

**TRAVEL BEHAVIORS AND DESTINATION PREFERENCES  
AMONG THE LGBT POPULATION IN THAILAND**



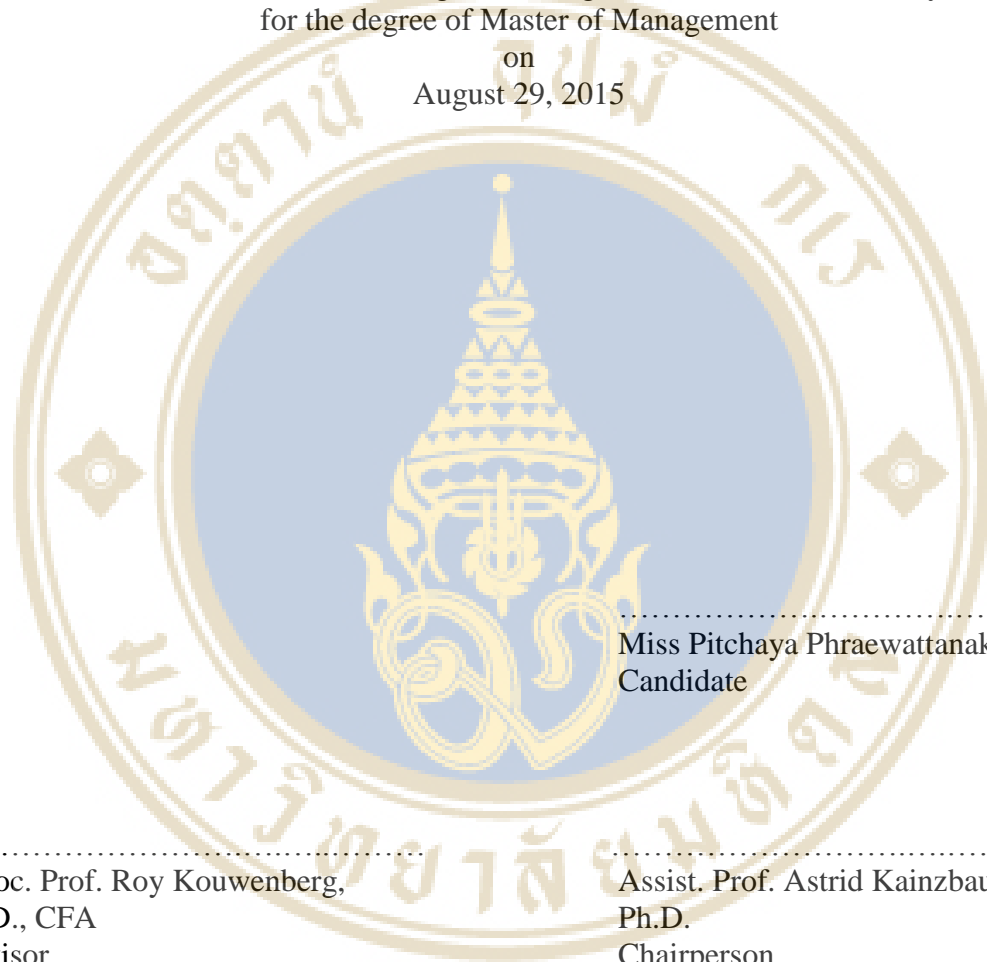
**A THEMATIC PAPER SUBMITTED IN PARTIAL  
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Thematic paper  
entitled  
**TRAVEL BEHAVIORS AND DESTINATION PREFERENCES  
AMONG THE LGBT POPULATION IN THAILAND**

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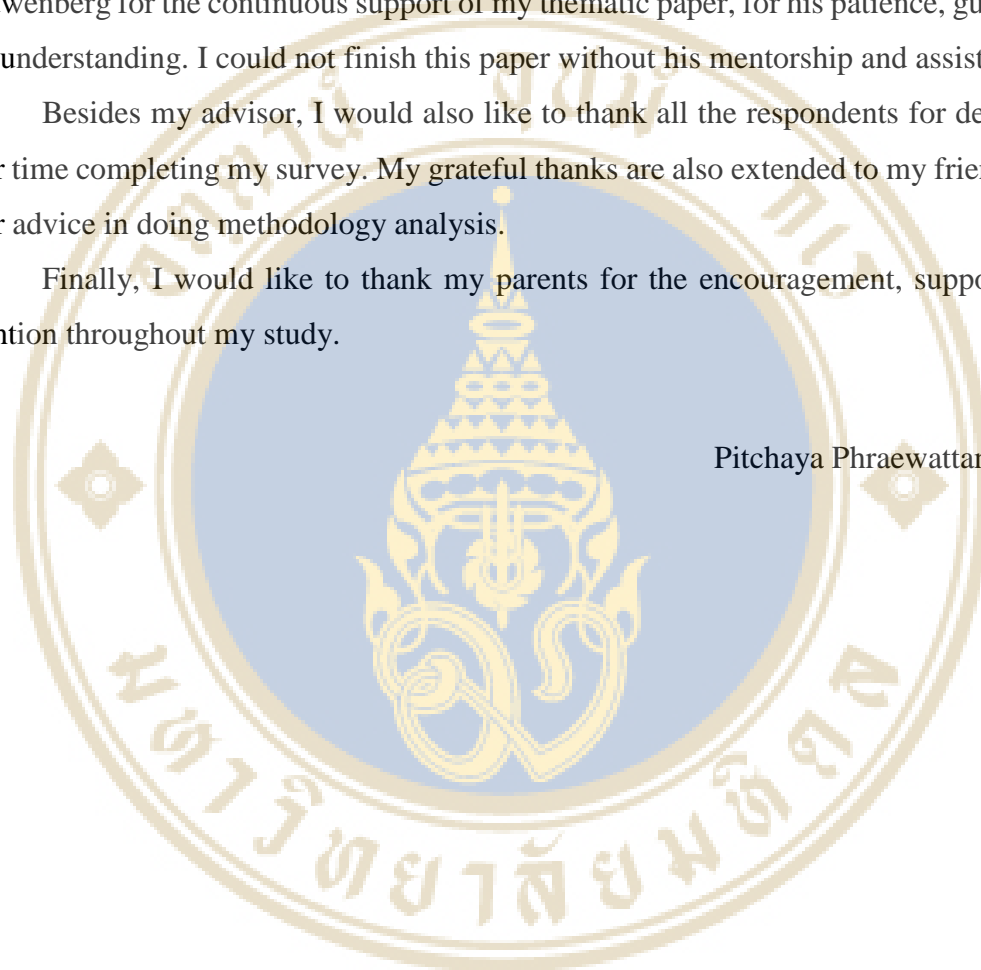
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Pitchaya Phraewattanakul



## **TRAVEL BEHAVIORS AND DESTINATION PREFERENCES AMONG THE LGBT POPULATION IN THAILAND**

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### **ABSTRACT**

LGBT (Lesbian, Gay, Bi-sexual and Transgender) is becoming a more attractive consumer segment for businesses to explore the opportunity, develop new marketing strategies and be the earliest to penetrate this demographic group. The reason is that LGBT have a significant population size and generally have higher purchasing power than general consumers. Therefore, the purpose of this study is to explore the travel behaviors and destination preferences among LGBT population in Thailand comparing with heterosexual people. Quantitative research methodology was applied in the paper by using online questionnaire survey with 100 respondents, with a target of 60 respondents who identify themselves as LGBT group and 40 heterosexual respondents in Thailand.

The results in term of travel behaviors illustrate that LGBT people prefer to choose accommodation based on the staff's non-discriminatory behavior and the variety of facility more than heterosexual people, while safety issue is not different for both groups. LGBT tend to travel with couple/spouse more than family. On the other hand, straight people are likely to travel with couple/spouse and family in similar proportions. The finding also shows that Pantip website is the best channel of travel information resource for both groups in order to promote marketing campaigns on travel blogs.

For tourism attributes, there are no differences between the LGBT and heterosexual groups. Both of them somewhat agree to choose travel destinations by interesting attractions, atmosphere, easy transportation and decent level of safety. In addition, LGBT choose Prage, Czech Republic and New York, United Stated as the most preferable destinations, while heterosexual people prefer Tokyo, Japan. Interestingly, the result also illustrates that LGBT people prefer to choose nightspots as a travel destination more than heterosexual people.

**KEY WORDS:** LGBT, Heterosexual, travel behaviors, travel destinations

56 Pages

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## LIST OF ABBREVIATIONS

LGBT      Lesbian, Gay, Bisexual, and Transgender



# CHAPTER I

## INTRODUCTION

### 1.1 Background

The research topic of this thematic paper is to study about travel behaviors and destination preferences among LGBT population in Thailand. The realization of this topic comes from 4 major aspects; the improvement in social acceptance towards alternative sexual orientations, the continue enlargement in LGBT demographic group, the outstanding business value of LGBT market and the immense opportunity for Thailand travel industry.

Nowadays, the variety in sexual orientation is more acceptable in Thai society and international horizon. To be clear about the definition of sexual orientation, it means *“the sex of those to whom one is sexually and romantically attracted Categories of sexual orientation typically have included attraction to members of one’s own sex (gay men or lesbians), attraction to members of the other sex (heterosexuals), and attraction to members of both sexes (bisexuals).”* (Definition of Terms, 2011) A global-accepted word that frequently uses to categorize people’s alternative sexual orientation is LGBT; which stands for lesbian, gay, bisexual and transgender. A recent survey indicated growing trends of LGBT population due to recent improvement in social acceptance towards alternative sexual orientations. From the study by Pew Research Center, around 92 percentages of American LGBT adults saying that there are more acceptable of people who are LGBTs compared with ten years ago and equal number of LGBT people expects it to increase in the next ten years. (A Survey of LGBT Americans, 2013) Consequently, there are many LGBT people who come out of the shadow and unveil their personal sexual orientation to their friends, family and social media.

LGBT is becoming more attractive consumer segment for businesses to explore the opportunity, develop new marketing strategy and be the earliest to penetrate this demography. The reason is that LGBT becomes a segment with significant population size and generally has higher purchasing power than general consumers.

