

**THE ANALYSIS OF PUSH AND PULL MOTIVATION FACTORS
FOR FOREIGNERS VISITING THAILAND:
A CASE STUDY OF PHUKET**



**A THEMATIC PAPER SUBMITTED IN PARTIAL
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entitled
**THE ANALYSIS OF PUSH AND PULL MOTIVATION FACTORS
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A CASE STUDY OF PHUKET**

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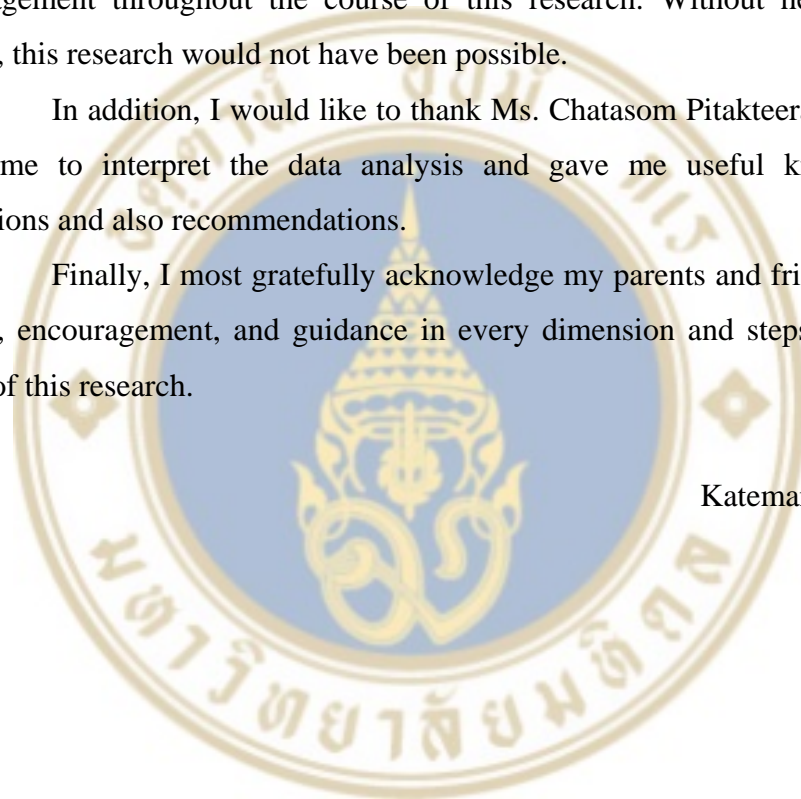
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THE ANALYSIS OF PUSH AND PULL MOTIVATION FACTORS FOR FOREIGNERS VISITING THAILAND: A CASE STUDY OF PHUKET

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ABSTRACT

The purpose of this study is to understand and describe push and pull motivation factors of foreigners who visit Thailand, particularly in Phuket province in order to know the key factors that affect their decision making. Also, both intrinsic and extrinsic factors are included and revealed in the study. This research uses quantitative approach with total of 80 respondents by distributing questionnaires survey at Suvarnabhumi International Airport.

The finding of this research concludes that the main internal motivation factor of foreigners' decision is relaxation in which they want to take a rest and get some relaxation in other places and countries. On the other hand, the most extrinsic factor toward their decisions coming to Phuket is it is quite easy to access and affordable in Phuket. In addition, the research shows that foreigners do not emphasize on variety seeking in Phuket much in which the result shows that there is no relationship of variety seeking toward their decisions. Therefore, foreign tourists tend to make decision in travelling based on mentioned factors.

As a result, this research would assist tourist industry to understand and determine foreigners' decision making factors in order that stakeholders in Phuket can use this research to attract more visitors which can lead to better and continuously growth of economic in Thailand.

KEY WORDS: Push motivation / Pull motivation / Foreigners / Phuket

42 Pages

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CHAPTER I

INTRODUCTION

1.1 Introduction of the study

Tourism is one of the fastest growing industries in the world; it is not only creating higher revenues for the country, but also benefiting many groups in the society such as government, local community, business investors, and etc. More than half of service exports are generated by Travel & Tourism in Spain, Malaysia, the UAE, South Africa, Peru, Mexico, Thailand, Turkey and Jamaica. (www.wttc.org).

Thailand is one of the amazing Kingdoms, a destination with many iconic tourist attractions such as featuring Buddhist temples, exotic nature, mountains, and spectacular islands. Along with an attractive history and a unique culture that include enjoyable Thai food and massage, Thailand features a modern capital city, and friendly people who epitomize Thailand's "Land of Smiles" reputation (www.tourismthailand.org).



Figure 1.1 Thailand GDP Impact by Industry indicated by \$US billion (2014 prices)

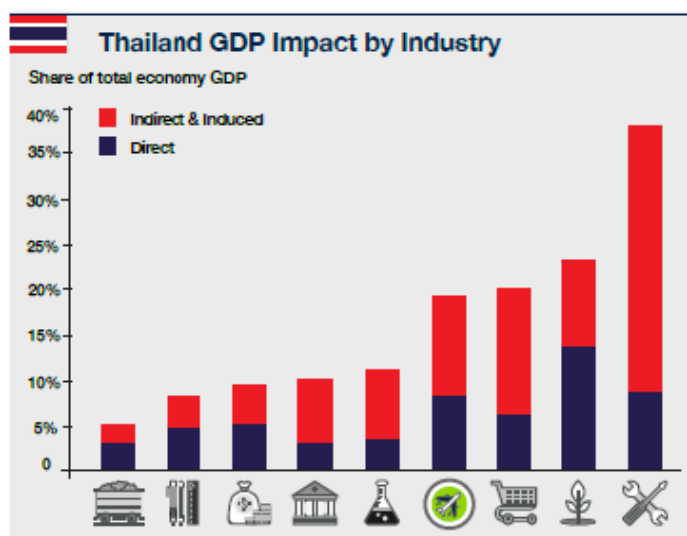


Figure 1.2 Thailand GDP Impact by Industry indicated by share of total economy

According to World Travel & Tourism Council, \$US 72 billion of Thailand's GDP has been generated from Travel & Tourism industry in 2014 and it is counted to be 19.3% based on its direct, indirect and induced GDP impact. Most tourists come to visit Thailand for vacation and most attractive places are in the Southern part of Thailand, particularly Phuket province.

Phuket is an island in the southern region of Thailand, which has long been established as one of the most popular foreigner tourist destinations. It is also one of Andaman area provinces and has become a very well-known holiday destination for sun, sand, and sea. There are around 11 million tourists visiting Phuket and it generates revenue to 259 million Baht in 2014 (www.phuket.nso.go.th). Furthermore, it tends to attract more foreigners in the next year due to an increasing of economy growth and Travel & Tourism industry has become increasingly a future trend.

