YOUTH TOURISM: THE IDENTIFICATION OF DEMOGRAPHIC CHARACTERISTICS AND TRAVEL BEHAVIORS OF INTERNATIONAL YOUNG TRAVELERS UPON VISITING THAILAND

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YOUTH TOURISM: THE IDENTIFICATION OF DEMOGRAPHIC CHARACTERISTICS AND TRAVEL BEHAVIORS OF INTERNATIONAL YOUNG TRAVELERS UPON VISITING THAILAND

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ABSTRACT

This study explored the demographic characteristics of the international young travelers visiting Thailand and identified their travel behaviors as well as examined whether there were any differences between demographic characteristics of those international young travelers that affect the differences in travel behaviors. The international young travelers between the age of 15 to 25 arriving and staying at least one night in Thailand were the key population for this study. The questionnaires were distributed to 417 international young travelers at Suvarnabhumi International Airport. The results revealed the young travelers' profiles and the variety of travel behaviors. There was a slight difference in travel behaviors that affected the divergence of their demographic characteristics, such as the difference in age groups, nationality, and education. These factors influenced the differences in the choice of accommodation, source of income, travel companion, number of past international travel experiences, and length of stay.

KEY WORDS: YOUNG TRAVELERS/ DEMOGRAPHIC CHARACTERISTICS/ TRAVEL BEHAVIORS / THAILAND TOURISM

178 pages

การท่องเที่ยวสำหรับกลุ่มเยาวชน : การศึกษาลักษณะของกลุ่มประชากรและพฤติกรรมการท่องเที่ยวในนักท่องเที่ยวเยาวชนต่างชาติ ที่เดินทางมาท่องเที่ยวประเทศไทย

YOUTH TOURISM: THE IDENTIFICATION OF DEMOGRAPHIC CHARACTERISTICS AND TRAVEL BEHAVIORS OF INTERNATIONAL YOUNG TRAVELERS UPON VISITING THAILAND

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บทคัดย่อ

วัตถุประสงค์หลักของการศึกษานี้คือ เพื่อสำรวจลักษณะประชากรนักท่องเที่ยวกลุ่มเยาวชนต่างชาติที่เดินทางมาท่องเที่ยวในประเทศไทย เพื่อบ่งชี้พฤติกรรมการท่องเที่ยวของพวกเขา และเพื่อทดสอบว่าความแตกต่างในลักษณะประชากรจะมีผลต่อพฤติกรรมการท่องเที่ยวที่แตกต่างหรือไม่ ประชากรหลักของการศึกษานี้คือ นักท่องเที่ยวกลุ่มเยาวชนต่างชาติที่มีอายุตั้งแต่ 15 ถึง 25 ปี ที่เดินทางมาท่องเที่ยวและพักอยู่ในประเทศไทยอย่างน้อย 1 คืนขึ้นไป เพศ ช่วงอายุ สัญชาติ รายได้ต่อปี ระดับการศึกษา ศาสนา และสถานะสมรสของพวกเขา เป็นลักษณะประชากรที่การศึกษานี้มุ่งเน้น และยังเป็นตัวทดสอบหลักของพฤติกรรมการท่องเที่ยวที่แตกต่างกันด้วย นักท่องเที่ยวกลุ่มเยาวชนต่างชาติ 417 คน แบบสอบถามได้ถูกแจกจ่ายให้กับกลุ่มเป้าหมายที่สนามบินนานาชาติสุวรรณภูมิ ผลที่ได้เห็นเปิดเผยลักษณะประชากรกลุ่มนี้ที่น่าสนใจ และพฤติกรรมการท่องเที่ยวที่หลากหลาย ผลยังแสดงให้เห็นว่ามีความแตกต่างเล็กน้อยในพฤติกรรมการท่องเที่ยว ที่ส่งผลมาจากความแตกต่างทางลักษณะประชากร อาธิเช่น ความแตกต่างของช่วงอายุ สัญชาติ และการศึกษา ส่งอิทธิพลต่อความแตกต่างในพฤติกรรมการท่องเที่ยวเรื่องการเลือกที่พัก ที่มาของเงินในการเที่ยว ผู้ร่วมเดินทาง และระยะเวลาในการพำนักที่ประเทศไทย เป็นต้น

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CHAPTER I
INTRODUCTION

1.1 Background

Over the last few decades, groups of young people have realized their dreams of traveling around the world by, and this phenomenon has established a new component to the travel industry called 'Youth Tourism'. According to the United Nations World Tourism Organization (UNWTO), the recognition of this growing segment of the market, proven by significant numbers gathered by national tourism organizations from all continents, has drawn serious attention from the global tourism industry in recent years: "Youth and student tourism accounted for a total of around 140 million international arrivals, or just 20 percent of the global tourism market for international travel in 2002, and is likely to have risen to 150 million by 2004" (UNWTO, 2005). With an estimated annual growth rate of 3 to 5 percent compared to the overall tourism market each year, this continuously growing figure represents increased opportunity for a number of tourism sectors and some experts believe that this group will become the most important generators for the future tourism market (UNWTO, 2005). Supporting the previous statement, UNWTO recently published a review of youth and student tourism for the year 2008 that youth travelers generated more than USD 135 billion, or approximately 18 percent of all tourism spending (UNWTO, 2008).

Because of increases in the young population, the International Tourism Administrations/Organizations specializes in youth tourism, for instance, the UNWTO, ISTC (International Student Travel Confederation), ATLAS (Association for Tourism and Leisure Education) and WYSE Travel Confederation (World Youth Student & Educational Travel Confederation) have conducted several strands of research cooperatively to create a strategy for winning over young travelers. Those reports share informative data on who the young travelers are, what they plan to do,

and where they plan to go. On the face of it, Thailand appears among the list of Top 20 most popular destinations of young international travelers (Richards , 2007).

	Under 15	15-24	25-34	35-44	45-54	55-64	65 and over
%	4.13%	10.76%	26.63%	23.73%	19.13%	11.50%	4.12%
Arrivals	597,670	1,556,238	3,851,347	3,432,234	2,767,578	1,663,221	595,940

Figure 1.1: International Tourist Arrivals by Age (January-December 2007) Statistics from Ministry of Tourism and Sports and Immigration Bureau, Police Department of Thailand

Concurrently, the number of international tourist arrivals in Thailand categorized by age in the year 2007 seems to confirm the popularity of the destination (Ministry of Tourism and Sports, 2007). As shown in Figure 1.1, almost 40 percent of the international travelers from the ages 15 to 34 visited Thailand during 2007, which calculated as approximately one-third of a total of 14.5 million arrivals. Additionally, as reported in the Thailand Office of Tourism Development database, the number of international travelers under the age of 25 who visited Thailand during the year 2008 increased 13.1% from the year 2007 (Office of Tourism Development, 2008). Although the number of overall tourists dropped in the years after, namely 2008 to 2010, due to being disrupted by unexpected barriers to traveling to Thailand, for instance, the world financial crisis, the Suvarnabhumi Airport closure and political unrest, there was an impartial national tourism agenda aimed at heightening the

number of tourists when ASEAN committees in association with the Prime Minister of Thailand declared at the ASEAN Summit conference that the years 2009 and 2010 would be recognized by the tourism sector in the Asian region as 'Youth Travelers' years (ASEAN, 2009). This explicitly signified the importance of youth tourism in Thailand.

Despite the expansion in the international young travelers' market in Thailand and regional harmonization, the research and data collection on the behaviors and characteristics of this market have remained relatively scarce. Therefore, the essentials of this study focus on the identification and analysis of youthful age profiles and the distinctiveness of those who visit Thailand in order to provide more understanding and providing greater opportunities for latent tourism sectors to gain optimum benefits.

1.2 Statement of the problem

Since the growing potential of youth tourism has become recognized by and increasingly important to many tourism destinations including Thailand, the ability to understand the market and the young international travelers' demographic characteristics and to distinguish their travel behaviors from those of the general tourism market is a top priority for tourism sectors, who can benefit from being able to response correctly to the specific demands of this segment. However, the research literature on youth tourism is relatively limited. Several literature reviews on the new emerging tourism segment focus more on overall tourism market profiles that are not specific to age category or even study opposing markets such as senior tourism. In the past decade, several researchers have paid high attention to the mounting significance of one particular market segment that has displayed high growth, namely the elderly, or senior travelers. Likewise, there are a number of tourism businesses operating around the world that consider the senior market as imperative to their business because of the unhampered incomes of people in this market, as well as their spending characteristics and their status as time-rich travelers (Batra, 2009), unlike previous stereotypes of young travelers who are believed to be meager spenders with low

income and fewer opportunities to travel (Jang, Bai, Hu, & Wu, 2009). Therefore, the research literature for the young segment are in low proportion and concentrated study of this market seems to have been neglected (Cockerell, 1998).

Although there are quite a few organizations interested in the young travelers' segment, such as the previously mentioned UNWTO and ISTC, a survey conducted by the UNWTO and ISTC on the topic of 'the Student and Youth Tourism among National Tourism Administrations/organizations in the year 2005, which had respondents from 151 countries worldwide measuring mutual comprehension and future development over this segment, revealed how little attention had been paid to youth tourism in many areas. To start with, there was no universally accepted definition of youth tourism, and there was a low proportion of quantitative data collection for this market. Next, there was little interest in policy setting for youth tourism. With this little interest, the tourism product development for this market was limited, and actually there was little in the way of specific marketing promotions for youth tourism (UNWTO, 2005).

Accordingly, UNWTO concludes the major cause that "one of the problems hampering the development of policy is the lack of clear definitions for student and youth tourism. There are many different approaches to the market …a niche market, or a vehicle for international exchange, peace and understanding" (2005). From the UNWTO report, subsequently, different countries tend to apply different definitions to youth tourism, for example, the young travelers' age range from 15 to 19 is considered as youth in Poland, but the range is 0 to 35 in France and under 25 in the case of Thailand. Apparently, the lack of study in defining global and generally accepted definitions of youth tourism has created some difficulty in talking about the subject that still need to be overcome.

Additionally, levels of perception, awareness and the recognition of, as well as responsiveness to, youth tourism vary from one country to another (UNWTO, 2005). Numerous countries do not recognize youth tourism as having differences from the overall tourism market. Yet, many countries, especially in Asia and Africa, rank this market highly as a distinctive group and as an important part of the future of tourism. Even if there are moderately high perceptions of youth tourism among Asian

countries, including Thailand, little quantitative data has been collected on this phenomenon. Quantitative data gathered regarding international youth tourism visiting Thailand is also rare. The lack of reliable statistics in this regard has drawn back and discouraged interested and potential tourism suppliers for the youth segment to enter the market (Seekings, 1998). In this matter, without substantial information and investigation, it is relatively difficult for tourism sectors not only in Thailand, but in all countries, to set up proper tourism policy, develop tourism products, and properly advertise to this market. In the case of Thailand, even though there is a high probability of the market succeeding in reestablishing its reputation as a tourist destination, by undertaking proper research, Thailand can promote itself to a market of young travelers in a more effective and efficient way.

1.3 Rationale of the research

The primary motivation of this research is to help define the demographic characteristics and travel behaviors of international young travelers visiting Thailand because of this group's high market potential (WYSE, 2010). Additionally, the research provides more insightful understanding on the characteristics of young travelers and youth tourism in Thailand as a whole. This greater understanding will encourage tourism sectors, practitioners, scholars and government offices to develop suitable tourism products, facilities, policies and marketing approaches targeting this demographic. Moreover, diversity in demographical characteristics, theoretically, will reveal dissimilarity in travel behaviors, meaning that the study can help in assessing those different demographic characteristics and demonstrating the different travel behaviors among young travelers. What is more, informative data and expected outcomes can help classify the types of young international travelers visiting Thailand. It is agreeable that "attempts to define tourist types or to develop a traveler typology have been understood as segmentation, classification or clustering and using traveler and consumer characteristics for market segmentation purposes can be seen as one way to classify travelers sub-group segments to develop travel typology" (Sung, 2004). Then, new segmentations or sub-groups classified according to specific interests amongst youth travelers in this research can be used to help stakeholders

make informed choices to market their goods and services better, and hence more profitably.

1.4 Research Questions

In association with previous parts of the statement of the problem and rationale of this research, there are three major research questions to be explored as follows:

1. What are the demographic characteristics of those young international travelers visiting Thailand?
2. What are the travel behaviors of those young international travelers visiting Thailand?
3. Are there any differences in demographic characteristics of young international travelers that create differences in travel behaviors?

1.5 Objectives

Consequently, those research questions developed into the core schemes of this research, which are:

1. To explore the demographic characteristics of young international travelers visiting Thailand
2. To identify travel behaviors of young international travelers visiting Thailand
3. To examine whether there any differences in the demographic characteristics of young international travelers that create differences in travel behaviors

CHAPTER II
LITERATURE REVIEWS

The main focus of this research is on youth tourism and its characteristics, and the demographics and travel behaviors of young travelers. Although the concept of tourism among young travelers is not new, research on its definition and concepts are relatively scarce, as is theory supported by study. In this component of the research, a review of the literature is presented to provide a guideline for this research, and concepts of youth tourism are specified by the researcher to be used throughout the study. The organization of this chapter will be as follows:

2.1 Youth tourism concept

- 2.1.1 Definition
- 2.1.2 Market characteristic: niche or sub-niche market
- 2.1.3 New trends of tourism among young travelers

2.2 Youth tourism concept used in this research

- 2.2.1 Definition
- 2.2.2 Market characteristic
- 2.2.3 Demographic characteristics of young international travelers
- 2.2.4 Travel behaviors clarification

2.3 Conceptual framework

2.4 Research hypotheses

2.1 Youth tourism concept

Novelli (2005) reported that “Youth travel has long been seen as the poor relation of international tourism, but the growing travel lust and spending power of young people has recently been creating more attention for this market”. In the literature, several factors are claimed to have dramatic impact on the growth of this segment, which are as follows (Novelli, 2005):

1) The drifting paradigm of social class boundaries, which unlocks more opportunity for low budget travelers to travel more
2) The increasing percentage of young people in full-time education abroad
3) The decreasing percentage of young people who are employed
4) The increasing amount of parental income
5) The number of emerging low cost airlines
6) More flexible employment modes that lead to more time for traveling

While the above factors escalate interest in youth traveling in tourism, academic and government sectors plus for pleasure, the numbers of young travelers in international level become more visible; however, the lack of universal agreement concerning the definition of youth tourism is considered as the first obstacle that needs to be overcome in the study of the phenomenon (Novelli, 2005).

2.1.1 Definition

To begin, international interest in youth tourism has increased tremendously since November 1991, when many sectors, including government agencies and administrations, youth and youth tourism organizations, the tourism sectors, universities, research institutions, international non-governmental and intergovernmental organizations, were first introduced to the concept of youth tourism at the first World Tourism Organization, or WTO, conference in New Delhi (Richards, G. and Wilson, J., 2003). It was there that in the youth tourism session, youth travelers were defined by the WTO as those travelers whose ages ranged from 15 to 29 and who took a trip in which they stayed at least one night at the destination (WTO, 1991). In the year 2002, the WTO conducted new research on the topic of “Youth Outbound

Travel of the Germans, the British and the French" in which the range of ages of youth travelers was lowered to 15 to 25 years old (WTO, 2002). However, some researchers defined the age range of this group as being from 15 to 26, as a maximum cut-off point (Horak & Weber, 2000), while Oh H. *et al* labeled "travelers with an age of 35 and younger" as the youth segment (2002). In addition to these definitions, the youth tourism age series are defined and understood differently in different countries as well.

As in the result from the survey of UNWTO and ISTC on the topic of the Student and Youth Tourism among National Tourism Administrations/Organizations in the year 2005, many youth tourism organizations in assorted countries perceive different age clarifications for young travelers as follows (UNWTO, 2005):

- Argentina sees the youth tourism section as travelers aged 20 to 35
- France sees the youth tourism section as travelers aged 0 to 35
- Finland and the Philippines see the youth tourism section as travelers aged 15 to 24
- Morocco sees the youth tourism section as travelers aged 15 to 25
- Italy sees the youth tourism section as travelers aged 15 to 26
- Thailand sees the youth tourism section as travelers with ages under 25
- Pakistan sees the youth tourism section as travelers aged 15 to 29
- Nepal sees the youth tourism section as travelers aged 16 to 30

In terms of the definition under the age criterion for youth tourism, evidently, researchers, practitioners and destination marketers view different chronological ages, and the ranges they propose are based on only a few notable research studies and little visible support for their reasoning (Oh, C.Parks, & Demicco, 2002). Consequently, the universal definition to be globally understood as youth tourism in terms of age has yet to be created.

2.1.2 Market characteristic: niche or sub-niche market

In terms of marketing, the perception of this segment has been in a variety that leads to the blocking and limiting the growth of facilities and the interests to enter the market for those tourism suppliers. Manifestly, some of the researches do not recognize this segment as a specific market. From the UNWTO survey, 65% of the countries around the world do not distinguish the youth tourism market from the general market and therefore treat this segment as they do the general tourism market of their countries. Additionally, there is no policy, facility and marketing campaign countering to the demand of this market. However, 41 out of 151 countries responding to the UNWTO survey considered youth tourism as a separate "specific market segment" (UNWTO, 2005). A number of researchers agreed and suggested that specific tourism product features and policies for the youth segment should be different than those of the overall tourism industry (Horak & Weber, 2000). Correspondingly, in the identical sense of serving a specific market segment, some literature and researchers maintain that youth tourism is that of a 'niche market' or 'special interest tourism'. Novelli comprehensively adopts the concept of the special interest tourism as "a form of tourism which involves consumers whose holiday choice is inspired by specific motivations and whose level of satisfaction is determined by the experience they pursuit" (2005). Distinct from mass tourism, the motivations, travel behaviors and experiences of a trip are different for niche markets. In Figure 2.1, diverse niche markets are illustrated in terms of the current trends in international agendas, and youth tourism is among those listed.

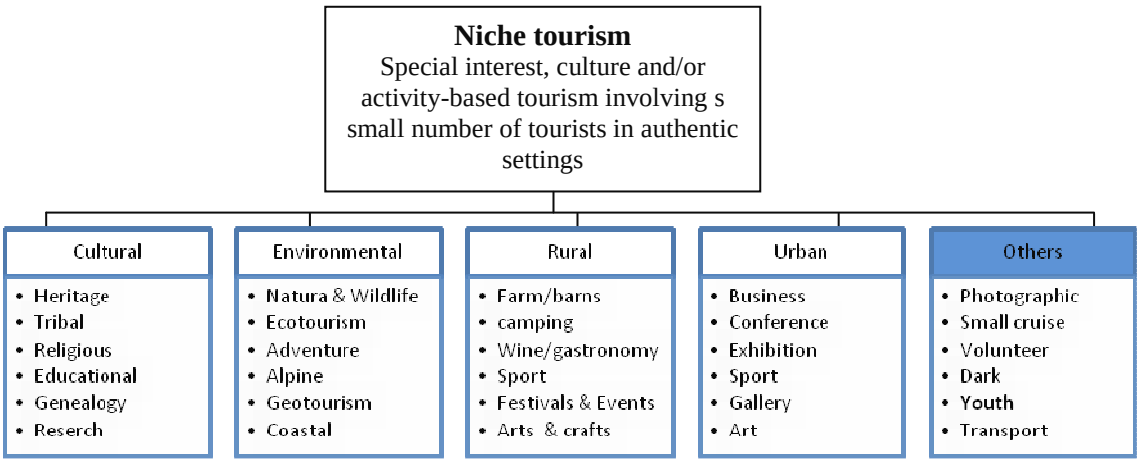

Figure 2.1: Niche Markets –
Current trends in the international agenda (Novelli, 2005)

What travelers are interested in and the experiences they will have during the trip define which niche tourism group they belong to. For instance, the photographic group has as the purpose of the trip going around to various destinations taking photos and exploring new aspects of photography (Novelli, 2005). Thus, if looking at the possible demographic of each niche group, young travelers can be found in each segment as well. These young travelers can participate and have specific motivations, such as learning about culture, relating to the environment, joining rural and urban activities and exploring other unfamiliar aspects. As a result, there is research focusing on the study of 'sub-niche' markets within the youth tourism market. The global youth tourism market can be divided in line with their activities performing in the trip (Hartman, 1992). According to the UNWTO survey, the sub-niche groups within youth tourism, which are student tourism, backpacker tourism, volunteer tourism and working holiday's program, language tourism, and lastly cultural exchange purpose tourism, are coming into demand (UNWTO, 2005).

2.1.3 New trends of tourism among young travelers

Within the world tourism community, there is evidence that each tourism sub-segment is dissimilar, diverse, and distinctive, possessing their own assorted demands and characteristics (Swarbooke, J. and Horner, S., 2008). The popular sub-niches or sub-segments in youth tourism, guaranteed by the UNWTO, as well, contain individual characteristics that will be described as follows:

1) Student tourism

Student tourism, which, in some literature is referred to as 'educational tourism', is not a new phenomenon (Swarbooke, J. and Horner, S., 2008). Swarbooke, and Horner *et al* report that traveling for education has occurred since the seventeenth and eighteenth centuries in the United Kingdom, when the son of the aristocracy took a journey to further his education overseas, an activity that was branded 'Grand Tour' (2008). However, the popularity of student or educational tourism attained the level it enjoys being at now only in recent years. The topical survey called "The Impact of

Early Travel Experiences", which was distributed by the Student Youth & Travel Associations (SYTA), a member of the WYSE Travel Confederation, states that traveling for education in current times has experienced substantial growth due to the matter that "traveling overseas at a young age supports school performance, leads to successful careers and increases the likelihood of continued travel throughout one's life" (WYSTC, 2010). Besides the positive impact on their future educational and career path, what they obtain by taking trips abroad is pleasure and new experiences. Yet, about 40% of total respondents of the SYTA survey said that overall the best description of youth travel was that it was "engaging" (2010).

Several facets of student, or educational, tourism are well known, including student exchanges, and enrolling in foreign language classes and themed holidays (Swarbooke, J. and Horner, S., 2008). Student exchange programs, firstly, signifies a student being voluntarily exchanged between an overseas university or high school, and in this dimension, the student is able to exchange intercultural experiences while exploring educational and travel experiences simultaneously for a period of a few months to a year of their exchange program (UNWTO, 2005). Secondly, young students can attend foreign language classes in a foreign country to increase their language capability, and at the same time, to gain fresh experiences during the trip (Swarbooke, J. and Horner, S., 2008). Lastly, 'themed holiday' refers to traveling with "like-minded people to pursue a common interest which could be archaeology, a foreign culture, painting or cooking" (2008). Supported by the SYTA survey, members of younger generations today travel more often, for reasons including being educated and to gain sophistication in terms of knowing new cultures, languages and people (WYSTC, 2010). Apparently, it is likely that more frequent student traveling and greater interest in special fields such as language or culture, have influenced the recent expansion of youth tourism.

2) Backpacker tourism

Backpacking travel is one type of well known international travel for which budget is the foremost concern (Cohen, 2003). Traveling around with a rucksack rather than a normal suitcase, staying in youth hostels or budget

accommodations, using public transportation, and traveling by low-cost airline are typically associated with this type tourism (Swarbooke, J. and Horner, S., 2008). Still, shirts in the demographics of tourists lately have resulted in a new development of backpacker tourism called a 'flashpacker'. The study of Hannam and Diekmann, reveals that a flashpacker is "the older twenty or thirty-something backpacker" who travels more luxuriously than the typical backpacker, stays in high class accommodations, has more disposible income, carries a laptop, mobile phone and flashdrive on their trip, which entirely contradicts the image and philosophy of traditional backpackers (2010).

Backpacker tourism similarly links to the rapid growth of youth tourism in recent years. According to a New Horizon survey, almost 30% out of a total of 2,300 young respondents from 8 countries around the world preferred to be called 'backpackers' rather than 'tourists' or 'travelers'(Richards, G. and Wilson, J., 2003). The UNWTO has also stated that "the emergence of the term 'Backpacker' to describe a particular style of long term independent travel is related particularly to growth of youth tourism in countries such as Australia, New Zealand and Thailand where a dedicated 'backpacker industry' has also emerged to cater for this demand" (2005).

3) Volunteer tourism and working holiday programs

Volunteer tourism, or what some researchers call 'voluntourism', is one of several specific niche markets in which tourists seek out more meaningful travel experiences and memorable self-fulfillment during their trips (Novelli, 2005). Wearing (2001) also infers that "a field of tourism in which tourists volunteer in as organized way to undertake holidays that involve projects in the local community". The volunteer activities can be different regarding to the objectives and perspectives of the projects. Novelli's categorization of volunteer tourism is shown in Figure 2.2 below (2005).

Figure 2.2: Categorizing volunteer tourism (Novelli, 2005)

Volunteering is becoming a new trend amongst youth in this day and age as well. The New Horizon II presents survey results showing that among young international travelers with respect to the purpose of a recent major trip, volunteering appeared high in the list, after only studying and working aboard (Richards, 2007). A working holiday program during a trip, likewise, is popular also due to the fact that the young traveler can gain benefits financially and psychologically simultaneously (UNWTO, 2005).

4) Language tourism

Traveling to study non-mother tongue languages is the main idea of language tourism. Swarbooke, J. and Horner, S. embraces this type of tourism with student or educational toursim because learning language is a part of education (2008). However, the UNWTO specifies the increasing trend of language tourism towards 'creative tourism' since tourists take these trips to improve self proficiency and development (UNWTO, 2005). Hence, the organization also reports that young international travelers show a high interest in learning languages and new culture, which is considered an emerging and important aspect of youth tourism (UNWTO, 2005).

5) Culture exchange tourism

The reason for the emergence of cultural exchange tourism, or cultural tourism, as a major motivation for travel is that "people are attracted to differences not similarities", explicates by Ivanovic (2009). Although this literature review expresses the idea that this type of tourism is no different than other tourisms as it combines tourists, destinations and the movements to and from destinations, but cultural differences play an important role, which is to encourage tourists to visit captivatingly cultural destinations (2009). Novelli correspondingly puts this type of tourism into the category of volunteer tourism because it is concerned with the willingness to participate voluntarily and learn a new culture (2005). Some literatures align this cultural exchange with education tourism because it is composed of learning a new and unfamiliar subject (Swarbooke, J. and Horner, S., 2008). Furthermore, the UNWTO contends that cultural exchanges are to a great extent from language tourism (UNWTO, 2005).

Cultural attractions both tangible and intangible, for instance, heritage sites, natural sites, artistic and cultural materializations, art and drama are the attractions under the spotlight for this specific market. The history and legacy behind those attractions that was fully hidden with the authenticity and uniqueness of the culture influences the tourists' knowledge, curiosity, information exchange, and

satisfaction (Ivanovic, 2009). Young travelers also put a high value on this tourism. In regard to the New Horizon survey, approximately 34% out of the total young respondents of 2,300 from 8 countries participated in youth tourism with the purpose of exploring other places and cultures (Richards, G. and Wilson, J., 2003). Concurrently, the research conducted by the UNWTO cites that in cultural tourism or culture exchange programs, the experience has a massive impact on young travelers' attitudes due to "increased cultural tolerance and understanding, interpersonal trust and identification with global issues" (2005).

Overall, young people traveling around the world in pursuit of a variety of inspirations and ambitions are establishing a new trend in the tourism industry. A year from now, it is possible that there will have been a shift or revolution even in the demands and motivation to travel among young people. Then, there will appear more youth tourism sub-segments to be characterized.

As far as youth tourism is the focus of this research, the narrative of this study is significantly highlighted. The definition and characteristic of youth tourism will be simplified in the next section.

2.2 Youth tourism concept used in this research

To pinpoint the mutual understanding of youth tourism mentioned in this study, the connotation of four major components, which are the definition of youth tourism, the characteristic of this type of tourism, the demographic characteristics of the young travelers, and their travel behaviors will be clarified sequentially.

2.2.1 Definition

From reviews of the literature, obviously, the most frequently executed age range for youth tourism starts at 15 years old and goes up to 25 as the cut-off age, which adheres to the WTO designation in the year 2002. This age range will be held as

the main criterion, and young people who fall into that age range will be called 'young travelers'. Accordingly, young international travelers within the ages of 15 and 25 arriving and staying at least one night in Thailand are the major population for this research.

2.2.2 Market characteristic of youth tourism

From the previous literature, if we analyze tourism as a whole, tourism activities can be used to categorize travelers by the tourism segment they are in. Moreover, when it comes to niche level, demographics and/or special interests will separate travelers into more specific groups. Finally, the tourism segment that provides a correlation between specific groups of travelers' dreams, needs, imaginations and experiences, will define the tourism market that is able to serve to their needs, which are more specific and are referred to as sub-niche groups. In this research, youth tourism will be subjected to the concept of niche tourism and their activities of interest will further segregate the young travelers into various sub-niche groups, as demonstrated in Figure 2.3.

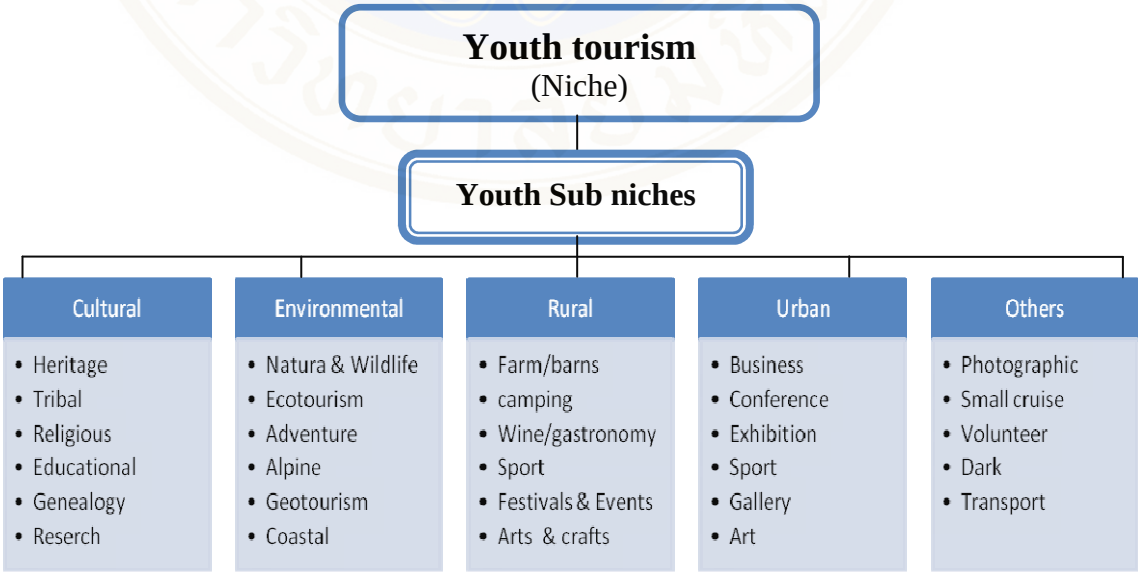

Figure 2.3: Demonstration of characteristics of youth tourism in this study

2.2.3 Demographic characteristics of young international travelers

Within this youth tourism segment, thus, the demographics or profile of the young traveler provides more insightful information for the researchers as well. The demographic characteristics, such as, gender, age, education and income level as well as religious belief and marital status, aid in the examination of who the young travelers are (Richards, G. and Wilson, J., 2003). Differences in demographics can be reflected in the difference of youngsters' travel behaviors. Accordingly, in this research, seven demographic dimensions will be measured as follows, with the rationale for each:

1) Gender

The tourism industry nowadays focuses a great deal on differences between male and female. For instance, Carr mentions that "men and women should not be regarded as homogenous cohort" due to the fact that the gendered difference replicates to the different perceived level (2001), thinking process together with selection criteria (Oh, C.Parks, & Demicco, 2002), and purpose of the trip (Richards, 2007). For example, in the New Horizon II survey, the conclusion over gender differences concerning the purpose of traveling is quite apparent. Young females prefer to study languages or to volunteer, while males focus more on relaxation and having fun (Richards, 2007).

2 - 4) Age, education level and income level

Demographic factors like age can help divide tourism markets, for instance, senior or youth tourism. People in different age ranges represent a great deal of diversity in personal preference and needs. For instance, teenagers might love excitement and social interaction, while young adults would like to have more freedom and self-actualized opportunity (Swarbooke, J. and Horner, S., 2008). Different age ranges, in addition, can represent differences in education and income level, which are reflected in different travel styles, e.g. a university student with a personal income can travel and spend money on their own as opposed to high school teenagers who are typically chaperoned by a parent or guardian (Richards, 2007).

5) Nationality and region of origin

According to Swarbooke, J. and Horner, S., race and nationality are demographic factors that have rarely been studied due to their sensitive nature (2008); nevertheless, national difference can help tourism sectors to identify the tourism market and develop appropriate tourism products, due to the fact that each nationality has distinctive cultural traits, including languages, preferences and social norms. Moreover, from the interpretation of New Horizon II, the diversity in region of origin conveys a broad differential gap in terms of income and also education (Richards, 2007).

