

**TRAVEL PREFERENCES OF RUSSIAN TOURISTS FOR
TOURIST ACTIVITY PARTICIPATION IN THAILAND**

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**A THESIS SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
(TOURISM AND HOSPITALITY MANAGEMENT)
FACULTY OF GRADUATE STUDIES
MAHIDOL UNIVERSITY
2013**

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Thesis
entitled
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TOURIST ACTIVITY PARTICIPATION IN THAILAND**

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was submitted to the Faculty of Graduate Studies, Mahidol University
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ACKNOWLEDGEMENTS

I would like to use this page to express my deepest appreciation to those who have always supported and given invaluable advices during the time of conducting the research project and completing the thesis.

First of all, it is my greatest honors to work with my major advisor, Assistant Professor Dr. Sompong Amnuay-ngerntra, who has always dedicated to advise on every point of my thesis. To be honest, I have never worked with any other lecturers who closely polish my competence on academic works and research conduct like him before. From the beginning until the end, he has shown his willingness and effort without boredom and tiredness. He always gives and repeats his advices and comments every time I need them to get through the obstacles. Importantly, his trust and moral support have encouraged me to run upon all the process to succeed my goal.

Secondly, special thanks are also given to my co-advisor, Lecturer Dr. Nixon Chen Ka Tat, who is very supportive and willing to put his effort on my thesis development. He always gives beneficial advices and comments which enhance my academic skills a lot. All my worries and doubtfulness have been wiped out by his suggestion.

Thirdly, my thesis would not be succeeded without helpful cooperation from every Russian-speaking tourist guide whom I approached for their assistance. Apart from their duty as country's ambassadors, they have always expressed kindness, been willing to give advantageous information and facilitated my research project to be completed.

Fourthly, I would like to thank all lecturers at the Department of Russian Language, the Faculty of Liberal Arts, Thammasat University, who educate me in Russian language. Consequently, I have utilized it to generate this useful knowledge to the society.

Last but not least, I would like to convey my grateful message to my family, fellow classmates and friends, boss and colleagues and university staff. Their supports have generated enormous energy and enthusiasm to move my thesis forward to the success.

Thanakarn Vongvisitsin

TRAVEL PREFERENCES OF RUSSIAN TOURISTS FOR TOURIST ACTIVITY PARTICIPATION IN THAILAND

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ABSTRACT

The Russian travel market continuously displays the high growth of foreign travel markets and possesses the highest demand among European travelers in Thailand. However, research related to the travel behavior of this market is still limited. This exploratory research aims to investigate Russian tourists' travel preferences in Thailand. The study adopts a mixed research method by conducting both in-depth interviews with professional Russian-speaking tourist guides and a questionnaire completed by Russian tourists in Pattaya. The findings show that Russian tourists prefer nature-based tourist activities, particularly swimming, relaxing on the beaches, watching animal shows, and fishing. Also, they prefer watching cultural performances, participating in festive events, and leisure activities in theme parks. Furthermore, Russian tourists prefer shopping for low-priced products, consuming alcohol, and participating in nightlife-entertainment activities. Importantly, this study reveals that Russian tourists are greatly fond of Thai massage and spas, even though they still have not been well promoted. Additionally, Buddhist meditation practice is regarded as a potential tourist activity to attract Russian tourists of special interest. The results provide useful guidelines for tourism practitioners in developing marketing strategies and tourist activities to effectively cater to the preferences of Russian tourists in Thailand.

KEY WORDS: RUSSIAN TOURIST / TRAVEL PREFERENCE /
TOURIST ACTIVITY

125 pages

กิจกรรมท่องเที่ยวที่ชื่นชอบของนักท่องเที่ยวรัสเซียในประเทศไทย

TRAVEL PREFERENCES OF RUSSIAN TOURISTS FOR TOURIST ACTIVITY PARTICIPATION IN THAILAND

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บทคัดย่อ

ในปัจจุบันนักท่องเที่ยวรัสเซียเป็นตลาดที่มีอัตราการเจริญเติบโตสูงอย่างต่อเนื่อง และเป็นตลาดที่มีจำนวนนักท่องเที่ยวมากที่สุดจากภูมิภาคยุโรปสำหรับประเทศไทย แต่งานวิจัยเกี่ยวกับพฤติกรรมท่องเที่ยวของตลาดรัสเซียมีอยู่อย่างจำกัด งานวิจัยนี้เป็นงานวิจัยเชิงสำรวจเพื่อศึกษา กิจกรรมท่องเที่ยวในประเทศไทยที่นักท่องเที่ยวรัสเซียชื่นชอบ งานวิจัยนี้เก็บข้อมูลโดยการสัมภาษณ์เชิงลึกกับมัคคุเทศก์อาชีพชาวรัสเซีย และการตอบแบบสอบถามจากนักท่องเที่ยวรัสเซีย ในพหุวิทยา ผลการศึกษาแสดงให้เห็นว่านักท่องเที่ยวรัสเซียนิยมกิจกรรมท่องเที่ยวเชิงธรรมชาติ โดยเฉพาะอย่างยิ่งการเล่นน้ำทะเลและน้ำตก การพักผ่อนบนชายหาด การชมการแสดงของสัตว์ การตกปลา รวมถึงการแสดงวัฒนธรรม เทศกาลท้องถิ่นที่สนุกสนาน และการเล่นสวนสนุก เป็นต้น นอกจากนี้นักท่องเที่ยวรัสเซียยังโปรดปรานการซื้อสินค้าราคาถูก การบริโภคเครื่องดื่มแอลกอฮอล์ และกิจกรรมบันเทิงยามราตรี ที่น่าสนใจคืองานวิจัยนี้เผยให้เห็นว่านักท่องเที่ยวรัสเซียนิยมการนวดแผนไทยและสปาเป็นพิเศษ แต่กิจกรรมท่องเที่ยวนี้ยังไม่ได้รับการส่งเสริมเท่าที่ควร อีกทั้งการฝึกสมาธิทางพระพุทธศาสนายังเป็นกิจกรรมท่องเที่ยวที่มีศักยภาพ ในการพัฒนาเพื่อดึงดูดตลาดนักท่องเที่ยวรัสเซียเฉพาะกลุ่มอีกด้วย ผู้ประกอบการไทยสามารถนำผลการศึกษาเหล่านี้ไปใช้ในการวางแผนพัฒนากลยุทธ์ทางการตลาดและกิจกรรมท่องเที่ยวเพื่อตอบสนองต่อความต้องการของนักท่องเที่ยวรัสเซียในประเทศไทยให้มีประสิทธิภาพมากขึ้น

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CHAPTER I

INTRODUCTION

1.1 Background

Russian travel market has proved its power and significance toward foreign tourism and hospitality industry worldwide, especially Thailand. Russia is ranked first among European nations generating outbound tourists to Thailand with a record-breaking growth in 2011 of over 57 percent from the previous year (Department of Tourism, 2012). In 2012, Thailand's official tourist arrival statistics reveal that there were exceeding 1.3 million Russian tourists visiting Thailand (Department of Tourism, 2013). In previous years, every industry in Thailand, especially tourism and hospitality, greatly suffered from many incidents, including political uncertainty and flooding disaster. However, as the Figure 1.1 presents the number of Russian tourists from 2009 to the current year, it is still dramatically increasing and achieving the highest amount of European tourists visiting the country. Furthermore, Thailand is included in the top 10 popular destinations for Russian outbound tourists with nearly 100 percent growth recorded in 2010 (Mikhaylets & Savoshchenko, 2011; Federal Agency for Tourism, n.d.). As the number of Russian tourists has been constantly increasing since 2007, Russian travel market demonstrated a record-breaking dynamics of growth in comparison with other countries which provide major tourist flows to Thailand (Association of Tour Operators of Russia, 2011). In the major Russian tourist hotspot city of Pattaya, Russian tourists hit the highest number in terms of quantity and average length of stays among international tourists (Informatsionnyj Turisticheskij Portal Krasnoyarskovo Kraya, 2008).

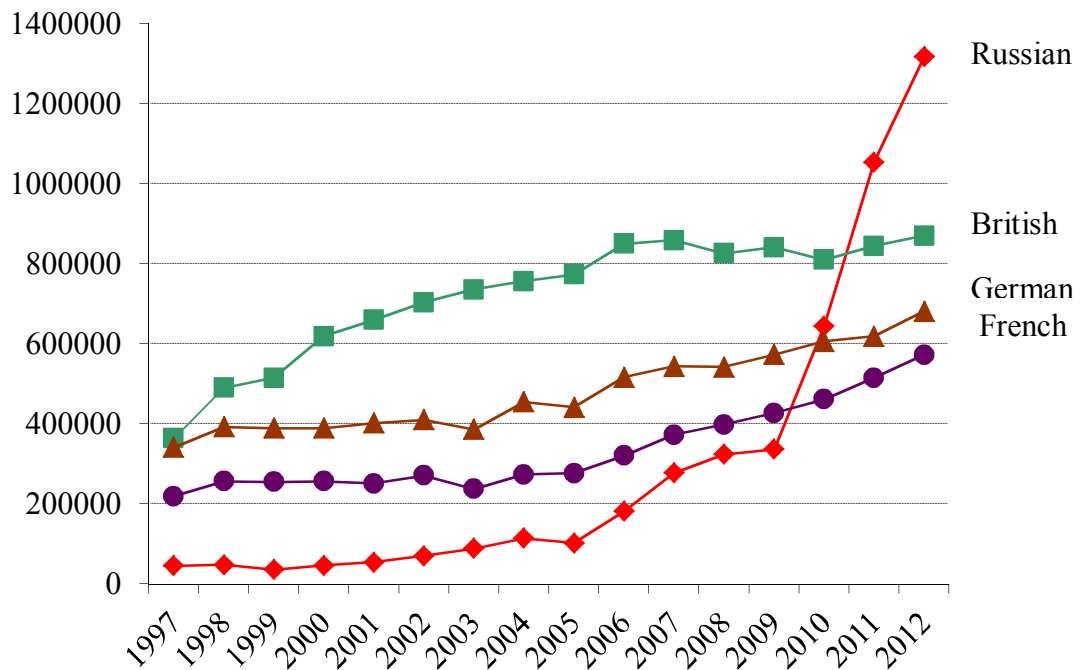


Figure 1.1 Growth of Russian tourists in Thailand during 1997-2012 in comparison with British, German and French tourists

Source: Department of Tourism (2013)

To look back upon the history of the Russian Federation, Russia is considered as an important and new market with a lot of opportunities for the world tourism. After the dissolution of the Soviet Union in 1991, Russians and their country were exposed to the real outside world (Merschel, Koldowski, Lloyd, & Vetrova, 2006; Taloustutkimus Oy & Travel Business Partnership, 2009). According to Merschel et al. (2006), the growth of Russian outbound tourism was still moderately inconsistent during the 1990s, particularly until the country’s financial crisis in 1998. During the 1990s, Russian tourists travelled to Poland and Turkey for goods and materials, which were lacking in Russian market (Mikhaylets & Savoshchenko, 2011). Thereafter, political situation of Russia has stabilized and the country’s economy has been prosperous by rising oil profitable production and income, and dramatically falling number of Russians living in poverty (Merschel et al., 2006). Consequently, Russians have increasingly demanded for travel and commenced to travel for leisure holidays in foreign countries, particularly in sun and beach destinations (Merschel et

al., 2006; Market Intelligence Group, 2007, 2010; Mikhaylets & Savoshchenko, 2011). According to Merschel et al. (2006), there had been a constant and strong increment in Russian outbound tourism over the years, and Russia has recently become one of the fastest growing markets in terms of outbound trip volume and travel expenditure outside the boundary.

Moreover, there are numerous evidences to support the significance of Russian travel market from various perspectives. Reisinger (2009) says an enormous tourism growth is occurred in emerging markets and developing countries, including Russia. Tourists from non-English-speaking backgrounds will dominate the international tourism marketplaces. Also, Russia is a high-yield emerging market for Southeast Asian destinations, remarkably Thailand, which highlight beach holidays (World Tourism Organization, 2006). Russian outbound tourism is still considered as a new-born baby because its tourism industry has been opened just in 1990 after the collapse of Soviet Union. In addition, Russian travel market is considered significant with a lot of potentials since Russian tourists have visited Thailand year round in both high and low travel seasons (Desai, 2007). An enormous amount of Russian tourists visiting Thailand helps fulfilling tourism income in every travel season of the year (Mookda, 2011). There are many opportunities for growth of Russian market in Thailand's tourism, especially winter season market, since Russian tourists love warm weather, beaches and sea (Tourism Authority of Thailand, 2009c). Also, Russian outbound travel market has opened up a lot of opportunities for international tour operators and whole tourism industry in order to develop and invest in Russian travel market (Ekaterinburg, 2011). Many of tourism and hospitality practitioners have already seen Russian market as a significant market and adjusted themselves for their growth of their businesses. In Pattaya, small and medium sized business practitioners are interested in Russian language training program, which is organized by provincial government, in order to communicate with Russian tourists and create a warm relationship between 2 countries (Pattaya Today, 2010). In Phuket, provincial government has supported the budget for promoting island's tourism and developing capability to communicate in Russian of tourism personnel, such as tourist guides, hotel staff and call centers (Phuketindex.com, 2011).

1.2 Statement of the Problem

In spite of the satisfactory growth in terms of Russian tourists' arrivals in Thailand with high revenue flowing into the kingdom, the studies regarding Russian travel market are still limited within Thailand's tourism and hospitality industry. The knowledge of travel preferences for tourist activity participation is considered by various tourism scholars that it is one of essential issues which should not be disregarded. Travel preferences for tourist activity participation are considered basic and important for developing suitable tourist activities, as products, to fulfill Russian tourists' needs and wants. According to Xie, Costa and Morais (2008), understanding of tourist activity participation is considered as an elementary stage for fulfilling tourists' needs and is important to tourism planning and marketing activities, including product design and advertising. Manthiou, Tang, Morrison and Shin (2011) point out that the term of travel preferences for tourist activity participation is one of the most critical elements to explain and predict tourist behavior at a particular destination and many tourism experts have attempted to understand more on this term. Moreover, travel preferences for participating in certain tourist activity should be understood in order to match and satisfy diverse tourists' needs and wants with appropriate and attractive tourist activities (Pizam & Fleischer, 2005; Manthiou et al., 2011). Moscardo, Morrison, Pearce, Lang and O'Leary (1996) say preferences for tourist activities and actual participation in activities must be understood in order to match demand to supply. Chow and Murphy (2007) emphasize that, in this high competitive global tourism market, actual travel preferences of the tourists are needed to be carefully checked by the tourism authorities and practitioners with their plans in order to accurately create the most desirable products. For the industry, its profitability can be improved by enhancing appeal to specific target markets, attracting new markets, and increasing tourist volume in off-peak seasons. For the tourists, appropriate activity packages can facilitate them to plan their vacations more conveniently and provide specialized activities and experiences with their greater desires. In terms of marketing activities, particularly determination of market segments, and design of products and advertising campaigns, travel preferences and tourist activity participations are considered as a critical elementary for fulfilling tourist needs (Zhang, Qu, & Tang, 2004; Xie et al., 2008).

In addition, without adequate supporting studies, their actual travel preferences for tourist activity participation might be misinterpreted or perceived by the suppliers that they are similar to or same as some of other international tourists. Many tourism scholars confirm that the tourists with different cultures and demographics have distinct travel-related behavior (Yan, So, Morrison and Sun, 2007; Reisinger, 2009), including their participation in tourist activities (Yan et al., 2007). Tourists from heterogeneous geographical origins and cultures share distinctive travel preferences for tourist activity participation (Pizam & Fleischer, 2005; Manthiou et al., 2011). Besides, limited capable personnel from the tourism and hospitality industry of Thailand have aggravated the situation since Russian tourists' actual desires might be not able to communicate and interpret effectively. For instance, Russian-speaking staffs, especially tourist guides who act as frontliners confronting with Russian tourists, are insufficient to cope with their growing demands (Desai, 2007). According to Reisinger (2009), the ability of those who are working in the tourism and hospitality industry is needed to improve in order to understand different tourist behavior and to translate that understanding into effective communication and interaction, and appropriate management and marketing strategies. As a result, this problem eventually leads to dissatisfaction among Russian tourists as they are not getting the services that they have purchased (Desai, 2007). Therefore, to achieve the utmost satisfaction of Russian tourists, the practitioners are not able to provide totally the same products and services with other tourists since they perceive things, develop meanings and behave differently. If the practitioners are not able to provide tourist activities that Russian tourists prefer, they will lose opportunities to enhance their sales and profitability. Simultaneously, Russian tourists will be dissatisfied by unstimulated tourism products and services and ineffective preparedness of the industry.

1.3 Research Question

It is crucial to understand the phenomenon of the massively growing number of Russian tourists in Thailand and to comprehend their preferred tourist activities. Importantly, this study purposes to elicit the answer to the research question:

What are travel preferences of Russian tourists for tourist activity participation in Thailand?

Specifically, several detailed questions are kept behind for discussion in order to circumstantiate the research question: How do their travel characteristics look like? How do they participate in tourist activities in Thailand? What are their special travel preferences for tourist activity participation in Thailand? How do they select tourist activities? Why Pattaya is considered as the most popular Russian travel hub in Thailand? What is the tendency of their travel preferences for tourist activity participation in Thailand?

1.4 Research Objective

This study is an exploratory and explanatory research and primarily aims to investigate travel preferences of Russian tourists for tourist activity participation in Thailand.

1.5 Significance of Research

Importantly, this study promises to generate both theoretical and practical values to the industry of tourism and hospitality. After understanding travel preferences for tourist activity participation of Russian tourists visiting Thailand, the outcomes of this study will greatly contribute to fulfill the gap between the extremely growing demand and suppliers who lack the knowledge to deal with. Without this study, this gap might be expanded and leads to failure of sustainable tourism planning and marketing toward Russian outbound tourism to Thailand. Moreover, this research will provide information and directions for Thailand's tourism and hospitality industry in terms of marketing approach toward Russian travel market in Thailand. By not focusing on only satisfactory number and growth of Russian tourists, tourism marketers will have information used as a guideline to develop tourist activities in accordance to actual preferences of Russian tourists. This research intends to facilitate the industry to create competitiveness of Thailand's tourism products and achieve the

optimal sustainable satisfaction of Russian tourists in Thailand. Additionally, this research will contribute to the academic works on tourism and hospitality industry by providing supporting study on Russian travel market. In the future studies, researchers in this field may use this research as the fundamental data information and the purpose of reference.

1.6 Research Organization

This study principally attempts to understand Russian tourists' travel preferences for tourist activity participation in Thailand. To mark for these understandings, this study is designed according to sequences presenting procedures to accomplish the research objective. On this basis, the study entitled "Travel Preferences of Russian Tourists for Tourist Activity Participation in Thailand" is divided into six chapters, namely:

1.6.1 Introduction

Chapter I presents the background of the study, reasons and benefits of the research. Moreover, in this chapter, research question and objective are determined.

1.6.2 Literature Review

Chapter II focuses on existing knowledge, including definitions and theories regarding relevant concepts of this study, particularly Russian outbound tourism, tourist activities and travel preferences. Also, a framework displaying what to be investigated is illustrated together with explanation.

1.6.3 Research Methodology

Chapter III provides information about methodological approach of this study, covering research design, populations and samples, research instruments and courses of action to collect and analyze the data.

1.6.4 Results

In chapter IV, the results of the analyses are presented, including socio-

demographic characteristics, trip characteristics and preferred tourist activities of Russian tourists in Thailand. These results are derived from qualitative and quantitative data.

1.6.5 Discussion

In chapter V, several critical issues are discussed in order to generate knowledge in terms of Russian travel market in Thailand. Their travel preferences for tourist activity participation are able to further explain their travel behavior and current situations.

1.6.6 Recommendations and Conclusion

Chapter VI provides a conclusion of findings generated from this study. Moreover, limitations of this study are presented in this chapter. Recommendations are also provided for tourism practitioners and researchers.

CHAPTER II

LITERATURE REVIEW

The study entitled “Travel Preferences of Russian Tourists for Tourist Activity Participation in Thailand” has mainly covered the concepts of tourist activity and travel preference. Besides, the literature with regard to Russian travel market is also reviewed.

2.1 Russian Travel Market

2.1.1 Background of Russian Outbound Tourism

Previous to the collapse of the Soviet Union in 1991, Russians were almost totally banned from traveling to foreign countries (Merschel et al., 2006; Taloustutkimus Oy & Travel Business Partnership, 2009; Eventica, 2011; Mikhaylets & Savoshchenko, 2011). At the beginning, Soviet citizens could travel for their holidays only in the eastern area, such as Crimea’s beaches, the Baltics, sanatoria in Poland and Czechoslovakia (Eventica, 2011). Moreover, Mikhaylets and Savoshchenko (2011) mention that the first wave of Russian tourists appeared in 1990 when they traveled to near destinations, including Poland and Turkey, for different kinds of goods. After that, by the end of 1990s, there was a greater number of Russian tourists traveling to foreign countries for leisure purpose, such as summer holidays in Turkey and Egypt, which are still included as top destinations of Russian tourists nowadays. Since the previous decade, preferences of Russian tourists have developed. Currently, apart from leisure beach destinations, Russian tourists also prefer visiting exotic and cultural destinations, including China, Thailand, Turkey, France, Spain and Italy.

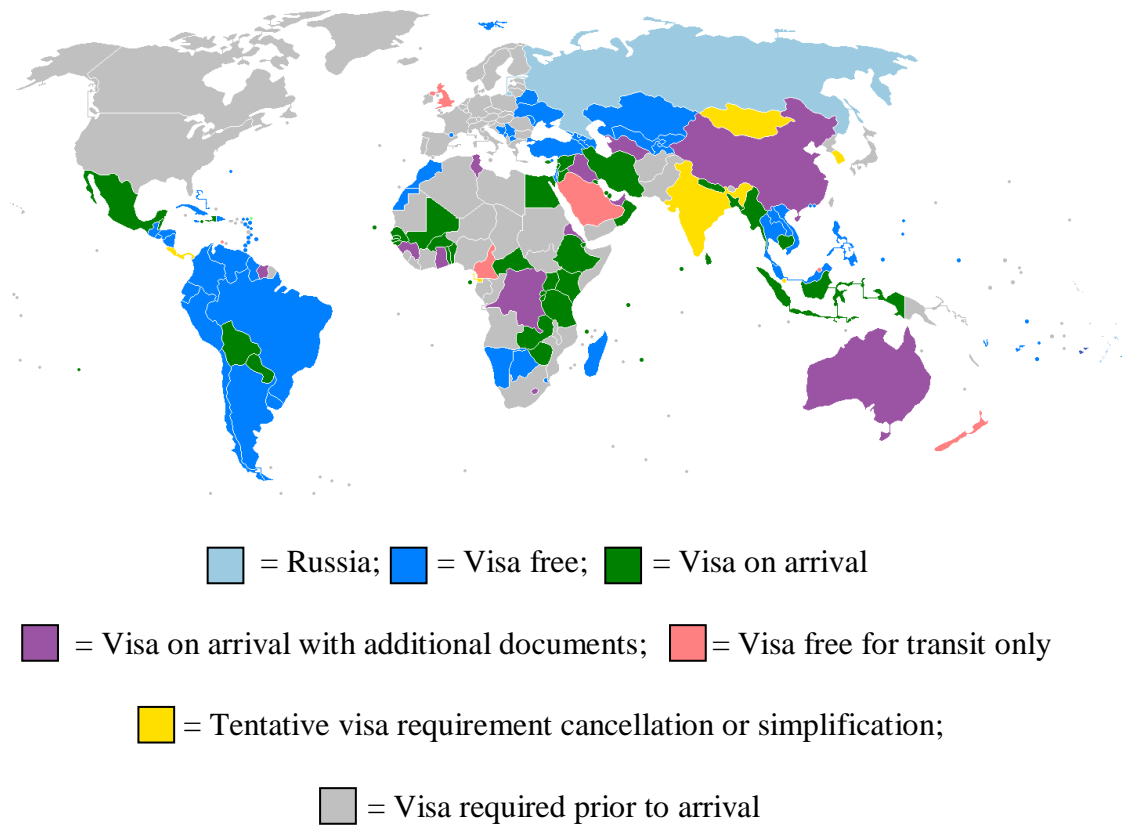


Figure 2.1 Entry visa requirements for holders of regular Russian passports

Source: Wikipedia (2013)

Presently, tourism is considered significant and aggressive in Russia. World Tourism Organization (cited in Merschel et al., 2006; Market Intelligence Group, 2006, 2007, 2010) ranks Russia as the ninth greatest spending travel market. Russian tourists are considered as high-spenders since it is measured that each of them spends a thousand American dollars on average (Eventica, 2011). According to Mikhaylets and Savoshchenko (2011), Russian outbound tourism has proved its power worldwide by the most significant growth in terms of number of tourists occurred in various nations. Comparing to other the mature travel markets, such as the United States, Germany and Italy, the statistics of Russian outbound tourism positively present more intense growth as well as other emerging travel markets, including China, Saudi Arabia and Brazil. According to Market Intelligence Group (2007, 2010), in recent years, the significant growth of Russian tourists has been seen mostly in sun and beach destinations and European neighboring nations. Moreover,

destinations which require no visas or offer visas on arrival have enjoyed this advantage of growth, particularly in Turkey, Egypt, the United Arab Emirates, Israel, Tunisia and Thailand. Recently, a number of destinations, including Guatemala, Bulgaria, Croatia, the United Kingdom, India and Guam, have cancelled or simplified their visa regime for Russian tourists to seize this opportunity (TMI Consultancy, 2012)

2.1.2 Russian Travel Market in Thailand

As shown in Table 2.1, an amount of Russian tourists in Thailand is still substantially growing and has already achieved the first leading European tourist generating country (Department of Tourism, 2013). In regard to income generation to the country, Russian travel market is ranked the second after China (Techaruvichit, 2013). Thailand is considered as the new trend of tourist destinations which gain a great popularity among Russians. Thanks to growing economy from exporting and oil trading sectors, the needs of Russians to travel to foreign countries, including Thailand, are constantly increasing as they have greater amount of income. Thailand's brand image and positioning toward Russian outbound travel market are determined as a popular exotic destination with developed tourist infrastructure. In terms of popularity ranking, Thailand is ranked at the second position after China in preferred long haul destinations of Russian tourists and at the tenth position in worldwide (Tourism Authority of Thailand, 2008, 2009a, 2009b).