The most common travel motives have generally been determined as the push and pull motivation factors by Crompton (1979). According to the theory of push and pull motivations, there are two key forces that drive a tourist's choice of destination. The first force is push factor that pushes a tourist away from home which generates the desire to go and be somewhere else apart from home. The second force is pull factor, the characteristics and qualities of the destination that attract a tourist towards it.

1.2 Research Objectives

The purpose of this study is to analyze the push and pull motivation factors that influence foreigners to visit Phuket, Thailand. In this research, I emphasize on push and pull motivation factors which can be mentioned in the details as follow:

1. To analyze the primary push factors in term of knowledge, prestige, enhancing relation, and relaxation that motivates foreigners to visit Phuket, Thailand
2. To examine the primary pull factors in term of events and activities, natural resource, cost, variety seeking, and easy access and affordable that motivates foreigners to visit Phuket, Thailand

1.3 Statement of Problems

This study is to analyze and evaluate the push and pull motivation factors. Therefore, the research questions have been developed as follow:

1. What are the push motivation factors in term of knowledge, prestige, enhancing relation, and relaxation that influence foreigners to visit Phuket, Thailand?
2. What are the pull factors in term of events and activities, natural resource, cost, variety seeking, and easy access and affordable that influence foreigners to visit Phuket, Thailand?

1.4 Scope and Limitations of Study

This study focuses on the push and pull motivation factors that influence foreigners visiting Phuket, Thailand. The respondents are given a survey questionnaire by convenient sampling. The data gathering is limited only 80 foreigners' tourism within Suvarnabhumi International Airport as the sample size of this study. There are many foreign tourists visiting Thailand so it is impossible to collect data from all populations. Also, the limitation of language skills can be an obstacle in communication since most of them mainly speak their native languages like Spanish, German, French, or Japanese, while their English is sometimes very limited.

1.5 Definition of Terms

The following terms are used in this study. The push and pull motivations and theories are the basis for definitions.

Tourists

Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes (World Tourism Organization, 2011).

Motivation

Motivation is a situation which drives an individual towards an action that is likely to bring satisfaction (Moutinho, 2000).

Push Motivation

Push factors describe the drive of an individual to participate in specific activities, or the internal “igniter” that propels an individual to take actions (Crompton, 1979).

Pull Motivation

Pull factors are the forces that attract an individual to choose a specific product or service (Li et al., 2013). Kassean and Mauritius (2013) indicates that destinations should provide distinct and unique attractions to visitors regarding pull factors.

Decision Making

Decision-making is the process of identifying and choosing alternatives based on the values and preferences of the decision-maker (Kahneman, 2000).

CHAPTER II

REVIEW OF LITERATURE

This chapter consists of reviewing literature related in building up a conceptual framework. The first sections describe the theory of push and pull motivation factors. The second part discusses on the literature and previous research related to this study. The last one identifies the push and pull motivation factors leading on tourism decision making and relationship among those factors.

2.1 Theory of Motivation

There are many researchers defining the concept of motivation theory. The motivation theory is usually operationalized as a set of human needs which generally arise from internal factors and some built from external factors to serve their needs. Beerli and Martin (2004) mentions that motivation is the need that desires an individual to act in certain ways to achieve the desired satisfaction.

The Maslow's Hierarchy need theory (1943) has been broadly accepted and used to explain travel behavior. Initially, tourists are motivated by physiological needs, but in the different experienced travelers, many of them use their travel experience to develop different higher-level motives. Yoon and Uysal (2005) mention that tourism model is related to human beings and human natures, it is always a complex structure to examine why people travel and what they want to enjoy. Gartner (1996) also supports that the previous experiences are commonly used when exploring motivations for travel.

Tourism is an industry for people who are looking for something different and they want to travel as valuable customers (Jung, 1993). Also, tourism has been described as "The activities of people travelling to stay in places outside their usual environment for not more than a year for leisure, business, and other purposes" (World Tourism Organization, 2007). In tourism segmentation has generally meant using

either motivations (Bieger and Laesser, 2002), benefits (Molera and Albaladejo, 2007) or attitudes, interests and opinions (Gonzalez and Bellow, 2002).

The past literature on tourist motivation also indicates that the analysis of motivations base on the two dimensions of push and pull motivation factors (Yuan & McDonald, 1990; Uysal & Hagan, 1993). Jang and Cai (2002) also define push factors referring to internal environment that leads people to travel, while pull is regarded about the external environment or factors in destination that drive tourists' to identify when, where, why and how they travel. The reason behind push and pull motivation factors is that people travel because they are driven by their own internal factors and pulled by external factors of destination attributes. Push factors have been useful for explaining the desire to go for vacation, while pull factors have been usually explained the choice of destination (Goossens, 2000).

Tourism motivations are characteristics of individuals that influence the choice of destinations, and the effects of motivation influence of this nature on an individual have also been considered as push factors (Kim, and Lee, 2002). Hanqin and Lam (1999) mention that five push factors are identified as knowledge, prestige, and enhancement of human relationship, relaxation and novelty. Six pull factors are hi-tech image, expenditure, accessibility, service attitude and quality, sightseeing variety, and cross cultural links to group.

2.1.1 Push Motivation Factors

Crompton (1979) describes push factors in which are factors that drive an individual to participate in specific activities, or the internal that pushes an individual to take actions. The push factors or motives are regard specific or explaining the desire that influence people to take vacation and the travel motivation classified as one significant study of tourism researchers to better improve tourists' behavior. Wearing (2001) mentions that push factors are the internal and psychological forces, which leads an individual to seek a volunteer tourism experience.

Push motivation factors emphasize reasons that tourists choose one place over another, based on experiences and activities available (Ryan, 1991) and the push motivation factors also include common themes such as escape, novelty, social interaction, and prestige (Prayag and Ryan, 2010). Kim and Prideaux (2005) define the

keys that drive the inner of traveler are escape, rest, relaxation, adventure, prestige, health and fitness, and social intention. The push factors are internal drives or the desires for travel such as the need of escape, the need for novelty, or the need for self-esteem (Dann, 1981).

2.1.2 Pull Motivation Factors

Pull factors are the forces that attract an individual to indicate a specific product or service (Li Miao and Wei Wei, 2013). Kassean and Mauritius (2013) claim that destinations should provide distinct and unique attractions to visitors regarding pull factors such weather, climate, landscape and Jiang (2014) indicates the attractive factors are unique, modernized, friendly, and convenient destination. Also, the accommodation types are pull factors including commercial homes, bed and breakfasts, and guest houses (Gunadekaran and Anandkumar, 2012). From Crompton (1979), the pull factors are motives influenced by the destination rather than developing exclusively from within the traveller himself. The pull motivation factors may be different for each tourist, but include destination amenities and attributes such as nightlife, natural, and cultural attractions, and social and physical facilities, that influence in the choice of destination (Prayag and Ryan, 2010).

