant differences at $p \leq 0.05$

** Indicates statistically significant differences at $p \leq 0.01$

Table 3.16 shows that there were statistically significant differences between the tourists educational level against three factors. The post graduate respondents perceived "accessibility to the destination" and "quality of accommodation" more important than non educated respondents. On the other hand the respondents who had secondary school education thought "peaceful place with good landscape, flora and fauna" more important than those who had primary level education.

The result of LSD post hoc test shown in the table 3.16 show that the respondent holding Primary level of education given more importance to "accessibility to the destination" and to "peaceful place with good landscape, flora and fauna compared to other degree holders.

Table 3.16 One-Way ANOVA tests for Differences in Needs between Different Education
Levels

Needs	Mean						ANOVA	
	No Education	Primary School	Secondary School	High School	Bachelor degree	Post Graduate	F- stat.	p-value
Accessibility to the destination	4.00 abc	3.42 a	4.00 abc	3.84 ab	4.02 b	4.33 c	4.15	0.001**
Price consideration	4.11	3.84	3.33	3.80	3.93	4.20	1.61	0.155
Safety and security	3.78	3.58	3.33	3.80	3.83	4.03	1.02	0.401
Modes of transportation	4.00	3.42	3.67	3.68	3.86	4.05	1.72	0.128
Quality of accommodation	3.67 ab	3.53 a	3.33 ab	3.72 a	3.93 a	4.18 b	2.51	0.029*
Hospitable people	4.11	3.79	4.67	4.04	4.15	4.33	1.46	0.200
Peaceful place with good landscape, flora and fauna	3.89 a	3.63 a	4.67 abcd	4.24 bcd	4.16 c	4.38 d	2.28	0.045*

Note: * Indicates statistically significant differences at $p \leq 0.05$

** Indicates statistically significant differences at $p \leq 0.01$

Table 3.17 shows that there were statistically significant differences between the tourist's location and all the need factors except "price consideration". The tourists who came from western part of India perceived "accessibility to the destination", "price consideration", "safety and security", "quality of accommodation" and "peaceful place with good landscape, flora and fauna" more important need factors than the tourist came from east. On the other hand tourists came from south perceived "modes of transportation" more important than the tourists from east. However, the tourists from north perceived "hospitable people" more important than the tourists from east.

The result of LSD post hoc test shown in the table 3.17 show that the respondent came from the southern part of India had given more importance to "accessibility to the destination", "price consideration", "safety and security", "modes of transportation" and "quality of accommodation" compared to other respondents came from other parts of India. On the other hand the respondents from eastern part of India gave least importance to all these factors.

Table 3.17 One-Way ANOVA tests for Differences in Needs between Different Locations

Needs	Mean				ANOVA	
	North	South	East	West	F- stat.	p-value
Accessibility to the destination	4.19 a	4.27 a	3.74 b	4.2 a	8.86	0.000**
Price consideration	4.03	4.12	3.81	4.12	2.20	0.087
Safety and security	4.07 a	4.17 a	3.35 b	4.18 a	18.20	0.000**
Modes of transportation	4.02 a	4.06 a	3.57 b	4.00 a	6.61	0.000**
Quality of accommodation	4.10 a	4.17 a	3.55 b	4.25 a	12.49	0.000**
Hospitable people	4.46 a	4.18 a	3.75 bc	4.41 ab	15.56	0.000**
Peaceful place with good landscape, flora and fauna	4.41 a	4.27 a	3.78 b	4.49 a	12.71	0.000**

Note: * Indicates statistically significant differences at $p \leq 0.05$

** Indicates statistically significant differences at $p \leq 0.01$

One way ANOVA test was applied in Table 3.18 to determine the significance relationship between the occupation and needs of the Indian Tourists. The result showed that the Indian tourists who worked for the government perceived "accessibility to the destination" more important than the tourist who were students. The unemployed respondents perceived "quality of accommodation" and "peaceful place with good landscape, flora and fauna" more important than the tourists who were students.

The results of LSD post hoc test are shown in table 3.18 shows that there were significant differences between respondents' occupation groups and their motivation to visit the Andaman Cluster.

In terms of needs, the results show that the respondents who were professionals given more importance to "safety and security". On the other hand the unemployed/retired respondents gave more importance to "peaceful place with good landscape, flora and fauna.

Table 3.18 One-Way ANOVA tests for Differences in Needs between Different Occupational Levels

Needs	Mean							ANOVA	
	Student	Professional	Government	Self-employed	Company employee	Unemployed/ Retires	Other	F-stat.	p-value
Accessibility to the destination	3.90	4.26	3.91	3.92	4.04	4.30	4.14	1.99	0.066
Price consideration	3.70	4.18	3.77	3.88	3.98	4.19	4.43	2.14	0.047*
Safety and security	3.93	4.14	3.74	3.55	3.74	4.33	4.14	4.36	0.000**
Modes of transportation	4.03	4.00	3.67	3.72	3.83	4.22	4.14	1.86	0.086
Quality of accommodation	3.60	4.13	3.95	3.79	3.82	4.63	4.00	4.34	0.000**
Hospitable people	3.83	4.28	4.05	4.09	4.15	4.59	4.57	2.21	0.041*
Peaceful place with good landscape, flora and fauna	3.90	4.37	4.26	4.01	4.01	4.85	4.57	4.44	0.000**

Note: * Indicates statistically significant differences at $p \leq 0.05$

** Indicates statistically significant differences at $p \leq 0.0$

Table 3.19 indicates that there were no statistically significance relationship between the tourists income and need except one. The tourists with the annual income above 1,00,0001 rupees perceived "price consideration" more important need factor the tourists with the annual income less than 200,000 rupees.

The results of LSD post hoc test shown in table 3.19 shows that there were significant differences between respondents' Annual household income and escape motivation factor.

The result shows that the respondents holding annual income between 200,000- 500,000 rupees given more importance to "safety and security" compared to other income groups.

Table 3.19 One-Way ANOVA tests for Differences in Needs between Different
   Annual Household Income

Needs	Mean				ANOVA	
	<200,000	200,002 500,000	500,001- 1,000,000	>1,00,0001	F- stat.	p-value
Accessibility to the destination	4.07	4.07	4.06	3.97	0.52	0.884
Price consideration	3.89 a	3.99 ab	3.96 ab	4.03 a	0.67	0.34*
Safety and security	4.01	3.75	3.79	3.95	1.76	0.251
Modes of transportation	3.99	3.84	3.82	3.87	0.61	0.718
Quality of accommodation	3.97	3.93	3.89	3.96	0.92	0.964
Hospitable people	4.21	4.17	4.04	4.24	0.81	0.626
Peaceful place with good landscape, flora and fauna	4.40	4.08	4.21	4.14	1.39	0.161

Note: * Indicates statistically significant differences at $p \leq 0.05$

   ** Indicates statistically significant differences at $p \leq 0.01$

3.4 Mean Ranking of Satisfaction Factors

Table 3.20 illustrates the mean ranking of satisfaction attributes. The most highest satisfactory attributes for the Indian tourists was the "friendliness of people" (Mean = 3.94), Easy to access destination (Mean = 3.93), Cleanliness (Mean = 3.88), Quality of standard of accommodation (Mean = 3.87), Safety and security (Mean = 3.86), Peaceful atmosphere (Mean = 3.85), Quality of restaurant (Mean = 3.81), Quality of food and beverage (Mean = 3.62), Reasonable price of sightseeing (Mean = 3.51), Variety of cultural attraction (Mean = 3.48), Ease of communication in your language (Mean = 3.42). Most of all the tourists were satisfied with all the attributes leaving two. They were fairly satisfied with the attributes "price of accommodation (Mean = 3.38) and "price of food and beverage" (Mean = 3.36). The overall satisfaction of the tourists were (Mean = 3.9729).

Table 3.20 Satisfaction with Traveling in the Andaman Cluster

Satisfaction Attributes	Mean	SD	Satisfaction Level
Friendliness of people	3.94	0.980	Satisfied
Easy to access destination	3.93	2.598	Satisfied
Cleanliness	3.88	0.977	Satisfied
Quality of standard of accommodation	3.87	0.856	Satisfied
Safety and security	3.86	0.985	Satisfied
Peaceful atmosphere	3.85	0.948	Satisfied
Quality of restaurant	3.81	0.853	Satisfied
Quality of food and beverage	3.62	0.865	Satisfied
Reasonable price of sightseeing	3.51	0.904	Satisfied
Variety of cultural attraction	3.48	0.944	Satisfied
Ease of communication in your language	3.42	1.114	Satisfied
Price of accommodation	3.38	0.841	Fair
Price of food and beverage	3.36	0.887	Fair
Overall satisfaction	3.9729	0.67848	Satisfied

Note: Performance scale: 5 = Strongly Agree, 4 = Agree, 3 = Fair, 2 = Disagree, 1 = Strongly Disagree

3.4.1 Independent Sample t-test and One-Way ANOVA Results between the Respondents Demographic Characteristics and Satisfaction Factors

Table 3.21 demonstrates that there were significant differences between the tourists' Gender against all the satisfaction level except. The male respondents perceived "quality of Standard of accommodation", "quality of restaurant", "quality of food and beverage", "price of accommodation", "price of food and beverage", "variety of cultural attraction", "reasonable price of sightseeing" "peaceful atmosphere" "cleanliness", "safety and security", "friendliness of people", "ease of communication in your language", and "easy to access destination" more important than female respondents.

Table 3.21 Independent Sample t-test for Differences in Satisfaction between Genders

Satisfaction	Mean		t-test	
	Male	Female	t- stat.	p-value
Quality of Standard of accommodation	4.02	3.64	4.280	0.000**
Quality of restaurant	3.97	3.57	4.594	0.000**
Quality of food and beverage	3.73	3.45	3.177	0.002**
Price of accommodation	3.49	3.21	3.199	0.001**
Price of food and beverage	3.49	3.15	3.802	0.000**
Variety of cultural attraction	3.61	3.28	3.502	0.001**
Reasonable price of sightseeing	3.61	3.36	2.675	0.008*
Peaceful atmosphere	4.07	3.53	5.681	0.000**
Cleanliness	4.14	3.48	6.603	0.000**
Safety and security	4.10	3.50	5.971	0.000**
Friendliness of people	4.19	3.56	6.367	0.000**
Ease of communication in your language	3.59	3.18	3.691	0.000**
Easy to access destination	4.02	3.50	4.874	0.000**
Overall Satisfaction	4.16	3.68	7.044	0.000**

Note: * Indicates statistically significant differences at p$\leq$0.05

** Indicates statistically significant differences at p$\leq$0.01

Table 3.22 shows that there were significant differences between the tourist age against almost all the satisfaction level leaving "reasonable price of sightseeing" and "ease of communication in your language". The tourists with the age group between 51-60 perceived "quality of Standard of accommodation", "quality of restaurant", "quality of food and beverage", and "peaceful atmosphere", more important satisfaction attributes for them than the tourists with the 18-30 years old. On the other hand the tourists with the age group above 60 thought "price of accommodation", "price of food and beverage", "variety of cultural attraction", "cleanliness", "safety and security", "friendliness of people", "ease of communication in your language", and "easy to access destination" more important compared to tourists between 18-30 years old.

The result of LSD post hoc test in table 3.22 show that there were statistically significant differences in tourists needs among five age groups (18-30 years, 31-40 years, 41-50 years, 51-60 years and above 60 years old). The result shows that the respondents between 51-60 years old had the highest had the highest satisfaction level compared to other age groups. They were the one who were overall satisfied with all the factors compared to other age groups. However the age group between 18-30 were least overall satisfied.

Table 3.22 One-Way ANOVA tests for differences in satisfaction among different age groups

Satisfaction	Mean					ANOVA	
	18-30	31-40	41-50	51-40	>61	F-stat.	p-value
Quality of Standard of accommodation	3.71 a	3.90 a	4.09 a	4.26 bc	4.00 ab	3.962	0.004**
Quality of restaurant	3.65 a	3.83 ab	4.02 abc	4.19 c	3.86 ac	3.804	0.005**
Quality of food and beverage	3.49 a	3.64 a	3.72 a	3.81 ab	4.21 b	3.180	0.014*
Price of accommodation	3.25 a	3.39 abcd	3.53 b	3.65 c	3.79 d	3.084	0.016*
Price of food and beverage	3.21 a	3.40 abc	3.44 abc	3.61 b	3.79 bc	2.854	0.024*

Table 3.22 (Continued)

Variety of cultural attraction	3.26 a	3.52 bcde	3.74 cde	3.81 de	4.00 e	5.324	0.000**
Reasonable price of sightseeing	3.40	3.54	3.70	3.74	3.50	1.713	0.146
Peaceful atmosphere	3.56 a	3.94 bce	4.23 cde	4.39 de	4.07 e	9.368	0.000**
Cleanliness	3.60 a	3.95 bce	4.16 cde	4.35 de	4.43 e	7.843	0.000**
Safety and security	3.65 a	3.88 bd	4.23 cde	4.13 de	4.50 e	5.835	0.000**
Friendliness of people	3.69 a	4.01 bcd	4.12 cde	4.35 de	4.64 e	6.679	0.000**
Ease of communication in your language	3.41	3.34	3.35	3.68	4.07	1.838	0.121
Easy to access destination	3.62 a	3.76 ab	4.12 abcd	4.42 bcd	4.43 bcd	5.991	0.000**
Overall Satisfaction	3.77 a	4.00 b	4.20 bcde	4.36 d	4.41 e	9.806	0.000**

Note: * Indicates statistically significant differences at $p \leq 0.05$

      ** Indicates statistically significant differences at $p \leq 0.01$

Table 3.23 indicates that there were only two satisfaction factors which had statistically significant differences between tourists' marital status. The widowed respondents were fully satisfied perceiving "quality of food & beverage" and "price of accommodation" more important for them than those who were singles. On the other hand single respondents were single were least satisfied with the "price of accommodation".

The result of LSD post hoc test shown in the table 3.23 shows that the widowed respondent given more importance to "quality of food and beverage" compared to other respondents. On the other hand the respondents who were single had given least importance to "quality of food and beverage" and to "price of accommodation.