At the beginning until now, Russian tourists traveling to Thailand mostly book and purchase their trips through tour companies because they are not familiar with foreign language. However, it is found that Russian tourists are likely to travel as free independent travelers or FITs or in smaller groups more with an increasing number of female and youth tourists (Tourism Authority of Thailand, 2009b, 2009d). According to Tourism Authority of Thailand (2009b), increasing numbers of female and youth tourists enhance emerging segments of tourist activity popularities, including spa and medical tourism, shopping, sports and ecotourism. Most of Russian tourists come to Thailand for rest and relaxation purpose. Popular tourism destinations, which are currently sold in the Russian tourist market, consist of Pattaya, Phuket, Bangkok, Koh Samui, Koh Chang, Krabi, Koh Pha-ngan, Kanchanaburi,

Chiangmai and Hua Hin. Other tourism destinations are also suggested to promote in the future, including Rayong, Cha Am and Chiangrai.

Table 2.2 Russian tourist arrivals in Thailand from 1997 to 2012

Year	Russian tourist arrivals in Thailand	Percentage Change (%)
1997	46,283	
1998	48,193	+4.127
1999	36,622	-24.010
2000	46,471	+26.893
2001	54,488	+17.252
2002	70,692	+29.739
2003	89,329	+26.364
2004	115,064	+28.809
2005	102,783	-10.673
2006	181,658	+76.739
2007	277,503	+52.761
2008	324,120	+16.799
2009	336,965	+3.963
2010	644,678	+91.319
2011	1,054,187	+63.521
2012	1,317,387	+24.967

Source: Department of Tourism (2013)

2.1.3 Studies on Russian Outbound Travel Market

In recent years, Russian outbound travel market has been in researchers' interest for investigation of travel characteristics of Russian tourists. It is important to review findings of relevant literature to better understand the overall travel characteristics of Russian tourists. Suvilehto and Borg (2001) found that Russian tourists are more social, emotional and kind than their general image. Traveling abroad, they appreciate personal touch, safety and peaceful atmosphere, and also

demand service.

With respect to marketing channels, some researchers reveal beneficial findings to the particular Russian outbound travel market. Kovshanova (2007) indicates that most of Russian tourists reserve luxury hotels in Paris through travel agencies. Consequently, these hotels use Russian-oriented travel agencies as a promotional aspect by establishing and maintaining strong relationship with them. Nonetheless, the services should be adapted to their personalized needs in order to effectively achieve wealthy Russian travel market. Moreover, Kovshanova (2007) suggests that word-of-mouth plays an important role in developing Russian tourism market. Identically, Choi, Tkachenko and Sil (2011) also support that word-of-mouth is mostly used as an information source for Russian tourists traveling to Korea rather than the Korean national promotional activities.

Apart from using the service of travel agencies, there are evidences showing that internet is high trending channel for Russian travel market. Rumetrica survey (cited in Visit Britain, 2010) discovers that Russian tourists tend to change their travel pattern from group to FIT with largely increasing online booking. Specifically, MASMI Russia and TNS Russia (cited in Visit Britain, 2010) present that the usage of social media, particularly Vkontakte.ru and Odnoklassniki.ru, has been continuously growing among Russians.

Aktaş, Çevirgen and Toker (2009) compare tourist perception and satisfaction of destination attributes between German and Russian tourists visiting Altanya in Turkey. The study found that Russian tourist satisfaction is mainly determined by accommodation services, followed by destination facilities and incoming travel agency services. Furthermore, the study indicated that Russian tourists are more likely to be satisfied with nightlife rather than German tourists. Regarding accommodation services, Russian tourists are less likely to be satisfied with hotel cleanliness, safety and food quality than German tourists. In regard to incoming travel agency services, Russian tourists are more likely to be satisfied with expertise of agency, staff attitudes, airport transfers and reservations than German tourists. Tayfun and Yildirim (2010) found the differences of consumption behavior between German and Russian tourists. Consumer behavior of Russian tourists has been greater affected by several individual factors, including past experience, economic income, personal

characteristics and habits in purchasing behavior. Besides, Russian tourists highly expect the quality and value the benefits of tourism products.

Vespestad (2010) identifies Russian tourist motivations, related both push and pull factors, are relaxation and good accommodation. Also, the study found out that activities and seeking for fun and excitement are less important for Russian tourists. Russian tourists are not likely to be interested in travel experiences, but more concentrate on value of products and well-organized trips. Russian activity-oriented tourists have to be willing to pay more than those who buy pre-packaged tours.

2.2 Tourist Activities

2.2.1 Definition

Within the tourism system, tourist activity is considered as a part of human element or tourists. It is stipulated to involve uncommon behavior apart from daily routines for at least one night and represent a discretionary use of time and monetary resources (Leiper, 1979). According to Andriotis, Agiomirgianakis and Mihiotis (2007), tourist activities usually provide novelty or change from daily routines, relief from stress and possibility to escape from personal problems or difficulties. These derived benefits from tourist activities serve as physical, mental and psychological rewards. The stage of tourist activities is considered as an actual vacation after acquiring information and making a decision (Raaij & Francken, 1984). According to Laws (cited in Suh & Gartner, 2004), tourist activities are a part of destination features contributing to the attractiveness of a tourism area. Moscardo et al. (1996) describe tourist activities as the things attracting the tourists to see and do in the destinations. As destination attributes, tourist activities are evaluated by the tourists according to their abilities to satisfy their needs and may provide a connection between the tourists or motives, and the destinations (Moscardo et al., 1996).

2.2.2 Active vs. Passive Tourist Activities

Several researchers attempt to categorize the term of tourist activities to

better understand its typologies. Tourist activity can be determined by 2 components, including dynamic-and-active, and static-and-passive tourist activities (Leiper, 1979; Pizam & Fleischer, 2005; Weaver, cited in Andriotis et al., 2007). To be clearer, Pizam and Fleischer (2005) examine weight continuum ranging from the most dynamic and active to the most static and passive tourist activities. For instance, tourist activities involving wildlife and water bodies, such as sailing, river rafting, jungle safari, wilderness hiking and open water swimming, are examined to be the most dynamic and active tourist activities. On the other side, tourist activities involving performing arts, such as going to the ballet, the opera and a concert, are examined to be the most static and passive tourist activities. Weaver (cited in Andriotis et al., 2007) points out that active tourists are those who travel to destinations for participating in various types of tourist activities as their main purpose, while passive tourists are those who consider participating in tourist activities, excluding 4S's offerings (sun, sea, sand and sex), as an unimportant component of their trips. According to Ceballos-Lascurain (cited in Andriotis et al., 2007), after comparing between mass tourists and ecotourists, mass tourists are found that they are more passive in nature-based tourist activities or participate in tourist activities which do not contact true concern over nature and ecology, such as water sports, jogging and biking. Meantime, ecotourists are found to be more active by engaging in tourist activities, such as nature photography, botanical studies and observing wildlife.

2.2.3 Social Engagement vs. Spectator and Recreational Tourist Activities

Yu and Littrell (cited in Littrell, Paige, & Song, 2004) introduce 2 broad categories of tourist activities. Firstly, social engagement activities are engaged in socio-cultural contexts of tourist destinations, such as making connections with people whom they have met along their trips. Secondly, spectator and recreational activities are more likely to get involved in the activities that require observing, listening and self-entertaining, such as outdoor activities and being close to nature.

Afterwards, Littrell et al. (2004) explain more on this concept by pointing out 3 tourist activity factors, including outdoors, culture, sports and entertainment. The first factor is outdoor-oriented tourist activities, such as going camping, participating

in hiking, backpacking or bicycling, visiting nature or wilderness areas, participating in ecotourism, visiting national parks. Secondly, cultural tourist activities consist of visiting art galleries or museums, attending cultural or ethnic festivals, visiting archaeological ruins, attending theater or concert and eating foods distinctive to the region. Thirdly, sports and entertainment activities are combined; sports activities include active participation in golf, tennis, winter sports and some extreme activities, and passive spectator involvement through attending sports events, such as football, baseball or basketball games; while, entertainment activities involve visiting amusement parks, gambling and participating in nightlife activities, such as dancing or going to bars and nightclubs.

Littrell et al. (2004) argue that some tourist activities cannot be separated whether they are socially-engaging or spectator and recreational, since 2 of the 3 mentioned factors are considered to be included in both categories. In details, outdoor activities, which involve exploring and considering nature, are considered as spectator and recreational tourist activities. Cultural activities are more likely to socially engage with locals along with participating cultural events or dining at restaurants and also involve recreationally listening and observing at art gallery and theater. Furthermore, both socially-engaging and spectator and recreational activities are obviously combined in the final factor of sports and entertainment because the tourists play sports games with others, hang out at nightclubs or bars with others and can be spectators at sports events. Regarding shopping activity, the tourists who are engaged in shopping, when compared with the ones who do not shop, are active in nightlife activities, attend festivals, dine at unique restaurants, drive for pleasure and participate in touring. However, recreational activities are not considered as their primary purpose of shopping tourists' trips (Littrell et al., 2004). Applying to this research, these previous studies offer ideas to develop the questionnaire to identify the tourist activities in which Russian tourists participate in Thailand. However, some of them have to be adapted in order to suit the contexts of Thailand and Russian tourists.

2.2.4 Types of Tourist Activities

This study reviews literature concerning a typology of tourist activities and several types are brought up as underlying categories of tourist activities relevant to

this research, including nature-based tourism, adventure tourism, cultural tourism, entertainment and shopping activities. This study considers that some of them are overlapping among each other; however, interesting characteristics of these types of tourist activities are separated with following clear definitions in order to emphasize outstanding tourist activities which will appear in this study.

2.2.4.1 **Nature-based tourism** is defined as outdoor activities which are undertaken by the tourists in the natural environment (Ministry of Tourism, 2011). Nature-based tourists usually seek discovery, adventure, competition, fellowship, environmental awareness or spiritual growth (Potts & Rourke, 2000). According to Tourism Victoria (2008), nature-based tourism includes any types of tourism relying on direct experiences related to natural attractions. Five types of nature-based tourism, including ecotourism, adventure tourism, extractive tourism, wildlife tourism and nature retreats, are elaborated as shown in Table 2.2.

Table 2.3 Types of nature-based tourism

Types of nature-based tourism	Definitions	Examples of tourist activities
Ecotourism	<p>Ecologically sustainable tourism with a primary focus on experiencing natural areas fostering environmental and cultural understanding, appreciation and conservation. Ecotourism is differentiated from other types of nature-based tourism by following features:</p> <ul style="list-style-type: none"> - A conservation ethos - Elements of environmental education and interpretation - Emphasis on ecological sustainability and minimizing potential impacts 	<p>Indigenous tourism in nature, bushwalking, nature observation, including by air, nature photography, outdoor education, outdoor research, spotlight/night tours, star gazing, conservation-based volunteer tourism, etc.</p>

Source: Adapted from Tourism Victoria (2008)

Table 2.3 Types of nature-based tourism (Cont.)

Types of nature-based tourism	Definitions	Examples of tourist activities
Adventure tourism	Adventure tourism involves an element or perception of risk in the travel experience, higher levels of physical exertion and a need for certain specialized skills to participate successfully and safely in the activity. Adventure tourism utilizes natural environment as the setting but not necessary. According to Terzieva (2012), Adventure tourist activities implicate an exploration or travel to remote, exotic and possibly hostile areas, where the tourists confront a challenge, excitement or extreme experience (Terzieva, 2012).	Abseiling, ballooning, cycling, trekking, canoeing/kayaking, caving, climbing, four-wheel driving, horse riding, mountain biking, mountaineering, paragliding, sea kayaking, sailing, scuba diving, skiing, skydiving, snorkelling, snowboarding, snow sports, surfing, trail bike tours, tree climbing, trekking, rafting, sailing and boat tours, windsurfing, etc.
Extractive tourism	Tourist activities where tangible products are extracted from the natural environment.	Fishing, fossicking, gold panning, etc.
Wildlife tourism	Observation of native wildlife and fauna in the natural environment or in some circumstances in a captive setting	Terrestrial/aquatic animal watching, spotlighting, bird watching, swimming with dolphins/seals, etc.
Nature retreats	Accommodation in the natural environment is usually low density, dispersed units and designed in a vernacular style creating a 'sense of place' to the natural and cultural environment. Nature retreat characteristics include the use of sustainable building design and materials, renewable energy and waste technologies. Connection and view to/over the natural environment is critical.	Eco-lodges, rural cabins, safari tent-based camps, demountable accommodation, wilderness lodges, etc.

Source: Adapted from Tourism Victoria (2008)

2.2.4.2 **Cultural tourism** is described as all movements of persons to cultural attractions, such as heritage sites, artistic and cultural demonstrations, arts and drama, out of their residences in order to gather information and experiences to satisfy their cultural needs (Richards, 1996). Winconsin Heritage Tourism Program (cited in Lord, 1999) describes cultural tourism as the practice of traveling to experience historical and cultural attractions in an enjoyable or educational ways. Cultural tourism offers opportunity for the tourists to understand and appreciate the essential characters of a particular destination and its culture as a whole, including its history and archaeology, people and their lifestyle, cultural diversity, arts and architecture, food, wine and other local products, social, economic and political structures, and landscape (Tourism Western Australia, 2006).

In the context of Thailand's cultural tourism, Inthijak (2009) explains the meaning of cultural tourism to Thailand and examples of Thailand's cultural tourism. Cultural tourist activities mean the activities that investigate and seek knowledge and pride of local culture, tradition, history, archaeology, arts, livelihoods, festivals, handicrafts, souvenirs, music and various places built by humans. In case of Thailand, cultural tourist activities cover a wide range of tourist activities, such as visiting ancient cities, visiting sanctuaries, visiting antiques, visiting Buddhist temples, visiting fresh market, staying in home stay accommodation, learning history and culture at historical and cultural sites, using local herbal plants, etc.

2.2.4.3 **Entertainment activities** are considered as one of significant aspects included in the cultural tourism (Hughes & Allen, 2010). According to Hughes (cited in Hughes & Allen 2010), the term of entertainment activities is typically described lighter and more amusing than high arts (i.e. opera, ballet, theatrical drama). For instance, entertainment activities cover the performances of variety and dance shows, musicals, nightlife and concerts.

2.2.4.4 **Shopping activities** play vital role in tourism as they cannot be separated from the main purposes when the tourists conduct their tourist activities (Hsieh & Chang, 2006). Several shopping activities are considered as a subset of cultural tourism, especially shopping for local products or traditional souvenirs. Stobart (cited in Hsieh & Chang, 2006) explains that shopping activities provide the tourists with an opportunity to interact with people and to enhance their

travel experience in dealing with both products and local people.

Interestingly, shopping activities can be varied by the tourists' perceived personal value for shopping, including utilitarian and hedonic. According to Babin, Darden and Griffin (1994), the consumers, who express utilitarian value for shopping, seek and purchase products according to the assigned task to accomplish the goals of shopping. Meanwhile, the consumers, who express hedonic value for shopping, view the shopping as an activity offering enjoyment, rewarding or pleasure that they receive as a by-product. With respect to this study, the shopping activities that Russian tourists participate in may imply their personal value as a further explanation.

2.2.5 Tourist Activities in Package Tours and Excursions of Russian Tour Operators

In the context of this study, it is vital to generally study tourist activities in available package tours and excursions which are designed and provided by Russian tour operators in Thailand. The basic knowledge of tourist activities in Russian package tours and excursions existing in the market can provide general ideas beneficial to the designs of research instruments. As Moscow office of Tourism Authority of Thailand (2008, 2009b) suggests major Russian tour operators selling Thailand, several of them are brought up as examples for reviewing available package tours of Russian tourists sold in Thailand, namely Tez Tour, Natalie Tours and Paks Company.

Most of package tours and excursions highly concentrate on beach and natural destinations, mostly in Pattaya, Phuket, Krabi, Koh Samui, Koh Chang, Koh Samet and Kanchanaburi (Asia Sabai, n.d.1, n.d.2; Natalie Tours, n.d.1, n.d.2, n.d.3, n.d.4, n.d.5, n.d.7, n.d.8, n.d.9; Paks, n.d.3, n.d.4, n.d.5). Bangkok, which is the capital city of the kingdom, is included as a popular cultural and urban destination (Asia Sabai, n.d.3; Natalie Tours, n.d.1, n.d.2, n.d.3, n.d.4, n.d.5, n.d.6, n.d.9; Paks, n.d.1, n.d.3). Some of package tours and excursions consist of several cultural and natural destinations in the upper central, northern and north-eastern regions of the country, such as Chiangmai, Chiangrai and Mae Hong Son (Natalie Tours, n.d.1, n.d.2, n.d.4, n.d.9; Paks, n.d.2). A few of them include Ayuthaya, Lopburi, Pitsanulok, Sukhothai,

Lampang, Phayao, Nong Khai and Udonthani (Natalie Tours, n.d.1, n.d.2, n.d.4, n.d.9). Package tours and excursions provided for Russian tourists cover a wide range of tourist activities. These tourist activities can be categorized into 4 types, including nature-based, cultural, entertainment and shopping tourism.

2.2.5.1 **Nature-based tourist activities** involve outdoor activities which take place in the natural environmental setting (Tourism Victoria, 2008; Ministry of Tourism, 2011), including visiting natural attractions (i.e. waterfalls, national parks, sea and beaches, black mud source), bathing in the sea, river, springs and waterfalls, visiting gardens (i.e. tropical, flower), participating in fruit plantation and degustation, fishing, watching animals in restrained habitation (i.e. aquariums, zoos, safari parks, farms), visiting caves, feeding wild animals (i.e. monkeys, baby tigers), watching animal shows (i.e. elephants, parrots, dolphins, orangutans), walking in the tropical forest, viewing beautiful landscape and seascape, and so on.

2.2.5.2 **Adventure tourist activities** are considered a part of nature-based tourism which involves risky travel experience with physical exertion and specialized skills (Tourism Victoria, 2008). Adventure tourist activities include riding on a high-speed motor boat, riding a jeep, snorkeling, scuba diving, participating in sports and extreme activities (i.e. rafting and trekking, windsurfing, kite surfing, surfing, jet skiing, parasailing, canoeing, kayaking, yachting, beach volleyball, swimming, riding on banana boats), riding on an elephant, cycling, floating upon the river, driving an ATV, jumping into the river from the cliff, camping and so on.

2.2.5.3 **Cultural tourist activities** involve seeking an encounter with local people or feeling part of the culture and history of a place (Hall, cited in Terzieva, 2012). In the context of this study, cultural tourist activities include visiting cultural and historical sites, visiting Buddhist attractions and temples, sightseeing in urban city, eating local foods and tropical fruits, watching local livelihoods at villages or communities (i.e. long-necked lady tribe, fisherman village), learning local history and culture, visiting museums, participating in traditional festivals, watching traditional or cultural performance, sightseeing in ancient towns, appreciating national arts (i.e. fine art, sculpture, architecture, music and literature), visiting royal palaces, visiting floating market, visiting local night market, watching

the production of local products (i.e. silk, cotton, umbrella), communicating with local people, learning the art of Buddhist meditation, learning local culinary, cooking Thai dishes, participating in Thai boxing, experiencing Thai massage and spa treatment, and so on.

2.2.5.4 Entertainment tourist activities appear to be one of popular tourist activities participated by Russian tourists in Thailand, including visiting amusement parks, watching theatrical shows (i.e. transvestite, etc.), visiting shopping and entertainment complex, watching movie in the cinema, watching exciting shows (i.e. action, fire, magic, comedy), enjoying X-shows, having fun at night party or discotheque, and so on.

2.2.5.5 Shopping tourist activities include purchasing brand-name products, discounted products, traditional souvenirs, jewelry, silk, cosmetics and so on.

2.3 Travel Preferences

In general, preference refers to comparing of product alternatives and selecting one over the other (Decrop, cited in Hsu, Tsai, & Wu, 2009). Fyhri, Jacobsen and Tømmervik (2009) give a definition of preference as a result of an evaluative judgment which involves liking a specific object more than another. Pearce (cited in Suh & Gartner, 2004) says “preferences are more specific than motivations and are recognized by where travellers go and what travellers do (p.129).” According to Goodall (cited in Hsu et al., 2009), preferences of decision makers act as filters of choices more specifically than motivations, which initiate actions and guide satisfactory behavior. Additionally, Tran and Ralston (2006) indicate that travel preference, which serves as an intermediary step between motives and behavior, is the act of selecting a choice among a set of alternatives. Thus, an individual’s preference influences the selection and dismissal of the choices.

The concept of preference has been adopted in tourism in order to better understand tourist behavior. Murphy (cited in Suh & Gartner, 2004) explains that travel preferences are based on an individual’s personality. Preferences of the tourists

affect the perception of travel choices and destinations, and direct searching for specific types of satisfaction.

Goodall (1992) develops a model, as shown in Figure 2.3, identifying relationship between needs, motivations, preferences and goals in individual holiday choice. Regarding this model, more specific decisions and choices are determined by a tourist's personal preferences possessing intrinsic and extrinsic characteristics. Intrinsic characteristics of travel preferences reflect individual likes and dislikes, while extrinsic ones mean those which are conditioned socially. Moutinho (cited in Suh & Gartner, 2004) adds that travel preferences for destination choice are based on internal and external factors. Internal factors include personality, lifestyle, learning and motivations. Meanwhile, external factors, which include cultural norms and values, family and reference groups, financial status and social class, act as broad determinants for travel preferences influencing tourism product evaluation.

According to Goodall (1992), preferences indicate the course of actions fulfilling needs in the most satisfactory way. For example, an individual may restore socio-psychological imbalance by participating in any tourist activities, but personal preference will direct choice toward a water-based tourist activity rather than pony-trekking or hill-walking. Then, the preferences will interact with the motivations to create hierarchy of goals, which reflect varying intensity of needs and priority accorded to preferences. The probability of those goals to be satisfied is a function of the precision with which they are identified.

