

**MOTIVATION FOR PILGRIMAGE TRAVEL:**

**A CASE STUDY OF CATHOLIC SHRINES IN THAILAND**

**WITHAYA SIRITHANOMWONG 5138457 ICTH/M**

**M.M.(TOURISM AND HOSPITALITY MANAGEMENT)**

**THESIS ADVISORY COMMITTEE: SOMPONG AMNUAY-NGERNTRA, Ph.D.,  
CHANIN YOOPETCH, Ph.D.**

**ABSTRACT**

The objectives of this research were to identify the demographics of Thai Catholic pilgrims, and their travel characteristics, and to understand the underlying motivational factors which influenced them to undertake pilgrimage travel to the Catholic shrines in Thailand. Mixed methodology was employed for data collection and analysis. In-depth interviews for qualitative data collection were undertaken with 20 Thai Catholics who travelled to the Catholic Shrines in Thailand. The questionnaires for quantitative data collection were responded to 392 Thai Catholic pilgrims. It was designed using available literature and other relevant research articles, and the results were summarized from the in-depth interviews. Regarding the demographic and pilgrimage travel characteristics, it was found that the majority of Thai Catholic pilgrims were women, between the ages of 15 to 24 years old, single, bachelor degree graduates or students, and northeast Thailand residents, who earned 10,000 baht or less. Their pilgrimages were self-arranged, planned less than 1 month in advance, and used tourist buses. They had travelled there 1 to 5 times before, no accommodation was used, and they spent an average of 10 and a half hours travelling, they also spent around 3,733.25 baht per person. They had got information mainly from Catholic organizations and parish churches and they would like to visit again in the near future. After categorizing all of available motivations into push and pull factor dimensions using statistical instruments, the data analysis revealed that the pull factor dimension was more influential than the push one. Furthermore, there was a relationship between the pull and push factor in every dimension. Additionally, when comparing all the motivational factor dimensions, the pull factor dimension 'Narratives of Martyr(s)' was the most influential whereas the push factor dimension 'Rest and Experiences' was, in contrast, the least influential.

**KEY WORDS: MOTIVATION / PILGRIMAGE TRAVEL / CATHOLIC PILGRIM**

105 pages