Table 3.23 One-Way ANOVA tests for Differences in Satisfaction between Tourists Marital

Status

Satisfaction	Mean				ANOVA	
	Single	Married	Widowed	Divorced	F- stat.	P-Value
Quality of Standard of accommodation	3.73	3.91	4.43	3.73	2.235	0.084
Quality of restaurant	3.72	3.84	4.14	3.45	1.493	0.216
Quality of food & beverage	3.61 a	3.60 a	4.57 b	3.45 a	3.036	0.029*
Price of accommodation	3.31 a	3.37 ab	4.29 c	3.55 ac	3.159	0.025*
Price of food and beverage	3.30	3.35	4.00	3.64	1.763	0.154
Variety of cultural attraction	3.34	3.51	3.71	3.73	1.283	0.280
Reasonable price of sightseeing	3.44	3.53	3.29	3.82	0.861	0.461
Peaceful atmosphere	3.77	3.87	3.86	4.18	0.722	0.539
Cleanliness	3.84	3.86	4.14	4.36	1.142	0.332
Safety and security	3.85	3.84	4.14	4.36	0.722	0.539
Friendliness of people	3.79	3.97	4.29	4.18	1.380	0.248
Ease of communication in your language	3.41	3.42	4.14	3.09	1.310	0.271
Easy to access destination	3.81	3.79	4.43	4.09	1.023	0.382
Overall Satisfaction	3.89	3.98	4.40	4.13	1.593	0.190

Note: * Indicates statistically significant differences at $p \leq 0.05$

** Indicates statistically significant differences at $p \leq 0.01$

Table 3.24 gives the clear picture that there were no significant differences between the tourist religions against all the satisfaction level except one. The tourists who followed other religion like Sikh and Jews perceived "quality of standard of accommodation" more important than the tourists who followed Hinduism.

The result of LSD post hoc test shown in the table 3.24 shows that the respondent followed Hinduism, Buddhism, Islam, and Christian and other religions were satisfied with the quality of standard of accommodation.

Table 3.24 One-Way ANOVA tests for Differences in Satisfaction between Different Religions

Satisfaction	Mean					ANOVA	
	Hinduism	Buddhism	Islam	Christian	Other	F- stat.	p-value
Quality of Standard of accommodation	3.77 a	3.96 abc	3.92 abc	4.00 bd	4.50 cd	2.527	0.040*
Quality of restaurant	3.75	3.83	3.84	3.88	4.25	0.905	0.461
Quality of food & beverage	3.61	3.53	3.81	3.63	3.75	0.709	0.586
Price of accommodation	3.34	3.39	3.57	3.33	3.75	1.019	0.397
Price of food and beverage	3.29	3.50	3.54	3.27	3.75	1.770	0.134
Variety of cultural attraction	3.43	3.47	3.62	3.55	3.50	0.457	0.767
Reasonable price of sightseeing	3.47	3.51	3.59	3.53	4.12	1.142	0.336
Peaceful atmosphere	3.80	3.88	3.89	3.93	4.12	0.449	0.773
Cleanliness	3.90	3.83	3.92	3.77	4.50	1.127	0.343
Safety and security	3.90	3.74	3.89	3.84	4.12	0.533	0.711
Friendliness of people	3.99	3.79	3.92	3.93	4.00	0.561	0.691
Ease of communication in your language	3.40	3.43	3.30	3.49	3.75	0.375	0.827
Easy to access destination	3.84	3.75	3.70	3.85	4.00	0.259	0.904
Overall Satisfaction	3.94	3.96	4.03	3.99	4.32	0.720	0.579

Note: * Indicates statistically significant differences at $p \leq 0.05$

** Indicates statistically significant differences at $p \leq 0.01$

Table 3.25 gives the clear picture that there were no significant differences between the tourists education against all the satisfaction level except one. The respondents having education up to secondary school thought "friendliness of people" more important than those who were without education.

The result of LSD post hoc test shown in the table 3.25 shows that the respondent holding Primary level of education were more satisfied with "friendliness of people" here.

Table 3.25 One-Way ANOVA tests for Differences in Satisfaction between Different Educational Level

Satisfaction	Mean						ANOVA	
	No Education	Primary School	Secondary School	High School	Bachelor degree	Post Graduate	F- stat.	p-value
Quality of Standard of accommodation	4.22	3.95	4.00	3.56	3.82	4.03	1.857	0.101
Quality of restaurant	4.00	3.74	3.67	3.52	3.76	4.00	1.841	0.104
Quality of food & beverage	3.67	3.42	3.33	3.48	3.63	3.68	0.489	0.784
Price of accommodation	3.67	3.21	3.67	3.28	3.38	3.41	0.521	0.761
Price of food and beverage	3.56	3.11	3.67	3.24	3.33	3.47	0.904	0.478
Variety of cultural attraction	3.33	3.42	4.00	3.36	3.40	3.73	2.085	0.066
Reasonable price of sightseeing	3.44	3.42	4.33	3.52	3.46	3.66	1.230	0.294
Peaceful atmosphere	3.67	3.58	4.67	3.80	3.80	4.05	1.857	0.101
Cleanliness	3.44	3.63	4.00	3.76	3.87	4.01	1.034	0.397
Safety and security	3.44	3.63	4.67	3.88	3.84	3.98	1.236	0.292
Friendliness of people	3.22 a	3.47 ac	5.00 bcd	3.92 abcd	3.91 cd	4.14 d	3.435	0.005**
Ease of communication in your language	3.56	3.26	3.00	3.12	3.40	3.59	1.033	0.398
Easy to access destination	3.89	3.47	4.33	3.76	3.78	3.96	0.904	0.478
Overall Satisfaction	3.90	3.76	4.38	3.84	3.93	4.13	2.041	0.072

Note: * Indicates statistically significant differences at $p \leq 0.05$

** Indicates statistically significant differences at $p \leq 0.01$

Table 3.26 shows that there were statistically significant differences between the tourists location against all the satisfaction level. The Indian tourists who came from southern part of India perceived "quality of Standard of accommodation", "quality of restaurant", quality of F&B", "price of accommodation", "price of food and beverage",

"variety of cultural attraction", and "reasonable price of sightseeing" as most important satisfaction factor than the those who belonged to east. However the tourists came from northern part of India were more satisfied with "peaceful atmosphere", "cleanliness", "safety and security", "friendliness of people", and "ease of communication in your language" than the tourists came from east.

The result of LSD post hoc test shown in the table 3.26 shows that the respondent came from the southern part of India were fully satisfied with the "price of accommodation", "price of food and beverage", "variety of cultural attraction", and "reasonable price of sightseeing". However, the respondents from west were least overall satisfied with all the factors.

Table 3.26 One-Way ANOVA tests for Differences in Satisfaction between Different Locations

Satisfaction	Mean				ANOVA	
	North	South	East	West	F- stat.	p-Value
Quality of Standard of accommodation	4.07 a	4.18 a	3.44 b	4.04 a	19.952	0.000**
Quality of restaurant	3.95 a	4.12 a	3.43 b	3.98 a	15.641	0.000**
Quality of F&B	3.72 a	3.92 a	3.30 b	3.76 a	10.856	0.000**
Price of accommodation	3.60 a	3.65 a	3.01 b	3.33 c	16.332	0.000**
Price of food and beverage	3.48 a	3.74 b	3.00 c	3.41 a	13.660	0.000**
Variety of cultural attraction	3.62 a	3.88 a	3.11 b	3.49 ac	12.932	0.000**
Reasonable price of sightseeing	3.64 a	3.89 b	3.22 c	3.41 ac	10.310	0.000**
Peaceful atmosphere	4.11 a	4.09 a	3.43 b	3.92 a	15.989	0.000**
Cleanliness	4.27 a	4.06 a	3.29 b	4.04 a	30.972	0.000**
Safety and security	4.19 a	4.00 a	3.37 b	4.00 a	19.892	0.000**

Table 3.26 (Continued)

Friendliness of people	4.27 a	4.02 a	3.45 b	4.16 a	20.393	0.000**
Ease of communication in your language	3.64 a	3.53 a	3.16 b	3.35 ab	4.795	0.003**
Easy to access destination	4.12 a	3.95 a	3.41 b	3.80 a	11.219	0.000**
Overall Satisfaction	4.21 a	4.24 a	3.54 b	4.04 a	35.385	0.000**

Note: * Indicates statistically significant differences at $p \leq 0.05$

** Indicates statistically significant differences at $p \leq 0.01$

Table 3.27 shows that there were statistically significant differences between the tourist's occupation against all the satisfaction factors except "price of food and beverage. The tourists without occupation were most satisfied with "quality of Standard of accommodation", "quality of restaurant", "price of accommodation", "peaceful atmosphere", "safety and security" and "friendliness of people" than the tourists who were student. On the other hand unemployed/retired tourists were more satisfied with "variety of cultural attraction", "reasonable price of sightseeing", "cleanliness", "ease of communication in your language" and "easy to access destination" than the tourists who were student.

The results of LSD post hoc test are shown in table 3.27 shows that the respondents who were professional were overall satisfied compared to other occupation groups.

Table 3.27 One-Way ANOVA tests for Differences in Satisfaction between Different Occupations

Satisfaction	Mean							ANOVA	
	Student	Professional	Government	Self – employed	Company employee	Unemployed/ Retires	Other	F-stat.	p-value
Quality of Standard of accommodation	3.40	4.04	3.72	3.79	3.99	3.85	4.29	3.169	0.005**
Quality of restaurant	3.40	4.06	3.63	3.69	3.87	3.74	4.29	3.902	0.001**
Quality of F & B	3.20	3.88	3.49	3.43	3.66	3.81	4.14	4.639	0.000**
Price of accommodation	3.10	3.50	3.23	3.21	3.51	3.59	3.71	2.692	0.014*
Price of food and beverage	3.27	3.54	3.23	3.22	3.30	3.59	3.43	1.709	0.117
Variety of cultural attraction	3.30	3.65	3.42	3.21	3.52	4.00	3.57	3.871	0.001**
Reasonable price of sightseeing	3.23	3.72	3.51	3.34	3.54	3.70	3.29	2.412	0.027*
Peaceful atmosphere	3.70	4.07	3.95	3.54	3.87	4.15	4.29	3.867	0.001**
Cleanliness	3.67	4.11	3.93	3.58	3.87	4.30	4.14	3.940	0.001**
Safety and security	3.80	4.07	3.98	3.58	3.76	4.22	4.57	3.859	0.001**
Friendliness of people	3.70	4.23	4.09	3.62	3.73	4.52	4.71	7.521	0.000**
Ease of communication in your language	2.97	3.67	3.58	3.19	3.45	3.78	2.57	3.972	0.001**
Easy to access destination	3.47	4.10	3.84	3.50	3.78	4.48	3.71	5.215	0.000**
Overall Satisfaction	3.68	4.20	3.96	3.72	3.97	4.29	4.23	7.142	0.000**

Note: * Indicates statistically significant differences at $p \leq 0.05$

** Indicates statistically significant differences at $p \leq 0.01$

Table 3.28 shows that the Indian tourists with the annual income between 500,001-1,000,000 rupees perceived "quality of Standard of accommodation", and "quality of restaurant" as more important satisfaction factor than the respondents who had annual income less than 200,000 rupees. On the contrary the tourists with the annual income less than 200,000 rupees were more satisfied with "peaceful atmosphere" than the tourists with the annual income between 500,001-1,000,000 rupees.

The results of LSD post hoc test shown in table 3.28 shows that there were significant differences between respondents' Annual household income and escape motivation factor.

The result shows that the respondents holding annual income between 500,001-1,000,000 were more satisfied with the "quality of standard of accommodation". On the other hand the respondents having annual income less than 200,000 rupees were more satisfied with the "peaceful atmosphere" and the respondents with the annual income above 1,000,000 rupees were more satisfied with the "quality of restaurants".

Table 3.28 One-Way ANOVA tests for Differences in Satisfaction between Different Annual Household Income

Satisfaction	Mean					ANOVA
	<200000	200002-500000	500001-1000000	>1000001	F- stat.	p-value
Quality of Standard of accommodation	3.73 a	3.78 a	4.04 b	3.95 ab	2.63	0.049*
Quality of restaurant	3.54 a	3.79 abc	3.97 bc	3.84 c	3.31	0.020*
Quality of F&B	3.56	3.66	3.74	3.46	1.68	0.170
Price of accommodation	3.34	3.37	3.42	3.37	0.14	0.933
Price of food and beverage	3.21	3.35	3.37	3.49	1.13	0.335
Variety of cultural attraction	3.56	3.42	3.41	3.62	1.07	0.360
Reasonable price of sightseeing	3.47	3.45	3.64	3.55	0.89	0.447
Peaceful atmosphere	4.13 a	3.69 ab	3.89 a	3.86 a	3.53	0.015*

Table 3.28 (Continued)

Cleanliness	3.99	3.74	3.97	3.86	1.51	0.211
Safety and security	4.00	3.77	3.94	3.75	1.40	0.242
Friendliness of people	4.14	3.86	3.99	3.72	2.55	0.055
Ease of communication in your language	3.20	3.42	3.63	3.29	2.41	0.066
Easy to access destination	3.83	3.72	3.97	3.72	1.09	0.352
Overall Satisfaction	3.98	3.90	4.06	3.94	1.16	0.323

Note: * Indicates statistically significant differences at $p \leq 0.05$

** Indicates statistically significant differences at $p \leq 0.01$

3.5 Tourist Behavior

Table 3.29 shows that the main purpose of most of the Indian tourists visited Andaman Cluster were leisure/relaxation (43.8%), business/convention (20.5%), visiting friends/family (15.5%), wedding (6.0%), retirement and honeymoon (4.3%), and (1.0%) had other purpose of visiting like college tour and medical treatment.

In terms of sources of information used, most of the tourists used internet (32%), as the best sources of information to reach the destination, followed by travel agents/tour operators (28.2%), friends (17.2%), newspaper/ TV (10.5%), guidebook/magazines (8.2%) and word of mouth (3.8%).

With regard to number of times visited, most of the tourists were first time visitors (20.2%), second time visitors (16.5%), third time visitors (10.8%), fourth time visitors (1.0%), and the visitors who visited here more than five times were (1.5%).

In terms of number of days visited, most of the tourists who visited Andaman Cluster for less than 5 days were (65.8%), 5-10 days (30.8%), 11-15 days (2%), 16-20 days (1.2%), and 21 and more days (0.2%). The average length of stay of tourists were 4.37 days in the Andaman cluster.

