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An Investigation of International Tourists from China, Korea and India of Different of Motivation and Country Perception When Making a Decision to Visit Thailand

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Abstract

The aim of this study is to explore the similarity or difference of tourist motivation and country perception of international tourists from China, Korea and India that they used for making a decision and choosing Thailand as a destination. The samples used in this study were drawn from three countries including China, India and South Korea which include in top ten countries where their citizens come to visit Thailand most during last five years (2009 – 2013). The data were collected by questionnaire distribution at two airports in Bangkok, Thailand: Suvarnabhumi Airport and Don Muang Airport and via individual interview. The data analysis was carried out by the means of descriptive statistics and inferential Statistics. This study explores tourist motivation and country perception used by the tourists in different countries and different. It helps tourism industry practitioners in Thailand have a proper comprehension on segmentation of international tourists by country and understand influencing of motivation and country perception for planning their trips. Finally, the marketers or businesses can directly develop their marketing strategies through marketing communication to increase motivation and create positive perception of country into the potential consumers mind and it can support their decision to visit Thailand.

Keywords: Tourist Motivation, Country Perception, China, South Korea and India

1. Introduction

Since the field of consumer behaviour was introduced to academic society in the late 1950s (Shiffman & Kanuk, 2010), it has been developed by way of marketing strategies which some marketers have considered to be used more for selling services and goods. The principle of consumer behaviour refers to important core areas regarding how consumers buy products or services which we know as the decision-making process of consumer (Shifman & Kanuk 2010; Blackwell, Miniard & Engel, 2006); Sheth & Mittal, 2004). The consumer's decision making process includes multiple stages of activities. A buyer's decision-making process represents the five stages of decision-making and consists of the following: the recognition of need, an information search, the evaluation of an alternative, the purchasing decision, and the post-purchase behavior for which this model becomes the primary grand model for people who want

to study the areas of consumer behavior and decision-making (Kotler et al., 2010). This study explains the various areas of consumer behaviour which effect to consumer decision-making process which was presented by Kotler, et al., (2010) in order to investigate the similarity or different between the motivation, the country perception of tourism from China, Korea and India. The result of this study reveals the different or similarity of motivation and perception of China, Korea and India when they visited Thailand and also this study will present important factors of motivation and perception which influence tourist from those countries.

The tourism industry has become very important for all countries around the world and also their current behaviors are quite more complex than before due to technology and competition in the marketplace of this industry, as well as due to the different needs and wants of tourists. Also, sources of information that they have received from various channels have made them perceive the image of the destinations differently which has made them think more about the destination before making their decisions as well. Moreover, in this decade, people around the world have liked to travel to different locations for many reasons such as to see different places, to get away from routine jobs, and for many other reasons. In addition, there are also many types of transportation available for tourist from around the world.

In Thailand, the tourism industry earns more than a hundred thousand billion baht each year, and this amount will increase in the future. The tourism industry in Thailand because popular around the world because Thailand has plenty places that are unique, such as natural environment, culture and the people. Moreover, Thailand also has a lot of activities which suit all travellers, such as outdoor activities, shopping, night life, etc. The tourism industry in Thailand has the highest value among other services sectors and also this industry has direct effect that relates to businesses, such as hotels, restaurants and souvenir businesses (Erawan et al., 2011). Tourism industry in Thailand also stimulates many economic aspects, such as investment, employment, and the distribution of income to rural areas. In year 2012, the tourism industry earned about 527,236 baht or 8.5% of total exporting of country or 5.8% of GDP (Ministry Of Tourism and Sport 2011:5). For these reasons, the tourism industry of Thailand is still very interesting to investigate in various aspects for academics and businesses because it concern with big income for country every year and this income will distribute into many business sectors in very part of Thailand . Due to the fact that tourist who visited Thailand they come from different countries around the world, conducting studies in this area makes investigation very challenging for researchers.

2. Literature Review

Tourist Motivation Concept

Motivation is defined as the driving force behind all behaviours (Fondness, 1999). From the perspective of tourists in their decision-making processes, travel motivation is seen as the energizer of demand that prompts an individual to decide on a particular holiday (Page, Holl. 2003). To achieve an understanding of travel motivation, there is no widely agreed upon theoretical or conceptual framework (WTO 1978(a); 1978(b)) due to the wide range of human needs, methodological difficulties (French, Craig-Smith, and Collier 1995), and cultural differences (Kim and Prideaux 2003; Pearce and Lee 2005; Smith 1995). This lack of agreement calls for further investigation into the motivations that cause tourists to make travel plans.