Refer to LGBT Capital survey, the total number of LGBT population is approximately 450 million people around the world with high market value at 3 trillion dollar in total. European Union is the biggest market of pink money GDP at \$873 billion from the spending of 32 million LGBT populations. In Thailand, estimated pink money GDP is around 30 billion baht from the spending of 4.5 million LGBT populations. (Janewit C, 2015) Interestingly, LGBT consumption behaviors are defined as people who are incredibly brand loyal, prefer luxury travel, buy luxury goods, have comfortable lifestyles and tend to be connected with other LGBT people via social media. (Janewit C, 2015)

In term of LGBT budget priority for travel, vacation and related activities; 55% of LGBT puts travel budget as a top priority and shows strong intention to spend more money on travel than average consumers. (Looking twice again at gay and lesbian tourism, 2012) Several researches in US market indicate that LGBT spends money more than \$160 billion a year for leisure travel and is expected to be even more in the future. The frequency of travel declares to be twice as much as ordinary travelers or around 6 times per year. For the spending habits, LGBT spend more than \$2000 per year and spend a lot at the destination. Moreover, during the economic downturn, LGBT has low elastic of spending on travel and leisure time due to higher-than-average level of income. (LGBT Tourism Demographic Profile, 2012) Hence, it can be clearly evidences by observing several countries around the world in attempt to attract LGBT community into their countries. Campaigns and events are implemented with the primary focus on this demographic profile in the hope to acquire the fast-growing pink money as much as they can. From the survey, the popular destinations for LGBT travelers are New York City, Sydney and Amsterdam respectively. (New research: LGBT travel, retrieved by 25 May 2015)

When we look back into the kingdom of Thailand, travel industry in Thailand can surely take advantages from the emerging trends of LGBT population and tourism development by carrying out incremental study about LGBT purchasing behavior on travel-related products in order to develop a specific marketing strategy for this market.

Therefore, the purpose of this study is to explore travel behaviors and destination preference among LGBT in Thailand in comparison to heterosexuals to find

any differences. Second purpose is to define influential factors related to LGBT's purchasing criteria. The last purpose is to recommend useful key finding from the study for travel industry to develop marketing plans targeted at the LGBT group.

## 1.2 Research questions

To fulfill the aim of thematic paper, the questions about LGBT market in Thailand are constructed as following.

1. What are the travel behaviors and destinations that LGBT prefer? Is it different from heterosexual people?
2. What is the most important criteria for the purchase of tourism products for LGBT?
3. Is searching for travel information of LGBT people different from heterosexual people?

## 1.3 Research scope

The research topic is about travel behaviors and destination preferences in Thailand which this kind of products is different from other goods and services. In order to limit the research scope, the meaning of tourism product can be defined as *an array of integrated products, which consist of objects and attractions, transportation, accommodation and entertainment, where each element of the tourism product is prepared by individual companies and are offered separately to consumers (tourist / tourist)*. (Burkat and Medlik, retrieved 12 June 2015). Thus, five elements in tourism product definition will be used as factors for collecting the data.

The research approach for the study is quantitative. The data will be conducted from May 2015 to August 2015 by online questionnaire survey approximately 100 respondents who identify themselves as LGBT group, with a target of 50 respondents and heterosexual 50 respondents in Thailand.

#### 1.4 Expected outcomes

The results from the study can be expected as following.

- LGBT perception of travel is defined as luxury good and travel behavior is significantly different from other people.
- To understand more precisely on LGBT's purchasing behavior on travel, e.g. the attractive destinations for LGBT in Thailand, what the most important factors are for making a decision on travel and their spending per trip.



## **CHAPTER II**

### **LITERATURE REVIEW**

There are many purpose and motivation for people to travel whether domestic or international. Travel motivations are included pleasure, relaxation, celebration, adventure, religion purpose, exploration and learning other cultures (Miriam R, 2015) A trip may be one-day trip, short trip or long trip depending on many variables such as money, destinations or travel objectives. Hence, understanding consumer purchasing behavior on travel is important for businesses in order to better understand about consumer's needs and lifestyles. This could help to setup effective marketing plan to draw customer's attention about travel product. Especially in some group of people that has their own unique preferences like LGBT people.

In this chapter, it aims to explore about LGBT travel behavior and what are the consumer buying decision processes that could be relevant for the travel business.

#### **2.1 Travel motivations of gay and lesbian tourists**

Khan (2013) stated that there are both similarities and differences about travel motivation between gay traveler and straight traveler. Travel motivation of gay and lesbian tourists can be described by the level of the gay-identity motivation model. The research was conducted by qualitative method in USA and global aspect from extensive literature review and internet based information such as Gay and Lesbian professional association website, publications and blogs. For the scope of this study, the word 'gay' it means "*person who is emotionally and/or physically attracted predominantly to persons of the same sex and refer to both gay men and women*"(Khan, 2013, P.5)

### **2.1.1 The differences in motivations**

There are both intrinsic and extrinsic motivations that influence gay traveler lifestyle. For intrinsic motivation, homosexuals tend to escape from heterosexuals to somewhere that they can be among people of their own group, feel protected and safe. (Pritchard et al. 2000; Hughes, 2005) For extrinsic motivation, the drivers of gay traveler are not different from straight traveler in term of relaxation and exploration, except gay-specific motivational factors such as attractive gay space in that area. (Decrop, 1999)

### **2.1.2 The similarities in motivations**

Both homosexual and heterosexual love the attractiveness of weather, beach, sunshine, interacting with local people and cultures. Rest and relaxation are the most popular reasons for travel among these two groups followed by exploration of new location and break from routines respectively. (Khan, 2013) However, during the holiday, they both are likely to visit friends and relatives, but homosexual is friendlier with the locals than heterosexual.

### **2.1.3 Gay identity motivation model**

Khan (2013) proposes a motivation model that describes gay-identity formation that influence travel motivation among gay and lesbian population. The model can be divided in four stages of motivations which were adapted from Maslow's hierarchy of needs. It could be possible for people to be more than one stage simultaneously and the need also depends on the type of travel destination.



**Figure 2.1 The Gay-identity Motivation Model**

**Source:**[http://udspace.udel.edu/bitstream/handle/19716/12794/Reshma\\_Khan\\_thesis.pdf?sequence=1](http://udspace.udel.edu/bitstream/handle/19716/12794/Reshma_Khan_thesis.pdf?sequence=1)

- **Need for safety**

This is a first level of gay-identity motivation which is a basic stage and as in Maslow's hierarchy of need. It's the most important factor for travel decision. As gay and lesbian were banned in some country whether legal strictures or culture constraint (Khan, 2013), gay and lesbian community need to search for the information not only about location and experience but concern more about social, legal environment and physical well-being before making a decision. Hughes (2002) and Cox (2002)

- **Escapism through anonymity**

The second stage of gay-identity motivation model is 'Escapism through anonymity' which is an intrinsic motivation to find identity. Refer to (Kollen&Lazar 2012, P.64-68) said that "*The hetero-normative social expectations effect to the gay population to be open about their sexual orientation because they feel comfortable to be anonymity*". Therefore, they tend to travel alone and prefer the destinations that provide a basic 'need for safety' motivation level with good reputation of gay-friendly environment.

- **Gay identity acceptance**

The third stage shows that gay populations are already come out of the shadow and knowing that being homosexual is not 'abnormal' or 'extraordinary'. So, gay individual is going to be an activist person for their group and starting to have a relationship with others. They also try to seek environment that they can reveal their



sexuality preferences. (Pritchard et al., 2000) However, the destinations need to be more fascinating and have attractive activities such as historical tour, culture exploration, hiking or even gay hot spots whether they travel individually or with their friends. (Khan, 2013, P.40)

- **Gay identity affirmation**

This stage is the highest level of gay identity motivation. It shows that gay community is being a part of society and tends to have a long term relationship with their partner. The travel destinations for this level of motivation is they are looking for the place where offer more than someplace away from home, but they would like to learn new experiences and understand more about culture both local and global aspect. (Khan, 2013, P.41)

From the literature review above, the paper described only the data about gay and lesbian travel motivations related to psychological theory, but lack of the bisexual and transgender which are defined as part of the larger sexual orientation group LGBT. Moreover, the research is based on secondary data from theory and internet based review. As a result, there are some issues that we need to explore more about LGBT travel behaviors and destination preferences apart from motivation theory. For example, are there any other factors that impact how they select the type of accommodation, transportation or travel destination?

## **2.2 Gay men and lesbian women's hotel experiences**

According to the study of *"hotel experiences of gay men and lesbians who live in major cities with highly developed gay scene by exploring their perceptions"* (Yaniv Poria, 2006, P.327), the results show that feeling comfortable, welcome and accepted about their sexual identity is the most important issue for gay and lesbians. Overall, this study has common result with previous literature review in term of feeling safety when they are known as gay or lesbian and also hope to be treated the same as heterosexual are treated. The framework of the study was conducted by qualitative research approach in United Kingdom (Guildford, Surrey) and Israel (mostly Tel Aviv which known as gay-friendly environment, Jerusalem and Beer-Sheva). Data collections were collected from 20 self-identified lesbians and 34 gay men by one-to-one basis and

quasi-focus group. The recruiting participants' technique is snowball sampling at lesbian and gay groups and organizations, personal contacts of researchers, pubs and meeting places.

There are three critical factors of the hotel experiences among gay and lesbian including hotel staff, hotel attributes and the environment of the hotel. (Yaniv Poria, 2006, P.327)

- **Hotel staff**

Hotel staff is the most important factor influencing gay and lesbian hotel experiences. They concern about the awareness of hotel staff members to recognize that they are gay or lesbian couple. The examples from the study indicate that bed allocation is the indication of hotel staff's unawareness of their need. Some participant said that "The bed is not just bed, four posters, and mattress. For me, the bed is the way the staff provides me service as a gay customer for my pink money." (Gay man, Israel) Another issue for hotel staff awareness which lead to negative hotel experiences is about mistake at reception such as asking for couple status or inappropriate words in registration card or room message i.e. "To Mr and Mrs...."

- **Hotel attributes**

Hotel attributes consist of gay music in public area, adult's movie especially for lesbian and gay, leisure activities information at reception. The result shows that this factor is also influence gay and lesbian on hotel experiences but it's not as important as hotel staffs or hotel environment. Not only the details as mentioned above, but also has other hotel attributes that the hotel should concern i.e. extended breakfast hours due to late party at night and entrance security that they would like to be anonymous when going back hotel.

- **Hotel environment**

The location of the hotel surrounded by gay space such as pubs, beaches, meeting place especially for gay or lesbian is a significant positively influences their hotel experiences and also effect to overall satisfaction. The reason is they can reveal their sexual preference more than a place that environment not known as a gay or lesbian location. Moreover, the hotel within a "gay-friendly" community which concern about their safety is attractive them to stay in the hotel.