Table 3.29 Tourists' Behavior Profile

		F	%
Purpose of Visit	Leisure/Relaxation	211	52.8
	Business/Convention	82	20.5
	Wedding	62	15.5
	Honeymoon	24	6.0
	Visit Friend/ Family	17	4.3
	Other	4	1.0
	Total	400	100.0
Sources of Information	Internet	128	32.0
	Travel Agent/Tour Operators	113	28.2
	Friends	69	17.2
	Newspaper/TV	42	10.5
	Guide Book/Magazines	33	8.2
	Word of Mouth	15	3.8
	Total	400	100.0
Number of times he/she had visited Andaman Cluster before this trip	First Visit	281	70.2
	1 times	66	16.5
	2 times	43	10.8
	3 time	4	1.0
	4 or more times	6	1.5
	Total	400	100.0
Length of stay	Less than 5 days	263	65.8
	5-10 days	123	30.8
	11-15 days	8	2.0
	16-20 days	5	1.2
	21 and more days	1	0.2
	Total	400	100.0
Average length of stay	4.37 days		

Table 3.29 (Continued)

Size of travel group	Less than 5 People	275	68.8
	5-15 People	112	28.0
	16-25 People	9	2.2
	26-35 People	3	0.8
	More than 35 People	1	0.2
	Total	400	100.0
Type of transportation used	Airplane	248	62.0
	Bus	152	38.0
	Total	400	100.0
Accommodation Stayed	Hotel 1- star	84	21.0
	2- star	82	20.5
	3- star	72	18.0
	4- star	14	3.5
	5- star	42	10.5
	Subtotal	294	73.5
	Guesthouse	79	19.8
	Stay with friends/relatives	27	6.7
	Total	400	100.0

Average Expenditure		Average per day
Spending	Accommodation	3090.64
	Food & Beverage	969.18
	Shopping and Souvenir	953.79
	Leisure & activities/Sightseeing	801.85
	Transportation	790.81
	Package Tour	4415.22
	Miscellaneous	1289.97
Average Total	12311.46	

With respect to the size of the travel group of the tourists were less than 5 people (68.8%), 5-10 people (28%), 16-25 people (2.2%), 26-35 people (0.8%) and More than 53 people were (0.2%).

In terms of the respondents accompanied with the people during their visit to Andaman Cluster were alone 14.2%, spouse 10%, family 29%, friends/relatives 37%, business associates 9%.

With regard to types of transportation used, more than half of the Indian tourist (62%) arrived Andaman Cluster by using airplane and (38%) by bus.

In terms of type of accommodation used by the tourists were hotel (73.5%), guesthouse (19.8%), and stayed with friends and relatives were (6.8%). Table 3.30 shows the perception of the trip. In terms of Andaman cluster is a safe destination by the tourists were mostly yes (93.8%), and no (6.2%). In terms of purpose fulfilled the tourists answered no (17.8%). May be (26.5%), and Yes as the highest (55.8%). In terms of Andaman Cluster is good place for, they mostly replied for enjoying vacation with family (52.5%), for singles (26%), for honeymoon (20.2%), and for others (1.2%).

Table 3.30 Perceptions of the trip

		Frequency	Percentage
Andaman Cluster is a safe destination	Yes	375	93.8
	No	25	6.2
	Total	400	100.0
Purpose Fulfilled	Yes	223	55.8
	To some Degree	106	26.5
	No	71	17.8
	Total	400	100.0
Andaman Cluster is good place for	Enjoy Vacation with family	210	52.5
	Singles	104	26.0
	For Honeymoon	81	20.2
	Other	5	1.2
	Total	400	100.0

Table 3.31 shows the factors which can help to attract more Indian tourists to the Andaman Cluster, were more promotion in various means of communication in India (70.2%), availability of more cheap packages tours (68.2%), cheap air fare (55.8%), and promotion of destination using Bollywood movies star were (53.2%).

Table 3.31 Promotional Factors

	Yes Frequency	Percentage
More promotion in various means of communication in India	281	70.2
Availability of more cheap packages tour	270	68.2
Cheap air fair	223	55.8
Use of Bollybood movies star in the Promotion	213	53.2

Table 3.32 shows the problems faced by the Indian tourists were mostly language barrier (56.8%), expensive transportation facility (35.2%), disappointing shopping (28%), heath (23.5%), less vegetarian restaurants (22.2%), promise failure by the travel agencies (19.8%), lack of safety (10%), and political instability (8.5%).

Table 3.32 Problems faced during the visit

		Frequency	Percentage
Problems faced during the visit	Language Barrier	227	56.8
	Expensive transportation facility	141	35.2
	Disappointing Shopping	112	28.0
	Health	94	23.5
	Less Vegetarian restaurants	89	22.2
	Promise failure by the Travel agencies	79	19.8
	Lack of safety	40	10.0
	Political Instability	34	8.5

Table 3.33 shows the intentions of the Indian tourists to recommend the Andaman Cluster to their friends/relatives were no (20%), maybe (46.5%) and yes were (33.5%). In terms of plan to come back again, most of the tourists answered no (28.2%), may be (38.2%), and yes (33.5%).

Table 3.33 Post-Trip Behavior

		Frequency	Percentage
Recommendation of this trip to friends/relatives	Yes	134	33.5
	Maybe	186	46.5
	No	80	20.0
	Total	400	100.0
Plan to come back again	Yes	134	33.5
	Maybe	153	38.2
	No	113	28.2
	Total	400	100.0

The results from the Table 3.34 indicate that the major attractions for the Indian tourists at Andaman Cluster were beaches (84.2%), historical monuments (63%), nature parks (57.2%), temples (52.5%), cultural shows (50.2%), and museums (49.8%).

Table 3.34 Various Places/Attractions Visited by Tourists in the Andaman Cluster

Attractions		Frequency	Percentage
Attractions	Beaches	337	84.2
	Historical Monuments	252	63.0
	Nature Parks	229	57.2
	Temples	210	52.5
	Cultural Shows	201	50.2
	Museums	199	49.8

3.6 Result of Multiple Regression Analysis between Demographic, Motivations and Needs factors and overall satisfaction of tourists

Multiple regression analysis was used to investigate the relationship between one dependent variable (overall satisfaction) and several independent variables (demographic, motivation and needs factors).

Table 3.35 shows the results of the multiple regression analysis of the Indian tourist's overall satisfaction on the basis of demographic, motivation and needs factors. While checking the multiple correlation coefficient of independent variables on the dependent variables, the researcher found that it was having the statistically significance values ($p = 0.000 < 0.05$) with the adjusted R square (0.506), standard error (0.48008) and F ratio (25.880). In terms of demographics, "gender" was the only significant variable, and male tourists were more satisfied visiting the Andaman Cluster than the female tourists. With regard to motivation, "escape" was a significant variable and tourists for whom it was important were more satisfied than others. In terms of needs, "safety and security", "hospitable people" and "Peaceful place with good landscape, flora and fauna" were strong indicators of tourist's overall satisfaction while traveling to Andaman Cluster.

Table 3.35 Result of Multiple Regression between Overall Satisfaction (Dependent Variable) with Demographic, Motivations and Needs Factors (Independent Variables)

Dependent Variable	Tourists' overall satisfaction		
Independent Variable	Demographic (Gender, Age, Educational level and Household annual income		
Adjusted R square			0.506
Standard error			0.48008
F ratio			25.880
Significance F			0.000**
Variable in the equation			
Independent Variable	**Beta**	**t-value**	**p-value**
DEMOGRAPHIC			
(Constant)	1.724	5.979	0.000**
Gender	-0.183	-3.318	0.001**
MOTIVATION			
Family Togetherness	-0.071	-2.242	0.026*
Escape	0.232	5.801	0.000**
NEEDS			
Safety and security	0.091	2.974	0.003**
Hospitable people	0.088	2.535	0.012*
Peaceful place with good landscape, Flora and Fauna	0.095	2.811	0.005**

Note: * Indicates Statistically Significant at $p \leq 0.05$

* Statistically insignificant variables are not shown.

3.7 Result of Multiple Regression Analysis between Demographic, Motivations and Needs factors and Recommendations

Table 3.36 shows the results of the multiple regression analysis of the Indian tourists' recommendation of their trip on the basis of demographic, motivation and needs factors. While checking the multiple correlation coefficient of independent variables on the dependent variables, the researcher found that it was having the statistically significance values (p =0.000 < 0.05) with the adjusted R square (0.224), standard error (0.634) and F ratio (7.989). In terms of demographics, "gender" was the only significant variable, and male tourists were intended to recommend their trip to the Andaman Cluster than the female tourists. In terms of motivation, "cultural exploration", "socialization" factors was a significant variable but the tourists were less likely to recommend the destination, on the other hand "escape" factor was highly significant variable and tourists for whom it was important were more intended to recommend their trip. In terms of needs, it had amazing result that there were no factors which may let the tourists to recommend their trip to others.

Table 3.36 Results of Multiple Regression between Recommendations (Dependent Variable) with Demographic, Motivations and Needs Factors (Independent Variables)

Dependent Variable	Recommendation		
Independent Variable	Motivation (Cultural exploration, Socialization, Family togetherness, Activities and Escape		
Adjusted R square			0.224
Standard error			0.634
F ratio			7.989
Significance F			0.000**
Variable in the equation			
Independent Variable	Beta	t-value	p-value
DEMOGRAPHIC			
(Constant)	1.248	3.279	0.001**
Gender	-0.215	-2.941	0.003**
MOTIVATION			
Cultural Exploration	-0.140	-2.044	0.042*
Socialization	-0.125	-1.967	0.050*
Escape	0.282	5.328	0.000**

Note: * Indicates Statistically Significant at $p \leq 0.05$

* Statistically insignificant variables are not shown.

3.8 Result of Multiple Regression Analysis between Demographic, Motivations and Needs factors and Intention to return

Table 3.37 shows the results of the multiple regression analysis of the Indian tourists' intention to return on the basis of their overall satisfaction. While checking the multiple correlation coefficient of independent variables on the dependent variables, the researcher found that it was having the statistically significance values (p =0.000 < 0.05) with the adjusted R square (0.239), standard error (0.687) and F ratio (8.609). In terms of demographic, "male tourists" between the age groups of 31-40 were having intention to come back again to visit Andaman Cluster

Table 3.37 Result of Multiple Regression between Intention to Return (Dependent Variable) with Demographic, and Satisfaction Factors (Independent Variables)

Dependent Variable	Intention to return		
Independent Variable	Tourist Satisfaction		
	Tourist Demographic		
Adjusted R square			0.178
Standard error			0.712
F ratio			10.621
Significance F			0.000**
Variable in the equation			
Independent Variable	Beta	t–value	p–value
(Constant)	0.393	1.084	0.279
Overall Satisfaction	0.409	7.808	0.000**
Gender	-.112	– 2.222	0.027

Note: * Indicates Statistically Significant at p≤0.05

     * Statistically insignificant variables are not shown.

CHAPTER 4

SUMMARY

This chapter illustrates the final conclusions, discussions, and provide suggestion derived from the research findings as well as state some limitations encountered in his research. The researcher explained and summarized the study in the conclusion. The discussion was made based on the research results and the objectives of the study. The research objectives focused on are as following:

(1) To identify the motivations, behavior and requirements of different segments of Indian tourists in the Andaman Cluster.

(2) To identify the various tourist attractions existing in the Andaman Cluster attracted the Indian tourists and their sources of dissatisfaction

(3) To identify the sources of dissatisfaction when Indian tourists in the Andaman Cluster

(4) To suggest the necessary tourism market planning strategies to grow and strengthen the Indian tourist market

In this study, questionnaire had been distributed among 400 Indian tourists who had visited Andaman Cluster in December 2008–January 2009. Quantitative data was used to fulfill the objectives of the study. The data has been analyzed in the SPSS program. Descriptive statistics, an independent sample t-test, one way ANOVA and regression analysis was used in this research.

4.1 Conclusion

4.1.1 Demographic Characteristics of the Tourist's

The demographic information of the respondents obtained in the survey indicates that majority of the Indian tourists who visited the Andaman Cluster, Thailand were males (60.2). 70.2% of them were married. Most tourists (41.8%) were between 18–30 years old. The majority of the tourists were Hindu with (52.5%). and 1.8% of them were Jews and Sikh. Most of the tourists were bachelor degree holder came from the northern part of

129

India (37.2%), In terms of occupation, most of them were self employed. In terms of income, the highest earning of the tourists were 38.8% of about 200,001–500,000 rupees annually.

4.1.2 Motivations of the Tourists

The descriptive analysis of this study shows that there were various factors which motivated the Indian tourists to visit Andaman Cluster. For Indian tourists "to enjoy new experience" was the most important factor among all cultural exploration motivation factors. While, "to meet new people" was the most important among all Socialization factors, "to help my family learn more about foreign cultures" was the most important factor among all Family togetherness factors, "natural attraction & scenery" was the most important factor among all activity factors and "to escape from the daily routine" was the most important factor among all escape factor.

The study found that there statistically significant differences between motivation and genders. The Indian tourists perceived "to increase my cultural knowledge" (cultural exploration factor), "to meet new people" (socialization), "to help my family learn more about foreign cultures" (family togetherness), "Sightseeing" (activities), "to escape from routine life" (escape) motivational factors were more important for the male Indian tourist than female tourists.

Regarding age group, they perceived "cultural exploration", "socialization", "activities", and "escape" factors most important. The tourists with the age group between 61 and above were more motivated with "cultural exploration" than 18–30 years old tourists. The tourists with the age groups between 51–60 were more motivated with "socialization", "activities", and "escape" factors than the age group, between 18–30.

For marital status groups of tourists, there were significantly differences with respect to socialization factor. The divorced respondents were more motivated towards socialization than singles respondents.

For religion of the tourists, there were significantly differences with respect to, "family togetherness". The tourists who followed Hinduism perceived "family togetherness" more important than the Buddhist tourists.

This study found that the tourists' education had an impact on "Socialization", "Activity" and "Escape" motivation factors. The tourists who had post graduate degree were more motivated than the tourists had secondary school education.