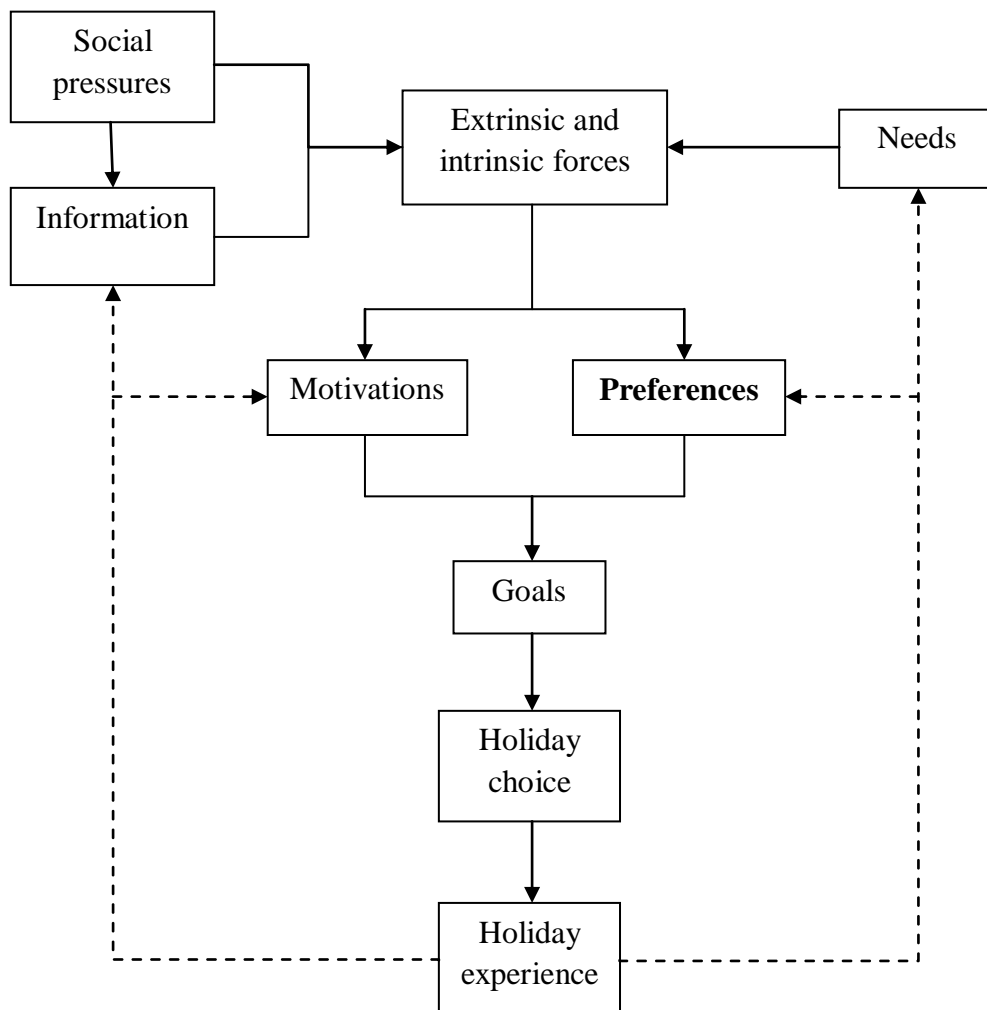


Figure 2.3 The relationship between needs, motivations, preferences and goals in individual holiday choice

Source: Adapted from Goodall (1992) and Page (2007)

On the other hand, travel preferences are revealed that they are usually influenced by characteristics of the tourists and the trips. Andriotis et al. (2007) summarize on the variables affecting travel preferences and found that tourist motivation, socio-economic and demographic characteristics, life stage, age and nationalities play an important role. Moreover, other factors, including type of travel arrangements, types of accommodation, party size and length of stay are observed to act as a fundamental differentiator of travel preferences. For example, Plog (cited in Andriotis et al., 2007) say psychocentric tourists prefer to relax at sun and fun destinations, while allocentric tourists prefer to discover unfamiliar cultures in non-

mass tourist destinations. According to Andriotis et al. (2007), tourists with higher income and educational levels are more dynamic and undertake more tourist activities. Tourists with lower age ranges have more sense of adventure in their trips. FITs and smaller travel groups are likely to travel farther afield, have much unique spatial movement and undertake more tourist activities than packaged tourists and larger travel groups. Tourists who stay in large and well-equipped hotels tend not to go far from the places of stay and visit fewer sites.

2.3.1 Travel Preferences for Activity Participation

Travel preferences for tourist activities have been studied by several tourism scholars. According to Ashworth (cited in Suh & Gartner, 2004), the preferences of an individual tourist directly stipulates tourists' participations of tourist activities at a particular destination. Tran and Ralston (2006) clearly explain several definitions of travel preference regarding different types of tourist activities. Firstly, preference for adventure tourism is defined as a selection of an activity, which takes place in an unusual, exotic, remote or wilderness destination and tends to be assorted with high levels of involvement and participatory outdoor activities. Tourists with high adventurous activity preferences like visiting unusual and exotic destinations to procure new experiences, relish unique environment or challenge their skills. Secondly, preference for cultural tourism is defined as a selection of an activity taking place in the destinations, which represent cultural attributes, such as traditions, arts, celebrations and local people. Tourists with high preference on cultural activities enjoy participating in traditional cultural products, services and heritage. Moreover, creative industry, such as media and entertainment, design, architecture and fashion, is able to develop cultural destinations to create competitive advantages. Thirdly, preference for eco-related tourism is defined as a selection of an activity occurring based on ecological, social and economic resources of a destination. Tourists with high eco-related preference would like to appreciate and understand environment and natural attributes of the destination.

According to Schneider et al. (2006), different travel market segments, which are distinguished by demographics, geography or psychographics are attracted by different types of tourism products, particularly tourist activities. Hence, it is

expected that different types of the tourists or tourist segments represent different sets of travel preference for tourist activity participation (Schneider et al., 2006; Manthiou et al., 2011). Moreover, each individual tourist does not participate in the same tourist activities (Andriotis et al., 2007). For instance, certain tourists may prefer sightseeing or visiting historic places, while others may focus on different activities, such as sports and sunbathing (Manthiou et al., 2011). One tourist may appreciate environmentally-friendly tourist activities, while another may give precedence to nightlife and recreational ones (Adriotis et al., 2007).

Besides, with respect to travel preference for shopping activities, Kinley et al. (cited in Littrell et al., 2004) indicate that they can be categorized in to 3 clusters, including shopping tourists, experiential tourists and passive tourists, by considering push factors of shopping motivations. However, these 3 clusters express different travel preferences. Shopping tourists have strong preference for shopping in unique kinds of stores where they are able to buy something special for others or hunt for a bargain. Experiential tourists have more preference on entertainment, such as treating themselves, shopping in different kinds of stores and enjoying social interactions with others. Meanwhile, passive tourists are less likely to prefer shopping.

2.3.2 Case Studies on Travel Preferences for Tourist Activity Participation

According to preceding studies, travel preferences for tourist activity participation have been investigated through different cases of studies. For example, Littrell et al. (2004) attempt to cluster American Caucasian senior travelers by considering their travel preferences for tourist activity participation. 3 clusters, including active outdoor/cultural, cultural and moderate, are discovered as a result of the study. Active outdoor/cultural senior tourists with an average age of 63 years highly prefer to participate in outdoor and cultural activities. Senior tourists with an average age of 62 years are found to be cultural tourists who prefer cultural activities rather than outdoors and entertainment. And, senior tourists with an average age of 67 years represent moderate tourists who less involve in tourist activities and give equal mid-scale importance to outdoor, cultural, and sports and entertainment activities. Also, Javalgi et al. (cited in Littrell, 2004) reveal that older senior tourists prefer going

on a cruise, touring or visiting relatives rather than visiting theme parks. Travel Industry Association of America (cited in Littrell, 2004) discloses that there are differences of travel preference for tourist activity participation among senior tourists themselves. Junior mature tourists, who are aged 55-64 years, include shopping, outdoor activities and nightlife in their trips, while senior mature tourists, who are aged 65 years and older, prefer learning the history, visiting museums and cultural events.

Moreover, Niefer, Silva and Armend (cited in Adriotis et al., 2007) found that visitors of Superagui national park in Brazil prefer observing landscape, and flora and fauna, which are considered as usual preferences for activity participation in the national parks.

Apart from that, Adriotis et al. (2007) indicate that the majority of tourists visiting Crete, Greece, undertake passive tourist activities, even though other active ones, such as bicycle and horse riding, golf and surfing, are available at a destination. Mass-typed tourist activities, such as swimming, sunbathing, eating and drinking, are observed to be the most preferred in Crete. Also, visiting historical and archaeological sites, observing flora and fauna, and participating in guided excursions or tours are considered popular.

Furthermore, Chow and Murphy (2007) examine travel preferences for tourist activity participation of Chinese outbound tourists for overseas destinations by using Australia as a case study. The results of this study reveal that Chinese tourists prefer dining/eating, sightseeing, culture and heritage, participatory activity, entertainment and shopping respectively. However, these results become irrelevant to tourism experts' perception of Chinese tourists' travel preferences for tourist activity participation. In the perspective of tourism experts, Chinese tourists prefer sightseeing, shopping, culture and heritage, entertainment, participatory activity and dining/eating respectively. Moreover, due to increasing busy lifestyle of the Chinese, Chow and Murphy (2007) suggests tour companies to include relaxation activities, such as more free time, and visits or overnight stays at resorts and spas, while arranging travel itineraries for Chinese tourists.

With respect to fast growing economy along with outbound tourism of China, Agrusa, Kim and Wang (2011) point out that Hawaii's tourism and hospitality

industry needs to adapt from its former target market of Japanese to the emerging travel market of Mainland Chinese. Agrusa et al. (2011) found that Chinese tourists are more likely to be interested in marine sports activities, such as snorkelling, boating and visiting underwater reefs through the use of submarines. Chinese language is suggested to include in audio and signage of the tour programs. Moreover, it is found that younger Chinese tourists prefer active tourist activities, such as participatory marine tourist activities, including sailing, surfing and hiking. Older Chinese tourists prefer static or passive tourist activities, including viewing wildlife, shopping, learning Hawaiian history and participating in traditional lei making activities.

Besides, Manthiou et al. (2011) investigate travel preferences of business and leisure international travellers for tourist activity participation in Shanghai by segmenting tourist activities into underlying 4 categories, including traditional attractions, special tourism, entertainment and local life. In details, tourist activities, which involve traditional attractions, are visiting modern city, historic buildings, water villages, religious buildings and scenic areas. The category of special tourism consists of taking agricultural and industrial tours. Watching shows, participating in sports event and enjoying nightlife are the tourist activities indicated in entertainment category. And, the category of local life comprises of tourist activities which involve handicrafts, local people, hiking, green spaces and festivals. From the study of Manthiou et al. (2011), it is found that business travelers have more interests in participating in those four preferred tourist activity categories.

These mentioned scholars have successfully investigated the distinction of travel preferences for tourist activity participation among certain tourists in different contexts. However, Kim and Jogaratnam (2003), who also aim to find out the differences among Asian international and domestic American university students in the United States, obtain unexpected outcomes. Surprisingly, Asian international and domestic American university students share similar travel preferences for their participation of activities. Both of ethnic groups of college students express their preferences for cultural, sports, leisure and touring activities. Kim and Jogaratnam (2003) found that segments which can be developed are based on variations the degree to which the students prefer the activities rather than on preferences for a distinctly different set of activities. 2 segments, including enthusiasts and moderates, are found

in the study. The enthusiasts rate their preferences for all activity items consistently higher than the moderates. Therefore, tourism marketers are suggested to emphasize mentioned activities to attract the enthusiasts, while minimize them to attract the moderates but not to omit.

2.3.3 Travel Preferences for Other Components

Apart from preferences on tourist activities, many tourism scholars have paid attention to travel preferences for a variety of other issues. Suh and Gartner (2004) investigate preferences of international urban tourists to Seoul, Korea, with a sample of European, North American and Japanese tourists by determining whether travel preferences for city attributes correlate with the cost of each attribute. From their findings, Japanese tourists prefer accommodation with access to modern shopping centers or attractions, while European and North American tourists prefer accommodation with access to traditional markets or attractions. Regarding shopping behavior, Japanese tourists prefer shopping attributes with relatively low prices, while European and North American tourists prefer cultural attributes, such as art works and local souvenirs. With respect to food, North American tourists tend to spend more on experiencing traditional local foods, which is considered as their preference, rather than European and Japanese tourists. In regard to local culture, European and North American tourists are found to prefer experiencing local culture than Japanese. To sum up this study, tourists from the near origins with similar cultural area tend to mostly prefer tangible attributes, such as shopping and hotels, while tourists from the distant origins with different cultural zones tend to prefer intangible attributes, such as local culture, as the most valuable with an exotic feeling.

In addition, Zhang et al. (2004) investigate Hong Kong residents' preferences on selecting tourism destinations and tour packages for their outbound leisure trips. Destination attributes, including 6 dimensions of tour features, exogenous factor, local features, travel cost, entertainment and recreation and special cultural attractions, are considered as criteria. It is found that respondents with different socio-demographics have different preferences on destination attributes. However, exogenous factor, especially safety, is considered as the most important while selecting the tours. Hong Kong tourists seek for safety and prefer destinations with

familiar atmosphere and low activity levels. Moreover, tour features and travel cost are also important in selecting the destinations. In addition, as Hong Kong tourists are considered comfort, they prefer to join all-inclusive package tours because of convenience.

Pizam and Fleischer (2005) found that preferences on active and passive tourist activities are affected by cultural characteristics of the tourists. For instance, dynamic and active tourist activities are preferred by the tourists who come from low uncertainty avoidance, masculine and individualist cultures rather than those who come from the opposite cultures.

Hsu et al. (2009) investigate travel preferences on motivational factors, both internal and external forces, used as criteria to decide which tourism destinations in Taiwan will be chosen. Different tourism destinations attract different travel preferences. For example, tourists who are highly motivated by quality and variety of food will be likely to prefer visiting Taipei 101. Tourists who are highly motivated by culture and history will be likely to prefer visiting National Museum. Therefore, it is proven that a variety of travel preferences differently affects destination choice.

Agrusa et al. (2011) explain unique travel preferences of Mainland Chinese tourists on the basis of their gift items, foods and accommodation. Regarding attitudinal and behavioral characteristics, Chinese tourists are more likely to express their understanding toward foreign culture and different lifestyles, and preferences for an exploration of Hawaiian culture and local community. However, Chinese tourists still adhere to preference for their own ethnic Chinese food rather than local food. Concerning their shopping behavior, high level of preference for discounted products is found among the Mainland Chinese tourists. In relation to socio-demographic characteristics of Chinese tourists, the significances are not found on the preferences for tourism sites, tourist activities and foods. Nevertheless, Argusa et al. (2011) found that the preferences for gift items are different among age groups, marital status and number of visits to Hawaii. Chinese tourists within 20s and 30s age groups prefer purchasing Hawaiian traditional gift, while 40s prefer purchasing alcohol as a gift and 50s or above prefer Hawaiian chocolate as a gift. Moreover, Hawaiian traditional gift is found to be preferred by both single and married Chinese tourists, whereas Hawaiian chocolate is preferred by only married Chinese tourists. Furthermore, it is

found that Chinese tourists who report ten times or more in number of visits to Hawaii prefer alcohol as a gift, but first-time tourists prefer Hawaiian traditional gift and chocolate as similar as those who travel for three or four times. Regarding accommodation preferences, more frequent Chinese visitors to Hawaii show a higher level of preference for a deluxe hotel as their preferred type of accommodation.

Holowiecka, Grzelak-Kostulska and Kwiatkowski (2011) analyze Polish travel preferences in terms of distance, frequency of their vacations, types of tourism, destinations and purchasing decision by explaining 2 factors which obviously correlate with these terms. First of all, travel preferences are obviously different depending on the age of the tourists. Tourists with younger age are found tend to carry out more frequent vacations, particularly on weekdays, weekend trips with overnight stay and short trips (up to 4 days). Regarding types of tourism, recreational tourism is the most popular in every age of Polish tourists. Nevertheless, younger tourists, especially students, high school youth and economically active tourists at mobile working age, prefer heritage tourism rather than older ones. Also, younger tourists are likely to make travel arrangements by themselves to ensure that their personal needs are fulfilled. Thus, they are more sensitive and ready to modify their choices and behavior as they have greater amount of free time and knowledge of how to find necessary information. Additionally, preferences for fashionable and popular tourist destinations can be mostly seen in younger tourists, while older tourists incline to prefer quiet, peaceful and less popular places. Secondly, levels of income and education are also important factors which strongly correlate with travel preferences. The tourists with higher education and income tend to decrease passive recreational types of tourism and replace with more active ones, such as heritage tourism and touring trips. Moreover, a variety of tourism types are also increasingly sought according to the increasing levels of education and income. Significantly, financial factors strongly affect preferences for deciding to organize their trips by themselves as services provided by travel agents are usually more expensive. To sum up, the study of Holowiecka et al. (2011) implies that socio-economic and demographic characteristics of the tourists strongly affect travel preferences for various issues.

2.4 Conceptual Framework

This research mainly focused on travel preferences for tourist activity participation of Russian tourists visiting Thailand. An understanding of their travel preferences for tourist activity participation is the most crucial outcome of this research.

To be clearer on this term, Moscardo et al. (1996) develop a model of destination choice by considering tourist activities as key attributes of tourist destinations and elaborate the role of travel preferences for tourist activity participation in tourism marketing. According to Figure 2.4, the model of destination choice is proposed by focusing on travel preferences for tourist activity participation as an intermediary connecting tourist motives and destinations. This model clearly explains the role of travel preferences for tourist activity participation used to attract the tourists to choose the destinations. By considering tourist activities which are offered and promoted from the destination side, the tourists develop the image of the destinations and perceive tourist activities available in their acquired information about the destinations. Simultaneously, their actual preferences for tourist activities are developed by the influences of their motives, socio-psychological and demographic characteristics. Afterwards, tourists will match perceived available tourist activities with their actual travel preferences for tourist activity participation in order to select particular tourist destinations. Therefore, by understanding travel preferences for tourist activity participation of Russian tourists, tourism marketers are able to promote the information about their preferred tourist activities in order to attract them more. Regarding marketing activities, a matching of products or services to the needs and behaviors of different market segments can contribute to more precise and cost-effective approaches to several components of marketing mix, including product, people, packaging, programming, place, promotion, partnership and price.

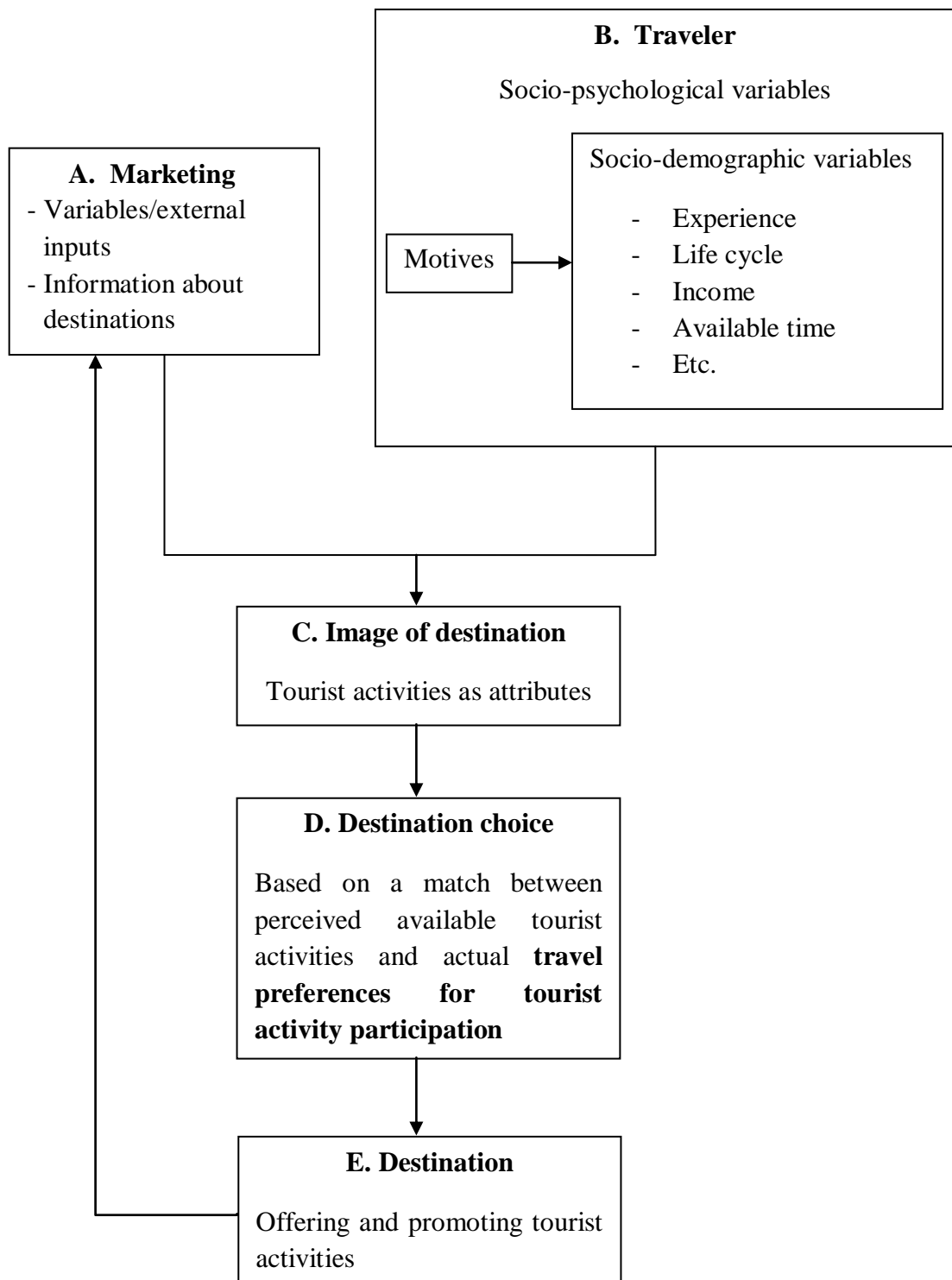


Figure 2.4 An activity-based model of destination choice

Source: Moscardo et al. (1996)

In this research, the term of travel preferences for tourist activity participation is defined as tourist expression of choice between two or more alternatives of tourist activities available in Thailand. After acquiring the information, the tourists will make decision which is conditioned by their preferences whether they wish to participate or skip. This research aims to identify tourist activities in which Russian tourists participate in and analyze their travel preferences for tourist activity participation from an obtained set of tourist activities. The tourist activities will be identified by the methods of content analysis and cross-analysis with reviewed literature techniques. Afterwards, travel preferences of Russian tourists for tourist activity participation in Thailand will be analyzed by the methods of content analysis from the interview results and data analysis of the questionnaires. Both methods will mutually confirm the results together with providing in-depth explanations.

Thus, a conceptual framework is developed as shown in the Figure 2.5 to clarify the process of this research until its aims and outcomes. The main intentions of this study is to investigate travel preferences of Russian tourists for tourist activity participation in Thailand. However, the goal will be able to be accomplished after the tourist activities participated by Russian tourists are revealed. As mentioned in the literature review, participated tourist activities of Russian tourists are analyzed from the tour advertisements of major Russian tour operators in Thailand. Tourist activities, which are often repeated in those advertisements, are categorized into 5 types, including nature-based, adventure, cultural, entertainment and shopping. As a result, preferred tourist activities of Russian tourists can be analyzed from these 5 main types of their participated tourist activities. The outcomes of this study will finally benefit marketing aspect in terms of developing appropriate tourist activities, as products, to fulfill the preferences of Russian tourist market in Thailand.



Figure 2.5 Conceptual framework of this study

CHAPTER III

RESEARCH METHODOLOGY

This chapter presents the research methodology applied in this research, including research design, target area and population, sample selection and size, research instruments, validity and reliability assessments, research ethics, methods for data collection and analysis.

As previously mentioned in the first chapter, Russian travel market is considered significant and beneficial for Thailand's tourism and hospitality industry. This study is an exploratory and explanatory research investigating travel preferences for tourist activity participation of Russian tourists visiting Thailand.

3.1 Research Design

Based on the objective of this research, this research can be simultaneously considered both exploratory and explanatory in nature. According to Pongponrat (2011a), an exploratory research is used to discover and investigate phenomena of behavioral patterns in areas or activities which have not previously been studied or clearly understood. Since the study on Russian travel market in Thailand is limited, this research can be determined as an exploratory study to illuminate curiosity regarding this term. Also, an explanatory research is used to explain how and why things happen, to explain the patterns related to a described phenomenon and to identify relationship shaping the phenomenon (Pongponrat, 2011a). This research needs to explain the behavior of Russian tourists regarding their participation of particular tourist activities in Thailand, thus explanatory study is also considered as a part of this research. Therefore, both exploratory and explanatory research will be applied in this study by conducting interviews with people who are experienced in mentioned research questions and surveys with Russian tourists in Thailand.