However, from the literature, we can conclude that tourism motivation can be classified from a sociological perspective. Furthermore, it can be considered as a particular link between the motivation for tourism and modern society and can be divided into two approaches which may be used as a basis for examination. The first approach considers the ways in which motivation results from influences external to the tourist (extrinsic motivation), and the second approach considers the personal needs of tourists themselves (intrinsic motivation). Extrinsic tourist motivation is often influenced by a need to escape from the pressures and conditions of life in a tourist's home society (Sharpley, 1994). Tourism has, therefore, developed as an antithesis to work. A number of models have been presented to evaluate this type of motivation in relation to the type of holiday experience that has been chosen. The strengths and weaknesses of each approach are outlined.

Intrinsic motivation is understood by discovering what people's needs are and how these basic needs can be fulfilled through tourism. These needs may result from a deep rooted, psychological need, such as self-esteem, or a need for companionship. Additionally, they may be attributed by the dehumanizing influence of a mundane situation of employment. A series of models has been presented to evaluate this form of tourist motivation and the type of holiday experience pursued. It can be concluded that although both types of analysis are useful measures of incentive, the issue is confusing. Tourist motivation results from a variety of social, economic, demographic, and psychological factors that are offered to each individual tourist. These factors are not constant and may change over time. Therefore, it can be concluded that these factors are created and reconstituted through society. Over time, an individual tourist may be affected by both extrinsic and intrinsic factors.

Type of tourist Motivation

One researcher, Kosak (2002), developed this scale in his studies. By testing the structure of the factors that he found, he discovered the following four dimensions of motives: 1) cultural motives, 2) pleasure-seeking/fantasy-based motives, 3) relaxation-based motives, and 4) physical motives. Within the first, the cultural motive, there are three items that have been included. One of the cultural reasons for visiting a destination is to meet the local people. In the second, the pleasure-seeking motives, there are 4 items including reasons based on the need to find pleasurable and enjoyable experiences at the destination (e.g. to seek adventure). Within the third, relaxation-based motives, there four items that are based on the need to find peace, tranquility, and relaxation at the destination (e.g. to be emotionally and physically refreshed). The physical motives are the fourth and there are three items based on the need to find opportunities to be physically active during one's stay at a destination (e.g. to engage with sports).

Kozak, who also used the 7 Likert scale to measure this motivation variable, explained that multi-dimensional measures of motivation with a continuous scaling format (i.e. Likert) was most appropriate for a tourist-based study. This study applies to both the extrinsic and intrinsic approaches and to the push pull theory of motivations. To develop a questionnaire in order to get the best results, 14 questions were used to ask about the purpose of a respondent's visit to Thailand. Moreover, this study has added one more question about shopping behaviors (Prayag and Hosany 2014) to measure the motivation of tourist who visited Thailand. However, motivation has been important in conducting tourism studies because it is a key factor related to all tourist behaviors and it is fundamental to tourism development (Crompton, 1979; Dann 1981). Many researchers have developed theories to study motivation for tourism, such as the travel career ladder (TCL) approach, the optimal arousal theory (Iso-Ahola, 1992), the

allocentric-psychocentric theory (Plog, 1974), and the leisure motivation approach (Beard and Ragheb, 1983). However, the theory that has been most widely used by researchers to study the motivation of tourists is the Push and Pull theory (Chompton, 1997; Dann, 1977; Hsu and Huang 2008; Kao, et al. 2008; Kim, et al. 2003). Many researchers have mentioned that the push factor refers to the drivers that lead to the decision to travel outside a person's place of usual residence and pull factor refer to the drivers that cause an individual to choose one final destination over another (Klenosky 2002).

This study focuses on the push motivation (internal factors pre-disposing the individual to travel, such as the desires for rest and relaxation, adventure, escape and health) which include anomie and ego-enhancement. Anomie is the desire to transcend the feeling of isolation inherent in everyday life or to get away from it all (Dann 1977; Krippendorf 1987). Ego-enhancement is derived from need for recognition that obtain thought the status conferred by tourists.

Country Image Perception Literature

Country image perception for this study utilizes the affective component from the 'Model of Determinants' of tourism destination image introduced by Balonglu and Mc Cleary (1999). In this research, it was used in order to measure the general perception image of Thailand before the tourists had visited the country. This measurement represents a broad image of Thailand from the consumers' points of view.

