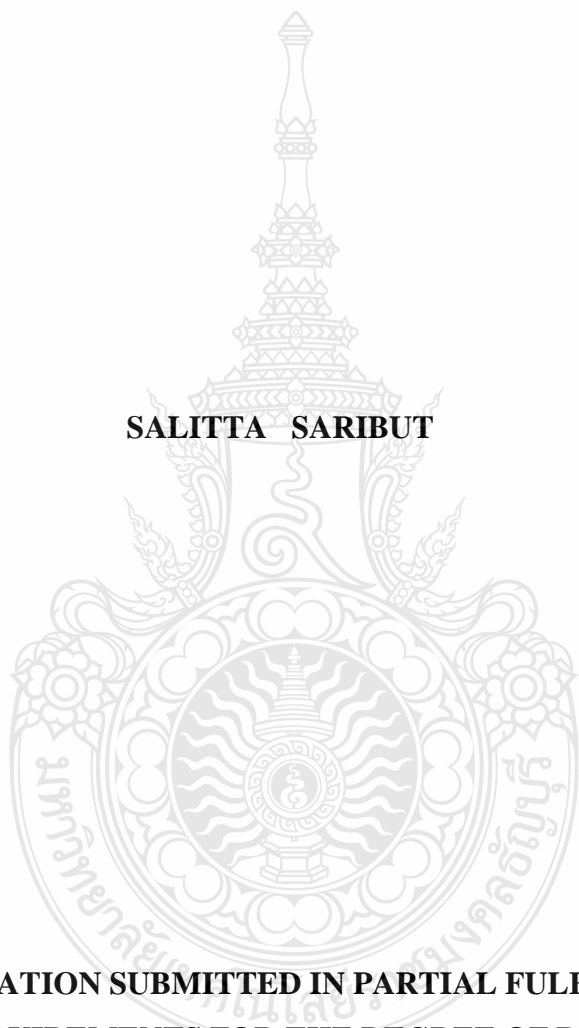


**EFFECT OF PREVIOUS EXPERIENCE AND TRAVEL MOTIVATION  
ON BEHAVIORAL INTENTION: MODERATING INFLUENCE OF THE  
NEW-AGE ELDERLY IN THAILAND AS AN EMERGING COUNTRY**