There are 2 different methodological approaches of research – qualitative

and quantitative approaches. Walle (1997) compares the research methodologies between quantitative and qualitative approaches. Quantitative approach presents formality and exactness of the data. Quantitative researchers have to deal with verifiable facts by applying scientific methods, such as mathematical tools. This approach is especially useful when the issues of the research can be able to be quantified and analyzed by using such methods. However, quantitative approach can possibly present oversimplifying data by only examining the numbers which are gathered by rigorous methods. Thus, this approach is impossible to examine “reality” in complexity. Quantitative researchers use a variety of well-defined research designs, which involve deductive logic or reasoning by analyzing the data according to an existing theory or framework. For instance, correlational, survey, experimental and quasi-experimental research designs are quantitative in nature (Teddlie & Tashakkori, 2009). Meanwhile, qualitative approach makes use of intuition, insight and non-verifiable knowledge and aims to artistically make understanding of the obtained data. However, this approach requires artistic instinct of the researchers to better analyze the data (Walle, 1997). Qualitative researchers aim to explore unknown aspects of a phenomenon by employing inductive logic or reasoning to discover patterns, themes and categories in narrative data, in which theory development is grounded (Teddlie & Tashakkori, 2009). According to Denzin and Lincoln (2005), qualitative research involves a wide range of interconnected interpretive practices, such as case study, personal experience, introspection and interview, in order to better describe meaning or understanding of the data. Sandiford and Seymour (2007) state that quantitative approach provides access to statistical tools with fixed formulas, while qualitative approach requires language-based analytical techniques of the researchers.

In this study, the combination of qualitative and quantitative research approaches is considered appropriate to be applied to collect and analyze the data. As the research objective involves both inductive and deductive logic, this approach is better to be conducted in order to exactly elicit the answers to the research questions. This kind of studies falls into a class of research appropriately called mixed methods research (Onwuegbuzie & Collins, 2007). The methodology of this research is divided into 2 phases sequentially. For the first phase, qualitative approach is adopted to collect the data which was also used in quantitative phase afterwards. Then,

quantitative approach is adopted in the second phase in order to extend qualitative findings to integral results which represent the large population size of Russian tourists in Thailand effectively. The results from both approaches support mutually. The qualitative results provide insightful and meaningful information to explain the quantitative results into details. On the other hand, the quantitative results, also, support and verify the qualitative results. By mixed methods research approach, thus, this study will provide meaningful and pragmatic outcomes.

3.2 Target Area and Population

The main areas that this research focuses on were Bangkok and Pattaya as these areas are popular among Russian tourists and also included in usual tour packages for Russian tourists (Tourism Authority of Thailand, 2009b).

As this research is designed to adopt mixed methods research approach, it consists of 2 different target populations, including Russian-speaking tourist guides and Russian tourists. Tourist guides are considered as one of tourism experts who have the most direct and frequent contact with the tourists (Chow & Murphy, 2007). Therefore, Russian-speaking tourist guides are considered as key informants who are able to provide valuable qualitative information regarding preferences for activity participation of Russian tourists in Thailand. Furthermore, in order to relate to the actual travel preferences for tourist activity participation, Russian tourists themselves are needed to concern in this study. Russian tourists who will be included as the respondents of this study must visit Thailand for holiday and leisure purposes and be eighteen years old and above.

3.3 Sample Selection

Russian-speaking tourist guides are included in this qualitative phase as the key informants and Russian tourists are included in the quantitative phase as the respondents. According to Hsu, Killion, Brown, Gross and Huang (2008), snowball sampling is usually applied when it is difficult to identify members of the target population. The researcher normally selects an initial group of a few respondents and

asks them to identify others who also belong to the target population. Therefore, due to the number of Russian-speaking tourist guides is relatively limited, snowball sampling is considered useful and appropriate to identify those who are able to provide particularly valuable information regarding the research questions. An initial group of the professional Russian-speaking tourist guides was addressed from the Russian-speaking Tourist Guide Club, which is encouraged to be organized by the members of Professional Tourist Guide Association of Thailand. Afterwards, more Russian-speaking tourist guides were identified by those who belong to the initial group. From the qualitative phase to the quantitative phase, snowball sampling was applied to identify Russian tourists by asking those Russian-speaking tourist guides for their supports. Hence, Russian tourists were approached by the assistance of Russian-speaking tourist guides.

3.4 Sample Size

3.4.1 Qualitative Phase

This study attempted to conduct in-depth interviews with the Russian-speaking tourist guides in order to find out their direct knowledge and experience toward Russian tourist market. Qualitative phase of this study, therefore, is considered as a phenomenological approach. Based on the theory of phenomenological qualitative research design, Onwuegbuzie and Collins (2007) recommend that the minimum sample size is 10 interviews. However, in reality, the number of Russian-speaking tourist guides in Thailand is relatively limited. Thus, this study also considers the saturation of the information. According to Glaser and Strauss (1967), the saturation of the information is considered as another criterion to determine the sample size of the qualitative studies. This criterion means that no more additional evidences should be discovered after the obtained information is already covering every point of the study.

3.4.2 Quantitative Phase

According to Israel (1992), sample size for quantitative method is influenced by a number of factors, including the purpose of the study, population size,

the risk of selecting “bad” sample and the allowable sampling error. Yamane (cited in Israel, 1992) provides a simplified formula to calculate the sample size:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

- n is the sample size.
 N is the population size.
 e is the level of precision.

According to Department of Tourism (2013), the total number of Russian tourists' arrivals to Thailand from January to December is 1,317,387 (N). The sample size is calculated for 93% of confidence level and the precision of 7% (e) is assumed.

$$n = \frac{1,317,387}{1 + 1,317,387(0.07)^2}$$

$$n = 204.05$$

$$n \approx 204$$

Therefore, the appropriate sample size of this study is 204 samples of Russian tourists.

3.5 Research Instruments

This research adopted 2 research instruments in order to explore travel preferences of Russian tourists for tourist activity participation in Thailand. The research instruments were differently used in each phase, as this research involves both qualitative and quantitative methodological approaches.

3.5.1 Qualitative Phase

Interview checklist was prepared for conducting semi-structured interviews with Russian-speaking tourist guides. In order to ensure that the interviews were conducted in the appropriate direction and not overlooked any issues, this

interview checklist was used as a guideline during the interviews. The prepared interview checklist was systematically designed to cover all comprehensive issues regarding the research questions from the interviewees. The details of the interview checklist are discussed in appendices.

Besides, during the interviews, audio recorder was used to collect all the data received from the interviewees. By using audio recorder, the interviewer is able to concentrate on questions without distracting note taking (Whiting, 2008).

3.5.2 Quantitative Phase

A questionnaire acts as an important channel to compile primary data in most of quantitative research (Hsu et al., 2008). The questionnaire, which is used to examine travel preferences of Russian tourists for tourist activity participation, was initially developed from a comprehensive review of Russian tour operators' tour and excursion advertisements. Afterwards, in order to adapt to the objective of this study and the context of Thailand, some questions were modified or added by interpreting from the results of Russian-speaking tourists' interviews in the qualitative phase during collecting the data.

At the beginning, the questionnaire was designed in English. Then, it was carefully translated into Russian. Close-ended questions were employed in all items of the questionnaire. According to Hsu et al. (2008), close-ended questions, which are used more often in quantitative studies, provide the respondents with a set of answer options from which they are able to choose one or more to express their opinions. As this research employs self-administered questionnaire approach, close-ended questions are considered suitable because the respondents will be able to answer quickly and easily without any interviewer bias. Moreover, the answers from close-ended questions will be easily coded into numbers for latter analysis of the data (Hsu et al., 2008). The questionnaire consists of 2 sections, including personal information and travel preferences for tourist activity participation. Each section is briefly presented as follows:

3.5.2.1 Section 1 – Personal Information: This section consists of 9 questions asking about socio-demographic characteristics of the respondents, including gender, age range, place of origin, educational level,

occupation and income range. Besides, 3 questions regarding trip characteristics, including travel group size, trip duration in Thailand and length of stay in Pattaya, are also appeared in this section.

3.5.2.2 Section 2 – Travel Preferences for Tourist Activity

Participation: This section consists of 33 questions asking the respondents to assess their level of agreement and disagreement with the statements describing their preferred tourist activities. For instance, the respondents read “I wish to do sightseeing around the city.” Then, they will be able to indicate their level of agreement or disagreement based on 7-point Likert-type scale: (1) totally disagree, (2) strongly disagree, (3) moderately disagree, (4) neutral, (5) moderately agree, (6) strongly agree and (7) totally agree. Seven-point Likert-type scale has been broadly used over time by many tourism scholars who examine travel preferences for tourist activity participation.

3.6 Validity and Reliability Assessments

According to Cavana et al. (cited in Sangpikul, 2008), pretest should be conducted to evaluate reliability and validity of the research instrument before collecting the data from the research respondents. Therefore, in this research, pretest will be conducted before collecting the data.

In the first step, in order to improve the quality of the questionnaire, Russian native speakers were asked to proofread. Then, the feedbacks on the clarity and appropriateness of the questions were obtained. After obtaining the feedbacks, some words and sentences were modified in order to ensure that the respondents will be able to understand the questions and choose appropriate answers. Then, a reliability analysis by Cronbach’s alpha will be applied to the items regarding preferred tourist activities. Cronbach’s alpha is used to determine the internal consistency reliability whether all those items measure the same attribute or construct (Connelly, 2011). By using reliability analysis, the extent to which the items in the questionnaire are related to each other in one attribute will be determined (Indiana State University, 2005; Connelly, 2011). Many researchers suggested that a value of 0.7 to 0.8 is an acceptable value for Cronbach’s alpha and the items which have a value lower than

0.7 will be unreliable (Field, 2005; Connelly, 2011). In this research, all the items were tested by this method to ensure that the questionnaire is completely applicable.

3.7 Research Ethics

This research was reviewed and approved as an ethical study by Mahidol University's Office of the Committee for Research Ethics (Social Sciences). This study is considered unharmed to human and does not threaten the privacy of the informants and respondents. Also, this study avoided to collect the data with the respondents considered as minors or aged less than 18 years old. Furthermore, prior to data collection, the informants and respondents were ensured to clearly understand the purpose, procedures and benefits of this study by providing participant information sheet. In addition, form of informed and voluntary consent to participate in research was also provided to ask the informants' and respondents' permission to collect the data. After completing this study, all documents and data collected from the informants and respondents were destroyed to ensure confidentiality.

3.8 Data Collection

The data for this study was collected with Russian-speaking tourist guides and Russian tourists, with the time frame during October 2012 to January 2013. By utilizing mixed methods approach in this research, both qualitative and quantitative methods were conducted sequentially. The procedures of data collection in this study are clearly explained as follows:

3.8.1 Qualitative Phase

Semi-structured interview technique was used in order to collect in-depth information from the informants. Semi-structured in-depth interview is conducted by asking open-ended, direct and verbal questions in order to elicit detailed narratives and stories (Whiting, 2008). According to Pongponrat (2011b), apart from prepared questions, semi-structured interview allows to add more questions in response to

significant replies. In the semi-structured interviews, the interviewer should not maintain control over the interviews in order that some questions will emerge from the dialogue (Whiting, 2008). According to Hsu et al. (2008), in-depth interviews are conducted on a one-to-one basis. The interviewer usually discuss with the interviewees face to face, which is an appropriate approach to discover a greater depth of insight around the research topic with no social pressure.

Prior to interviews, all the interviewees were asked whether they were interested to participate in the interviews and the purposes of the interview were explained clearly. Once they agreed, the interviewees were asked for a permission to use audio recorder during the interviews. After they permitted, the interviews were conducted by following prepared checklist. The interviews should be lasted not more than 30 minutes for each interviewee.

Prior to following the pre-designed interview guide, the interview process usually begins with some general icebreaking questions (Hsu et al., 2008), such as “What have you experienced in Russian travel market?” Afterwards, the interviewer can adjust and determine subsequent questions based on the answers to previous questions by following the interview guide (Hsu et al., 2008). In details, Russian-speaking tourist guides were asked about tourist activities that Russian tourists typically participate in Thailand and their preferences among those tourist activities answered by the interviewees. The questions in the interviews cover as follows:

3.8.1.1 Tourist activities in which Russian tourists typically participate during their trips in Thailand

3.8.1.2 Preference of Russian tourists for participating tourist activities during their trips in Thailand

3.8.2 Quantitative Phase

Survey method is usually adopted in quantitative research in order to elicit specific information from the respondents by providing a structured questionnaire (Hsu et al., 2008). Prior to collecting the data with Russian tourists, the questionnaire format needed to be adapted to the context of this research.

By the assistance of Russian-speaking tourist guides, most of Russian tourists who answered the questionnaires were their clients. However, Russian-

speaking tourist guides were trained and urged to inform the purpose of the research and ask whether they were interested in participating in the survey. Once they agreed, questionnaires were distributed on site and the respondents will fill in the questionnaires by themselves. This approach is called the self-administered personal interview (Hsu et al., 2008). However, if the respondents felt uncomfortable during participating in the survey, they were able to quit at any time. When the respondents finished the questionnaires, the questionnaires were collected back to the Russian-speaking tourist guides. In the end of the survey, all responded questionnaires were returned to the researcher.

3.9 Data Analysis

3.9.1 Qualitative Phase

Prior to analysis, the data of interviews were interpreted into written format. Content analysis and cross-analysis with reviewed literature techniques were applied to analyze interpreted data. Hammersley and Atkinson (cited in Sandiford & Seymour, 2007) suggest that, aside from collected primary data during fieldwork, the qualitative data should be interactively analyzed along with reviewed relevant secondary materials during the research process. The “analytic practices,” which are suggested by Miles and Huberman (cited in Sandiford & Seymour, 2007), comprise of several procedures, including coding data, reflecting on data, sorting data, identify patterns in data, generalizing and developing concept. With respect to this research, the keywords, which are related to research questions, were drawn out and categorized into main issues regarding travel preferences for tourist activity participation. Consequently, the patterns or frameworks were put into the data in order to make better understanding of the relationship between each factor. Eventually, the concepts of the findings were written in sentences to explain in details.

3.9.2 Quantitative Phase

Collected data were analyzed by using the Statistical Package for the Social Sciences (SPSS) program. Data analyses will be implemented through 3 steps

as follows:

Firstly, descriptive statistics, including frequency and percentage, were applied to present socio-demographic characteristics of the respondents. Secondly, descriptive statistics, including mean and standard deviation, were applied to present respondents' trip characteristics. Finally, descriptive statistics, including mean and standard deviation, were applied to present travel preferences for tourist activity participation of the respondents. The means of preferences for each tourist activity are interpreted into 7 levels: $\bar{x} = 1-1.85$ means absolutely disagree, $\bar{x} = 1.86-2.71$ means strongly disagree, $\bar{x} = 2.72-3.57$ means moderately agree, $\bar{x} = 3.58-4.43$ means neutral, $\bar{x} = 4.44-5.29$ means moderately agree, $\bar{x} = 5.30-6.15$ means strongly agree and $\bar{x} = 6.16-7.00$ means absolutely agree.

CHAPTER IV

RESULTS

This chapter discusses the analyses of the survey and interview data. The in-depth interviews were conducted with 10 Russian-speaking tourist guides. There were 5 tourist guides based in Bangkok, including 3 males and 2 females, 4 tourist guides based in Pattaya, including 2 males and 2 females and 1 male tourist guide based in Phuket. Moreover, the quantitative data were analyzed from 198 usable responses (N = 198) out of 228 distributed questionnaires.

4.1 Socio-demographic Characteristics of Russian tourists

As shown in Table 4.1, there were 116 females (58.6%) and 82 males (41.4%) from the quantitative data. The majority aged between 26-35 years old (36.4%). Krasnoyarsk city appears to be the most common response in the choice of “Others,” which the majority selected (72.2%) for place of origin. Most of them graduated Bachelor’s degree (77.8%) and work as company employees (34.8%) with monthly income of US\$ 1,000 or lower (45.5%).

Table 4.1 Descriptive statistics of socio-demographic characteristics (N = 198)

Socio-demographic characteristics	Frequency (persons)	Percentage
Gender:		
Male	82	41.4
Female	116	58.6
Age Range (years):		
18-25	32	16.2
26-35	72	36.4
36-45	53	26.8
46-55	32	16.2
56-65	9	4.5

Table 4.1 Descriptive statistics of socio-demographic characteristics (N = 198)
(Cont.)

Socio-demographic characteristics	Frequency (persons)	Percentage
Place of Origin:		
Moscow	22	11.1
Saint Petersburg	9	4.5
Ekaterinburg	4	2.0
Irkutsk	8	4.0
Novosibirsk	8	4.0
Vladivostok	4	2.0
Others	143	72.2
Education Level:		
High school or lower	10	5.1
Vocational	22	11.1
Undergraduate degree	154	77.8
Graduate degree	12	6.1
Occupation:		
Student	13	6.6
Government official	9	4.5
Employee	69	34.8
Professional/Specialist	57	28.8
Independent/Self-employed	25	12.6
Retired	11	5.6
Unemployed	6	3.0
Housewife	5	2.5
Others	3	1.5
Monthly Income Range (US\$):		
US\$ 1,000 or lower	90	45.5
US\$ 1,001 – 2,500	83	41.9
US\$ 2,501 – 4,000	14	7.1
US\$ 4,001 or higher	11	5.6

4.2 Trip Characteristics of Russian tourists

According to Table 4.2, Russian tourists visiting Thailand travel in groups of 4 people in average. According to the interviews, all informants unanimously agree that their travel groups usually mean family. Typically, Russian tourists are likely to travel with their spouse or with their big family including father, mother, children and grandparent. Also, the groups of adults, such as colleagues, are seen by the informants. Correspondingly, beach destinations are popular among all segments of Russian tourists, but especially among young people and families with children (Taloustutkimus Oy & Travel Business Partnership, 2009).

An average duration spent by Russian tourists for their trips in Thailand is 14 days. This quantitative finding corresponds well with the interviews that Russian tourists usually travel in Thailand for 14 to 15 days. Some informants indicate that Russian tourists also make 7 and 10 to 11 days of trips. C9 Hotelworks Market Research (2013b) also shows the similar average length of stay in Thailand for Russian tourists registered at 14.75 days.

Table 4.2 Descriptive statistics of trip characteristics

Trip Characteristics	Mean	Std. Deviation
Travel Group Size	4.05	3.649
Trip Duration in Thailand	14.13	4.621
Length of Stay in Pattaya	11.82	4.344

Derived from the interview results, the inclusive tour encourages Russian tourists to gather a group and book with the travel agencies to receive the low-price offers. Also, their trip durations are designed to conform to the schedule of charter flights incorporated in the inclusive tours. European Civil Aviation Conference (cited in Pearce, 1987) defines the inclusive tour that “[it] consists of a round trip or circle tour performed in whole or in part by air, organized by a tour organizer and offered to the public at a comprehensive published price including, besides air transport, accommodation for the duration of the trip, surface transport and, where appropriate, other amenities. An inclusive tour is normally paid prior to departure, is for a pre-

determined period, and is to an announced destination or destinations.”

In Thailand, as displayed in Figure 4.3, Russian tourists’ inclusive tours are mainly based in Pattaya and Phuket. The tourists are encouraged to purchase optional tour programs or excursions during their stay in Pattaya and Phuket. For instance, they are able to find one-day or overnight trips to Bangkok, Koh Samed, Koh Kood and Koh Chang islands. Moreover, within Pattaya and Phuket, a variety of tourist activities or excursions to tourist attractions are available for them to select according to their preferences.



Figure 4.3 Spatial pattern of Russian tourists’ inclusive tour in Thailand

Besides inclusive tours to Pattaya and Phuket, another travel pattern of Russian tourists in Thailand is revealed, “Tour Around Trip.” To clarify, as shown in Figure 4.4, this travel pattern commences with Bangkok up to the northern region of Thailand, such as Ayudhdhaya, Sukhothai, Lampang, Chiangmai and Chiangrai. Afterwards, the tourists are allowed to select Pattaya, Koh Samui island and Phuket as the final destination. This travel pattern involves 2 main types of transportation, including coach and airplane. However, there is still a minority or special interest groups of Russian tourists who purchase the Tour Around Trip since it costs higher

than inclusive tours to only Pattaya or Phuket, and still not correspond with their preference.



Figure 4.4 Spatial pattern of Russian tourists' Tour Around Trip in Thailand

Interestingly, Pattaya tends to be the major tourist spot where Russian tourists stay for almost the whole trips in Thailand. They stay in Pattaya in the length of approximately 12 days as shown in Table 4.2. In addition, the interviews also show that the majority of Russian tourists have their travel base in Pattaya. Even though Russian tourists enter the Kingdom through the airport in Bangkok metropolitan region, they are still based in Pattaya. They usually purchase an excursion to Bangkok as an optional tour program from Pattaya. Or possibly, they spend a few days in Bangkok after arriving at the airport prior to the stay in Pattaya for the rest of their trips. However, regarding cultural tourism, Bangkok is considered as the most popular cultural heritage destination for Russian tourists. After Pattaya, Phuket and Koh Samui island are also the popular destinations for Russian tourists.

Russian tourists tend not to do a long travel distance. However, Kanchanaburi seems to be an exceptional case describing its strong brand of nature-

based tourist activities which correspond to Russian tourists' preference.

“Russian tourists don't like to do long travel distance. For example, if they have to take a coach to travel for more than 2 hours, they won't go. For Kanchanaburi, it is an exception because the route has many stops to visit. There are many details to be taken. So, they like to go there because it's worth for value (Russian-speaking tourist guide 6, personal communication, 28 July 2012).”

4.3 Preferred Tourist Activities of Russian tourists

As the Russian tourists were asked to evaluate their level of agreement and disagreement on their preferences for each tourist activity, Table 4.3 indicates the most preferred tourist activity (highest mean score) to the least preferred tourist activity (lowest mean score) of Russian tourists in Thailand. Most of the available tourist activities in Thailand are preferred by Russian tourists. Only tourist activity that Russian tourists tend to dislike is learning Thai boxing. Furthermore, Russian tourists tend to have no preferences for playing sports and extreme activities, cooking local dishes, doing a long travel distance and jumping into the water from the cliff.

Table 4.3 Descriptive statistics of preferred tourist activities

Preferred tourist activities	Mean	S.D.	Level of opinion
I wish to float and bath in the sea and river.	6.23	1.220	Totally agree
I wish to experience Thai massage and spa treatments.	6.17	1.230	Totally agree
I wish to learn local history and culture.	5.83	1.259	Strongly agree
I wish to watch a theatrical show (i.e. cabaret show, cultural performance).	5.80	1.359	Strongly agree
I wish to eat local food and tropical fruits.	5.78	1.305	Strongly agree
I wish to visit an amusement park.	5.77	1.451	Strongly agree
I wish to watch wild animals.	5.66	1.422	Strongly agree
I wish to attend a traditional festival.	5.63	1.251	Strongly agree
I wish to do sightseeing around the city.	5.62	1.227	Strongly agree

Table 4.3 Descriptive statistics of preferred tourist activities (Cont.)

Preferred tourist activities	Mean	S.D.	Level of opinion
I wish to visit historical sites (i.e. palaces, temples, museums)	5.62	1.239	Strongly agree
I wish to visit a shopping and entertainment complex.	5.62	1.519	Strongly agree
I wish to purchase discounted products.	5.59	1.491	Strongly agree
I wish to lie on the beach.	5.58	1.525	Strongly agree
I wish to visit a local market.	5.44	1.353	Strongly agree
I wish to purchase Thai handicrafts.	5.35	1.493	Strongly agree
I wish to see how local handicrafts are made.	5.30	1.324	Strongly agree
I wish to participate in fruit plantation and degustation.	5.28	1.478	Moderately agree
I wish to socialize with local people.	5.25	1.401	Moderately agree
I wish to participate in nightlife entertainment.	5.21	1.778	Moderately agree
I wish to ride an elephant in the forest.	5.18	1.646	Moderately agree
I wish to ride a motor vehicle (i.e. high-speed boat, jet ski, ATV).	5.12	1.806	Moderately agree
I wish to purchase brand-name products.	4.96	1.778	Moderately agree
I wish to learn the Buddhist meditation.	4.92	1.647	Moderately agree
I wish to feed wild animals.	4.88	1.800	Moderately agree
I wish to walk in the forest.	4.84	1.669	Moderately agree
I wish to do diving and snorkeling.	4.68	1.807	Moderately agree
I wish to do fishing.	4.51	1.827	Moderately agree
I wish to try to produce local handicrafts by myself.	4.45	1.781	Moderately agree
I wish to play sports and extreme activities.	4.30	1.841	Neutral
I wish to cook local dishes.	4.08	1.893	Neutral
I wish to do a long travel distance.	3.88	1.829	Neutral
I wish to jump into the water from the cliff.	3.63	2.072	Neutral
I wish to learn Thai boxing.	3.38	2.011	Moderately disagree

To better understand Russian tourists' preferred tourist activities, these tourist activities are categorized into 5 types, including nature-based, adventure, cultural, entertainment and shopping activities.