Jung (1993) considers price, convenience, status or prestige, dreams, destination, excitement, customer service, and need-fulfillment have an important role in decision making to travel. Dann (1981) indicates the pull factors are the attractiveness of travel destinations which motivate tourists to visit such as beaches, shopping centers, or friendliness of locals.

2.2 Related Literature Review

Muller (1995) states three factors that affect travelers' post-visit attitudes, which are security, recreational elements, and avoidance. Weaver, McCleary, Lepisto, and Damonte (1994) define seven attributes considered importance in selecting destination for vacation: life style stimulation, stress-coping strategies, price consciousness, novelty-seeking behavior, impulsiveness, the importance of

convenience, social information seeking behavior, fashion consciousness, quality consciousness, and various types of shopping behavior.

Gilbert and Terrata (2001) state that Japanese tourists travel to the UK for the purpose of appreciating nature and scenery, historical sites and architecture, local cuisine and favorite foods, rest and relaxation, shopping, different experience, objective self-examination, and self-enhancement. Japanese tourists rank escape a common trigger for travel. Lists also are the image of countryside, history, culture, tradition/custom, safety, and novelty. Heung, Qu, and Chu (2000) state five vacation factors that affect Hong Kong – bound Japanese travelers, which are: benefits seeking, attractions and climate, cosmopolitan city, exploration, and dream fulfillment.

Cai, et al. (1999) describes that Mainland, Chinese tourists to Singapore, Malaysia, and Thailand (SMT) are motivated by sightseeing, visiting friends and relatives, attending meeting/exhibition, business/academic exchange, and visiting partners/colleagues. Liu (1998) mentions that the outbound industrial practitioners of Chinese business have observed that SMT's (Singapore, Malaysia and Thailand) attributes attracts to the Chinese tourists including cleanness and garden city of Singapore, casinos in Genting, Malaysia, sex in Thailand, shopping for imitated Swiss watches in Malaysia, imitated Japanese-brand cameras in Singapore, and precious natural stone. However, the most attractive element of SMT itineraries is the affordability.

Furthermore, Qu and Li (1997) states that the most important attributes Hong Kong- bound mainland Chinese tourists thought are: accessibility, safety, and ease of applying travel documents. Cai, et al. (2001) states that the US-bound Chinese tourists like shopping, dining, city sightseeing, visiting historical sites, amusement and theme parks, national park, and casinos/gambling, Chen (1998) also concludes that the U.S.-bound Mainland Chinese tourists like shopping, gambling, and watching shows. Chen (1998) says that there are several types of travel to the United States, mainland Chinese tourists come to the States for business, visiting friends and relatives, cultural exchange, studying, working, and scholars' visiting.

Bashar and Abdelnaser (2011) have conducted the study as “An investigation into motivational factors that influencing foreign tourists' to visit Jordan push and pull factors”. The main objective of this study is to analyze what are the

travel motivations that influence those tourists to visit such place. The researcher conduct a tourist motivation research by using push and pull factors and the questionnaire is applied as research instrument which researcher collects the data from 58 tourists who had travelled to Jordan. The descriptive analysis has been applied to determine travel motivational behavior. The results have shown that there are many push and pull factors that motivate foreign tourist to visit Jordan and one of the push factors are “Getting a change from a busy job” and “Indulging in luxury” while the pull factor is “Personal safety”.

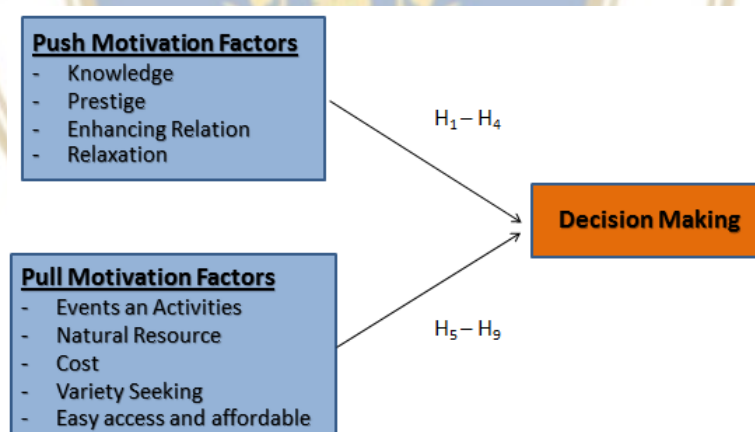
Siri, Kennon, Josiam, and Spears (2012) have conducted the study as “Exploring Indian Tourists’ Motivation and Perception of Bangkok”. The purposes of the study are to investigate the Indian tourists’ motivation and perception of Bangkok, Thailand. The researcher conducts research to examine both push and pull factors stimulating these Indians tourists’ decision making of their trips. The research instrument that applied to this study is questionnaire which researcher collects the data from 300 Indian tourists who visit the Bangkok area of Thailand. The result of this study shows the most important motivation is to have fun and it follows by enjoying the beautiful environment, scenery, and beaches.

CHAPTER III

RESEARCH METHODOLOGY

The purpose of this chapter is to describe the theoretical framework and methodology used to achieve the research objectives of this study. The first section presents the method of research, followed by sources of data, sampling designs that describe the target population, sample size and sampling procedure of this study. Moreover, this process designs the method for gathering information through the research instruments and questionnaire. Lastly, this chapter discusses on the statistical treatment of data.

3.1 Framework and Hypothesis



- H₁: The push factor in term of knowledge has influence foreigners to visit Phuket.
- H₂: The push factor in term of prestige has influence foreigners to visit Phuket.
- H₃: The push factor in term of enhancing relation has influence foreigners to visit Phuket.
- H₄: The push factor in term of relaxation has influence foreigners to visit Phuket.

- H₅: The pull factor in term of events and activities has influence foreigners to visit Phuket.
- H₆: The pull factor in term of natural resources has influence foreigners to visit Phuket.
- H₇: The pull factor in term of cost has influence foreigners to visit Phuket.
- H₈: The pull factor in term of variety seeking has influence foreigners to visit Phuket.
- H₉: The pull factor in term of easy access and affordable has influence foreigners to visit Phuket.

3.2 Methods of the Study

In this study, descriptive study is used in order to describe the characteristics of population. Zikmund (2003) describes the descriptive study which seek to determine the answer to who, what, when, and how questions. This study focuses on the title “The Analysis of Push and Pull Motivation Factors for Foreigners Visiting Thailand: A Case Study of Phuket”. The study uses a survey technique in order to collect the data from a sample of foreigner tourism who is visiting at Suvarnabhumi International Airport. The researcher uses the questionnaire as a research tool for gathering information from sample people. Survey provides quick, inexpensive, efficient, and accurate means of assessing information about a population (Zikmund, 2000).