From the literature review in this section, there is an interesting point of gay and lesbian about hotel experience. The critical finding is that gay and lesbian prefer to be treated the same way as other people. Furthermore, a feeling of safety which related to hotel staffs and other guest is the highest importance in hotel experiences. The framework of the study is good to follow and also has initial information for overall understanding. However, this study is limited to only gay and lesbian in United States and Israel on hotel experiences. For the thematic paper, it will be added more two type of sexual orientation; bisexual, transgender and be collected in Thailand which has different culture. Also, the thematic paper will explore more in other aspects of travel industry apart from hotel experience such as transportation, tourist attraction or activity.

### **2.3 LGBT travel destinations**

The study “New LGBT2020 Research Data Released by ONBC at World Travel Market” (New research: LGBT travel, retrieved by 25 May 2015) shows the top 20 favorite destinations for LGBT market, the top three global destinations are New York followed by Sydney and Amsterdam. The research was conducted among respondents who plan to travel next year, choosing from a list of more than 300 locations.

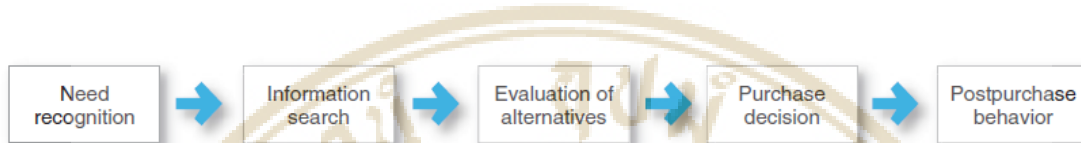
**Table 2.1 LGBT Travel Destination 2015**

Rank 2015	CITY	2011 rank	Change from 2011
1	New York	1	---
2	Sydney	2	---
3	Amsterdam	12	9
4	Rio de Janeiro	3	-1
5	Buenos Aires	7	2
6	San Francisco	5	-1
7	London	6	-1
8	Paris	4	-4
9	Melbourne	10	1
10	Berlin	20	10
11	Barcelona	14	3
12	Tokyo	8	-4
13	Las Vegas	15	2
14	Bahamas	---	NEW in 2014
15	LA/West Hollywood	11	-4
16	Cape Town	18	2
17	Miami	---	NEW in 2012
18	Auckland	---	NEW in 2014
19	Chicago	---	NEW in 2014
20	Mexico City	17	-3

The table shows that the number one and two global destinations are New York and Sydney, which have not changed for 4 years from year 2011 to 2015. Hence, it will be interesting for this thematic paper research to explore more about the differences or common results between LGBT global travel destinations and Thailand.

## 2.4 Consumer buying decision process

The consumer buying decision process, or also known as the buyer decision process theory, consists of five stages “*need recognition, information search, evaluation of alternatives, purchase decision, and post purchase behavior*”.(Kotler, 2012) The process describes how consumers pass through five stages before making a decision.



**Figure 2.2**TheBuyer Decision Process

**Source:** Kotler & Armstrong. (2012). *Understanding the Marketplace and Consumers. Principle of marketing*

- **Need Recognition**

The first stage of buying decision process is *need recognition*. It means that the buyers recognize a problem or need which may be triggered by internal stimuli i.e. hunger or thirst of the person and also by external stimuli i.e. an advertisement.

- **Information Search**

The next step after recognize a problem or need is *information search*. Consumer will search for more information related to their need when the product is not near at hand or would like to find the best solution. According to the theory, there are four sources of information depending on the product and the buyers.

- *Personal sources (family, friends, neighbors, acquaintances) or words of mouth— the most effective sources and legitimize products for the buyers*
- *Commercial sources (advertising, salespeople, dealer, web sites, packaging, displays) — the most information sources which can control by marketers*
- *Public sources (mass media, consumer rating organizations, Internet searches)*
- *Experiential sources (handling, examining, using the product)*

At this stage, the information help consumer to decide what product related to their need and drop some brand that is not relevant.

- **Evaluation of Alternatives**

After consumer use the information search to come up with a set of final brand choices. This stage will describe about how the consumer choose among alternative brands. The factor that influence on evaluation is a consumer's attitude towards different brands. It's also depends on the individual consumer and the specific buying decision. Sometimes, consumers use logical thinking and other times they use only intuition. In some case, consumers make a decision on their own; sometimes they rely on friends or advertising. To be clear of the evaluation process, suppose consumer have three choices of brands and there are four interested attributes that they need to figure out. Consumer will rate on each attribute for each brand. If one brand gets the highest total score for four attributes, marketer can predict that consumer will choose that brand.

- **Purchase Decision**

This stage is where the purchase will take place. From the evaluation stage, the consumer ranks brands and forms purchase intentions. However, the final decision may disrupt by two factors; *the attitude of others* and *situation factors* that come between purchase intention and purchase decision.

The first factor is *the attitude of others* such as negative feedback from someone important to you which effect to purchase decision. If it's different from consumer's opinion, they might change the decision. Second factor is *unexpected situation factor* which can change purchase intention such as expected income, expected price, and expected product benefits.

- **Post-purchase behavior**

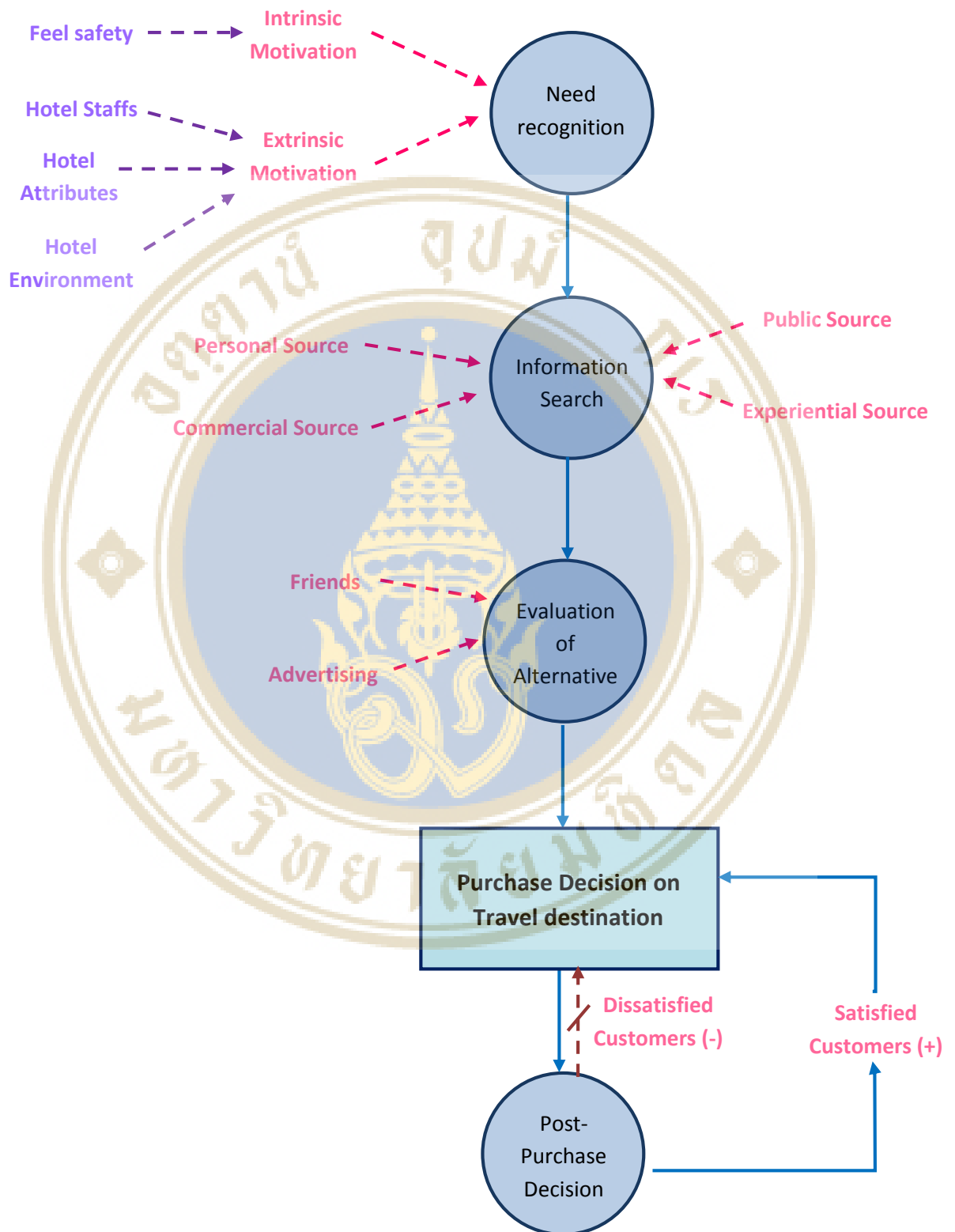
After purchasing the product, consumers will compare *product's perceived performance* with their expectation from the evaluation process and will be either satisfied or dissatisfied. If the product does not meet their expectation, they are disappointed; if the product meets their expectation, definitely, they will be satisfied. *"This suggests that sellers should promise only what their brands can deliver so that buyers are satisfied."*(Kotler, 2012, p.154) Regarding to be satisfied or dissatisfied customers, it's related to positive or negative feedback about products or brands. Satisfied customers repurchase the product, talk positive thing about product to friends

or review via social media and tend to buy other products from the company. Moreover, satisfied consumer will make a decision faster in the next time or skip some stages such as the Information Search and Evaluation of Alternative. On the other hand, dissatisfied customers will act differently. They give a negative feedback to others or also known as bad words of mouth which spread faster than good words. This can damage customer attitudes towards brand and company.

The buyer decision process theory can provide a basic understanding of consumer behavior about how they decide to choose the product or spend their money. Generally, people make a decision by going through five stages, but sometimes they may skip some stages if it becomes a routine purchase.

The scope of thematic paper is to study LGBT purchase decision on travel destinations through five stages in order to explore further more about post purchase decision. For example, after traveling, LGBT people are likely to decide where to travel at the same place or not. Based on literature reviews, the conceptual framework of the study is shown as following picture.