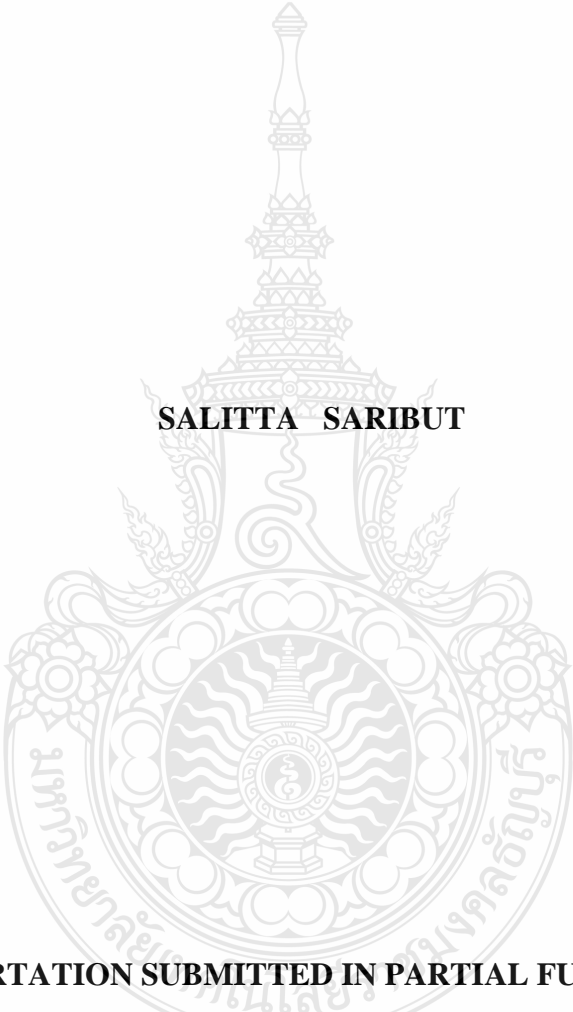
**SALITTA SARIBUT**



**A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR THE DEGREE OF DOCTOR OF  
PHILOSOPHY PROGRAM IN BUSINESS ADMINISTRATION  
FACULTY OF BUSINESS ADMINISTRATION  
RAJAMANGALA UNIVERSITY OF TECHNOLOGY THANYABURI  
ACADEMIC YEAR 2016  
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<b>Dissertation Title</b>	Effect of Previous Experience and Travel Motivation on Behavioral Intention: Moderating Influence of the New-Age Elderly in Thailand as an Emerging Country
<b>Name – Surname</b>	Miss Salitta Saribut
<b>Program</b>	Business Administration
<b>Dissertation Advisor</b>	Assistant Professor Khahan Na-Nan, Ph.D.
<b>Dissertation Co-advisor</b>	Associate Professor Nuttapol Assarut, Ph.D.
<b>Academic Year</b>	2016

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### ABSTRACT

Very few studies have examined the travel motivation of elderly tourists from emerging countries. Aiming to fill this gap, this study focuses on elderly tourists (traditional-age elderly and new-age elderly) from an emerging country to understand how they made decisions in planning their domestic and foreign trips. This study also examines the interrelationships among three main constructs: previous experience, travel motivation and behavioral intention.

The sample for this study included 420 male and female elderly people in Thailand aged 60-80 years old who had experience traveling to both domestic and international destinations. A questionnaire with a 5-level rating scale was employed as the research instrument. The overall Cronbach's alpha coefficient value for all the attributes of the questionnaire was .950, which confirms the internal consistency and reliability of the questionnaire. The data were statistically analyzed by means of confirmatory factor analysis, multiple groups analysis, and structural equation modeling.

The results of this study confirmed the relationship between previous experience and behavioral intention with travel motivation serving as a mediator. The elderly group (separated into traditional-age elderly and new-age elderly) moderated the effect between previous experience and travel motivation, between previous experience and behavioral intention, and between travel motivation and behavioral intention. The results of this research are useful for entrepreneurs in tourism businesses in emerging countries to better understand new-age elderly tourists and to create appropriate tourism plans through the application of the results of this study.

**Keywords:** behavioral intention, elderly, emerging country, new-age elderly, previous experience, Thailand, travel motivation

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Salitta Salibut

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# CHAPTER 1

## INTRODUCTION

### 1.1 Background and Problem Statement

The World Travel & Tourism Council (2015) claimed that international tourism is now on an increasing trend and this feature of the travel industry will continue to expand over the next few years, as a result of the rapid economic growth experienced by emerging countries (WTTC, 2015). Following this identification, the World Tourism Organization (2015) also predicted that the market shares of these emerging economies will grow gradually until the year 2030 by which time the number of tourist arrivals from these emerging economies will have grown to twice as many as those of advanced economies (UNWTO, 2015). In fact, the market share of tourist arrivals coming from these emerging markets is projected to reach 57% by 2030, a figure which corresponds to over one billion international tourists (UNWTO, 2014). Recent studies (e.g., Alvarez & Campo, 2014; Assaker & Hallak, 2013) focusing on this area have examined the various dimensions that propelled and guided travelers' intentions to visit holiday destinations but these studies seemed to focus on more developed regions and short-haul holiday destinations. Few studies have investigated the antecedents of travelers' intentions to visit emerging holiday destinations even though such places have become major leading inbound destinations for many tourists around the world (Bianchi, 2017).

While the tourism marketing industry in emerging countries has been increasing steadily and continually, it seems to have overlooked certain groups of travelers. One such group, elderly tourists, has taken as keen an interest in traveling as the rest of the world (Kim, Woo & Uysal, 2015). The increase in the percentage of elderly tourists, as seen in various statistics of the tourism industry, suggests that it is fast becoming a crucial segment in this industry and the hospitality market (in terms of the proportion of population and purchasing power). The size of this elderly tourists group illustrates an economic significance and a market potential which, if acknowledged and addressed duly by the tourism and hospitality industry, can impact on the revenue that comes into a country. Although the market potential of elderly



tourists has been identified by the tourism industry for several years, not much has been done to take advantage of this niche. As more and more countries are beginning to realize the revenue streams tourism can generate for a country, it is necessary for tourism industry practitioners and policy makers to pay some attention towards developing more effective marketing strategies that can vie and woo the elderly tourists as their target (Sedgley, Pritchard & Morgan, 2011) instead of just focusing on the young and able. The section below discusses why this is necessary.