4.3.1 Preference for Nature-based Tourist Activities

Firstly, as shown in Table 4.4, Russian tourists tend to prefer all nature-based tourist activities. Outstandingly, they absolutely prefer swimming in the sea and river. This finding is supported by the interviews of all informants. When the informants were asked about preferred activities of Russian tourists, all of them immediately commenced the conversation with swimming in the sea.

“Anywhere they go, we need to provide beaches for them. Especially, if they do long travel, the beach has to be provided. Cannot miss beaches (Russian-speaking tourist guide 1, personal conversation, 21 June 2012).”

Table 4.4 Descriptive statistics of preferred nature-based activities

Preferred nature-based activities	Mean	S.D.	Level of opinion
I wish to float and bathe in the sea and river.	6.23	1.220	Totally agree
I wish to watch wild animals.	5.66	1.422	Strongly agree
I wish to lie on the beach.	5.58	1.525	Strongly agree
I wish to participate in fruit plantation and degustation.	5.28	1.478	Moderately agree
I wish to feed wild animals.	4.88	1.800	Moderately agree
I wish to walk in the forest.	4.84	1.669	Moderately agree
I wish to do fishing.	4.51	1.827	Moderately agree

Apart from the sea, the interviews also mention that Russian tourists like swimming or bathing in the river, waterfalls and hot springs. Interestingly, in regards to preference for nature-based tourist activities, the most common attribute obviously appeared to attract Russian tourists to the destinations relates to water.

“Russians also go to other natural attractions, such as Khao Yai National Park, Northern region, to see mountains and forests. For French, they just go to appreciate the nature. But, for Russians, their first question that they will ask is

whether they can swim. Second question is how they should behave. For example, if swimming at waterfall is prohibited, they won't decide to go at first (Russian-speaking tourist guide 2, personal communication, 25 June 2012)."

Furthermore, Table 4.4 displays the same result with the interviews that Russian tourists like relaxing on the beaches. In the beach destinations, they obviously tend to prefer relaxing on the beach and do sunbathing. Additionally, they like to purchase some activities on the beach, such as body painting, hair braiding, massage and manicure.

Concerning animal-related tourist activities, Russian tourists prefer watching wild animals in the amusing animal shows or in the restrained habitation, such as tropical garden and aquarium. They rarely go to experience the pure nature atmosphere and observe wildlife in the authentic environment.

"Mostly, more of them request to watch elephant shows than observing them in the forest. They like elephant shows a lot, such as playing basketball and doing anything. They cannot find at home. Even the zoos in Russia do not have this kind of show. They also like crocodile shows. If it is exciting when putting the head of performer into its mouth, they will like it a lot (Russian-speaking tourist guide 9, personal communication, 3 August 2012)."

Interestingly, the reason behind the preference for staged animal observation is that Russian tourists prefer to stay close to the animals.

"Children like Underwater World. They like watching fish and like what they can be close to and touch. Pattaya's aquarium has sea turtles, stingrays and sharks...If they go to Nong Nooch Tropical Garden and meet with bears, deers and elephants and can touch them, they will like it a lot. And, it is also the activity that their parents will also like, if their children are satisfied (Russian-speaking tourist guide 10, personal communication, 4 August 2012)."

Also, Russian tourists show their preference for fishing activity. Both quantitative and qualitative results present that they like fishing. Specifically, Russian tourists participate in fishing activity in order to relax and socialize in the fishing atmosphere rather than to fish.

"One thing that Russian tourists like to do is fishing. According to their culture, they love fishing a lot. Fishing does not mean to do serious fishing, but it is an

excuse to move the place for drinking and having fun. This is the way how Russians socialize. Then, they jump into the sea (Russian-speaking tourist guide 1, personal communication, 21 June 2012).”

Additionally, Russian tourists view the actual fishing as the recreational activity instead of the sport or competition.

“Mostly they come to fish with family by using dead baits, like pieces of squids, they will get small fish. And, they also like to fish by the pool, get the fish to take photos and release them (Russian-speaking tourist guide 9, personal communication, 3 August 2012).”

4.3.2 Preference for Adventure Tourist Activities

Secondly, Table 4.5 shows the preference for adventure tourism which is obviously lower than other types of tourist activities. With respect to adventure tourism, both quantitative and qualitative data show the same result that Russian tourists prefer riding an elephant in the forest.

Table 4.5 Descriptive statistics of preferred adventure activities

Preferred adventure activities	Mean	S.D.	Level of opinion
I wish to ride an elephant in the forest.	5.18	1.646	Moderately agree
I wish to ride a motor vehicle (i.e. high-speed boat, jet-ski, ATV).	5.12	1.806	Moderately agree
I wish to do diving and snorkeling.	4.68	1.807	Moderately agree
I wish to play sports and extreme activities.	4.30	1.841	Neutral
I wish to jump into the water from the cliff.	3.63	2.072	Neutral

This study raises the critical problem decreasing Russian tourists’ desire to play jet-ski in the sea. The findings commonly support that Russian tourists prefer riding jet-ski, but there is a reason explaining why they select not to participate in this tourist activity:

“Actually, they like to play jet-ski, but the tourist guides do not suggest playing to avoid problems. For example, when they rent a jet-ski for a round, the provider will say that there is no scratch and let them check. After playing, if the jet-

ski turns over during a round, the provider will make no exceptions for the tourists to compensate a lot (Russian-speaking tourist guide 9, personal communication, 3 August 2012).”

Moreover, there are a plenty of news that the jet-ski providers threaten the tourists to pay a big amount of fine to compensate the damages shown by the jet-ski providers. As a result, the tourist guides warn them not to rent the jet-skis to avoid the problem. According to Chaolan (2012), the jet-ski scammers force the tourists to pay exaggerated amount of money for the damage repair after returning the craft. This situation occurs in Pattaya, Phuket and Koh Samui island. If the tourists refuse to pay or are unable to negotiate with the scammers, they will be threatened with physical attacks. Moreover, Chatree (2011) adds that the jet ski scam has been dispersed throughout local and international media, including television, newspaper and internet. Besides, Morison (2012) indicates that warnings for the tourists to avoid renting jet-skis are published throughout the online media in Pattaya and Phuket. Currently, this issue becomes the critical tourist problem of Pattaya and has been raised upon the government to oversee the resolution (Yoondorn, 2012).

In regard to diving and snorkeling activities, Russian tourists like to participate in, especially in Phuket. However, most of the feedbacks tell that the underwater beauty of Thailand is less attractive than other countries. One informant mentions about the feedbacks of his clients regarding diving and snorkeling activities:

“They like snorkeling and diving in Pattaya, but they are not popular. In Pattaya, there is no place which has beautiful underwater. Most of my clients told me that it is not beautiful. Russians who come to Thailand had to visit Egypt and Turkey before and they said snorkeling and diving in Red Sea is much more beautiful. If they want to, they should go to do in Phuket and provinces around there (Russian-speaking tourist guide 9, personal communication, 3 August 2012).”

Apart from the sea, other natural attractions, forest and mountain in particular, also attract Russian tourists. Russian tourists prefer swimming and rafting in the river, bathing in the waterfall and spring, riding an elephant, riding an ATV and participating in zip-line activity which is known for the popular Flight of Gibbon activity.

4.3.3 Preference for Cultural Tourist Activities

Thirdly, cultural tourism is considered as one of the most preferred tourist activities of Russian tourists in Thailand. Most available cultural tourist activities are preferred by them. Two characteristics of cultural tourism that respond to their preference are exotic and amusing cultural experiences. Notably, having Thai massage and spa treatments is likely to be their most preferred cultural tourist activity. Besides, it is found that Russian tourists prefer eating than cooking local food. Interestingly, Russian tourists are not likely to appreciate learning Thai boxing.

Table 4.6 Descriptive statistics of preferred cultural activities

Preferred cultural activities	Mean	S.D.	Level of opinion
I wish to experience Thai massage and spa treatments.	6.17	1.230	Totally agree
I wish to learn local history and culture.	5.83	1.259	Strongly agree
I wish to eat local food and tropical fruits.	5.78	1.305	Strongly agree
I wish to attend a traditional festival.	5.63	1.251	Strongly agree
I wish to do sightseeing around the city.	5.62	1.227	Strongly agree
I wish to visit historical sites (i.e. palaces, temples, museums).	5.62	1.239	Strongly agree
I wish to see how local handicrafts are made.	5.30	1.324	Strongly agree
I wish to socialize with local people.	5.25	1.401	Moderately agree
I wish to learn the Buddhist meditation.	4.92	1.647	Moderately agree
I wish to try to produce local handicrafts by myself.	4.45	1.781	Moderately agree
I wish to cook local dishes.	4.08	1.893	Neutral
I wish to learn Thai boxing.	3.38	2.011	Moderately disagree

Russian tourists prefer to visit historical attractions, such as temples and palaces, thanks to the exotic national architecture and art. Specifically, the majority of Russian tourists appear to be passive in the cultural tourism. Instead of studying the history, they prefer to take photographs with the exotic art and architecture. They do not much expect to obtain in-depth knowledge in terms of the history of each

attraction, only get to know roughly.

“Historical attractions are interesting for Russians. But, not all of them are interested in the history. The history of their country is much longer and grander than ours. When they visit temples and palaces, they would rather take photos (Russian-speaking tourist guide 7, personal communication, 3 August 2012).”

In lieu of the history, Russian tourists prefer to learn about local culture, particularly the livelihood of the local people. As Russian tourists also like to socialize with local people, it is implied that Russian tourists are sociable and love to learn about people in different culture.

“They listen to livelihood of people. For example, number of children, how to get married, what husband and wife do, how our marriage looks like and everyday life. They prefer to listen the livelihood of people rather than the history. Don’t give them too academic (Russian-speaking tourist guide 7, personal communication, 3 August 2012).”

Apart from Russian tourists’ interest in livelihood of local people, they also like participating in traditional festivals. This is to support that they prefer exotic and amusing cultural experiences.

“They like our festivals and local people. They said Thailand is safe for them. In Songkran festival, they request to rent pick-ups for the water play. Also, I organize Loi Kratong Festival for them and they like it a lot. I think Russians like our festivals and traditions, but not much for the history (Russian-speaking tourist guide 9, personal communication, 3 August 2012).”

Significantly, eating Thai food and tropical fruits is one of the most outstanding cultural tourist activities which Russian tourists prefer to do in Thailand. However, their preferred taste of the food is milder than the original spicy one. Apart from the taste, low price and convenience encourage them to buy local food. Meanwhile, Russian food in Thailand is hardly to find and more expensive than local food. One informant gives the examples of local food and tropical fruits they like:

“They like to eat noodles, Thai-styled grilled chickens, Som Tum and Roti a lot. They eat all. For seafood, they cannot eat it every day at home, you have to be rich to eat seafood in Russia. They usually buy food from the street vendors because of the price, convenience, taste and novelty....Russian tourists like pineapples a lot,

mangosteens, ripe mangoes, almost every kind of fruits, except durians (Russian-speaking tourist guide 9, personal communication, 3 August 2012).”

Interestingly, one tourist activity that tends to be a new trend for cultural tourism in Russian travel market is meditation practice. It can be considered as a growing niche market with lots of opportunity to develop. One informant talks about the trend of meditation practicing activity:

“Meditation is also beginning to be interested by Russians. There is also Russian sermon at Wat Phra Dhammakaya temple. Russians are interested in doing meditation. It doesn’t mean that Buddhism is booming among Russians, but only the meditation (Russian-speaking tourist guide 1, personal communication, 21 June 2012).”

4.3.4 Preference for Entertainment Tourist Activities

Fourthly, entertainment activities are regarded as a part of cultural tourism. According to Hughes and Allen (2010), the term of entertainment activities is typically described lighter and more amusing than the heritage cultural ones. As the characteristics of Russian tourists refer to socialization and enjoyment, the entertainment activities appear to be one of outstanding preferred tourist activities for Russian tourists. As presented in Table 4.7, all entertainment activities are likely to respond Russian tourists’ travel preference in Thailand. Most of all, watching a theatrical show is ranked as their most preferred entertainment activity. This finding is also confirmed by the interviews.

Interestingly, their preference for watching staged amusing cultural performances also reflects joyful characteristic of Russian tourists. They find Thai culture exotic and beautiful. However, they tend to be interested in the staged performances which are reproduction of the traditional cultural activities. The pure cultural authenticity tends not to respond to the preference of the majority of Russian tourists.

“They don’t like slow traditional dancing shows. They like amusing one because they do quickstep traditional dance in their culture. For example, when they watch Thai traditional dance at Nong Nooch Tropical Garden, they will just skim

through and take photos. They prefer cabaret shows (Russian-speaking tourist guide 9, personal communication, 3 August 2012).”

Table 4.7 Descriptive statistics of preferred entertainment activities

Preferred entertainment activities	Mean	S.D.	Level of opinion
I wish to watch a theatrical show (i.e. cabaret show, cultural performance).	5.80	1.359	Strongly agree
I wish to visit an amusement park.	5.77	1.451	Strongly agree
I wish to participate in nightlife entertainment.	5.21	1.778	Moderately agree

Additionally, participation in nightlife entertainment is one of Russian tourists’ preferred tourist activities. All informants disclose that Russian tourists love to hang out at night and drink. This activity also supports their preference for socializing and joyful tourist activities.

“Russians like nightlife a lot. Some of them hang out every night, drinking beers, dancing, going to nightclubs. Russians are joyful and like to drink alcohols and vodka a lot. They like having fun and dancing. They like going to the nightclubs. Sex shows are exciting for them, but they watch only one time to know. They are not addicted. (Russian-speaking tourist guide 9, personal communication, 3 August 2012).”

Also, visiting an amusement park is considered attractive among Russian tourists. Comparing to this activity in Russia, it is relatively cheap to visit an amusement park in Thailand. One informant gives the detail on their fondness for visiting amusement park and water park:

“Russian tourists like amusement park and water park a lot. Currently, they go to Siam Park and Dream World a lot. It is much cheaper than playing in Moscow. The price includes everything from unlimited rounds of rides, lunch and transfer from Pattaya, just 1,100 Baht. For the water park, the feedback is the pool is not clean, but they really like to play slider (Russian-speaking tourist guide 10, personal communication, 4 August 2012).”

4.3.5 Preference for Shopping Tourist Activities

Being one of the most preferred tourist activities of Russian tourists, shopping is found to be an activity which cannot be separated from the beach destination, especially in Pattaya and Phuket. Tourism Authority of Thailand (2008a) reveals that Russian tourists spend approximately 26.02% of total on shopping activity after 26.78% on accommodation. According to C9 Hotelworks Market Research (2013a) and Bangkok Post (2013), 24% of the whole tourism expenditure falls into shopping activity as the largest spending rate of major market in Phuket, including Russian tourists, after accommodation.

In general, Table 4.8 shows that Russian tourists are more likely to prefer visiting modern shopping mall than traditional market. Also, they tend to prefer buying discounted products and Thai handicrafts than brand-name products.

Table 4.8 Descriptive statistics of preferred shopping activities

Preferred shopping activities	Mean	S.D.	Level of opinion
I wish to visit a shopping and entertainment complex.	5.62	1.519	Strongly agree
I wish to purchase discounted products.	5.59	1.491	Strongly agree
I wish to visit a local market.	5.44	1.353	Strongly agree
I wish to purchase Thai handicrafts.	5.35	1.493	Strongly agree
I wish to purchase brand-name products.	4.96	1.778	Moderately agree

Importantly, Russian tourists are price-sensitive shoppers since the majority of them have low-to-medium income range nowadays. The price plays an important factor affecting the purchasing decision of Russian tourists. In comparison with Russian tourists visiting Thailand in the past, the purchasing power has considerably decreased. This reason leads to their preference for purchasing discounted products as the most preferred shopping activity. Obviously, they prefer to purchase brand-name products that cost cheaper than in Russia or offer discount.

Remarkably, Russian tourists prefer to buy local products, such as traditional souvenirs, clothes, cosmetics, handicrafts and health products, than the brand-name products. According to Hsieh and Chang (2006), shopping for local

products and traditional souvenirs is considered as a part of cultural tourism. Their purpose of purchasing local products and traditional souvenirs is mainly to give to family and friends as gifts. Also, these products are considered affordable.

The details of the local products and traditional souvenirs that Russian tourists usually purchase vary by the experience of the informants. Three informants describe these products for instance:

“Mostly, they like buying souvenirs with the national symbols. I suggest them to buy elephant models and plates with Thailand’s map. (Russian-speaking tourist guide 5, personal communication, 25 July 2012).”

“Russians like buying teas, herbs, coconut products, silks and Thai cosmetics a lot. Mostly, they will focus on health products (Russian-speaking tourist guide 8, personal communication, 3 August 2012).”

“Russians like shopping. They like buying clothes because the price is cheaper than their home. They, also, like Thai cosmetics and herbs a lot...In our country, Thai brands are much more interesting. They like Thai cloths, scarves and souvenirs, like small magnets. Russians like to buy a lot as gifts (Russian-speaking tourist guide 9, personal communication, 3 August 2012).”

Kim et al. (2010) also reveals the similar finding about Russian tourists’ favorite shopping items. Their preference for shopping items ranges from local foods, clothes and shoes, local arts and crafts and jewelry respectively.

CHAPTER V

DISCUSSION

The findings of Russian tourists' preferred tourist activities in Thailand lead to the discovery of their unique travel characteristics and behavior. According to Manthiou et al. (2011) and Tang et al. (2012), tourist behavior is able to be predicted by understanding tourist activity preferences. Interestingly, several issues have been raised for the discussion of this study.

5.1 Significance of Inclusive Tour Provided by Russian Travel Agencies

Based on the results, travel agency is instrumental in shaping trip characteristics of Russian tourists in Thailand. The majority of Russian tourists rely on travel agencies. According to Mintel (2011), around half of all bookings made in Russia go through travel agencies. Moreover, C9 Hotelworks Market Research (2013a) discloses that Russian travel market mainly drives the booking through the source of wholesale agencies. Travel agencies take an advantage on their power of providing inclusive tours with extensively lower price to attract Russians. According to European Civil Aviation Conference (cited in Pearce, 1987), inclusive tour means the comprehensive round trip tour incorporating air and surface transportation, accommodation and other appropriate amenities.

One of the reasons encouraging Russian tourists book the inclusive tours at travel agencies is extensively low-price offer. Since the result presents that the majority of Russian tourists traveling to Thailand have low to medium income ranges, they incline to be attracted by lower price. The most common trip to Thailand that they purchase via travel agencies is packaged by air tickets, airport transfer service, accommodation and breakfast.

“There are very few FITs because most of them travel by charter

flights...because they are cheap....For example, if you have 25,000 or 30,000 baht, you are already able to travel to Thailand for 14 nights....Well, if there are seats left, they will release hot tickets and cut down the price to only 15,000 to 20,000 baht. In the past, you need to have a lot of money to travel to Thailand, but now everyone can come (Russian-speaking tourist guide 9, personal communication, 3 August 2012).”

This study discovers that the low-price offer provided by Russian travel agencies receives the benefit from the charter flight. Williams (2001) says that European charter flights have accounted for a significant proportion of air transport activity mostly as a result of being able to carry their passengers for under half the cost that schedule carriers would have incurred. Currently, the charter carriers integrate tourism and hospitality organizations, incorporating tour operators, travel agency chains, airlines, hotels and ground transportation providers.

Charter flight is considered as a type of transportation that is extensively used by the majority of Russian tourists traveling to Thailand. According to C9 Hotelworks Market Research (2012; 2013b), U-Tapao International Airport welcomed the charter flight passengers up to 62% of total arrivals in 2011 over the scheduled flight passengers. Also, the charter flight passengers accounted for 56% of total at Phuket International Airport in 2012. Moreover, the highest growth in the history of charter flights from Russia is also recorded as high as 200% at Krabi Airport near Phuket (Siamturakij, 2012). Therefore, the revealed result of trip characteristics of Russian tourists in Thailand can be implied that they are influenced by travel agencies and charter flights.

Influenced by the inclusive tours provided by the travel agencies, Russian tourists are highly attracted by the competitive price. Consequently, this incident encourages them to organize a travel group and plan the trip duration in accordance with the schedule of the charter carriers.

5.2 Pattaya – Travel Base of Russian tourists

Pattaya is considered as the first-ranked Russian tourists' travel base in Thailand. Both qualitative and quantitative results firmly reveal that the majority of

them spend almost of their whole trips staying in Pattaya. After Pattaya, Phuket is considered as another travel base for Russian tourists who travel directly to the South of Thailand. Bangkok Post (2013) presents that Russian travel market is evaluated as the top spender in Phuket after China. According to Tourism Authority of Thailand (2013a), Pattaya is outstandingly considered as the first-ranked best selling Thai destination with 60% of market share, while the second-ranked destination with 16% of market share is Phuket. In addition, Bangkok and Kanchanaburi are the destinations that they usually purchase the optional excursions to visit for a short period of time. Amnatcharoenrit (2012) indicates the major foreign tourists visiting Kanchanaburi are Russian. Meanwhile, the results show that Cha Am and Hua Hin appear to be less desirable beach destinations for Russian tourists.

There are several reasons derived from the interviews explaining why Pattaya becomes the most popular tourist destination in Thailand for Russian tourists. Firstly, comparing to other beach destinations, Pattaya appears to be the most convenient and easily accessible. From the results, it is also found that Russian tourists do not prefer to spend long time to travel distantly. Moreover, each tourist attraction in Pattaya can be conveniently accessed by available transportation system. Besides, it is located near to 2 international ports of entry, including Suvarnabhumi and U-Tapao International Airports. According to Vespestad (2010), good infrastructure and convenience appear to be necessarily combined with the tourist activities for Russian tourists. Comparing to Cha Am and Hua Hin, Pattaya is considered more convenient to travel from the entry ports.

Secondly, Pattaya is considered more affordable for the majority of Russian tourists thanks to its lower cost of living than Phuket. Also, the inclusive tours to Pattaya cost relatively lower than Tour Around Trips up to the Northern region of Thailand because they require to add more cost on additional transportation and accommodation. Based on the interviews and personal experience, Pattaya has a lower cost compared to Phuket in terms of public transportation. Accordingly, Russian tourists who stay in Phuket tend to have higher income than those in Pattaya.

Thirdly, a variety of tourist activities preferred by Russian tourists are available in Pattaya. Russian tourists are able to find every type of tourist activities, including nature-based, adventure, cultural, entertainment and shopping, in Pattaya.

For instance, preference for shopping activity is indicated by the informants to be one of the most important factors boosting Pattaya's popularity among Russian tourists over Cha Am and Hua Hin. Obviously, comparing to Cha Am and Hua Hin, Pattaya has a greater number of shopping malls.

5.3 Travel Characteristics and Purpose of Russian Tourists

Implied by preferred tourist activities of Russian tourists in Thailand, their unique characteristics can be discussed. Interestingly, their distinct characteristics can reflect their purpose of travel to Thailand and reasons behind the preference for tourist activity participation in Thailand. Three apparent travel characteristics, including relaxation, socialization and enjoyment, appear to be the major factors shaping their preference for participating in tourist activities.

Relaxation is regarded as the major purpose of Russian tourists' leisure travel to Thailand and their travel characteristics. Thailand conveys sea, sand and sun atmosphere to undeniably fulfill their need for relaxation. Importantly, during their vacation, they tend to enjoy sense of freedom from their usual routine life. According to Moore, Cushman and Simmons (1995), an awareness of freedom in carrying out an activity emphasizes the notion of leisure travel. For example, the obvious travel characteristic that can be easily observed in major tourist destinations of Russian tourists is that their itinerary is neither tight schedule nor full of excursions each day. The vast majority of them usually book their vacation without tourist activities. Nevertheless, they prefer to stay relaxed under sea, sand and sun atmosphere and not daily purchase the excursions. This travel characteristic strongly highlights their sense of freedom and relaxing characteristic of Russian tourists.