6 - 7) Religion and marital status

According to some research, diversity in marital status, nationality and religious beliefs create vast differences in traveling approaches (Batra, 2009). Furthermore, marital status can define travel style and mode in such ways as whether travelers are accompanied by friends or family. In view of this, different dimensions and characteristic in demographics mirror different travel behaviors.

2.3.4 Travel behaviors clarification

The definition of travel behaviors is broad and mostly related to the activities that are done when traveling (Hsu & Sung, 1997). Some literature focuses mainly on psychographical-related aspects, namely cultural values, personality, motivation, lifestyle, and preference for activities (Reisinger & Mavondo, 2004). Additionally, Sung explains that the variety of choices among travel behaviors and the traveler's decision making process can be called "trip-related characteristics", which include preference of activity type, likelihood of taking a trip, trip arrangement, vacation destination, number of trips per year, length of vacation, travel expenditure per person, traveling companion, influential person on entity, and information source (Sung, 2004). Moreover, some research questions are similar in this respect. Batra's travel behaviors relate to "the length of stay, lodging preference, type of tour preference, most popular [outdoor] activity, mode of transportation used, reason for traveling, types of information used, type of people they like to travel with, level of

planned vacation, and the greatest benefit derived from travel" (2009). From the report of New Horizon I (Richards, G. and Wilson, J., 2003) and New Horizon II (Richards, 2007), travel behaviors refer to 'Travel style and identity' (motivations and past travel experiences), 'Planning the trip' (planning factors, information sources, how to book the travel, travel suppliers and discount cards), 'On the road' (the destination, means of transportation, accommodations, length of stay, expenditures, activities, and communication channels), 'Reflecting on the trip' (what they gain from their travel), and ending with 'Barrier to travel' (travel fears from, for example, terrorism, crime, and natural disaster). Seemingly, most of the literature and studies center on quite similar tracks of travel behaviors. Consequently, in this report, thirteen aspects based on the adaptation of Sung and Richards' research together will be used to define youth travel behaviors in a sequence as below:

1) Preference for activity type
2) Preferred destination
3) Reason for traveling
4) Length of stay
5) Types of accommodation
6) Modes of transportation
7) Travel expenditure per person
8) Travel Companion
9) Trip arrangement and Information source
10) Influential person in their decision making
11) Past international travel experience
12) The benefit derived from the travel
13) Barrier to travel

2.3 Conceptual Framework

From the literature review and major objectives of this research, the framework was simply narrated with two set of variables: (a) demographic characteristics (independent variables) and (b) travel behaviors (dependent variables),

as represented in Figure 2.4, which shows that differences in such demographic characteristics as gender, age, nationality by region, income level, educational level, religion and marital status could lead to difference in travel behaviors.

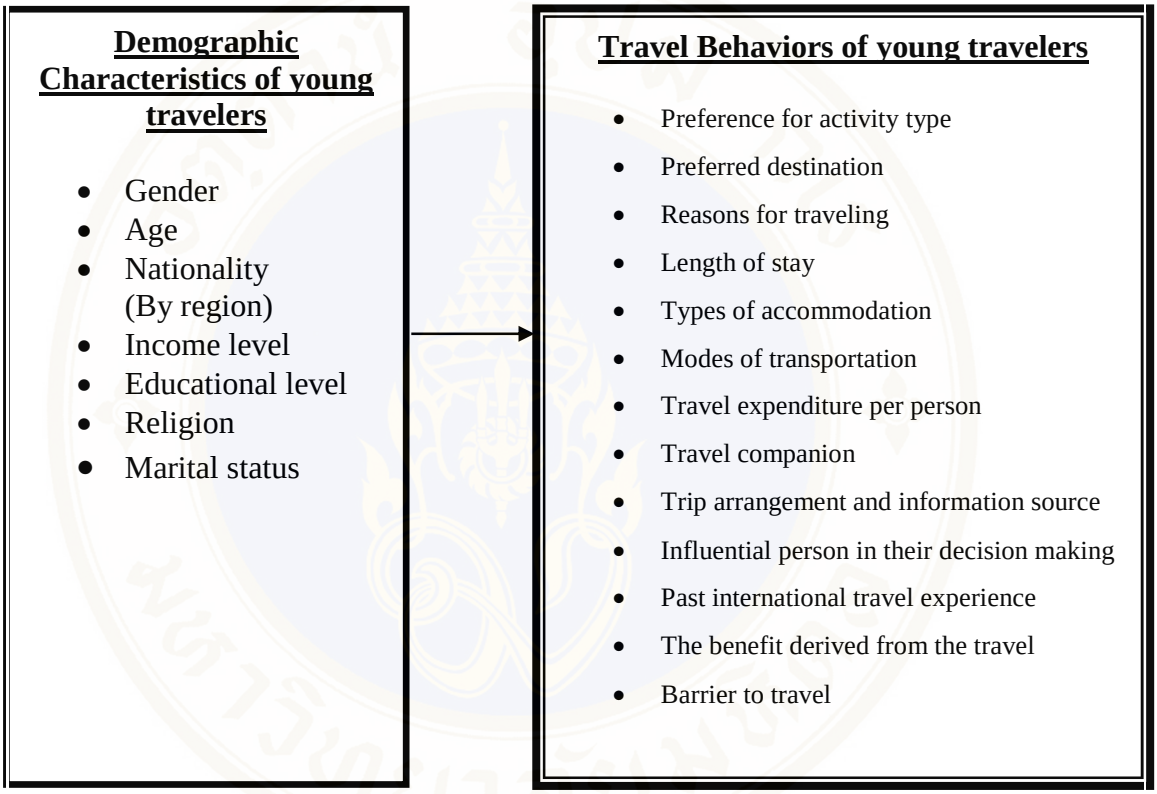

Figure 2.4: The conceptual model of this research

2.4 Research Hypotheses

Continuing from the conceptual framework, hypotheses of this research were relevant in two significant areas, demographic characteristics and travel behaviors for young international travelers visiting Thailand. There were in total seven suppositions that were hypothesized to test the difference in travel behaviors resulting from different demographic characteristics (gender, age, nationality by region, income level, educational level, religion and marital status) as follows:

H1: There is difference in the travel behaviors resulting from different gender among the young international travelers visiting Thailand

H2: There is difference in the travel behaviors resulting from different ages among the young international travelers visiting Thailand

H3: There is difference in the travel behaviors resulting from different nationalities (by region) among the young international travelers visiting Thailand

H4: There is difference in the travel behaviors resulting from different income levels among the young international travelers visiting Thailand

H5: There is difference in the travel behaviors resulting from different educational levels among the young international travelers visiting Thailand

H6: There is difference in the travel behaviors resulting from different religions among the young international travelers visiting Thailand

H7: There is difference in the travel behaviors resulting from different marital status among the young international travelers visiting Thailand

CHAPTER III
RESEARCH METHODOLOGY

This research was conducted by gathering primary data on demographic characteristics and traveler behavior from young international travelers through quantitative methodology. A questionnaire was the major tool of the study, and statistical calculation was computed to achieve the objectives of this research. This chapter will be organized using the section headings as follows:

3.1 Target population
3.2 Sampling design and sample size
3.3 Instrument development and data collection
3.4 Data analysis

3.1 Target population

With respect to the definition on youth tourism used in this research, the target population for the quantitative primary data collection is young international travelers aged 15 to 25 years old who are taking a trip to Thailand.

3.2 Sampling design and sample size

The sample size of this research was limited by age due to the purposes and main ideas of the study, therefore, purposive or judgment sampling was utilized by this research. To fulfill the objectives of this study, it was necessary to collect data

from a specific target group: in this case, young international travelers aged 15 to 25. Therefore, the sample size was calculated by Yamane's Equation of Sample Size Determination according to the equation below (Yamane, 1967):

$$n = \frac{N}{1 + Ne^2}$$

Where, n = Sample size

N = Total amount of target population

e = Allowable error of sampling (this research = 0.05)

Since the total number of young international travelers aged 15 to 25 is unknown because of the absence of statistical data collected in regards to that specific age group, this research instead used the closest statistical data by age from the Thai Ministry of Tourism and Sports for the year 2007 for the purposes of calculation. From the number of the total population of 5,407,585 international tourist arrivals in ages ranging from 15 to 34 gathered by Thai Ministry of Tourism and Sports (2007), the total sample size of this research will be as follows:

$$n = \frac{5{,}407{,}585}{1 + (5{,}407{,}585)(0.05)^2}$$

n = 399.97 or 400

This means that the sample size is that 400 young international traveler respondents were required to attain the target population of this research with an allowable error of sampling at 0.05.

3.3 Instrument development and data collection

The English language, five-page questionnaire was administered as a research instrument collecting information on the demographic characteristics and travel behaviors of young international travelers aged 15 to 25 years old. The location was Suvarnabhumi International Airport in Bangkok, which has the highest percentage of tourist flow (AOT, 2009).

To develop high validity and reliability, as well as to reduce unclear wording, the questionnaire for this research went through face validity and pilot testing. In the first stage, the advisor for this research and 5 international tourists were asked to evaluate the content validity of the questionnaire (n = 6). Then, the pilot testing was performed by administering the questionnaire to 30 young international travelers traveling in Bangkok to further test the reliability of the instrument (n = 30). The data from pilot testing were inserted into SPSS for Windows. According to a reliability analysis, all Cronbach's alpha values after testing were higher than 0.7. According to Hair *et al*'s and George & Mallery's rules of thumb, if Cronbach's alpha reliability coefficient value is greater than 0.6 – 0.7, it is considered acceptable (Joseph A.G. & Rosemary R.G., 2003). Later, a few minor modifications to the questionnaire, for instance, spelling correction, were completed prior to administration to the sample population.

The questionnaire was divided into two parts: young traveler profile and identification of travel behavior with questions and contents as follows:

Section 1: Young traveler profile

This section contains seven questions related to the demographics of the respondents, examining the profile of young travelers on their gender, age, nationality, household income level, current education level, religion and marital status. The respondents were provided choices to mark and also open-ended space to fill in. The details within the questions are adopted from the report of New Horizon I (Richards, G. and Wilson, J., 2003) and New Horizon II (Richards, 2007), and were suitably adjusted to be coherent with the study objectives and expected findings. The questions were as follows:

Table 3.1: Questions and contents in Section 1 of questionnaire in this research

No.	Demographic	Factor	Type of question
1	Gender	• Male • Female	Multiple choice
2	Age category	• 15-18 • 19-22 • 23-25	Multiple choice
3	Nationality		Open-ended
4	Annual Income		Open-ended
5	Education level	• High school • Certificate / Diploma • Bachelor's degree • Master's degree or higher	Multiple choice
6	Religion	• Christianity • Buddhism • Islam • Others	Multiple choice
7	Marital Status	• Single • Married • Others	Multiple choice

Section 2: Identification of Travel Behaviors

This section contains thirteen questions with multiple options in order to collect information on the different travel behaviors of young international travelers visiting Thailand. Similarly, the details within the questions are adopted from the report of New Horizon I (Richards, G. and Wilson, J., 2003) and New Horizon II (Richards, 2007), which were modified to meet the study objectives and expected findings. In the main, the respondents were asked to rate set of items on a Likert scale ranging from 1 to 7 (1 = least preferable to 7 = most preferable). The rest of the questions were multiple choice and open-ended questions. The questions and their set of alternatives were as follows:

Table 3.2: Questions and contents in Section 2 of questionnaire in this research

No.	Travel behavior	Factor	Type of question
8	Preference for activity type	• Visiting popular tourist attractions • Visiting cultural and historical sites • Visiting friends and family • Meeting local people • Eating and drinking • Relaxing on the beach • Attending events and festivals • Studying • Learning language • Hiking/ trekking • Observing wildlife/ nature • Sports activities • Gaining work experiences • Earning money • Developing new skills • Working as a volunteer • Having traditional massage and spa • Night entertainment • Shopping • Others	1-7 Likert scale
9	Preferred destination in Thailand		Open-ended
9.1	Type of destination	• City • Beach • Island • Rural • Mountain / forest / waterfall • Riverside • Others	1-7 Likert scale
9.2	Province (s) in Thailand you recently visited		Open-ended
10	Reasons for traveling	• Exploring other cultures • Interacting with local people • Meeting other travelers • Increasing personal knowledge • Challenging my ability • Relaxing • Experiencing excitement • Avoiding hustle and bustle • Visiting friends or relatives • Helping people • Helping environment • Helping wildlife • Others	1-7 Likert scale

Table 3.2 (Continued)

11	Length of stay	• 1-7 days • 8-14 days • 15-21 days • 22 days or more	Multiple choice
12	Types of accommodation	• Hostel • Hotel and resort • Guesthouse • Stayed with family and friends • Tent • Others	Multiple choice (can choose more than 1 choice)
13	The most frequently used mode of transportation in this trip in Thailand	• Air • Ca • Bus • Rail • Taxi • Motorcycle • Others	1-7 Likert scale
14	Travel expenditure		Open-ended
14.1	Average travel expenditure per person (per day)		Open-ended
14.2	Source of income for this trip	• Own • Parent • Others	Multiple choice (can choose more than 1 choice)
15	Travel Companion	• Alone • Tour group • Family • Friends • Others	Multiple choice
16	Trip arrangement and Information source	• Internet (search engine) • Online travel agency / tour operator website • Tour office • Tour operator brochures • Travel guidebook • Newspapers/ magazines • TV/Radio • Family and friends • Embassy • Trade fair • Previous visit • Others	1-7 Likert scale
17	Influential person in your decision making	• Self • Friends • Family • Others	1-7 Likert scale

Table 3.2 (Continued)

18	Past international travel experience (including this trip)	• 1st time • 2-3 times • 4-6 times • 7-10 times • Over 10 times	Multiple choice
19	The benefit derived from the travel	• A thirst for more travel • More interest in learning about other culture • More appreciated of other culture • More self-acknowledge and self-awareness • More tolerance of cultural differences • More self-confidence • A better understanding of my own culture • Others	1-7 Likert scale
20	Barrier to travel to/in Thailand	• Crime • Political instability • Natural disaster • Epidemic • Ease of getting Visa • Others	1-7 Likert scale
21	Other comment		Open-ended

Additionally, the entire questionnaire used in this research has been enclosed in Appendix A. As part of the data collection process, during December 2010, international travelers wandering around the check-in area at the departure hall at Suvanabhumi Airport and who apparently fell between ages 15 to 25 years old were approached. Care was taken first to screen their willingness to contribute, second to ensure their age, and third to confirm that they just had travel experiences in Thailand. If the selected respondent was unwilling to complete the questionnaire, then another nearby respondent was approached. Each respondent was informed also that he or she would need to be able to spare 10 to 15 minutes to complete the instrument. In total, 417 questionnaires were completed.

3.4 Data analysis

After data collection, the researcher ensured the completion of the questionnaire and entered data into SPSS 15.0 for Window Evaluation Version. Then, quantitative analysis methods were used for data analysis and interpretation. Descriptive analysis, namely mean, frequency, and percentage were calculated to compare demographic occurrence and preference level. A t-test was performed to measure the means of two groups (male and female) as to whether there were statistical differences in travel behavior or not. ANOVA and Chi-square were used for hypothesis testing and difference identifications throughout this research.

CHAPTER IV
RESULTS OF DATA ANALYSES

The primary objectives of this study were to identify the demographic characteristics, to examine travel behaviors and to expose differences in travel behaviors reflecting differences in the profiles of young international travelers aged 15 to 25 years old who visited Thailand and were at Suvarnabhumi International Airport during the study period. It was earlier noted that a sampling calculation revealed that at least 400 questionnaires must be obtained for the most effective result. In summary, after data collection was completed, a total of **417** young travelers completed the questionnaire, which provided adequate data for this research. Then, SPSS, descriptive statistics, T-Test, ANOVA and Chi-square were used to analyze the data.

The findings of this study provide insightful information by revealing who young international travelers are and what constitute different features of their travel style. Moreover, after testing the differences, the results showed interesting differences in travel behaviors. Sequentially, the results are presented as follows:

4.1 The demographic characteristics of young international travelers

4.2 The travel behaviors of young international travelers

4.3 The results of seven hypotheses testing differences in travel behaviors

4.1 The demographic characteristics of young international travelers

In this first section, descriptive statistics were used to analyze the profiles of young international travelers, as identified in Table 4.1. This analysis revealed that young female travelers (53.0%) were interested in traveling to Thailand more than males (47.0%). The largest age group of was travelers between 23 to 25 (57.8%) which was noticeably higher than the other ranges, namely 19 to 22 years old (31.4%) and 15 to 18 (10.8%).

More than half of respondents were Europeans, at 57.8%, while Americans were the next biggest group, at 18.2%. Asians were the next group, at 10.3%, followed by Australians and New Zealanders, at 9.4%, and finally Middle Easterners, at 4.3%. From the open-ended question in the questionnaire, which allowed respondents to fill in their country of origin, France, United States and United Kingdom were the top three nations where young international travelers came from, as shown in Table 4.2.

The results showed that the majority of the annual income of the travelers was between 1 million to 2 million Baht (34.5%). The second largest range of 2 million to 3 million Baht (23.3%) comprised a slightly larger group than the third range, which comprised travelers with an annual income of less than 1 million Baht (21.6%), and the smallest range of travelers earned more than 3 million Baht a year (20.6%)

With respect to education level, the results showed that the majority of the young travelers held a Bachelor's degree (50.1%). A Master's degree or higher was the next largest group of 31.9%; 12.9% of the travelers were studying high school and approximately 5.0% were at the Certificate or Diploma level.

Surprisingly, 82.5% of the respondents checked themselves as 'other' in their religious affiliation, which was specified by them later as 'no religion'. Christianity was the next group, at 12.2%, followed by Buddhism, at 3.6%, and then Islam, at 1.7%. The information on the young travelers' marital status showed that 73.2% were single, 24.7% of young travelers selected 'other' and specified themselves as 'in a relationship' or 'dating', while 2.2% were married.

Table 4.1: **Frequency statistics for total demographic characteristics**

Demographic characteristics	Frequency	Percentage (%)
Gender		
Male	196	47.0
Female	221	53.0
Total	**417**	**100.0**
Age		
15-18	45	10.8
19-22	131	31.4
23-25	241	57.8
Total	**417**	**100.0**
Nationality (in region)		
Asia	43	10.3
Europe	241	57.8
America	76	18.2
Oceania	39	9.4
Other	18	4.3
Total	**417**	**100.0**
Income level (annually)		
Less than 1,000,000 Baht	90	21.6
1,000,001 – 2,000,000 Baht	144	34.5
2,000,001 – 3,000,000 Baht	97	23.3
More than 3,000,000 Baht	86	20.6
Total	**417**	**100.0**
Current education level		
High school	54	12.9
Certificate / Diploma	21	5.0
Bachelor's degree	209	50.1
Master's degree or higher	133	31.9
Total	**417**	**100.0**
Religion		
Christianity	51	12.2
Buddhism	15	3.6
Islam	7	1.7
Other	344	82.5
Total	**417**	**100.0**
Marital status		
Single	305	73.1
Married	9	2.2
Other	103	24.7
Total	**417**	**100.0**

Table 4.2: **Frequency statistics for overall respondents' nationalities**

Nationality	Frequency	Percentage (%)
America		
Canada	14	3.36
Mexico	4	0.96
America	58	13.91
Asia		
China	5	1.20
India	11	2.64
Iran	1	0.24
Korea	1	0.24
Philippines	11	2.64
Singapore	14	3.36
Europe		
Austria	2	0.48
Belgium	8	1.92
Denmark	23	5.52
Finland	19	4.56
France	60	14.39
Germany	28	6.71
Italy	2	0.48
Spain	4	0.96
Sweden	16	3.84
Switzerland	22	5.28
United Kingdom	55	13.19
Russia	2	0.48
Oceania		
Australia	37	8.87
New Zealand	2	0.48
Middle east		
Israel	9	2.16
Africa		
South Africa	9	2.16
Total	**417**	**100.00**

4.2 The travel behaviors of young international travelers

In this section, thirteen travel behaviors were examined with an aim of learning travel styles of the study's participants with respect, for instance, to on how they travel, what they do when they travel, where they go, where they stay, how long they stay, how much they spend, and how they plan for the trip. With regard to the data collected from the 417 respondents, the results are as follows:

4.2.1 Preference for activity types

The activity type represents what young international travelers like to do in Thailand. There were several factors in this study that used the 1-7 Likert Scale to measure level of preference for each variable (1 = least preferable, 7 = most preferable), including this one. However, the mean values evaluation was the best method for understanding which factor obtained the highest interest. From the mean ranking shown in Table 4.3, the most preferable activity type amongst young international travelers was relaxing on the beach, with the highest mean, at 5.13. At 4.91 and 4.79, respectively, attending events and festivals and eating and drinking were the next popular activities. The 'Others' variable in this section, which was ranked at number 20, included such things as boxing and learning how to cook.

Table 4.3: **Most preferable activity types by mean**

Activity	Rank	Mean	SD
Relaxing on the beach	1	5.13	1.247
Attending events and festivals	2	4.91	1.266
Eating and drinking	3	4.79	1.235
Hiking / trekking	4	4.79	1.312
Observing wildlife / nature	5	4.75	1.231
Meeting local people	6	4.73	1.206
Sports activities	7	4.71	1.234

Table 4.3 (Continued)

Activity	Rank	Mean	SD
Developing new skills	8	4.70	1.357
Shopping	9	4.53	1.288
Visiting cultural and historical sites (i.e. museum, monument, temple)	10	4.52	1.110
Night entertainment	11	4.51	1.312
Visiting popular tourist attractions	12	4.48	1.227
Visiting friends and family	13	4.47	1.337
Learning language	14	4.44	1.505
Gaining work experiences	15	4.41	1.396
Working as a volunteer	16	4.39	1.407
Having traditional massage and spa	17	4.34	1.447
Studying	18	4.17	1.732
Earning money	19	3.88	1.666
Others	20	-	-

4.2.2 Preferred destination in Thailand

This factor assesses what type of travel geographical areas and which provinces within Thailand that young travelers prefer and plan to visit.

1) Preferred type of destination

The mean evaluation presented in Table 4.4 shows that beach destinations ranked on the top of the list with a mean of 5.20, followed by city, island, mountain/forest/waterfall, rural and riverside.

Table 4.4: **Most preferable type of destination by mean**

Type of destination	Rank	Mean	SD
Beach	1	5.20	1.390
City	2	5.11	1.438
Island	3	5.10	1.393
Mountain / forest / waterfall	4	4.87	1.437
Rural	5	4.73	1.370
Riverside	6	4.56	1.489
Others	7	-	-

2) Province(s) in Thailand recently visited

Observing the province in Thailand where most young international travelers visited, the results in Table 4.5 show that Bangkok stood as the most popular destination with the highest percentage, at 90.168%. This means that out of 417 respondents, 376 young travelers visited Bangkok during their trips. Chiang Mai and Phuket were the next most frequently visited provinces.

Table 4.5: **Frequency statistics for provinces travelers visited**

Provinces	Frequency (out of 417)	Percentage (%)
North		
Chiang Mai	52	12.470
- Doi Inthanon	1	0.240
- Mae Taeng District	3	0.719
Chiang Rai	24	5.755
Mae Hong Son	1	0.240
- Pai	3	0.719
North East		
Chaiyaphum	1	0.240
Khon Kaen	2	0.480
Loei	3	0.719
- Chaing Kharn District	2	0.480
Roi ET	2	0.480
Si Sa Ket	1	0.240

Yasothorn	1	0.240
Nakorn Ratchasima	1	0.240
- Khao Yai	9	2.158

Table 4.5 (Continued)

Provinces	Frequency (out from 417)	Percentage (% out from 417)
West		
Kanchanaburi	2	0.480
- Sangkhlaburi	2	0.480
Tak	8	1.918
Prachuap Khiri Khan	1	0.240
- Hun-Hin	12	2.878
Central		
Bangkok	376	90.168
Ayutthaya	2	0.480
Phitsanuloke	1	0.240
East		
Chon Buri	1	0.240
- Pattaya	13	3.118
Rayong	9	2.158
- Ko Samet	1	0.240
Trat	2	0.480
- Ko Chang	22	5.276
South		
Krabi	29	6.954
- Ko Phi Phi	13	3.118
- Ko Lanta	3	0.719
- Ao nang	1	0.240
- Railey Beach	4	0.959
Songkhla	1	0.240
Suratthani	9	2.158
- Ko Samui	25	5.995
- Ko Tao	12	2.878
- Ko Pha Ngan	6	1.439
- Ko Nang Yuan	1	0.240
Trang	1	0.240
Phuket	44	10.552
Phang Nga	13	3.118

4.2.3 Reasons for traveling

This section presents data on the reasons that respondents traveled, and in particular, what was their motivation for traveling to Thailand was. Table 4.6 showed that the majority of respondents wanted to challenge their ability, with the highest mean, at 5.57. Relaxing and increasing personal knowledge were the next most common reasons for traveling that were offered by respondents.

Table 4.6: **Most preferable reason for traveling by mean**

Reason for traveling	Rank	Mean	SD
Challenging my ability	1	5.57	1.260
Relaxing	2	5.53	1.303
Increasing personal knowledge	3	5.41	1.157
Experiencing excitement	4	5.41	1.296
Exploring other cultures	5	5.32	1.331
Interacting with local people	6	5.32	1.239
Meeting other travelers	7	5.11	1.350
Avoiding hustle and bustle	8	5.11	1.461
Helping the environment	9	4.66	1.314
Visiting friends / relatives	10	4.63	1.589
Helping people	11	4.62	1.387
Helping wildlife	12	4.62	1.388
Others	13	-	-

4.2.4 Length of stay

Table 4.7 presents statistics representing how long travelers stayed in Thailand, with the majority of young international travelers staying in Thailand 8 to 14 days or approximately 2 weeks (45.60%), followed by those staying 1 to 7 days (26.60%), 15 to 21 days (14.40%) and lastly 22 days or more (13.40%).

Table 4.7: Frequency statistic for length of stay

Length of stay	Frequency	Percentage (%)
1-7 days	111	26.60
8-14 days	190	45.60
15-21 days	60	14.40
22 days or more	56	13.40
Total	**417**	**100.00**

4.2.5 Types of accommodation

To answer the question where young international travelers chose to stay while they were traveling in the country, the results in Table 4.8 show that of the 417 respondents, hotel and resort was the most preferable type of accommodation (69.54%), guesthouse was the next preferable choice (38.38%), followed by hostel (6.95%) and choosing to stay with family and friends (6.71%). Under 'Others', 6.00% of young international travelers made the choices to stay on a boat, university dormitory, rental apartment, bungalow, and their host family. Lastly, tent was picked by only 1.92%

Table 4.8: **Frequency statistics for types of accommodation**

Types of accommodation	Frequency (out of 417)	Percentage (%)
Hostel	29	6.95
Hotel and resort	290	69.54
Guesthouse	160	38.38
Stayed with family and friends	28	6.71
Tent	8	1.92
Others	25	6.00

4.2.6 The most frequently used mode of transportation during this trip

How they traveled to and within the country was another question asked of participants. In Table 4.9, the results show that respondents normally traveled to Thailand by Air, with a mean of 4.32. Young international travelers then preferred to travel within the country by, respectively, car, bus, taxi, rail, and motorcycle. For the 'Others' variable, respondents provided such answers as boat, van, Tuk-Tuk (3-wheel Thai style taxi) and by foot, among others.

Table 4.9: Most preferable mode of transportation by mean

Mode of transportation	Rank	Mean	SD
Air	1	4.32	1.720
Car	2	3.45	1.831
Bus	3	3.39	1.969
Taxi	4	3.25	1.879
Rail	5	2.56	1.835
Motorcycle	6	2.50	2.020
Other	7	-	-

4.2.7 Travel expenditures

This section is concerned with how much travelers spent daily and what constituted the source of their money for travel in this trip to Thailand. The results appeared as follows:

1) Average travel expenditures per person per day
(i.e. food and beverage accommodation, transportation)

Table 4.10 presents statistics concerning the average travel expenditures of young international travelers per person and per day. The travel expenditures included the average daily cost for food and beverages, accommodations and transportation within the country. The results showed that 66.67% of the respondents spent approximately 1,000 Baht to 5,000 Baht per person on a daily basis. Then, 18.71% spent between 501 Baht up to 1,000 Baht, followed by 10.07% who spent between 0 and 500 Baht, and 4.56% spent luxuriously – from 5,001 Baht to 10,000 Baht.

Table 4.10: **Frequency statistics showing average travel expenditures per person per day**

Average travel expenditures	Frequency	Percentage (%)
0 - 500 Baht	42	10.07
501 - 1,000 Baht	78	18.71
1,001 - 5,000 Baht	278	66.67
5,001 - 10,000 Baht	19	4.56
Total	**417**	**100.00**

2) Sources of income for this trip

Where respondents received their pocket money for traveling was the next subject. From Table 4.11 showed that out of the 417 respondents, 308 young travelers, or about 73.90%, had their own source of income for this trip, 133 youngsters, or 31.90%, had the support of their parents, and 2.20% had income for travel from scholarships, university funds and organizations they worked for.

Table 4.11: **Frequency statistics for sources of income for this trip**

Source of income	Frequency (out from 417)	Percentage (% out from 417)
Own	308	73.90
Parent	133	31.90
Others	9	2.20

4.2.8 Travel companion

The majority of respondents traveled with their friends (47.5%), followed by traveling with family members (22.5%), alone (16.8%) and with a tour group (10.6%). For the others 'Others' variable, 2.60% reported traveling with their boyfriend or girlfriend, fiancé, life partner and volunteer group. Results are presented in Table 4.12.

Table 4.12: Frequency statistics for travel companion

Travel companion	Frequency	Percentage (%)
Alone	70	16.8
Tour group	44	10.6
Family	94	22.5
Friends	198	47.5
Others	11	2.60
Total	**417**	**100.00**

4.2.9 Trip arrangements and information sources

The mean evaluation results in Table 4.13 show that the majority of young international travelers used a travel guidebook as the main resource for arranging the trip and to locate travel information with the highest mean, at 5.21. An Internet search engine was the next most commonly used source, followed by discussions with family and friends. For the 'Others' variable, young travelers searched for information and arranged the trip by getting information from their university and company.

Table 4.13: **Most commonly used trip arrangements and information sources by mean**

Source	Rank	Mean	SD
Travel guidebook	1	5.21	1.507
Internet (search engine)	2	5.19	1.346
Family and friends	3	5.15	1.535
Online travel agency / tour operator website	4	5.06	1.467
Tour office	5	5.00	1.58
Tour operator brochure	6	5.00	1.585
Newspapers / magazines	7	4.65	1.746
Previous visit	8	4.46	1.608
TV / radio	9	4.25	1.818
Trade fair	10	4.2	1.681
Embassy	11	4.1	1.739
Others	12	-	-

4.2.10 Influential persons in decision making

Who has the highest influence on young travelers in their decision making was the next issue to be investigated. As the results in Table 4.14 show, their own thoughts ranked highest, with a mean of 5.84, followed by listening to their friends (4.98) and family (4.85). For the 'Others' variable, some of the young travelers considered their boyfriend, girlfriend and tour group as the high influential person(s) in their decision making.

4.2.11 Past international travel experience (including this trip)

As the results in Table 4.15 show the majority of young travelers had taken more than 10 international trips (52.76%), followed by 7 to 10 (23.50%), 4 to 6 (11.75%) and 2 to 3 (9.11%). Only 2.88% of the respondents counted this trip to Thailand as their first time traveling overseas.

Table 4.14: Most influential person in decision making by mean

Influential person	Rank	Mean	SD
Self	1	5.84	1.546
Friends	2	4.98	1.938
Family	3	4.85	1.846
Others	4	-	-

Table 4.15: **Frequency statistics for past international travel experience**

Past international experience	Frequency	Percentage (%)
1st time	12	2.88
2 - 3 times	38	9.11
4 - 6 times	49	11.75
7 - 10 times	98	23.50
Over 10 times	220	52.76
Total	**417**	**100.00**

4.2.12 Benefits derived from the travel

The next matter investigated was what benefits respondents thought they gained from this travel experience after they returned home. The main benefits, as shown in Table 4.16, were having more self-acknowledgement and self-awareness while gaining greater tolerance of cultural differences. Respondents also believed that this travel would give them more self-confidence and greater appreciation of other cultures as the next most beneficial gains. With respect to the 'Others' variable, young travelers thought that he or she would have a greater understanding of what they want in life, which was an interesting and unexpected finding of this study.