3.3 Respondents of the Study

According to the study, the researcher aims to analyze the push and pull motivation factors that influence foreigners’ decision to visit Phuket, Thailand. The target respondents are foreigners visiting Thailand. Due to the limitation of time and money, the researcher decides to collect the data from respondent who visit Suvarnabhumi International Airport. There are many foreigners visiting Thailand in each day, so the target population is unknown. Therefore, I would like to use unknown population method to calculate the number of respondents (Yamane, 1967). Hence, I

set 95% as confidence level (z-value) by assuming the population proportion at 95% of respondents who visiting Phuket, Thailand and specify the level of precision at 0.05. After the assuming, the sample size (n) of this study is shown as below:

$$n = \frac{p \times (1-p) \times Z^2}{D^2}$$

$$p = 0.95 \quad Z = 1.96 \quad D = 0.05$$

$$n = \frac{(0.95)(0.05)(1.96^2)}{0.05^2} = 72.99 \text{ respondents}$$

Thus, total sample size that I will apply to this research is 80 respondents due to the limitation of time and money.

3.4 Research Instruments / Questionnaire

This study uses a survey method to gather primary data by distributing the questionnaire to foreigners who visit Thailand. The design of questionnaire is based on research objective and research framework. Questionnaire is divided into three parts. The first part of questionnaire is a screening question which aims to screen the respondents and to understand the basis background of respondents. The second part of the questionnaire is a main part of questionnaire containing 3 sectors which are push factor, pull factor, and foreigner's tourism decision making. The researcher decides to use five-point Likert scale or interval scale to measure the data by setting the motivation scale as "1 = Very low motivation level, 2 = Low motivation level, 3 = Neutral, 4 = High motivation level, and 5 = Very high motivation level". The last part of the questionnaire is general information which includes gender, age, country of residence, education, occupation, marital status, and annual income.

3.5 Source of Data

3.5.1 Primary Data

Kotler (2000) indicates the primary data is data gathered for a specific purpose of for a specific research project. Kotler further states that primary data can be collected in five ways such as observation, focus groups, surveys, behavioral data, and experiments. For this study, the researcher decides to use questionnaire to collect the primary data.

3.5.2 Secondary Data

Kotler (2000) states the secondary data is data that is collected for another purpose and already exist somewhere. It provides a starting point for study and offers the advantages of low cost and ready availability. For this study, the researcher collects secondary data from various sources such as academic journals, CMMU database, and from the credible website as well.

3.6 Statistical Treatment of Data

After collecting the data from target respondents, the researcher will analyze the data by using the Statistical Package for Social Sciences (SPSS). From the theoretical framework, the researcher uses statistical analysis such as frequencies, descriptive to measure the general information of respondents, Regression Analysis to test the hypotheses.

Table 3.1 Value of r and Level of Relationship

Value of r	Level of Relationship
0.81 – 1.00	Very High Relationship
0.61 – 0.80	High Relationship
0.41 – 0.60	Moderate Relationship
0.21 – 0.40	Low Relationship
0.00 – 0.20	Very Low Relationship

3.7 Pretests

The purpose of this section is to avoid an error or discrepancy that may occur from the results of questionnaire. A set of questionnaire will be reviewed before the questionnaire distribution to ensure the correction of sentences, grammar, and sequence of questions. All parts in questionnaire are mostly designed by using simple questions to avoid confusion and bias of respondents.

After we set up the questionnaire, we conduct the test of 20 respondents and we find out that the reliability of our questionnaires are greater than 0.7 then all questions are consistent and reliable to apply as the research instrument in this study.



CHAPTER IV

DATA ANALYSIS

This chapter contains a summary of data collected from questionnaires. The data is interpreted by using the Statistical Package for the Social Sciences (SPSS) Program. The data analysis is divided into three parts which are descriptive analysis, reliability testing (α test) and hypothesis testing.

4.1 Descriptive Analysis for Demographic Factors

The descriptive analysis is used to describe the characteristic. It is the transformation of raw data into understandable format. The descriptive analysis is used to describe the demographic profile of respondents in term of gender, age, education, occupation, marital status, monthly income and also the general data. The data in this section is presented in a form of frequency and percentage distribution.

Table 4.1 The Analysis of Demographic by using Frequency and Percentage

Variables	Frequency	Percent
Gender		
Male	54	67.5%
Female	26	32.5%
Marital Status		
Single	44	55.0%
Married	32	40.0%
Divorced	4	5.0%

Table 4.1 The Analysis of Demographic by using Frequency and Percentage (cont.)

Variables	Frequency	Percent
Age		
Less than 20 years	4	5.0%
21 - 30 years	13	16.3%
31 - 40 years	28	35.0%
41 - 50 years	27	33.8%
51 - 60 years	3	3.8%
Above 60 years	5	6.3%
Country		
Europe	28	35.0%
Asia	25	31.3%
USA	16	20.0%
Oceania	4	5.0%
Africa	5	6.3%
Middle East	2	2.5%
Education Level		
Junior or high school	4	5.0%
Senior high school	5	6.3%
Vocational Graduate	8	10.0%
Bachelor / College Degree	41	51.2%
Master Degree or above	22	27.5%
Occupation		
Students	1	1.3%
Employee	46	57.5%
Business Owner	17	21.3%
Government Officer	1	1.3%
Unemployed	6	7.5%
Other	9	11.3%

Table 4.1 The Analysis of Demographic by using Frequency and Percentage (cont.)

Variables	Frequency	Percent
Annual Income		
Under \$10,000	3	3.8%
\$10,000 - \$19,999	11	13.8%
\$20,000 - \$29,999	12	15.0%
\$30,000 - \$39,999	15	18.8%
\$40,000 - \$49,999	12	15.0%
\$50,000 and above	27	33.8%
Total	80	100.0%