Country Image Perception Concept

Due to the country image perception from this study, the affective image has been used to measure the image of Thailand in general, therefore, in this section the affective image has been mentioned. The affective image refers to tourist's feelings toward a destination (Baloglu & Brinberg 1997; Burgess, 1978; Gartner, 1993; Holbrook, 1978; Walmsley & Jenkins 1993; Ward & Russel, 1981; Zimmer & Golden 1988). People develop affective responses and attachments to environments and places (Proshonsky, Fabian and Kaminoff, 1983). Holbrook, (1978) noted that in marketing and in consumer behaviours the affective components are treated under the label of "beliefs" vs. "affects". (beliefs and feelings). Many definitions in environmental psychology also support the notion that settings have affective images including this area (Burgess 1978; Russel, Lewicka & Niit, 1989). Tourists use an affective image before they make their decisions to travel, individual will have a more positive affective image of tourist destination when the emotion evoked by the place (affective attribute) (Martin, et al. 2008). From the reasons listed above, all marketing destination academics agree that affective images have been emphasized in a number of tourist-decision making models (Linnet al 2007), and also, many researchers have mentioned that affective destination images are a critical dimension that have a significant influence on the satisfaction of tourists (Loureiro and Gonzalez, 2008; O'Leary and Deegan, 2005) and on intention behaviours (Bojanic 1991; Chi and Qu 2008).

Type of Country Image Perception

Normally, the affective image can be measured in two ways. Firstly, there is the semantic scale (Baloglu and McCleary 1999; Yuksel and Akgul 2007) and the Likert scale (Martin et al 2008; Byon and Zhang 2009; Russell 1980), but they all use similar items include the following: pleasing, arousing, relaxing, exciting, and desirable (Yuksel and Akgul 2007); unpleasant, pleasant, sleepy, arousing, distressing, relaxing, gloomy, and exciting (Baloglu and McCleary 1999); pleasant, unpleasant, exciting, grooming, relaxing, and distressing (Banki, et al. 2014); arousing destination, exciting destination, and pleasant destination (Martin, et al. 2008); aroused,

excited, and contented (Russell 1980); pleasing travel destination, enjoyable travel destination, exciting travel destination, and novel travel destination (Byon and Zhang 2009). This study utilizes the Likert scale to measure affective image and has chosen the following five items to measure: 1) arousing destination, 2) pleasant destination, 3) exciting destination, 4) relaxing destination, and 5) enjoyable destination. Furthermore, add more question has been added to measure tourist's view about country image perception which has been developed from the literature: "popular destination".

Tourism in Thailand

The tourism industry plays an important role in developing the economies and societies of many countries around the world, and also tourism industry become one of the fastest growing industries in the world (Correia & Pimpao 2008). The rapid growth of the tourism industry has been driven by globalization, demographic changes, and the evolution in transportation (Correia & Pimpao, 2008; Kim, et al., 2003). In Thailand's tourism industry more than a hundred thousand billion baht is earned each year and the amount will tends to increase in the future. The tourism industry is an important sector for Thailand because Thailand has plenty of places that are unique such as nature, culture, and people. Moreover, Thailand also has a lot of activities which suit all travellers, such as shopping, and night life. The tourism industry in Thailand has a higher value than any other services sectors and also this industry has a direct effect on related businesses, such as hotels, restaurants and souvenir shops (Erawan, et al., 2011). The tourism industry in Thailand also stimulates many economic aspects such as investments, employment and the distribution of income to rural areas. In 2012, the tourism industry had earns about 527,236 baht or 8.5% of total export revenues of the country or 5.8% of GDP (Ministry Of Tourism and Sport 2011:5) There are many travellers from every part of the world who come to Thailand every year and there has been some movement of travellers during these ten years as shown in Table 1 below.

Table 2.2 The total number of traveller arrivals into Thailand 2006-2013
(Not including ASEAN countries)

No.	Countries	2013	2012	2011	2010	2009	2008	2007	2006
1	China	4,705,173	2,786,860	1,721,247	1,122,219	777,508	826,660	907,117	949,117
2	Russia	1,736,990	1,313,564	1,054,187	644,678	336,965	324,120	277,503	187,658
3	Japan	1,537,979	1,373,716	1,127,893	993,674	1,004,453	1,153,868	1,277,638	1,311,987
4	South Korea	1,297,200	1,163,619	1,006,283	805,445	618,227	889,210	1,083,652	1,092,783
5	India	1,049,856	1,013,306	914,971	760,371	614,566	536,964	536,356	459,795
6	Australia	907,868	930,241	829,855	698,046	646,705	694,473	658,148	549,547
7	England	906,312	873,053	844,972	810,727	841,425	826,523	859,010	850,685
8	USA	826,350	768,638	681,748	611,792	627,074	669,097	681,972	694,258
9	Germany	744,363	682,419	619,133	606,874	573,473	542,726	544,495	516,659
10	France	614,455	576,106	515,572	461,670	427,067	398,407	373,090	321,278
Total top ten country		14,323,546	11,481,522	9,315,861	7,515,496	6,467,463	6,862,048	7,198,981	6,933,767
Other		12,409,233	10,872,381	9,914,609	8,420,904	7,682,378	7,722,172	7,265,247	6888,035
Grand Total		26,735,583	22,353,903	19,230,470	15,936,400	14,149,841	14,584,220	14,464,228	13,821,802