4.2.13 Barrier to travel to/in Thailand

The last factor in travel behaviors to be studied was what travel barriers that were recognized by the respondents and that they considered before traveling to and throughout Thailand. Table 4.17 presents the least influential factors by lowest mean value. Getting a Visa was the least significant barrier for the majority of young international travelers. On the other hand, natural disasters were a major consideration among them, with the highest mean of 2.96.

Table 4.16: Most beneficial factor derived from travel by mean

Benefit	Rank	Mean	SD
More self-acknowledgement and self-awareness	1	5.59	1.227
More tolerance of cultural differences	2	5.59	1.179
More self-confidence	3	5.58	1.286
More appreciation of other culture	4	5.57	1.197
A thirst for more travel	5	5.54	1.255
More interested in learning about other cultures	6	5.53	1.275
A better understanding of my own culture	7	5.36	1.370
Others	8	-	-

Table 4.17: Least influential barrier to travel to/in Thailand by mean

Barrier to travel	Rank	Mean	SD
Ease of getting Visa	1	1.42	1.017
Crime	2	2.68	1.421
Epidemic	3	2.79	1.564
Political instability	4	2.84	1.475
Natural disaster	5	2.96	1.575

4.3 The results of seven hypotheses testing differences in travel behaviors

To accomplish objectives of this study, seven hypotheses were used to test differences in travel behaviors in terms of differences in respondents' demographic characteristics, namely gender, age, nationality, income, education, religion and marital status. The following sections present the results of the survey on which travel behaviors appeared as statistically correlated to differences in demographic characteristics.

4.3.1 Differences in travel behaviors due to gender differences

1) Gender and preference for activity type

Table 4.18 presents a comparison of means of male and female respondents considering what activities they were interested in doing during the trip in Thailand. As the results show, young male travelers preferred relaxing on the beach, with the highest mean of 5.01, while their least preferable activity was earning money during their trip, with a mean of 3.87. Similarly, young female travelers loved relaxing on the beach, with a mean of 5.24, while earning money was the least preferable activity, providing a 3.89 mean evaluation. Moreover, after using a t-test to compute the differences between genders, the results showed that out of 19 factors, there was only one activity that appeared statistically different – attending events and festivals,

which had a p-value of less than 0.05 (0.019). In this regard, females apparently preferred attending events and activities more than males, presenting means of 5.05 and 4.76, respectively.

Table 4.18: Gender and preference for activity type by means comparison and t-test

Activity	Gender				t	Sig. (2-tailed)
	Male (n=196)		Female (n=221)			
	$\bar{X}$	SD	$\bar{X}$	SD		
Visiting popular tourist attractions	4.55	1.169	4.42	1.275	1.082	0.280
Visiting cultural and historical sites	4.46	1.138	4.57	1.084	-0.978	0.329
Visiting friends and family	4.41	1.338	4.53	1.337	-0.924	0.356
Meeting local people	4.72	1.158	4.75	1.250	-0.230	0.818
Eating and drinking	4.88	1.166	4.72	1.291	1.306	0.192
Relaxing on the beach	5.01	1.236	5.24	1.248	-1.920	0.055
Attending events and festivals	4.76	1.249	5.05	1.268	-2.349	**0.019***
Studying	4.16	1.723	4.17	1.744	-0.051	0.959
Learning language	4.52	1.480	4.38	1.528	0.946	0.345
Hiking / trekking	4.83	1.184	4.76	1.418	0.560	0.575
Observing wildlife / nature	4.71	1.172	4.78	1.282	-0.567	0.571
Sports activities	4.77	1.102	4.66	1.341	0.917	0.360
Gaining work experiences	4.35	1.371	4.48	1.419	-0.935	0.350
Earning money	3.87	1.621	3.89	1.708	-0.119	0.905
Developing new skills	4.64	1.372	4.75	1.344	-0.851	0.395
Working as a volunteer	4.29	1.397	4.48	1.413	-1.369	0.172
Having traditional massage and spa	4.29	1.377	4.38	1.508	-0.700	0.484
Night entertainment	4.51	1.234	4.52	1.380	-0.118	0.906
Shopping	4.43	1.289	4.62	1.283	-1.481	0.139

*Significant at the 0.05 level

2) Gender and preferred type of destination

Next, in Table 4.19, mean comparisons show that a beach destination was the most preferable by both male and female respondents with the highest means, at 5.17 and 5.23, respectively. The riverside, on the other hand, appears at the bottom of

preferable list for both males and females, with the lowest mean of 4.37 and 4.72, respectively. After testing differences in preferred types of destination between genders, out of 6 types of destinations, there was only one factor that significantly differed, which was riverside with a p-value of 0.014.

Table 4.19: Gender and preferred type of destination by means comparison and t-test result

Type of destination	Gender				t	Sig. (2-tailed)
	Male (n=196)		Female (n=221)			
	$\bar{X}$	SD	$\bar{X}$	SD		
City	5.02	1.420	5.20	1.451	-1.304	0.193
Beach	5.17	1.355	5.23	1.423	-0.420	0.675
Island	5.07	1.457	5.13	1.337	-0.474	0.636
Rural	4.64	1.380	4.81	1.359	-1.282	0.200
Mountain / forest / waterfall	4.76	1.399	4.97	1.466	-1.478	0.140
Riverside	4.37	1.439	4.72	1.517	-2.455	**0.014***

*Significant at the 0.05 level

3) Gender and reasons for traveling

Twelve reasons for traveling were examined in this part of the study. Table 4.20 represents the results of mean comparisons, showing that statistically, “challenging my ability” was the most preferable reason for both genders, male ($\bar{X}$ = 5.56) and female ($\bar{X}$ = 5.57), while the least preferable reasons vary. Males preferred visit friends and relatives less ($\bar{X}$ = 4.59); in contrast, the lowest interest among females was helping the environment during their trip to Thailand ($\bar{X}$ = 4.56). The results of a t-test comparing reasons for traveling and differences in gender showed that there was no significant differences in this travel behavior related to differences in gender.

Table 4.20: Gender and reasons for traveling by means comparison and t-test result

Reason for Traveling	Gender				t	Sig. (2-tailed)
	Male (n=196)		Female (n=221)			
	$\bar{X}$	SD	$\bar{X}$	SD		
Exploring other cultures	5.28	1.320	5.35	1.342	-0.554	0.580
Interacting with local people	5.29	1.258	5.34	1.224	-0.436	0.663
Meeting other travelers	5.15	1.412	5.08	1.294	0.502	0.616
Increasing personal knowledge	5.43	1.181	5.38	1.137	0.432	0.666
Challenging my ability	5.56	1.290	5.57	1.236	-0.150	0.881
Relaxing	5.55	1.270	5.51	1.334	0.270	0.787
Experiencing excitement	5.41	1.272	5.40	1.319	0.118	0.906
Avoiding hustle and bustle	5.08	1.464	5.14	1.462	-0.413	0.680
Visiting friends / relatives	4.59	1.591	4.67	1.591	-0.499	0.618
Helping people	4.66	1.366	4.57	1.408	0.651	0.516
Helping environment	4.77	1.233	4.56	1.376	1.663	0.097
Helping wildlife	4.68	1.294	4.57	1.468	0.768	0.443

4) Gender and length of stay

The results in Table 4.21 showed that 47.4% of young male travelers stayed in Thailand around 8-14 days or about 2 weeks, while the largest group of young female travelers (43.9%) stayed at the same length. Meanwhile, after computing the difference by using a Pearson Chi-square test, the result in Table 4.22 showed that the chi-squared test statistic was 2.551 with an associated p-value greater than 0.05 (0.466), meaning that there was no associated difference between gender and length of stay.

Table 4.21: Gender and length of stay by percentage comparison

Gender	Length of stay				Total
	1-7 days	8-14 days	15-21 days	22 days or more	
Male (n = 196)	24.0%	47.4%	13.3%	15.3%	100.0%
Female (n = 221)	29.0%	43.9%	15.4%	11.8%	100.0%

Table 4.22: Gender and length of stay by Pearson Chi-Square test result

	Value	df	Asymp. Sig.
Pearson Chi-Square	2.551(a)	3	.466

a. 0 cells (.0%) have an expected count less than 5

5) Gender and types of accommodation

Table 4.23 shows the percentage of young international travelers in their choice of accommodation types during their trip in Thailand. With respect to giving 'Yes' as an answer, young males chose mostly to stay at hotels and resorts with a percentage of 68.4 out of a total number of 417 respondents, while tent was the bottom choice with 2 percent. Like males, young females mostly stayed at hotels and resorts, with a percentage of 70.6, and tent was the least chosen type with a percentage of 1.90. Later, Pearson Chi-square test results comparing gender and each type of accommodation concluded that there was no association between gender and types of accommodation chosen, since the P-values in each factor were all greater than 0.05.

Table 4.23: Gender and types of accommodation by percentage comparison and Pearson Chi-Square test results

Gender	Hostel		Hotel and resort		Guesthouse		Stay with family and friends		Tent		Total %
	% from n = 417		% from n = 417		% from n = 417		% from n = 417		% from n = 417		
	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	
Male	92.9	7.10	31.6	68.4	60.2	39.8	93.4	6.60	98.0	2.00	100.0
Female	93.2	6.80	29.4	70.6	62.9	37.1	93.2	6.80	98.2	1.80	100.0
Pearson Chi-square Value	.020(b)		.242(b)		.318(b)		.004(b)		.029(b)		
Asymp.Sig.	.887		.623		.573		.950		.864		

a. 0 cells (.0%) have an expected count of less than 5

6) Gender and mode of transportation

Observing the mean comparisons concerning genders and mode of transportation presented in Table 4.24, both males and females preferred traveling by air the most. Nevertheless, the least-used mode of transportation for young male travelers was by rail ($\bar{X}$ = 2.40), while for young female travelers was by motorcycle ($\bar{X}$ = 2.50). The results of t-tests show no statistical significance linking gender and their choice of transportation, with all p-values being greater than 0.05.

Table 4.24: Gender and mode of transportation by means comparison and t-test

Mode of transportation	Gender				t	Sig. (2-tailed)
	Male (n=196)		Female (n=221)			
	$\bar{X}$	SD	$\bar{X}$	SD		
Air	4.18	1.634	4.45	1.787	-1.635	.103
Car	3.42	1.797	3.48	1.865	-.287	.774
Bus	3.23	1.970	3.53	1.962	-1.554	.121
Rail	2.40	1.759	2.70	1.893	-1.642	.101
Taxi	3.19	1.841	3.30	1.915	-.592	.554
Motorcycle	2.49	2.006	2.50	2.037	-.063	.950

7) Gender and travel expenditure

Table 4.25 presents the frequency with which respondents spent over a range of expenditures in order to compare spending by gender. These expenditures include food and beverages, accommodations, and transportation plus miscellaneous costs per person per day. The result showed that 65.80% spent approximately 1,001 to 5,000 Baht per day. Additionally, 67.40% of young female travelers were in the same range of daily expenditures. Table 4.26 presents the Pearson Chi-square results testing the association between gender and travel expenditures, which showed no significant associations, since the p-values were greater than 0.05. Next, the source of income for this trip was another factor that was tested. Table 4.27 presents the frequency selected by males and females concerning the source of their travel budget. The results show that both males and females mostly used their own budget by a percentage of 76.5%

and 71.5%, respectively. It also shows the Pearson Chi-square results on the association between gender and source of income for this trip, and there was no significant association because the p-values for all factors were greater than 0.05.

Table 4.25: Gender and travel expenditure by percentage comparison

Gender	Expenditure Range				Total
	0 THB – 500 THB	501 THB - 1,000 THB	1,001 THB - 5,000 THB	5,001 THB - 10,000 THB	
Male (n = 196)	10.20%	19.90%	65.80%	4.10%	100.0%
Female (n = 221)	10.00%	17.60%	67.40%	5.00%	100.0%

Table 4.26: Gender and travel expenditure by Pearson Chi-Square test result

	Value	df	Asymp. Sig.
Pearson Chi-Square	.511(a)	3	.917

a. 0 cells (.0%) have an expected count of less than 5

Table 4.27: Gender and source of income by percentage comparisons and Pearson Chi-Square test results

Gender	Own		Parent		Other		Total %
	% from n = 417		% from n = 417		% from n = 417		
	No	Yes	No	Yes	No	Yes	
Male	23.5	76.5	71.4	28.6	98.0	2.0	100.0
Female	28.5	71.5	65.2	34.8	97.7	2.3	100.0
Pearson Chi-square value	1.365(b)		1.880(b)		.024(b)		
Asymp.Sig.	.243		.170		.876		

a. 0 cells (.0%) have an expected count of less than 5

8) Gender and travel companion

Table 4.28 shows a comparison of male and female travelers with respects to who their travel companions were in Thailand. The percentages show that for males, 50% traveled with their friends, and similarly, 45.2% of the females also traveled with their friends. In Table 4.29, the results of a Pearson Chi-square used to test the association between gender differences and travel companion selection are shown. These results showed no significance, since the p-value was greater than 0.05.

Table 4.28: Gender and travel companion by percentage comparison

Gender	Travel companion					Total
	Alone	Tour group	Family	Friends	Other	
Male (n = 196)	17.90%	8.20%	21.40%	50.00%	2.60%	100.0%
Female (n = 221)	15.80%	12.70%	23.50%	45.20%	2.70%	100.0%

Table 4.29: Gender and travel companion by Pearson Chi-Square test result

	Value	df	Asymp. Sig.
Pearson Chi-Square	2.960(a)	4	.565

a. 0 cells (.0%) have an expected count of less than 5

9) Gender and trip arrangements and information sources

The means comparison in Table 4.30 show differences in what male and female travelers preferred in terms of trip arrangements and sources of information. Males preferred to use travel guidebooks as their main source, as indicated by the highest mean (5.37), while females listened to their friends and family as the major information source with the highest mean, at 5.13. A t-test showed two significant differences: the Internet (p-value = 0.016) and travel guidebook (p-value = 0.034). Young male travelers used those sources more than females by comparing mean values.

Table 4.30: Gender and trip arrangement and information source by means comparison and t-test results

Source	Gender				t	Sig. (2-tailed)
	Male (n=196)		Female (n=221)			
	$\bar{X}$	SD	$\bar{X}$	SD		
Internet	5.36	1.222	5.05	1.433	2.415	**.016***
Online travel agency/ tour operator website	5.21	1.379	4.92	1.531	2.030	.043
Tour office	5.06	1.61	4.94	1.554	.803	.422
Tour operator brochure	5.08	1.653	4.92	1.522	1.020	.308
Travel guidebook	5.37	1.385	5.06	1.596	2.131	**.034***
Newspapers / magazines	4.59	1.691	4.69	1.795	-.586	.558
TV / radio	4.24	1.751	4.26	1.879	-.127	.899
Family and friends	5.18	1.458	5.13	1.603	.314	.754
Embassy	4.26	1.676	3.96	1.786	1.741	.082
Trade fair	4.17	1.600	4.23	1.752	-.378	.706
Previous visit	4.47	1.557	4.44	1.655	.225	.822

*Significant at the 0.05 level

10) Gender and influential person

As the mean comparisons in Table 4.31 show, both males and females considered themselves to be the most influential person in their decision making, with a mean of 6.02 for males and 5.68 for females. The t-test results show that out of three factors, there was one factor that had significant differences, which was self as an influential person, for which the p-value was greater than 0.05 (0.028).

Table 4.31: Gender and influential person by means comparison and t-test results

Influential person	Gender				t	Sig. (2-tailed)
	Male (n=196)		Female (n=221)			
	$\bar{X}$	SD	$\bar{X}$	SD		
Self	6.02	1.476	5.68	1.592	2.209	**.028***
Friends	5.07	1.881	4.90	1.988	.872	.384
Family	4.72	1.853	4.96	1.837	-1.325	.186

*Significant at the 0.05 level

11) Gender and past international travel experience

More than 50% of young male travelers had more than 10 international travel experiences, which is similar to majority of female respondents, 54.8% of whom traveled overseas more than 10 times. The comparison of percentages is presented in Table 4.32. In addition, Table 4.33 shows the Pearson Chi-square test results, in which there is no significant association between gender and past international travel experiences because p-values were greater than 0.05.

Table 4.32: Gender and past international travel experience by percentage comparison

Gender	Past international travel experience					Total
	1st time	2-3 times	4-6 times	7-10 times	Over 10 times	
Male (n = 196)	2.6%	10.2%	10.7%	26.0%	50.5%	100.0%
Female (n = 221)	3.2%	8.1%	12.7%	21.3%	54.8%	100.0%

Table 4.33: Gender and past international travel experience by Pearson Chi-Square test result

	Value	df	Asymp. Sig.
Pearson Chi-Square	2.311(a)	4	.679

a. 0 cells (.0%) have an expected count of less than 5

12) Gender and benefits derived from travel

In terms of travel behavior, most young male travelers thought that the greatest benefit they had derived from travel was a growth in self-confidence, with the highest mean of 5.74, as shown in Table 4.34. On the other hand, most young female travelers thought they had attained greater self-acknowledgement and self-awareness after taking the trip to Thailand, presenting a mean of 5.60. Additionally, a t-test was used to test differences for this factor. The results showed that out of 7 benefits, the benefit of greater self confidence was significant, with a p-value of 0.011.

Table 4.34: Gender and benefits derived from travel by means comparison and t-test results

Benefit	Gender				t	Sig. (2-tailed)
	Male (n=196)		Female (n=221)			
	$\bar{X}$	SD	$\bar{X}$	SD		
A thirst for more travel	5.62	1.203	5.48	1.299	1.161	.246
More interesting in learning about other culture	5.55	1.274	5.51	1.278	.317	.751
More appreciated of other culture	5.64	1.157	5.51	1.231	1.159	.247
More self-acknowledge and self-awareness	5.58	1.268	5.60	1.193	-.167	.867
More tolerance of cultural differences	5.65	1.124	5.54	1.226	.951	.342
More self-confidence	5.74	1.153	5.43	1.379	2.540	**.011***
A better understanding of my own culture	5.27	1.385	5.45	1.353	-1.361	.174

*Significant at the 0.05 level

13) Gender and barriers to travel

According to the means comparison shown in Table 4.35, the most influential travel barrier for both genders affecting their decision whether to travel to Thailand or not was natural disasters with the highest mean of 2.89 for males and 3.02 for females. Then, a t-test was used to test the differences, and the results showed no significant differences, as all p-values in all factors were greater than 0.05.

Table 4.35: Gender and barriers to travel by means comparison and t-test results

Barrier	Gender				t	Sig. (2-tailed)
	Male (n=196)		Female (n=221)			
	$\bar{X}$	SD	$\bar{X}$	SD		
Crime	2.65	1.378	2.71	1.461	-.411	.681
Political instability	2.78	1.449	2.89	1.499	-.734	.463
Natural disaster	2.89	1.593	3.02	1.561	-.810	.418
Epidemic	2.73	1.546	2.83	1.582	-.637	.524
Difficulty of getting visa	1.42	1.047	1.43	.991	-.019	.985

4.3.2 Differences in travel behaviors due to age differences

1) Age and preferences for activity type

The results of ANOVA testing in Table 4.36 showed that out of 19 factors, relaxing on the beach was the most preferable activity, achieving the highest mean from every age group: 5.24 for 15-18 years old, 5.16 for 19-22 years old and 5.10 for 23-25 years old. Moreover, there was only one significant difference: the activity of eating and drinking for 3 different age groups with a p-value of 0.020. Furthermore, the results of a Post Hoc test shown in Table 4.37 present significant differences for eating and drinking with a p-value of 0.043, considering that young travelers aged 23 to 25 preferred eating and drinking ($\bar{X}$ = 4.94) more than those aged 19 to 22 years old ($\bar{X}$ = 4.61) did.

Table 4.36: Age and preference for activity type by means comparison and ANOVA test results

Activity	Age						F	p-value
	15-18		19-22		23-25			
	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD		
Visiting popular tourist attractions	4.58	1.011	4.46	1.273	4.48	1.242	.163	.849
Visiting friends and family	4.42	1.469	4.29	1.361	4.58	1.292	2.053	.130
Meeting local people	4.73	1.136	4.56	1.241	4.83	1.195	1.993	.138
Eating and drinking	4.56	1.139	4.61	1.268	4.94	1.218	3.972	**.020***
Relaxing on the beach	5.24	1.131	5.16	1.239	5.10	1.274	.297	.744
Attending events and festivals	4.82	1.072	4.86	1.201	4.95	1.334	.320	.726
Studying	3.96	1.770	4.08	1.918	4.25	1.617	.783	.458
Learning language	4.24	1.598	4.32	1.590	4.54	1.437	1.364	.257
Hiking / trekking	4.91	1.240	4.67	1.406	4.84	1.273	.884	.414
Observing wildlife / nature	5.07	1.031	4.76	1.259	4.69	1.244	1.796	.167
Sports activities	4.89	1.153	4.59	1.341	4.75	1.186	1.224	.295
Gaining work experiences	4.22	1.330	4.47	1.490	4.42	1.358	.518	.596
Earning money	3.98	1.699	3.73	1.801	3.94	1.584	.732	.482

Table 4.36 (Continued)

Activity	Age						F	p-value
	15-18		19-22		23-25			
	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD		
Developing new skills	5.09	1.240	4.59	1.341	4.68	1.378	2.326	.099
Working as a volunteer	4.22	1.396	4.33	1.521	4.46	1.344	.714	.490
Having traditional massage and spa	4.29	1.471	4.15	1.400	4.45	1.463	1.805	.166
Night entertainment	4.38	1.284	4.40	1.232	4.60	1.357	1.303	.273
Shopping	4.64	1.111	4.59	1.306	4.47	1.310	.543	.581

*Significant at the 0.05 level

Table 4.37: Age and preference for activity type by Post Hoc results

Factors	Age differences	p-value
Eating and drinking	23 - 25 and 19 - 22	**0.043***

* The mean difference is significant at the .05 level.

2) Age and preferred type of destination

The results in Table 4.38 shows that beach destination stood as the most preferable amongst all age ranges with the highest mean of 5.38 for those aged 15-18 years old, 5.34 for those 19-22 years old and 5.10 for those 23-25 years old. However, all p-values from ANOVA testing were greater than 0.05, so no statistically significant differences were found for this travel behavior.

Table 4.38: Age and preferred type of destination by means comparison and ANOVA test results

Destination	Age						F	p-value
	15-18		19-22		23-25			
	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD		
City	5.00	1.206	5.27	1.558	5.05	1.407	1.126	.325
Beach	5.38	1.211	5.34	1.460	5.10	1.378	1.626	.198
Island	5.07	1.304	5.24	1.419	5.03	1.396	.919	.400
Rural	4.87	1.236	4.66	1.492	4.74	1.327	.379	.685
Mountain / forest / waterfall	4.78	1.444	4.85	1.545	4.90	1.379	.139	.870
Riverside	4.47	1.140	4.55	1.555	4.58	1.515	.105	.900

3) Age and reason for traveling

From the results of means comparison presented in Table 4.39, young travelers within the age of 15 to 18 and 23 to 25 were found to have the highest interest in relaxing during this trip, with a mean of 5.60 and 5.51, respectively. Thus, young travelers aged 19 to 22 preferred to challenge their ability while taking the journey, with a mean of 5.71. The ANOVA testing indicates that one factor was significant – that of increasing personal knowledge, which had a p-value of 0.026. The Post Hoc results in Table 4.40 emphasize that young travelers aged 19 to 22 would like to increase their knowledge ($\bar{X}$ = 5.63) more than those with aged 23 to 25 ($\bar{X}$ = 5.30), with a significant p-value of 0.025.

Table 4.39: Age and reason for traveling by means comparison and ANOVA test results

Reason	Age						F	p-value
	15-18		19-22		23-25			
	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD		
Exploring other cultures	5.16	1.224	5.52	1.267	5.24	1.375	2.251	.107
Interacting with local people	5.29	1.160	5.42	1.265	5.27	1.241	.637	.529
Meeting other travelers	5.11	1.449	5.17	1.354	5.08	1.333	.167	.846
Increasing personal knowledge	5.31	1.328	5.63	1.054	5.30	1.163	3.690	**.026***
Challenging my ability	5.53	1.272	5.71	1.173	5.49	1.301	1.267	.283
Relaxing	5.60	1.338	5.53	1.366	5.51	1.265	.092	.912
Experiencing excitement	5.53	1.325	5.58	1.240	5.29	1.312	2.445	.088
Avoiding hustle and bustle	5.36	1.495	5.12	1.494	5.05	1.438	.816	.443
Visiting friends / relatives	4.53	1.829	4.44	1.584	4.76	1.539	1.745	.176
Helping people	4.49	1.502	4.58	1.392	4.66	1.366	.351	.704
Helping environment	4.36	1.209	4.54	1.320	4.78	1.320	2.696	.069
Helping wildlife	4.40	1.355	4.48	1.394	4.74	1.385	2.175	.115

*Significant at the 0.05 level

Table 4.40: Age and reason for traveling by Post Hoc results

Factors	Age differences	p-value
Increasing personal knowledge	19 – 22 and 23 - 25	**0.025***

* The mean difference is significant at the .05 level.

4) Age and length of stay

The frequency comparison shows that a majority of the population in all age ranges stayed in Thailand 8 to 14 days on average by the highest percentage shown in Table 4.41. Additionally, using Pearson Chi-square to test the association between age differences and length of stay showed that there was no significant association in this factor due to the fact that the p-value was greater than 0.05, as presented in Table 4.42.

Table 4.41: **Age and length of stay by percentage comparison**

		Length of stay				Total
		1-7 days	8-14 days	15-21 days	22 days or more	
Age	15-18	24.4%	48.9%	20.0%	6.7%	100.0%
	19-22	25.2%	42.7%	12.2%	19.8%	100.0%
	23-25	27.8%	46.5%	14.5%	11.2%	100.0%

Table 4.42: Age and length of stay by Pearson Chi-Square test results

	Value	df	Asymp. Sig.
Pearson Chi-Square	8.546(a)	6	.201

a. 0 cells (.0%) have an expected count of less than 5

5) Age and types of accommodation

As the frequencies presented in Table 4.43 show, most respondents from all age ranges preferred to stay at hotels and resorts followed by guesthouses. Pearson Chi-square test results show that there were significant associations between age and choosing hotels and resorts (P = 0.001) and between age and choosing to stay in a guesthouse (P= 0.000)

Table 4.43: Age and types of accommodation by percentage comparisons and Pearson Chi-square test results

Age	Hostel		Hotel and resort		Guesthouse		Stay with family and friends		Tent		Total %
	% from n=417		% from n=417		% from n=417		% from n=417		% from n=417		
	No	**Yes**	**No**	**Yes**	**No**	**Yes**	**No**	**Yes**	**No**	**Yes**	
15-18	95.6	4.4	8.9	91.1	88.9	11.1	100	0.0	100	0.0	100.0
19-22	92.4	7.6	28.2	71.8	67.9	32.1	92.4	7.6	99.2	0.8	100.0
23-25	92.9	7.1	35.7	64.3	53.1	46.9	92.5	7.5	97.1	2.9	100.0
Pearson Chi-square value	.535(a)		13.296(a)		23.739(a)		3.635(a)		3.055(a)		
Asymp.Sig.	.765		**.001***		**.000***		.162		.217		

a. 0 cells (.0%) have an expected count of less than 5
b.*Significant at the 0.05 level

6) Age and modes of transportation

Table 4.44 showed that majority of all age ranges traveled by air with the highest mean in each category as 4.82 (15-18), 4.40 (19-22) and 4.19 (23-25). Moreover, ANOVA testing showed that there was no significant difference between age and modes of transportation among young international travelers since P-values in all factors were greater than 0.05.

Table 4.44: Age and modes of transportation by means comparison and ANOVA test results

Mode	Age						F	p-value
	15-18		19-22		23-25			
	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD		
Air	4.82	1.466	4.40	1.775	4.19	1.721	2.822	.061
Car	3.60	1.876	3.19	1.832	3.56	1.816	1.941	.145
Bus	3.47	2.052	3.15	1.886	3.51	1.994	1.471	.231
Rail	2.24	1.747	2.37	1.628	2.72	1.943	2.348	.097
Taxi	3.00	2.034	3.28	1.751	3.28	1.920	.452	.637
Motorcycle	2.22	2.010	2.40	2.014	2.60	2.027	.851	.428

7) Age and travel expenditures

According to Table 4.45, the majority of all age ranges spent around 1,001 to 5,000 Baht per person per day on average with the highest percentages in each category at 71.1% (15-18), 57.3% (19-22) and 71.0% (23-25). After testing differences by using Pearson Chi-square, the results in Table 4.46 show that there were no significant associations between age ranges and travel expenditures, since the p-values were greater than 0.05.

Table 4.45: Age and travel expenditures by percentage comparisons

		Expenditure Range				Total
		0 THB - 500 THB	501 THB - 1,000 THB	1,001 THB - 5,000 THB	5,001 THB - 10,000 THB	
Age	15-18	8.9%	20.0%	71.1%	0.0%	100.0%
	19-22	10.7%	24.4%	57.3%	7.6%	100.0%
	23-25	10.0%	15.4%	71.0%	3.7%	100.0%

Table 4.46: Age and travel expenditures by Pearson Chi-Square test results

	Value	df	Asymp. Sig.
Pearson Chi-Square	11.566(a)	6	.072

a. 2 cells (16.7%) have an expected count of less than 5

Table 4.47: Age and source of income by percentage comparisons and Pearson Chi-square test results

Age	Own		Parent		Other		Total %
	% from n=417		% from n=417		% from n=417		
	No	Yes	No	Yes	No	Yes	
15-18	82.2	17.8	17.8	82.2	100.0	0.0	100.0
19-22	39.7	60.3	50.4	49.6	95.4	4.6	100.0
23-25	8.3	91.7	87.1	12.9	98.8	1.2	100.0
Pearson Chi-square value	125.510(a)		111.602(a)		5.584(a)		
Asymp. Sig.	**.000***		**.000***		.061		

a. 0 cells (.0%) have an expected count of less than 5
b.*Significant at the 0.05 level

According to Table 4.47, the sources of income that young travelers relied on for this trip varied with age. For young travelers aged 15 to 18, 82.2% used money provided by their parents. The majority of those aged 19 to 22 (60.3%) and 23 to 25 (91.7%) used their own money. Moreover, testing differences by using Pearson Chi-square showed that out of three factors, there were two significant associations between age and source of income since the p-values of these were lower than 0.05. The p-value between age and own source of income was Significant at the 0.000, and the p-value of age and source of income from parents was Significant at the 0.000.

8) Age and travel companions

In Table 4.48, travel companions of the young travelers also differed from younger to older ages. The majority of young travelers aged 15 to 18, which counted as 68.9%, traveled with their family, and it was apparent that none of the young travelers in this age range traveled alone. However, the majority of those aged 19 to 22 (45.0%) and 23 to 25 (55.2%) traveled with their friends. Then, after testing differences by using Pearson Chi-square testing, the results in Table 4.49 show that there was a significant association between travel companion selection, since the p-values was Significant at the 0.000.

Table 4.48: Age and travel companions by percentage comparisons

		Travel companion					Total
		Alone	Tour group	Family	Friends	Other	
Age	15-18	0.0%	17.8%	68.9%	13.3%	0.0%	100.0%
	19-22	13.0%	10.7%	28.2%	45.0%	3.1%	100.0%
	23-25	22.0%	9.1%	10.8%	55.2%	2.9%	100.0%

Table 4.49: Age and travel companions by Pearson Chi-Square test result

	Value	df	Asymp. Sig.
Pearson Chi-Square	90.375(a)	8	**.000***

a. 3 cells (20.0%) have an expected count of less than 5
b.*Significant at the 0.05 level

9) Age and trip arrangements and information sources

According to Table 4.50, the selection of trip arrangement and information sources of the young travelers before taking the trip varied with ages as well. Most of the young travelers aged between 15 and 18 discussed their ideas with family and friends prior to making travel plans, with the highest mean, at 5.33. Thus, the majority of young travelers aged between 19 and 22 years old used travel guidebooks as their main information source by the highest mean, at 5.15. On the other hand, the majority of young travelers aged between 23 and 25 years old used the Internet as the major tool by the highest mean, at 5.30. However, after testing differences by using ANOVA tests, the results showed there was no significant differences between age and trip arrangements and information sources, since the p-value was greater than 0.05.