Table 4.1 describes the analysis of demographic factors in term of gender, marital status, age, country, education level, occupation, and annual income. The first analysis is respondents' gender; it indicates that the majority of respondents are male which contains 67.5% (54) while female contains 32.5% (26). The second analysis is the respondents' marital status, the highest percentage of respondents' marital status is single which contains 55.0% (44), married 40.0% (32), and divorced 5.0% (4). The third analysis is respondents' age, the highest percentage of respondents is in the range of age between 31 to 40 years which contains 35.0% (28), range of 41 to 50 years contains 33.8% (27), range of 21 to 30 years is 16.3% (13), above 60 years are 6.3% (5), less than 20 years are 5.0% (4), and range of 51 to 60 years is 3.8% (3). Forth analysis is respondents' country, the highest percentage of respondents' country is Europe which contains 35.0% (28), Asia is 31.3% (25), USA is 20.0% (16), Africa is 6.3% (5), Oceania is 5.0% (4), and Middle East is 2.5% (2). The fifth analysis is respondent's education level, the highest percentage of respondents' education level is Bachelor / College Degree which contains 51.2% (41), and Master Degree or above contains 27.5% (22), Vocational Graduate contains 10.0% (8), Senior high school is 6.3% (5), and Junior or high school is 5.0% (4). The sixth analysis is respondents' occupation, the highest percentage of respondents' occupation is employee which contains 57.5% (46), and business owner is 21.3% (17), others is 11.3% (9), unemployment is 7.5% (6), students and government officer are 1.3% (1). And the

analysis of respondents' annual income, the highest percentage of respondents' annual income is \$50,000 and above which contains 33.8% (27), and 18.8% of respondents (15) have annual income \$30,000 to \$39,999, 15.0% of them (12) has annual income \$20,000 to \$29,999 and \$40,000 to \$49,999. 13.8% of respondents (11) have annual income \$10,000 to \$19,999, and 3.8% of them (3) has annual income under \$10,000, respectively.

Table 4.2 The Analysis of Foreigners General Information by using Frequency and Percentage

Variables	Frequency	Percent
Visiting times		
First time	20	25.0%
Second times	29	36.3%
3 – 4 times	6	7.5%
5 – 6 times	1	1.3%
More than 6 times	24	30.0%
Duration		
1 – 2 days	8	10.0%
3 – 5 days	19	23.8%
A week	14	17.5%
More than a week	20	25.0%
A month	19	23.8%
Primary purpose		
Vacation/Pleasure/Leisure	53	66.3%
Business/Professional	13	16.3%
Visit family/friends/relatives	2	2.5%
Shopping	2	2.5%
En route to somewhere else	10	12.5%

Table 4.2 The Analysis of Foreigners General Information by using Frequency and Percentage (cont.)

Variables	Frequency	Percent
Whom travel with		
Friends / Relatives	47	58.8%
Family and kids	8	10.0%
Spouse	9	11.3%
Tour group	1	1.3%
Business Associates	4	5.0%
Alone	11	13.8%
Accommodation		
Hotel near beach	41	51.2%
Home of friends / relatives	7	8.8%
Hotel in Phuket town	22	27.5%
Commercial cottage/cabin/suite	8	10.0%
Bed and breakfast	2	2.5%
Total	80	100.0%

From Table 4.2 describes the analysis of foreigner general information in term of visiting times, duration, primary purpose, whom they travel with, and accommodation. Firstly, it indicates that the highest percentages of respondents who visit Bangkok visits Bangkok as the second times which are 36.3% (29), and 30.0 % of them (24) has visited more than 6 times, 25.0% of them (20) visit Bangkok for the first time, 7.5% of them (6) has visited 3 to 4 times, 1.3% of them (1) has visited about 5 to 6 times. Secondly, it indicates that the highest percentage of respondents' duration of stay is more than a week which contains 25.0% (20), and 23.8% (19) for both 3 to 5 days and a month, 17.5% (14) for a week, and 10.0% (8) for 1 to 2 days. Third, it indicates that the highest percentages of respondents' primary purpose are vacation/pleasure/leisure which contains 66.3% (53), and 16.3% (13) for business / professional, 12.5% (10) for en route to somewhere else, and 2.5% (2) each for both visit family/friends/relatives and shopping. Forth, it indicates that the highest percentages of respondents who travel with friends/relatives contains 58.8% (47),

13.8% (11) travel alone, 11.3% (9) travel with spouse, 10.0% (8) travel with family and kids, 5.0% (4) travel with business associates, and 1.3% (1) travel in tour group. And lastly, the highest percentages of respondents' accommodation types are hotel near beach which contains 51.2% (41), 27.5% (22) stay at hotel in Phuket town, 10.0% (8) stays at commercial cottage/cabin/suite, 8.8% (7) stays at home of friends/relatives and 2.5% (2) stays at bed and breakfast, respectively.

Table 4.3 The Analysis of Push Factor, Pull Factor, and Decision Making by using Mean and Standard Deviation

Factors	Mean	SD.	Motivation Level
Push Motivation Factor			
Knowledge	4.11	0.550	Very high
Prestige	3.41	0.957	High
Enhancement of human relationship	4.00	0.667	High
Relaxation	3.89	0.662	High
Pull Motivation Factor			
Events and Activities	3.92	0.540	High
Natural Resource	4.25	0.707	Very high
Cost	3.69	0.599	High
Variety Seeking	3.79	0.623	High
Easy access and affordable	3.66	0.581	High
Decision Making			
I intend to select Phuket as my travel destination in the future	3.61	1.025	High
I would be willing to pay a higher rate to visit Phuket	3.17	0.839	High
I will recommend Phuket to others	3.73	0.968	High
Thailand is a worth spending for me to revisit	4.11	0.746	Very high

From Table 4.3, in term of push motivation factors, it indicates the highest mean score is 4.11 which is "Knowledge" and the highest standard deviation is 0.957

which is “Prestige”. In term of pull motivation factors, it indicates the highest mean score is 4.25 which is “Natural Resource” and the highest standard deviation is 0.707 which is “Natural Resource”. And in term of decision making, it shows that the highest mean score is 4.11 which is “Thailand is a worth spending for me to revisit” and the highest standard deviation is 1.025 which is “I intend to select Phuket as my travel destination in the future”.

4.2 Reliability Testing (α Test)

Reliability testing is a measurement of consistency reliability of variables. In this study, the questionnaire is tested for reliability by using Cronbach’s Alpha test. Alpha coefficient ranges in value from 0 to 1, and also be used to describe reliability of factors. The higher the score means the more reliable the generated scale is. The questionnaire will be accepted when the level of alpha test above 0.7 or equal 0.7 which means that the researcher can rely of the questionnaire.

Table 4.4 The Analysis of Reliability by using Cronbach’s Alpha test

Factors	Number of Questions	Cronbach's Alpha
Push Motivation Factor		
Knowledge	5	0.751
Prestige	4	0.883
Enhancement of human relationship	4	0.73
Relaxation	4	0.719
Pull Motivation Factor		
Events and Activities	4	0.733
Natural Resource	3	0.796
Cost	4	0.735
Variety Seeking	3	0.705
Easy access and affordable	5	0.706
Decision Making		
Decision Making	4	0.758

From Table 4.4, the reliability test outcome of research instrument show that all variables of push motivation factor, pull motivation factor, and decision making are greater than 0.7 then all questions are consistent and reliable to apply as the research instrument in this study.

4.3 Hypothesis Testing

From research hypothesis, there are 9 hypotheses developed to study the push and pull motivation factors for foreigners visiting Phuket, Thailand. All hypotheses are tested by using Regression Analysis.