Source of Data: Immigration Bureau, Police Department (2013)

Tourism in Thailand Expanding Amount Crisis

Tourism of Thailand reported in year 2012 tourist revenue amounted to 983,928 billion Thai baht. This was more than 34 billion U.S. Dollars according to the exchange rate at the time. On average, visitors spend about 4,800 Thai baht per day, and stay about 10 days. Interestingly, the tourism sector does not only depend only on foreign visitors. The number of domestic tourists actually dwarfs the number of foreign tourists. However, domestic tourists (mostly Thais) do spend much less per day and their trips are shorter, on average two and a half days. In 2007, there were reportedly more than 83 million in-country travel trips. This created 380 billion baht in revenue. The average daily expenditure was around 1770 baht per person in 2007 (Updates on tourism income and arrivals by nationality and region for 2012).

China

China has large population of about 1.2 billion, and China is biggest country of the BEMs. By several measures it is likely to be one of the three largest economies within future. Beijing has attracted commitments of overseas funds on the order of \$80 billion per year and half of which has already been invested. China has become the largest destination of direct foreign investment for investors from around the world and the fourth largest in the world behind The United States, Great Britain, and France.

No market holds more long-term potential for America, and China has become a key factor in the global strategy of hundreds of America's top firms. The future of China is also the future of most of the Asian countries. If China can link its vast economy further into the global network of trade and finance, the world's commerce would expand significantly. If China can establish itself as a nation that seeks peace with all of its neighbors and can help to settle regional conflicts, then

the opportunities for Asia will be bright. On the other hand, if China proves to be an enormously disruptive force in the region by creating serious military and economic tensions from Seoul to Sydney, it is likely that the relationship with China will emerge in the next decade as the most important focus of foreign policy. In Thailand tourist from China is number one there are 4,705,173 tourists in 2013 and tend to increase every year so Chinese tourists became major important tourist of Thailand already which challenging for all tourism marketer and academic to understand about their behaviour.

South Korea

South Korea, with a population of 45 million, is the most highly industrialized of all of the Big Ten countries. In the last few decades, Seoul has become one of the countries in the world that is making rapid economic advancements. Aside from North America, Western Europe, and Japan, South Korea is one of the most economically powerful nations. The South Korea economy covers about 7 percent of the entire East Asian GDP and if its highly protected markets were it to open more quickly, it would hold great potential for American firms. For example, between 1994 and 1995, despite its huge trade barriers, both exports and imports of South Korea increased by over 30 percent, which was more than any other major country.

Seoul has become a major foreign investor in Asia, with hundreds of millions of dollars going to China, Vietnam, Indonesia, and elsewhere. It has also become a fierce competitor, since companies like Samsung and Goldstar have burst onto the global scene in the last decade. In education, as well as in research and development, South Korea can match many European nations. Korean tourist is number for of tourist who visited Thailand there are 1,297,200 tourists in 2013 and tend to expand in future.

India

India has a population about 914 million, including a "middle class" of well over 100 million people, that is vast by any standard. It has a diversified industrial base, with large-scale production of natural resources including coal, steel, cement, chemicals, heavy machinery, and textiles. Its highly trained and educated workforce has helped to make it one of the world's largest exporters of computer software. India is number five of tourist who visit Thailand and since 2009 tourist from India still increasing until 2013 there are 1,049,856 tourists.

Hypothesis 1 H1: There are different of motivation for making decision to visit Thailand among tourist from China, Korea and India.

Hypothesis 2 H2: There are different of country perception for making decision to visit Thailand among tourist from China, Korea and India.

3. Methodology

This research tested the validity of questionnaire by using Item Objective Congruence (IOC). The questionnaire was sent to 3 experts to mark the score related to validity aspects and the questionnaire of this study has passed all conditions of IOC. After that, the researcher tested the questionnaire by conducting a pilot study to check feasibility of the questionnaire. Some problems were found because the tourists from China and Korea cannot respond the questionnaire in English version. So, the researcher needs to translate it into Chinese and Korean.