## 2.5 Conceptual framework

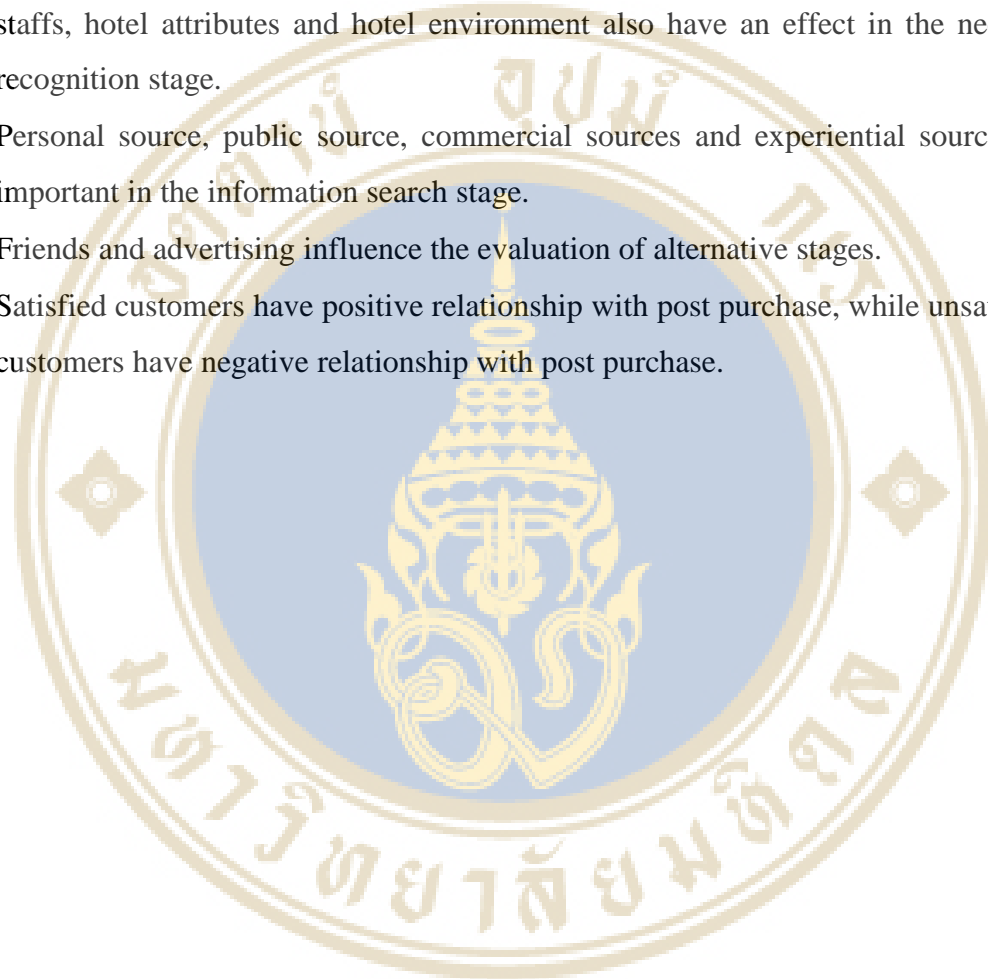




## 2.6 Conclusion about main variables

Based on literature reviews and conceptual framework, LGBT's purchasing decision processes on travel destination are influenced by many variables, according to the following descriptions:

- LGBT people are likely to be concerned about safety when staying in hotels. Hotel staffs, hotel attributes and hotel environment also have an effect in the need for recognition stage.
- Personal source, public source, commercial sources and experiential sources are important in the information search stage.
- Friends and advertising influence the evaluation of alternative stages.
- Satisfied customers have positive relationship with post purchase, while unsatisfied customers have negative relationship with post purchase.



## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This thematic paper aims to focus on travel behaviors and destination preferences among LGBT in Thailand. The methodology that is suitable for data collection would be quantitative method which means *'Explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics)'*. (Aliaga and Gunderson, 2000) This chapter consists of three parts including research design, sample method and data collection.

#### **3.1 Research Design**

To understand more about LGBT travel purchasing behaviors by using quantitative method, the researcher uses the knowledge based on literature review and conceptual framework in order to create a consumer questionnaire and survey. Furthermore, the questionnaires are derived from the research objectives and research questions to cover all the scope of this paper. The research outcome aims to determine the preferences and criteria of purchasing travel products and destinations among LGBT population. Moreover, it also aims to compare the result between LGBT and heterosexual whether there are any differences of purchasing behavior or not.

#### **3.2 Sampling Method**

The data was conducted from online survey. Participants were selected from two non-probability sampling method which consists of;

1. **Convenience sampling** which mean “*a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher.*”(Convenience Sampling, retrieved 3 June 2015) Therefore, the questionnaires were posted on social media such as Facebook and Instagram in order to reach many people in short period.
  
2. **Judgment sampling** is “*a non-probability sampling method and it occurs when “elements selected for the sample are chosen by the judgment of the researcher.”*(Judgment sampling, retrieved 3 June 2015) Hence, some questionnaires were sent to LGBT population directly via Facebook messenger and Line. As a result, the data was collected from real target group and easier to reach the number of participants’ purpose.

From the objectives, the numbers of participants to compare between groups are LGBT 50 people and heterosexual 50 people in Thailand.

### **3.3 Data collection**

Data collections were conducted from online questionnaire survey about LGBT behaviors, destination preferences, purchase intention on travel products and then comparing to straight people. The questions divided into four sections including;

1. Screening questions; target people who travel in past three months.
2. General questions; asking about the travel behavior in general
3. Specific questions; asking about motivation and behavior on travel
4. Demographic questions; asking personal information about participants

## CHAPTER IV

### DATA ANALYSIS

After collecting data from the online questionnaire survey, there are three preliminary steps before analyzing the data. First, raw data inspection needs to be done by eyeballing on the feedbacks on Google Form. Author counts the number of respondents who claim themselves as LGBT or heterosexual people in order to make sure that the number of people for comparison is sufficient to determined respondent quota of 30 persons per group minimum. Second, Data cleaning procedures have to be implemented to subside possible errors; especially exceeded columns, repeated answers, inconsistent answers and incorrect inputs. Third, data preparation for computerized statistical procedure should be carried out before data import to SPSS. Variable names, types, values, label and measurement declaration for each question and answer need to be completed in order to proceed to the next step.

On this paper, two types of statistical analysis were utilized.

1. **Descriptive statistics** are implemented to describe the basic features of the data in a study and summarize information about variables in dataset, such as the averages and variances of variables. (SPSS: Descriptive and Inferential Statistics For Windows, 2006) Functions that use for analyzing the data consist of descriptive, frequencies and cross-tabulation.
2. **Inferential Statistics** are executed to make judgments of the probability that an observed difference between groups is a dependable one or one that might have happened by chance in this study. (William M.K, retrieved 15 July 2015) For this type, author uses Chi-square test of independence to analyze. This function addresses that if the observed pattern is statistically different from the pattern expected due to chance. (SPSS: Descriptive and Inferential Statistics For Windows, 2006)

#### 4.1 Respondents' profiles

A sample size of this thematic paper was determined at 100 respondents in total. Refer to sexual preference in frequency table, 40 percent of the respondents were LGBT and 60 percent were heterosexual people. For the age range of LGBT respondents, it ranges from 21-40 years old, while heterosexual people range from less than 20 up to 60 years old. For level of education, 90% of all respondents have undergraduate and post graduate degree. The top two ranges of LGBT respondents earn between 20,001-30,000 baht (37.5%) and more than 60,000 baht (27.5%) in monthly income. On the other hand, most of heterosexual respondents have monthly income between 20,001-30,000 baht (23.3%) and 30,001-40,000 baht (20%). From the family aspect, there are only two married persons in the LGBT group. More than 92% of LGBT people are single and 7% are living together under common law. Heterosexual people are single, living together under common law and married at 85%, 3.3% and 11.7% respectively. In term of occupation, there is no difference between the LGBT and heterosexual groups. The highest percentage of current job is company employee at more than 60%. More detailed information from the respondents' profiles is elaborated in appendix.

#### 4.2 Relationship between personal information and travel behavior

In this research, the respondents were asked about their travel behavior in general. The questions included travel frequency, length of trip, type of trip purchase, spending per trip, travel reason, type of destination, information search, information sharing, and dream destination. Cross-tabulation and Chi-square are statistical functions of choice for this analysis.

Cross tabulation is *a tool that allows analysts to compare the relationship between two variables*. (Cross tabulation: definition & example, retrieved 15 July 2015) The Chi-square test indicates statistical significance, which means the difference in the group proportions did not occur by random chance. For this thematic paper, we consider the Chi-square statistic to be significant at the .05 level. If value (p-probability) in 'Asymp Sig' column is less than 0.05, it can be stated that the results show a significant

difference in group proportions. In other word, the probability of these results being wrong is less than 5 percent.

After analyzing the relationship between personal information and travel behavior, the result and Chi-square test can be shown as table below (Table 4.2).