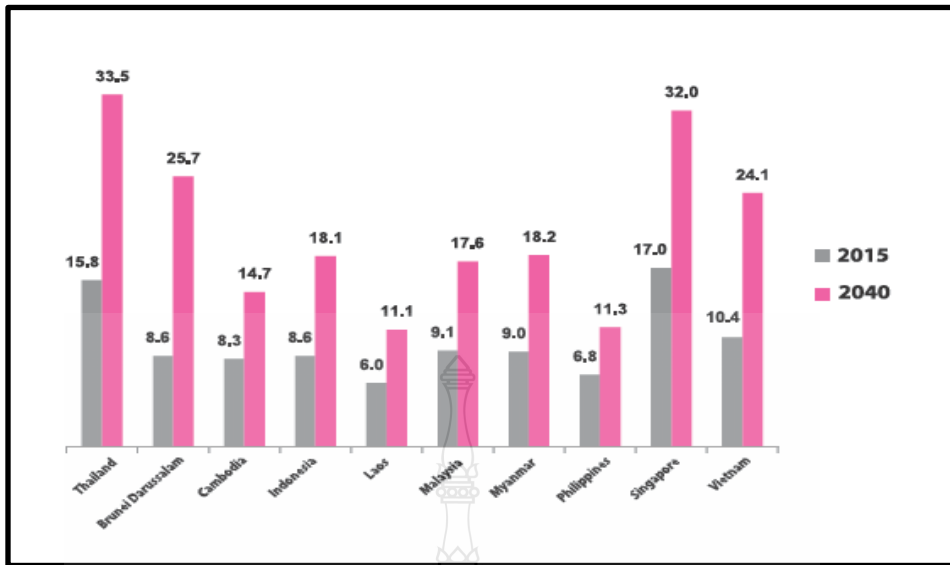
Elderly tourists are beginning to make an impact on the traveling scenario thereby affecting the tourism and hospitality industry. Some interesting and important studies focusing on elderly tourists have uncovered some interesting facts. Among some of these scholarly articles (Kim, Woo & Uysal, 2015) there was an examination of where the elderly tourists came from and what their traveling behavior was like. In particular, these studies (Kim, Woo & Uysal, 2015) focused on the socio-demographic characteristics, preferences and travel-related activities of elderly tourists as well as their motivation for travelling. In one study, the traveling motivation of some elderly tourists from Beijing and Shanghai were examined by Hsu, Cai, and Wong (2007). Based on the review of a number of motivation theories and a qualitative survey outcome, the tourism motivation conceptual model for China's elderly tourists was proposed. The study by Shoemaker (1989) explored the elderly tourists' segmentation of travel markets which was based on pleasure, and Shoemaker (1989) revealed that the elderly tourist markets can be segmented into smaller homogeneous groups instead of one large group.

Although it has been well-documented that there is great diversity within the elderly population in terms of their attitudes and behaviors (Dychtwald, 1989), it is now being realized that a substantial portion of elderly tourists hardly fit the negative stereotypical image of the traditional elderly (e.g., weak, poor, isolated, lack of aspiration) (Sherman & Schiffman, 1991). Within the elderly population, a leading edge sub-segment has materialized and this sub-segment differs from the traditional elderly in terms of values, attitudes and behaviors. The characteristics of this sub-segment of the elderly population were documented by Schiffman and Sherman (1991) who identified them as the "New-Age Elderly". Different from the image of the traditional elderly, the New-Age Elderly carries a different set of characteristics and in particular, they perceive themselves to be younger in age, more youthful in appearance, more in control of their lives and they possess more self-confidence. Moreover, they are more