Aside from loose itinerary of Russian tourists, the majority also demonstrate their strong characteristic and preference for relaxation by not making long travel distance. Russian tourists who travel to the northern route of Thailand are still a minority or only for special interest groups, especially in cultural tourism. The majority of them tend to stay in their travel base, particularly in Pattaya, and travel in the city or to near destinations. Also, during their relaxation, their preference for

convenient infrastructure confirms their characteristic of relaxation. Hence, Russian tourists give priority to relaxation and convenience.

Moreover, the attribute of staged experiences of Russian tourists' preferred activities in Thailand shows their characteristic of relaxation and preference for convenience. For instance, Russian tourists prefer staged nature-based and cultural experiences, such as exciting animal shows or wildlife observation in the captive human-constructed settings and amusing cultural performances, than those in the authentic environment. Reynolds and Braithwaite (2001) identify that the interaction with animals in their unusual places conveys contrived experiences. Contrived experiences show lower contact with the animals than the authentic experiences which require more active travel characteristic. It can be implied that Russian tourists prefer more relaxing and convenient animal-related activities. Instead of seriously focusing on the knowledge derived from cultural tourism, Russian tourists fall into the category of cultural dabblers. Stebbins (1996) explains "cultural dabblers" that they are casual leisure participants of cultural tourism that prefer taking few hours in place of seriously acquiring skills and knowledge from the cultural activities.

Secondly, socialization is one of the major ingredients of Russian tourists' travel characteristics and tourist activity preferences. Derived from the results, several tourist activities preferred by Russian tourists, such as socializing with local people and participating in nightlife entertainment, obviously indicate their preference for socializing activities. Suvilehto and Borg (2001) also confirmed that Russian tourists are socializing and appreciate meeting with local people.

Interestingly, the evident uniqueness regarding the preference of Russian tourists is represented by their appreciation of fishing activity. Fishing is Russian tourists' preferred activity that can well present their characteristics of relaxation and socialization. Vespestad (2010) indicates that fishing activity participated by Russian tourists is often connected with relaxation. Moreover, Kauppila and Karjalainen (2012) generally explain that fishing tourism is a combination of recreational and leisure concepts. Apart from relaxation, this study adds that fishing activity participated by Russian tourists is also connected with socialization. According to the interviews, Russian tourists view fishing as a recreational activity closed to the sea with unique socializing atmosphere with their fellows.

Lastly, enjoyment is considered as a necessary element of Russian tourists' preferred activities in Thailand. Apparently, with respect to cultural tourism, this study reveals that Russian tourists prefer staged performance than authentic experience. Besides, entertainment activities, such as watching shows, visiting an amusement park and participating in nightlife, are one of their preferred activities in Thailand. These preferred entertainment activities frankly surrogate the enjoyment characteristic of Russian tourists in Thailand. Furthermore, shopping is another activity that can represent Russian tourists' characteristic of enjoyment. According to Yüksel (2007), shopping is generally a source of pleasure and excitement for the tourists.

In conclusion, discussed characteristics, including relaxation, socialization and enjoyment, highlight the concept of leisure as the major travel characteristic of Russian tourists in Thailand. Corresponded with the definition of leisure given by Mannell and Iso-Ahola (1987), these travel characteristics of Russian tourists are considered as the major ingredients of leisure. According to Mannell and Iso-Ahola (1987), the needs for relaxation and enjoyment directly represent leisure activities. Also, the social interaction is regarded as the main leisure motivation of seeking of interpersonal rewards. Therefore, by these travel characteristics implied from preferred tourist activities, Russian tourists mainly travel to Thailand for leisure purpose.

5.4 Active and Passive Characteristics of Russian tourists

Generally, Russian tourists are considered as passive tourists since they mainly travel to Thailand for the relaxation purpose in the sea, sand and sun atmosphere. According to Weaver (cited in Andriotis et al., 2007), active tourists are those who travel to destinations for participating in various types of tourist activities as their main purpose, while passive tourists are those who consider participating in tourist activities, excluding 4S's offerings (sun, sea, sand and sex), as an unimportant component of their trips.

In regard to nature-based tourism, Russian tourists appear to be both active and passive differently by each tourist activity. Russian tourists are considered

dynamic and active in their major water-related tourist activities of nature-based tourism. According to Pizam and Fleischer (2005), open water swimming and river rafting are examined to be the most dynamic and active tourist activities. And, those activities are discovered to be Russian tourists' major preferred tourist activities in Thailand. On the other hand, some water-related tourist activities, such as water sports, express the passiveness of Russian tourists. Ceballos-Lascurain (cited in Adriotis et al., 2007) mentions that the tourists participate in tourist activities which do not contact the true concern over nature and ecology, such as water sports, are considered passive. However, the notorious news regarding jet-ski scammers discourage them to participate in adventure tourism even they desire to do. According to Ceballos-Lascurain (cited in Adriotis et al., 2007), the active tourists in nature-based tourism engage in tourist activities, such as nature photography, botanical studies and observing wildlife in the pure nature environment. Meantime, Russian tourists are not active in animal-related activities; they prefer to watch animal shows and observe wildlife in the restrained habitation instead.

With respect to cultural tourism, Pattaya can well reflect their passive preference. As Pattaya is a man-made cultural destination, it shows that Russian tourists prefer staged cultural experience than the heritage authenticity. Staged cultural performances which are more amusing than the traditional ones are preferred by them. According to Pizam and Fleischer (2005), tourist activities involving cultural performances are examined to be the most static and passive tourist activities. This leads to the low number of Russian tourists travel to the north of Thailand which paves the route to visit various heritage sites.

5.5 Influencing Factors for Selection of Tourist Activities

To decide to purchase tourist activities, Russian tourists tend to consider 3 major factors. Firstly, they consider the value for money as the priority. Comparing the same tour program from different providers, the price and the number of tourist activities appear to be important criteria. They select the providers who offer lower price. On the other hand, if the providers offer exactly the same price, Russian tourists will compare the value by considering the number of tourist activities included in the

program. According to Vespestad (2010), value for money is an important feature to be promoted for Russian tourists. Therefore, it can be implied that Russian tourists are considered price-sensitive. They rather place an importance on the price rather than the quality or the experience that they would get.

“Price is the main factor influencing the decision of Russian clients. They will compare the price with many tour companies. Russians don’t go to only one company and make payment immediately. They will bring the pricelist and compare. Prior to making a decision, they will also ask what activities are included in the program. They will bring gathered brochures and ask whether you have. Mostly, they will ask whether it is the same. If so, the one with cheaper price will be selected (Russian-speaking tourist guide 9, personal communication, 3 August 2012).”

Secondly, Russian tourists determine the tourist activities by their sense of preference for the specific tourist activities. Their preferences for tourist activity participation play an important role when they determine the details of the tour programs. According to the interviews, to select a particular excursion, Russian tourists consider whether that excursion responds to their preferences

“The details [of selected excursions] depend on their preference. Their preference is various. Some of them like animals and select to go to aquarium or zoo. While, some of them like beauty and select to watch the shows (Russian-speaking tourist guide 3, personal communication, 20 July 2012).”

“They just want to cover all what they are interested in and want to do. That’s it. For example, for Kanchanaburi tour, they will ask whether the hotel is located on the raft, whether it includes hot springs and whether there are elephants to ride. Forget about other details [of the program] (Russian-speaking tourist guide 2, personal communication, 25 June 2012).”

Thirdly, timing is also important for Russian tourists to decide. As they mainly travel to Thailand for the relaxation purpose, they consider the spent time of the excursion whether it consumes their time to relax on the beaches. Consequently, the travel distance also reflects the duration of the excursion. They do not prefer long travel distance and time consuming activities.

5.6 Price-sensitiveness of Russian Tourists

A number of tourist destinations benefit from the dynamic growth of Russian outbound travel market. Each destination attracts different segments of Russian tourists in terms of their demographics. Generally, 3 distinct segments of Russian tourists are divided, including the ultra wealthy, young professionals and emerging middle-class families (Eventica, 2011; Mintel, 2011).

In particular, according to Eventica (2011) and Mintel (2011), the majority of Russian tourists in Thailand fall into the segment of middle-class families by several characteristics. First of all, travel groups comprised of Russian family members are always found in Thailand. Also, Thailand, as a sun and beach destination with flexible visa restriction, is considered as a family holiday destination (Eventica, 2011; Mintel, 2011). Based on the result, the income level of the majority of Russian tourists in Thailand are considered middle-class. According to Eventica (2011) and Mintel (2011), Russian tourists in this segment are very susceptible to marketing and promotions, particularly for family-friendly offerings and competitive pricing policies. Hence, the discussed travel characteristics undoubtedly support the segment of emerging middle-class families.

Based on the results, comparing to other destinations, Russian tourists in Thailand have lower class of economic status and usually sensitive to the prices of tourist activities, food and shopping items. Similarly, in Qinhuangdao, China, the price charged for Russian tourists needs to be closely taken into consideration to ensure the reasonable price when developing transportation, accommodation and shopping items (Kim et al., 2010). In European destinations, Turkey, Bulgaria, Montenegro and Croatia are considered budget destinations (Taloustutkimus Oy & Travel Business Partnership, 2009).

In contrast, in the global market, a plenty of feedbacks are often reported that Russian travel market is regarded highly affluent and generate extremely high tourism expenditure without price-sensitiveness at all. For example, Johnson (2005) mentions that Russian tourists, comparing to other nationalities, are exceedingly less sensitive to price and willing to pay high in cash for the finest products and services. Several luxury hotel chains, including Leading Hotels of the World and Small Luxury Hotels of the World, agree that Russian tourists in various destinations spend much

higher than other guests from other countries. Euromonitor International (2012) indicates that Russia is a country that has an uneven income distribution among its population. Wealthy Russian tourists tend to select luxury tourism destinations, such as France, Spain and Bali, Indonesia. Moreover, luxury tourist activities participated by affluent Russian tourists have a wide range from renting luxury apartments and yachts, cruising round-the-world and premium spa tours. Taloustutkimus Oy and Travel Business Partnership (2009) mention that upmarket destinations include Italy, Spain, France, Cyprus and Greece. Also, Michael (2013) reports that affluent Russian travel market in Cape York and the Great Barrier Reef, Australia, becomes booming, collaterally with Chinese market. Russian tourists are found to be ultra-wealthy and prefer highly extravagant tourist activities. Moreover, Gibbons (cited in McBride, 2013) says that luxury is important to Russian travel market and this market has the potential to grow considerably in Ireland. Furthermore, Silva (2013) mentions that Spanish tourism industry has enjoyed the number of Russian tourists in both quantity and quality. Russian tourists in Spain spend money up to 47% per day higher than other foreign tourists.

As a result, it can be implied that Thailand is perceived as budget tourist destination in the Russians' perspective. According to Eureka Consulting (2012), Thailand is perceived as low-cost tourist destination, especially accommodation and overall travel expenditure of the whole trip, by foreign tourists, including Russian tourists.

5.7 Summary

Russian tourists mainly travel to Thailand for the relaxation purpose. Their typical trip characteristic is inclusive tour incorporating airplane tickets, transfer service, accommodation and breakfast but not include the tourist activities. The minority of them book pre-paid packaged tour programs which include the tourist activities. Cheap price is the major factor making the obvious difference in terms of the trend of how Russian tourists organize the trips to Thailand.

Russian tourists in Thailand are considered in the segment of emerging middle-class families and relatively price-sensitive when comparing to those in other

destinations. Apart from the trip characteristics, their behavior also expresses the sensitiveness on the price. The price plays an important role when they make decision to purchase tourism products and activities. For instance, they prefer to purchase cheap local products and discounted brand-name products. Also, they adapt dining behavior to Thai food since it is more affordable than Russian food. Importantly, the price is the priority for them to decide from which tour operators or travel agencies they should purchase the excursions.

Generally, as Russian tourists travel to Thailand to relax in the sea, sand and sun atmosphere as their main purpose, they are considered passive tourists in overall. However, in regard to nature-based tourism, Russian tourists appear to be both active and passive differently by individual tourist activities. Russian tourists are considered dynamic and active in their major water-related tourist activities, such as bathing in the sea, river, waterfall and hot spring, and river rafting. On the other hand, water sports, such as jet-ski, are discouraged by the notorious news regarding the jet-ski scammers even though they desire to play. Furthermore, Russian tourists are passive in animal-related tourist activities since they prefer watching animal shows and observe wildlife in the restrained habitation than in the natural environment.

With respect to cultural tourism, Pattaya can well reflect their passive preference. As Pattaya is a man-made cultural destination, it shows that Russian tourists prefer staged cultural experience than the heritage authenticity. Staged cultural performances which are more amusing than the traditional ones are preferred by them. This leads to the low number of Russian tourists travel to the north of Thailand which paves the route to visit various heritage sites. Furthermore, Russian tourists greatly enjoy nightlife entertainment and shopping activities which correspond to their travel characteristics of socialization and enjoyment.

Their preferred tourist activities reflect the unique characteristics of Russian tourists. Their travel preference and behavior present that Russian tourists are joyful and socializing. Apart from relaxing activities, they like having fun in every tourist activity. Obviously, fishing activity is the unique preference of Russian tourists represents their fondness of relaxation, enjoyment and socialization. Moreover, Russian tourists enjoy freedom to select the tourist activities by their own preferences.

They do not participate in the excursions every day but spend most time to relax themselves.

CHAPTER VI

RECOMMENDATIONS AND CONCLUSION

This study is an exploratory and explanatory study adopting a mixed methods approach to investigate travel preferences of Russian tourists for their participation in tourist activities in Thailand. The sample for qualitative phase was 10 Russian-speaking tourist guides who are working in major destinations of Russian tourists in Thailand, including Pattaya, Phuket and Bangkok. For quantitative phase, the sample was 198 Russian tourists, including 82 males and 116 females. In-depth interviews and questionnaires were adopted as the research instruments during collecting the data. The obtained qualitative data were analyzed by content analysis technique, while the quantitative data were analyzed by SPSS program for descriptive statistics, including frequencies, percentages, means and standard deviations. This chapter presents the conclusion of the major findings, limitation and recommendation for the practitioners and future research.

6.1 Conclusion

The majority of Russian tourists traveling to Thailand organize the groups of families or friends and purchase inclusive tours which include airplane tickets, transfer service, accommodation and breakfast. Most of them purchase the tourist activities after their arrival in Thailand. The average trip duration spent in Thailand is approximately 14 days. They usually stay in Pattaya or Phuket as their travel bases in Thailand. The minority of them book pre-paid packaged tour programs which include the tourist activities. Low price is the major factor making the obvious difference in terms of the trend of how Russian tourists organize the trips to Thailand.

Comparing to other destinations, Russian tourists in Thailand are considered in the segment of emerging middle-class families and relatively price-sensitive particularly on their purchasing behavior. To select the products or tourist

activities, Russian tourists in Thailand view the price as the priority when making a decision.

Since Russian tourists visit Thailand to relax in the sea, sand and sun atmosphere as their major purpose, they are considered, in general, passive tourists. Specifically, in regard to nature-based tourism, Russian tourists appear to be both active and passive differently by each tourist activity. Russian tourists are considered dynamic and active in water-related activities, such as bathing in the sea, river, waterfall and hot spring, and river rafting. On the other hand, water sports, such as jet-ski, are discouraged by the notorious news regarding the jet-ski scammers even though they desire to play. Furthermore, Russian tourists are passive in animal-related tourist activities since they prefer watching animal shows and observe wildlife in the restrained habitation than in the pure nature environment. With respect to cultural tourism, Pattaya can well reflect their passive preference. As Pattaya is a man-made cultural destination, it shows that Russian tourists prefer staged cultural experience than the heritage authenticity. Staged cultural performances which are more amusing than the traditional ones are preferred by them. This leads to the low number of Russian tourists travel to the north of Thailand which paves the route to visit various heritage sites. Furthermore, Russian tourists greatly enjoy nightlife entertainment and shopping activities which correspond to their travel characteristics of socialization and enjoyment.

Interestingly, their preferred tourist activities reflect the unique travel characteristics of Russian tourists. Their travel preference and behavior present that Russian tourists are joyful and socializing. Apart from relaxing activities, they like having fun in every tourist activity. Obviously, fishing activity is the unique preference of Russian tourists represents their fondness of relaxation, enjoyment and socialization. Moreover, Russian tourists enjoy freedom to select the tourist activities by their own preferences. They do not participate in the excursions every day but spend most time to relax.

6.2 Limitation

Several points regarding the limitation of this study that should be

informed are displayed as followings:

6.2.1 Respondents' Places of Origin

As this study used snowball sampling method to approach Russian tourists as the respondents for the quantitative phase, the researcher was unable to control the distribution of the questionnaires. Obviously, the responded questionnaires indicated that the majority of Russian tourists (72.2%) ticked "Others" for their places of origin. Most of them stated the specific city of Krasnoyarsk which is located in Siberia, the central part of the Russian Federation. Thus, this research may not clearly present the overall Russian tourists' preferred tourist activities, if Russian tourists from different cities have different preferences for tourist activity participation.

6.2.2 Pattaya-focused Quantitative Data Collection

Since this study represents all Russian tourists in Thailand, this study has a limitation by collecting the data mainly in Pattaya in the quantitative phase. This may not present the direct results of those who travel to Phuket or other destinations apart from Pattaya.

6.3 Recommendation for Tourism Practitioners

Thai tourism practitioners who are interested in penetrating Russian travel market are able to apply the knowledge from this study as the fundamental to execute the marketing strategies. Furthermore, Thai tourism practitioners who desire to develop tourism products in response to the actual travel preferences of Russian tourists for the participation in tourist activities are able to use the findings of this study as a guideline. Several strategies are recommended to the tourism practitioners as followings:

6.3.1 Developing Tourist Activities Based on Russian Tourists' Preferences

Tourism practitioners are encouraged to adopt the knowledge of preferred tourist activities derived from this study in their marketing strategies to attract Russian

travel market to their destinations. In order to develop Russian travel market in Thailand, preferred tourist activities of Russian tourists are essential to generate more income to the country and practitioners and to satisfy their unique travel preferences. According to Moscardo et al. (1996), travel preferences for tourist activity participation is considered as the major determinant of destination choice. The destinations that offer and promote the tourist activities in accordance with the tourists' preferences are able to create a positive image among tourists and attract them to select.

Specifically, Russian tourists' preferences for each type of tourist activities can be prioritized. Entertainment tourism tends to be the most significant to attract Russian tourists to a particular destination. Tourism practitioners can develop products relevant to exotic and amusing shows, theme parks or nightlife, and include these attributes to their marketing strategies. Secondly, shopping tourism can also attract Russian tourists by developing modern shopping places with a variety of local products. Thirdly, tourism practitioners can develop and promote natural attractions, such as beaches, rivers, waterfalls and springs, to attract greater number of Russian tourists. Fourthly, cultural products, such as traditional massage and spa, food and festivals, can be effectively developed and promoted in Russian travel market. Lastly, some of adventural activities, such as riding an elephant, ATV, rafting and zip-lining, can also attract Russian tourists.

As a result, by this approach, the image of Thailand or a particular tourist destination in Thailand can become more quality instead of cheap image. Tourism practitioners are suggested to focus on the tourists' preferences and the quality of products and services instead of cutting the prices. Since this study shows that most of available tourist activities in Thailand correspond well with their actual preferences, tourism practitioners do not have any necessity to downgrade their products and services to attract more tourists. Finally, a greater number of upscale Russian tourists will be attracted and the practitioners will be able to enjoy an increasing purchasing power of them.

6.3.2 Developing Health and Wellness Tourism in Cha Am and Hua Hin

To boost the popularity of Cha Am and Hua Hin among Russian tourists, these destinations are recommended to elicit their strengths to come over their weaknesses. The results show that Cha Am and Hua Hin cannot be promoted well for Russian travel market. However, it is found that some Russian tourists visit Cha Am and Hua Hin to participate in their preferred high-quality Thai massage and spa treatments. Also, some of Russian tourists travel to Thailand for medical tourism visit Cha Am and Hua Hin to recover themselves after the medical treatments or surgeries. To compete with European destinations, Taloustutkimus Oy and Travel Business Partnership (2009) say that health and wellness tourism is still expensive and not yet well developed for Russian travel market. Therefore, to gain the popularity of Cha Am and Hua Hin among Russian tourists, health and wellness tourism can be considered as the potential for the destinations to be promoted well.

6.3.3 Providing Capable Russian-speaking Personnel

Since one of the major difficulties of Russian tourists traveling in Thailand that discourages them to travel to more destinations or participate more tourist activities is language barrier. According to Tourism Authority of Thailand (2009b; 2009d), due to unfamiliarity with foreign languages, Russian tourists tend to rely on travel agencies. However, a number of FITs is found to be increasing which means that there are more Russian tourists who tend to participate in different tourist activities at various tourist destinations. Therefore, in order to attract a greater number of Russian tourists, capable Russian-speaking staff should be provided by training available personnels to be able to communicate in Russian or recruiting new staff who can communicate in Russian effectively.

6.3.4 Providing More Informative Promotional Materials in Russian

To develop effective marketing strategies for Russian travel market, promotional materials, including both offline and online, should be provided with Russian version. For example, brochures, signages or audiovisual materials in Russian should be developed. These materials should give the attractive information of tourist activities or destinations in Russian language to educate Russian tourists about the potential products or services. Apart from tourism practitioners, other hospitality

practitioners, such as restaurants, bars, spas and nightclubs, can also adopt this recommendation.

6.3.5 Developing Buddhist Meditation Tourism as Niche Market

This study discovers Russian tourists' preference for participating in Buddhist meditation practice which can be considered as a niche market of Russian travel market. Tourism practitioners are encouraged to attempt developing and promoting this tourist activity to attract Russian tourists. According to Royal Thai Embassy Moscow (2011), Russian tourists are inspired to visit Thailand to learn and practice Buddhist meditation through the promotion of Theravada Buddhism in Russia.

6.3.6 Correcting Unsafety Image of Destination

Since Thailand is considered as leisure family destination for Russian travel market, safety is one of the most important factors concerned by Russian tourists. For instance, the violence on jet-ski scams should be seriously patrolled by tourism authorities and polices in order to develop this preferred tourist activity for Russian tourists. According to Tourism Authority of Thailand (2013b), unsafety of lives and property is considered as a negative image of Thailand discouraging Russian tourists to visit Thailand. Therefore, tourism practitioners should pay an attention to safety concern and advertise tourist activities with safe condition to attract Russian tourists.

6.4 Recommendation for Future Research

As Russian travel market is regarded as one of the most significant market in the world tourism, academicians and researchers are encouraged to generate studies regarding this market to the society. Generally, this study can be used as a reference for further studies on Russian tourists. Furthermore, several interesting points are recommended to be investigated as followings:

6.4.1 Segmentation of Russian tourists

Further studies on Russian tourists are recommended to compare across the important groups, such as males and females, age groups, income ranges and different places of origin. Many tourism scholars confirm that the tourists with different demographics and cultures have distinct travel-related behavior (Yan et al., 2007; Reisinger, 2009).

A number of researchers confirm that the segmentation techniques are greatly beneficial for tourism practitioners. According to Hanlan, Fuller and Wilde (2006), the practice of segmenting tourist markets assists destination practitioners to gain fuller understanding of a particular market and improved techniques to predict consumer behavior. Moreover, tourism practitioners can identify and exploit marketing opportunities and develop products and services in a more tailor-made genre (Dolnicar, 2004; Hanlan et al., 2006). Also, Chandra and Menezes (2001) identify three advantages which targeting well-defined segments of tourists leads to, including the 1) identification of opportunities for the development of new tourism products that better fit the needs and wants of specific tourist segments, 2) the design of more effective marketing projects to reach and satisfy the defined tourist segments and 3) the improvement in the strategic allocation of marketing resources to the most attractive opportunities in the tourism market. By segmenting the tourists, the effective marketing strategies can be conducted through formulation, promotion and delivery of purpose-designed products and services that satisfy needs of the target tourist segments (Tang et al., 2012).

6.4.2 Impacts of Russian Travel Market

Upon the data collection of this study, it is discovered that several problems happening in Thai tourism and hospitality industry from Russian travel market. The researchers are highly encouraged on studying the impacts behind the fruitful Russian travel market in Thailand, particularly economic and social impacts.