Table 4.50: Age and trip arrangements and information sources by means comparison and ANOVA test results

Source	Age						F	p-value
	15-18		19-22		23-25			
	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD		
Internet	5.04	1.522	5.05	1.347	5.30	1.305	1.869	.156
Online travel agency/ tour operator website	5.09	1.203	4.96	1.480	5.11	1.507	.429	.651
Tour office	5.29	1.272	4.88	1.613	5.00	1.611	1.144	.320
Tour operator brochure	5.20	1.424	4.97	1.598	4.98	1.610	.411	.663
Travel guidebook	5.22	1.460	5.15	1.586	5.23	1.476	.121	.886
Newspapers / magazines	4.67	1.692	4.55	1.755	4.69	1.755	.289	.749
TV / radio	4.51	1.632	3.96	1.825	4.36	1.834	2.579	.077

Table 4.50 (Continued)

Source	Age						F	p-value
	15-18		19-22		23-25			
	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD		
Family and friends	5.33	1.581	5.05	1.593	5.18	1.496	.662	.516
Embassy	4.02	1.672	3.89	1.744	4.24	1.743	1.790	.168
Trade fair	3.98	1.530	4.08	1.732	4.31	1.677	1.195	.304
Previous visit	4.16	1.637	4.36	1.746	4.56	1.518	1.576	.208

*Significant at the 0.05 level

10) Age and influential persons

As shown in Table 4.51, young travelers aged between 15 and 18 were mostly influenced by their family with the highest mean, at 5.76. Thus, the majority of young travelers aged between 19 and 22 years old listened to themselves, with the highest mean of 6.05. Likewise, the majority of young travelers aged between 23 and 25 years old, trusted themselves as well with the highest mean of 5.97. Moreover, after testing differences by using ANOVA tests, the results showed all three factors contained significant differences with p-values of 0.000. In addition, the Post Hoc results shown in Table 4.52 highlighted significant associations. Firstly, young travelers age between 19 and 22 who considered themselves as the most influential person had a higher perception than those aged 15 to 18 years old (P = 0.000), as well as those aged 23 to 25 years old (P = 0.000). Secondly, young travelers age between 19 and 22 who considered their friends as influential person had a greater perception than those aged 15 to 18 (P = 0.011). Similarly, young travelers aged between 23 and 25 who considered their friends as influential persons also had a greater influence level than those aged 15 to 18 (P = 0.000). Moreover, they also relied a great deal more on their friends than those aged 19 to 22 (P = 0.002). In contrast, for those young travelers who considered their family as the most influential persons, which was the

younger age range of 15 to 18, a significant number had greater perceptions than those aged 23 to 25 years old (P = 0.000). Accordingly, the younger age 19 to 22 had a greater influence level than those aged 23 to 25 years old (P = 0.004) as well.

Table 4.51: Age and influential person by means comparison and ANOVA test results

Influential person	Age						F	p-value
	15-18		19-22		23-25			
	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD		
Self	4.53	1.687	6.05	1.400	5.97	1.483	19.769	**.000***
Friends	3.73	1.900	4.67	2.121	5.38	1.706	17.291	**.000***
Family	5.76	1.734	5.15	1.906	4.51	1.754	11.627	**.000***

*Significant at the 0.05 level

Table 4.52: Age and influential person Post Hoc results

Factors	Age differences	p-value
Self	19 - 22 and 15 - 18	**0.000***
	23 - 25 and 15 - 18	**0.000***
Friends	19 - 22 and 15 - 18	**0.011***
	23 - 25 and 15 – 18	**0.000***
	23 – 23 and 19 - 22	**0.002***
Family	15 – 18 and 23 – 25	**0.000***
	19 – 22 and 23 – 25	**0.004***

* The mean difference is significant at the .05 level.

11) Age and past international travel experience

As shown by frequency comparisons in Table 4.53, 77.8% of the young travelers between 15 and 18 years of age had taken more than 10 international trips, which was similar in that this travel experience was the largest group for all age ranges: 52.7% for 19 to 22 years old and 48.1% for 23 to 25 years old. Moreover, as shown in Table 4.54, Pearson Chi-square test results show a significant association between age and past international travel experience, since p-values were Significant at the 0.002.

Table 4.53: Age and past international travel experiences by percentage comparisons

		Past international travel experiences					
		1st time	**2-3 times**	**4-6 times**	**7-10 times**	**Over 10 times**	**Total**
Age	15-18	0.0%	0.0%	6.7%	15.6%	77.8%	100.0%
	19-22	6.1%	11.5%	10.7%	19.1%	52.7%	100.0%
	23-25	1.7%	9.5%	13.3%	27.4%	48.1%	100.0%

Table 4.54: Age and past international travel experiences by Pearson Chi-Square test results

	Value	**df**	**Asymp. Sig.**
Pearson Chi-Square	23.975(a)	8	**.002***

a. 3 cells (20.0%) have an expected count of less than 5
b.*Significant at the 0.05 level

12) Age and benefits derived from travel

As shown in Table 4.55, perceived benefits derived from traveling among the three age ranges differed. Young travelers from the age of 15 to 18 revealed that the most preferable benefit of the trip was having more appreciation for other cultures, with the highest mean of 5.67. For young travelers aged 19 to 22, the most important benefit was that the trip instilled greater self-confidence, as indicated by a mean of 5.83. For those aged 23 to 25, the most important benefit was having more tolerance of cultural differences, as indicated by a mean of 5.57. Furthermore, ANOVA testing revealed significant p-values for the factor of creating a thirst for more travel (0.049) and instilling more self-confidence (0.020). Post Hoc results in Table 4.56 show that young travelers aged 19 to 22 had a greater thirst for more travel than those aged 23 to 25 (P-value = 0.044) and also benefited from gaining self-confidence from the trip than those 23 to 25 years old (P-value = 0.016).

Table 4.55: Age and benefits derived from travel by means comparison and ANOVA test results

Benefit	Age						F	p-value
	15-18		19-22		23-25			
	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD		
A thirst for more travel	5.49	1.199	5.76	1.195	5.43	1.286	3.040	**.049***
More interesting in learning about other culture	5.42	1.196	5.74	1.174	5.44	1.331	2.627	.074
More appreciated of other culture	5.67	1.206	5.65	1.156	5.51	1.218	.729	.483
More self-acknowledge and self-awareness	5.58	1.158	5.76	1.149	5.50	1.275	1.935	.146

Table 4.55 (Continued)

Benefit	Age						F	p-value
	15-18		19-22		23-25			
	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD		
More tolerance of cultural differences	5.64	1.090	5.62	1.268	5.57	1.149	.108	.898
More self-confidence	5.56	1.235	5.83	1.191	5.44	1.328	3.928	**.020***
A better understanding of my own culture	5.51	1.254	5.43	1.473	5.30	1.333	.672	.511

*Significant at the 0.05 level

Table 4.56: Age and benefits derived from travel by Post Hoc results

Factors	Age differences	p-value
A thirst for more travel	19 – 22 and 23 -25	**0.044***
More self-confidence	19 – 22 and 23 -25	**0.016***

* The mean difference is significant at the .05 level.

13) Age and barriers to travel

The means comparisons of age and barriers to travel as shown in Table 4.57 indicates that the most influential travel barrier among all age ranges that affected decision-making was natural disasters with a mean of 3.02 (15-18), 2.87 (19-22) and 3.00 (23-25). Then, ANOVA testing was used to test the differences, and these indicated that there were no significant difference in this factor because p-values for all factors were greater than 0.05.

Table 4.57: Age and barriers to travel by means comparison and ANOVA test results

Barrier	Age						F	p-value
	15-18		19-22		23-25			
	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD		
Crime	2.49	1.392	2.53	1.405	2.80	1.429	2.111	.122
Political instability	2.60	1.405	2.78	1.565	2.91	1.436	1.002	.368
Natural disaster	3.02	1.913	2.87	1.638	3.00	1.473	.309	.734
Epidemic	2.47	1.375	2.73	1.602	2.88	1.574	1.411	.245
Difficulty of getting visa	1.31	.821	1.46	1.002	1.43	1.059	.351	.704

4.3.3 Differences in travel behaviors due to nationality (by region) differences

1) Nationality and preference for activity types

The mean comparisons in Table 4.58 showed that Asians and Oceanians loved to attend events and festivals the most during their trip with the highest mean of 5.047 and 5.487, respectively. On the other hand, Europeans, Americans and Middle Easterners preferred relaxing on the beach the most with the highest mean of 5.124, 5.132 and 5.667, respectively. Moreover, ANOVA results showed one significant difference in the factor of attending events and festivals with a significant p-value of 0.008. The mean evaluations and Post Hoc results in Table 4.59 determined that Oceanians ($\bar{X}$ = 5.487) preferred to attend such activities more than people from other regions, namely Europeans ($\bar{X}$ = 4.851) and Americans ($\bar{X}$ = 4.645), since there were significant p-values linked to the relationships.

Table 4.58: Nationality and preference for activity types by means comparison and ANOVA test results

Activity	Region	$\bar{X}$	SD	F	p-value
Visiting popular tourist attractions	Asia	4.605	1.116	1.514	0.197
	Europe	4.544	1.136		
	America	4.211	1.417		
	Oceania	4.615	1.269		
	Other	4.222	1.592		
Visiting cultural and historical sites	Asia	4.488	0.985	0.641	0.633
	Europe	4.564	1.067		
	America	4.447	1.136		
	Oceania	4.538	1.232		
	Other	4.167	1.543		
Visiting friends and family	Asia	4.581	1.074	0.918	0.454
	Europe	4.494	1.367		
	America	4.368	1.305		
	Oceania	4.641	1.246		
	Other	4.000	1.782		
Meeting local people	Asia	4.395	0.979	1.044	0.384
	Europe	4.772	1.236		
	America	4.789	1.192		
	Oceania	4.821	1.097		
	Other	4.611	1.539		
Eating and drinking	Asia	4.651	1.021	0.585	0.674
	Europe	4.813	1.205		
	America	4.684	1.426		
	Oceania	4.949	1.123		
	Other	5.000	1.495		
Relaxing on the beach	Asia	4.814	1.075	1.735	0.141
	Europe	5.124	1.215		
	America	5.132	1.300		
	Oceania	5.308	1.239		
	Other	5.667	1.680		
Attending events and festivals	Asia	5.047	1.112	3.474	**0.008***
	Europe	4.851	1.259		
	America	4.645	1.334		
	Oceania	5.487	1.097		
	Other	5.222	1.396		
Studying	Asia	4.419	1.418	1.456	0.215
	Europe	4.004	1.769		
	America	4.474	1.755		
	Oceania	4.333	1.660		
	Other	4.111	1.875		
Learning language	Asia	4.651	1.395	0.696	0.595
	Europe	4.361	1.463		
	America	4.461	1.677		
	Oceania	4.487	1.335		
	Other	4.833	1.917		

Table 4.58 (Continued)

Activity	Region	$\bar{X}$	SD	Activity	Region
Hiking / trekking	Asia	4.581	1.180	0.736	0.568
	Europe	4.830	1.242		
	America	4.671	1.427		
	Oceania	4.974	1.308		
	Other	4.944	1.955		
Observing wildlife / nature	Asia	4.535	1.202	1.123	0.345
	Europe	4.813	1.141		
	America	4.566	1.389		
	Oceania	4.872	1.301		
	Other	4.944	1.552		
Sports activities	Asia	4.558	0.983	0.776	0.541
	Europe	4.772	1.180		
	America	4.605	1.327		
	Oceania	4.846	1.329		
	Other	4.444	1.790		
Gaining work experiences	Asia	4.628	1.155	2.277	0.060
	Europe	4.398	1.338		
	America	4.237	1.565		
	Oceania	4.872	1.341		
	Other	3.889	1.811		
Earning money	Asia	4.047	1.362	1.864	0.116
	Europe	3.776	1.720		
	America	3.763	1.648		
	Oceania	4.513	1.502		
	Other	3.944	1.830		
Developing new skills	Asia	4.488	1.121	0.915	0.455
	Europe	4.680	1.361		
	America	4.868	1.350		
	Oceania	4.846	1.309		
	Other	4.389	1.883		
Working as a volunteer	Asia	4.605	0.979	2.262	0.062
	Europe	4.278	1.367		
	America	4.382	1.496		
	Oceania	4.949	1.450		
	Other	4.222	2.016		
Having traditional massage and spa	Asia	4.535	1.351	1.180	0.319
	Europe	4.278	1.447		
	America	4.197	1.541		
	Oceania	4.718	1.213		
	Other	4.444	1.688		
Night entertainment	Asia	4.558	1.181	1.012	0.401
	Europe	4.452	1.332		
	America	4.487	1.311		
	Oceania	4.641	1.181		
	Other	5.056	1.589		

Table 4.58 (Continued)

Activity	Region	$\bar{X}$	SD	Activity	Region
	Asia	4.442	1.007		
	Europe	4.448	1.261		
Shopping	America	4.526	1.371	1.698	0.150
	Oceania	4.897	1.447		
	Other	5.000	1.414		

*Significant at the 0.05 level

Table 4.59: Nationality and preference for activity types by Post Hoc results

Factors	Region differences	p-value
Attending events and festivals	Oceania and Europe	**0.034***
	Oceania and America	**0.007***

* The mean difference is significant at the .05 level.

2) Nationality (by region) and preferred type of destination

Table 4.60 shows significant differences between nationality by region and types of destination, namely city with a p-value of 0.011, beach with a p-value of 0.047, island with a p-value of 0.001, and lastly mountain/forest/waterfall with a p-value of 0.004. Additionally, Post Hoc results reported in Table 4.61 indicates statistically significant p-values and reveals that Asians ($\bar{X}$ = 5.81) had higher preference for visiting cities than Europeans ($\bar{X}$ = 5.02) and Oceanians ($\bar{X}$ = 5.82). Moreover, Oceanians ($\bar{X}$ = 5.69) loved visiting beaches more than Asians ($\bar{X}$ = 4.74) did. Next, Europeans ($\bar{X}$ = 5.13) and Americans ($\bar{X}$ = 5.16) preferred visiting beaches more than Asians ($\bar{X}$ = 4.35) did. Lastly, Europeans ($\bar{X}$ = 5.07) had a higher preference than Asians ($\bar{X}$ = 4.28) for visiting mountain/forest/waterfall.

Table 4.60: Nationality and preferred type of destination by means comparison and ANOVA test results

Type	Region	$\bar{X}$	SD	F	p-value
City	Asia	5.81	1.402	3.297	**.011***
	Europe	5.02	1.362		
	America	5.16	1.497		
	Oceania	4.82	1.554		
	Other	5.11	1.641		
Beach	Asia	4.74	1.432	2.438	**.047***
	Europe	5.21	1.373		
	America	5.17	1.408		
	Oceania	5.69	1.379		
	Other	5.28	1.227		
Island	Asia	4.35	1.494	4.684	**.001***
	Europe	5.13	1.347		
	America	5.16	1.347		
	Oceania	5.62	1.310		
	Other	5.11	1.568		
Rural	Asia	4.47	1.453	.819	.514
	Europe	4.78	1.299		
	America	4.83	1.455		
	Oceania	4.54	1.335		
	Other	4.61	1.787		
Mountain / forest / waterfall	Asia	4.28	1.368	3.908	**.004***
	Europe	5.07	1.352		
	America	4.62	1.625		
	Oceania	4.69	1.280		
	Other	5.11	1.711		
Riverside	Asia	5.02	1.371	2.260	.062
	Europe	4.52	1.533		
	America	4.68	1.339		
	Oceania	4.10	1.518		
	Other	4.33	1.495		

*Significant at the 0.05 level

Table 4.61: Nationality and preferred type of destination by Post Hoc results

Factors	Region differences	p-value
City	Asia and Europe	**0.008***
	Asia and Oceania	**0.017***
Beach	Oceania and Asia	**0.020***
Island	Europe and Asia	**0.006***
	America and Asia	**0.021***
	Oceania and Asia	**0.000***
Mountain / forest / waterfall	Europe and Asia	**0.009***

* The mean difference is significant at the .05 level.

3) Nationality (by region) and reasons for traveling

According to means comparison in Table 4.62, Asians would like to experience excitement the most with a mean of 5.65, while Europeans would like to relax throughout the trip with a mean of 5.56. Americans traveled to challenge their abilities with a mean of 5.78 as did Oceanians with the highest mean of 5.77. Middle Easterners, on the other hand, traveled to increase their personal knowledge with the highest mean of 5.50. Nevertheless, none of the p-value for this behavior presented a significant difference.

Table 4.62: Nationality and reasons for traveling by means comparison and ANOVA test results

Reason	Region	$\bar{X}$	SD	F	p-value
Exploring other cultures	Asia	5.51	1.009	.937	.442
	Europe	5.35	1.324		
	America	5.18	1.334		
	Oceania	5.36	1.478		
	Other	4.89	1.711		
Interacting with local people	Asia	5.51	1.032	.682	.605
	Europe	5.35	1.212		
	America	5.16	1.327		
	Oceania	5.31	1.417		
	Other	5.17	1.295		
Meeting other travelers	Asia	5.37	1.134	1.146	.334
	Europe	5.12	1.246		
	America	4.88	1.616		
	Oceania	5.13	1.380		
	Other	5.39	1.787		
Increasing personal knowledge	Asia	5.40	1.178	.176	.951
	Europe	5.37	1.152		
	America	5.49	1.194		
	Oceania	5.44	1.095		
	Other	5.50	1.249		
Challenging my ability	Asia	5.42	1.401	1.128	.343
	Europe	5.50	1.225		
	America	5.78	1.218		
	Oceania	5.77	1.135		
	Other	5.44	1.723		
Relaxing	Asia	5.51	1.162	.528	.716
	Europe	5.56	1.237		
	America	5.50	1.400		
	Oceania	5.59	1.428		
	Other	5.11	1.779		

Table 4.62 (Continued)

Reason	Region	$\bar{X}$	SD	Activity	Region
Experiencing excitement	Asia	5.65	1.213	1.116	.348
	Europe	5.36	1.309		
	America	5.29	1.284		
	Oceania	5.69	1.341		
	Other	5.33	1.237		
Avoiding hustle and bustle	Asia	5.37	1.196	.544	.703
	Europe	5.09	1.503		
	America	5.13	1.300		
	Oceania	4.97	1.814		
	Other	4.89	1.323		
Visiting friends / relatives	Asia	4.77	1.151	1.614	.170
	Europe	4.66	1.628		
	America	4.70	1.515		
	Oceania	4.62	1.741		
	Other	3.72	1.809		
Helping people	Asia	4.65	.997	1.537	.191
	Europe	4.61	1.377		
	America	4.66	1.447		
	Oceania	4.85	1.548		
	Other	3.89	1.605		
Helping environment	Asia	4.65	1.131	.290	.885
	Europe	4.70	1.243		
	America	4.66	1.475		
	Oceania	4.51	1.554		
	Other	4.44	1.464		
Helping wildlife	Asia	4.67	1.248	.891	.469
	Europe	4.56	1.331		
	America	4.84	1.479		
	Oceania	4.44	1.483		
	Other	4.83	1.823		

4) Nationality (by region) and length of stay

The majority of young Asian respondents (58.1%) stayed in Thailand not more than 1 week as did the largest group of Middle Easterners (33.3%). However, the majority of Europeans (51.0%) and Americans (51.3%) and the largest group of Oceanians (35.9%) stayed approximately 8 to 14 days or about 2 weeks in Thailand as shown in Table 4.63. Moreover, Table 4.64 reveals statistical differences between nationality and length of stay by the significant p-value of 0.000.

Table 4.63: Nationality and lengths of stay by percentage comparisons

		Length of stay				Total
		1-7 days	8-14 days	15-21 days	22 days or more	
Region	Asia	58.1%	25.6%	7.0%	9.3%	100.0%
	Europe	21.6%	51.0%	16.2%	11.2%	100.0%
	America	21.1%	51.3%	9.2%	18.4%	100.0%
	Oceania	30.8%	35.9%	15.4%	17.9%	100.0%
	Other	33.3%	16.7%	27.8%	22.2%	100.0%

Table 4.64: Nationality and length of stay by Pearson Chi-Square test result

	Value	df	Asymp. Sig.
Pearson Chi-Square	40.138(a)	12	**.000***

a. 3 cells (20.0%) have an expected count of less than 5
b.*Significant at the 0.05 level

5) Nationality (by region) and types of accommodation

The majority of young Asians (60.5%), Europeans (73.0%), Americans (63.2%) and Oceania (79.5%) picked hotels and resorts as the most preferable accommodation type during this trip to Thailand. On the other hand, 55.6% of 'Other', or Middle Easterners mostly stayed at guesthouses as shown in Table 4.65. Yet, after using Pearson Chi-square to test significant associations with the selection of accommodation, the results were significant p-values at 0.048 for hotels and resorts, 0.041 for guesthouses and 0.002 for staying with family and friends. This indicated that there were significant associations between different nationality by region and types of accommodation.

Table 4.65: Nationality and types of accommodation by percentage comparisons and Pearson Chi-square test results

Region	Hostel		Hotel and resort		Guesthouse		Stay with family and friends		Tent		Total %
	% from n = 417		% from n = 417		% from n = 417		% from n = 417		% from n = 417		
	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	
Asia	97.7	2.3	39.5	60.5	76.7	23.3	79.1	20.9	100	0.0	100.0
Europe	91.3	8.7	27.0	73.0	58.5	41.5	94.2	5.8	97.1	2.9	100.0
America	97.4	2.6	36.8	63.2	69.7	30.3	94.7	5.3	100	0.0	100.0
Oceania	92.3	7.7	20.5	79.5	56.4	43.6	97.4	2.6	100	0.0	100.0
Other	88.9	11.1	50.0	50.0	44.4	55.6	100	0.0	94.4	5.6	100.0
Pearson Chi-square value	5.285(a)		9.585(a)c		9.958(a)		16.812(a)		5.601(b)		
Asymp. Sig.	.259		**.048***		**.041***		**.002***		.231		

a. 0 cells (.0%) have an expected count of less than 5
b. 5 cells (50.0%) have an expected count of less than 5.

6) Nationality (by region) and mode of transportation

Table 4.66 indicates that there were significant differences between nationality and mode of transportation in the category of bus (P-value = 0.000) and motorcycle (P-value = 0.017). Moreover, the Post Hoc results in Table 4.67 highlight significance in the preference of young Asian ($\overline{X}$ = 4.56) and Oceanian travelers ($\overline{X}$ = 4.36) for traveling around the country by bus compared to Europeans ($\overline{X}$ = 3.07) and Americans ($\overline{X}$ = 3.17).

Table 4.66: Nationality and mode of transportation by means comparison and ANOVA test results

Mode	Region	$\bar{X}$	SD	F	p-value
Air	Asia	3.86	1.582	1.488	.205
	Europe	4.39	1.727		
	America	4.34	1.748		
	Oceania	4.59	1.601		
	Other	3.83	1.978		
Car	Asia	3.74	1.649	.654	.625
	Europe	3.42	1.787		
	America	3.55	1.900		
	Oceania	3.13	1.963		
	Other	3.39	2.279		
Bus	Asia	4.56	1.722	8.560	**.000***
	Europe	3.07	1.920		
	America	3.17	1.969		
	Oceania	4.36	1.662		
	Other	3.61	2.227		
Rail	Asia	2.35	1.938	.437	.782
	Europe	2.55	1.798		
	America	2.63	1.889		
	Oceania	2.51	1.745		
	Other	3.00	2.142		
Taxi	Asia	2.56	1.452	2.152	.074
	Europe	3.33	1.923		
	America	3.20	1.804		
	Oceania	3.36	1.967		
	Other	3.89	2.055		
Motorcycle	Asia	2.16	1.703	3.063	**.017***
	Europe	2.31	1.932		
	America	2.97	2.286		
	Oceania	2.62	2.073		
	Other	3.50	2.121		

*Significant at the 0.05 level

Table 4.67: Nationality and mode of transportation by Post Hoc results

Factors	Region differences	p-value
Bus	Asia and Europe	**0.000***
	Asia and America	**0.002***
	Oceania and Europe	**0.001***
	Oceania and America	**0.016***

* The mean difference is significant at the .05 level.

7) Nationality (by region) and travel expenditures

According to Table 4.68, the largest groups of respondents from all regions spent around 1,001 to 5,000 Baht per person per day on average with the highest percentage in each category being 48.8% (Asia), 71.8% (Europe), 68.4% (America), 56.4 (Oceania) and 55.6 (Other). However, after testing associations by Pearson Chi-square, the significant value (Asymp.Sig.) was violated. Table 4.69 footnote a shows that more than 20% of cells (40%) have an expected count of less than 5, which means that it is considered an unreliable significant value and should not be reported (George A.M., Orlando V.G. & Gene W.G., 2001).

Table 4.68: Nationality and travel expenditures by percentage comparisons

Region	Expenditure Range				Total
	0 THB – 500 THB	501 THB - 1,000 THB	1,001 THB - 5,000 THB	5,001 THB - 10,000 THB	
Asia	7.0%	41.9%	48.8%	2.3%	100.0%
Europe	9.5%	16.2%	71.8%	2.5%	100.0%
America	15.8%	14.5%	68.4%	1.3%	100.0%
Oceania	5.1%	12.8%	56.4%	25.6%	100.0%
Other	11.1%	27.8%	55.6%	5.6%	100.0%

Table 4.69: Nationality and travel expenditures by Pearson Chi-Square test results

	Value	df	Asymp. Sig.
Pearson Chi-Square	65.849(a)	4	.000

a. 8 cells (40.0%) have an expected count of less than 5.

Next, according to Table 4.70, the source of income of the young travelers was similar with the majority of respondents from all regions spending their own pocket money at 86.0% (Asia), 71.8% (Europe), 72.4% (America), 66.7% (Oceania) and 94.4% (Other). The result of Pearson Chi-square testing showed that out of three

factors, there was a significant association between nationality by region and source of income from parent since the p-value was 0.031.

Table 4.70: Nationality and source of income by percentage comparisons and Pearson Chi-square test results

Region	Own		Parent		Other		Total %
	% from n=417		% from n=417		% from n=417		
	No	**Yes**	**No**	**Yes**	**No**	**Yes**	
Asia	14.0	86.0	76.7	23.3	100.0	0.0	100.0
Europe	28.2	71.8	64.7	35.3	98.8	1.2	100.0
America	27.6	72.4	72.4	27.6	93.4	6.6	100.0
Oceania	33.3	66.7	59.0	41.0	97.4	2.6	100.0
Other	5.6	94.4	94.4	5.6	100.0	0.0	100.0
Pearson Chi-square value	8.929(a)		10.623(a)		9.362(a)		
Asymp. Sig.	.063		**.031***		.053		

a. 1 cells (10.0%) have an expected count of less than 5
b.*Significant at the 0.05 level

8) Nationality and travel companions

The travel companions for respondents from each region were slightly different. For young Asian and Oceania travelers, most traveled with a tour group at 37.2% and 46.2%, respectively. For young Europeans, Americans and Middle Eastern travelers, most traveled with their friends, which counted as 49.0%, 59.2% and 66.7%, respectively, as shown in Table 4.71. Yet, Pearson Chi-square results were not appropriate; as noted in footnote a of Table 4.72, more than 20% of cells (36%) had an expected count of less than 5, which was considered to be an unreliable value of significance (George A.M., Orlando V.G. & Gene W.G., 2001).

Table 4.71: Nationality and travel companions by percentage comparisons

		Travel companion					Total
		Alone	Tour group	Family	Friends	Other	
Region	Asia	23.3%	37.2%	16.3%	23.3%	0.0%	100.0%
	Europe	14.9%	2.9%	29.5%	49.0%	3.7%	100.0%
	America	19.7%	1.3%	18.4%	59.2%	1.3%	100.0%
	Oceania	15.4%	46.2%	2.6%	33.3%	2.6%	100.0%
	Other	16.7%	11.1%	5.6%	66.7%	0.0%	100.0%

Table 4.72: Nationality and travel companion by Pearson Chi-Square test result

	Value	df	Asymp. Sig.
Pearson Chi-Square	126.845(a)	4	.000

a. 9 cells (36.0%) have an expected count of less than 5

9) Nationality (by region) and trip arrangement and information sources

Table 4.73 indicates that young Asian travelers used tour operator brochure to get information and contact before making a trip with a mean of 5.67, while young Europeans relied on travel guidebooks with a mean of 5.32. Young Americans listened and got information mostly from family and friends with a mean of 5.37, while Oceanians went to a tour office with a mean of 5.10 and young Middle Easterners got information via the Internet and online travel agencies or tour operator websites with a mean of 5.33. Furthermore, out of 11 sources, there were 2 significant differences resulting from ANOVA testing, as shown in Table 4.74. This testing determined that there were significant differences for using guidebooks (P-value = 0.034) and information from previous visits (P-value = 0.21). Post Hoc results, as shown in Table 4.86, affirmed that using experiences from previous visits was more preferable among Europeans ($\overline{X}$ = 4.52) and Americans ($\overline{X}$ = 4.72) than Asian young travelers ($\overline{X}$ = 4.26).

Table 4.73: Nationality and trip arrangements and information sources by means comparison and ANOVA test results

Source	Region	$\bar{X}$	SD	F	p-value
Internet	Asia	5.42	1.118	2.015	.091
	Europe	5.28	1.233		
	America	4.95	1.450		
	Oceania	4.82	1.775		
	Other	5.33	1.609		
Online travel agency/ tour operator website	Asia	5.49	1.142	1.901	.109
	Europe	5.08	1.411		
	America	4.84	1.497		
	Oceania	4.77	1.799		
	Other	5.33	1.815		
Tour office	Asia	5.49	1.203	1.614	.170
	Europe	4.98	1.572		
	America	4.75	1.682		
	Oceania	5.10	1.714		
	Other	4.83	1.618		
Tour operator brochure	Asia	5.67	1.169	2.231	.065
	Europe	4.92	1.651		
	America	4.95	1.505		
	Oceania	4.92	1.738		
	Other	4.83	1.249		
Travel guidebook	Asia	5.53	1.241	2.629	**.034***
	Europe	5.32	1.436		
	America	4.86	1.564		
	Oceania	5.05	1.905		
	Other	4.67	1.534		
Newspapers / magazines	Asia	5.28	1.351	2.095	.081
	Europe	4.64	1.767		
	America	4.39	1.650		
	Oceania	4.64	2.006		
	Other	4.22	1.865		
TV / radio	Asia	4.86	1.698	1.563	.183
	Europe	4.16	1.777		
	America	4.20	1.728		
	Oceania	4.13	2.080		
	Other	4.56	2.255		
Family and friends	Asia	5.37	1.464	1.703	.148
	Europe	5.13	1.578		
	America	5.37	1.365		
	Oceania	4.64	1.646		
	Other	5.11	1.410		

Table 4.73 (Continued)

Source	Region	$\bar{X}$	SD	Activity	Region
Embassy	Asia	4.58	1.367	1.816	.125
	Europe	4.08	1.683		
	America	4.18	1.902		
	Oceania	3.56	1.861		
	Other	4.11	2.111		
Trade fair	Asia	4.49	1.316	1.831	.122
	Europe	4.24	1.708		
	America	4.30	1.689		
	Oceania	3.62	1.711		
	Other	3.83	1.823		
Previous visit	Asia	4.26	1.217	2.909	**.021***
	Europe	4.52	1.620		
	America	4.72	1.537		
	Oceania	3.72	1.806		
	Other	4.56	1.756		

*Significant at the 0.05 level

Table 4.74: Nationality and trip arrangements and information sources by Post Hoc results

Factors	Region differences	p-value
Previous visit	Europe and Oceania	**0.000***
	America and Oceania	**0.015***

* The mean difference is significant at the .05 level.

10) Nationality (by region) and influential person

As indicated by the results of means evaluations in Table 4.75, most of the young travelers from all regions trusted themselves more than other. However, the ANOVA testing results indicate no significant differences between nationality and influential person choice since none of the p-values was lower than 0.05.

Table 4.75: Nationality and influential person by means comparison and ANOVA test results

Influential person	Region	$\bar{X}$	SD	F	p-value
Self	Asia	6.09	1.377	.593	.668
	Europe	5.75	1.660		
	America	5.88	1.356		
	Oceania	5.97	1.405		
	Other	5.94	1.434		
Friends	Asia	5.53	1.804	1.653	.160
	Europe	4.90	2.007		
	America	4.96	1.792		
	Oceania	4.62	2.110		
	Other	5.50	1.200		
Family	Asia	5.19	1.516	1.691	.151
	Europe	4.76	1.918		
	America	5.13	1.806		
	Oceania	4.82	1.715		
	Other	4.11	1.875		

11) Nationality (by region) and past international travel experiences

As the results presented in Table 4.76 show, the largest group of young Asian travelers (37.2%) have had between 7 and 10 international travel experiences, unlike the majority of the respondents from the other regions – 57.7% of Europeans, 59.2% of Americans and 51.3% of Oceanians, who had traveled overseas more than 10 times. For young Middle Eastern travelers, 33.3% had 7 to 10 international trips and another 33.3% had over 10 overseas travel experiences. However, Pearson Chi-square testing results were not reliable; as mentioned in Table 4.77 footnote a, more than 20% of cells (40%) have an expected count of less than 5, which is considered to be undependable as a significant value (George A.M., Orlando V.G. & Gene W.G., 2001).