Table 4.5 The Analysis of Relationship between Push Motivation Factors in term of Knowledge and Foreigners Decision Making by using Regression Analysis

Variable	<i>B</i>	<i>SE B</i>	β	<i>t</i>	p-value
(Constant)	2.075	0.556		3.730	0.000
Knowledge	0.385	0.134	0.309	2.867	0.005
$SE_{est} = \pm 0.6566$					
$R = .309 ; R^2 = .095 ; F = 8.220 ; p\text{-value} = .005$					

From table 4.5, the p-value demonstrates that the significant level is 0.005 which is less than 0.05 ($0.005 < 0.05$). Therefore, the null hypothesis was rejected, which can be concluded that push motivation factors in term of knowledge has relationship with foreigners' decision making for visiting Phuket, Thailand. Furthermore, at 0.385, it means that there is a low relationship between two variables. The result of the regression indicates that knowledge is able to be explained 9.5% of the decision making ($R^2 = .095$).

Table 4.6 The Analysis of Relationship between Push Motivation Factors in term of Prestige and Foreigners Decision Making by using Regression Analysis

Variable	<i>B</i>	<i>SE B</i>	β	<i>t</i>	p-value
(Constant)	2.235	0.233		9.571	0.000
Prestige	0.417	0.066	0.582	6.321	0.000

$SE_{est} = \pm 0.56136$

$R = .582$; $R^2 = .339$; $F = 39.957$; p-value = .000

From table 4.6, the p-value demonstrates that the significant level is 0.000 which is less than 0.05 ($0.000 < 0.05$). Therefore, the null hypothesis was rejected, which can be concluded that push motivation factors in term of prestige has relationship with foreigners' decision making for visiting Phuket, Thailand. Furthermore, at 0.417, it means that there is a moderate relationship between two variables. The results of the regression indicates that prestige is able to be explained 33.9% of the decision making ($R^2 = .339$).

Table 4.7 The Analysis of Relationship between Push Motivation Factors in term of Enhancing Relation and Foreigners Decision Making by using Regression Analysis

Variable	<i>B</i>	<i>SE B</i>	β	<i>t</i>	p-value
(Constant)	2.409	0.450		5.354	0.000
Enhancing Relation	0.312	0.111	0.303	2.809	0.006

$SE_{est} = \pm 0.65787$

$R = .303$; $R^2 = .092$; $F = 7.889$; p-value = .006

From table 4.7, the p-value demonstrates that the significant level is 0.006 which is less than 0.05 ($0.006 < 0.05$). Therefore, the null hypothesis was rejected, which can be concluded that push motivation factors in term of Enhancing Relation has relationship with foreigner decision making for visiting Phuket, Thailand. Furthermore, at 0.312, it means that there is a low relationship between two variables. The results of the regression indicated that enhancing relation is able to be explained 9.2% of the decision making ($R^2 = .092$).

Table 4.8 The Analysis of Relationship between Push Motivation Factors in term of Relaxation and Foreigners Decision Making by using Regression Analysis

Variable	<i>B</i>	<i>SE B</i>	β	<i>t</i>	p-value
(Constant)	1.914	0.418		4.584	0.000
Relaxation	0.448	0.106	0.432	4.230	0.000

$SE_{est} = \pm 0.62261$

$R = .432$; $R^2 = .187$; $F = 17.891$; p-value = .000

From table 4.8, the p-value demonstrates that the significant level is 0.000 which is less than 0.05 ($0.000 < 0.05$). Therefore, the null hypothesis was rejected, which can be concluded that push motivation factors in term of Relaxation has relationship with foreigner decision making for visiting Phuket, Thailand. Furthermore, at 0.448, it means that there is a moderate relationship between two variables. The results of the regression indicated that relaxation is able to be explained 18.7% of the decision making ($R^2 = .187$).

Table 4.9 The Analysis of Relationship between Pull Motivation Factors in term of Events and Activities toward Foreigners Decision Making by using Regression Analysis

Variable	<i>B</i>	<i>SE B</i>	β	<i>t</i>	p-value
(Constant)	2.237	0.545		4.102	0.000
Events and Activities	0.362	0.138	0.285	2.628	0.010

$SE_{est} = \pm 0.66167$

$R = .285$; $R^2 = .081$; $F = 6.904$; p-value = .010

From table 4.9, the p-value demonstrates that the significant level is 0.010 which is less than 0.05 ($0.010 < 0.05$). Therefore, the null hypothesis was rejected, which can be concluded that pull motivation factors in term of Events and Activities has relationship with foreigner decision making for visiting Phuket, Thailand. Furthermore, at 0.362, it means that there is a low relationship between two variables. The results of the regression indicated that events and activities are able to be explained 8.1% of the decision making ($R^2 = .081$).

Table 4.10 The Analysis of Relationship between Pull Motivation Factors in term of Natural Resource and Foreigners Decision Making by using Regression Analysis

Variable	<i>B</i>	<i>SE B</i>	β	<i>t</i>	p-value
(Constant)	1.649	0.413		3.994	0.000
Natural Resource	0.473	0.096	0.487	4.930	0.000

$SE_{est} = \pm 0.60277$

$R = .487$; $R^2 = .238$; $F = 24.307$; p-value = .000

From table 4.10, the p-value demonstrates that the significant level is 0.000 which is less than 0.05 ($0.000 < 0.05$). Therefore, the null hypothesis was rejected, which can be concluded that pull motivation factors in term of Natural Resource has relationship with foreigner decision making for visiting Phuket, Thailand. Furthermore, at 0.473, it means that there is a moderate relationship between two variables. The results of the regression indicated that natural resources are able to be explained 23.8% of the decision making ($R^2 = .238$).

Table 4.11 The Analysis of Relationship between Pull Motivation Factors in term of Cost and Foreigners Decision Making by using Regression Analysis

Variable	<i>B</i>	<i>SE B</i>	β	<i>t</i>	p-value
(Constant)	2.542	0.466		5.450	0.000
Cost	0.302	0.125	0.264	2.420	0.018

$SE_{est} = \pm 0.66578$

$R = .264$; $R^2 = .070$; $F = 5.859$; p-value = .018

From table 4.11, the p-value demonstrates that the significant level is 0.018 which is less than 0.05 ($0.018 < 0.05$). Therefore, the null hypothesis was rejected, which can be concluded that pull motivation factors in term of Cost has relationship with foreigner decision making for visiting Phuket, Thailand. Furthermore, at 0.302, it means that there is a low relationship between two variables. The results of the regression indicated that cost is able to be explained 7.0% of the decision making ($R^2 = .070$).