In spite of impressive growth of Russian tourists in Thailand, Lyulko (2013) reports that Russians' influential investment on real estates sets a strong competition to local firms in the tourism industry and Russian immigrants, including those who have expired visas, are accused of taking jobs from the local residents. Besides, due to lax law enforcement by local authorities, the phenomenon of "Russian

domination” has been spread out Pattaya and Phuket. Under the names of complicit Thai citizens as fake owners or sponsors of the businesses, Russian businesses catering their own people are now operating a full range of resorts, hotels, travel companies, car rental agencies, real estate agencies, cable television channels, laundries, restaurants, spa facilities and guided tours employing both illegal and legal Russian guides all over Pattaya and Phuket. The Russian travel companies use Russians as tourist guides and hire Russian-speaking local guides as helpers to avoid the police checks. As a result, the local skilled workers are exploited or difficult to get hired appropriately (Pattaya Daily News, 2013). According to Pattaya Daily News (2013), these chronic problems are also stressed by Russian tourists who prefer to use the services offered by Russian entrepreneurs. As a result, this phenomenon leads to a protest and the solution has still not been raised yet.

Therefore, the researchers are encouraged to study this significant phenomenon and the impacts of Russian travel market toward Thai tourism and hospitality industry.

6.4.3 Focusing on Each Type of Tourist Activities

This study generally discuss about the vast range of available tourist activities provided for Russian tourists in Thailand. Also, this study is aimed to generate the overall knowledge of Russian tourists’ preferences for participating in all tourist activities in general and be the guideline for more specific studies. The researchers are encouraged to concentrate on each type of tourist activities, such as nature-based, adventure, cultural, entertainment and shopping, in order to gain the insightful knowledge of Russian tourists’ behavior in tourist activity participation.

6.4.4 Investigation on Behavior Difference between First-time and Repeat Russian Tourists

The distinction of travel behavior between first-time and repeat Russian tourists in Thailand should be studied in the future research. A number of tourism scholars have paid attention and justified the differences between first-time and repeat visitors at many tourist destinations (Oppermann, 1997; Kemperman, Joh & Timmermans, 2003; Okamura & Fukushige, 2010; Chi, 2012; Kruger, Botha &

Saayman, 2012; Chang, Chen & Meyer, 2013; Karamustafa, Fuchs & Reichel, 2013). Moreover, according to Tourism Authority of Thailand (2013b), the market shares between first-time and repeat Russian tourists display the significant difference of 51.30 percent and 48.70 percent respectively. Therefore, the researchers are suggested to investigate this prospect assumed to show different tourist behavior.

6.4.5 Investigation on Russian Tourists' Booking Behavior and Travel Pattern

Booking behavior and travel pattern of Russian tourists in Thailand are expected to be changing and should be attentively observed in the future research. Since Russian travel market is dramatically developing in a variety of tourist destinations and it is considered unsaturated, this market is likely to be unstable in terms of the travel pattern and behavior. For instance, this study shows that the majority of Russian tourists in Thailand travel in groups through the service of travel agencies. Meanwhile, Rumetrica survey (cited in Visit Britain, 2010) indicates that Russian tourists tend to change their travel pattern from group to FIT with largely increasing online booking. Furthermore, online channels, particularly internet and social media, appear to be an important source of information for Russians who plan to travel. The usage of social media, such as Vkontakte.ru and Odnoklassniki.ru, has been continuously growing among Russians too (Visit Britain, 2010).

6.4.7 Study on Commonwealth of Independent States (CIS) Travel Market

Besides Russian travel market, the researchers are recommended to also study on CIS travel market, which is considered new and significant to the world tourism. CIS travel market has been emerging together with Russian travel market since the collapse of Soviet Union. Furthermore, Thailand's Immigration Bureau (2013) reviews the potential numbers of tourists from CIS countries in 2012, particularly Kazakhstan (48,611 tourists) and Ukraine (46,241 tourists).

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APPENDICES

APPENDIX A
EXAMPLES OF RUSSIAN TOUR PROGRAMS
AND EXCURSIONS

Details in the following tables represent as examples of tour programs and excursions provided by major Russian tour operators in Thailand (Asia Sabai, n.d.1; Natalie Tours, n.d.1). From these tables, main types of tourist activities that are always repeated comprise of nature-based, adventure, cultural, entertainment and shopping activities.

Russian tour program and excursions	Translations
<p>Экскурсионная программа "Неизвестный Таиланд+Паттайя" (7 ночей/8 дней + отдых)</p> <p>Бангкок - Канчанабури - Аютая - Лопбури - Питсанулок - Сукотхай - Лампанг - Пхаяо - Чианг-Рай - Чианг-Май - Бангкок – Паттайя</p> <p>День 1 Бангкок Прилет в Бангкок. Встреча в аэропорту, трансфер, размещение в отеле в Бангкоке.</p> <p>День 2 Бангкок Завтрак в отеле. Экскурсия в Храм Ват Сутат, расположенный в центре старого города. Посещение ювелирной фабрики. <i>Дополнительно:</i> Посещение Королевского дворца и Храма</p>	<p>Excursion program "Unknown Thailand+Pattaya" (7 nights/8 days + relaxation)</p> <p>Bangkok-Kanchanaburi-Ayutthaya-Lopburi-Pitsanulok-Sukhothai-Lampang-Phayao-Chiangrai-Chiangmai-Bangkok-Pattaya</p> <p>Day 1 Bangkok Arrival in Bangkok, meeting at the airport, transfer, accommodation at hotel in Bangkok</p> <p>Day 2 Bangkok Breakfast in the hotel. Excursion at Wat Sutat Temple located in the center of old town. Visiting jewellery factory. Extra: Visiting the Grand Palace and the Temple of the Emerald Buddha with lunch; Dinner on the cruise along Chao</p>

<p>Изумрудного будды с обедом; Ужин на корабле по реке Чао Пхрайя.</p> <p>День 3 Бангкок - Канчанабури Завтрак. Выезд из отеля. Отъезд в Канчанабури (в дороге 2 часа). Экскурсия на знаменитый мост через реку Квай, водопад Сайоке Чай и национальный парк. Обед в ресторане. Прогулка на моторной тайской лодке по реке среди джунглей. Посещение деревни национальности Мон. Размещение в отеле River Kwai Jungle Rafts. Номера отеля расположены на баржах на воде. Ужин. <i>Дополнительно:</i> Фольклорное представление монов.</p> <p>День 4 Канчанбури - Аютая - Лопбури - Питсанулок Завтрак. Выезд из отеля. Отъезд в Аютаю. По дороге посещение Храма Вихан Пхрамонгкхон Бопхит (Wihan Phramongkhon Bophit) – большой бронзовой статуи Будды и Храма Ват Пхра Си Санпет. По дороге в Лопбури посещение Храма Ват Чай Ватанарам, построенного королем Прагат Тхонг и расположенного в островном городе. Обед в ресторане. Продолжение маршрута до г.Питсанулок. Размещение в отеле Topland 3+.</p> <p>День 5 Питсанулок - Сукотхай - Лампанг Завтрак. Экскурсия в Храм Ват Маха Тат. Продолжение маршрута до первой столицы тайского государства Сукотхай, посещение Исторического</p>	<p>Phraya River.</p> <p>Day 3 Bangkok – Kanchanaburi Breakfast. Departure from the hotel to Kanchanaburi (2 hours). Excursion to the famous bridge over River Kwai, Saiyok Yai waterfall and national park. Lunch at the restaurant. Riding Thai motor boat along the river among the jungles. Visiting the village of Mon. Accommodation at River Kwai Jungle Rafts hotel. Hotel rooms are located in riverside. Dinner. Extra: Mon folk performance.</p> <p>Day 4 Kanchanaburi – Ayutthaya – Lopburi – Pitsanulok Breakfast. Departure from the hotel to Ayutthaya. On the way, visiting Wihan Phramongkhon Bophit Temple – large bronze statue of Buddha – and Wat Phra Si Sanpet Temple. On the way to Lopburi, visiting Wat Chai Wattanaram built by King Prasat Thong and located in the island city. Lunch at the restaurant. Continuing travel to Pitsanulok. Accommodation at Topland Hotel (3+).</p> <p>Day 5 Pitsanulok – Sukhothai – Lampang Breakfast. Excursion at Wat Maha Tat Temple. Continuing travel to the first capital of Thai nation – Sukhothai, visiting Sukhothai historical park, Wat Si Chum Temple with gigantic statue of Buddha. Lunch at the restaurant in Si Satchanalai town. Continuing travel to Lampang, excursion around the old town</p>
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<p>парка Сукотхай, Храма Ват Си Чум с гигантской ступеней Будды. Обед в ресторане в г. Си Ситчаналай. Продолжение до г.Лампанг, экскурсия по старому городу на повозках. Посещение 100-летнего дома из красного дерева Баан Сао Нак и Храма Ват Чеди Сао, монахи которого знамениты снадобьями и медикаментами из трав. Размещены в отеле Lampang River Lodge 3+.</p> <p>День 6 Лампанг - Пхаяо - Чианг-Рай Завтрак. После короткого посещения утреннего рынка, продолжаем путь до Пхаяо. Осмотр крупнейшего естественного озера в Таиланде. Переезд в Чианг-Рай. Обед в ресторане. Посещение коммюнити людей предгорий Баан Лорча. Продолжение маршрута через Мае-Сай, самого северного города Таиланда к «Золотому Треугольнику», где смыкаются границы трех государств: Таиланда, Бирмы и Лаоса. Поездка на лодках по реке Меконг. Возвращение в Чианг-Рай. Размещение в гостинице Rimkok Resort 3+.</p> <p>День 7 Чианг-Рай - Чианг-Май Завтрак. Отъезд в Чианг-Май. Посещение центра кустарных изделий. Обед в ресторане. Экскурсия в Храм Ват Дой Сутхеп, расположенном на горе на высоте 1056 метров. Непосредственно к храму ведет лестница из 290 ступеней, украшенная фигурами Нага (Короля Змей) по обе стороны лестницы. Размещение в отеле</p>	<p>by carriage. Visiting hundred-year red-wood house of Ban Sao Nak and Wat Chedi Sao Temple where the monks are famous for potions and herbal medicines. Accommodation at Lampang River Lodge Hotel (3+).</p> <p>Day 6 Lampang – Phayao – Chiangrai Breakfast. After shortly visiting morning market, continuing travel to Phayao. Sightseeing the largest natural lake in Thailand. Moving on to Chiangrai. Lunch at the restaurant. Visiting foothill community of Ban Lorcha. Continuing travel across Mae Sai, the northernmost town of Thailand, to “Golden Triangle” engaged with the borders of three countries, including Thailand, Burma and Laos. Riding on the boats along Mekong River. Returning to Chiangrai. Accommodation at Rimkok Resort (3+).</p> <p>Day 7 Chiangrai – Chiangmai Breakfast. Departure to Chiangmai. Visiting the center of handicrafts. Lunch at the restaurant. Excursion at Wat Doi Suthep Temple located on the 1056-meter-high mountain. Directly to the temple by 290-step staircase decorated by the figures of Naga (King Snakes) along both sides. Accommodation at Duangtawan Chiangmai Hotel (3+) in the city center near the walking street, where you can acquire souvenirs.</p> <p>Day 8 Chiangmai – Bangkok (Pattaya) Breakfast. Free time until departure to the airport for the flight to Bangkok.</p>
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<p>Duangtawan Chiangmai 3+ в центре города, недалеко от пешеходной улицы, где вы можете приобрести сувениры.</p> <p>День 8 Чианг-Май - Бангкок (Паттайя) Завтрак. Свободное время до отъезда в аэропорт к вылету в Бангкок. Встреча в аэропорту Бангкока. Трансфер до выбранного отеля в Паттайе (2 часа).</p> <p>День 9 и далее Паттайя Вы сможете спокойно отдохнуть на одном из самых известных курортов Таиланда, в Паттае. В день обратного вылета осуществляется групповой трансфер в аэропорт.</p>	<p>Meeting at Bangkok airport. Transfer to selected hotel in Pattaya (2 hours).</p> <p>Day 9 and hereafter Pattaya You can leisurely relax in Pattaya, one of the most famous resorts in Thailand. On the day of return flight is a group transfer to the airport.</p>
<p>Паттайя 3 в 1 (6 часов, кроме понедельника, пятницы) Взр. 550 бат/реб. 350 бат Посещение смотровой площадки. Буддистский храм на холме Buddha Hill. Знакомство с подводным миром Сиамского залива в океариуме «Underwater World Pattaya». Сувенирный магазин. Захватывающее представление с королевскими кобрами на змеиной ферме. Музей драгоценных камней World Gems.</p>	<p>Pattaya 3 in 1 (6 hours, except Monday, Friday) Adult 550 baht/child 350 baht Visiting observation deck. Buddhist temple on Buddha Hill. Discovering underwater world of Siamese Gulf at “Underwater World Pattaya” aquarium. Souvenir shop. Breathtaking performance of King Cobras at snake farm. Museum of precious stones – World Gems.</p>
<p>Тропический сад Нонг Нуч. Шоу слонов (6 часов, по понедельникам, средам, субботам) Взр. 650 бат/реб. 400 бат Самый красивый тропический сад в Юго-Восточной Азии. Оранжереи орхидей, бромелиевых, кактусов. Самая большая в мире коллекция пальм. Знаменитый Стоунхендж и Французский сад в миниатюре.</p>	<p>Nong Nuch tropical garden. Elephant show (6 hours, on Mondays, Wednesdays, Saturdays) Adult 650 baht/child 400 baht The most beautiful tropical garden in South East Asia. Orchid, bromeliad, cactus greenhouses. The world largest collection of palm trees. Famous Stonehenge and French garden in miniature. National dance shows. Shows</p>

<p>Национальное шоу танцев. Шоу дрессированных слонов - играют в футбол, катаются на велосипеде, рисуют картины. Знаменитый слоновий массаж для желающих. Магазин натуральной косметики VITAMAX. King Power Duty Free.</p>	<p>of trained elephants – play football, ride bicycle, draw pictures. Famous elephant massage for ladies. VITAMAX natural cosmetics shop. King Power Duty Free.</p>
<p>Обзорная экскурсия по Бангкоку, с прогулкой по каналам (10 часов, по понедельникам, вторникам, пятницам) Взр. 2700 батов/реб. 2100 батов Посещение национальных святынь Тайланда: Королевский дворец, Храм Изумрудного Будды и Храм Лежащего Будды. Прогулка на лодках по реке Чао Прайя и каналам Бангкока. Обзорная площадка самого высокого небоскреба в Бангкоке - отеля Байок Скай (высота 309 метров). Обед в ресторане на 76 этаже. Посещение самого большого океанариума в ЮВА - Siam Ocean World.</p>	<p>Bangkok city tour, with trip along canals (10 hours, on Mondays, Tuesdays, Fridays) Adult 2700 baht/child 2100 baht Visiting national sanctities of Thailand: the Grand Palace, the Temple of the Emerald Buddha and the Temple of the Reclining Buddha. Boat trip along Chao Praya river and canals of Bangkok. Observation deck of the highest skyscraper in Bangkok – Baiyok Sky hotel (309 meters high). Lunch at the restaurant on the 76th floor. Visiting the largest aquarium in South East Asia – Siam Ocean World.</p>
<p>Парк «Мир мечты» (Бангкок) (10 часов, по вторникам) Взр. 1750 батов/реб. 850 батов Парк аттракционов «Мир мечты» (Dream World) – место, где ваши детские мечты станут реальностью. Вы сможете покататься на аттракционах, с замиранием сердца промчатся по «американским горкам», зайти в дом к великану, сплавиться по бурной реке «Гранд Каньона». Прокатившись в вагончиках по канатной дороге, увидите этот цветущий сказочный мир с высоты птичьего полета. Обед.</p>	<p>“Dream world” park (Bangkok) (10 hours, on Tuesdays) Adult 1750 baht/child 850 baht Amusement park “Dream world” – a place, where your childhood dreams become reality. You will be able to ride on attractions, fly along “roller coaster” with sinking heart, stray into the giant house, raft along turbulent river of “Grand Canyon.” Riding on cable cars and seeing this blooming fairy-tale world from bird’s eye view. Lunch.</p>
<p>«Зов джунглей» (5 часов, ежедневно) 2800 батов Увлекательное приключение в джунглях: канатный маршрут в 16</p>	<p>“Call of jungles” (5 hours, everyday) 2800 baht An entertaining adventure in the jungles: 16 flights on 3200-meter-long cable</p>

<p>перелетов протяженностью 3200 метров среди настоящего тропического леса. Масса эмоций и новых ощущений для любителей экстрима. Инструктаж по технике безопасности и правилам поведения, прохождение трассы, обед.</p>	<p>route among this tropical forest. Mass of emotions and new senses for fans of extreme sports. Instruction for safety technique and rules of conduct, passing route, lunch.</p>
<p>Коралловый остров Ко Талу (10 часов, по вторникам, пятницам) Взр. 2300 батов/реб. 1900 батов Поездка на необитаемый остров Ко Талу. Этот остров для тех, кто хочет остаться наедине с тропической природой, солнцем и чистой водой, вдали от ежедневной суеты. Вы сможете порыбачить с катера или понаблюдать за жизнью подводного мира, плавая с маской и трубкой. В стоимость включены лежаки, обед.</p>	<p>Koh Talu coral island (10 hours, on Tuesdays, Fridays) Adult 2300 baht/child 1900 baht A trip to uninhabited Koh Talu island. This island is for those who want to stay alone with tropical nature, sun and clearest water, away from daily chaos. You will be able to fish from the boat or observe life of underwater world by snorkelling. The price includes sunbeds, lunch.</p>
<p>Дайвинг (Паттайя) (10 часов, по вторникам, четвергам, субботам, воскресеньям) Взр. 3500 батов/реб. 1200 батов 2 погружения в районе Ко Рина - на 5-7 метров и 7-12 метров. Обед в русском стиле. Сопровождение инструктора. Катание с горки, купание, сноркелинг.</p>	<p>Diving (Pattaya) (10 hours, on Tuesdays, Thursdays, Saturdays, Sundays) Adult 3500 baht/child 1200 baht 2 diving in the area of Koh Rin – 5-7 meters and 7-12 meters. Lunch in Russian style. Accompanying instructor. Driving down from the hills, swimming, snorkelling.</p>
<p>Рыбалка (Паттайя) (8 часов, по вторникам, средам, пятницам, субботам) От взр. 1200 батов/реб. от 600 батов Разнообразные программы рыбалки, включая дневные программы с купанием и отдыхом, рыбалку на большую рыбу и ночную ловлю кальмаров.</p>	<p>Fishing (Pattaya) (8 hours, on Tuesdays, Wednesdays, Fridays, Saturdays) Adult from 1200 baht/child from 600 bahts Various fishing programs, including day programs with swimming and relaxing, fishing for big fish and squids at night.</p>
<p>Тиффани - шоу трансвеститов (3 часа, по понедельникам, четвергам, воскресеньям) Взр. 850 батов/реб. 600 батов Красочные костюмы и декорации,</p>	<p>Tiffany – transvestite show (3 hours, on Mondays, Thursdays, Sundays) Adult 850 baht/child 600 baht Colorful costumes and decorations, ultra-modern light and music brought</p>

<p>ультрасовременное светомузыкальное оформление принесли этому шоу трансвеститов всемирную известность. Среди участников представления есть победители международных конкурсов красоты. После окончания программы у вас будет возможность сделать фотографии на память с артистами шоу. Трансфер в обе стороны.</p>	<p>this transvestite show to worldwide renown. Among the participants of the performance have the winners of international beauty contests. After finishing the program, you will have an opportunity to take memorable photos with the artists of the show. Transfer in both directions.</p>
<p>X-Шоу + ужин + пенная вечеринка (5 часов, по субботам) 2000 батов</p> <p>Откровенное часовое шоу-представление только для взрослых. Фото и видео съемка запрещена. После шоу вас ожидает роскошный ужин с морепродуктами в Hard Rock Hotel Pattaya – одном из четырех отелей всемирно известной сети. Затем вы сможете от души повеселиться и расслабиться, приняв участие в пенной вечеринке. Профессиональный ди-джей, танцы в бассейне с мыльной пеной и атмосфера безудержного веселья сделает вас поклонником этих вечеринок! Трансфер в одну сторону.</p>	<p>X-Show + dinner + foam party (5 hours, on Saturdays) 2000 baht</p> <p>One-hour frank show only for adults. Taking photos and recording videos are prohibited. After the show, you are expected to have luxurious seafood dinner at Hard Rock Hotel Pattaya – one of four world-renowned hotel networks. Then you will be able to have fun and relax from your soul by taking part in the foam party. Professional DJ, dancing in the pool with soap foam and atmosphere of nonstop merriment will make you become a fan of these parties! Transfer in one direction.</p>
<p>Река Квай КОМФОРТ (2 дня-1 ночь, по четвергам) Взр. 5500 батов/реб. 2750 батов</p> <p>2х-дневная поездка на реку Квай. Программа разработана для туристов, желающих путешествовать на автобусе повышенной комфортности, и предпочитающих размещение в самом комфортном отеле провинции Канчанабури, номера на берегу. 2 завтрака, 2 обеда, ужин.</p> <p>Первый день: завтрак, посещение плавучего рынка Дамныэн Садуак, катание по каналам на знаменитых «хвостатых» лодках, Королевская</p>	<p>River Kwai COMFORT (2 days-1 night, on Thursdays) Adult 5500 baht/child 2750 baht</p> <p>Two-day trip to Kwai river. Program is developed for tourists who wish to travel by high comfortable bus, and who prefer accommodation at the most comfortable hotel of Kanchanaburi province, rooms on the shore. 2 breakfasts, 2 lunches, dinner.</p> <p>First day: breakfast, visiting Damnoen Saduak floating market, riding along the canals by famous “long-tailed” boats, Royal teak factory, visiting “Tiger cave” temple and observation deck, lunch with</p>

<p>тиковая фабрика, посещение Храма «Пещера тигра» и смотровой площадки, обед с прогулкой по реке на плоту, национальный парк Эраван, сплав по реке, бодирафтинг (по желанию), заселение в отель, ужин.</p> <p>Второй день: завтрак, лавка тайского знахаря, водопад Сайок Ной, посещение слоновьей деревни и прогулка на слонах, эксклюзивный комплекс целебных источников (8 ванн), дегустация чая, обед на плоту, сплав, бодирафтинг (по желанию), водопад Сайок Яй, возвращение в Паттайю.</p>	<p>a raft trip along the river, Erawan national park, river rafting, body rafting (optional), checking in the hotel, dinner.</p> <p>Second day: breakfast, Thai herbal shop, Saiyok Noi waterfall, visiting elephant village and riding on the elephants, exclusive complex of medicinal springs (8 baths), tea tasting, lunch on the raft, rafting, body rafting (optional), Saiyok Yai waterfall, returning to Pattaya.</p>
<p>Морской заповедник КО ЧАНГ (2 дня-1 ночь, по вторникам, четвергам) Взр. 6200 батов/реб. 4900 батов</p> <p>Ко Чанг – жемчужина Сиамского залива. Завтрак, 2 обеда, ужин, проживание в 5* отеле Amari.</p> <p>Первый день: посещение заброшенного храма в каменных гротах, где живут дикие обезьяны. Смотровая площадка на вершине горы, посещение национального парка Нам Ток Плио, купание под водопадом Плио, в подножной чаше которого водится множество черных карпов, переправа на пароме на остров, размещение в гостинице, обед. Отдых, купание в море, пляжный волейбол, по желанию (за дополнительную плату): катание на слонах и/или поездка на водопад, ужин.</p> <p>Второй день: завтрак в отеле, путешествие на скоростном катере по островам архипелага, рифы острова Ко Ран: плавание в масках и ластах, остановка на острове Ко Кхам, обед на острове Ко Чанг, переправа на пароме на материк, фруктовый рынок.</p>	<p>Marine nature reserve Koh Chang (2 days-1 night, on Tuesdays, Thursdays) Adult 6200 baht/child 4900 baht</p> <p>Koh Chang – the pearl of Siamese gulf. Breakfast, 2 lunches, dinner, stay in Amari 5* hotel.</p> <p>First day: visiting derelict temple in the stone caves where wild monkeys live. Observation deck on the top of the mountain, visiting Nam Tok Plio national park, swimming under Plio waterfall where a lot of black carps are often found, crossing to the island by ferry, accommodation at the hotel, lunch. Relaxation, swimming in the sea, beach volleyball, on request (extra charge): riding on elephants and/or a trip to the waterfall, dinner.</p> <p>Second day: breakfast at the hotel, traveling around the islands of archipelago by speedboat, reefs of Koh Ran island: swimming with masks and flippers, stop on Koh Kham island, lunch on Koh Chang island, crossing to the mainland by ferry, fruit market.</p>

APPENDIX B

APPROVAL FOR HUMAN RESEARCH ETHICS



COA.No.2012/275.1109

Documentary Proof of The Committee for Research Ethics (Social Sciences)

Title of Project: Travel Preferences of Russian Tourists Activity Participation in Thailand
(Thesis for Master Degree)

Principal Investigator: Mr.Thanakarn Vongvisitsin.