Table 4.76: Nationality and past international travel experiences by percentage comparison

		Past international travel experience					Total
		1st time	2-3 times	4-6 times	7-10 times	Over 10 times	
Region	Asia	4.7%	20.9%	14.0%	37.2%	23.3%	100.0%
	Europe	2.5%	7.5%	11.6%	20.7%	57.7%	100.0%
	America	2.6%	6.6%	9.2%	22.4%	59.2%	100.0%
	Oceania	5.1%	7.7%	12.8%	23.1%	51.3%	100.0%
	Other	.0%	16.7%	16.7%	33.3%	33.3%	100.0%

Table 4.77: Nationality and past international travel experiences by Pearson Chi-Square test results

	Value	df	Asymp. Sig.
Pearson Chi-Square	26.980(a)	4	.042

a. 10 cells (40.0%) have an expected count of less than 5

12) Nationality (by region) and benefits derived from travel

As shown in Table 4.78, for young Asian travelers, the most beneficial advantage from traveling was gaining greater tolerance of cultural differences ($\overline{X}$ = 5.74), while gaining greater appreciation for other cultures was the preferable reason for young Europeans to travel ($\overline{X}$ = 5.61). Then, most young American travelers were interested in gaining more self-acknowledgement and self-awareness from the trip ($\overline{X}$ = 5.66), while young Oceanian travelers gained a thirst for more travel ($\overline{X}$ = 5.79). Lastly, young Middle Easterners gained a higher appreciation of other cultures ($\overline{X}$ = 5.72). Yet, no p-values from ANOVA testing indicated significant differences for this travel behavior.

Table 4.78: Nationality and benefits derived from travel by means comparison and ANOVA test results

Benefit	Region	$\bar{X}$	SD	F	p-value
A thirst for more travel	Asia	5.33	1.190	.725	.575
	Europe	5.53	1.232		
	America	5.57	1.389		
	Oceania	5.79	1.281		
	Other	5.56	1.097		
More interesting in learning about other culture	Asia	5.37	1.134	.464	.762
	Europe	5.51	1.275		
	America	5.61	1.406		
	Oceania	5.72	1.276		
	Other	5.50	1.043		
More appreciated of other culture	Asia	5.37	1.291	.692	.598
	Europe	5.61	1.168		
	America	5.46	1.301		
	Oceania	5.69	1.195		
	Other	5.72	.895		
More self-acknowledge and self-awareness	Asia	5.49	1.162	.193	.942
	Europe	5.59	1.253		
	America	5.66	1.281		
	Oceania	5.67	.982		
	Other	5.50	1.383		
More tolerance of cultural differences	Asia	5.74	1.093	.779	.539
	Europe	5.61	1.149		
	America	5.47	1.270		
	Oceania	5.69	1.280		
	Other	5.28	1.179		
More self-confidence	Asia	5.53	1.279	.041	.997
	Europe	5.59	1.249		
	America	5.54	1.351		
	Oceania	5.59	1.409		
	Other	5.61	1.378		
A better understanding of my own culture	Asia	5.33	1.149	.225	.924
	Europe	5.40	1.420		
	America	5.33	1.258		
	Oceania	5.33	1.475		
	Other	5.11	1.491		

13) Nationality (by region) and barriers to travel

Means comparison results of barriers to travel, as shown in Table 4.79, shows that Asians by mean of 3.07, Europeans by mean of 2.80 and Americans by mean of 3.45 perceived that natural disasters were the most influential travel barrier that affected their decision making concerning travel to and within Thailand. This is supported by Post Hoc results in Table 4.80 that show that the level of influence of natural disasters perceived by Americans was greater than by Europeans with a significant p-value of 0.019. On the other hand, Oceanians and Middle Easterners considered political instability to be the most influential travel barrier to Thailand with a mean of 3.21 and a mean of 3.33, respectively.

Table 4.79: Nationality and barrier to travel by means comparison and ANOVA test results

Barrier	Region	$\bar{X}$	SD	F	p-value
Crime	Asia	2.72	1.368	.641	.633
	Europe	2.63	1.373		
	America	2.70	1.386		
	Oceania	2.74	1.601		
	Other	3.17	1.917		
Political instability	Asia	2.91	1.493	1.401	.233
	Europe	2.76	1.420		
	America	2.74	1.418		
	Oceania	3.21	1.704		
	Other	3.33	1.782		
Natural disaster	Asia	3.07	1.624	2.572	**.037***
	Europe	2.80	1.511		
	America	3.45	1.535		
	Oceania	2.82	1.730		
	Other	3.00	1.847		
Epidemic	Asia	2.81	1.562	.601	.662
	Europe	2.71	1.537		
	America	3.03	1.514		
	Oceania	2.72	1.621		
	Other	2.83	2.036		
Difficulty of getting visa	Asia	1.26	.693	1.039	.387
	Europe	1.43	1.006		
	America	1.37	.830		
	Oceania	1.69	1.417		
	Other	1.39	1.420		

*Significant at the 0.05 level

Table 4.80: Nationality and barriers to travel by Post Hoc result

Factors	Region differences	p-value
Natural disaster	America and Europe	**0.019***

* The mean difference is significant at the .05 level.

4.3.4 Differences in travel behaviors due to annual income differences

1) Income level and preference for activity types

According to means comparison and ANOVA testing results, as shown in Table 4.81, most young international travelers from all income ranges preferred relaxing on the beach. Out of 19 activities, attending events and festivals presented a significant difference with a p-value of 0.034. The young travelers who earned more than 3 million Baht a year were interested in performing this activity more than other ranges with the highest mean of 5.24.

Table 4.81: Income level and preference for activity types by means comparison and ANOVA test results

Activity	Income	$\bar{X}$	SD	F	p-value
Visiting popular tourist attractions	<1 M	4.42	1.357	.860	.462
	1,000,001- 2 M	4.41	1.197		
	2,000,001- 3 M	4.48	1.209		
	>3 M	4.66	1.154		
Visiting cultural and historical sites	<1 M	4.54	1.334	1.105	.347
	1,000,001- 2 M	4.40	1.118		
	2,000,001- 3 M	4.52	.937		
	>3 M	4.67	1.011		
Visiting friends and family	<1 M	4.53	1.384	.495	.686
	1,000,001- 2 M	4.42	1.330		
	2,000,001- 3 M	4.39	1.358		
	>3 M	4.59	1.287		
Meeting local people	<1 M	4.73	1.234	1.273	.283
	1,000,001- 2 M	4.88	1.127		
	2,000,001- 3 M	4.58	1.265		
	>3 M	4.67	1.231		

Table 4.81 (Continued)

Activity	Income	$\bar{X}$	SD	F	p-value
Eating and drinking	<1 M	4.98	1.141	1.072	.361
	1,000,001- 2 M	4.78	1.148		
	2,000,001- 3 M	4.76	1.352		
	>3 M	4.65	1.326		
Relaxing on the beach	<1 M	5.19	1.280	.915	.434
	1,000,001- 2 M	5.02	1.265		
	2,000,001- 3 M	5.11	1.145		
	>3 M	5.29	1.291		
Attending events and festivals	<1 M	4.76	1.401	2.923	**.034***
	1,000,001- 2 M	4.90	1.173		
	2,000,001- 3 M	4.76	1.281		
	>3 M	5.24	1.207		
Studying	<1 M	4.10	1.761	.545	.652
	1,000,001- 2 M	4.28	1.748		
	2,000,001- 3 M	4.01	1.771		
	>3 M	4.23	1.643		
Learning language	<1 M	4.40	1.613	.813	.487
	1,000,001- 2 M	4.59	1.507		
	2,000,001- 3 M	4.39	1.518		
	>3 M	4.29	1.371		
Hiking / trekking	<1 M	4.67	1.499	.739	.529
	1,000,001- 2 M	4.74	1.233		
	2,000,001- 3 M	4.88	1.325		
	>3 M	4.92	1.220		
Observing wildlife / nature	<1 M	4.69	1.443	2.288	.078
	1,000,001- 2 M	4.59	1.143		
	2,000,001- 3 M	4.81	1.193		
	>3 M	5.01	1.143		
Sports activities	<1 M	4.61	1.251	1.312	.270
	1,000,001- 2 M	4.68	1.233		
	2,000,001- 3 M	4.65	1.331		
	>3 M	4.94	1.088		
Gaining work experiences	<1 M	4.23	1.499	1.041	.374
	1,000,001- 2 M	4.42	1.367		
	2,000,001- 3 M	4.40	1.462		
	>3 M	4.60	1.249		
Earning money	<1 M	3.79	1.839	1.827	.142
	1,000,001- 2 M	3.90	1.502		
	2,000,001- 3 M	3.64	1.672		
	>3 M	4.20	1.707		

Table 4.81 (Continued)

Activity	Income	$\bar{X}$	SD	F	p-value
Developing new skills	<1 M	4.80	1.342	.799	.495
	1,000,001- 2 M	4.57	1.367		
	2,000,001- 3 M	4.80	1.343		
	>3 M	4.69	1.374		
Working as a volunteer	<1 M	4.40	1.542	.160	.923
	1,000,001- 2 M	4.35	1.329		
	2,000,001- 3 M	4.37	1.431		
	>3 M	4.48	1.378		
Having traditional massage and spa	<1 M	4.34	1.552	.538	.657
	1,000,001- 2 M	4.35	1.493		
	2,000,001- 3 M	4.20	1.397		
	>3 M	4.47	1.317		
Night entertainment	<1 M	4.58	1.438	1.755	.155
	1,000,001- 2 M	4.66	1.230		
	2,000,001- 3 M	4.28	1.321		
	>3 M	4.47	1.281		
Shopping	<1 M	4.59	1.306	.477	.698
	1,000,001- 2 M	4.46	1.295		
	2,000,001- 3 M	4.47	1.208		
	>3 M	4.64	1.354		

*Significant at the 0.05 level

2) Income level and preferred types of destination

As shown in Table 4.82, young travelers with an annual income lower than 1 million Baht preferred visiting a beach the most ($\bar{X}$ = 5.26), while young travelers with an annual income in between 1 million to 2 million Baht were more interested in visiting the city ($\bar{X}$ = 5.22). Those young travelers who earned 2 million to 3 million Baht per year preferred beach destinations as well ($\bar{X}$ = 5.37). Wealthier young travelers who earned more than 3 million Baht a year, however, preferred island destinations the most ($\bar{X}$ = 5.33). As shown in the AVOVA results, rural destinations had a significant p-value of 0.002, which when further analyzed by Post Hoc testing showed that young travelers with an annual income lower than 1 million Baht tended to visit rural areas more than other income ranges with visibly significant p-values, as shown in Table 4.83.

Table 4.82: Income level and preferred types of destination by means comparison and ANOVA test results

Type	Income	$\bar{X}$	SD	F	p-value
City	<1 M	5.09	1.451	.564	.639
	1,000,001- 2 M	5.22	1.416		
	2,000,001- 3 M	4.98	1.384		
	>3 M	5.10	1.526		
Beach	<1 M	5.26	1.395	1.592	.191
	1,000,001- 2 M	5.01	1.412		
	2,000,001- 3 M	5.37	1.253		
	>3 M	5.29	1.478		
Island	<1 M	5.21	1.353	1.660	.175
	1,000,001- 2 M	4.94	1.492		
	2,000,001- 3 M	5.04	1.330		
	>3 M	5.33	1.315		
Rural	<1 M	5.06	1.335	5.017	**.002***
	1,000,001- 2 M	4.51	1.343		
	2,000,001- 3 M	4.52	1.415		
	>3 M	5.00	1.302		
Mountain / forest / waterfall	<1 M	4.86	1.465	2.065	.104
	1,000,001- 2 M	4.67	1.408		
	2,000,001- 3 M	4.93	1.488		
	>3 M	5.15	1.368		
Riverside	<1 M	4.73	1.428	1.983	.116
	1,000,001- 2 M	4.53	1.404		
	2,000,001- 3 M	4.28	1.491		
	>3 M	4.73	1.655		

*Significant at the 0.05 level

Table 4.83: Income level and preferred types of destination by Post Hoc results

Factors	Income differences	p-value
Rural	<1 M and 1,000,001- 2 M	**0.016***
	<1 M and 2,000,001- 3 M	**0.039***
	>3 M and 1,000,001- 2 M	**0.046***

* The mean difference is significant at the .05 level.

3) Income level and reasons for traveling

Table 4.84 presents dissimilarities in reasons for traveling among various income levels. Young international travelers earning less than 1 million Baht annual income mostly preferred relaxing as their major traveling aim ($\bar{X}$ = 5.57) just as those who earned more than 3 million Baht a year did ($\bar{X}$ = 5.69). On the contrary, young travelers who earned between 1 million and 2 million Baht a year ($\bar{X}$ = 5.59) and those who earned between 2 million and 3 million Baht per year ($\bar{X}$ = 5.49) considered challenging their ability as the main reason for traveling. Thus, no significant difference appeared in this travel behavior.

Table 4.84: Income level and reason for traveling by means comparison and ANOVA test results

Reason	Income	$\bar{X}$	SD	F	p-value
Exploring other cultures	<1 M	5.38	1.362	.977	.404
	1,000,001- 2 M	5.35	1.275		
	2,000,001- 3 M	5.12	1.423		
	>3 M	5.43	1.279		
Interacting with local people	<1 M	5.42	1.180	1.341	.261
	1,000,001- 2 M	5.35	1.203		
	2,000,001- 3 M	5.10	1.342		
	>3 M	5.40	1.230		
Meeting other travelers	<1 M	5.03	1.319	1.693	.168
	1,000,001- 2 M	5.24	1.399		
	2,000,001- 3 M	4.89	1.290		
	>3 M	5.24	1.345		
Increasing personal knowledge	<1 M	5.47	1.220	.637	.592
	1,000,001- 2 M	5.43	1.192		
	2,000,001- 3 M	5.27	1.095		
	>3 M	5.47	1.103		
Challenging my ability	<1 M	5.50	1.408	.414	.743
	1,000,001- 2 M	5.59	1.243		
	2,000,001- 3 M	5.49	1.251		
	>3 M	5.67	1.142		
Relaxing	<1 M	5.57	1.341	.922	.430
	1,000,001- 2 M	5.51	1.274		
	2,000,001- 3 M	5.37	1.438		
	>3 M	5.69	1.140		

Table 4.84 (Continued)

Reason	Income	$\bar{X}$	SD	F	p-value
Experiencing excitement	<1 M	5.34	1.308	1.419	.237
	1,000,001- 2 M	5.49	1.240		
	2,000,001- 3 M	5.21	1.274		
	>3 M	5.56	1.386		
Avoiding hustle and bustle	<1 M	5.07	1.505	1.477	.220
	1,000,001- 2 M	5.19	1.339		
	2,000,001- 3 M	4.87	1.565		
	>3 M	5.28	1.476		
Visiting friends / relatives	<1 M	4.78	1.556	1.153	.328
	1,000,001- 2 M	4.47	1.595		
	2,000,001- 3 M	4.58	1.513		
	>3 M	4.81	1.691		
Helping people	<1 M	4.62	1.387	.317	.813
	1,000,001- 2 M	4.60	1.313		
	2,000,001- 3 M	4.54	1.535		
	>3 M	4.73	1.350		
Helping environment	<1 M	4.62	1.320	1.123	.339
	1,000,001- 2 M	4.75	1.197		
	2,000,001- 3 M	4.46	1.493		
	>3 M	4.76	1.274		
Helping wildlife	<1 M	4.63	1.434	1.746	.157
	1,000,001- 2 M	4.69	1.314		
	2,000,001- 3 M	4.36	1.487		
	>3 M	4.80	1.327		

*Significant at the 0.05 level

4) Income level and lengths of stay

The choice of how long young travelers stayed in Thailand did not differ among different income levels, as the percentage shown in Tables 4.85 and 4.86. The largest groups of respondents from all income levels stayed in Thailand 8 to 14 days on average.

Table 4.85: Income level and lengths of stay by percentage comparisons

		Length of stay				Total
		1-7 days	8-14 days	15-21 days	22 days or more	
Income	<1 M	24.4%	45.6%	11.1%	18.9%	100.0%
	1,000,001- 2 M	29.9%	42.4%	10.4%	17.4%	100.0%
	2,000,001- 3 M	23.7%	47.4%	20.6%	8.2%	100.0%
	>3 M	26.7%	48.8%	17.4%	7.0%	100.0%

Table 4.86: Income level and lengths of stay by Pearson Chi-Square test result

	Value	df	Asymp. Sig.
Pearson Chi-Square	15.323(a)	9	.082

a. 0 cells (.0%) have an expected count of less than 5

5) Income level and types of accommodation

The largest groups of respondents of all income levels chose hotels and resorts as the most preferable type of accommodation, as shown by the percentage comparisons in Table 4.87. Additionally, Pearson Chi-square tests indicated that there were significant associations between income level and type of accommodation for the hotel and resort and guesthouse categories.

Table 4.87: Income level and types of accommodation by percentage comparisons and Pearson Chi-square test results

Income	Hostel		Hotel and resort		Guesthouse		Stay with family and friends		Tent		Total %
	% from n = 417		% from n = 417		% from n = 417		% from n = 417		% from n = 417		
	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	
<1 M	92.2	7.8	41.1	58.9	55.6	44.4	91.1	8.9	97.8	2.2	100.0
1,000,001 - 2 M	91.7	8.3	39.6	60.4	56.9	43.1	93.8	6.3	97.9	2.1	100.0
2,000,001 - 3 M	93.8	6.2	14.4	85.6	74.2	25.8	89.7	10.3	100	0.0	100.0
>3 M	95.3	4.7	22.1	77.9	61.6	38.4	98.8	1.2	96.5	3.5	100.0
Pearson Chi-Square value	1.311(a)		25.086(a)		9.250(a)		6.962(a)		3.089(b)		
Asymp. Sig.	.726		**.000***		**.026***		.073		.378		

a. 0 cells (.0%) have an expected count of less than 5
b. 4 cells (50.0%) have an expected count of less than 5
c. *Significant at the 0.05 level

6) Income level and modes of transportation

The largest groups of respondents at all income levels, as indicated by the highest mean values in Table 4.88, traveled by air. Additionally, ANOVA testing showed a significant p-value of 0.045 for traveling by bus. For this mode of transportation, young travelers with an annual income less than 1 million Baht were the major users with the highest mean of 3.82. This also suggested that young travelers with higher incomes might consider other modes of transportation because they were better able to afford the cost than this lower income group.

Table 4.88: Income level and mode of transportation by means comparison and ANOVA test results

Mode	Income	$\bar{X}$	SD	F	p-value
Air	<1 M	4.50	1.807	1.490	.217
	1,000,001- 2 M	4.10	1.650		
	2,000,001- 3 M	4.31	1.537		
	>3 M	4.52	1.914		
Car	<1 M	3.80	1.903	2.104	.099
	1,000,001- 2 M	3.51	1.730		
	2,000,001- 3 M	3.28	1.778		
	>3 M	3.17	1.941		
Bus	<1 M	3.82	1.975	2.706	**.045***
	1,000,001- 2 M	3.46	1.975		
	2,000,001- 3 M	3.08	1.940		
	>3 M	3.16	1.927		
Rail	<1 M	2.93	2.049	1.649	.177
	1,000,001- 2 M	2.49	1.786		
	2,000,001- 3 M	2.40	1.656		
	>3 M	2.45	1.851		
Taxi	<1 M	3.57	1.926	1.177	.318
	1,000,001- 2 M	3.19	1.875		
	2,000,001- 3 M	3.21	1.842		
	>3 M	3.07	1.871		
Motorcycle	<1 M	2.69	2.102	1.359	.255
	1,000,001- 2 M	2.65	2.032		
	2,000,001- 3 M	2.35	2.031		
	>3 M	2.20	1.884		

*Significant at the 0.05 level

7) Income and travel expenditures

The largest groups of respondents from all income levels spent approximately 1,000 to 5,000 Baht per day, as shown by the percentages in Table 4.89. However, the Pearson Chi-square results in Table 4.90 indicate a significant p-value of 0.000, which means there was an association between income level and travel expenditure. This suggests that young travelers with higher incomes have higher spending power than those who earned less.

Table 4.89: Income level and travel expenditures by percentage comparisons

Income	Expenditure Range				Total
	0 THB – 500 THB	501 THB - 1,000 THB	1,001 THB - 5,000 THB	5,001 THB - 10,000 THB	
<1 M	23.3%	32.2%	42.2%	2.2%	100.0%
1,000,001- 2 M	5.6%	19.4%	73.6%	1.4%	100.0%
2,000,001- 3 M	5.2%	12.4%	80.4%	2.1%	100.0%
>3 M	9.3%	10.5%	65.1%	15.1%	100.0%

Table 4.90: Income level and travel expenditures by Pearson Chi-Square test results

	Value	df	Asymp. Sig.
Pearson Chi-Square	73.554(a)	9	**.000***

a. 3 cells (18.8%) have an expected count of less than 5

At the same time, the majority of all income levels traveled with their own travel money, as indicated by the percentages in Table 4.91. Moreover, Pearson Chi-square results present significant p-values that highlight that different income levels could affect source of income for travel. It suggests in this matter that young travelers with higher income levels can possibly pay travel costs by themselves unlike those who earned less, who could have asked their parents to support them in their travel.

Table 4.91: Income level and source of income by percentage comparisons and Pearson Chi-square test results

Income	Own		Parent		Other		Total %
	% from n=417		% from n=417		% from n=417		
	No	**Yes**	**No**	**Yes**	**No**	**Yes**	
<1 M	18.9	81.1	75.6	24.4	98.9	1.1	100.0
1,000,001- 2 M	18.8	81.3	76.4	23.6	96.5	3.5	100.0
2,000,001- 3 M	32.0	68.0	64.9	35.1	97.9	2.1	100.0
>3 M	39.5	60.5	50.0	50.0	98.8	1.2	100.0
Pearson Chi-Square value	16.218(a)		20.272(a)		9.362(a)		
Asymp. Sig.	**.001***		**.000***		.053		

a. 0 cells (.0%) have an expected count of less than 5
b.*Significant at the 0.05 level

8) Income and travel companions

Table 4.92 shows that the percentages of young travelers from the first three income levels took the journey with friends, which was slightly different from those who earned more than 3 million Baht a year, who traveled with their family. Furthermore, the results of Pearson Chi-square testing shown in Table 4.93 presents significant associations between income level and travel companion with a p-value of 0.000.

Table 4.92: Income level and travel companions by percentage comparison

		Travel companion					Total
		Alone	**Tour group**	**Family**	**Friends**	**Other**	
Income	<1 M	26.7%	7.8%	12.2%	47.8%	5.6%	100.0%
	1,000,001- 2 M	17.4%	11.1%	12.5%	56.9%	2.1%	100.0%
	2,000,001- 3 M	12.4%	13.4%	32.0%	41.2%	1.0%	100.0%
	>3 M	10.5%	9.3%	39.5%	38.4%	2.3%	100.0%

Table 4.93: Income level and travel companions by Pearson Chi-Square test result

	Value	df	Asymp. Sig.
Pearson Chi-Square	44.606(a)	12	**.000***

a. 4 cells (20.0%) have an expected count of less than 5

9) Income and trip arrangements and information sources

Table 4.94 provides means comparisons for trip arrangement and information sources that were used variously by each income levels. The results show that young travelers with an annual income lower than 1 million Baht utilized information from their family and friends the most ($\bar{X}$ = 5.18). Those who earned from 1 million to 2 million in annual income tended to used the Internet more than other ranges ($\bar{X}$ = 5.41), and those who earned 2 million to 3 million Baht a year used travel guidebooks mostly ($\bar{X}$ = 5.21) as did the wealthiest young travelers with more than 3 million Baht annual income ($\bar{X}$ = 5.37). Although the information source selection was varied; however, the ANOVA test did not show any significant differences in this travel behavior.

Table 4.94: Income level and trip arrangements and information sources by means comparison and ANOVA test results

Source	Income	$\bar{X}$	SD	F	p-value
Internet	<1 M	5.11	1.285	2.083	.102
	1,000,001- 2 M	5.41	1.319		
	2,000,001- 3 M	5.00	1.443		
	>3 M	5.14	1.312		
Online travel agency/ tour operator website	<1 M	4.93	1.585	.975	.404
	1,000,001- 2 M	5.19	1.409		
	2,000,001- 3 M	4.92	1.552		
	>3 M	5.14	1.330		
Tour office	<1 M	4.79	1.764	1.367	.252
	1,000,001- 2 M	5.13	1.469		
	2,000,001- 3 M	4.86	1.726		
	>3 M	5.14	1.356		

Table 4.94 (Continued)

Source	Income	$\bar{X}$	SD	F	p-value
Tour operator brochure	<1 M	4.66	1.664	2.010	.112
	1,000,001- 2 M	5.05	1.561		
	2,000,001- 3 M	5.05	1.654		
	>3 M	5.21	1.423		
Travel guidebook	<1 M	5.12	1.452	.485	.693
	1,000,001- 2 M	5.16	1.437		
	2,000,001- 3 M	5.21	1.732		
	>3 M	5.37	1.415		
Newspapers / magazines	<1 M	4.36	1.678	1.308	.271
	1,000,001- 2 M	4.65	1.699		
	2,000,001- 3 M	4.85	1.764		
	>3 M	4.72	1.858		
TV / radio	<1 M	3.96	1.728	1.885	.131
	1,000,001- 2 M	4.38	1.862		
	2,000,001- 3 M	4.10	1.811		
	>3 M	4.52	1.813		
Family and friends	<1 M	5.18	1.518	1.100	.349
	1,000,001- 2 M	5.28	1.451		
	2,000,001- 3 M	4.92	1.675		
	>3 M	5.19	1.522		
Embassy	<1 M	4.10	1.736	.255	.858
	1,000,001- 2 M	4.19	1.818		
	2,000,001- 3 M	4.00	1.750		
	>3 M	4.07	1.615		
Trade fair	<1 M	4.23	1.768	1.216	.304
	1,000,001- 2 M	4.34	1.648		
	2,000,001- 3 M	3.93	1.647		
	>3 M	4.24	1.673		
Previous visit	<1 M	4.54	1.650	1.653	.177
	1,000,001- 2 M	4.62	1.468		
	2,000,001- 3 M	4.40	1.700		
	>3 M	4.15	1.663		

*Significant at the 0.05 level

10) Income and influential person

For this travel behavior, the ANOVA results in Table 4.108 indicated two significant differences in self and friends as influential persons with significant p-values of 0.021 and 0.001, respectively. Furthermore, Table 4.109 presents the results of Post Hoc testing with significant figures firstly for self as an influential person among young travelers who earned 1 million to 2 million Baht a year ($\bar{X}$ = 6.12) and had more trust in themselves than those who earned 2 to 3 million Baht annually (($\bar{X}$ = 5.56). Additionally, the results indicate that young travelers who earned a smaller annual income tended to be influenced by their friends more than those with higher income levels.

Table 4.95: Income level and influential persons by means comparison and ANOVA test results

Influential person	Income	$\bar{X}$	SD	F	p-value
Self	<1 M	5.90	1.573	3.276	**.021***
	1,000,001- 2 M	6.12	1.320		
	2,000,001- 3 M	5.56	1.720		
	>3 M	5.63	1.602		
Friends	<1 M	5.27	1.668	5.997	**.001***
	1,000,001- 2 M	5.35	1.760		
	2,000,001- 3 M	4.43	2.155		
	>3 M	4.66	2.061		
Family	<1 M	4.62	1.864	1.925	.125
	1,000,001- 2 M	4.68	1.827		
	2,000,001- 3 M	5.04	1.791		
	>3 M	5.14	1.892		

*Significant at the 0.05 level

Table 4.96: Income level and influential persons by Post Hoc results

Factors	Income differences	p-value
Self	1,000,001- 2 M and 2,000,001- 3 M	**0.033***
Friends	<1 M and 2,000,001- 3 M	**0.018***
	1,000,001- 2 M and 2,000,001- 3 M	**0.002***
	1,000,001- 2 M and > 3 M	**0.048***

* The mean difference is significant at the .05 level.

11) Income and past international travel experiences

The largest groups of respondents for all income levels had more than 10 international travel experiences, as shown by the percentages in Table 4.97. Then, the Pearson Chi-square results in Table 4.98 reveal significant association between income level and number of trips overseas with a significant p-value of 0.040. This suggests that those earning higher incomes were more like to travel abroad than those who earn less.

Table 4.97: Income level and past international travel experiences by percentage comparisons

		Past international travel experience					Total
		1st time	2-3 times	4-6 times	7-10 times	Over 10 times	
Income	<1 M	3.3%	8.9%	15.6%	26.7%	45.6%	100.0%
	1,000,001- 2 M	2.8%	13.2%	11.8%	27.8%	44.4%	100.0%
	2,000,001- 3 M	2.1%	7.2%	13.4%	21.6%	55.7%	100.0%
	>3 M	3.5%	4.7%	5.8%	15.1%	70.9%	100.0%

Table 4.98: Income level and past international travel experiences by Pearson Chi-Square test results

	Value	df	Asymp. Sig.
Pearson Chi-Square	21.748(a)	12	**.040***

a. 4 cells (20.0%) have an expected count of less than 5

12) Income and benefits derived from travel

Table 4.99 shows means comparison on benefits derived from this trip that were chosen variously by respondents from each of the income levels. The results show that young travelers with an annual income lower than 1 million Baht gained more appreciation of other cultures after taking the trip ($\bar{X}$ = 5.66), which was dissimilar to those who earned 1 to 2 million Baht annually who perceived gaining more tolerance of cultural differences as their optimum travel benefit ($\bar{X}$ = 5.65). Those who earned 2 to 3 million Baht a year gained more interest in learning about other cultures ($\bar{X}$ = 5.49), while the wealthiest young travelers with more than 3 million Baht annual income gained more self-acknowledgement and self-awareness from the trip ($\bar{X}$ = 5.83). Then, ANOVA testing presented statistically significant differences for gaining tolerance of cultural differences with a p-value of 0.017, which was later supported by Post Hoc results in Table 4.100, which indicated that young travelers with the highest income level perceived this benefit as greater than those who earned about 1 to 2 million Baht annually.

Table 4.99: Income level and benefits derived from travel by means comparison and ANOVA test results

Benefit	Income	$\bar{X}$	SD	F	p-value
A thirst for more travel	<1 M	5.51	1.202	.528	.663
	1,000,001- 2 M	5.56	1.239		
	2,000,001- 3 M	5.42	1.298		
	>3 M	5.63	1.389		
More interesting in learning about other culture	<1 M	5.51	1.229	.422	.737
	1,000,001- 2 M	5.54	1.223		
	2,000,001- 3 M	5.49	1.174		
	>3 M	5.77	1.145		
More appreciated of other culture	<1 M	5.66	1.247	1.007	.390
	1,000,001- 2 M	5.57	1.294		
	2,000,001- 3 M	5.45	1.208		
	>3 M	5.72	1.113		
More self-acknowledge and self-awareness	<1 M	5.63	1.249	.823	.482
	1,000,001- 2 M	5.64	1.101		
	2,000,001- 3 M	5.29	1.299		
	>3 M	5.83	1.031		

Table 4.99 (Continued)

Benefit	Income	$\bar{X}$	SD	F	p-value
More tolerance of cultural differences	<1 M	5.40	1.322	3.435	**.017***
	1,000,001- 2 M	5.65	1.293		
	2,000,001- 3 M	5.49	1.300		
	>3 M	5.74	1.210		
More self-confidence	<1 M	5.47	1.192	1.326	.265
	1,000,001- 2 M	5.27	1.390		
	2,000,001- 3 M	5.30	1.480		
	>3 M	5.48	1.387		
A better understanding of my own culture	<1 M	5.51	1.202	.656	.580
	1,000,001- 2 M	5.56	1.239		
	2,000,001- 3 M	5.42	1.298		
	>3 M	5.63	1.389		

*Significant at the 0.05 level

Table 4.100: Income level and benefits derived from travel by **Post Hoc result**

Factors	Income differences	p-value
More tolerance of cultural differences	>3 M and 2,000,001- 3 M	**0.012***

* The mean difference is significant at the .05 level.

13) Income and barriers to travel

The majority of respondents for all income levels saw natural disasters as the most influential barrier to travel, as shown in the percentage comparisons in Table 4.101. However, there was no significant difference reported for this factor.