Table 4.12 The Analysis of Relationship between Pull Motivation Factors in term of Variety Seeking and Foreigners Decision Making by using Regression Analysis

Variable	<i>B</i>	<i>SE B</i>	β	<i>t</i>	p-value
(Constant)	3.681	0.480		7.664	0.000
Variety Seeking	-0.006	0.125	-0.006	-0.052	0.959

$SE_{est} = \pm 0.69032$

$R = .006$; $R^2 = .000$; $F = .003$; p-value = .959

From table 4.12, the p-value demonstrates that the significant level is 0.959 which is greater than 0.05 ($0.959 > 0.05$). Therefore, the null hypothesis was failed to rejected, which can be concluded that pull motivation factors in term of Variety Seeking has no relationship with foreigner decision making for visiting Phuket, Thailand.

Table 4.13 The Analysis of Relationship between Pull Motivation Factors in term of Ease access and affordable toward Foreigners Decision Making by using Regression Analysis

Variable	<i>B</i>	<i>SE B</i>	β	<i>t</i>	p-value
(Constant)	1.301	0.415		3.137	0.002
Ease access and affordable	0.644	0.112	0.545	5.747	0.000

$SE_{est} = \pm 0.57862$

$R = .545$; $R^2 = .297$; $F = 33.027$; p-value = .000

From table 4.13, the p-value demonstrates that the significant level is 0.000 which is less than 0.05 ($0.000 < 0.05$). Therefore, the null hypothesis was rejected, which can be concluded that pull motivation factors in term of Ease access and affordable has relationship with foreigner decision making for visiting Phuket, Thailand. Furthermore, at 0.644, it means that there is a high relationship between two variables. The results of the regression indicated that ease access and affordable are able to be explained 64.4% of the decision making ($R^2 = .297$).

4.4 Hypothesis Result Summary

Hypothesis Result	<i>B</i>	Sig.	Result
H1: The push factor in term of knowledge has influence foreigners to visit Phuket	0.385	0.005	Has relationship
H2: The push factor in term of prestige has influence foreigners to visit Phuket	0.417	0.000	Has relationship
H3: The push factor in term of enhancing relation has influence foreigners to visit Phuket	0.312	0.006	Has relationship
H4: The push factor in term of relaxation has influence foreigners to visit Phuket	0.448	0.000	Has relationship
H5: The pull factor in term of events and activities has influence foreigners to visit Phuket	0.362	0.010	Has relationship
H6: The pull factor in term of natural resources has influence foreigners to visit Phuket	0.473	0.000	Has relationship
H7: The pull factor in term of cost has influence foreigners to visit Phuket	0.302	0.018	Has relationship
H8: The pull factor in term of variety seeking has influence foreigners to visit Phuket	-0.006	0.959	Has no relationship
H9: The pull factor in term of easy access and affordable has influence foreigners to visit Phuket	0.644	0.000	Has relationship

CHAPTER V

CONCLUSION AND LIMITATION

This chapter focuses on the aspect of motivation factors influencing the respondents to visit Phuket, Thailand. According to the literature reviews, foreigners' behaviors (motivation factors) are purposed and tested by using descriptive analysis. There were 80 respondents which have different demographics and general information from this survey. It also includes this research's conclusion, limitation, recommendations and future research.

5.1 Conclusion

This research presents an empirical approach to understand the motivation factors that influence foreigners to visit Phuket, Thailand in which is closely associated with both push and pull motivation factors for their decision making. Also those factors would have a relationship among each other. Regarding the conceptual framework, push motivation factors have high level for foreigners to decide to visit Phuket while pull motivation factors have been impacted in moderate level from foreigners. Thus, there is a relationship in moderate level between push and pull motivation factors.

Push motivation factors can be defined as the mental preparation for human activities and can be linked to an individual level of optimal arousal (Boksberger, P and Laesser, C., 2008). Foreigners tend to perceive "Relaxation" as the highest level of push motivation factor. As a nature of foreigners' characteristics, they want to be relaxed and get away from the work environment. Also foreign tourists perceive "prestige" as the moderate influencing push factor to visit Phuket. They may want to visit the place that can fulfill their dreams and seem to be the place that most people feel valuable to visit. It can be said that foreigners feel that they would want to visit the famous place where their friends have already visited and they get positive

feedback such as reputation. However, Gaining knowledge and learn more about new things such as other country cultures or lifestyle can attract foreigners to visit Phuket in low level as well as enhancement of human relationship. They are the motives to convince them to travel to other countries. Furthermore, they love to meet new people around the world along with sharing experience with other people, especially when they go back to home country.

Another influencing factor which is pull motivation factors have also played an important role for foreigners to make decision to Phuket. From the finding, it has been revealed that easy access and affordability are also reported as the pull motivation factor that has influenced foreigners' decision making in high relationship to select Phuket as their destination choice. There are many ways for transportation between Phuket and within province, especially many direct flights from Phuket to other nearby countries.

Also they come to Phuket because of famous natural resources such as natural scenery, undersea view and spacious beaches for the most reason. Among international tourists, natural places have influenced their decisions to come to Phuket and become the most strength and attractiveness. Furthermore, foreigners tend to visit Phuket because they want to join events and activities such as Thai festival, night life and entertainment. Besides those kinds of activities, Thai spa and massage can also attract the foreigners. Cost is another factor that influences the decision and this may imply that tourists consider traveling costs and other expenses as factors to visit other countries because the exchange rate and value of money of Thailand are lower than their home countries.

In addition, variety seeking including Thai traditional food, marine sports activities, and outdoor recreation and entertainment has no effect in motivation tourists to Phuket. They may want to get some relaxation without seeking other varieties.

From this study's descriptive analysis, both push and pull motivation factors can influence foreigners to visit Phuket. The result between those factors move to the same direction. Even though foreigners' decision making in order to travel to Phuket would mainly come from inside themselves, the external factors as pull motivation are another aspect that persuades them even more. If tourists are inspired by themselves for travelling, but the environment or other factors are not suitable or

available at that time. They may not be able to travel. Therefore, not only internal factors but external factors have played important roles for foreigners to visit Phuket, Thailand.

Lastly, the result of this research could provide valuable information for travel agency and business owner in local area of Phuket who seek to improve and develop the strategy in order to attract more foreigners visiting Phuket and this research would provide a better understanding for all related group of people.

5.2 Recommendation

From the result of this research, foreigners decide to come to Phuket mainly according to their internal factors as push motivation. For ambivalent decision, it can be positive and negative attitude toward their decision making therefore, Phuket city as a famous city should create the positive reputation to them.

It can be built by creating safety and attractive environment which are considered to be the essential part of pull motivation for foreigners. Since the push and pull motivation factors have a relationship among each other, we should also emphasize on pull factors in which it could strengthen foreigners' decision to visit Phuket.