In terms of location, the tourists belonged to the western part of India gave more important to "cultural exploration" than the tourists came from east. The respondents from north India perceived "socialization" more important for them. The respondents from western part of India thought "activity" more important for them. The respondents came from north India perceived "escape" more important. On the other hand the respondent from east India gave less important to all the motivation factors compared to rest other.

This study found that the tourists with the professional groups perceived "cultural exploration" more important for them than the self employed tourists. In terms of "socialization", the unemployed/retired respondents gave more important to it than others. The respondents who worked for government thought "family togetherness" more important than students. Jews and Sikhs respondents perceived "activity", and "escape" factors more important for them than unemployed/retired and professionals.

With regard to income, the study found that the respondents with the annual income less than 200,000 rupees thought "to enjoy new experiences", "to meet new people", "being physically active", "doing nothing at all", "to escape from routine life" and "to relieve boredom" more important than the tourists with the annual income between 500,001–1,000,000 rupees. In terms of activity, the respondents who had annual income between 500,001–1,000,000 rupees perceived "convention/conference" more important than the tourists with the annual income less than 200,000 rupees. On the other hand, the respondent with the annual income more than 1,000,001 thought "natural attractions & scenery", more important than the tourists with annual income between 200,001–500,000 rupees.

4.1.3 Needs/Requirements of the Tourists

The result which came out of this study indicated what exactly Indian tourists need during their visit to the Andaman Cluster. They gave more importance to "peaceful place with good landscape" than "flora and fauna", "hospitable people", "accessibility to the destination".

The comparison of the need factors with gender indicated that male tourists thought "accessibility to the destination", more important for them than the female tourists.

The tourists with the age above 61 perceived "accessibility to the destination", "safety and security", "hospitable people" and "peaceful place with good landscape, flora and fauna" as important need factor. On the other hand tourists between 51-60 years old, perceived "price consideration", "modes of transportation", and "quality of accommodation". The amazing result came shows that the tourists between 18-30 years old thought all the need factor less important for them in comparison with the others age groups.

With regard to marital status, Indian tourists who were married perceived "to spend time with my family together" more important than those who were widowed. In terms of educational level the tourist's with post graduate degree perceived "accessibility to the destination" more important than the non educated respondents.

In terms of tourist location, the tourists who came from western part of India perceived "accessibility to the destination more important. While tourists belonged to southern part of India gave more important to "modes of transportation". However the tourists from north perceived "hospitable people" more important factor for them. On the contrary, the tourists from east India gave less important to all the need factors when compared with others.

With regard to occupation, the Indian tourists who worked for the government perceived "accessibility to the destination" more important than students. The unemployed respondents perceived "quality of accommodation" and "peaceful place with good landscape, flora and fauna" more important than the students.

The result shows that there were no statistically significant differences with tourist's religion and income factors compared with need factors.

4.1.4 Satisfaction of the Tourists

The highest satisfactory attributes for the Indian tourists during their visit to the Andaman Cluster was the "friendliness of people".

When the level of satisfaction attribute toward tourists' gender was compared, the male respondents were fully satisfied perceiving "friendliness of people" more important for them than the female respondents.

With the level of satisfaction attribute toward tourists' age was compared, the tourists with the age group between 51-60 were more satisfied perceiving "quality of standard of accommodation" than the tourists with the 18-30 years old. On the other hand the tourists with the age group above 60 were more satisfies with "price of accommodation" compared to tourists between 18-30 years old.

In terms of marital status, the widowed respondents were fully satisfied with all the factors but the divorced respondents were less satisfied with "quality of food & beverage". On the other hand the single respondents were least satisfied with the "price of accommodation".

With regard to religion the tourists who followed Sikh and Jews religion were more satisfied perceiving "quality of standard of accommodation" more important than the tourists who followed Hinduism.

In terms of location the Indian tourists who came from southern part of India were more satisfied perceiving "quality of standard of accommodation" more important for them. However the tourists came from northern part of India were more satisfied perceiving "peaceful atmosphere" more important for them. On the contrary the tourists came from east gave less important to all the satisfaction factors.

With the level of satisfaction attribute toward tourists' occupation was compared, the tourists without occupation were most satisfied giving "quality of Standard of accommodation", "quality of restaurant", "price of accommodation", more important for them than those who were student. On the other hand unemployed/retired tourists were more satisfied with "variety of cultural attraction than the tourists who were student.

When the level of satisfaction attribute toward tourists' income was compared, Indian tourists with the annual income between 500,001-1,000,000 rupees were more satisfied perceiving "quality of standard of accommodation" more important for them those

who had household annual income less than 200,000 rupees. In contrast the tourists with the annual income less than 200,000 rupees were more satisfied giving "peaceful atmosphere" more important for them than the tourists with the annual income between 500,001–1,000,000 rupees.

The result of multiple regression analysis of the Indian tourists' satisfaction on the basis of demographic, motivation and needs indicated that "gender" was the only significant variable, and male tourists were more satisfied visiting the Andaman Cluster than the female tourists. With regard to motivation, "escape" was a significant variable and tourists for whom it was important were more satisfied than others. In terms of needs, "safety and security", "hospitable people" and "Peaceful place with good landscape, flora and fauna" were strong indicators of tourist's overall satisfaction while traveling to Andaman Cluster.

The multiple regression analysis of the Indian tourists' recommendation on the basis of demographic, motivation and needs factors indicated that "cultural exploration", "socialization" factors was a significant variable but the tourists were less likely to recommend the destination, while "escape" factor was highly significant variable and tourists for whom it was important were more intended to recommend their trip. In terms of needs, it had amazing result that there were no factors which may let the tourists to recommend their trip to others.

The results of the multiple regression analysis of the Indian tourists' intention to come back again on the basis of demographic, motivation and needs factors indicated that In terms of motivation, "activities" and "escape" was the significant variables having the impact on intention to revisit was more important than others. While in terms of needs, "peaceful place with good landscape, flora and fauna" had the impact on the intention to come back again and for whom it was important were more intended to revisit the Andaman Cluster.

4.1.5 Behavior of the Tourists

During the trip to the Andaman Cluster, the main purposes of most of the Indian tourists were leisure/relaxation (43.8%). On the other hand (1%) had other purpose of visiting like college tour and medical treatment.

In terms of sources of information used, the research result indicated that 32% of tourists used internet while 3.8% used word of mouth to reach this destination.

In terms of Number of times visited, the analysis indicated that, most of the tourists were first time visitors to the Andaman Cluster (20.2%), and the visitors who visited here more than five times were (1.5%).

With regard to the number of days the results showed that most of the tourists who visited Andaman Cluster for less than 5 days (65.8%), while 21 and more days (0.2%).

The size of the travel group visited Andaman Cluster were less than 5 people (68.8%), while more than 53 people were (0.2%).

The majority of the respondents accompanied with the people during their visit to Andaman Cluster were alone (14.2%).

In terms of the type of transportation used, more than half of the Indian tourist 62% arrived Andaman Cluster by using airplane while rest with bus.

In terms of type of accommodation used most of the tourists stayed in hotel (73.5%).

In terms of Andaman cluster is a safe destination, the tourists replied mostly "yes" (93.8%). In terms of purpose fulfilled the tourists answered "Yes" as the highest (55.8%). In terms of Andaman Cluster is good place for, they mostly replied for enjoying vacation with family (52.5%).

The factors which can help to attract more Indian tourists to the Andaman Cluster were "more promotion in various means of communication in India" (70.2%), "availability of more cheap packages tour" (68.2%), "cheap air fare" (55.8%), and "use of Bollywood movies star" (53.2%).

The major problems faced by the Indian tourists here were language barrier (56.8%) and lack of safety (10%).

The intention to recommend Andaman Cluster to their friends/relatives were, "yes" (33.5%). In terms of plan to come back again, 33.5% said "yes".

In terms of major attraction in the Andaman Cluster, 84.2%, of the tourists replied beaches, 63% historical monuments, 57.2% nature parks, 52.5% temples, 50.2% cultural shows and 49.8% mentioned museums.

4.2 Discussion

In this part the researcher analyzes and evaluates the "Market potential of the Indian tourists in Andaman Cluster" based on the primary data from the personal observations and by data collected from the other 400 Indian tourists who came to visit the Andaman Cluster. The secondary data gathered from books, articles, journal papers, and websites are also used in this study.

4.2.1 Objective 1: To identify the motivations, behavior and needs/requirements of different segments of Indian tourists in the Andaman Cluster.

The study was conducted to determine the market potential of Indian tourists in the Andaman Cluster, Thailand. The first objective of this study concerned to identify the motivations, behavior and needs of different segments of Indian tourists in the Andaman Cluster.

Motivation

The better segmentation (Geographic) of the tourists is beneficial for structuring the market. This study segmented the Indian tourists on the basis of their demography which was previously used in various literatures (Taylor; 1987, Anderson & Langmeyer, 1982). The study used the demographic factors to segment the market as it is identified by Kotler, Bowen, and Makens, (2003) that the demographic factors are the most popular and common bases for segmenting customers groups.

The conclusion that can be drawn from the studies that have been carried out from the descriptive analysis indicates that Indian tourists perceived "cultural exploration", "socialization", "family togetherness", "activity" and "escape" factor most important. The findings of this study supports the literature review of this study and other previous research,

especially Crompton and McKay (1997); Mohr, Backman & Gham (1993); Usyal, Gham & Martin (1993); Backman, Usyal & Sunshine (1995), and Schneider & Backman, (1996).

Gender is included in the list of classification relevant to tourism research (WTO, 1995). Chan and Chang (2003) stated that gender had a close association with natural and historical attractions, and safety. This study found the same leaving safety, because female tourists were more concerned towards safety and security than male tourists. Male tourists gave more importance to Cultural exploration, socialization, family togetherness and activities motivational factor than the female tourists.

The study found that the tourists with the age group over 61 were more motivated with "cultural exploration", while between 51-60 were more motivated with "socialization", "activities", and "escape" and the tourists with the age between 25-40 attracted more towards activities. The tourists between 18-30 show least interest on all the motivational factors but the literature of this study found that the tourists of this age are more motivated towards activities.

Income level of a tourist helps the marketers in providing different market for different income group. The result of this found that the tourists with the annual income less than 200,000 rupees were motivated to all the factors in comparison with the others income groups. According to travel (McIntosh and Goeldner, 1984) occupation has great impact on travel. This has proved in this research. The study found that the unemployed/retired respondents were more motivated towards socialization. This supports the previous research done on Chinese tourists. This study got quite interesting result that student shown very less interests on all the motivation factors.

For marital status groups of tourists, the divorced respondents were more motivated towards socialization than singles respondents. The result might be like this because due to a gap/loneliness in their life.

The 2007 & 2008 Marketing Plan of Thailand focused on various factors such as: natural beauty, climate and the environment, tourist hospitality and service excellence, infrastructure of the region, accessibility of the region, friendly attitude towards tourists, cultural and social characteristics, sporting and recreational facilities, shopping and commercial facilities, entertainment e.g. theatres and restaurants, safety and security which can motivate the Indian tourists to visit the Andaman Cluster. The findings of this study show that the effort made by TAT will not go into vain.

Behavior

According to the statistical data provided by the Tourism Authority of Thailand Ministry of Tourism and Sports (2004-2005), and findings of this study, the main purpose of the Indian tourists visited Andaman cluster were holiday/relaxation. However, there is a vast difference between the findings of this research and the statistics from the TAT about the average length of stay. According to the statistics of TAT, the average length of the Indian tourists in the Andaman Cluster in 2007 was 6.07 days. On the other hand this study indicated that the average length of the Indian tourists in the Andaman Cluster was 4.37 days. This difference may be due to the time of data collection and the sampling method used. It may be also because the data is collected between December 2008- January 2009, the time when the Bankok airport was closed and many of the tourist stucked there and also because the TAT data on average length of stay of Indian tourists were only between January -May, 2007.

The study found that Indians tourists found two main sources of information to reach the Andaman Cluster were Internet and travel agent/tour operators which indicates that the India is developing in the IT sector and general people are getting benefit of it. And they trust the travel agency/ tour operators even though they blamed them to fail in their promise. However the result of this study conflicts with other sources that suggest TV is extremely important in terms of each.

The study indicated that most of the Indians tourists were first time visitor used airplane as the best mode of transportation to visit Andaman Cluster supports the survey result done by ETC Market Insights: India, March 2007, (www.etc-corporare.org) on the outbound Indian tourists. On the contrary this study result doesn't match with the website (www.tatnews.org) which says that the percentage of repeat visitors (5.93%) were more than the first time visitor (33.9%) in Thailand. The findings conform with the literature review of this research the middle class Indians are venturing abroad due to economic development in the country.

The study found that most of the tourists came in groups at least less than 5 people supports the literature of this study that Indians are culturally and socially bounded like to travel in groups with their family and friends. Most of the Indians tourists used one star and two star hotels doesn't match the literature of this study which says that most of the Indians are going abroad for VFR (Visiting Friends and Relatives) and stay with them.

The findings showed that most of the respondents found Andaman Cluster as a safe destination to travel. This indicates that the government of Thailand is paying great attention on safety and security. The previous research on domestic traveller in India showed that most of the tourists gave preference to visit the historical monument and temples, while this research added one more new attraction for the Indians who came to visit this place was beaches and natural parks and thus doesn't support that while it supports the literature of this study.

According to this study, the main purpose of most of the Indian tourists travelled Andaman were relaxation, which does not match with the previous research done on Indian travel to Europe. That research says that most of the Indians travel Europe to visit friends/relatives. This might be because most of the Indians work in Europe.

Requirement/Needs

The result which came out of this research was quite surprising indicating that "accessibility to the destination", "safety and security", "hospitable people", and "peaceful place with good landscape, flora and fauna kept more importance for the male than the female Indian tourists. The previous research done on the Indian travel to Europe shown that female tourists were concerned about these factors. But this study got the opposite result. Females were less concerned with safety and security in comparison with the male tourists. According to Maslow (1954), the tourists visit abroad are very much concern about safety and security but this study found that the Indian tourists are less concerned about safety and security here.

The Indian tourists with the age above 61 perceived "accessibility to the destination", "safety and security", "hospitable people" and "peaceful place with good landscape, flora and fauna" important need factor. On the other hand tourists between 51–60 years old, perceived "price consideration", "modes of transportation", and "quality of accommodation" more important than the tourists between 18–30 years old. This shows that the young tourists are less concerned with these need factors in comparison with the other groups of tourists.