Table 4.101: Income level and barriers to travel by means comparison and ANOVA test results

Barrier	Region	$\bar{X}$	SD	F	p-value
Crime	<1 M	2.81	1.460	.605	.612
	1,000,001- 2 M	2.66	1.425		
	2,000,001- 3 M	2.73	1.388		
	>3 M	2.53	1.420		

Table 4.101 (Continued)

Barrier	Region	$\bar{X}$	SD	F	p-value
Political instability	<1 M	2.98	1.461	.468	.705
	1,000,001- 2 M	2.74	1.499		
	2,000,001- 3 M	2.84	1.419		
	>3 M	2.85	1.523		
Natural disaster	<1 M	3.09	1.548	.613	.607
	1,000,001- 2 M	2.86	1.602		
	2,000,001- 3 M	3.06	1.540		
	>3 M	2.87	1.607		
Epidemic	<1 M	2.89	1.510	.920	.431
	1,000,001- 2 M	2.67	1.595		
	2,000,001- 3 M	2.96	1.620		
	>3 M	2.69	1.505		
Difficulty of getting visa	<1 M	1.51	1.073	.513	.674
	1,000,001- 2 M	1.35	.963		
	2,000,001- 3 M	1.44	.924		
	>3 M	1.44	1.144		

4.3.5 Differences in travel behaviors due to educational differences

1) Education level and preference for activity types

As shown in Table 4.102, relaxing on the beach was the most preferable activity among the four categories of education level. In addition, the ANOVA test results showed that there was one significant difference with a significant p-value of 0.010: observing wildlife and nature. Post Hoc results in Table 4.103 provided more details with respect to differences by showing that this activity was mostly preferred by high school travelers ($\bar{X}$ = 5.24), while travelers with a Bachelor's degree ($\bar{X}$ = 4.69) and Master's degree or higher education ($\bar{X}$ = 4.62) had lower interest.

Table 4.102: Education level and preference for activity types by means comparison and ANOVA test results

Activity	Education	$\bar{X}$	SD	F	p-value
Visiting popular tourist attractions	High school	4.61	1.140	.913	.435
	Certificate/Diploma	4.10	1.546		
	Bachelor's degree	4.50	1.197		
	Master's degree or higher	4.47	1.253		

Table 4.102 (Continued)

Activity	Education	$\bar{X}$	SD	F	p-value
Visiting cultural and historical sites	High school	4.48	1.128	1.085	.355
	Certificate/Diploma	4.19	1.209		
	Bachelor's degree	4.49	1.075		
	Master's degree or higher	4.62	1.139		
Visiting friends and family	High school	4.28	1.607	2.462	.062
	Certificate/Diploma	4.67	1.560		
	Bachelor's degree	4.35	1.369		
	Master's degree or higher	4.71	1.086		
Meeting local people	High school	4.89	1.254	.451	.717
	Certificate/Diploma	4.76	1.513		
	Bachelor's degree	4.68	1.192		
	Master's degree or higher	4.75	1.164		
Eating and drinking	High school	4.57	1.283	.942	.420
	Certificate/Diploma	4.62	1.532		
	Bachelor's degree	4.81	1.184		
	Master's degree or higher	4.88	1.243		
Relaxing on the beach	High school	5.28	1.220	1.385	.247
	Certificate/Diploma	5.52	1.401		
	Bachelor's degree	5.14	1.238		
	Master's degree or higher	5.01	1.240		
Attending events and festivals	High school	4.76	1.302	.392	.759
	Certificate/Diploma	4.86	1.459		
	Bachelor's degree	4.91	1.191		
	Master's degree or higher	4.98	1.340		
Studying	High school	3.83	1.891	1.491	.216
	Certificate/Diploma	3.95	2.156		
	Bachelor's degree	4.14	1.750		
	Master's degree or higher	4.38	1.546		
Learning language	High school	4.28	1.676	1.156	.326
	Certificate/Diploma	4.05	1.830		
	Bachelor's degree	4.43	1.511		
	Master's degree or higher	4.59	1.360		
Hiking / trekking	High school	4.87	1.229	.452	.716
	Certificate/Diploma	4.62	1.658		
	Bachelor's degree	4.74	1.316		
	Master's degree or higher	4.87	1.288		
Observing wildlife / nature	High school	5.24	1.132	3.820	**.010***
	Certificate/Diploma	4.95	1.431		
	Bachelor's degree	4.69	1.214		
	Master's degree or higher	4.62	1.223		

Table 4.102 (Continued)

Activity	Education	$\bar{X}$	SD	F	p-value
Sports activities	High school	4.78	1.341	.856	.464
	Certificate/Diploma	4.48	1.436		
	Bachelor's degree	4.78	1.258		
	Master's degree or higher	4.61	1.114		
Gaining work experiences	High school	4.15	1.510	.883	.450
	Certificate/Diploma	4.29	1.617		
	Bachelor's degree	4.45	1.400		
	Master's degree or higher	4.49	1.306		
Earning money	High school	3.57	1.899	1.604	.188
	Certificate/Diploma	3.38	1.532		
	Bachelor's degree	4.00	1.664		
	Master's degree or higher	3.89	1.575		
Developing new skills	High school	4.85	1.459	1.885	.131
	Certificate/Diploma	4.05	1.802		
	Bachelor's degree	4.73	1.347		
	Master's degree or higher	4.69	1.232		
Working as a volunteer	High school	4.17	1.575	1.545	.202
	Certificate/Diploma	3.90	1.411		
	Bachelor's degree	4.46	1.474		
	Master's degree or higher	4.45	1.203		
Having traditional massage and spa	High school	4.26	1.673	1.194	.312
	Certificate/Diploma	4.24	1.513		
	Bachelor's degree	4.24	1.402		
	Master's degree or higher	4.53	1.406		
Night entertainment	High school	4.31	1.451	.578	.630
	Certificate/Diploma	4.52	1.721		
	Bachelor's degree	4.51	1.233		
	Master's degree or higher	4.59	1.309		
Shopping	High school	4.54	1.370	.645	.587
	Certificate/Diploma	4.90	1.729		
	Bachelor's degree	4.50	1.249		
	Master's degree or higher	4.51	1.241		

*Significant at the 0.05 level

Table 4.103: Education level and preference for activity types by Post Hoc result

Factors	Education differences	p-value
Observing wildlife / nature	High school and Bachelor's degree	**0.019***
	High school and Master's degree /higher	**0.010***

* The mean difference is significant at the .05 level.

2) Education level and preferred types of destination

According to Table 4.104, travelers with a high school education up to a Bachelor's degree preferred visiting beaches the most, unlike those with a Master's degree or higher education who preferred city destinations more ($\overline{X}$ = 5.01), which was relevant to ANOVA testing, which showed significant difference in this respect with a p-value of 0.020. Table 4.105 presents Post Hoc results supporting previously reported significance for young travelers with a certificate or diploma education in their greater preference for beach destinations ($\overline{X}$ = 5.81) compared to travelers with a Master's degree or higher level ($\overline{X}$ = 4.94).

Table 4.104: Education level and preferred types of destination by means comparison and ANOVA test results

Type	Education	$\overline{X}$	SD	F	p-value
City	High school	4.89	1.254	2.055	.106
	Certificate/Diploma	5.71	1.521		
	Bachelor's degree	5.18	1.475		
	Master's degree or higher	5.01	1.417		
Beach	High school	5.30	1.355	3.312	**.020***
	Certificate/Diploma	5.81	1.250		
	Bachelor's degree	5.29	1.419		
	Master's degree or higher	4.94	1.341		
Island	High school	5.13	1.401	1.816	.144
	Certificate/Diploma	5.67	1.238		
	Bachelor's degree	5.14	1.433		
	Master's degree or higher	4.94	1.336		
Rural	High school	4.65	1.348	.086	.968
	Certificate/Diploma	4.76	1.375		
	Bachelor's degree	4.75	1.463		
	Master's degree or higher	4.72	1.233		
Mountain / forest / waterfall	High school	4.89	1.525	.145	.933
	Certificate/Diploma	5.00	1.304		
	Bachelor's degree	4.89	1.498		
	Master's degree or higher	4.81	1.332		
Riverside	High school	4.57	1.283	1.413	.238
	Certificate/Diploma	4.05	1.802		
	Bachelor's degree	4.50	1.507		
	Master's degree or higher	4.71	1.480		

*Significant at the 0.05 level

Table 4.105: Education level and preferred types of destination by Post Hoc result

Factors	Education differences	p-value
Beach	Certificate/Diploma and Master's degree / higher	**0.045***

* The mean difference is significant at the .05 level.

3) Education level and reason for traveling

According to Table 4.106, the most preferable reasons for traveling for all levels of education were for travelers to challenge their abilities as well as to relax. Nevertheless, ANOVA testing shows that avoiding hustle and bustle also appeared as a statistically significant difference with a p-value of 0.037. In Table 4.107, Post Hoc analysis showed that for this factor, Bachelor's degree travelers favored more than certificate / diplomatic travelers by a mean of 5.20 compared to 4.24.

Table 4.106: Education level and reason for traveling by means comparison and ANOVA test results

Reason	Education	$\bar{X}$	SD	F	p-value
Exploring other cultures	High school	5.31	1.241	.163	.921
	Certificate/Diploma	5.33	1.317		
	Bachelor's degree	5.36	1.362		
	Master's degree or higher	5.26	1.329		
Interacting with local people	High school	5.37	1.263	.191	.902
	Certificate/Diploma	5.48	1.365		
	Bachelor's degree	5.32	1.227		
	Master's degree or higher	5.28	1.239		
Meeting other travelers	High school	4.98	1.498	.993	.396
	Certificate/Diploma	5.38	1.658		
	Bachelor's degree	5.19	1.298		
	Master's degree or higher	5.00	1.314		
Increasing personal knowledge	High school	5.41	1.325	.597	.617
	Certificate/Diploma	5.48	1.289		
	Bachelor's degree	5.47	1.156		
	Master's degree or higher	5.30	1.066		

Table 4.106 (Continued)

Reason	Education	$\bar{X}$	SD	F	p-value
Challenging my ability	High school	5.57	1.297	.097	.962
	Certificate/Diploma	5.62	1.564		
	Bachelor's degree	5.59	1.276		
	Master's degree or higher	5.52	1.178		
Relaxing	High school	5.46	1.383	.414	.743
	Certificate/Diploma	5.62	1.396		
	Bachelor's degree	5.59	1.272		
	Master's degree or higher	5.44	1.311		
Experiencing excitement	High school	5.46	1.270	2.101	.099
	Certificate/Diploma	5.14	1.424		
	Bachelor's degree	5.54	1.256		
	Master's degree or higher	5.21	1.332		
Avoiding hustle and bustle	High school	5.19	1.530	2.845	**.037***
	Certificate/Diploma	4.24	1.670		
	Bachelor's degree	5.20	1.423		
	Master's degree or higher	5.08	1.428		
Visiting friends / relatives	High school	4.39	1.837	.990	.397
	Certificate/Diploma	4.33	1.713		
	Bachelor's degree	4.64	1.611		
	Master's degree or higher	4.77	1.419		
Helping people	High school	4.41	1.536	1.456	.226
	Certificate/Diploma	4.14	1.526		
	Bachelor's degree	4.68	1.344		
	Master's degree or higher	4.68	1.363		
Helping environment	High school	4.46	1.255	1.468	.223
	Certificate/Diploma	4.52	1.662		
	Bachelor's degree	4.60	1.297		
	Master's degree or higher	4.84	1.296		
Helping wildlife	High school	4.41	1.486	.801	.494
	Certificate/Diploma	4.43	1.805		
	Bachelor's degree	4.64	1.338		
	Master's degree or higher	4.72	1.356		

*Significant at the 0.05 level

Table 4.107: Education level and reason for traveling by Post Hoc results

Factors	Education differences	p-value
Avoiding hustle and bustle	Bachelor's degree and Certificate/Diploma	**0.025***

* The mean difference is significant at the .05 level.

4) Education level and length of stay

Table 4.108 shows that the largest groups of respondents from all education levels stayed in Thailand an average of 8 to 14 days. Additionally, Pearson Chi-square indicates that there was a significant association between education level and length of stay with a p-value of 0.001, as shown in Table 4.109.

Table 4.108: Education level and length of stay by percentage comparison

		Length of stay				Total
		1-7 days	8-14 days	15-21 days	22 days or more	
Education	High school	24.1%	42.6%	22.2%	11.1%	100.0%
	Certificate /Diploma	9.5%	42.9%	28.6%	19.0%	100.0%
	Bachelor's degree	29.2%	39.2%	12.9%	18.7%	100.0%
	Master's degree or higher	26.3%	57.1%	11.3%	5.3%	100.0%

Table 4.109: Education level and length of stay by Pearson Chi-Square

	Value	df	Asymp. Sig.
Pearson Chi-Square	26.868(a)	9	**.001***

a. 2 cells (12.5%) have an expected count of less than 5
b. *Significant at the 0.05 level

5) Education level and types of accommodation

Among all education levels, hotel and resort was the most preferable type of accommodation according to percentage comparisons in Table 4.110. Moreover, there were statistically significant associations between education level and guesthouse (P-value = 0.001) and staying with family and friends (P-value = 0.017), as shown by Pearson Chi-square test results.

Table 4.110: Education level and types of accommodation by percentage comparison and Pearson Chi-square test results

Education	Hostel		Hotel and resort		Guesthouse		Stay with family and friends		Tent		Total %
	% from n = 417		% from n = 417		% from n = 417		% from n = 417		% from n =417		
	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	
High school	88.9	11.1	16.7	83.3	81.5	18.5	98.1	1.9	100.	0.0	100.0
Certificate/ Diploma	95.2	4.8	33.3	66.7	71.4	28.6	81.0	19.0	100.	0.0	100.0
Bachelor's degree	91.4	8.6	32.5	67.5	62.2	37.8	91.4	8.6	98.1	1.9	100.0
Master's degree or higher	97.0	3.0	32.3	67.7	51.1	48.9	96.2	3.8	97.0	3.0	100.0
Pearson Chi-square value	5.688(a)		5.578(a)		16.084(a)		10.194(a)		2.305(b)		
Asymp. Sig.	.128		.134		**.001***		**.017***		.511		

a. 0 cells (.0%) have an expected count of less than 5
b. 4 cells (50.0%) have an expected count of less than 5
c. *Significant at the 0.05 level

6) Education level and mode of transportation

For all education levels, traveling by air was the most used mode of transportation, as presented in the means comparison in Table 4.111. For this travel behavior, ANOVA testing showed no significant differences.

Table 4.111: Education level and mode of transportation by means comparison and ANOVA test results

Mode	Education	$\bar{X}$	SD	F	p-value
Air	High school	4.44	1.890	1.308	.271
	Certificate/Diploma	4.90	1.700		
	Bachelor's degree	4.34	1.747		
	Master's degree or higher	4.16	1.599		

Table 4.111 (Continued)

Mode	Education	$\bar{X}$	SD	F	p-value
Car	High school	3.26	1.925	1.530	.206
	Certificate/Diploma	4.19	2.112		
	Bachelor's degree	3.38	1.802		
	Master's degree or higher	3.53	1.782		
Bus	High school	3.63	1.993	.503	.680
	Certificate/Diploma	3.57	2.158		
	Bachelor's degree	3.29	1.968		
	Master's degree or higher	3.41	1.943		
Rail	High school	2.41	1.721	.979	.403
	Certificate/Diploma	2.90	2.022		
	Bachelor's degree	2.45	1.723		
	Master's degree or higher	2.73	2.012		
Taxi	High school	3.35	2.020	.100	.960
	Certificate/Diploma	3.10	1.375		
	Bachelor's degree	3.24	1.902		
	Master's degree or higher	3.25	1.868		
Motorcycle	High school	2.20	1.946	.779	.506
	Certificate/Diploma	2.90	2.143		
	Bachelor's degree	2.47	1.988		
	Master's degree or higher	2.59	2.085		

7) Education level and travel expenditure

Table 4.112 presents percentages reflecting that majorities of all education levels spent approximately 1,000 to 5,000 Baht per person per day; no significant differences were identified for this factor. However, Pearson Chi-square results were not quite reliable for this test. In the Table 4.113 footnote a, more than 20% of cells (25%) have an expected count of less than 5, which is considered an undependable value for significance testing (George A.M., Orlando V.G. & Gene W.G., 2001).

Table 4.112: Education level and travel expenditures by percentage comparison

		Expenditure Range				Total
		0 THB – 500 THB	501 THB - 1,000 THB	1,001 THB - 5,000 THB	5,001 THB - 10,000 THB	
Education	High school	9.3%	27.8%	61.1%	1.9%	100.0%
	Certificate/ Diploma	28.6%	9.5%	52.4%	9.5%	100.0%
	Bachelor's degree	9.6%	19.1%	66.5%	4.8%	100.0%
	Master's degree or higher	8.3%	15.8%	71.4%	4.5%	100.0%

Table 4.113: Education level and travel expenditures by Pearson Chi-Square

	Value	df	Asymp. Sig.
Pearson Chi-Square	14.975(a)	9	.092

a. 4 cells (25.0%) have an expected count of less than 5

Hence, observing the source of income frequency in Table 4.114, the majority (68.5%) of high school travelers needed parental monetary support. On the other hand, other education levels could afford to play travel expenses on their own. Moreover, there were supporting statistics showing associations at the significant level of 0.05 between education and own source of income (P-value = 0.000) and income from parents (P-value = 0.000) as shown in Pearson Chi-square results.

Table 4.114: Education level and sources of income by percentage comparisons and Pearson Chi-square test results

Education	Own		Parent		Other		Total
	% from n = 417		% from n = 417		% from n = 417		
	No	**Yes**	**No**	**Yes**	**No**	**Yes**	
High school	63.0	37.0	31.5	68.5	98.1	1.9	100.0
Certificate/ Diploma	33.3	66.7	66.7	33.3	100.0	0.0	100.0
Bachelor's degree	28.2	71.8	66.0	34.0	97.1	2.9	100.0
Master's degree or higher	6.8	93.2	86.5	13.5	98.5	1.5	100.0
Pearson Chi-Square value	64.816(a)		54.421(a)		1.260(b)		
Asymp. Sig.	**.000***		**.000***		0.739		

a. 0 cells (.0%) have an expected count of less than 5
b. 4 cells (50.0%) have an expected count of less than 5
c. *Significant at the 0.05 level

8) Education level and travel companions

According to Table 4.115, most high school travelers traveled with their family unlike the other education levels whose most preferable travel companions were friends. Nevertheless, Pearson Chi-square results were not reliable. According to Table 4.116 footnote a, more than 20% of cells (30%) have an expected count of less than 5, which is considered an untrustworthy value of significance (George A.M., Orlando V.G. & Gene W.G., 2001).

Table 4.115: Education level and travel companions by percentage comparisons

		Travel companion					Total
		Alone	Tour group	Family	Friends	Other	
Education	High school	3.7%	13.0%	53.7%	25.9%	3.7%	100.0%
	Certificate/ Diploma	14.3%	9.5%	23.8%	52.4%	.0%	100.0%
	Bachelor's degree	18.7%	12.4%	21.1%	45.9%	1.9%	100.0%
	Master's degree or higher	19.5%	6.8%	12.0%	57.9%	3.8%	100.0%

Table 4.116: Education level and travel companions by Pearson Chi-Square

	Value	df	Asymp. Sig.
Pearson Chi-Square	49.828(a)	9	.000

a. 6 cells (30.0%) have an expected count of less than 5

9) Education level and trip arrangements and information sources

ANOVA results presented in Table 4.117 reveal significant differences between education levels and using newspaper / magazine (P-value = 0.036), embassy (P-value = 0.040), trade fair (P-value = 0.005) and previous visit (P-value = 0.004) as sources of information. The results of Post Hoc testing presented in Table 4.118 emphasize significance firstly between education levels and newspaper / magazine with Bachelor's ($\overline{X}$ = 4.74) and Master's degree or higher education ($\overline{X}$ = 4.76) using this source more than high school travelers ($\overline{X}$ = 4.00). For embassy, Bachelor's ($\overline{X}$ = 4.27) degree education level used this source more than high school travelers ($\overline{X}$ = 3.52). For trade fair, Bachelor's ($\overline{X}$ = 4.22) and Master's degree or higher education ($\overline{X}$ = 4.47) used this source more than high school travelers ($\overline{X}$ = 3.52). Lastly, for previous visit, Bachelor's ($\overline{X}$ = 4.51) and Master's degree or higher education ($\overline{X}$ = 4.61) used this source more than high school travelers ($\overline{X}$ = 3.74).

Table 4.117: Education level and trip arrangements and information sources by means comparison and ANOVA test results

Source	Education	$\bar{X}$	SD	F	p-value
Internet	High school	5.19	1.402	.707	.548
	Certificate/Diploma	4.90	1.758		
	Bachelor's degree	5.15	1.339		
	Master's degree or higher	5.31	1.262		
Online travel agency/ tour operator website	High school	4.89	1.488	1.673	.172
	Certificate/Diploma	4.67	1.826		
	Bachelor's degree	5.01	1.511		
	Master's degree or higher	5.26	1.308		
Tour office	High school	4.69	1.714	1.914	.127
	Certificate/Diploma	4.67	1.853		
	Bachelor's degree	4.97	1.600		
	Master's degree or higher	5.22	1.421		
Tour operator brochure	High school	4.76	1.659	.740	.529
	Certificate/Diploma	4.81	1.632		
	Bachelor's degree	5.00	1.607		
	Master's degree or higher	5.11	1.516		
Travel guidebook	High school	4.91	1.581	2.096	.100
	Certificate/Diploma	4.67	1.798		
	Bachelor's degree	5.33	1.487		
	Master's degree or higher	5.22	1.437		
Newspapers / magazines	High school	4.00	1.971	2.881	**.036***
	Certificate/Diploma	4.67	1.853		
	Bachelor's degree	4.74	1.713		
	Master's degree or higher	4.76	1.643		
TV / radio	High school	3.85	1.937	1.399	.242
	Certificate/Diploma	3.90	2.166		
	Bachelor's degree	4.32	1.812		
	Master's degree or higher	4.37	1.708		
Family and friends	High school	5.04	1.693	.443	.722
	Certificate/Diploma	5.29	1.736		
	Bachelor's degree	5.22	1.468		
	Master's degree or higher	5.07	1.548		
Embassy	High school	3.52	1.861	2.787	**.040***
	Certificate/Diploma	3.90	1.947		
	Bachelor's degree	4.27	1.731		
	Master's degree or higher	4.11	1.631		
Trade fair	High school	3.52	1.724	4.352	**.005***
	Certificate/Diploma	4.00	1.732		
	Bachelor's degree	4.22	1.724		
	Master's degree or higher	4.47	1.515		

Table 4.117 (Continued)

Source	Education	$\bar{X}$	SD	F	p-value
Previous visit	High school	3.74	1.855	4.483	**.004***
	Certificate/Diploma	4.81	1.914		
	Bachelor's degree	4.51	1.569		
	Master's degree or higher	4.61	1.440		

*Significant at the 0.05 level

Table 4.118: Education level and trip arrangements and information sources by Post Hoc results

Factors	Education differences	p-value
Newspapers / magazines	Bachelor's degree and High school	**0.034***
	Master's degree / higher and High school	**0.042***
Embassy	Bachelor's degree and High school	**0.028***
Trade fair	Bachelor's degree and High school	**0.033***
	Master's degree / higher and High school	**0.002***
Previous visit	Bachelor's degree and High school	**0.010***
	Master's degree / higher and High school	**0.005***

* The mean difference is significant at the .05 level.

10) Education level and influential person

According to Table 4.119, family had a greater influence on high school travelers, unlike friends who had a high influence on other higher education levels. ANOVA results revealed that there were also significant differences in this travel behavior in regards to self (P-value = 0.000) and friends (P-value = 0.000) as influential person. For self as influential person, Bachelor's ($\bar{X}$ = 5.98) and Master's degree or higher education ($\bar{X}$ = 5.97) trusted themselves more than high school travelers did ($\bar{X}$ = 3.74). Then, for friends as influential person, Bachelor's ($\bar{X}$ = 5.08) and Master's degree or higher education ($\bar{X}$ = 5.32) also listened to their friends more than high school travelers did ($\bar{X}$ = 4.04) as shown in the Post Hoc results provided in Table 4.120.

Table 4.119: Education level and influential person by means comparison and ANOVA test results

Influential person	Education	$\bar{X}$	SD	F	p-value
Self	High school	4.94	1.731	7.242	**.000***
	Certificate/Diploma	5.95	1.203		
	Bachelor's degree	5.98	1.508		
	Master's degree or higher	5.97	1.466		
Friends	High school	4.04	1.923	7.322	**.000***
	Certificate/Diploma	4.19	1.806		
	Bachelor's degree	5.08	1.951		
	Master's degree or higher	5.32	1.807		
Family	High school	5.11	2.134	2.331	.074
	Certificate/Diploma	4.57	1.912		
	Bachelor's degree	5.00	1.804		
	Master's degree or higher	4.53	1.748		

*Significant at the 0.05 level

Table 4.120: Education level and influential person by Post Hoc results

Factors	Education differences	p-value
Self	Bachelor's degree and High school	**0.000***
	Master's degree / higher and High school	**0.000***
Friends	Bachelor's degree and High school	**0.002***
	Master's degree / higher and High school	**0.000***

* The mean difference is significant at the .05 level.

11) Education level and past international travel experience

According to Table 4.121, the majority of all education levels had more than 10 international travel experiences; however, there were no significant differences in this travel behavior. Table 4.122 footnote a reveals that more than 20% of cells (35%) have an expected count of less than 5, which is considered to be an undependable value for significance (George A.M., Orlando V.G. & Gene W.G., 2001).

Table 4.121: Education level and past international travel experience by percentage comparisons

		Past international travel experience					Total
		1st time	2-3 times	4-6 times	7-10 times	Over 10 times	
Education	High school	7.4%	5.6%	5.6%	18.5%	63.0%	100.0%
	Certificate/ Diploma	0.0%	9.5%	4.8%	14.3%	71.4%	100.0%
	Bachelor's degree	2.9%	10.0%	13.9%	23.0%	50.2%	100.0%
	Master's degree or higher	1.5%	9.0%	12.0%	27.8%	49.6%	100.0%

Table 4.122: Education level and past international travel experience by Pearson Chi-Square

	Value	df	Asymp. Sig.
Pearson Chi-Square	15.094(a)	9	.236

a. 7 cells (35.0%) have an expected count of less than 5

12) Education level and benefits derived from travel

Out of 8 benefits, there appeared statistically differences at the significant level of 0.05 for the factors of gaining more self-confidence (P-value = 0.026) and getting a better understanding of my own culture (P-value = 0.041) as presented in Table 4.123. Moreover, the Post Hoc results presented in Table 4.124 indicate that travelers with a Bachelor's degree ($\overline{X}$ = 5.75) perceived gaining more self-confidence to be a benefit of travel more than those with a Master's degree or higher education did ($\overline{X}$ = 5.37), while travelers with a Bachelor's degree ($\overline{X}$ = 5.50) perceived getting a better understanding of their own culture as a greater benefit than travelers with a certificate/diploma education level did ($\overline{X}$ = 4.67).

Table 4.123: Education level and benefits derived from travel means comparison and ANOVA test results

Benefit	Education	$\bar{X}$	SD	F	p-value
A thirst for more travel	High school	5.67	1.064	1.058	.367
	Certificate/Diploma	5.48	1.167		
	Bachelor's degree	5.61	1.270		
	Master's degree or higher	5.39	1.313		
More interesting in learning about other culture	High school	5.52	1.299	1.136	.334
	Certificate/Diploma	5.24	1.221		
	Bachelor's degree	5.63	1.234		
	Master's degree or higher	5.42	1.333		
More appreciated of other culture	High school	5.69	1.256	.536	.658
	Certificate/Diploma	5.43	1.121		
	Bachelor's degree	5.61	1.168		
	Master's degree or higher	5.49	1.235		
More self-acknowledge and self-awareness	High school	5.65	1.216	.415	.743
	Certificate/Diploma	5.86	1.014		
	Bachelor's degree	5.57	1.191		
	Master's degree or higher	5.56	1.322		
More tolerance of cultural differences	High school	5.67	1.149	.438	.726
	Certificate/Diploma	5.71	1.102		
	Bachelor's degree	5.62	1.199		
	Master's degree or higher	5.50	1.178		
More self-confidence	High school	5.57	1.253	3.125	**.026***
	Certificate/Diploma	5.19	1.601		
	Bachelor's degree	5.75	1.146		
	Master's degree or higher	5.37	1.417		
A better understanding of my own culture	High school	5.28	1.393	2.777	**.041***
	Certificate/Diploma	4.67	1.880		
	Bachelor's degree	5.50	1.316		
	Master's degree or higher	5.29	1.323		

*Significant at the 0.05 level

Table 4.124: Education level and benefits derived from travel by Post Hoc results

Factors	Education differences	p-value
More self-confidence	Bachelor's degree and Master's degree or higher	**0.043***
A better understanding of my own culture	Bachelor's degree and Certificate/Diploma	**0.046***

* The mean difference is significant at the .05 level.

13) Education level and barriers to travel to/in Thailand

Natural disasters were the most influential barrier to travel to and in Thailand for all education levels. As the results in Table 4.125 show, there was no significant difference for this factor since P-values were greater than 0.05.

Table 4.125: Education level and barriers to travel by means comparison and ANOVA test results

Barrier	Education	$\bar{X}$	SD	F	p-value
Crime	High school	2.43	1.461	1.957	.120
	Certificate/Diploma	2.43	1.326		
	Bachelor's degree	2.64	1.465		
	Master's degree or higher	2.90	1.331		
Political instability	High school	2.50	1.437	1.825	.142
	Certificate/Diploma	2.95	1.658		
	Bachelor's degree	2.79	1.488		
	Master's degree or higher	3.03	1.425		
Natural disaster	High school	2.67	1.770	1.035	.377
	Certificate/Diploma	3.10	1.221		
	Bachelor's degree	2.93	1.651		
	Master's degree or higher	3.10	1.408		
Epidemic	High school	2.30	1.341	2.235	.084
	Certificate/Diploma	2.81	1.601		
	Bachelor's degree	2.81	1.646		
	Master's degree or higher	2.94	1.486		
Difficulty of getting visa	High school	1.48	1.005	.607	.611
	Certificate/Diploma	1.38	1.161		
	Bachelor's degree	1.47	1.114		
	Master's degree or higher	1.33	.823		

4.3.6 Differences in travel behaviors due to religious differences

1) Religion and preference for activity types

Table 4.126 shows that relaxing on the beach was the most preferable activity among all religious beliefs, with the highest being 5.24 (Christianity), 5.20 (Buddhism), 5.43 (Islam) and 5.11 (Other), respectively. However, ANOVA testing showed no significant differences in this travel behavior.

Table 4.126: Religion and preference for activity types by **means comparison and ANOVA test results**

Activity	Religion	$\bar{X}$	SD	F	p-value
Visiting popular tourist attractions	Christianity	4.63	1.183	.587	.556
	Buddhism	4.27	1.280		
	Islam	5.00	1.000		
	Other	4.46	1.235		
Visiting cultural and historical sites	Christianity	4.69	1.257	.489	.614
	Buddhism	4.40	.910		
	Islam	5.00	1.291		
	Other	4.49	1.091		
Visiting friends and family	Christianity	4.00	2.040	.343	.710
	Buddhism	4.13	.915		
	Islam	4.86	.900		
	Other	4.55	1.211		
Meeting local people	Christianity	4.78	1.361	.628	.534
	Buddhism	4.27	1.163		
	Islam	4.29	1.704		
	Other	4.76	1.172		
Eating and drinking	Christianity	4.65	1.467	.469	.626
	Buddhism	5.07	1.033		
	Islam	4.14	1.676		
	Other	4.82	1.195		
Relaxing on the beach	Christianity	5.24	1.242	.052	.950
	Buddhism	5.20	1.082		
	Islam	5.43	.976		
	Other	5.11	1.261		
Attending events and festivals	Christianity	4.76	1.491	.523	.593
	Buddhism	5.13	1.356		
	Islam	5.14	1.069		
	Other	4.92	1.232		
Studying	Christianity	3.33	1.936	.098	.907
	Buddhism	4.20	1.474		
	Islam	3.29	2.360		
	Other	4.31	1.664		
Learning language	Christianity	3.84	1.848	.124	.884
	Buddhism	4.47	1.457		
	Islam	3.29	1.380		
	Other	4.55	1.428		
Hiking / trekking	Christianity	4.80	1.497	1.168	.312
	Buddhism	4.40	1.454		
	Islam	5.00	1.414		
	Other	4.81	1.278		

Table 4.126 (Continued)

Activity	Religion	$\bar{X}$	SD	F	p-value
Observing wildlife / nature	Christianity	5.14	1.167	.690	.502
	Buddhism	4.53	1.457		
	Islam	5.14	1.464		
	Other	4.69	1.218		
Sports activities	Christianity	4.49	1.617	1.196	.303
	Buddhism	4.80	1.207		
	Islam	5.29	.951		
	Other	4.73	1.173		
Gaining work experiences	Christianity	3.96	1.720	.877	.417
	Buddhism	4.53	1.246		
	Islam	4.71	1.380		
	Other	4.47	1.342		
Earning money	Christianity	3.39	2.011	.991	.372
	Buddhism	3.80	1.740		
	Islam	4.29	1.890		
	Other	3.94	1.596		
Developing new skills	Christianity	4.59	1.577	.320	.726
	Buddhism	5.07	1.033		
	Islam	4.29	1.799		
	Other	4.71	1.326		
Working as a volunteer	Christianity	4.06	1.984	.250	.779
	Buddhism	4.53	1.125		
	Islam	4.43	.535		
	Other	4.43	1.323		
Having traditional massage and spa	Christianity	4.02	1.892	.541	.583
	Buddhism	4.47	1.598		
	Islam	3.57	1.512		
	Other	4.40	1.358		
Night entertainment	Christianity	4.31	1.631	.682	.506
	Buddhism	4.20	1.320		
	Islam	4.57	1.902		
	Other	4.56	1.247		
Shopping	Christianity	4.51	1.528	.369	.691
	Buddhism	4.40	1.242		
	Islam	5.57	1.272		
	Other	4.51	1.248		

2) Religion and preferred types of destination

The results in Table 4.127 show that beach destination stood as the most preferable type among travelers whose religion was Christianity ($\bar{X}$ = 5.57), Islam ($\bar{X}$ = 5.29) and other ($\bar{X}$ =5.14). Additionally, travelers whose religion was Islam had interest in visiting cities ($\bar{X}$ = 5.29), which was similar to those whose religion was Buddhism ($\bar{X}$ = 5.87). Moreover, there were statically significant differences in preferences for the beach destination type by a p-value of 0.44.