**Table 4.1 Pearson Chi-Square Tests of personal information**

Pearson Chi-Square Tests							
		Sexual preference	Age	Education	Income	Status	Current Job
How often do you travel?	Chi-square	3.792	14.177	12.384	19.635	9.361	13.360
	df	3	12	12	15	6	18
	Sig.	.285 <sup>a</sup>	.290 <sup>a,c</sup>	.415 <sup>a,c</sup>	.186 <sup>a,c</sup>	.154 <sup>a,c</sup>	.770 <sup>a,c</sup>
On average, what is the length of your trip?	Chi-square	8.486	17.575	24.364	22.648	9.998	33.380
	df	5	20	20	25	10	30
	Sig.	.131 <sup>a</sup>	.615 <sup>a,c</sup>	.227 <sup>a,c</sup>	.598 <sup>a,c</sup>	.441 <sup>a,c</sup>	.306 <sup>a,c</sup>
With whom, do you travel most often?	Chi-square	8.194	10.210	16.992	25.290	16.035	22.122
	df	3	12	12	15	6	18
	Sig.	<b>.042<sup>a,*</sup></b>	.598 <sup>a,c</sup>	.150 <sup>a,c</sup>	<b>.046<sup>a,*c</sup></b>	<b>.014<sup>a,*c</sup></b>	.227 <sup>a,c</sup>
What kinds of trip purchase do you like the most?	Chi-square	3.568	28.871	59.577	18.448	5.013	30.942
	df	4	16	16	20	8	24
	Sig.	.468 <sup>a,c</sup>	<b>.025<sup>a,*c</sup></b>	<b>.000<sup>a,*c</sup></b>	.558 <sup>a,c</sup>	.756 <sup>a,c</sup>	.155 <sup>a,c</sup>
On average, how much do you spend per trip (including all expenses)?	Chi-square	5.936	17.743	39.180	55.141	21.007	49.890
	df	8	32	32	40	16	48
	Sig.	.654 <sup>a,c</sup>	.980 <sup>a,c</sup>	.179 <sup>a,c</sup>	<b>.056<sup>a,c</sup></b>	.178 <sup>a,c</sup>	.398 <sup>a,c</sup>
Which is the top reason why you travel?	Chi-square	9.147	25.346	33.395	31.270	4.145	16.485
	df	6	24	24	30	12	36
	Sig.	.165 <sup>a,c</sup>	.387 <sup>a,c</sup>	.096 <sup>a,c</sup>	.402 <sup>a,c</sup>	.981 <sup>a,c</sup>	.998 <sup>a,c</sup>
Where do you find travel information most often?	Chi-square	9.701	12.677	6.168	26.915	31.094	30.407
	df	6	24	24	30	12	36
	Sig.	.138 <sup>a,c</sup>	.971 <sup>a,c</sup>	1.000 <sup>a,c</sup>	.628 <sup>a,c</sup>	<b>.002<sup>a,*c</sup></b>	.731 <sup>a,c</sup>
What kind of travel destination does you like the most?	Chi-square	5.929	43.727	18.563	50.483	10.315	40.981
	df	7	28	28	35	14	42
	Sig.	.548 <sup>a,c</sup>	<b>.030<sup>a,*c</sup></b>	.911 <sup>a,c</sup>	<b>.044<sup>a,*c</sup></b>	.739 <sup>a,c</sup>	.516 <sup>a,c</sup>
From top 12 trip destinations, please select the destination that you like the most.	Chi-square	14.541	27.035	28.006	32.940	10.397	57.154
	df	9	36	36	45	18	54
	Sig.	.104 <sup>a</sup>	.860 <sup>a,c</sup>	.827 <sup>a,c</sup>	.909 <sup>a,c</sup>	.918 <sup>a,c</sup>	.359 <sup>a,c</sup>

In case of travel behaviors, there are five variables that have significant association with personal information (significant number is in bold letter). The results will be interpreted by personal information category.

- Sexual preference:** the result indicates that there is a significant association between sexual preference and the persons who they most often travel with. From table 4.2.1, 38 percent of people travel with couple/spouse and 32 percent travel with friends. In term of LGBT people, person that they are likely to travel with most often is couple/spouse at 45 percent. Interestingly, there is a big difference between two groups for “Family” and “Friend” in LGBT group: 37.5 percent of LGBT respondents are likely to travel with friends more than family which is at only 7.5 percent. On the other hand, heterosexual respondents prefer to travel with friends and family in similar proportions close to 30%.

**Table 4.2 Sexual preference and the persons who they most often travel with**

		Sexual preference		
		LGBT	Heterosexual	Total
		Count	Count	Count
With whom, do you travel most often?	Alone	10.0%	6.7%	8.0%
	Couple/Spouse	45.0%	33.3%	38.0%
	Friends	37.5%	28.3%	32.0%
	Family	7.5%	31.7%	22.0%
	Travel companion from online	0.0%	0.0%	0.0%

- Age:** there is a significant association between age and type of trip purchase. In every age level, they are likely to purchase a trip by self-reliant travel on self-service booking.



**Table 4.3 Age and type of trip purchase**

		Age					
		Less than 20 years old	21-30	31-40	41-50	51-60	More than 60 years old
		Count	Count	Count	Count	Count	Count
What kinds of trip purchase do you like the most?	Travel with tour guide	0.0%	2.0%	2.4%	0.0%	50.0%	0.0%
	Self-reliant travel on package	0.0%	2.0%	2.4%	0.0%	0.0%	0.0%
	Self-reliant travel on self-service booking	100.0%	78.4%	81.0%	75.0%	50.0%	0.0%
	Self-reliant travel with last minute booking	0.0%	17.6%	11.9%	0.0%	0.0%	0.0%
	other	0.0%	0.0%	2.4%	25.0%	0.0%	0.0%

In addition, age has significant relationship with type of travel destination. The table shows that European countries (e.g. UK, France, Italy, Poland, Norway) are the most popular travel destination among 21-30 and 31-40.

**Table 4.4 Age and type of travel destination**

		Age					
		Less than 20 years old	21-30	31-40	41-50	51-60	More than 60 years old
		Count	Count	Count	Count	Count	Count
What kind of travel destination does you like the most?	Domestic destination in Thailand	0.0%	3.9%	4.8%	0.0%	0.0%	0.0%
	ASEAN countries (e.g. Laos, Myanmar, Malaysia, Singapore)	100.0%	9.8%	9.5%	50.0%	50.0%	0.0%
	European countries (e.g. UK, France, Italy, Poland, Norway)	0.0%	62.7%	73.8%	25.0%	0.0%	0.0%
	Middle-east (e.g. UAE, Dubai, Qatar, Turkey, Jordan)	0.0%	2.0%	4.8%	0.0%	0.0%	0.0%
	North America (47 + 3 states of USA, Canada)	0.0%	5.9%	2.4%	0.0%	0.0%	0.0%
	South America (e.g. Brazil, Chile, Argentina, Peru, Bolivia)	0.0%	9.8%	2.4%	0.0%	0.0%	0.0%
	Africa (e.g. South Africa, Egypt, Nigeria, Libya, Sudan, Kenya)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Green Land	0.0%	2.0%	0.0%	25.0%	0.0%	0.0%
	Australia, New Zealand and Oceania	0.0%	3.9%	2.4%	0.0%	50.0%	0.0%
	Antarctica	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

- **Education:** the outcome indicates that education level and a person who they travel with are dependent of each other. For example, more than 40% of people with undergraduate degree prefer to travel with couple/spouse.

**Table 4.5 Education level and a person who they travel with**

		Education				
		High school	Undergraduate	Post graduate degree	Ph.D.	Other
		Count	Count	Count	Count	Count
With whom, do you travel most often?	Alone	0.0%	7.7%	7.3%	0.0%	100.0%
	Couple/Spouse	50.0%	40.4%	34.1%	50.0%	0.0%
	Friends	0.0%	32.7%	36.6%	0.0%	0.0%
	Family	50.0%	19.2%	22.0%	50.0%	0.0%
	Travel companion from online	0.0%	0.0%	0.0%	0.0%	0.0%

- **Income:** Two significant differences can be identified from income aspect; which are the relationship between income level and a person who they travel and the relationship between income level and type of travel destination.

For the relationship between income and a person who they travel with, it can be described that people who have income more than 60,000 baht are likely to travel with their couple/spouse. However, there is no obviously pattern of income and a people who they travel with that the more they have higher income, they more they travel with couple/spouse more than friends.

**Table 4.6 Income and a person who they travel with**

		Income					
		Less than 20,000 baht	20,001 – 30,000 baht	30,001 – 40,000 baht	40,001 – 50,000 baht	50,001 – 60,000 baht	More than 60,000 baht
		Count	Count	Count	Count	Count	Count
With whom, do you travel most often?	Alone	10.0%	6.9%	5.9%	23.1%	11.1%	0.0%
	Couple/Spouse	20.0%	48.3%	11.8%	38.5%	11.1%	63.6%
	Friends	30.0%	34.5%	47.1%	15.4%	44.4%	22.7%
	Family	40.0%	10.3%	35.3%	23.1%	33.3%	13.6%
	Travel companion from online	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

The relationship between income range and type of travel destination can be indicated that every range of income tends to choose European countries as a destination at 40% up to 80%.

**Table 4.7 Income range and type of travel destination**

		Income					
		Less than 20,000 baht	20,001 – 30,000 baht	30,001 – 40,000 baht	40,001 – 50,000 baht	50,001 – 60,000 baht	More than 60,000 baht
		Count	Count	Count	Count	Count	Count
What kind of travel destination does you like the most?	Domestic destination in Thailand	0.0%	6.9%	11.8%	0.0%	0.0%	0.0%
	ASEAN countries (e.g. Laos, Myanmar, Malaysia, Singapore)	50.0%	13.8%	0.0%	0.0%	0.0%	18.2%
	European countries (e.g. UK, France, Italy, Poland, Norway)	40.0%	51.7%	70.6%	84.6%	44.4%	81.8%
	Middle-east (e.g. UAE, Dubai, Qatar, Turkey, Jordan)	0.0%	3.4%	0.0%	7.7%	11.1%	0.0%
	North America (47 + 3 states of USA, Canada)	0.0%	6.9%	5.9%	0.0%	11.1%	0.0%
	South America (e.g. Brazil, Chile, Argentina, Peru, Bolivia)	0.0%	6.9%	11.8%	0.0%	22.2%	0.0%
	Africa (e.g. South Africa, Egypt, Nigeria, Libya, Sudan, Kenya)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Green Land	0.0%	3.4%	0.0%	0.0%	11.1%	0.0%
	Australia, New Zealand and Oceania	10.0%	6.9%	0.0%	7.7%	0.0%	0.0%
	Antarctica	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

For marital status, it can be indicated from table 4.2.7 and 4.2.8 that 36.4% of single people tend to travel with friends and more than 50% search travel information from Pantip website. On the other hand, more than 50% of married people are likely to travel with their family and search the information about travel in travel blog or travel website such as Painaidee, EDT Guide, Chillpainai, Kapook, HongKongfanclub, Tripadvisor, Agoda and blog review from travel blogger.

**Table 4.8 Marital status and a person who they travel with**

		Status						
		Single	Living common law (two people live together but are not legally married to each other)	Engaged	Married	Separated	Divorced	Widowed
		Count	Count	Count	Count	Count	Count	Count
With whom, do you travel most often?	Alone	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Couple/ Spouse	34.1%	100.0%	0.0%	42.9%	0.0%	0.0%	0.0%
	Friends	36.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Family	20.5%	0.0%	0.0%	57.1%	0.0%	0.0%	0.0%
	Travel companion from online	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

**Table 4.9 Marital status and travel information source**

		Status						
		Single	Living common law (two people live together but are not legally married to each other)	Engaged	Married	Separated	Divorced	Widowed
		Count	Count	Count	Count	Count	Count	Count
Where do you find travel information most often?	Family	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Friends	9.1%	0.0%	0.0%	14.3%	0.0%	0.0%	0.0%
	Acquaintances	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Advertising	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Magazine	0.0%	0.0%	0.0%	14.3%	0.0%	0.0%	0.0%
	Travel event	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Pantip website	56.8%	40.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Travel blog/website	28.4%	40.0%	0.0%	71.4%	0.0%	0.0%	0.0%
	Other	1.1%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%

### 4.3 Relationship between sexual preference and tourism products

In this section, the interpretation focuses on the difference between LGBT and heterosexual people in term of the criteria for purchase of tourism products. Therefore, the second research question will be answered as following. The survey questions asked about how respondents rate the important of each tourism product when they choose accommodation, transportation, services and destination.