The result of the study also showed that the occupation, income, location also had great impact on the requirements of the Indian tourists at the Andaman Cluster. But altogether everyone gave "importance to accessibility to the destination". The reason might be they were visiting Thailand 1ˢᵗ time so their concern was quite natural.

Various tourist attractions of the Andaman cluster for the Indian Tourists

Tourist attraction, are the factors which draws tourists away from their customary environment Lew (1987), has attracted considerable attention on the part of the scientific and professional community in recent years Benckendorff & Pearce (2003). This is fact fit for the Indian tourists who came to visit the Andaman Cluster. Destination attractiveness had the strongest impact on intention to return.

Tourist attractions

A tourist attraction is something either natural (waterfall, mountain) or man-made (building, structure) that is of such interest that people are prepared to travel a long distance to visit it. Attractions are classified to the following major categories: natural attractions as climate, water and landscape resources, cultural/heritage attractions as architecture, traditions, culture, religious events

The findings of this study indicates that Andaman Cluster (Phuet, Phang-Nga and Krabi) are tourist paradise with most of the attractions Indian tourists seeks, such as the natural beauty, lovely climate, friendly people, different cultural groups, wildlife in its natural habitat, beauty wild flowers and plants, Thai music and culture, beautiful beaches, nature parks, historical monuments, temples, cultural shows museums sand much more.

Cultural/ Heritage Attractions

Cultural tourism is a fast growing tourism form internationally (Richards 1996, WTO 1997) and this trend has been reflected in the development of Thailand tourism as well. More and more tourists are attracted to the country by cultural events. The findings of this study supported the above mentioned statement. The results indicates that almost all the Indian tourists are interested towards cultural/heritage attractions. They liked to enjoy the folk and art, crafts and experience the local Thai custom and culture during their trip. When cultural/heritage attraction was compared with demography to see its importance for them found that the male tourists with the age above 61 had given more importance to the cultural/heritage attraction than the female tourists. The widowed given more importance to it

than single tourists. The tourists followed Sikhs and Jews religion given more importance to cultural/heritage attraction. The post graduate tourists came from north India. The student paid high importance to it than single tourists. On the other hand the tourists with higher income found cultural/heritage attraction more important for him. The various attractions found in this research are somewhat similar to the research done for the identification of the various attractions in Hungry.

Many historical monuments, rock paintings, caves, archaeological sites and places of historic value have been saved from destruction because of the great interest in these places shown by tourist. Such places form part of our cultural heritage.

Factors that determine the attractiveness of the Andaman Cluster are: The natural beauty, Climate and the environment, Hospitality and service excellence, cultural and social characteristics, (4) Shopping and commercial facilities, Sporting and recreational facilities etc.

Natural Attractions

The study indicates that the majority of the Indian tourists were attracted towards the natural attraction of the Andaman cluster such as beaches, natural parks etc. which attracted most of the Indian tourists. When cultural/heritage attraction was compared with demography to see its importance for them found that the male tourists with the age above 61 had given more importance to the natural attractions than the female tourists. The widowed given more importance to it than single tourists. The tourists followed Sikhs and Jews religion given more importance to natural attraction. The post graduate tourists came from north India. The student paid high importance to it than single tourists. On the other hand the tourists with higher income found natural attraction more important for him.

Man-Made Attractions

The study found several Man-made attractions in Phuket which automatically attracted the Indian tourists here. The findings of the study show that they were attracted towards amusement park, museums, crafts and antique shops.

4.2.2 Objective 2: To identify the sources of satisfaction and dissatisfaction of Indian tourists visiting the Andaman Cluster

Sources of Satisfaction

Satisfaction with a product is determined by how well the product meets the customer's expectations for the products (Kotler, 1996:39). The result of this research showed that the expectations of most of the Indian tourists were fulfilled in the Andaman Cluster. They were overall satisfied with their trip. The various sources of satisfaction for the Indian tourists in the Andaman Cluster were "quality of Standard of accommodation", "quality of restaurant", "quality of food and beverage", "price of accommodation", "price of food and beverage", "variety of cultural attraction", "reasonable price of sightseeing" "peaceful atmosphere" "cleanliness", "safety and security", "friendliness of people", "ease of communication in your language", and "easy to access destination". The descriptive analysis of the study shows that they were overall satisfied with their trip.

The findings of this study also indicated that the male tourists were overall satisfied than the female tourists. The findings also showed that the tourists above 61 years old were more overall satisfied in comparison with the other age group. Generally it was seen that the married tourists were overall satisfied than singles but this study found that the tourists in terms of marital status were not overall satisfied than others. But the widowed respondents were satisfied with the "quality of food & beverage" and "price of food and beverage" than the single respondents. The Jews and Sikhs tourists were more satisfied with "quality of standard of accommodation" than those who followed Hinduism. The respondents with secondary school education found "friendliness of people" as most satisfactory attributes for them than others. The tourists who came from various parts of India were overall satisfied with their trip. The company employee respondents were overall satisfied with their trip to the Andaman Cluster. On the other hand students were least satisfied. The tourists with the average annual income between 500,001–1,000,000 rupees were satisfied with "quality of Standard of accommodation", "quality of restaurant", and "peaceful atmosphere" in comparison with others.

Sources of Dissatisfaction

Most of the Indian tourists got dissatisfaction experiences during the trip may due to the appearance of difference between expectation and perception. Summarizing their causes that made them unhappy were the various problems they faced during their visit to the Andaman Cluster such as, language barriers, political instability, disappointing shopping, promise failure by the travel agencies, less vegetarian restaurant, expensive transportation facility, lack of safety and health etc. can be a source of dissatisfaction for them, and this may led them to change their mind in future to travel this place again. Moreover, based on the results of content analysis, those negative post purchase behaviors found in this study were Negative WOM, Complaint, and Switch, which similar with the pervious study advocated by Zeelenberg & Pieters (2004). The findings of the research showed that most of the tourists were confused in recommending their trip to their friends and relatives indicates that they might be not satisfied supports the previous research of Bearden & Teal (1983); LaBarbera & Mazursky (1983); and Szymanski & Henard, (2001) who identified that satisfied tourists are likely to recommend the destination to others or revisit themselves.

The descriptive result of the study indicated that Indians were fairly satisfied with "price of accommodation" and "price of food and beverage".

The findings of the research indicated that the female tourists were more dissatisfied than the male tourists with the "price of sightseeing".

4.3 Suggestions

Based on the results and discussion, the researcher has proposed the guidelines of marketing strategies to grow and strengthen the Indian tourists market with regards to different stakeholders of Thailand and Andaman Cluster.

4.3.1 Objective 3: To suggest the necessary tourism market planning strategies to grow and strengthen the Indian tourist market

As tourism is a highly competitive industry; the traveler has a wide range of choices and looks for good value for money. The lack of quality infrastructure, uncompetitive rates, indifferent or poor product quality, difficulty in getting access to information on travel and tourist destinations, untrained service providers have an enormously negative effect on the competitiveness of the tourism product. For all these it is necessary for the Tourism Authority of Thailand (TAT) to formulate marketing strategies which should include the overall business objectives, an assessment of the market environment; a business/community profile market identification (segmentation), the marketing objectives for each segment; the best combination of the "Seven Ps" (product, price, promotion, process, people, place and physical evidence) developed by Gronroos (2000) for each segment; an implementation plan the marketing budget and a method for evaluation and change. Some of the strategies that tourism authority of Thailand should adopt can be:

With the regards of this study, it is found that most of the India tourists were unsatisfied with the promise failure by the travel agencies. So in order to satisfy the Indian tourists and its market Tourism Authority of Thailand (TAT) needs to understand how procurement decisions are made. This includes identifying what types of tour operators, tour agents and guides are required and when and how companies can access procurement opportunities, how to gather procurement data developing and open procurement process.

1. Product Strategies

- To promote new tourism products according to the need and interest of tourist.

The result of this study indicated that the various tourists attractions and activities do the Indian tourists mostly prefer to travel in Andaman Cluster, Thailand were beaches, and historical monuments, and natural attractions and scenery and socialization. So TAT should adopt new marketing strategy for various group pf Indian tourists presenting new products in terms of various attractions that they prefer to travel, such as village tourism, Pilgrimage tourism, yoga etc. at the Andaman cluster. This they can offer as a supplement to the main tourism products. Some of the tourists who were vegetarian found difficulty in finding vegetarian restaurants here, so TAT should give importance to open several vegetarian restaurants. As most of the Indians travel especially during summer/winter and on Christmas/New year, So various stakeholders of here should work altogether and develop summer and Rainy tourism products such as downhill skiing, country cross skiing, meditation in rain, excursion in rain etc. They may also offer Christmas/New year special packages.

They can also focus on various other products and put it into action such as short-haul sightseeing and shopping; long-haul mass comfort; long-haul backpacker; long-haul niche beach; short-haul ecotourism; short-haul beach lover; short-haul recreation; meetings, incentives, conventions and exhibitions (MICE) etc.

(1) The product focus should be: 10-14 day well-organized package tours based on several tourist-ready destinations in the long-haul mass comfort segment;

(2) 4-5 day well-organized package tours based on convenient flights to specific cluster areas offering sightseeing, shopping for native branded goods, eating out, and a good range of accommodation in the short-haul sightseeing and shopper segment;

(3) Good beaches with direct access, varied accommodation, and also varied choices of convenient sun and fun activities in the short-haul beach lover segment;

(4) Affordable packages for long weekends and annual vacations in the domestic market; golf, gaming, diving, spa or theme parks worth visiting in the short-haul recreation travel segment; convenient and well organized 4-5 day adventure activities at natural sites in the short-haul ecotourism segment;

(5) Multiple destinations for 14 (or more) days with cheap access and accommodation in the backpacker segment;

(6) A 'wow-level' beach and/or accommodation with a competitive range of packages for the long-haul niche segment; world class convention and exhibit facilities together with competitively priced flights and hotel accommodations for the MICE segments.

- Create service standards/quality

Backman & Veldkamp (1995) stated that quality of service is an essential factor involved in a service provider's ability to attract more customers. As Indian tourists pay more attention on the quality of services mainly, accommodation, transportation, recreation (sports, shopping etc.), travel related service (travel agency, tour operators) etc. So they should improve and promote their sufficiency and standard service by undertaking proactive public relations approaches to present the image. Most of the tourists faced communication problems in the hotels where they stayed indicates that there is necessity of increasing the service quality by employing the higher educated staff with good communication skills and nice attitude towards their customers. Many tourists found bargaining in transportation and shopping services which can be a cause to hinder the tourist arrival here. So TAT should tell the negative aspects of bargaining and providing bad services to the various stakeholders. Accurate price should be kept on various products. Many of the tourists blamed the travel agencies/tour operators for not keeping their words and fulfilling their expectations. So the travel agencies and tour operators should organize the trip giving importance to time, value to their customers, nice behavior towards their customers etc.

- Create various tourism attractions routes on the basis of various segments of the Indian tourists

The result shows that the choice and demands of the Indian tourists varies according to their demographics. The result indicated that tourists between 40-50 gave importance to socialization factors. So travel agencies should organize the package tour for the "Educated Mature Market" for the tourists between 40- 60 and above years old. They can consult with various village head and organize village tour, agricultural tour etc so that the tourists will get the chance to see their society and mix with the local People. Gardening tour can also be developed to attract this segment of tourists. Something similar can be done for tourists who are students. Various university/college tours can be organized to make their tour memorable and beneficial for them. This will help in increasing their length of stay. TAT should also encourage the travel agencies for organizing special tour for the "Family Market" vacation travel which revolves around two needs: rest and recuperation, and keeping children entertained. They preferred outdoor activities are consistent with their desire for recuperative vacation experiences (i.e., sunbathing and swimming, fishing). The priorities of children are reflected in the Family Market's above-average participation in team sports and visits to child-

oriented attractions (e.g., zoos, aquariums and planetariums, theme and amusement parks). TAT should also develop certain attraction for the tourists attracted towards niche markets. There are various tourists who love animal and birds and sometimes it motivates them to visit a destination. So TAT should develop something like Wildlife Associated Recreation which encourages wildlife watcher tourists.

-Conventions/Business Retreats

The Andaman Cluster has a variety of small- to mid-size venues that are ideal for conventions, conferences, and business retreats. Honeymoon-focused businesses on the seashore should also be expanded on broader level by the TAT.

– Create a tourism year schedule for the Indian tourists according to their demography

The Government and TAT should launch some projects to promote tourism events in order to attract the Indian tourists to phuket something similar such as Andaman Cluster film festival, Songkran Festival, Andaman grand sale, Loi Krathong festival, Surin elephant round-up, Chinese New Year festival, etc. will definitely be helpful in attracting the Indians to the Andaman cluster. As Indians like travel in groups with their family mostly during summer vacation between May-June but other such as honeymoon travellers, business travellers etc visit Andaman Cluster throughout the year. So TAT, should provide these information of various events at least 3-4 months before the scheduled year which may help the tourists to plan their trip. Mega marts, folk dance and music can also be added attract them here.

2. Pricing strategies

According to the result of this study, most of the tourists believed that the price of substitute products/services (for example, on food, accommodation and package tours etc.) were quite high which can divert the tourists to motivate towards the destination. So it is the duty of the various stakeholders to check its prices and if possible then low the cost. This will not only helpful in providing satisfaction to the tourists but also will help then to visit the Andaman Cluster again. Special tour packages with reasonable prices can also be a source to attract them to this destination. Most of the tourists answered that the travel agencies had failed in fulfilling its promise. The TAT should search the fact behind that and should tell the various stakeholders to keep the reasonable price for it. Moreover the researcher believes that if these

stakeholders will give importance to price settings the following things should be taken into consideration.

When establishing prices, various stakeholders should give attention to pricing strategies which may encourage off season and non-peak period sales, longer stays, group business, and the sale of package plans (combination of room, meals, and recreational facilities).