The result from pilot study represent that Cronbach's alpha was more than .6 and this figure is acceptable (Hair et al., 2010). Therefore, these questions are suitable for providing measurements in this study. The questionnaire was a tool for collecting the data from the tourists. The collectors who are fluent in English language and they need to consider all questions to avoid missing data. The collector needs to be polite to all respondents from self-introduction to an explanation of the reasons for collecting data and benefits from the result of this study in order to make the respondents realize the importance of their answers. The collector thanked the respondents every time when they had finished their response to the questionnaire. The data were collected at Suvarnabhumi Airport and Don Muang Airport by the questionnaires focusing on tourists who are waiting for a departure flight. This is because this questionnaire needs to collect the data from the tourists who have already finished their journey because they have already perceived all of the environmental aspects of tourism in Thailand. So, they can answer all questions.

Data Analysis Procedures

The analytical procedures in this study consist of the scale validation, the scale dimensionality. The scale validation is the dimensionality involved in the preliminary examination of reliability and validity of the measurement using Cronbach's alpha, Chi square test, Frequency distributions, T-test. In addition, for this study ANOVA analysis have also been employed to find out the relationship between variables, as well as to discover the differences between tourist from China, Korea and India and There are 736 samples were analyse in this study.

4. Result

Analysis of Mean Differences Among the Three Countries by One Way ANOVA

Tourist Motivation

Motivation is major important for making tourist to making decision to visit destination and if we know that how different marketer can create right motivation trough marketing campaign which directly to potential market. This study employ ANOVA for measure the different of motivation to visit Thailand among Three countries and result from 18 items present that $p = 0.001$ and $\alpha = 0.5$ due to $P > \alpha$ so reject H_0 and accept H_1 that mean three countries from BEMs have different motivation to visit Thailand that can answer for hypothesis H_1 which refer to there are different of motivation to visit Thailand among tourist from China, Korea and India.

The result from this study also present large scales of motivation that influence tourist from China to visit Thailand were to relax (mean = 5.69) follow by to have fun (mean = 5.68) then to get close to nature (mean = 5.29) and smallest scales to influence tourist from China to visit Thailand were to get away from home (mean = 3.78) follow by to seek adventure (mean = 3.82) then to meet local people (mean = 3.83). For tourist from Korea large scales of motivation were to be emotionally and physically refreshed (mean = 5.66) follow by to relax (mean = 5.33) then to have fun (mean = 5.27) and smallest scales were promotion campaign of Thailand tourism (mean = 3.57) follow by to relax (mean = 3.84) then simple visa application (mean = 3.97). For tourist from India large scales of motivation were simple visa application (mean = 6.13) follow by to have fun (mean = 6.02) then to be emotionally and physically refreshed (mean = 5.86) and smallest scales were to engage to sports (mean = 4.54) follow by to get away from home (mean = 4.97) then to meet local people (mean = 5.11)

Country Perception

Country perception in this study refer to image of tourist about Thailand before they come to visit so this image will establish from various source such as friend and relative, mass media, news, brochure and many without knowledge or experience about destination so the image of the country will relate to level of feeling about destination as well. This measurement also employ ANOVA to compare the different of country perception about Thailand among three country the result from 6 items of country perception present that there are different in coutry perception about Thailand with in these countries $p = 0.001$ and $\alpha = 0.5$ due to $P > \alpha$ so reject H_0 and accept H_1 that can answer for hypothesis H2 which refer to there are different of country perception of tourist from China, Korea and India.

The result from this study also presents scales of country perception that can explain about how tourist think or image of Thailand. The large scales of country perception of Chinese tourist were relax destination (mean = 5.81) follow by popular destination (mean = 5.75) then enjoyable destination (mean = 5.73). For Korea the largest scales for country perception were enjoyable destination (mean = 5.36) follow by exciting destination (mean = 5.17) then popular destination (mean = 5.09). For India the largest scales were enjoyable destination (mean = 6.29) follow by relax destination (mean = 6.09) then popular destination (mean = 6.07)

5. Conclusion

This study used ANOVA to measure the different between tourist motivation and country perception of tourist from China Korea and India and The result revealed the different between both variable for all items it can explain follow previous research in cross culture area that tourist com from different culture and environment there have different ways for making decision when choosing destination. More over this study also presented factors of motivation which strongest influent Chinese tourists to visited Thailand it is to relax and for Korea is to be emotionally and physically refreshed and for India is simple visa application. For country perception present that Chinese perceived Thailand as relax destination, Korea perceived Thailand as were enjoyable destination and India perceived Thailand as enjoyable destination. From evidence of this study marketer and government should apply the result from this study to create marketing plan that relate to behavior for each country to stimuli them to visit Thailand in future and also business can apply their product and service to suit with tourist from each countries

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