The comparisons of column mean output is used for comparing the difference between LGBT and heterosexual. The scale go from 1 to 5 (1=strongly disagree, 2= somewhat disagree, 3= neutral, 4=somewhat agree, 5= strongly agree). Accommodation is the only one of tourism products that the result show significant difference. The output can be divided into two points.

1. Regarding to accommodation that provides many facilities (pool, fitness, spa) question, LGBT are likely to feel neutral with the variety of facilities in accommodation accumulated at mean score 3.35 while heterosexual tend to feel somewhat disagree with this aspect at mean score 2.88 (p-value for difference is at .036)
2. Refer to question about accommodations with staffs that do not discriminate their guests based on gender or other personal information, LGBT are likely to strongly agree with staffs manner at mean score 4.28 while heterosexual somewhat agree with staffs manner at mean score 3.80 (p-value for difference is at .016)

**Table 4.10 Sexual preference and travel behaviors**

	Sexual preference			
	Total	LGBT	Heterosexual	Sig. (2-tailed)
	Mean	Mean	Mean	
I prefer to choose a beautiful attraction (e.g. famous landmark in city; Eiffel Tower, The TajMahal) as my destination.	4.20	4.20	4.20	1.000
I like accommodation that provides many facilities (pool, fitness, spa).	3.07	3.35	2.88	.036
I choose travel destination that is trendy in social media.	2.94	2.90	2.97	.733
I prefer luxury accommodation and services when I travel, and I am willing to spend above average prices for it.	2.73	2.90	2.62	.261
I prefer accommodations with staffs that do not discriminate their guests based on gender or other personal information.	3.99	4.28	3.80	.016
I choose the destination from recommendations by others (e.g. friends, website).	3.80	3.90	3.73	.341
I prefer accommodation with friendly staffs.	3.79	3.83	3.77	.725
I like the destination that I can confidently express myself.	3.97	3.90	4.02	.530
I love to travel to a place that makes me feel peaceful.	3.98	4.10	3.90	.346
I prefer staying in budget accommodation and to use low-cost travel services, so I can travel more often.	4.01	3.90	4.08	.438
I prefer reasonable travel costs, or value for money, rather than luxury at higher prices.	3.98	3.90	4.03	.568
I choose the accommodation based on its beautiful design.	3.62	3.60	3.63	.863
I love the destination that has lots of attractions.	3.89	3.75	3.98	.175
I prefer accommodation located near nightspots.	2.43	2.55	2.35	.356
I prefer to pay a higher hotel price if it makes me feel more convenient	3.56	3.60	3.53	.740
I love to do lots of activities rather than stay in the hotel.	3.94	3.95	3.93	.937
I love accommodation that make me feel safe	4.40	4.43	4.38	.817
I prefer to pay more on transportation if it makes me feel more convenient.	3.10	3.25	3.00	.241

In term of tourism attributes, author also uses comparisons of column mean output to analyze the difference between LGBT and heterosexual respondents. From the table, it can be illustrated that there is a little difference between LGBT and heterosexual. The highest difference in mean score is interesting attractions. Both LGBT (mean score 4.13) and heterosexual people (mean score 4.35) somewhat agree with interesting attractions when they decide to choose their favorite destination. However, if we look at the p-value in the Sig (2-tailed) column, the number is shown .148 which is higher than .05. So, it can be interpreted that LGBT and heterosexual are not significantly different in terms of choosing interesting attractions as one of tourism attributes.

**Table 4.11 Sexual preference and travel attributes**

	Sexual preference			Sig. (2-tailed)
	Total	LGBT	Heterosexual	
	Mean	Mean	Mean	
Interesting attractions	4.26	4.13	4.35	.148
Good quality of accommodation	3.75	3.80	3.72	.636
Atmosphere	4.16	4.20	4.13	.676
Native people	3.42	3.30	3.50	.285
Interesting festival	3.17	3.25	3.12	.542
Full of activities	3.57	3.60	3.55	.803
Easy transportation	4.07	4.18	4.00	.298
Decent level of safety	4.23	4.23	4.23	.954
Climate preference	3.94	4.00	3.90	.550

The last one is about reasons to travel, the result illustrate that there is no difference between LGBT and heterosexual. More than 70 percent of LGBT and 50 percent of heterosexual travel because of relaxation.



**Table 4.12 Reason to travel and sexual preference**

Reasons to travel						
Sexual preference			Frequency	Percent	Valid Percent	Cumulative Percent
LGBT	Valid	Relaxation	29	72.5	72.5	72.5
		Sightseeing	10	25.0	25.0	97.5
		Go shopping	1	2.5	2.5	100.0
		Total	40	100.0	100.0	
Heterosexual	Valid	Relaxation	34	56.7	56.7	56.7
		Learn new cultures	6	10.0	10.0	66.7
		Sightseeing	16	26.7	26.7	93.3
		Eating explorer	1	1.7	1.7	95.0
		Adventure (hiking, biking, kayaking, etc.)	2	3.3	3.3	98.3
		Other	1	1.7	1.7	100.0
		Total	60	100.0	100.0	

#### 4.4 Travel destination among LGBT and heterosexual

The first research question about travel destination preference of LGBT will be answered in this part. The output demonstrates that popular destinations among LGBT people are Prague, Czech Republic and New York, United States at 22.5 percent each. If we compare the result below with the survey of LGBT travel destination 2015 in literature review, it indicated that New York is the most popular destination among LGBT people. The results from these two studies are in agreement. On the other hand, favorite destinations among heterosexual respondents are Tokyo, Japan (28.3 percent) and London, United Kingdom (23.3 percent) respectively.

**Table 4.13 Travel destination and sexual preference**

From top 12 trip destinations, please select the destination that you like the most.						
Sexual preference		Frequency	Percent	Valid Percent	Cumulative Percent	
LGBT	Valid	Marrakech, Morocco	3	7.5	7.5	7.5
		Istanbul, Turkey	2	5.0	5.0	12.5
		Prage, Czech Republic	9	22.5	22.5	35.0
		London, United Kingdom	5	12.5	12.5	47.5
		New York, United Stated	9	22.5	22.5	70.0
		Sydney, Australia	1	2.5	2.5	72.5
		Amsterdam, Netherlands	3	7.5	7.5	80.0
		Tokyo, Japan	8	20.0	20.0	100.0
		Total	40	100.0	100.0	
Heterosexual	Valid	Marrakech, Morocco	1	1.7	1.7	1.7
		Siem Reap, Cambodia	3	5.0	5.0	6.7
		Istanbul, Turkey	3	5.0	5.0	11.7
		Prage, Czech Republic	9	15.0	15.0	26.7
		London, United Kingdom	14	23.3	23.3	50.0
		New York, United Stated	4	6.7	6.7	56.7
		Sydney, Australia	2	3.3	3.3	60.0
		Amsterdam, Netherlands	3	5.0	5.0	65.0
		Rio de Janeiro, Brazil	4	6.7	6.7	71.7
		Tokyo, Japan	17	28.3	28.3	100.0
		Total	60	100.0	100.0	

#### 4.5 Information search among LGBT and heterosexual

To answer the last research question, there is no difference between LGBT and heterosexual respondents in aspect of the source of travel information. More than 60 percent of LGBT and 45 percent of heterosexual people search travel information from Pantip website. To be precise about the other sources of travel information among LGBT, they search the information from travel book for each region, amazingthailand.com, neekrung.com, Painaidee, EDT Guide or travel guidebook for each country.

**Table 4.14 Travel information source and sexual preference**

Where do you find travel information most often?						
Sexual preference			Frequency	Percent	Valid Percent	Cumulative Percent
LGBT	Valid	Friends	4	10.0	10.0	10.0
		Pantip website	25	62.5	62.5	72.5
		Travel blog/website	9	22.5	22.5	95.0
		Other	2	5.0	5.0	100.0
		Total	40	100.0	100.0	
Heterosexual	Valid	Family	1	1.7	1.7	1.7
		Friends	5	8.3	8.3	10.0
		Acquaintances	3	5.0	5.0	15.0
		Magazine	1	1.7	1.7	16.7
		Pantip website	27	45.0	45.0	61.7
		Travel blog/website	23	38.3	38.3	100.0
		Total	60	100.0	100.0	

#### 4.6 Relationship between sexual preference and type of travel destination

Respondents were asked about destination type that they prefer to travel from the lists. The result shows that preferences for nightspot destinations is a significant difference between LGBT and heterosexuals (at Chi-square test p-value equal to .041). Among respondents who choose night spot as a destination, 70 percent is LGBT and 30% is heterosexual people. However, number of people who choose night spot are only 10% percent comparing to 90% who do not choose.

#### 4.7 Relationship between sexual preference and sharing experience

The way LGBT and heterosexual sharing their experiences after travelling are significantly different. The output from doing Cross-tabulation illustrates that among respondents who prefer to share the experience via public discussion forum, e.g. Pantip, Trip advisor, are LGBT at 66.7 percent comparing with heterosexual people at 33.3% (Chi-square test p-value equal to .044). However, among LGBT respondents, there are only 20 percent who prefer to share their experience via public discussion forums.

## **CHAPTER V**

### **CONCLUSIONS**

This thematic paper aims to understand travel behaviors and destination preferences among the LGBT population in Thailand and to find out whether LGBT and heterosexual are different in terms of travel preferences or not. The purpose of this study can be divided into three main issues.

1. To explore travel behaviors and destination preferences among LGBT in Thailand, in comparison to heterosexuals to find any differences
2. To define influential factors related to LGBT's purchasing criteria.
3. To recommend useful key finding from the study for travel industry to develop marketing plans targeted at the LGBT group.

#### **5.1 Conclusion**

Research questions were developed to answer three purposes of thematic paper. The questions can be shown and answered as following.