Discount price for tour package, accommodation and restaurants

According to the result most of the Indian tourists were not satisfied with the tour price, accommodation and food price. Since Indian tourists travel in groups, the special discounts should be provided to them by the various stakeholders such as in hotels, restaurants, sightseeing etc. These strategies will definitely help in increasing their number of staying days. It can give them proper satisfaction and desire to come back again. Moreover it will help the various stakeholders to get the customer in large number.

3. Place Strategies

Accessibility to the destination is another major factor in influencing to increase their stay. The result also shows it was not easy for many tourists to reach the destination. Sometimes it happens because many tourism businesses and communities fail to recognize their role in improving travel to and from their areas. So TAT should ensures some methods such as:

(1) Providing directions and maps;

(2) Providing estimates of travel time and distances from different market areas;

(3) Recommending direct and scenic travel routes;

(4) Identifying attractions and support facilities along different travel routes; and

(5) Informing potential customers of alternative travel methods to the area such as airlines buses etc. to the tourists once they arrive on the airport or bus stand.

and Krabi airport which sometimes let the tourists to change their decision to visit there. So TAT and business should discuss with airlines to open direct route India to Phuket. Up gradation of land of transport in order to connect the network linking to all the various tourists' attraction of the Andaman Cluster is also necessary. Construction of new roads and repairing of old roads will help in increasing the demand of the Indian tourists who prefer to travel by road. They can improve the Service quality in various modes of transportation, can also give clear arrival and departure time and also should give the detail information in various modes of media such as guidebooks, brochures, websites etc.

Moreover tourism information center should upgrade their service by providing information service with audio/visual/interactive displays, and excellent quality information staffs in Hindi language.

4. Promotion Strategies

Promotional activity includes advertising on television, radio, and press as well as using poster campaigns. Loyalty Discount for return visitation can also be used as tool to promote a destination.

Promotion of Tourism Events

This study indicated that tourists prefer to promote the Andaman Cluster by various means of communication in India and use of Bollywood movies star. So TAT and tourism businesses should organize various promotional programmes to attract the Indian tourists here.

Sale promotion

Organization of the various activities includes adventure sports such as wild life tourism, rafting, skiing etc, pilgrimage tourism should also be added by forming tourism related service such as hotels, restaurants, transportation company, tour company to develop tourism products in it. The efforts should also be put to combine general tourism with religious and spiritual tourism in the form of yoga; meditation etc. spa tourism is another activity which has

to be promoted rapidly to attract the Indian tourists. The sales promotion should not be misleading.

By word of mouth

The result showed that many tourists came to visit the destination by word of mouth of their friends and relatives. This shows that a word of mouth is the best way to promote a destination. This generally happens when a tourist fully satisfies and their expectations are fulfilled at the destination with the product supplied to them. To keep the tourists satisfied the various suppliers have to improve the quality of services which can fulfill the expectation of the tourists.

Public relations and Advertising

The result showed that most of the tourists are recommended by various means of communication such newspaper/TV, internet, travel agencies/tour operators, friends/ relatives, guidebooks/ magazines etc. tourists came to visit the destination by word of mouth of their friends and relatives. So expansion of public relations is necessary in the international media in order to help and expand the target market. Public relations should also be increased by presenting fast, clear and accurate information to the tourists. Public relations campaign should be promoted widely. Creation of various other websites which can provide proper information about the destination and by which tourists can book their accommodation etc.

Build and promote the image of Andaman Cluster (Phuket, Phang-Nga and Krabi) among Indian Tourists

The image represents a unique and owns a vital place in tourists' mind. According to Mitchell and Greatorex (1990), the tourists do not want to take the risk of consuming an unknown product. This fact is appropriate for the Indian tourists. Andaman Cluster if composed with various attractions but the main reason that more Indian tourists visit Bankok instead of Andaman Cluster is only because of its image among Indian tourists are not as compared to Bankok and also because it is unfamiliar to most of them. So Tourism

Authority of Thailand (TAT) should create awareness of Andaman Cluster brand image as "Andaman Cluster, the pearl of Thailand".

TAT should also conduct advertising and public relations campaigns to increase the tourist perception of the Andaman Cluster brand image should use appropriate media according to the suitability of the Indian market, for example, use public relation to in India on TV, Newspapers, Magazines, and promote information and image of this province for Indian tourists on Internet.

5. People Strategies

Successful tourism and hospitality business depend first and foremost on the people at the coalface. People deliver a world-class visitor experience coming in contact with the tourists indirectly with their attitude and behavior directly affect the tourists enjoyment of the tourism product. According to this study which found that most of the Indian tourists thought that hospitable people and friendliness of people, high importance level for them. Moreover they faced language problems here while visiting the Andaman Cluster. This indicates that Indians a are more concern about the people by whom they receive the service at the destination. So various stakeholders need to provide more comprehensive education and training programs to their staff. People who work in the various tourism aspects should be trained especially in the course of improve foreign language skill including Hindi for communicating to tourists. Moreover local people in tourism areas must be educated about tourism and various languages including Hindi and English. The travel agencies should have to keep the well educated employees with good skill and knowledge to provide the service politely to their customers. This can be also done by building and maintaining an effective relationship with private and public sector investment capital providers.

6. Process Strategies

Many of the Indian tourists worry about their safety and security, health, visa procedure etc. The factors which should be paid attention by TAT should have to take into consideration are as following:

1. Ensuring direct flight from India to various destinations of the Andaman Cluster.

2. Ensure safe passage for the tourists and

3. Easy visa procedures.

4. Develop new, and strengthen existing experiential visitor activities and products.

5. Develop new, and rejuvenate existing physical elements of the tourism product.

6. Identify and support niche products with potential for successful market development.

The above mentioned factors should have to put into process soon by employing skillful staff. They should organize training programs for their previous working staff. Moreover, they should set up the quality standard to be awakened and evaluate their staffs in the tourism organization both public, private sector and guides to improve their work quality. And development standard and design guidelines for tourist facilities must be applied to understand the needs, wants, and demands of the customers as it is one of the vital marketing concepts (Kotler, Bowen, and Makens, 2006). In terms of "market potential of Indian tourists" the current marketing planning strategies adopted by Thailand clears that they have great involvement with the various stakeholders to attract the Indian tourists to the Andaman Cluster.

7. Physical evidence strategies

The safety and security, and cleanliness/sanitation are the important factors for tourists to make a decision to travel. With regard to this study, the result indicated that these factors kept most important level that influences tourists decisions on selecting the various attractions in the Andaman cluster. So government, local authorities and various stakeholders should maintaining and developing safety and security precaution measures for the tourists and their relatives, and assistance facilities such as tourism police guards in tourist attractions, and promotion of the destination as the image of safety city or peaceful city. Cleanliness/sanitation, and weather/season also keeps vital role in decision making to travel a destination. So they should set up more sanitation measure, increase the awareness of cleanliness in tourist attractions and support services (such as hotels, restaurants etc.), As for weather/season are concern they should promote appropriate time for travelling in each of the provinces of the Andaman Cluster to experience the tourists various attractions for example, cultural attraction, historical attraction, activities etc. And they should also provide information on tourism safety,

tourist health, and emergency help when needed to the tourists. It is especially the duty of the travel agents and tour operators that they should provide this information before selling their tour to the tourists.

The marketing strategies for Indian tourists should emphasize product, price, promotion, process, people, place and physical evidence respectively.

4.4 Limitations and Suggestion for Further Study

4.4.1 Limitations

Some limitations of this study are as followings:

(1)   This research basically focused on "Market potential of Indian tourists to Andaman Cluster" which possesses six provinces. However, it covered only the three provinces most visited by Indians, Phuket, Phang-Nga and Krabi.

(2)   This study faced the problem of limitation of time since the data was collected within last December 25-2008 -January 30 2009 only. Moreover it was quite difficult to search the Indian tourist that time because most of them stucked at the Bankok airport due to some political problems.

(3)   The average length of stay of Indian tourists came out from this result does not match with the TAT statistical data.

4.4.2 Suggestions for Further Study

As this study only covered three provinces of the Andaman Cluster, so a further study should focus on all the provinces of the Andaman Cluster. Only 10% of the Indian tourists come to visit the Andaman Cluster, while rest of them visits Bankok, So further research should be cover Bankok. The further studied should be done for Indian as well as various other countries, so that a better comparison can be done between their motivation, behavior, needs and satisfaction level.

References

Andereck, K.L. & Caldwell, L.L. (1994). Variable Selection in Tourism Market Segmentation Models. *Journal of Travel Research,* 33(2), 40-46.

Anderson, B., & Langmeyer, L. (1982). The under-50 and over-50 travellers: A Profile of Similarities and Differences. *Journal of Travel Research,* 20(4), 20-24.

Angel, J., Blackwell, R., and Miniard, P. (1990). Consumer Behavior-6th Ed. *New York: The Dryden Press.*

Awaritefe, O.D. (2003). Destination Image Differences Between Prospective and Actual Turnbolo Tourists in Nigeria. *Journal of Vacation Marketing,* 10(3), 264-281.

Baloglu, S. & Brinberg, D. (1997). Affective Images of Tourism Destinations. *Journal of Travel Research,* 35(4), 11-15.

Baloglu, S. & McCleary, K.W. (1999). US International Pleasure Travelers' Images of Four Mediterranean Destinations: A comparison of Visitors and Non Visitors. *Journal of Travel Research* 38 (2), 114-129.

Backman, K. F., Backman, S. J., Usyal, M., & Sunshine, K. M. (1995). Event Tourism: An Examination of Motivation and Activities. *Festival Management and Event Tourism,* 3(1), 15-24.

Backman, S.J. & Veldkamp, C. (1995). Examination of the Relationship between Service Quality and User Loyalty. *Journal of Park and Recreation Administration.* 13(2), 29-41.

Bansal, H. & Eiselt, H.A. (2004). Exploratory Research of Tourist Motivations and Planning. *Tourism Management* 25(3), 387-396.

Beh, A. & Bruyere, B.L. (2007). Segmentation by Visitor Motivation in Three Kenyan National Reserves. *Tourism Management,* 28(6), 1461-1471.

Bearden, W.O. & Teel, J.E. (1983). Selected determinants of consumer satisfaction and complaint reports. *Journal of Marketing Research,* 20(1) 21-8.

Bearden, W.O. & Etzel, M.J. (1992). Reference Group Influence on Product and Brand Purchase Decisions, *Journal of Consumer Research,* 9(2), 183-94.

Belk, R. (1995). An Exploratory Assessment of Situational Effects in Buyer Behaviour, *Journal of Marketing Research,* 11 (1) 156-163.

Binge, J.E., Scnchez, M.I., and Scnchez, J., (2001) Tourism Image, Evaluation Variable and

after Purchase Behaviour: Inter-relationship. *Tourism Management.* 22, 607-616.

Blackwell Roger, D., Paul Miniard, W., & James Engel, F. (2001). *Consumer Behavior,* 9th (edn). Fort Worth: Harcourt Trade Publishers.

Boshoff, C. (2002). Service Advertising: An Exploratory Study of Risk Perceptions, *Journal of Service Research* 4, 290-298.

Bournemouth University. (2005). *Segmentation Strategies* Retrieved on June 19th 2008, from http://media3.bournemouth.ac.uk/marketing/07segmentation/04strategies.

Calantone, R.J., Di Benedetto, C.A., Hakam, A., & Bojanic, D.C. (1989). Multiple Multinational Tourism Positioning Using Correspondence Analysis. *Journal of Travel Research,* 28(2), 25-32.

Carey, S. & Gountas, J. Y. (2002). Tourism satisfaction and service evaluation. In Robinson, M., Long, P., Evans, N., Sharpley, R., and Swarbrooke, J. (ed), *Motivation, Behaviour and Tourist Types, Sunderland, Centre for Travel and Tourism in association with Business Education Publishers Ltd.* 55-70.

Chaetal. S., McCleary, K.W., & Uysal, M. (1995). Travel Motivations of Japanese Profile for Pleasure Overseas Travelers: A Factor-Cluster Segmentation Approach, *Journal of Travel Research,* 43(1), 33-39.

Chan, J. K. L. & Chang, J. (2003). Marketing Domestic Tourism in Sabah: A Study of Demographic Characteristic of Domestic Travellers in Malaysia.

Christopher, M., Payne, A., & Ballantyne, D. (1991) *Relationship Marketing. Bringing quality, Customer Service and Marketing Together.* Oxford, Butterworth-Heinemann.

Crompton, J. L. (1979). Motivations for Pleasure Vacation. Annals of Tourism Research, 6(4), 408-424.

Crompton, J. L. & McKay, S.L. (1997). Motives of Visitors Attending Festivals and Events. Annals of Tourism Research, 24(2), 425-439.

Dann, G.M.S. (1996). Tourists Images of a Destination-An Alternative Analysis. *Journal of Travel and Tourism Marketing,* 5(1/2), 41-55.

Dann, G.M.S. (1977). Anomie, Ego-Enhancement and Tourism. *Annals of Tourism Research,* 4(4), 184-94.

Dann, G. M. S. (1981). Tourism motivation: An appraisal: *Annals of Tourism Research,* 8(2), 187-219.

Decrop, A. (2000). The Antecedents and Consequences of Vacationers Dis/Satisfaction: Tales from Field. *Tourism Analysis,* 18(5), 203-209.

Echtner, C. & Ritchie, M.B. (1993). The Measurement of Destination Image: An Empirical Assessment. *Journal of Travel Research*, 31(4), 3-13.

Engel, J.F., Blackwell, R. D., & Miniard, P.W. (1995). *Consumer Behavior*, 8th (edn). The Dryden Press Harcourt Brace College Publishers, Forth Worth.

Engel, J.F., Kollatt D.T., & Blakwell, R.D. (1968). *Consumer Behaviour*, New York: Holt, Rinehart and Winston,

Ehrenberg, A. S. C. (1988). *Repeat-buying: Facts, Theory and Application*, 2nd (edn). New York, Edward Arnold, London/Oxford University Press.

Fesenmaier, D., O'Leary, J.T., & Uysal, M. (1996). *Recent Advances in Tourism Marketing Research*, New York. The Haworth Press,

Fodness, D. (1994). Measuring Tourist Motivation. *Annals of Tourism Research*, 21(3), 555-581.

Formica, S. & Uysal, M. (1998). Market segmentation of an International Cultural-Historical Event in Italy. *Journal of Travel Research*, 36(4), 16-24.