Name of Institution: International College, Mahidol University

Approval includes:

- 1) MU-SSIRB Submission Form version received date 10 September 2012
- 2) Participant Information Sheet for English version date 10 September 2012
- 3) Participant Information Sheet for Russian version date 10 September 2012
- 4) Informed Consent Form for English version date 10 September 2012
- 5) Informed Consent Form for Russian version date 10 September 2012
- 6) Questionnaire for English received date 10 September 2012
- 7) Questionnaire for Russian received date 10 September 2012
- 8) Semi-structured Interview Guideline received date 14 June 2012

The Committee for Research Ethics (Social Sciences) is in full compliance with International Guidelines of Human Research Protection such as Declaration of Helsinki, The Belmont Report, CIOMS Guidelines and the International Conference on Harmonization in Good Clinical Practice (ICH-GCP)

Date of Approval: 11 September 2012

Date of Expiration: 10 September 2013

Signature of Chairman:.....

(Assoc. Prof. Pichet Kalamkasit)

Signature of Head of the Institute:.....

(Assoc. Prof. Dr.Wariya Chirwanno)

Dean of Faculty of Social Sciences and Humanities

Office of The Committee for Research Ethics (Social Sciences), Faculty of Social Sciences and Humanities.

Mahidol University, Phuttamonthon 4 Rd., Salaya, Phuttamonthon District, Nakhon Pathom 73170. Tel:(662) 441 9080 Fax:(662) 441 9081

APPENDIX C

PARTICIPANT INFORMATION SHEET (ENGLISH VERSION)

Participant Information Sheet

In this document, there may be some statements that you do not understand. Please ask the principal investigator or his/her representative to give you explanations until they are well understood. To help your decision making in participating the research, you may bring this document home to read and consult your relatives, intimates, personal doctor or other doctor.

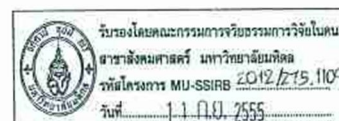
Title of Research Project Travel preferences of Russian tourists for tourist activity participation in Thailand
Name of Researcher Mr.Thanakarn Vongvisitsin
Research Site Bangkok,Pattaya and Kanchanaburi

Office and its telephone number available for contact both in and out of the office hours:

100/11 Santiphap Road, Pomprabsatruphai, Bangkok 10100 Tel: (66)8-0-558-8574;
 E-mail: tvongvisitsin@gmail.com

This research project aims to explore tourist activities in which Russian tourists prefer to participate while traveling to Thailand and to classify Russian tourists in terms of their preferred tourist activities in Thailand into several segments, which will enhance a better understanding of Russian tourist market in Thailand. Expected benefits are as follows:

- To local tourism practitioners
 The local tourism practitioners will be able to adopt the knowledge derived from this research project to improve their marketing strategies toward Russian tourist market in Thailand. An understanding of tourist activities preferred by Russian tourists facilitates the local tourism practitioners to develop and promote appropriate tourist activities at their destinations. To develop and promote tourist activities according to the actual preferences of Russian tourists will attract them to the destinations and increase profitable income.
- To Russian tourists traveling to Thailand
 As the knowledge from this research project will facilitate Thai tourism suppliers to develop appropriate tourist activities, Russian tourists will be more satisfied during traveling within Thailand. Russian tourists will consume the tourist activities which are tailor-made especially to serve their preferences.
- To Thailand's tourism industry
 This research project will fulfill the gap between high demand of Russian tourists traveling to Thailand and lacking of the knowledge of this market. In order to achieve sustainable goals, this research project will provide significant knowledge for the whole industry to effectively market and promote the country to Russian outbound tourist market.



You are invited to participate in this research project because you are considered as one of the key stakeholders in tourist activity participation of Russian tourists. This research is conducted to find out the knowledge regarding tourist activities preferred by Russian tourists from the perspectives of the participants.

There will be 10 participants of Russian-speaking tourist guides for in-depth interviews and 200 respondents of Russian tourists for questionnaire survey, and the research will last for 6 months.

If you decide to participate the research project, you will go through the following procedure.

Please note that Russian-speaking tourist guides will go through item a), while Russian tourists will go through item b).

- a) In-depth semi-structured interviews are expected to last an average period of 15-20 minutes. There will be a tape recording during each interview. The interviews will appropriately occur at the participants' convenient place and time. Thai language will be used for conducting interviews. The structure of interviews will be as follows:
1. Introduction and overview of the study
 2. General discussion about Russian tourists
 3. Discussion about tourist activities participated by Russian tourists
 4. Discussion about tourist activities preferred by Russian tourists
- b) Questionnaire survey will last an average period of 5-10 minutes. The questionnaire consists of 2 sections:
1. Questions regarding personal information
 2. Questions regarding preferred tourist activities

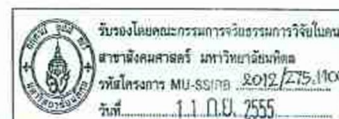
All audio records and notes derived from the answers of in-depth interviews and questionnaire survey will be eliminated and no record of your name or address will be kept. Information that would make it possible to identify you will never be included in any sort of report.

If you have any questions about this research please feel free to contact Mr.Thanakarn Vongvisitsin Telephone: (66)8-0-558-8574

The participant is not response for any expense for participating in this research.

If relevant information arises about benefits and risks of the research project, the researcher will inform the participant immediately and without concealment.

The participant's private information will be kept confidential, it will not be subject to an individual disclosure, but will be included in the research report as part of the overall results. Individual information may be examined by a researcher, the ethics committee, etc.



The participant has the right to withdraw from the project at anytime without prior notice. And the refusal to participate or the withdrawal from the research project will not at all affect the proper service or treatment that he/she will receive.

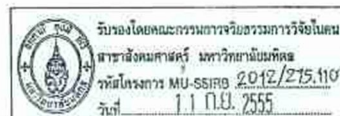
On the condition that I am not treated as indicated in the information sheet distributed to the subjects, I can contact the Chair of The Committee for Research Ethics (Social Sciences) at the office of MU-SSIRB, Office of Faculty of Social Sciences and Humanities, Mahidol University, Tel 66 2 441 9180, Fax 66 2 441 9181

I thoroughly read the details in this document.

Signature..... Participant

(.....)

Date.....



APPENDIX D

PARTICIPANT INFORMATION SHEET (RUSSIAN VERSION)

Информационный Лист Участника

В этом документе возможно несколько предложений, которые Вы не понимаете. Пожалуйста попросите главного исследователя или его/ее представителя дать Ваши объяснения, пока они не хорошо понятны. Чтобы помочь Вам решить участвовать в исследовании, Вам возможно довести этот документ до Вашего места пребывания чтобы прочитать и посоветоваться с Вашими родственниками, близкими друзьями, личным врачом или другими врачами.

Название Исследовательского Проекта: Travel preferences of Russian tourists for tourist activity participation in Thailand

Имя Исследовательницы: Тханакан Вонгвиситсин

Доступные для контакта Исследовательские Сайт-Офис и номер телефона и в рабочее и во вне рабочее время: 100/11 Santiphap Road, Pomprabsatruphai, Bangkok

10100 Телефон: (66)8-0-558-8574;

E-mail: tvongvisitsin@gmail.com

Этот исследовательский проект ставлю своей целью изучать туристические деятельности в которых русские туристы предпочитают участвовать во время путешествия в Таиланд и классифицировать русских туристов по им предпочтительным туристическим деятельности в Таиланде. Это повысит лучше понимание русского туристической рынка в Таиланде. Ожидаемые выгоды заключаются в следующем:

- К местным туризм-практикам
Местные туризм-практики смогут использовать знание, полученное из этого исследовательского проекта, чтобы улучшить свои маркетинговые стратегии к русскому туристическому рынку в Таиланде. Понимание туристической деятельности, предпочтанных русскими туристами, способствует местным туризм-практикам, чтобы они развили и рекламировали в своих местах подходящие туристические деятельности. Развитие и реклама туристических деятельности в ответ на действительные предпочтения русских туристов привлекут их к туристическим назначениям и увеличат выгодный доход.
- К русским туристам путешествующим в Таиланд
Поскольку знания из исследовательского проекта способствует тайским туризм-практикам, чтобы развить подходящие туристические деятельности, русские туристы будут более удовлетворены во время путешествия в Таиланд. Русские

туристы потребят туристические деятельности, которые особенно являются своими предпочтениями.

▪ К туристическая индустрия Таиланда

Этот исследовательский проект выполнит разрыв между высоким спросом среди русских туристов путешествующих в Таиланд и недостатком знания этого рынка. Для того чтобы достигнуть устойчивых целей, этот исследовательский проект обеспечит значительном знанием для индустрии в целом, чтобы рекламировать страну к русскому исходящему туристическому рынку.

Вы приглашены участвовать в этом исследовании потому что Вы считаетесь одними из ключевых соответствующих людей об участие в туристических деятельности русских туристов. Это исследование проводится с целью узнать предпочтительные туристические деятельности русских туристов из перспектив участников.

Это будут 10 участников русскоговорящих гидов для глубинных полуструктурированных интервью и 200 респондентов русских туристов для анкетирования, и исследования продлится 6 месяцев.

Если Вы решаете участвовать в исследовательском проекте, Вы пройдете через следующие процедуры.

Пожалуйста обратите внимание, что русскоговорящие гиды пройдут через пункт 1), в то время как русские туристы пройдут через пункт 2).

- 1) Глубинные полуструктурированные интервью продлится, как ожидается, средний срок 15 до 20 минут. Это будет аудиозапись в процессе каждого интервью. Интервью будут происходить в удобных месте и времени участников. Интервью будут проводиться на тайском языке. Структура интервью будет следующими:
 1. Интродукция и обзор исследования
 2. Общая дискуссия о русских туристов
 3. Дискуссия об участвованных туристических деятельности русских туристов
 4. Дискуссия о предпочтительных туристических деятельности русских туристов

2) Анкетирование продлится средний срок от 5 до 10 минут. Анкета состоит из 2 части:

1. Вопросы о личной информации
2. Вопросы о предпочтительных туристических деятельности

Все аудиозаписи, полученные из ответов глубинных интервью и анкетных опросов, будут удалены и запись Ваших имени или адреса не будет сохранена. Информация, которая может идентифицировать Вас, никогда не будет включена в любом виде доклада.

Если у Вас об этом исследовании любой вопрос, пожалуйста связаться со следующим адресом: Телефон: (66)8-0-558-8574 Email: tvongvisitsin@gmail.com

Участник не ответственный за любую стоимость для участия в это исследование.

Если возникает соответствующая информация о выгодах и рисках исследовательского проекта, сразу и без утайки исследовательница проинформирует участника.

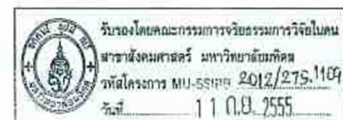
Личная информация участника будет конфиденциально сохранена, она не будет подлежать индивидуальному раскрытию, но будет включена в исследовательском докладе в качестве части общих результатов. Индивидуальная информация может быть рассмотрена исследовательницей, комитетом этик, и т.д.

Участник имеет право отказаться от участия в проекте в любое время без предварительного уведомления. И отказ от участия или выхода из исследовательского проекта вовсе не повлияет на надлежащие сервис или лечение которые он/она будет получить.

При условии, что я не обращаюсь как указано в информационном листе, распространенном среди субъектов, мне можно связаться с Председателем Комитета по Исследовательскому Этике (Общественные Науки) в офисе MU-SSIRB, Офис Факультета Общественных и Гуманитарных Наук, Университет Махидол, Телефон: 66-2-441-9180, Факс: 66-2-441-9181.

Я внимательно прочитал в этом документе информацию.

Подпись Участник
(.....)
Дата.....



APPENDIX E

FORM OF INFORMED AND VOLUNTARY CONSENT TO PARTICIPATE IN RESEARCH (ENGLISH VERSION)

Form of Informed and Voluntary Consent to Participate in Research

Date...../...../.....

My name is....., aged.....years old, now living at the address no.....road/street.....sub-district/tambon..... District/amphur.....province.....Postal code.....Tel.No.....

I hereby express my consent to participate as a subject in the research project entitled: **"Travel preferences of Russian tourists for tourist activity participation in Thailand."**

In so doing, I am informed of the research project's origin and purposes; its procedural details to carry out or to be carried out; its expected benefits and risks that may occur to the subjects, including methods to prevent and handle harmful consequences; and remuneration, and expense. I thoroughly read the detailed statements in the information sheet given to the research subjects. I was also given explanations and my questions were answered by the head of the research project.

I therefore consent to participate as a subject in this research project.

On the condition that I have any questions about the research procedures, or on the condition that I suffer from an undesirable side effect from this research, I can contact Mr.Thanakarn Vongvisitsin on phone number (66)8-0-558-8574

On the condition that I am not treated as indicated in the information sheet distributed to the subjects, I can contact the Chair of Mahidol University Institutional Review Board (Social Science) at the office of MU-SSIRB, Office of Faculty of Social Sciences and Humanities, Mahidol University, Tel 66-2-441 9180, Fax 66-2-441 9181

I am aware of my right to further information concerning benefits and risks from the participation in the research project and my right to withdraw or refrain from the participation anytime without any problem. I consent to the researchers' use of my private information obtained in this research, but do not consent to an individual disclosure of private information. The information must be presented as part of the research results as a whole.

I thoroughly understand the statements in the information sheet for the research subjects and in this consent form. I thereby give my signature.

Signature..... Participants/ Proxy/
(.....) Date.....

Signature..... Person in Charge of Informing and Requesting a Consent/ Head of
(.....) Research Project/ Date.....

In case that the participant is not literate, the reader of all the statements for the participant is (Mr./Mrs./Ms.....), who gives his/her signature as a witness.

Signature..... Witness/Date.....
(.....)

รับรองโดยคณะกรรมการจริยธรรมการวิจัยในคน
 สาขาสังคมศาสตร์ มหาวิทยาลัยมหิดล
 วิทยาลัยการ MU-SSIRB 2012/275.1109
 วันที่ 11 ก.ย. 2555

Informed Consent Form for English version date 10 September 2012

APPENDIX F

FORM OF INFORMED AND VOLUNTARY CONSENT TO PARTICIPATE IN RESEARCH (RUSSIAN VERSION)

Анкета Сообщающего и Добровольного Согласия Участвовать в Исследовании

Дата...../...../.....

Меня зовут....., мне лет, сейчас живу в
 следующем адресе: Россия, Почтовый индекс..... Город.....
 Область..... Район..... Улица..... Дом.....
 Телефон.....

Я выражаю свое согласие на участие в качестве субъекта в исследовательский проект под названием **Travel preferences of Russian tourists for tourist activity participation in Thailand.**

При этом, мне сообщили о происхождение и цель исследовательского проекта, его подробности процедур; его ожидаемые выгоды и риски, которым возможно возникнуть к субъектам, включению методы предотвращения и обработки вредных последствий; и вознаграждение, и расход. Я тщательно прочитал подробные предложения в информационный лист, данный для исследовательских субъектов, я также получил объяснения, и мои вопросы ответила исследовательская руководительница.

Таким образом я соглашаюсь участвовать в качестве субъекта в этом исследовательском проекте.

При условии, что у меня есть вопросы о исследовательских процедурах, или при условии, что я страдаю от нежелательного побочного эффекта этого исследования, мне можно связаться с Тханакан Вонгвиситсин, Телефон: (66)8-0-558-8574

При условии, что я не обращаюсь как указано в информационном листе, распространенном среди субъектов, мне можно связаться с Председателем Комитета по Исследовательскому Этике (Общественные Науки) в офисе MU-SSIRB, Офис Факультета общественных и Гуманитарных Наук, Университет Махидол, Телефон: 66-2-441-9180, Факс: 66-2-441-9181.

Я осознаю свое право запросить дополнительную информацию о выгодах и рисках от участия в исследовательский проект и право отказаться или воздержаться от участия в любое время без любого эффекта на своих будущих сервисе или здравоохранение. Я соглашаюсь с исследовательским использованием своей личной информации полученной в этом исследование, но не соглашаюсь с раскрытием личной информации. Информация должна быть представлена в качестве части исследовательских результатов в целом.


Я полностью понимаю заявление в информационном листе для исследовательских субъектов и в этой анкете согласия. Настоящим я даю свою подпись.

Подпись.....Участник/Доверенное лицо
 (.....) Дата.....

Подпись.....Ответственное Лицо за Сообщение и Просьбу
 Согласия/ Глава Исследовательского Проекта
 (.....) Дата.....

В случае, что участник не грамотный, читатель всех предложений для участника - (Мистер/Миссис/Мисс.....), кто дает его/ее подпись в качестве свидетеля.
 Подпись.....Свидетель
 (.....) Дата.....

Informed Consent Form for Russian version date 10 September 2012


 วิทยาลัยการปกครองส่วนท้องถิ่น
 มหาวิทยาลัยราชภัฏวชิรเวศน์
 วิทยาลัยการ MU-SSIRB 2012/275.1109
 ปีที่ 11.0.0. 2555

APPENDIX G

INTERVIEW CHECKLIST

In the qualitative phase of data collection process, following issues were discussed with the Russian-speaking tourist guides in details:

1. To generally discuss about Russian tourists:
 - ✓ How would you describe unique travel characteristics and behavior of Russian tourists?
2. To discuss about participated tourist activities:
 - ✓ What do Russian tourists do in Thailand?
 - ✓ How do Russian tourists participate in each tourist activity?
 - ✓ How do Russian tourists shop?
3. To discuss about preferred tourist activity:
 - ✓ How do Russian tourists select and skip the tourist activities to take part in?
 - ✓ What tourist activities do Russian tourists like to do in Thailand?
 - ✓ How and to what extent do they like those tourist activities? Please elaborate.

Instruction: Please identify your interest in tourist activities in Thailand by ticking (√) in each statement to show an exactness of each statement to your feeling. Importantly, please ensure that this travel preference is not about your satisfaction after participating in each tourist activity.

Scoring: 1 = Absolutely disagree, 2 = Strongly disagree, 3 = Moderately disagree, 4 = Neutral, 5 = Moderately agree, 6 = Strongly agree, 7 = Absolutely agree

Items	Level of your opinion						
	1	2	3	4	5	6	7
1. I wish to do sightseeing around the city.							
2. I wish to float and bath in the sea and river.							
3. I wish to participate in fruit plantation and degustation.							
4. I wish to do fishing.							
5. I wish to watch wild animals.							
6. I wish to feed wild animals.							
7. I wish to walk in the forest.							
8. I wish to ride on motor vehicles (i.e. high-speed boat, jet ski, ATV).							
9. I wish to lie on the beach.							
10. I wish to do diving and snorkelling.							
11. I wish to play sports and extreme activities.							
12. I wish to ride on an elephant in the forest.							
13. I wish to jump into the water from the cliff.							
14. I wish to visit historical sites (i.e. palaces, temples, museums).							
15. I wish to eat local foods and tropical fruits.							
16. I wish to cook local dishes.							
17. I wish to do a long travel distance.							
18. I wish to socialize with local people.							
19. I wish to learn local history and culture.							

Items	Level of your opinion						
	1	2	3	4	5	6	7
20. I wish to attend a traditional festival.							
21. I wish to visit a local market.							
22. I wish to see how local handicrafts are made.							
23. I wish to try to produce local handicrafts by myself.							
24. I wish to learn the Buddhist meditation.							
25. I wish to learn Thai boxing.							
26. I wish to experience Thai massage and spa treatments.							
27. I wish to visit an amusement park.							
28. I wish to watch a theatrical show (i.e. cabaret show, cultural performance).							
29. I wish to visit a shopping and entertainment complex.							
30. I wish to participate in nightlife entertainment.							
31. I wish to purchase brand-name products.							
32. I wish to purchase discounted products.							
33. I wish to purchase Thai handicrafts.							

APPENDIX I

QUESTIONNAIRE (RUSSIAN VERSION)

“Туристические Преференсы Русских Туристов по Участиям Туристских Деятельностей в Таиланде”

Секция 1

Персональная информация

Инструкция: Пожалуйста отметьте галочкой (✓) в каждом вопросе.

1. **Пол**
 - 1) Мужской
 - 2) Женский

2. **Возраст**
 - 1) 16-25
 - 2) 26-35
 - 3) 36-45
 - 4) 46-55
 - 5) 56-65
 - 6) 66 или более

3. **Родной город**
 - 1) Москва
 - 2) Санкт-Петербург
 - 3) Екатеринбург
 - 4) Иркутск
 - 5) Новосибирск
 - 6) Владивосток
 - 7) Другой, _____

4. **Наивысшее образование**
 - 1) Среднее общее образование или ниже
 - 2) Среднее специальное образование
 - 3) Высшее образование
 - 4) Аспирантура

5. **Занятие**
 - 1) Студент
 - 2) Правительственный сотрудник
 - 4) Работник компании
 - 6) Профессионал/Специалист
 - 7) Независимое/Самозанятое
 - 8) Пенсионер
 - 9) Безработное
 - 10) Домохозяйка
 - 11) Другое, _____

6. **Ежемесячный доход** 1) Руб. 31,210 или ниже
 2) Руб. 31,210 – 78,027
 3) Руб. 78,028 – 124,843
 4) Руб. 124,844 или выше
7. **Размер тургруппы:** _____ людей в тургруппе
8. **Продолжительность поездки в Таиланде:** _____ дней
9. **Продолжительность пребывания в Паттайе:** _____ дней

Секция 2

Туристические предпочтения по участиям туристских деятельностей

Инструкция: Пожалуйста укажите Ваши интересы к туристским деятельностям в Таиланде и отметите галочкой в каждом предложении. Важно, пожалуйста обеспечите что этот туристический предпочтения не о Вашем удовлетворении после участия в каждую туристскую деятельность.

Набирание баллов: 1 = Абсолютно не согласен, 2 = Сильно не согласен, 3 = Умеренно не согласен, 4 = Нейтрально, 5 = Умеренно согласен, 6 = Сильно согласен, 7 = Абсолютно согласен

Пункты	Уровень Вашего мнения						
	1	2	3	4	5	6	7
1. Я хотел бы осматривать достопримечательности по городу.							
2. Я хотел бы купаться в море и реке.							
3. Я хотел бы участвовать в фруктовые плантацию и дегустацию.							
4. Я хотел бы ловить рыбу.							
5. Я хотел бы смотреть дикие животные.							
6. Я хотел бы кормить дикие животные.							
7. Я хотел бы гулять по лесу.							
8. Я хотел бы кататься на моторных транспортных средствах (т.е. высокоскоростная лодка, водный мотоцикл, вездеход).							

Пункты	Уровень Вашего мнения						
	1	2	3	4	5	6	7
9. Я хотел бы лежать на пляже.							
10. Я хотел бы заниматься дайвингом и снорклингом.							
11. Я хотел бы заниматься спортами и экстремальными развлечениями.							
12. Я хотел бы кататься на слоне в лесу.							
13. Я хотел бы прыгать в воду со скалы.							
14. Я хотел бы посещать исторические места (т.е. дворцы, храмы, музеи).							
15. Я хотел бы есть местные блюда и тропические фрукты.							
16. Я хотел бы готовить местные блюда.							
17. Я хотел бы заниматься большим расстоянием междугородной поездки.							
18. Я хотел бы общаться с местными жителями.							
19. Я хотел бы узнать местные историю и культуру.							
20. Я хотел бы посещать традиционный фестиваль.							
21. Я хотел бы посещать местный рынок.							
22. Я хотел бы видеть как местные ручные работы сделаны.							
23. Я хотел бы сам пробовать производить местные ручные работы.							
24. Я хотел бы узнать буддийская медитация.							
25. Я хотел бы учиться тайскому боксу.							

Пункты	Уровень Вашего мнения						
	1	2	3	4	5	6	7
26. Я хотел бы испытывать тайские массаж и спа-лечение							
27. Я хотел бы посещать парк развлечений.							
28. Я хотел бы смотреть театрализованное шоу (т.е. кабаре-шоу, культурное представление).							
29. Я хотел бы посещать комплекс шопинга и развлечений.							
30. Я хотел бы участвовать в ночные развлечения.							
31. Я хотел бы купить бренды.							
32. Я хотел бы купить скидки продукты.							
33. Я хотел бы купить тайские ручные работы.							

BIOGRAPHY

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CONFERENCE	The New Frontier of Development Administration, National Institute of Development Administration (NIDA), 1 April 2013