##### **5.1.1 What are the travel behaviors and destinations that LGBT prefer?**

**Is it different from heterosexual people?** From research findings, the results illustrate that LGBT people prefer to travel with couple/spouse and friends while heterosexual people like to travel with couple/spouse and family. For other factors, there are no significant differences between LGBT and heterosexual people in term of spending per trip, length of trip, trip frequency and type of trip purchase.

For travel destinations, results from research findings are in agreement with the literature review that LGBT people choose New York, United States as their preferred dream destination. However, there is another destination that LGBT prefer to travel to, which is Prague, Czech Republic. On the other hand, heterosexual people prefer to choose Tokyo, Japan followed by London, United Kingdom as a favorite destination.

Apart from country preference, location of destination is also different between LGBT and heterosexual people. The result shows that LGBT people prefer to choose nightspots as a travel destination more than heterosexual people. This issue is quite similar to the literature review that hotel environment surrounded by gay space is a significant positive influence on their hotel experiences and also positively affect overall satisfaction.

**5.1.2 What is the most important criteria for the purchase of tourism products for LGBT?** The results from the finding demonstrate that LGBT people are likely to choose tourism products especially accommodations that provide many facilities (pool, fitness, spa) and staff that do not discriminate their guests based on gender or other personal information. Furthermore, these results are similar to that literature review that LGBT people concern about the awareness of hotel staff members to recognize that they are gay or lesbian couple, and hope to be treated the same as heterosexuals. However, regarding to research finding about safety issues, LGBT are not different from heterosexuals. Both groups need to feel safe when they stay in accommodation. So, this issue does not match with the literature review findings that were mentioned in chapter two.

For tourism attributes, there are also no differences between LGBT and heterosexual. Both of them somewhat agree to choose travel destinations by interesting attractions, atmosphere, easy transportation and decent level of safety.

**5.1.3 Is searching for travel information of LGBT people different from heterosexual people?** There is no difference between LGBT and heterosexual respondents in aspect of the source of travel information. Both LGBT and heterosexual people search travel information from Pantip website, followed by other travel blog/websites such as TripAdvisor.

## **5.2 Recommendations**

Although the findings of this study specifically focus on a niche market, this research has important implications for marketers in the travel industry or other related fields to understand more about LGBT people. It could help marketers or travel business

owners know how to treat and attract specific customers. So, it can help them offer the right product or service to the right target group (LGBT), or even plan a new campaign to serve LGBT needs. According to the finding, suppose we are in hotel business. To make LGBT people more satisfied with hotel services, the manager should train hotel staffs to treat LGBT the same as others and should not discriminate their guests by gender when providing service. Number of facilities in hotel is also important for basis features to appeal LGBT people. The more facilities are provided, the more LGBT people choose to stay in the hotel. Moreover, the hotel can advertise a campaign promotion via Pantip website or travel blogs in order to reach the target consumers. Therefore, it's obviously seen that the finding can be resources of information for developing business plan in many point of views.

### **5.3 Limitations and suggestions for future research**

The scope of this study provides travel behaviors and destination preferences among LGBT people in Thailand. The findings show that there are many results similar to literature review which most of them based on qualitative method, but some results are not the same. The problem could be the number of respondents or research method (quantitative) that we cannot explore in-depth details in some topics. The limitations of this thematic paper and suggestions can be described as following.

1. Time constraint is the important issue for selecting method of collecting data and the number of respondents. In this research, the author used an online questionnaire survey by sharing the document via Facebook, Line and Pantip website (Blue Planet). The number of respondents is 100 people which consist of 40 LGBT and 60 heterosexual people. It can be seen that the number of LGBT respondents is less than heterosexuals and a relatively small amount. Therefore, this survey might not represent all LGBT people in Thailand. However, it can be suited as preliminary data for a group of LGBT people in order to know how they think and behave. Moreover, quantitative method was used for interpreting the data. So, the results have only statistical test for certain group of data which did not have in-depth details and insightful information from LGBT as qualitative method can do.

2. According to the conclusion of main variables from literature review and conceptual framework, the research findings cover only preliminary information of ‘The Buyer Decision Process’. There are some processes that need to explore more in future study. For ‘Post Purchase’ stage, the questionnaire asks respondents about how they share experiences after travelling but did not ask about the differences of sharing between positive and negative experiences. This point should be developed more in the future study. For ‘Evaluation of Alternative’ and Purchase Decision stages, these two stages need more information about respondents attitudes because at these stages can be influenced by product attributes, attitudes of others, situation factors or even intuitive of buyers. As a result, quantitative research cannot explain all details.

For future research in this topic area, researchers should collect more data from a larger number of respondents and setting a quota for each group of LGBT in order to precisely interpret their behaviors. In addition, research methods should be applied in many different ways, such as focus groups or in-depth interviews to understand more in-depth about LGBT people in various aspects.

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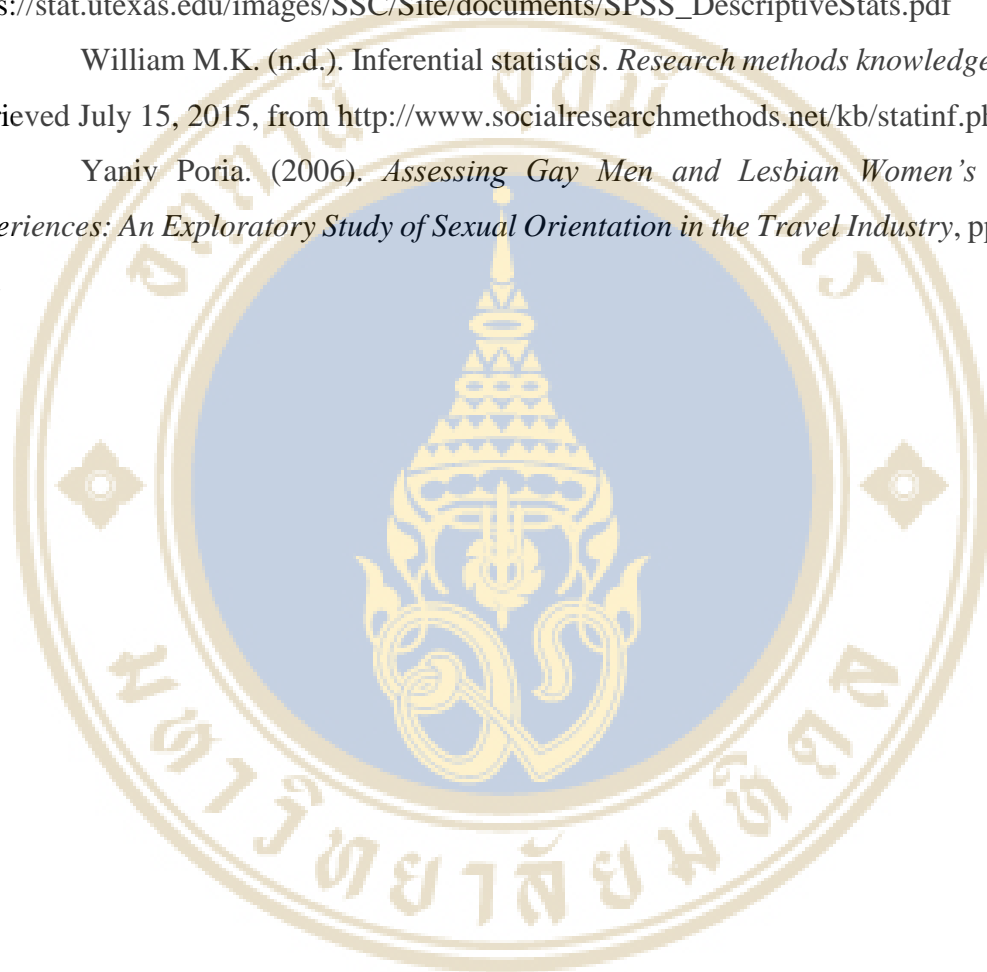
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## APPENDIX A: Questionnaire

**This survey aims to compare travel behaviors and destination preferences between LGBT and heterosexual in Thailand in order to recommend useful key finding from the study for travel industry to develop marketing plan. The survey will take 10-15 minutes to complete.**

**This survey is a part of the Master degree thematic paper at College of management, Mahidol University. Your answers will be kept confidential and used for research purpose only.**

Please put a ✓ in the space for your answer.

### **Section1: Screening Question**

**Did you travel for vacation or leisure in past three month?**

Yes

No

**Where was the last place you travelled to?**

.....

### **Section2: General information**

**How often do you travel? (Choose only one answer)**

once a year

once in 6 months

once in 3 months

every month

every week

**On average, what is the length of your trip?**

One day

2-3 days

4-5 days

5-6 days

- 7-8 days
- 8-9 days
- More than 10 days

**With whom, do you travel most often?**

- Alone
- Couple/Spouse
- Friends
- Family
- Travel companion from online

**What kinds of trip purchase do you like the most?**

- Travel with tour guide
- Self-reliant travel on package
- Self-reliant travel on self-service booking
- Self-reliant travel with last minute booking
- Other, please specify \_\_\_\_\_

**On average, how much do you spend per trip (including all expenses)?**

- Less than 5,000 Baht
- 5,001-10,000 Baht
- 10,001-20,000 Baht
- 20,001-30,000 Baht
- 30,001-40,000 Baht
- 40,001-50,000 Baht
- 50,001-60,000 Baht
- 60,001-70,000 Baht
- 70,001-80,000 Baht
- More than 80,000 Baht

### **Section3: Specific Question**

**Which is the top reason why you travel? (Choose only one answer)**

- Relaxation
- Learn new cultures
- Sightseeing
- Go shopping
- Eating explorer
- Adventure (hiking, biking, kayaking, etc.)
- Attend to particular festival
- Other, please specify.....

**What kind of travel destination does you like the most? (Check all that apply)**

- Mountain sites
- Beach/seaside
- Rural area
- Historically significant places
- Nightspot
- Outdoor/active/extreme activities
- Town/Cities
- Deserts
- Other, please specify\_\_\_\_\_

**Where do you find travel information most often? (Choose only one answer)**

- Family
- Friends
- Acquaintances
- Advertising, please specify.....
- Magazine, please specify.....