Gartner, W.C. (1993). Image formation process. *Journal of travel & tourism marketing*, 2(2/3), 191-215.

Gee, C.Y., Makens, J.C., & Choy, D.J.L. (1997). *The Travel Industry* (3[rd]edn). New York. Van Nostrand Reinhold,

Goodrich, J.N. (1977). A New Approach to Image Analysis through Multidimensional Scaling. *Journal of Travel Research*, 16(3), 37-39.

Goodall, B. (1988). How tourists choose their holidays: an analytical framework. In B. Goodall & G.Ashworth (eds.), *Marketing in the tourism industry: The Promotion of Destination Rregions*. London: Routledge, 1-17.

Grunert, G. (1999). Consumer behaviour and marketing strategy, *European Edition*: London, McGraw-Hill.

Gronroos, C. (2000). *Service Management and Marketing: A Customer Relationship Management Approach*, New York, Wiley.

Gunn, C. & Austin, TX. (1972). Bureau of Business Research, *University of Texas*.

Hawkins, Del I., Roger Best, J., & Kenneth Coney, A. (1998). *Consumer Behavior: Building Marketing Strategy*, (7th edn). Boston: McGraw Hill.

Howard J.A & Sheth J.N (1969). *The Theory of Buyer Behavior*, New York: John Wiley and Sons. 9-28.

Horner, S., & Swarbrooke, J., (1996). *Marketing Tourism, Hospitality and Leisure in Europe*. London, International Thompson Business Press.

Horner, R. H. (1999). Elements of Behavior Support Plans: A technical brief. *Exceptionality*, 8(3), 205-215.

Hsu, C.H.C. & Powers, T. (2002). *Marketing hospitality*. (3rdedn.). New York, Wiley.

Hsu, T. & Lin, L. (2006). Using Fuzzy Set Theoretic Techniques to Analyze Travel Risk: An Empirical Study, *Tourism Management* 27, 996-981.

Hudson, S. (1999). Consumer Behaviour Related to Tourism. *Consumer Behaviour in Travel and Tourism*. NewYork, The Haworth Hospitality Press, 7-32.

Hu, B. & Yu, H. (2007). Segmentation by Craft Selection Criteria and Shopping Involvement. *Tourism Management*, 28(4) 1079-1092.

Jafari J. and Ritchie B. (1981). Towards A Framework of Tourism Education: Problems and Prospects. *Annals of Tourism Research*, 8(1) 13-34.

Jamrozy, U (1992). Travel Behaviour Variations of overseas German Visitors: Motivations, Preferences, and Activities. Proceeding of the 23rd Annual Conference of the Travel and Tourism Research Association, 226-229.

Johns N. & Gyimothy, S. (2002). Market segmentation and the Prediction of Tourist Behavior: The Case of Bornholm, Denmark. *Journal of Travel Research*, 40(3), 316-327.

Kao, C., Patterson, I R., & Scott, N R. (2007). Segmentation of Taiwanese Tourist Motivation and Their Destination Service Satisfaction when Visiting Australia. *Past Achievement, Future Challenges*, Manly Pacific Hotel, Sydney Australia, 11-14 February.

Kastenholtz, E., Davis, D. & Paul, G. (1999). Segmenting Tourism in Rural Areas: The Case of Northern and Central Portugal. *Journal of Travel Research*, 37(2), 353-363.

Keng, K. A. & Cheng, J. L. (1999). Determining Tourist Role Typologies: An Exploratory Study of Singapore Vacationers. *Journal of Travel Research*, 37 (4), 382-390.

Kim, S.-S. & Lee, C.K. (2002). Push and Pull Relationships. *Annals of Tourism Research*, 29(1), 257-260.

Kim, H., & Markus, H.R. (1999). Deviance or uniqueness, harmony or conformity? A cultural analysis. *Journal of Personality and Social Psychology*, 77 (785), 800-836.

Klenosky, D. B. (2002). The Pull of Tourism Destination: A Means-End Investigation. *Journal of Travel Research*, 40(4), 385-395.

Kotler, P. (1980). *Principles of marketing*, (2nd edn). Englewood Cliffs, NJ: Prentice-Hall.

Kotler, P., Bowen, J., & Makens, J., (1996) *Marketing for Hospitality & Tourism.* Upper Saddle River, Prentice Hall. 37(4), 382-390.

Kotler, P. & Armstrong, G. (1994). Marketing Management: Analysis Planning, Implementation and Control, (8th edn). Prentice-Hall, Englewood Cliffs, NJ.

Kotler, P., Brown, J. & Makers, J. (1998). *Marketing for hospitality and tourism.* Upper Saddle River, NJ: *prentice-hall.*

Kotler, P., Bowen, J., & Makens, J. (2003). Marketing for Hospitality and Tourism, (4th edn). Upper Saddle River, *New Jersey: Pearson-Prentice Hall.*

Kotler, P., Brown, L. Adam, S. & Armstrong, G. (2004). *Marketing* (6thedn). Frenchs Forest: Pearson Education Australia.

Kotler, P., Wong, V., Saunders, J., & Armstrong, G. (2005). *Principles of Marketing*: European Edition, (4th edn). London, prentice-hall.

Kotler A., Saunders S., & Wong B. (2001). *Principles of marketing*, (6thedn). Frenchs Forest, Pearson Education Australia.

LaBarbera, P. A. & Mazursky, D. (1983). A Longitudinal Assessment of Consumer Satisfaction/Dissatisfaction: the Dynamic aspect of the Cognitive Process. Journal of Marketing Research, 20 (November), 393-404.

Lamb, W.C. & McDaniel, C. (2006). *South African Marketing*, (2nd edn). Cape Town. Oxford University Press Southern Africa,

Lee, Y.K. & Wicks, B. E. (2004). Segmentation of Festival Motivation by Nationality and Satisfaction. *Tourism Management*, 25(1), 61-70.

Leiper, N. (1995). *Tourism Management.* RMIT Press, Melbourne.

Leiper N. (1990). Towards a Cohesive Curriculum in Tourism: The Case for a Distinct Discipline. *Annals of Tourism Research* 7(1), 69-84.

Loudon, D. & Della Bitta Albert J. (1988). Consumer Behavior. Concepts. *An Applications.* Third (edn). Singapore McGraw-Hill Book Co.

Maslow, A. (1954). Motivation and Personality. New York: Harper.

Mannell, R.C. & Iso-Ahola, S.E. (1987). Psychological Nature of Leisure and Tourism Experience, *Annals of Tourism Research,* 14(1), 314-331.

Markin, R. (1969). The Psychology of Consumer Behaviour. *New Jersey: Prentice-Hall.*

Matzler, K. & Siller, H. J. (2003). Linking Travel Motivations with Perception of Destinations: The Case of Youth Travelers in Alpine Summer and Winter Tourism. *Tourism review,* 58(4), 6-11.

Mayo, E.J. & Jarvis, L.P. (1981).*The psychology of leisure travel: Effective marketing and selling of travel services,* CBI Publishing Company, Boston.

MacCannel, D. (2002). Reflections and Reviews: The Ego Factor in Tourism. *Journal of Consumers Research,* 29(1), 146-151.

McClelland, D. (1965). Achievement and Entrepreneurship: A Longitudinal Study. *Journal of Personality and Social Psychology,* April (1), 389-392.

McCleary, K. (1995). Applying Internal Marketing Techniques for Better Festival Organization and Management. *Festive Management and Event Tourism,* 3(1), 17.

McIntosh, R., Goeldner, C. and Ritchie, J. (1995). *Tourism: Principles, Practices, Philosophie,s* (7th edn.). Wiley, New York.

McIntosh, R. & Goeldner, C. (1984). Tourism: *Principles,Practices,Philosophie,* Wiley, NewYork.

Mitchell, V.W., & Greatorex, M. (1990). Consumer Purchasing in Foreign Countries: A Perceived Risk Perspective'. *International Journal of Advertising,* 9(1), 295-307.

Middleton, V.T.C., & Clarke, J. (2001). *Marketing in Travel and Tourism,* (3rd Edn). Oxford, Butterworth-Heinemann.

Mok, C. & Iverson, T.J. (2000). Expenditure-Based Segmentation: Taiwanese Tourists to Guam. *Tourism Management,* 21(3), 299-305.

Mohr, K., Backman, K. F., Gahan, L. W., & Backman, S.J. (1993). An Investigation of Festival Motivations and Event Satisfaction by Visitor Type. *Festival Management and Event Tourism,* 1(3), 89-97.

Morrison, A.M. (2002). Hospitality and travel marketing, *Delmar Thomson Learning,* Albany, New York.

Morrison, A.M. (1996). Profile of the Casino Resort Vacationer. *Journal of Travel Research,* 35 (2), 55-61.

Mowen John C. & Michael S. (1996). *Consumer Behavior: A Framework,* Upper Saddle River, N.J.: Prentice Hall.

Mowen, J.C. & Minor, M. (1998). *Consumer Behavior,* (5^{tth} edn).Upper Saddle River, NJ: Prentice-Hall, chs. 8-9.

Murray, H.A., (1938). *Explorations in Personality.* New York: Oxford University Press.

Oliver, R. (1997). Customer Delight: Foundations, Findings, and Managerial Insight, Journal of Retailing, 73 (3), 311-337.

PATA, (2005). Tourism 2020: Vision South Asia. The Pacific Asia Travel Association from www.PATA.org www.pata.org/patasite/index.

Pearce, P. L. (1982). Perceived Changes in Holiday Destinations. *Annals of Tourism Research*, 9 (2), 145-164.

Pearce (1993). P.L. Pearce , Fundamentals of tourist motivation. In: D.G. Pearce and R.W. Butler, Editors, *Tourism research: Critiques and challenges*, London, Routledge, 113-134.

Pearce, P. L. (1984). Tourist-Guide Interaction. Annals of Tourism Research. 11(1), 129-146.

Phelps, A. (1986). Holiday Destination Image. The problems of Assessment: An example Developed in Menorca. *Tourism Management*, 7(3), 168-80.

Poria, Y., Butler, R., & Airey, D. (2004). Links between Tourists, Heritage, and Reasons for Visiting Heritage Sites. *Journal of Travel Research*, 43(1), 19-28.

Plog, Stanley C. (1987). Understanding Psychographics in Tourism Research. *Travel Tourism and Hospitality Research*, J. R. B. Ritchie and C. Goeldner (eds.). New York: Wiley, 203-214.

Reisinger, Y. (2001). Unique Characteristics of Tourism, Hospitality, and Leisure Services. In Kandampully, J., Mok, C., and Sparks, B. (ed), *Service Quality Management in Hospitality, Tourism and Leisure, Australia, Pearson*. 15-47.

Reisinger, Y. & Turner, L. (1998). Cultural Differences between Mandarin-Speaking Tourists and Australian Hosts and Their Impact on Cross-Cultural Tourist-Host Interaction. Journal of Business Research, 42, 175-187.

Schiffman Leon, G. & Leslie Lazar Kanuk k. (1997). *Consumer Behavior*, (6th edn). Upper Saddle River, NJ: Prentice Hall.

Schiffman, L.G., & Kanuk, L. L. (2000). *Consumer Behaviour*. Seventh Edition. New Jersey, Prentice Hall.

Schneider, I.E., & Backman, S.J. (1996). Cross-Cultural Equivalence of Festival Motivations: A Study in Jordan. Festival Management and Event Tourism, 4(3/4), 139-144

Sears, D., Pepalu, L.S, & Taylor, S.E. (1991). *Social Psychology*, USA, Prentice Hall Inc.

Sharply, R. (1996). Rural Tourism and the Challenge of Tourism Diversification: The case of Cyprus. *Tourism Management* 23(3), 233-244.

Shoemaker, S. (1994). Segmenting the US Travel Market According to Benefits Realized. *Journal of Travel Research*, 33(2), 8-21.

Sirakaya, E., Uysal, M., & Yoshioka, C. F. (2003). Segmenting the Japanese Tour Market to Turkey. *Journal of Travel Research*, 41, February, 293-304.

Smith, W. (1956). Product Differentiation and Market Segmentation as Alternative Marketing Strategies. *Journal of Marketing*, 21 (1), 3-8.

Snepenger, D.J., Murphy, L. O., Connell, R., & Gregg, E. (2003). Tourists and Residents Use of shopping space. *Annals of Tourism research*, 30(3), 567-580.

Solomon, (1996). *Consumer Behaviour*, (3rd edn). Englewood Cliffs, NJ: Prentice Hall.

So, S.I. & Morrison, A.M. (2004). The Repeat Travel Market for Taiwan: A Multi-Stage Segmentation Approach. *Asia Pacific Journal of Tourism Research*, 9(1), 71-87.

Swarbrooke, J. & Horner, S. (1999). *Consumer Behaviour in Tourism*. Oxford, Butterworth Heinemann.

Szymanski D.M. & Henard, D.H. (2001). Customer Stisfaction: A Meta-Analysis of the Empirical Evidence, *Journal of the Academy of Marketing Science* 29(1), 16-35.

TAT (2008). International Tourist Arrivals To Thailand By Nationality. Retrived sep.2nd 2008, from http://www.tourism.go.th/index.php?option=com_content&task=view&id=2610&Ite mid=25

Taylor, G. (1987). Foreign pleasure travel by Americans. *Journal of Travel Research*, 25(3), 5-7.

Timothy, D. J. (2005). Shopping Tourism, Retailing and Leisure. *Clevedon, UK: Channel View.*

UNWTO (2008). The UNWTO Tourism Hilights-Edition 2008. Retrived *sep.2nd* 2008, from http://unwto.org/facts/eng/pdf/Hilights/UNWTO_HIGHLIGHTS08_en_LR.pdf

Usyal, M. & Hagan, L. (1993). Motivations of Pleasure Travel and Tourism. In Khan, M, Olsen, M and Var, T Editors, *Encyclopedia of Hospitality and Tourism*, New York: Van Nostrand Reinhold, 798-810.

Uysal, M. & Jurowski, C. (1994). Testing the Push and Pull Factors. *Annals of Tourism Research*, 21(4), 884-846.

Velido, A., Lisboa, P.J.G., & Meehan, K. (1999). Segmentation of the On-Line Shopping Market Using Rural Networks. *Expert system with applications*, 17(4), 303-34.