Moreover, the researcher would like to take this opportunity to recommend local agency at Phuket and also other related parties to focus more on building a positive reputation. Therefore, when foreigners go back to their home country, they will be able to have word of mouth and this can lead to an increasing number of tourists visiting Phuket.

5.3 Limitations

This study, however, has three main limitations. Firstly, this research is not able to reach all the potential respondents due to time constraint. There is short period of time to collect data at Suvarnabhumi International Airport so the sampling size is 80 respondents when this research is conducted.

Secondly, this research only captures big picture of foreigners' decision making and travelling intention which did not deep down on what kind of activities they like to do comparing with the segmentation such as age, gender, nationality and income.

Thirdly, some respondents are not convenient and it is difficult to have them answer this survey. The questionnaires are distributed to foreigners at Suvarnabhumi International Airport while they were waiting for either check-in time or taking a rest. Some of them are distracted by something else, while some did it too fast to finish the questionnaire. Therefore, there is high possibility that result could be have some error and not relevant enough.

5.4 Future Research

For the future research, the next researcher can be concluded on other dimensions of demographic segmentation toward motivation factors that influence decision making to visit Phuket.

Furthermore, with this research finding foreigners have been influenced by both push and pull motivation factors to travel to Phuket, which the next researcher can do more on qualitative method research to find out insight and deeply. Focusing more on what nationality of foreigners and what types of activities for them can be figured it out. Therefore, tourism related agency can shape more strategy in order to attract more foreigners and suit with them.

In addition, foreigners' perception in terms of travelling campaign such as promotion and service could be measured in order that it can be seen what factors in travelling campaign would have relationship toward foreigners' decision making for travelling to Phuket.

On the other hand, there might be other variables which are not included in this research that can have positive relationship toward motivation factors with decision making to Phuket such as the gradually increasing of world economy which would affect Travel & Tourism industry.

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APPENDIX A



Questionnaire: Foreigner Travelling to Phuket

This survey is a part of Thematic study for a Master Degree Program at College of Management Mahidol University on the topic of “The analysis of push and pull motivation factors for foreigners visiting Thailand: A case study of Phuket”. All answers will be kept confidential. Your assistance in completing this questionnaire is greatly appreciated.

Instruction: Please put ✓ mark in the box

Part 1: Screening Questions

1. How many times you have visited Thailand?

<input type="checkbox"/> First time	<input type="checkbox"/> Second times	<input type="checkbox"/> 3 – 4 times
<input type="checkbox"/> 5 – 6 times	<input type="checkbox"/> More than 6 times	

2. What is generally the length of your stay?

<input type="checkbox"/> Less than 1 day	<input type="checkbox"/> 1 – 2days	<input type="checkbox"/> 3 – 5 days
<input type="checkbox"/> a week	<input type="checkbox"/> More than a week	<input type="checkbox"/> A month

3. What is the primary purpose of your visit?

<input type="checkbox"/> Vacation / Pleasure / Leisure	<input type="checkbox"/> Business / Professional
<input type="checkbox"/> Visit Family / Friends / Relatives	<input type="checkbox"/> Shopping
<input type="checkbox"/> En route to somewhere else	<input type="checkbox"/> Others _____

4. Whom do you travel with?

- Friends / Relative Family and kids Spouse
 Tour group Business Associates Alone

5. What is your type of accommodation?

- Hotel near beach Home of friends / Relatives
 Hotel in Phuket town Commercial Cottage / Cabin / Suite
 Bed and Breakfast



Part 2: Push and Pull Motivation Factors that Influence to Visiting Bangkok, Thailand

Instruction: Please put ✓ mark in the scale box by ranking the level from 1 to 5 which 1 is for very low motivation level and 5 is for a very high motivation level

Motivation Level	Very Low	Low	Neutral	High	Very High
		1	2	3	4

Push Motivation factor		Motivation Level				
		1	2	3	4	5
<i>Knowledge</i>						
1	I want to see something different					
2	I want to increase knowledge about a foreign destination					
3	I want to experience a different lifestyle					
4	I want to visit places I have not been to					
5	I'm interested in an want to learn Thai cultures					
<i>Prestige</i>						
6	I want to fulfill my dream of visiting a place					
7	I come to Thailand to visit a destination which most people value					
8	I want to visit a destination that would impress my friend or family					
9	I would like to visit a place that my friends have been to					
<i>Enhancing Relation</i>						
10	I want to meet new people					
11	I will be able to share my travel experience after returning home					
12	I want to enhance communication with local community					
13	I appreciate natural resource					

Push Motivation factor (cont)		Motivation Level				
		1	2	3	4	5
Relaxation						
14	I want to escape from daily/routine					
15	I come to Thailand for physically resting/relaxing					
16	I want to release work pressures					
17	I want to be away from home					

Pull Motivation factor		Motivation Level				
		1	2	3	4	5
Events and Activities						
1	I would like to experience the Thai festival					
2	There are many activities for entire family					
3	I would like to have Thai spa and massage					
4	I want to enjoy nightlife and entertainment					
Natural Resource						
5	I like beautiful natural scenery and landscape					
6	There are good undersea view					
7	Spacious beaches					
Cost						
8	Foods and products are inexpensive					
9	Low price travel package					
10	More discount promotion					
11	Reasonable price for sightseeing					

Pull Motivation factor		Motivation Level				
		1	2	3	4	5
<i>Variety Seeking</i>						
12	I would like to try Thai traditional food					
13	There are many variety of marine sports and activities					
14	There are many variety of outdoor recreation and entertainment					
<i>Easy access and affordable</i>						
15	Phuket is ease of level					
16	There are availability of travel information					
17	I feel safe and secured in accommodations					
18	It is convenient for local transportation system					
19	I'm interested to travel to Thailand because value of Thai baht is less than ours					

Decision Making		Motivation Level				
		1	2	3	4	5
1	I intend to select Phuket as my travel destination in the future					
2	I would be willing to pay a higher rate to visit Phuket					
3	I will recommend Phuket to others					
4	Thailand is a worth spending for me to revisit					

Part 3: General Information

1. Gender

 Male Female

2. Age levels

 Less than 20 years 21 – 30 years 31 – 40 years 41 – 50 years 51 – 60 years Above 60 years

3. Country of residence

 Europe Asia USA Oceania Africa Middle East

4. Education level

 Junior high school Senior high school Vocational Graduate Bachelor / College Degree Master Degree or above

5. Occupation

 Students Employee Business Owner Government Officer Unemployed Other _____

6. Marial Status

 Single Married Divorced

7. Anual Income (USD)

 Under \$10,000 \$10,000 - \$19,999 \$20,000 - \$29,999 \$30,000 - \$39,999 \$40,000 - \$49,999 \$50,000 and above

Thank you very much