Table 4.127: Religion and preferred types of destination by means comparison and ANOVA test results

Type	Religion	$\bar{X}$	SD	F	p-value
City	Christianity	4.76	1.680	1.817	.164
	Buddhism	5.87	1.246		
	Islam	5.29	1.976		
	Other	5.13	1.385		
Beach	Christianity	5.57	1.552	3.140	**.044***
	Buddhism	5.40	.828		
	Islam	5.29	1.496		
	Other	5.14	1.378		
Island	Christianity	5.65	1.426	.877	.417
	Buddhism	5.20	.941		
	Islam	5.00	1.732		
	Other	5.02	1.385		
Rural	Christianity	4.41	1.417	1.058	.348
	Buddhism	5.20	1.082		
	Islam	4.86	1.345		
	Other	4.75	1.370		
Mountain / forest / waterfall	Christianity	5.41	1.359	.825	.439
	Buddhism	5.07	1.100		
	Islam	4.86	1.345		
	Other	4.78	1.449		
Riverside	Christianity	4.59	1.539	.052	.949
	Buddhism	4.73	1.438		
	Islam	4.86	1.345		
	Other	4.54	1.492		

*Significant at the 0.05 level

3) Religion and reason for traveling

As shown in Table 4.128, travelers whose religion was Christianity had the highest interest in experience excitement during this trip to Thailand with a mean of 5.75. Additionally, Buddhists preferred to relax while taking the journey by a mean of 6.13 as did Islamists by a mean of 5.71. On the contrary, those proclaiming themselves as non-religious preferred challenging their ability by a mean of 5.56. However, the ANOVA testing revealed no significant differences in this behavior.

Table 4.128: Religion and reasons for traveling by means comparison and ANOVA test results

Reason	Religion	$\bar{X}$	SD	F	p-value
Exploring other cultures	Christianity	5.37	1.385	.262	.769
	Buddhism	5.47	1.302		
	Islam	5.43	1.134		
	Other	5.30	1.332		
Interacting with local people	Christianity	5.02	1.421	1.333	.265
	Buddhism	5.53	1.187		
	Islam	5.00	1.155		
	Other	5.36	1.211		
Meeting other travelers	Christianity	4.57	1.591	1.369	.256
	Buddhism	5.27	1.033		
	Islam	5.43	.976		
	Other	5.18	1.315		
Increasing personal knowledge	Christianity	5.51	1.138	1.510	.222
	Buddhism	5.60	.910		
	Islam	5.71	.756		
	Other	5.38	1.177		
Challenging my ability	Christianity	5.53	1.302	.218	.804
	Buddhism	5.67	1.496		
	Islam	5.71	.951		
	Other	5.56	1.253		
Relaxing	Christianity	5.73	1.313	.065	.938
	Buddhism	6.13	.915		
	Islam	5.71	.951		
	Other	5.47	1.316		
Experiencing excitement	Christianity	5.75	1.017	.109	.896
	Buddhism	5.80	1.320		
	Islam	5.57	1.618		
	Other	5.33	1.319		

Table 4.128 (Continued)

Reason	Religion	$\bar{X}$	SD	F	p-value
Avoiding hustle and bustle	Christianity	4.55	1.689	1.497	.225
	Buddhism	5.20	1.424		
	Islam	5.43	1.512		
	Other	5.18	1.413		
Visiting friends / relatives	Christianity	3.84	2.063	1.128	.325
	Buddhism	4.53	1.187		
	Islam	5.29	.756		
	Other	4.74	1.504		
Helping people	Christianity	3.98	1.783	.154	.857
	Buddhism	4.07	1.163		
	Islam	5.00	1.000		
	Other	4.73	1.307		
Helping environment	Christianity	4.06	1.642	1.266	.283
	Buddhism	4.47	1.187		
	Islam	5.14	1.215		
	Other	4.74	1.245		
Helping wildlife	Christianity	4.10	1.769	1.613	.201
	Buddhism	4.20	1.320		
	Islam	5.14	1.215		
	Other	4.71	1.313		

4) Religion and length of stay

The percentage comparisons show that the majority of the population of 'Other' (50.3%) stayed in Thailand 8 to 14 days on average by the highest percentage. Table 4.129 also shows that 35.3% of travelers who gave Christianity as their religion stayed for a period of 22 days or more as did 42.9% of Islamic travelers. On the other hand, 46.7% of travelers who gave Buddhism as their religion stayed a week or less. However, using Pearson Chi-square to test the association between religion and length of stay provided unreliable values. As described in Table 4.130 footnote a, more than 20% of cells (43.8%) have an expected count of less than 5, which is considered to be an undependable value for significance (George A.M., Orlando V.G. & Gene W.G., 2001).

Table 4.129: Religion and length of stay by percentage comparison

		Length of stay				Total
		1-7 days	8-14 days	15-21 days	22 days or more	
Religion	Christianity	31.4%	19.6%	13.7%	35.3%	100.0%
	Buddhism	46.7%	33.3%	6.7%	13.3%	100.0%
	Islam	14.3%	28.6%	14.3%	42.9%	100.0%
	Other	25.3%	50.3%	14.8%	9.6%	100.0%

Table 4.130: Religion and length of stay by Pearson Chi-Square

	Value	df	Asymp. Sig.
Pearson Chi-Square	40.612(a)	9	.000

a. 7 cells (43.8%) have an expected count of less than 5

5) Religion and types of accommodation

The majority of travelers reporting their religions to be Christianity (54.9%), Buddhism (66.7%), and Other (72.7%) picked hotel and resort as the most preferable accommodation type for this trip, while 42.9% of Islamic travelers stayed with family and friends as shown in Table 4.131. Yet, there appeared no significant differences in this travel behavior. Thus, using Pearson Chi-square to test the association between religions and choosing accommodation, the results provided unreliable significant values. As reported by Table 4.131 footnote a and b, more than 20% of cells (37.5% and 25%) have an expected count of less than 5, which is considered to be undependable (George A.M., Orlando V.G. & Gene W.G., 2001).

Table 4.131: Religion and types of accommodation by percentage comparisons and Pearson Chi-square test results

Religion	Hostel		Hotel and resort		Guesthouse		Stay with family and friends		Tent		Total %
	% from n = 417		% from n = 417		% from n = 417		% from n = 417		% from n =417		
	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	
Christianity	68.6	31.4	45.1	54.9	62.7	37.3	96.1	3.9	98.0	2.0	100.0
Buddhism	100.	0.0	33.3	66.7	86.7	13.3	80.0	20.0	100	0.0	100.0
Islam	85.7	14.3	71.4	28.6	85.7	14.3	57.1	42.9	85.7	14.3	100.0
Other	96.5	3.5	27.3	72.7	59.9	40.1	94.2	5.8	98.3	1.7	100.0
Pearson Chi-square value	55.083(a)		12.361(a)		6.164(b)		19.906(a)		6.039(a)		
Asymp. Sig.	.000		0.006		0.104		.000		0.110		

a. 3 cells (37.5%) have an expected count of less than 5
b. 2 cells (25.0%) have an expected count of less than 5

6) Religion and mode of transportation

Table 4.132 indicates statistical differences at a 0.05 level of significance between religion and mode of transportation in the category of car (P-value = 0.000), bus (P-value = 0.001) and taxi (P-value = 0.021). Moreover, Post Hoc results in Table 4.133 highlight the significance in the car category: Christianity ($\overline{X}$ = 2.78) traveled by car more than Islam ($\overline{X}$ = 1.71) and Other ($\overline{X}$ = 2.53) Furthermore, Christianity ($\overline{X}$ = 3.92) traveled by bus more than Other ($\overline{X}$ 3.17) and Other ($\overline{X}$ = 2.53). Lastly, Christianity ($\overline{X}$ = 4.27) traveled by taxi more than Other ($\overline{X}$ = 3.21).

Table 4.132: Religion and mode of transportation by means comparison and ANOVA test results

Mode	Religion	$\bar{X}$	SD	F	p-value
Air	Christianity	4.27	1.812	2.092	.101
	Buddhism	4.40	1.549		
	Islam	3.43	2.070		
	Other	3.21	1.964		
Car	Christianity	2.78	1.712	6.880	**.000***
	Buddhism	2.73	2.463		
	Islam	1.71	.756		
	Other	2.53	1.837		
Bus	Christianity	3.92	1.765	5.881	**.001***
	Buddhism	2.53	1.302		
	Islam	3.71	2.138		
	Other	3.17	1.892		
Rail	Christianity	2.35	1.730	.815	.486
	Buddhism	2.40	2.063		
	Islam	1.14	.378		
	Other	2.55	2.072		
Taxi	Christianity	4.27	1.812	3.280	**.021***
	Buddhism	4.40	1.549		
	Islam	3.43	2.070		
	Other	3.21	1.964		
Motorcycle	Christianity	2.78	1.712	1.225	.300
	Buddhism	2.73	2.463		
	Islam	1.71	.756		
	Other	2.53	1.837		

*Significant at the 0.05 level

Table 4.133: Religion and mode of transportation by Post Hoc results

Factors	Income differences	p-value
Car	Christianity and Islam	**0.021***
	Christianity and Other	**0.000***
Bus	Christianity and Other	**0.002***
Taxi	Christianity and Other	**0.047***

* The mean difference is significant at the .05 level.

7) Religion and travel expenditures

According to Table 4.134, the majority of Christian and Other respondents spent 1,001 to 5,000 Baht per person per day on average with the highest percentage of 52.9% and 70.9%, respectively. On the other hand, the largest groups of Buddhist and Islamic respondents spent 501 to 1,000 Baht per person per day at 53.3% and 42.9%, respectively. However, the results using Pearson Chi-square to test the association between religion and travel expenditures proved to be unreliable. As reported in Table 4.135 footnote a, more than 20% of cells (50 %) have an expected count of less than 5, which is considered to be undependable (George A.M., Orlando V.G. & Gene W.G., 2001).

Table 4.134: Religion and travel expenditures by percentage comparisons

		Expenditure Range				Total
		0 THB – 500 THB	501 THB - 1,000 THB	1,001 THB - 5,000 THB	5,001 THB - 10,000 THB	
Religion	Christianity	9.8%	31.4%	52.9%	5.9%	100.0%
	Buddhism	13.3%	53.3%	33.3%	0.0%	100.0%
	Islam	0.0%	42.9%	28.6%	28.6%	100.0%
	Other	10.2%	14.8%	70.9%	4.1%	100.0%

Table 4.135: Religion and travel expenditures by Pearson Chi-Square

	Value	df	Asymp. Sig.
Pearson Chi-Square	36.135(a)	9	.000

a. 8 cells (50.0%) have an expected count of less than 5

Next, according to Table 4.136, source of income among young travelers was similar, as the majority of respondents of all religious beliefs used their own pocket money. Moreover, as reported in footnote a and b, more than 20% of cells (25% and 37.5%) have an expected count of less than 5, which is considered to be undependable (George A.M., Orlando V.G. & Gene W.G., 2001). This suggests that there was no association between religion and source of income.

Table 4.136: Religion and source of income by percentage comparison and Pearson Chi-square test results

Religion	Own		Parent		Other		Total %
	% from n=417		% from n=417		% from n=417		
	No	**Yes**	**No**	**Yes**	**No**	**Yes**	
Christianity	17.6	82.4	78.4	21.6	94.1	5.9	100.0
Buddhism	20.0	80.0	66.7	33.3	100.0	0.0	100.0
Islam	0.0	100.0	100.0	0.0	100.0	0.0	100.0
Other	28.2	71.8	66.0	34.0	98.3	1.7	100.0
Pearson Chi-square value	5.430(a)		6.506(b)		4.114(b)		
Asymp. Sig.	0.143		0.039		0.249		

a. 2 cells (25.0%) have an expected count of less than 5
b. 3 cells (37.5%) have an expected count of less than 5.

8) Religion and travel companions

Travel companions that accompanied respondents were rather different for each region. As part of the Christianity and Other categories, the largest groups of respondents traveled with their friends at 51.0 % and 48.8 %, respectively. Buddhist respondents mostly traveled as a tour group at 40.0 %, while Islamic respondents mostly traveled alone, which counted as 42.9 % as the results in Table 4.137 report below. There was no report of significant differences for this factor using the Pearson

Chi-square test result. As reported in footnote a, more than 20% of cells (50%) have an expected count of less than 5, which is considered to be undependable (George A.M., Orlando V.G. & Gene W.G., 2001).

Table 4.137: Religion and travel companions by percentage comparisons

		Travel companion					Total
		Alone	Tour group	Family	Friends	Other	
Religion	Christianity	17.6%	11.8%	11.8%	51.0%	7.8%	100.0%
	Buddhism	33.3%	40.0%	6.7%	20.0%	0.0%	100.0%
	Islam	42.9%	.0%	28.6%	14.3%	14.3%	100.0%
	Other	15.4%	9.3%	24.7%	48.8%	1.7%	100.0%

Table 4.138: Religion and travel companions by Pearson Chi-Square

	Value	df	Asymp. Sig.
Pearson Chi-Square	39.026(a)	9	.000

a. 10 cells (50.0%) have an expected count of less than 5

9) Religion and trip arrangements and information sources

Table 4.139 indicates that out of 11 sources, there were 8 statistical differences using ANOVA testing, which found significant differences toward using online travel agency/tour operator websites (P-value = 0.000), using tour offices (P-value = 0.000), using tour operator brochures (P-value = 0.000), reading newspaper/magazines (P-value = 0.000), watching TV/ radio (P-value = 0.000), contacting the embassy (P-value = 0.000), attending trade fairs (P-value = 0.000), and using experience from previous visits (P-value = 0.000). As shown by the Post Hoc results in Table 4.140, of all factors, Buddhism had a higher interest in using any of these sources than other religious beliefs did.

Table 4.139: Religion and trip arrangements and information sources by means comparison and ANOVA test results

Source	Religion	$\bar{X}$	SD	F	p-value
Internet	Christianity	5.16	1.567	1.076	.359
	Buddhism	5.60	1.121		
	Islam	5.86	.900		
	Other	5.17	1.325		
Online travel agency/ tour operator website	Christianity	3.96	2.000	12.367	**.000***
	Buddhism	5.67	1.175		
	Islam	5.43	.976		
	Other	5.19	1.319		
Tour office	Christianity	3.59	2.051	17.479	**.000***
	Buddhism	5.53	1.552		
	Islam	5.29	1.113		
	Other	5.17	1.397		
Tour operator brochure	Christianity	3.65	2.067	15.848	**.000***
	Buddhism	5.53	1.302		
	Islam	5.14	1.069		
	Other	5.17	1.421		
Travel guidebook	Christianity	4.73	1.686	2.103	.099
	Buddhism	5.47	1.552		
	Islam	5.43	1.272		
	Other	5.26	1.473		
Newspapers / magazines	Christianity	3.04	1.811	20.145	**.000***
	Buddhism	5.53	1.552		
	Islam	4.00	2.160		
	Other	4.86	1.602		
TV / radio	Christianity	2.69	1.871	16.543	**.000***
	Buddhism	4.73	1.624		
	Islam	3.71	2.289		
	Other	4.47	1.694		
Family and friends	Christianity	4.61	1.721	2.551	.055
	Buddhism	5.33	1.633		
	Islam	5.00	1.291		
	Other	5.23	1.495		
Embassy	Christianity	2.88	1.946	10.309	**.000***
	Buddhism	4.47	1.356		
	Islam	4.00	1.915		
	Other	4.27	1.650		
Trade fair	Christianity	2.69	2.054	18.407	**.000***
	Buddhism	4.33	1.175		
	Islam	3.57	1.718		
	Other	4.43	1.516		

Table 4.139 (Continued)

Source	Religion	$\bar{X}$	SD	F	p-value
Previous visit	Christianity	3.16	2.176	13.971	**.000***
	Buddhism	4.53	1.356		
	Islam	4.29	1.604		
	Other	4.65	1.427		

*Significant at the 0.05 level

Table 4.140: Religion and trip arrangements and information sources by Post Hoc results

Factors	Income differences	p-value
Online travel agency/ tour operator website	Buddhism and Christianity	**0.000***
	Other and Christianity	**0.000***
Tour office	Buddhism and Christianity	**0.000***
	Islam and Christianity	**0.030***
	Other and Christianity	**0.000***
Tour operator brochure	Buddhism and Christianity	**0.000***
	Other and Christianity	**0.000***
Newspapers / magazines	Buddhism and Christianity	**0.000***
	Other and Christianity	**0.000***
TV / radio	Buddhism and Christianity	**0.000***
	Other and Christianity	**0.000***
Embassy	Buddhism and Christianity	**0.009***
	Other and Christianity	**0.000***
Trade fair	Buddhism and Christianity	**0.003***
	Other and Christianity	**0.000***
Previous visit	Buddhism and Christianity	**0.015***
	Other and Christianity	**0.000***

* The mean difference is significant at the .05 level.

10) Religion and influential person

According to Table 4.141, family and friends had a greater influence on Islamists, while travelers affiliated with other religions reported themselves as being the most influential decision maker. ANOVA results also revealed significant differences in this travel behavior in regards to family as influential person (P-value = 0.019).

Table 4.141: Religion and influential person by means comparison and ANOVA test results

Influential person	Religion	$\bar{X}$	SD	F	p-value
Self	Christianity	5.88	1.657	.504	.680
	Buddhism	5.93	1.534		
	Islam	5.14	2.610		
	Other	5.84	1.508		
Friends	Christianity	4.86	1.866	1.456	.226
	Buddhism	5.60	1.404		
	Islam	6.14	1.215		
	Other	4.94	1.974		
Family	Christianity	4.25	2.199	3.353	**.019***
	Buddhism	5.33	1.718		
	Islam	6.14	.900		
	Other	4.89	1.788		

*Significant at the 0.05 level

11) Religion and past international travel experience

As the results presented in Table 4.142 show, the largest groups of respondents whose religious affiliation was Christianity (41.2%) and Other (56.4%) had more than 10 international travel experiences. For Buddhist travelers, 40.0% had 7 to 10 international trips, while Islam 42.9 % had only 2 to 3 such experiences. However, using a Pearson Chi-square to test the association between religion and past international travel experiences proved unreliable. As reported in Table 4.143 footnote a, more than 20% of cells (55 %) had an expected count of less than 5, which is considered an unreliable value (George A.M., Orlando V.G. & Gene W.G., 2001).

Table 4.142: Religion and past international travel experience by percentage comparisons

		Past international travel experience					Total
		1st time	2-3 times	4-6 times	7-10 times	Over 10 times	
Religion	Christianity	13.7%	11.8%	13.7%	19.6%	41.2%	100.0%
	Buddhism	0.0%	26.7%	6.7%	40.0%	26.7%	100.0%
	Islam	0.0%	42.9%	14.3%	28.6%	14.3%	100.0%
	Other	1.5%	7.3%	11.6%	23.3%	56.4%	100.0%

Table 4.143: Religion and past international travel experiences by Pearson Chi-Square

	Value	df	Asymp. Sig.
Pearson Chi-Square	48.163(a)	9	.000

a. 11 cells (55.0%) have an expected count of less than 5

12) Religion and benefits derived from travel

Out of 8 benefits, there appeared statistical differences at a level of 0.05 for the factor of getting a better understanding of my own culture (P-value = 0.037), as reported in Table 4.144. Moreover, the Post Hoc results in Table 4.145 indicate that Other religious believers ($\overline{X}$ = 5.44) perceived getting a better understanding of their own culture as a benefit more than those following Christianity ($\overline{X}$ = 4.86).

Table 4.144: Religion and benefits derived from travel by means comparison and ANOVA test results

Benefit	Religion	$\bar{X}$	SD	F	p-value
A thirst for more travel	Christianity	5.65	1.197	.807	.491
	Buddhism	5.20	1.474		
	Islam	6.00	1.155		
	Other	5.53	1.257		
More interesting in learning about other culture	Christianity	5.59	1.417	.686	.561
	Buddhism	5.53	1.125		
	Islam	4.86	1.574		
	Other	5.53	1.254		
More appreciated of other culture	Christianity	5.51	1.302	.170	.917
	Buddhism	5.73	1.223		
	Islam	5.43	1.272		
	Other	5.58	1.183		
More self-acknowledge and self-awareness	Christianity	5.35	1.397	.903	.439
	Buddhism	5.47	1.187		
	Islam	5.86	1.345		
	Other	5.63	1.201		
More tolerance of cultural differences	Christianity	5.55	1.270	.752	.522
	Buddhism	6.00	1.069		
	Islam	5.86	1.069		
	Other	5.58	1.173		
More self-confidence	Christianity	5.43	1.432	.292	.831
	Buddhism	5.60	1.502		
	Islam	5.43	1.134		
	Other	5.60	1.260		
A better understanding of my own culture	Christianity	4.86	1.662	2.861	**.037***
	Buddhism	5.13	1.302		
	Islam	5.43	1.272		
	Other	5.44	1.315		

*Significant at the 0.05 level

Table 4.145: Religion and benefits derived from travel by Post Hoc results

Factors	Religion differences	p-value
A better understanding of my own culture	Other and Christianity	**0.027***

* The mean difference is significant at the .05 level.

13) Religion and barriers to travel

Out of 5 travel barriers, there appeared statistical differences at a significant level of 0.05 for crime (P-value = 0.005), political instability (P-value = 0.000) and difficulty in getting a Visa (P-value = 0.000), as the results in Table 4.146 show. Post Hoc results in Table 4.147 indicate that Christian travelers had a higher awareness of those significant barriers then other religious beliefs.

Table 4.146: Religion and barriers to travel by means comparison and ANOVA test results

Barrier	Religion	$\bar{X}$	SD	F	p-value
Crime	Christianity	3.65	1.776	4.314	**.005***
	Buddhism	2.67	1.291		
	Islam	4.29	1.976		
	Other	2.69	1.371		
Political instability	Christianity	3.04	1.697	9.004	**.000***
	Buddhism	3.00	1.464		
	Islam	3.86	1.574		
	Other	2.93	1.562		
Natural disaster	Christianity	2.84	1.804	.851	.466
	Buddhism	2.67	1.234		
	Islam	3.71	1.604		
	Other	2.76	1.539		
Epidemic	Christianity	1.88	1.395	.894	.444
	Buddhism	1.13	.352		
	Islam	2.29	2.138		
	Other	1.35	.911		
Difficulty of getting visa	Christianity	3.65	1.776	6.358	**.000***
	Buddhism	2.67	1.291		
	Islam	4.29	1.976		
	Other	2.69	1.371		

*Significant at the 0.05 level

Table 4.147: Religion and barriers to travel by Post Hoc results

Factors	Religion differences	p-value
Crime	Christianity and Other	**0.006***
Political instability	Christianity and Other	**0.000***
	Islam and Other	**0.023***
Difficulty of getting visa	Christianity and Other	**0.003***

* The mean difference is significant at the .05 level.

4.3.7 Differences in travel behaviors due to marital status differences

1) Marital status and preference for activity types

As shown in Table 4.148, relaxing on the beach was the most preferable activity among all marital statuses. The ANOVA results in this regard, however, showed no significant differences.

Table 4.148: Marital status and preference for activity types by means comparison and ANOVA test results

Activity	Marital status						F	p-value
	Single		Married		Other			
	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD		
Visiting popular tourist attractions	4.52	1.230	4.33	.707	4.38	1.253	.587	.556
Visiting cultural and historical sites	4.54	1.124	4.67	.866	4.52	1.110	.489	.614
Visiting friends and family	4.48	1.384	4.11	1.269	4.50	1.204	.343	.710
Meeting local people	4.77	1.169	4.67	1.225	4.62	1.314	.628	.534
Eating and drinking	4.76	1.191	4.67	1.732	4.89	1.320	.469	.626
Relaxing on the beach	5.14	1.180	5.22	1.922	5.11	1.378	.052	.950
Attending events and festivals	4.90	1.212	5.33	1.732	4.91	1.380	.523	.593
Studying	4.15	1.746	4.33	1.803	4.21	1.702	.098	.907
Learning language	4.44	1.514	4.22	1.093	4.48	1.520	.124	.884
Hiking / trekking	4.73	1.330	5.00	1.000	4.95	1.279	1.168	.312

Table 4.148 (Continued)

Activity	Marital status						F	p-value
	Single		Married		Other			
	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD		
Observing wildlife / nature	4.71	1.242	4.67	1.225	4.87	1.202	.690	.502
Sports activities	4.67	1.230	5.22	.833	4.80	1.271	1.196	.303
Gaining work experiences	4.36	1.375	4.33	1.225	4.57	1.473	.877	.417
Earning money	3.81	1.633	4.33	1.658	4.03	1.763	.991	.372
Developing new skills	4.67	1.328	4.78	1.563	4.79	1.432	.320	.726
Working as a volunteer	4.36	1.413	4.33	2.000	4.48	1.342	.250	.779
Having traditional massage and spa	4.30	1.487	4.67	2.000	4.43	1.273	.541	.583
Night entertainment	4.53	1.290	4.89	1.167	4.42	1.390	.682	.506
Shopping	4.50	1.272	4.44	1.014	4.62	1.358	.369	.691

2) Marital status and preferred types of destination

As shown in Table 4.149, young single travelers preferred beach as the destination the most ($\bar{X}$ = 5.30), while young married travelers preferred rural or mountain/forest/waterfall destination more ($\bar{X}$ = 5.11), in line with the Other category ($\bar{X}$ = 5.01). ANOVA testing indicated a significant difference in the preference for a beach destination with a p-value of 0.044.

Table 4.149: Marital status and preferred types of destination by means comparison and ANOVA test results

Type	Marital status						F	p-value
	Single		Married		Other			
	$\overline{X}$	SD	$\overline{X}$	SD	$\overline{X}$	SD		
City	5.19	1.449	4.56	1.130	4.94	1.413	1.817	.164
Beach	5.30	1.364	4.44	1.424	5.00	1.435	3.140	**.044***
Island	5.15	1.360	4.67	1.732	5.00	1.462	.877	.417
Rural	4.77	1.365	5.11	1.453	4.58	1.376	1.058	.348
Mountain / forest / waterfall	4.82	1.423	5.11	1.054	5.01	1.505	.825	.439
Riverside	4.56	1.427	4.67	1.803	4.52	1.650	.052	.949

*Significant at the 0.05 level

3) Marital status and reasons for traveling

According to Table 4.150, the most preferable reasons for traveling in regard to young single ($\overline{X}$ = 5.59) and married travelers ($\overline{X}$ = 5.56) were to challenge their abilities, while the category Other had a preference for relaxing ($\overline{X}$ = 5.56). Nevertheless, ANOVA testing showed that there was no significant difference in this matter.

Table 4.150: Marital status for reasons for traveling by means comparison and ANOVA test results

Reason	Marital status						F	p-value
	Single		Married		Other			
	$\overline{X}$	SD	$\overline{X}$	SD	$\overline{X}$	SD		
Exploring other cultures	5.35	1.307	5.22	1.202	5.24	1.417	.262	.769
Interacting with local people	5.38	1.189	5.00	1.225	5.17	1.375	1.333	.265

Table 4.150 (Continued)

Reason	Marital status						F	p-value
	Single		Married		Other			
	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD		
Meeting other travelers	5.17	1.315	5.22	1.563	4.92	1.426	1.369	.256
Increasing personal knowledge	5.44	1.111	4.78	1.394	5.37	1.260	1.510	.222
Challenging my ability	5.59	1.224	5.56	1.236	5.50	1.371	.218	.804
Relaxing	5.52	1.298	5.44	.726	5.56	1.362	.065	.938
Experiencing excitement	5.42	1.280	5.22	1.394	5.39	1.345	.109	.896
Avoiding hustle and bustle	5.10	1.427	4.33	1.500	5.20	1.549	1.497	.225
Visiting friends / relatives	4.58	1.596	4.22	1.394	4.82	1.583	1.128	.325
Helping people	4.59	1.352	4.67	1.225	4.68	1.510	.154	.857
Helping environment	4.70	1.262	5.00	1.323	4.50	1.454	1.266	.283
Helping wildlife	4.61	1.358	5.44	1.667	4.60	1.444	1.613	.201

4) Marital status and length of stay

As shown in Table 4.151, the largest groups of respondents from all marital statuses stayed in Thailand an average of 8 to 14 days. However, using Pearson Chi-square to test the association between religion and past international travel experiences, the results provided an unreliable significant value. As shown in Table 4.152 footnote a, more than 20% of cells (33.3%) have an expected count of less than 5, which is considered unreliable (George A.M., Orlando V.G. & Gene W.G., 2001).

Table 4.151: **Marital status and length of stay by percentage comparisons**

		Length of stay				Total
		1-7 days	8-14 days	15-21 days	22 days or more	
Status	Single	29.2%	41.6%	14.4%	14.8%	100.0%
	Married	33.3%	55.6%	0.0%	11.1%	100.0%
	Other	18.4%	56.3%	15.5%	9.7%	100.0%

Table 4.152: Marital status and length of stay by Pearson Chi-Square

	Value	df	Asymp. Sig.
Pearson Chi-Square	10.213(a)	6	.116

a. 4 cells (33.3%) have an expected count of less than 5

5) Marital status and types of accommodations

Among all marital statuses, hotel and resort was the most preferable of accommodations according to the percentage comparisons in Table 4.153. Moreover, there were associations at the statistically significant level of 0.05 between marital status and tent (P-value = 0.043) using Pearson Chi-square test results.

Table 4.153: Marital status and types of accommodation by percentage comparisons and Pearson Chi-square test results

Status	Hostel		Hotel and resort		Guesthouse		Stay with family and friends		Tent		Total %
	% from n = 417		% from n = 417		% from n = 417		% from n = 417		% from n = 417		
	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	
Single	94.4	5.6	30.5	69.5	63.6	36.4	92.8	7.2	99.0	1.0	100.0
Married	100	0.0	44.4	55.6	66.7	33.3	100	0.0	100	0.0	100.0
Other	88.3	11.7	29.1	70.9	55.3	44.7	94.2	5.8	95.1	4.9	100.0
Pearson Chi-Square value	5.081(a)		.918(a)		2.324(a)		.899(a)		6.311(a)		
Asymp. Sig.	.079		.632		.313		.638		**.043***		

a. 1 cells (16.7%) have an expected count of less than 5
b.*Significant at the 0.05 level

6) Marital status and modes of transportation

The largest groups of respondents from all income levels preferred to travel by air as shown in Table 4.154. Additionally, ANOVA testing revealed a significant p-value at 0.020 for traveling by car; Other marital status travelers were the major users of this mode of transportation with the highest mean of 3.88. Furthermore, the results from Post Hoc testing presented in Table 4.155 also provided a significant p-value of 0.040 for traveling by rail. For this factor, Other marital status travelers were also the major users with the highest mean of 2.95.

Table 4.154: Marital status and modes of transportation by means comparison and ANOVA test results

Mode	Marital status						F	p-value
	Single		Married		Other			
	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD		
Air	4.31	1.712	4.22	1.394	4.37	1.782	.059	.943
Car	3.30	1.785	3.56	1.509	3.88	1.937	3.957	**.020***
Bus	3.29	1.991	3.00	1.581	3.72	1.912	2.024	.133
Rail	2.42	1.781	2.67	1.803	2.95	1.952	3.244	**.040***
Taxi	3.21	1.868	2.33	1.658	3.45	1.913	1.699	.184
Motorcycle	2.39	1.942	2.67	2.291	2.81	2.205	1.693	.185

*Significant at the 0.05 level

Table 4.155: Marital status and modes of transportation by Post Hoc results

Factors	Status differences	p-value
Car	Other and single	**0.016***
Rail	Other and single	**0.034***

* The mean difference is significant at the .05 level.