Weaver, D.B., & Lawton, L.J. (2002). Overnight ecotourist market segmentation in the Gold Coast Hinterland of Australia. *Journal of Travel Research*, 40 (3), 270-280.

Witt, C.A & Wright, P. (1992). Tourist Motivation: Life after Maslow. *Choice and Demand in Tourism*, London:Mansell, 33-56.

Williams, C. & Buswell, J. (2003). *Service Quality in Leisure and Tourism*. Wallingford, CABI.

Wilkie, W.L (1994). *Consumer Behavior*, 3rd ed, John Wiley & Sons, Inc. New York, 6-14.

WTO, (1995). World Tourism Organization. *Compendium of Tourism Statistics*. Retrived sep.25th 2008 1985-1989, WTO, Madrid.

WTO, (2005). World Tourism Organization. Retrived *sep.2^{5th}*2006 from http://www.world-tourism.org/facts/menu.html.

WTO, (2006). World Tourism Organization, ISBN 978-92-844-1125-2. Retrived July 2nd 2007. from

http://pub.worldtourism.org:81/WebRoot/Store/Shops/Infoshop/4575/91B0/95D6/C9E5 /2F78/C0A8/0164/4FA3/061117_india_extract.pdf

WTO, (2007). *Tourism 2020: Vision South Asia*. World Tourism Organization, Spain: Madrid. Volume 6

Yuan, S. & McDonald, C. (1990). Motivational Determinants of International Pleasure Time. *Journal of Travel Research* 24 (1) 42-44.

Yoon Y. & Uysal, M. (2005). An Examination of the Effects of Motivation and Satisfaction on Destination loyalty: A Structural Model, *Tourism Management* 26, 45-56.

Zeithaml, V., Parasuraman, A., & Berry, L., (1990). *Delivering Quality Service*. New York, The Free Press.Zeelenberg, M. & Pieters, R. (2004). Beyond Valence in Customer Dissatisfaction: A Review and New Findings on Behavioral Responses to Regret and Disappointment in Failed Services. *Journal of Business Research*. 57(4), 445-455.

APPENDICES

APPENDIX A

Characteristics of India Outbound Travelers

United States Travel Association

Sales Mission October 13-17, 2008

Population: India, 1.2 billion

Age Demographics: 50% under the age of 35 years

Languages: 22 official languages, English widely spoken

GDP Growth: India Beginning 2008, projected 7% growth, as result of global financial crisis revised down but still positive.

Income: 400 million people considered middle class. 2007 average disposable income increased between 12-15%.

Valid Passports: 32 million

Outbound Travel

By Regions: Spread across 4 regions:

34% Mumbai (financial capital)

33% New Delhi (political capital)

23% Chennai/Bangalore

10% Kolkata

Total Outbound

Travel: India 2007 outbound travel 8 million

Estimated Outbound

Travel Growth: India 15-20% projected annual growth, (2007 California growth 27%)

Reason for Outbound Travel: 60% Business, 40% Leisure

Preferred Outbound

Destinations: Short Haul 2007 Overseas Travelers/Growth vs. 2006

Singapore 748,726 +14%

Malaysia 422,452 +56%

Thailand 506,237 +18%

China 462,450 +14%

Dubai 410,821 +6%

Hong Kong 317,510 +8%

Long Haul

United States 567,045 +37%

-California 176,000 +27% (+31% Market Share)

United Kingdom 337,000 +8%

Australia 95,200 +14%

US projected to receive 10.2% of total outbound market or 1.2 million Indian visitors by 2011 (Euromonitor International)

Average Outbound

Expenditure: India US$903, 2007 Indians spent 28% more than previous year (AC Nielsen for Tax Free World Association)

India 2007 California US$1,251, 20 Nights

Peak Outbound

Leisure Travel

Periods: April 15June 30 School Holidays

Late October-Early November (Diwali, Hindu Festival, 5 Days)

December-January (Christmas and New Year Holiday)

Indian Traveler Trends: Corporate travel consistent year round, accompanied with leisure travel with associates and/or family

VFR strong and consistent market

FIT fastest growing market

Group travelers primarily made up of first time travelers and seniors

Honeymoon market peaks November/ December and February/March

Significant number of students arriving for study tour and for participating in advance education programs, further stimulating VFR market, MICE travel strong, but primarily benefits short haul travel.

Indian Traveler Preferred Activities:

1) Shopping

2) Food (Strong preference for Indian food)

3) Entertainment

4) Nightlife

5) Sightseeing

Order of preference

Opportunities to promote travel information on websites, portal sites micro-community sites and mobile technology

Thailand Market

Variety of attraction options Stale packaging

Value for Money Access to information

Synergy between Hollywood Lack west coast based and Bollywood (Film Industry) receptive operators

No direct flights to Phuket.

Recommendations: 2008/2009 Work closely with select industry influencers from travel trade in Mumbai and New Delhi (67% market share) on education and packaging opportunities.

(http://workplans.visitcalifornia.com/docs/files/India%20Market%20Analysis.pdf)

APPENDIX B
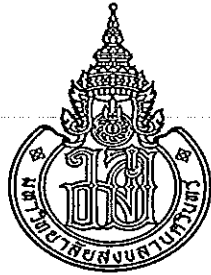
Questionniaires with the Indian Tourists

Market Potential of Indian Tourists in Andaman cluster (Phuket, Krabi and

Phang-Nga), Thailand

Dear Tourists,

      The purpose of this questionnaire is to collect data and information for a research of the Business Administration in Hospitality and Tourism Management (International Programme) at Prince of Songkla University, Phuket Campus, Thailand. All individual information will be kept confidential and will be used for academic purposes only.

Thank you for your kind consideration!

Raj Shree

Researcher

Part 1: Personnel demographic characteristics:

1. Gender:

☐ 1. Male   ☐ 2. Female

2. Age:

☐ 1. 18-30 years old   ☐ 2. 31-40 years old

☐ 3. 41-50 years old   ☐ 4. 51-60 years old

☐ 5. 61 and above

3. Marital status:

☐ 1. Single   ☐ 2. Married

☐ 3. Widowed   ☐ 4. Divorced

4. Religion:

☐ 1. Hinduism ☐ 2. Buddhism

☐ 3. Islam ☐ 4. Christian

☐ 5.Other (Please specify..................)

5. Education level:

☐ 1. No education ☐ 2. Primary School

☐ 3. Secondary School ☐ 4. High school

☐ 5. Bachelor Degree ☐ 6. Post Graduate

6. Which part of India you belong to? Please specify the State.

☐ 1. North, (..............................) ☐ 2. South, (..............................)

☐ 3. East, (..............................) ☐ 4. West, (..............................)

7. Occupation: (Working in......

☐ a. Student ☐ b. Professional (e.g. doctor, lawyer,

engineer, lecturer etc.) ☐ c. Government

☐ d. Self-employed ☐ e. Company employee

☐ f. Unemployed/Retired ☐ g. other (specify.....................)

8. Household annual income (In Rupee):

☐ a. Less than 200,000 ☐ b. 200,001– 500,000

☐ c. 500,001–1,000,000 ☐ d. 1,000,001 and above

☐ e. please write yourself (.....................................)

Part 2: Factors motivated you to visit Andaman cluster, Thailand

Please respond to the following questions by ✓ on the attribute on a scale of 1,2,3,4 and 5 for each aspect:

5 = Strongly Important   4 = Important   3 = Fair   2 = Unimportant   1 = Strongly Unimportant

	Indicators/ Descriptions	Opinion Level				
		Assessment Level				
		5	4	3	2	1
1	Cultural Exploration					
1.1	To enjoy art and folk performances					
1.2	To experience local customs and cultures					

1.3	To enjoy culture in its cultural/historical setting					
1.4	To enjoy new experiences					
1.5	To enjoy arts and crafts					
1.6	To increase my cultural knowledge					
2.	Socialization					
2.1	To be with people who enjoy the same things I do					
2.2	To see place with a group together					
2.3	To go to places where my friends have not been					
2.4	To meet new people					
3.	Family Togetherness					
3.1	To help my family learn more about foreign cultures					
3.2	To spend time with my family together					
3.3	I thought the entire family would enjoy it					
4.	Activities					
4.1	Religious activity					
4.2	Cultural activity					
4.3	Shopping					
4.4	Local cuisine					
4.5	Adventure					
4.6	Night life activities					
4.7	Water Sporting activities					
4.8	Sight seeing					
4.9	Handcrafts and arts					
4.10	Convention/Conference					
4.11	Festivals					
4.12	Natural attractions & scenery					
4.13	Being Physically active					
4.14	Doing nothing at all					
4.15	Being entertained and having fun					
5.	Escape					
5.1	To escape from routine life					

5.2	To relieve daily stress					
5.3	To relieve boredom					

Part 3 How important for you are the following factors? Please scale it as you have scaled it above.

1.	Accessibility to the destination					
2.	Price consideration					
3.	Safety and Security					
4.	Modes of Transportation					
5.	Quality Accommodation					
6.	Hospitable People					
7.	Peaceful Place with good landscape, Flora and Fauna					
8.	Others please specify and scale it (.................................)					

Part 4: How satisfied are you with your trip?

Please respond to the list below through by ✓ on the attribute on a scale of 0, 1,2,3,4 and 5 for each aspect:

5 = Very satisfied 4 = Satisfied   3 = Neither Satisfied nor dissatisfied   2 = Dissatisfied

1 = Very dissatisfied

	Satisfaction Items	5	4	3	2	1
1.	Quality of standard of accommodation					
2.	Quality of restaurant					
3.	Quality of food and beverage					
4.	Price of accommodation					
5.	Price of food and beverage					
6.	Variety of cultural attraction					
7.	Reasonable price of sightseeing					
8.	Peaceful atmosphere					
9.	Cleanliness					
10.	Safety and security					
11.	Friendliness of people					
12.	Ease of communication in your language					

13.	Easy to access destination					

Part 5: Tourists behavior and some general questions.

1. What was the main purpose for traveling to the Andaman Cluster (Phuket, Phang Nga and Krabi)?

☐ 1. Leisure/ Relaxation   ☐ 2. Business/convention

☐ 3. Wedding   ☐ 4. Honeymoon

☐ 5. Visit friends/relatives   ☐ 6. Other (Please specify...............)

2. Do you think Andaman Cluster is a safe travel destination?

☐ 1. No.   ☐ 2. Yes

3. Is your purpose to visit Thailand fulfilled?

☐ 1. No.   ☐ 2. Yes

☐ 3. To some degree

4. Which means of communication influenced you to visit Thailand?

☐ 1. Newspaper/TV   ☐ 2. Internet

☐ 3. Travel agent/ tour Operators   ☐ 4. Friends

☐ 5. Guide book/Magazines   ☐ 6. Word of mouth

☐ 7. Other (please specify...)

5. How many times and days you visited Andaman cluster? (Please specify ....times)

6. How many days did you stay in the Andaman Cluster...days).

7. How much did you spend per person for this trip (excluding airfare)? In rupees

	Rupee/Person
1. Accommodation	
2. Food & Beverage	
3. Shopping and Souvenir	
4. Leisure and Activities/Sight Seeing	
5. Transportation	
6. Air Fare Up and Down	
7. Package Tour	
8. Miscellaneous	

8. How big is your travel group? (Please specify number of............................People).

9. You are traveling to Andaman cluster with

☐ 1. Alone ☐ 2. Spouse

☐ 3. Family ☐ 4. Friend/relatives

☐ 5. Business associates

10. How did you come to Andaman cluster?

☐ 1. Airplane ☐ 2. Bus

☐ 3. Other (please specify.......................)

11. What type of accommodation you used on this trip?

☐ 1. Hotel, Please tick one.

☐ a. One star ☐ b. Two star

☐ c. Three star ☐ d. Four Star

☐ e. Five star

☐ 2. Guesthouse ☐ 3. Stay with friends/relatives

☐ 4. Other please specify ....)

12. In your opinion, Andaman cluster is a good place for

☐ 1. Singles ☐ 2. Enjoy vacation with family

☐ 3. For Honeymoon ☐ 4. Other (Please Specify...................)

13. During your visit here, what places/attractions did you visit?

☐ 1. Beaches

☐ 2. Nature parks

☐ 3. Historical monuments

☐ 4. Temples

☐ 5. Cultural shows

☐ 6. Museums

☐ 7. Other (please specify...)

14. According to you what can be done more to the Andaman cluster to attract Indian tourists? Please give your ideas in few words.

☐ 1. More promotion in various means of communication in India

☐ 2. Availability of more cheap packages tour

☐ 3. Cheap air fair

☐ 4. Use of BollyWood Movies Star in the Promotion

☐ 5. Other (please specify..)

15. What problems did you faced during your visit to the Andaman Cluster, Thailand?

☐ 1. Language barrier   ☐ 2. Political Instability

☐ 3. Disappointing Shopping   ☐ 4. Promise failure by the Travel

agencies   ☐ 5. Lack of safety

☐ 6. Less vegetarian restaurant   ☐ 7. Expensive Transportation facility

☐ 8. Health   ☐ 9. Other (Please Specify................)

16. Do you think Tourism industry of Thailand need to do more effort to attract Indian tourists?

☐ a. No.   ☐ b. Yes

☐ c. Don't Know

17. Will you recommend this trip to your friends/relatives?

☐ a. No.   ☐ b. Maybe

☐ c. Yes

18. Do you plan to come back again?

☐ 1. No.   ☐ 2. Maybe

☐ 3. Yes

THANK YOU SO MUCH!

VITAE

Name	Miss Raj Shree
Student ID	5130120027

Educational Attainment

Degree	Name of Institution	Year of Graduation
Bachelor in Tourism Studies	Indira Gandhi National Open University, New Delhi, India	2008
Bachelor in English	Maha Bodhi College, (Magadh University), Nalanda, (Bihar)	2007

Address

Ambalattika Buddha Vihara

Village – Karah Dih

Post Office – Silao

District – Nalanda

Pin Code– 803117

Mobile: +91-9939678505

+66 (0) 843274929

E- mail– Rajshree_bts@yahoo.com

List of Publications and Proceedings

Raj Shree and Ilian Assenov (2009). Market Potential of Indian Tourists to the Andaman Cluster, Thailand. The 3rd International Colloquium Bangkok, July 6-9, 2009.