- Travel event, (e.g. ThaiTeawThai) please specify.....
- Pantip website
- Travel blog/website, please specify.....
- Other, please specify\_\_\_\_\_

**What kind of travel destination dos you like the most? (Choose only one answer)**

- Domestic destination in Thailand
- ASEAN countries (e.g. Laos, Myanmar, Malaysia, Singapore)
- European countries (e.g. UK, France, Italy, Poland, Norway)
- Middle-east (e.g. UAE, Dubai, Qatar, Turkey, Jordan)
- North America (47 + 3 states of USA, Canada)
- South America (e.g. Brazil, Chile, Argentina, Peru, Bolivia)
- Africa (e.g. South Africa, Egypt, Nigeria, Libya, Sudan, Kenya)
- Green Land
- Australia, New Zealand and Oceania
- Antarctica

<b>Please rate the importance of the following statements when you decide to choose tourism products.</b> (1 = Strongly Disagree, 2 = Somewhat Disagree , 3= Neutral , 4= Somewhat Agree, 5 = Strongly Agree )	<b>Strongly Disagree</b>	<b>Somewhat Disagree</b>	<b>Neutral</b>	<b>Somewhat Agree</b>	<b>Strongly Agree</b>
I prefer to choose a beautiful attraction (e.g. famous landmark in city; Eiffel Tower, The TajMahal) as my destination.	1	2	3	4	5
I prefer luxury accommodation and services when I travel, and I am willing to spend above average prices for it	1	2	3	4	5
I choose travel destination that is trendy in social media	1	2	3	4	5
I choose the destination from recommendations by others (e.g. friends, website)	1	2	3	4	5
I like the destination that I can confidently express myself	1	2	3	4	5

I love the destination that has lots of attractions	1	2	3	4	5
I love to do lots of activities rather than stay in the hotel	1	2	3	4	5
I love to travel to a place that makes me feel peaceful	1	2	3	4	5
I prefer staying in budget accommodation and to use low-cost travel services, so I can travel more often	1	2	3	4	5
I prefer accommodations with staffs that do not discriminate their guests based on gender or other personal information	1	2	3	4	5
I choose the accommodation based on its beautiful design	1	2	3	4	5
I prefer accommodation with friendly staff	1	2	3	4	5
I like accommodation that provides many facilities (pool, fitness, spa)	1	2	3	4	5
I love accommodation that make me feel safe	1	2	3	4	5
I prefer accommodation located near nightspots	1	2	3	4	5
I prefer to pay a higher hotel price if it makes me feel more convenient	1	2	3	4	5
I prefer reasonable travel costs , or value for money, rather than luxury at higher prices	1	2	3	4	5
I prefer to pay more on transportation if it makes me feel more convenient	1	2	3	4	5

### How do you like to share your travel experiences?

- I do not like to share the experiences
- I like to post the experience via social media among friends
- I like to share the experience via public discussion forum e.g. Pantip, Trip advisor
- I like to share in my own personal blog
- Other, please specify.....



**From 12 destinations, please select the destination that you like the most.**

- Marrakech, Morocco
- Siem Reap, Cambodia
- Istanbul, Turkey
- Hanoi, Vietnam
- Prague, Czech Republic
- London, United Kingdom
- New York, United States
- Sydney, Australia
- Amsterdam, Netherlands
- Rio de Janeiro, Brazil
- Buenos Aires, Argentina
- Tokyo, Japan

**Please rank number 1 to 3 of the following attribute when you decide to choose (the most favorite destination) as above. (1 is the most preferred, 3 is the third preferred)**

- Interesting attractions
- Good quality of accommodation
- Atmosphere
- Native people
- Interesting festival
- Full of activities
- Easy transportation
- Decent level of safety
- Climate preference

### **Section3: Demographic Question**

**This final section asks for descriptive information about you. You may rest assured that this information will be kept in the strictest of confidence and will be used only for statistical purposes.**

**What is your sexual preference?**

- Lesbian (a woman whose sexual orientation is to women)
- Gay man (a man whose sexual orientation is to man)
- Bisexual (a person who is sexually attracted to both sexes)
- Transgender (Identifying as or having undergone medical treatment to become a member of the opposite sex)
- Straight male
- Straight female

**What age group do you belong to?**

- Less than 20 years old
- 21 – 30
- 31 – 40
- 41 – 50
- 51 – 60
- More than 60 years old

**What is your highest level of education?**

- High school
- Undergraduate
- Post graduate degree
- Ph.D.
- Other (please specify) \_\_\_\_\_

**What is your monthly personal income?**

- Less than 20,000 Baht
- 20,001 – 30,000 Baht
- 30,001 – 40,000 Baht
- 40,001 – 50,000 Baht
- 50,001 – 60,000 Baht
- More than 60,000 Baht

**What is your marital status?**

- Single
- Living common law
- Engaged
- Married
- Separated
- Divorced
- Widowed

**Which is the best describe your current job?**

- Government employee
- Company employee
- Business Owner
- Freelance
- Student
- Housewife/Husband
- Other (please specify) \_\_\_\_\_

**APPENDIX B: Frequency Table**

<b>Age</b>						
Sexual preference			Frequency	Percent	Valid Percent	Cumulative Percent
LGBT	Valid	21-30	21	52.5	52.5	52.5
		31-40	19	47.5	47.5	100.0
		Total	40	100.0	100.0	
Heterosexual	Valid	Less than 20 years old	1	1.7	1.7	1.7
		21-30	30	50.0	50.0	51.7
		31-40	23	38.3	38.3	90.0
		41-50	4	6.7	6.7	96.7
		51-60	2	3.3	3.3	100.0
		Total	60	100.0	100.0	

<b>Education</b>						
Sexual preference			Frequency	Percent	Valid Percent	Cumulative Percent
LGBT	Valid	Undergraduate	24	60.0	60.0	60.0
		Post graduate degree	14	35.0	35.0	95.0
		Ph.D.	2	5.0	5.0	100.0
		Total	40	100.0	100.0	
Heterosexual	Valid	High school	2	3.3	3.3	3.3
		Undergraduate	28	46.7	46.7	50.0
		Post graduate degree	27	45.0	45.0	95.0
		Ph.D.	2	3.3	3.3	98.3
		Other	1	1.7	1.7	100.0
		Total	60	100.0	100.0	

Income						
Sexual preference			Frequency	Percent	Valid Percent	Cumulative Percent
LGBT	Valid	Less than 20,000 baht	4	10.0	10.0	10.0
		20,001 – 30,000 baht	15	37.5	37.5	47.5
		30,001 – 40,000 baht	5	12.5	12.5	60.0
		40,001 – 50,000 baht	3	7.5	7.5	67.5
		50,001 – 60,000 baht	2	5.0	5.0	72.5
		More than 60,000 baht	11	27.5	27.5	100.0
		Total	40	100.0	100.0	
Heterosexual	Valid	Less than 20,000 baht	6	10.0	10.0	10.0
		20,001 – 30,000 baht	14	23.3	23.3	33.3
		30,001 – 40,000 baht	12	20.0	20.0	53.3
		40,001 – 50,000 baht	10	16.7	16.7	70.0
		50,001 – 60,000 baht	7	11.7	11.7	81.7
		More than 60,000 baht	11	18.3	18.3	100.0
		Total	60	100.0	100.0	

Marital status						
Sexual preference			Frequency	Percent	Valid Percent	Cumulative Percent
LGBT	Valid	Single	37	92.5	92.5	92.5
		Living common law (two people live together but are not legally married to each other)	3	7.5	7.5	100.0
		Total	40	100.0	100.0	
Heterosexual	Valid	Single	51	85.0	85.0	85.0
		Living common law (two people live together but are not legally married to each other)	2	3.3	3.3	88.3
		Married	7	11.7	11.7	100.0
		Total	60	100.0	100.0	

Current job						
Sexual preference			Frequency	Percent	Valid Percent	Cumulative Percent
LGBT	Valid	Government employee	3	7.5	7.5	7.5
		Company employee	25	62.5	62.5	70.0
		Business Owner	6	15.0	15.0	85.0
		Freelance	1	2.5	2.5	87.5
		Student	3	7.5	7.5	95.0
		Housewife/Husband	1	2.5	2.5	97.5
		Other	1	2.5	2.5	100.0
		Total	40	100.0	100.0	
Heterosexual	Valid	Government employee	4	6.7	6.7	6.7
		Company employee	37	61.7	61.7	68.3
		Business Owner	11	18.3	18.3	86.7
		Freelance	4	6.7	6.7	93.3
		Student	3	5.0	5.0	98.3
		Other	1	1.7	1.7	100.0
		Total	60	100.0	100.0	

## APPENDIX C: Cross-tabulation

- sexual preference and type of travel destination

		Sexual preference			Total
		LGBT	Heterosexual		
I like to share the experience via public discussion forum e.g. Pantip, Trip advisor	No	Count	32	56	88
		% within I like to share the experience via public discussion forum e.g. Pantip, Trip advisor	36.4%	63.6%	100.0%
		% within Sexual preference	80.0%	93.3%	88.0%
	Yes	Count	8	4	12
		% within I like to share the experience via public discussion forum e.g. Pantip, Trip advisor	66.7%	33.3%	100.0%
		% within Sexual preference	20.0%	6.7%	12.0%
Total	Count	40	60	100	
	% within I like to share the experience via public discussion forum e.g. Pantip, Trip advisor	40.0%	60.0%	100.0%	
	% within Sexual preference	100.0%	100.0%	100.0%	

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.040 <sup>a</sup>	1	.044		
Continuity Correction <sup>b</sup>	2.876	1	.090		
Likelihood Ratio	3.961	1	.047		
Fisher's Exact Test				.061	.046
Linear-by-Linear Association	4.000	1	.046		
N of Valid Cases	100				

- **Cross-tabulation : sexual preference and sharing experience**

			Sexual preference		Total
			LGBT	Heterosexual	
Nightspot	No	Count	33	57	90
		% within Nightspot	36.7%	63.3%	100.0%
		% within Sexual preference	82.5%	95.0%	90.0%
	Yes	Count	7	3	10
		% within Nightspot	70.0%	30.0%	100.0%
		% within Sexual preference	17.5%	5.0%	10.0%
Total	Count	40	60	100	
	% within Nightspot	40.0%	60.0%	100.0%	
	% within Sexual preference	100.0%	100.0%	100.0%	

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.167 <sup>a</sup>	1	.041		
Continuity Correction <sup>b</sup>	2.894	1	.089		
Likelihood Ratio	4.097	1	.043		
Fisher's Exact Test				.084	.046
Linear-by-Linear Association	4.125	1	.042		
N of Valid Cases	100				