7) Marital status and travel expenditures

As shown in Table 4.156, the majority of all marital statuses spent around 1,001 to 5,000 Baht per person per day with the highest percentage in each category as 64.9% (Single), 88.9% (Married) and 69.9% (Other). Nevertheless, using Pearson Chi-square to test the association between religion and past international travel experience, revealed no significant values. Moreover, as reported in Table 4.157 footnote a, more than 20% of the cells (33.3%) have an expected count of less than 5, which is considered unreliable (George A.M., Orlando V.G. & Gene W.G., 2001).

Table 4.156: Marital status and travel expenditures by percentage comparison

		Expenditure Range				Total
		0 THB - 500 THB	501 THB - 1,000 THB	1,001 THB - 5,000 THB	5,001 THB - 10,000 THB	
Status	Single	10.8%	20.7%	64.9%	3.6%	100.0%
	Married	11.1%	0.0%	88.9%	0.0%	100.0%
	Other	7.8%	14.6%	69.9%	7.8%	100.0%

Table 4.157: Marital status and travel expenditures by Pearson Chi-Square

	Value	df	Asymp. Sig.
Pearson Chi-Square	8.283(a)	6	.218

a. 4 cells (33.3%) have an expected count of less than 5

Additionally, according to Table 4.158, the sources of income for the young travelers were similar, with the majority of all marital statuses spending their own pocket money. However, testing differences using Pearson Chi-square showed that there was no significant association between marital status and sources of income.

Table 4.158: Marital status and sources of income by percentage comparison and Pearson Chi-square test results

Status	Own		Parent		Other		Total %
	% from n = 417		% from n = 417		% from n = 417		
	No	Yes	No	Yes	No	Yes	
Single	27.5	72.5	66.6	33.4	97.4	2.6	100.0
Married	0.0	100.0	100.0	0.0	100.0	0.0	100.0
Other	24.3	75.7	69.9	30.1	99.0	1.0	100.0
Pearson Chi-Square value	3.682(a)		4.705(a)		1.198(a)		
Asymp. Sig.	.159		.095		.549		

a. 1 cells (16.7%) have an expected count of less than 5

8) Marital status and travel companions

According to Table 4.159, most Single and Other status travelers took the trip with their friends. The results also showed that there was an evenly mixed travel companion choice among young married travelers. Additionally, no statistically significant differences emerged for this factor from Pearson Chi-square test results. As reported in Table 4.160 footnote a, more than 20% of the cells (40%) have an expected count of less than 5, which was considered to be unreliable (George A.M., Orlando V.G. & Gene W.G., 2001).

Table 4.159: Marital status and travel companions by percentage comparison

		Travel companion					Total
		Alone	Tour group	Family	Friends	Other	
Status	Single	18.0%	12.5%	23.3%	44.9%	1.3%	100.0%
	Married	33.3%	22.2%	11.1%	22.2%	11.1%	100.0%
	Other	11.7%	3.9%	21.4%	57.3%	5.8%	100.0%

Table 4.160: Marital status and travel companions by Pearson Chi-Square

	Value	df	Asymp. Sig.
Pearson Chi-Square	22.747(a)	8	.004

a. 6 cells (40.0%) have an expected count of less than 5

9) Marital Status and trip arrangements and information sources

Table 4.161 indicates that out of 11 sources, there was a single statistical difference revealed by ANOVA testing, which determined that there was an association between marital status and using the Internet (P-value = 0.015). As shown by the Post Hoc results reported in Table 4.162, young married travelers ($\overline{X}$ = 6.33) used the Internet to arrange their trips and search for travel information more than Singles ($\overline{X}$ = 5.22) and Other ($\overline{X}$ = 5.02).

Table 4.161: Marital status and trip arrangements and information sources by means comparison and ANOVA test results

Source	Marital status						F	p-value
	Single		Married		Other			
	$\overline{X}$	SD	$\overline{X}$	SD	$\overline{X}$	SD		
Internet	5.22	1.348	6.33	1.323	5.02	1.298	4.212	**.015***
Online travel agency/ tour operator website	5.06	1.494	5.44	2.068	5.03	1.332	.331	.719
Tour office	4.99	1.610	5.33	1.871	4.97	1.472	.218	.804
Tour operator brochure	4.97	1.586	4.89	2.088	5.09	1.547	.230	.794
Travel guidebook	5.20	1.471	5.67	1.225	5.17	1.636	.442	.643

Table 4.161 (Continued)

Source	Marital status						F	p-value
	Single		Married		Other			
	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD		
Newspapers / magazines	4.62	1.745	4.44	2.128	4.75	1.725	.277	.758
TV / radio	4.17	1.833	4.67	2.236	4.46	1.731	1.193	.305
Family and friends	5.16	1.524	5.78	1.202	5.09	1.591	.840	.432
Embassy	4.04	1.754	4.22	2.108	4.28	1.665	.767	.465
Trade fair	4.15	1.689	4.89	2.205	4.29	1.607	1.038	.355
Previous visit	4.41	1.581	5.33	1.323	4.52	1.697	1.581	.207

*Significant at the 0.05 level

Table 4.162: Marital status and trip arrangements and information sources by Post Hoc results

Factors	Status differences	p-value
Internet	Married and single	**0.042***
	Married and other	**0.015***

* The mean difference is significant at the .05 level.

10) Marital status and influential person

According to Table 4.163, most young travelers in all marital statuses considered themselves to be the most influential decision maker for this trip. ANOVA results revealed no significant differences in this travel behavior in regards to marital status since the p-values were greater than 0.05.

TABLE 4.163: Marital status and influential person by means comparison and ANOVA test results

Influential person	Marital status						F	p-value
	Single		Married		Other			
	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD		
Self	5.80	1.587	6.44	.882	5.91	1.463	.921	.399
Friends	4.96	1.902	4.89	1.900	5.04	2.062	.072	.930
Family	4.82	1.875	4.89	2.088	4.91	1.755	.093	.911

*Significant at the 0.05 level

11) Marital status and past international travel experiences

According to Table 4.164, the largest groups of respondents from all marital statuses had over 10 past international travel experiences; however, there were no significant differences in this regard as evidenced by the Pearson Chi-square test results shown in Table 4.165.

Table 4.164: Marital status and past international travel experiences by percentage comparisons

		Past international travel experience					
		1st time	2-3 times	4-6 times	7-10 times	Over 10 times	Total
Status	Single	2.0%	9.5%	10.2%	24.3%	54.1%	100.0%
	Married	0.0%	11.1%	22.2%	0.0%	66.7%	100.0%
	Other	5.8%	7.8%	15.5%	23.3%	47.6%	100.0%

Table 4.165: Marital status and past international travel experiences by Pearson Chi-Square

	Value	df	Asymp. Sig.
Pearson Chi-Square	10.443(a)	8	.235

a. 6 cells (40.0%) have an expected count of less than 5

12) Marital status and benefits derived from travel

The means comparison results shown in Table 4.166 for benefits derived from this travel indicate that such benefits are recognized variously by each marital status. The results show that young single travelers gained more tolerance of cultural differences after taking the trip ($\bar{X}$ = 5.63), which was dissimilar to married travelers who perceived gaining thirst for more travel as the optimum travel benefit ($\bar{X}$ = 5.56). For the Other marital status, gaining more self-confidence was significant ($\bar{X}$ = 5.58). ANOVA testing indicated a statistically significant difference for having greater appreciation of other cultures with a p-value of 0.037, which was later supported by Post Hoc results presented in Table 4.167 showing that the Other marital status ($\bar{X}$ = 5.71) perceived this benefit more often than married travelers ($\bar{X}$ = 4.67).

Table 4.166: Marital status and benefits derived from travel by means comparison and ANOVA test results

Benefit	Marital status						F	p-value
	Single		Married		Other			
	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD		
A thirst for more travel	5.59	1.186	5.56	1.014	5.40	1.458	.902	.407
More interesting in learning about other culture	5.54	1.222	5.11	1.364	5.54	1.420	.496	.609
More appreciated of other culture	5.55	1.183	4.67	1.500	5.71	1.185	3.330	**.037***

Table 4.166 (Continued)

Benefit	Marital status						F	p-value
	Single		Married		Other			
	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD		
More self-acknowledge and self-awareness	5.62	1.203	4.78	1.641	5.57	1.249	2.101	.124
More tolerance of cultural differences	5.63	1.163	5.11	1.167	5.54	1.227	.962	.383
More self-confidence	5.59	1.272	5.22	1.856	5.58	1.280	.351	.704
A better understanding of my own culture	5.38	1.347	5.00	1.500	5.35	1.433	.336	.715

*Significant at the 0.05 level

Table 4.167: Marital status and benefits derived from travel by Post Hoc result

Factors	Status differences	p-value
More appreciated of other culture	Other and married	**0.037***

* The mean difference is significant at the .05 level.

13) Marital status and barriers to travel

Out of 5 barriers, natural disasters were the most influential barriers to travel among all marital statuses as shown in the means comparison in Table 4.168. ANOVA test results at this point indicated no significant differences for this travel behavior.

Table 4.168: Marital status and barrier to travel by means comparison and ANOVA test results

Barrier	Marital status						F	p-value
	Single		Married		Other			
	$\bar{X}$	SD	$\bar{X}$	SD	$\bar{X}$	SD		
Crime	2.63	1.414	2.44	.882	2.87	1.473	1.300	.274
Political instability	2.77	1.480	2.78	.667	3.04	1.501	1.284	.278
Natural disaster	2.89	1.604	3.00	1.118	3.17	1.515	1.190	.305
Epidemic	2.78	1.592	2.89	1.269	2.81	1.515	.033	.968
Difficulty of getting visa	1.43	1.018	1.22	.441	1.42	1.053	.190	.827

CHAPTER V
DISCUSSION AND CONCLUSION

The motivation for this chapter is to counter all objections to this study, the objectives of which were to identify international young travelers, to examine their traveler behaviors and to explore differences in travel behavior that could be associated with the demographics of respondents. Therefore, this chapter presents discussions of all findings, conclusions and further recommendations for future research.

5.1 Demographic characteristic findings

The findings in this section specifically focus on details of who the young travelers visiting Thailand are. It was found firstly that young female travelers provided a greater response rate and visited Thailand during the study period more than young male travelers did. A majority of the young travelers in this study came from Europe, were aged between 23 to 25 years old and held a Bachelor's degree. Moreover, most of them were single and had an income of approximately 1 to 2 million Baht per annum. Furthermore, the majority of young travelers reported either no specification of religious beliefs or no religion at all.

In comparison with previous surveys from the International Student Travel Confederation (ISTC) by Richard & Wilson (2003) and by Richards (2007) on the global youth tourism matter, this study revealed demographic factors of predominance population including that the majority of respondents were females. The largest group by education level comprised those with Bachelor's degrees, and the average age of respondents was 23.6 years old with an approximate annual income of around 20,000 U.S. dollars. Accordingly, it could be seen that the overall target population profiles for this research were quite comparable to global young travelers' profiles.

5.2 Travel behavior findings

For a more comprehensive explanation, 13 travel behaviors were classified into three stages: pre-visiting, during-visiting and post-visiting Thailand, according to the timing when those travel behaviors were performed, as shown in Table 5.1.

Table 5.1: Three stages of travel behaviors in this research

Stage	Travel behavior
Pre-visiting	Trip arrangment and information source Past international travel experience Reason for traveling Influential person in decision making Barrier to travel
During-visiting	Preferred activity types Preferred destination in Thailand Length of stay Types of accommodations Mode of transportation Travel expenditure Travel companion
Post-visiting	Benefit gained from travel

In the pre-visiting stage, after young travelers selected Thailand as their destination, they had to search for reliable information and make travel arrangements. At this point, it was found that young travelers obtained their information mostly from travel guidebooks and got additional information through the Internet and from their family and friends. Next, the frequency of their past international travel experiences

indicates how much experience the young traveler had before taking the trip to Thailand, for which the higher number is the better. The majority of respondents had traveled internationally more than 10 times, indicating that they were highly experienced travelers and had traveled since a young age. Then, the young travelers decided on reasons they would like to visit Thailand. Most of the young tourists traveled because they would like to challenge their abilities, to relax, or to increase their personal knowledge. As for influential persons, the majority of the young travelers made decisions about this trip based on their own decision-making, while occasionally listening to their family or friends. Additionally at this stage, barriers to travel to and within Thailand typically came into consideration, and the findings show that natural disasters were the most influential factor in this regard, but it had only a minor impact on their decision to make the trip to Thailand.

Next stage is during-visiting Thailand with the key questions being on what they did, where they went, where they stayed, how long they stayed, how they traveled, how much they spent and who they traveled with. It was found that the majority of respondents preferred relaxing on the beach the most. Therefore, well known beach destinations, namely Suratthani, Phuket and Krabi proved to be among the most popular destinations. Most young travelers stayed in Thailand around 8 to 14 days and mostly stayed at hotels and resorts. The majority of respondent traveled to Thailand by air and traveled within the country by car or bus. Moreover, they normally traveled with their friends and spent from 1,000 to 5,000 THB per day on travel.

The last stage of post-visiting indicated the perspective that travelers had toward benefits that they derived from this trip to Thailand. It was found that the majority gained self-acknowledgement and self-awareness, greater tolerance of cultural differences and more self confidence from the trip.

Again, in comparison to previous surveys from the International Student Travel Confederation (ISTC) by Richard & Wilson (2003) and by Richards (2007) pertaining to global youth tourism travel behavior, it was found that the majority of global young travelers got their travel information mainly from travel guidebooks, which more experienced travelers would carry around with them throughout the entire trip. Moreover, they searched for additional information and kept in contact with their

family and friends via the Internet. Visiting popular and well known tourist attractions was the major activity for the majority of respondents, while exploring other cultures and increasing personal knowledge were top reasons for traveling. Likewise, the majority of global youth stayed in the destination not more than 14 days and usually traveled by air when visiting long-haul destinations. However, most global youth travelers preferred staying with family and friends or at backpacker hostels due to a limited budget for which the majority of young travelers spent less than 20 USD per day. What global youth gained after taking the trip also differed. They considered a thirst for more travel as one of the major benefits gained. Consequently, amongst global young travelers and young travelers visiting Thailand, there were some differences in travel behaviors.

5.3 Hypotheses test findings

Since 7 hypotheses were established and computed to test differences in travel behaviors of young international travelers affected by differences in their demographic charateristics, the findings for each hypothesis are presented below.

5.3.1 Gender and travel behaviors

This study found that males and females had differences in the activities they preferred to do while in Thailand. Females tended to attend events and festivals during their trip more than males and preferred visiting riverside destinations, while males preferred the beach and city as their destination of choice. There were no significant differences in their reasons for traveling and length of stay as well as the type of accommodation they chose, and furthermore, their expenditures and sources of income for the Thailand trip were not distinctive. However, young male travelers tended to arrange their trip via the Internet, online travel agencies and travel guidebooks more than females. Males also considered themselves as major decision makers, unlike females whose friends tended to be their main influencers. Other

factors, for instance, past international trips, benefits for traveling and barrier to travel, reflected no difference according to gender.

Therefore, due to several significant differences, it can possibly be concluded that differences in gender influence different travel styles and acuities that should be projected in different way. This is similar to the studies of Carr (2001) and Oh, C.Parks, & Demicco (2002), which proposed that males and females should not be considered as the same group due to biological differences, as well as differences in their personality attributes and attitudes.

5.3.2 Age and travel behaviors

The finding emerged that young travelers age between 23 and 25 preferred eating and drinking activity more than younger travelers. Also, there were slight differences in accommodation type, as travelers aged 19 to 22 years old favored staying at hotels and resorts, while travelers aged 23 to 25 preferred stay at guesthouses. Next, their sources of income were also dissimilar. Young travelers of 15 to 18 years old were still under parental control, while others used their own resources, including scholarship money from universities or organizations they worked with. Moreover, travelers 15 to 18 years old preferred to not travel alone and were still influenced by their family in this regard. The other age ranges, on the other hand, frequently traveled with their friends, tour groups or companion and usually made decisions by themselves. Moreover, travelers aged 23 to 25 years old had traveled internationally more than other age groups. Other variables such as benefits of traveling and barriers to travel indicated no statistically significant differences.

In regards to age differences, the study of Swarbooke, J. and Horner, S. (2008) showed that people at different ages differed in term of preference, attitude, and needs. At the same time, Richards & Wilson (2003) suggested observing the characteristics of each age range more carefully due to the fact that characteristics can changed as people get older (2003). By far, the previous literature supported the hypothesis that age differences could significantly affect differences in travel behaviors.

5.3.3 Nationality by region and travel behaviors

The findings showed that respondents from each region had preferences for different activities, for example, Oceanians preferred to attend events and festivals during their trip, while others preferred to relax on the beach. With respect to destination type, Asians preferred the city, Americans preferred islands and Europeans preferred mountains, forests and waterfalls. Additionally, Europeans tended to stay in Thailand the longest – staying 22 days or more. Accommodation choices differed as well. Europeans preferred staying at hotels and resorts or with family and friends, while Americans preferred staying in apartments or dormitories. Asians traveled in Thailand mostly by bus due to the fact that were often part of a tour group. In addition, Europeans had the highest income per year, which was reflected in their high spending power over other regions, yet, their source of income was more likely to be their parents. For trip arrangements and decision making, Europeans and Americans trusted their previous experience the most, while other regions required more insightful information from the Internet, tour offices and embassies. The other factors, namely reasons for traveling, influential persons, number of past international experiences, benefits gained, and barriers to travel showed no significant differences.

As discussed in the 2008 study of Swarbooke, J. and Horner, S., each nationality and region has an individual distinctiveness in social beliefs, cultural tolerances and conduct. Richards (2007) also stated that profound regional analysis should be underlined before making any assumptions about people as a heterogenous group. Therefore, the findings and results of hypothesis testing seemed to match those studies and could imply that differences in nationality reflect differences in travel behavior.

5.3.4 Annual household income and travel behaviors

There were significant differences in financial details and travel behaviors as young travelers with more than 3 million baht household income per year were more interested in attending events and festivals than other activity variables. Moreover, most of the young travelers who made less than 1 million baht in annual

household income loved to visit rural areas rather than wandering in the city, and they preferred to travel inside the country by bus. Moreover, their friends were highly influential in their decision making. The results of testing other factors revealed no statistically significant differences.

During the available literature review, it was noted that Swarbooke, J. and Horner, S. (2008) found that different income levels are often related to differences in age and education, which is reflected in difference in living styles. The study was consistent with the finding of this hypothesis that differences in income levels could influence differences in travel behaviors.

5.3.5 Education and travel behaviors

A number of significant differences were found testing the relationship between education and travel behaviors. High school travelers observed wildlife during their trip, while travelers with other education levels preferred to eat, drink and relax on the beach. Moreover, travelers with certificates and diplomas preferred beaches as their destination. For the reasons for traveling, the majority of Bachelor's degree holders sought tranquility rather than to socialize and interact with others, which was the opposite of Master's degree travelers. Bachelor's degree holders tended to stay in Thailand the longest and stayed in guesthouses to save money. Likewise, Bachelor's and Master's degree travelers used their own sources of income, unlike high school students. In consideration, higher education travelers preferred to arrange the trip on their own by using magazines, embassy, trade fairs and previous visits as helping tools. After the trip, travelers with Bachelor's degree seemed to have an increasing level of self-confidence and a better understanding of their own culture more than others.

Richards (2007) explored the notion that education level had correlations with age. Higher educated people also are of an older age and have a greater breadth of experiences, which could influence them to perceive thing differently. Therefore, both the statistical findings of this study and the findings of previous literature suggest that differences in education level could create differences in travel behavior.

5.3.6 Religious beliefs and travel behaviors

As stated earlier, 344 out of 417 respondents were not religious, but religion still influenced some behaviors in this study. The ANOVA and Chi-square results demonstrated that non-religious travelers preferred visiting their friends and family during their trip and were also interested in studying and learning language. Also, they responded that meeting other travelers, avoiding clutter, helping people, environment and wildlife were prior reasons for their travel. For type of destination and accommodations, Christians preferred islands, mountains, forests, and waterfalls and traveling by bus or taxi. On the other hand, Islamists preferred traveling in the city by car. Buddhists also provided interesting characteristics with respect to trip arrangements and information sources, as they mainly searched for almost all sources of information before making any trip. Other travel behavior factors that were investigated presented no distinctions in term of religious difference.

Seemingly, these findings answered this hypothesis that differences in religious beliefs could make travel behavior significantly different, which supports Batra's study (2009) that religious beliefs and marital status can exert an influence on traveling style.

5.3.7 Marital status and travel behaviors

The findings showed that there were significant differences among travelers of different marital status, first and foremost in preferred destination types. Young single travelers preferred visiting the beach the most. For types of accommodations, there was a significant value for tent, which was chosen by the Other marital status the most. For mode of transportation, Other marital status used car and rail more than single young travelers. Moreover, using the Internet to make travel plans was shown to have a significant difference among married travelers. Furthermore, Other marital status perceived having more tolerance of culture difference as the most beneficial gain more often than young married travelers.

Similar to the previous hypothesis, Batra (2009) underlined influence to travel behaviors by differences in marital status, which was relevant to the finding in this part.

5.4 Conclusion

According to statistics from the WYSTC (2010), the youth travel industry has come into attention recently for its market potential because of its having a 3 to 5 percent expansion rate a year. However, efforts to support youth tourism around the world still ranks very low in interest. In Thailand, there is demand from youth travelers internationally, but unfortunately, as in the case of other regions, little has been done to tap into this market. Therefore, this research attempted to build the foundation of youth tourism in Thailand by identifying demographic characteristics and define travel behaviors of international young travelers aged 15 to 25 years who visited Thailand in order to understand better who they are, what they need, and how they can be satisfied. This research provided details toward gaining a more insightful understanding of the characteristics of young travelers and youth tourism in Thailand as a whole. The finding disclosed initially that the respondents were predominantly female, which will further highlight the importance of females as participants in youth tourism. It also strongly emphasized that the majority of young travelers visiting Thailand were single people, aged between 23 and 25 years old, who had achieved a high education level, earned a high income and tended to be non-religious.

The findings on their travel behaviors were interesting and complex. They traveled with various motivations, activities, attitudes and styles. All in all, they travel more frequently, spend more and gain a great deal from their travel, which is in contrast to former stereotypes of young travelers as being “time rich, money poor” travelers (Richards, G. and Wilson, J., 2003). From these findings, they love to explore new activities at new destinations typically to learn, to be challenged, to discover the limits of their abilities and enjoy their lives. In term of getting their information, the Internet has played a large and developing role, but has not yet overcome the traditional travel guidebook. However, since the Internet is in a period of rapid growth, it is sure to become the case that online travel sources will become outstanding and perhaps overtake other sources of information as the leading source.

Additionally, the diversity in demographical characteristics, hypothetically, revealed differences to some extent in travel behaviors, and this

research confirmed the assumptions that differences in demographics can be reflected in different travel behaviors.

5.5 Scope and delimitation

This research was aimed at identifying demographic characteristics and travel behaviors among young international travelers between the ages of 15 and 25 years old who spent their trips in Thailand. The questionnaires were distributed at the hottest spot of travel flow within Thailand, which is Suvarnabhumi International Airport.

There are a few delimitations bearing on the success of this research that should be noted. Firstly, updated statistical data of young international travelers in Thailand is limited. The important data, namely the profiles of international arrivals visiting Thailand yearly provided by the Ministry of Tourism and Sports, is not informative as the year 2007 was the latest version offered. Secondly, in regards to the scope of study, there is more than one international airport situated in Thailand; besides Suvarnabhumi Airport, there are international airports at Chiang Mai, Chiang Rai, Phuket, and Had Yai as well (AOT, 2009). To gather the data and distribute the questionnaires to all those ports might be informative; however, it would consume more time than the present study allows for. In addition, this data assortment was regarded as a 'cross-sectional' study in which the data was collected during a specific timeframe; therefore, the result and construal of this data might be specific to one period or be indicative of the situation only during a certain season.

5.6 Contributions and recommendations

As stated earlier, there is a tone of hopefulness for the growth of youth tourism in Thailand, but a lack of interest in understanding the population and developing tools for approaching this market has limited the chances of making the

best of these opportunities. Since this research is exploratory in nature, it provides a better picture of the significance of youth tourism and also contributes to clearer guidelines for further study and development.

Based on the findings of this research, it is recommended that further statistical collection should be undertaken in order to provide more concrete support as the research sample used here might not be representative of the whole population of young international travelers. Moreover, continuous data collection is compulsory in order to be able to compare and forecast the trend periodically.

Comprehensive study and accurate understanding encourage tourism stakeholders, namely the tourism sectors, practitioners, academics and government offices to develop effective strategies for tapping the potential of this market in the form of tourism products, facilities, policies and marketing research. To illustrate this implication, since the majority of the population comprises young female travelers who love going to the beach, have an adequate amount of spending money and usually travel with their friends, private travel organizers, the Tourism Authority of Thailand and government sectors should be inclined to devise a specific campaign for girls interested in sun, sand and sea, for example.

Moreover, government can play an important role as policy setter, facility supporter and tourism promoter. Since we have learned that young travelers have distinct characteristics and tendencies and should not be considered as a homogeneous group inseparable from the entire tourist population, discrete youth tourism policies should be set. Furthermore, imperative facilities, for instance, 3G Wi-Fi, high speed Internet, better transportation routes and advance infrastructures should be constructed. Then, government can help promote youth tourism trends, such as organizing tourism fairs or cooperating with private sectors to endorse national tourism campaigns or special promotions to attract young travelers.

This kind of further development would strengthen the chance for all parties to target the right group with the right product, the right promotion and at the right price as a win-win situation for all. This also will maximize long-term benefits to the country and to global youth tourism by granting better perceptions, greater understanding and higher awareness in regards to youth tourism at a universal level.

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APPENDIX

Questionnaire on International youth tourism in Thailand

The following questionnaire consists of 2 sections: profile and travel behaviour of the respondent

Section 1: Young travelers profile

Q1. Gender ☐ Male ☐ Female

Q2. Age ☐ 15 – 18 ☐ 19 -22 ☐ 23 – 25

Q3. Nationality Please specify_____

Q4. Income level (annually)

- **Q4.1:Household** In your currency _____

Q5. Current education level

☐ High school ☐ Certificate / Diploma

☐ Bachelor's degree ☐ Master's degree or higher

Q6. Religion

☐ Christianity ☐ Buddhism

☐ Islam ☐ Other_____

Q7. Marital Status

☐ Single ☐ Married

☐ Other_____

Section 2: Travel behaviours

Q8. Preference for activity types Please circle one number (1 to 7) for each choice:

Activity	Least preferable						Most preferable
Visiting popular tourist attractions	1	2	3	4	5	6	7
Visiting cultural and historical sites (i.e. museum, monument, temple)	1	2	3	4	5	6	7
Visiting friends and family	1	2	3	4	5	6	7
Meeting local people	1	2	3	4	5	6	7
Eating and drinking	1	2	3	4	5	6	7
Relaxing on the beach	1	2	3	4	5	6	7
Attending events and festivals	1	2	3	4	5	6	7
Studying	1	2	3	4	5	6	7
Learning language	1	2	3	4	5	6	7
Hiking / trekking	1	2	3	4	5	6	7
Observing wildlife / nature	1	2	3	4	5	6	7
Sports activities	1	2	3	4	5	6	7
Gaining work experiences	1	2	3	4	5	6	7
Earning money	1	2	3	4	5	6	7
Developing new skills	1	2	3	4	5	6	7
Working as a volunteer	1	2	3	4	5	6	7
Having traditional massage and spa	1	2	3	4	5	6	7
Night entertainment	1	2	3	4	5	6	7
Shopping	1	2	3	4	5	6	7
Other_____	1	2	3	4	5	6	7

Q9. Preferred destination in Thailand

- **Q9.1 Preferred type of destination** Please circle one number (1 to 7) for each choice:

Type of destination	Least preferable						Most preferable
City	1	2	3	4	5	6	7
Beach	1	2	3	4	5	6	7
Island	1	2	3	4	5	6	7
Rural	1	2	3	4	5	6	7
Mountain / forest / waterfall	1	2	3	4	5	6	7
Riverside	1	2	3	4	5	6	7
Other_____	1	2	3	4	5	6	7

- **Q9.2 Province (s) in Thailand you recently visited** Please specify below:

_____

Q10. Reasons for traveling Please circle one number (1 to 7) for each choice:

Reason of traveling	Least preferable						Most preferable
Exploring other cultures	1	2	3	4	5	6	7
Interacting with local people	1	2	3	4	5	6	7
Meeting other travelers	1	2	3	4	5	6	7
Increasing personal knowledge	1	2	3	4	5	6	7
Challenging my ability	1	2	3	4	5	6	7
Relaxing	1	2	3	4	5	6	7
Experiencing excitement	1	2	3	4	5	6	7
Avoiding hustle and bustle	1	2	3	4	5	6	7
Visiting friends / relatives	1	2	3	4	5	6	7
Helping people	1	2	3	4	5	6	7
Helping environment	1	2	3	4	5	6	7
Helping wildlife	1	2	3	4	5	6	7
Other_____	1	2	3	4	5	6	7

Q11. Length of stay

☐ 1-7 days ☐ 8-14 days

☐ 15-21 days ☐ 22 days or more

Q12. Types of accommodation (can choose more than 1 choice)

☐ Hostel ☐ Hotel and resort

☐ Guesthouse ☐ Stayed with family and friends

☐ Tent ☐ Other_____

Q13. The most frequently used mode of transportation in this trip in Thailand

Mode of transportation	Least frequently						Most frequently
Air	1	2	3	4	5	6	7
Car	1	2	3	4	5	6	7
Bus	1	2	3	4	5	6	7
Rail	1	2	3	4	5	6	7
Taxi	1	2	3	4	5	6	7
Motorcycle	1	2	3	4	5	6	7
Other_____	1	2	3	4	5	6	7

Q14. Travel expenditure

- **Q14.1 Average travel expenditure** (i.e. food and beverage , accomodation, transportation) **per person (per day)** in your currency_____

- **Q14.2 Source of income for this trip**

☐ Own ☐ Parent

☐ Other_____

Q15. Travel Companion

☐ Alone ☐ Tour group

☐ Family ☐ Friends ☐ Other_____

Q16. Trip arrangement and Information source Please circle one number (1 to 7) for each choice:

Source	Least used						Most used
Internet (search engine)	1	2	3	4	5	6	7
Online travel agency / tour operator	1	2	3	4	5	6	7
Tour office	1	2	3	4	5	6	7
Tour operator brochure	1	2	3	4	5	6	7
Travel guidebook	1	2	3	4	5	6	7
Newspapers / magazines	1	2	3	4	5	6	7
TV / radio	1	2	3	4	5	6	7
Family and friends	1	2	3	4	5	6	7
Embassy	1	2	3	4	5	6	7
Trade fair	1	2	3	4	5	6	7
Previous visit	1	2	3	4	5	6	7
Other_____	1	2	3	4	5	6	7

Q17. Influential person in your decision making Please circle one number (1 to 7) for each choice:

Influential person	Least influential						Most influential
Self	1	2	3	4	5	6	7
Friends	1	2	3	4	5	6	7
Family	1	2	3	4	5	6	7
Other_____	1	2	3	4	5	6	7

Q18. Past international travel experience (including this trip)

☐ 1st time ☐ 2-3 times
☐ 4-6 times ☐ 7-10 times
☐ over 10 times

Q19. The benefit gained from the travel Please circle one number (1 to 7) for each choice:

Benefit	Least beneficial						Most beneficial
A thirst for more travel	1	2	3	4	5	6	7
More interesting in learning about	1	2	3	4	5	6	7
More appreciated of other culture	1	2	3	4	5	6	7
More self-acknowledge and self-	1	2	3	4	5	6	7
More tolerance of cultural differences	1	2	3	4	5	6	7
More self-confidence	1	2	3	4	5	6	7
A better understanding of my own	1	2	3	4	5	6	7
Other_____	1	2	3	4	5	6	7

Q20. Barrier to travel to/in Thailand Please circle one number (1 to 7) for each choice:

Barrier to travel	Least influential						Most influential
Crime	1	2	3	4	5	6	7
Political instability	1	2	3	4	5	6	7
Natural disaster	1	2	3	4	5	6	7
Epidemic	1	2	3	4	5	6	7
Difficulty of getting Visa	1	2	3	4	5	6	7
Other_____	1	2	3	4	5	6	7

Q21. Other comments Please specify below:

_____

_____

_____

---------Thank you for your kind contribution---------

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