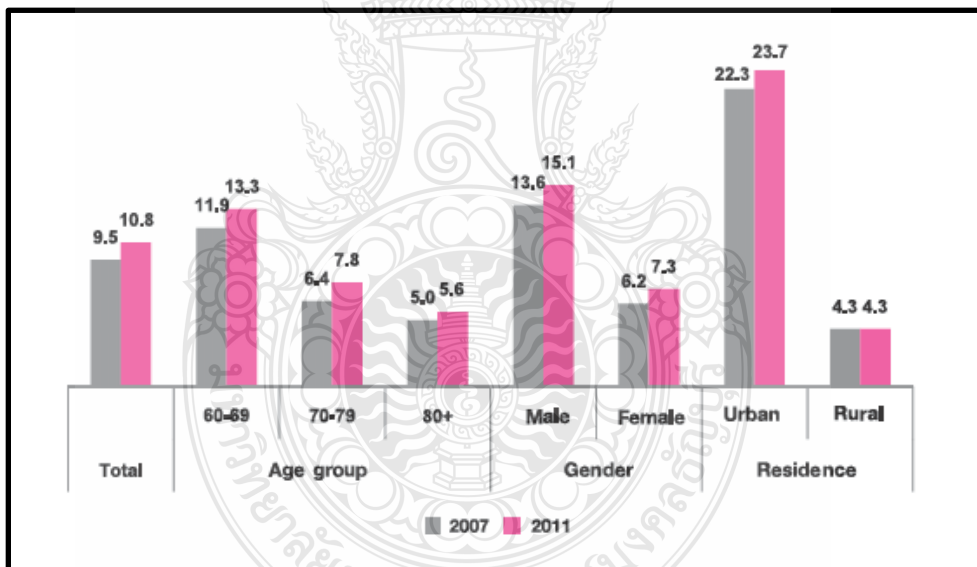
willing to accept changes and this reflects their willingness to accept new products and services. They also seek new experiences and they have a desire to seek out and complete personal creative challenges. The New-Age Elderly are thus skillful and knowledgeable consumers who are generally satisfied with their lives.

Nonetheless, all of these revelations are linked to the elderly sub-segment of developed countries such as Europe and North America. Very few studies have been conducted to explain the New-Age Elderly of emerging country groups, which refer to countries of high potential with a strong tourism growth pattern (WTTC, 2016).

The specific context of this study is Thailand, an emerging country in the South East Asia region that has tourism potential. Thailand was selected as the focus of this study because it carries a high tourism potential that demonstrates an increasing number of tourist arrivals over the years. The previous record year of 2009 indicates that there were 14 million tourists that visited Thailand and that number increased to 24.8 million in 2014, with a record high of 26.5 million visitor arrivals in 2013 (TAT, 2016). Also, the percentage of elderly people within Thailand's population was ranked the highest in the ASEAN region (Figure 11). Undoubtedly, the elderly population of Thailand has a tendency to increase every year (DeSA, 2013). Although some elderly people in Thailand have high education levels and good incomes and they lead a lifestyle that is similar to the lifestyle of the elderly in the west (Figure 1.2 and Table 1.1), most of the elderly people in Thailand carry some distinctive differences, perhaps because of the variation in culture and environment, which makes Thailand further on towards a successful aging society. As the demography of Thailand varies in terms of social and economic status due to the various livelihoods of the people, Thailand includes an elderly group that is a blend between the traditional elderly and the New-Age Elderly. This issue has become quite a challenge for researchers investigating this elderly group of people in the country, because better understanding of this target group will be highly beneficial for the tourism industry.



**Figure 1.1** Percentage of the elderly population in ASEAN Member States in 2015 and 2040  
 Source: Population Division of the Department of Economic and Social Affairs of the United Nations Secretariat, World Population Prospects: The 2012 Revision



**Figure 1.2** Percentage of the elderly with high school education or higher, by age group, gender and area of residence in 2007 and 2011  
 Source: The survey of elderly in Thailand in 2007 and 2011, National Statistic Office

**Table 1.1** Percentage of the elderly population contribution to community activities, by age, gender, and area of residence in 2011

Activities	Total	Age group			Gender		Area	
		60-69	70-79	80+	Male	Female	Urban	Rural
Elderly club	26.1	25.6	28.8	20.4	26.1	26.1	19.7	29.3
Cremation for social welfare groups	32.4	33.9	32.6	23.4	34.5	30.8	20.1	38.6
Vocational network	11.2	12.8	10.1	5.3	12.9	9.8	7.3	13.1
Housewife club	3.0	3.1	2.8	2.5	3.0	2.9	1.7	3.6
Cooperative / Savings club	11.2	12.8	10.1	5.3	12.9	9.8	7.3	13.1
Village scouts	3.1	3.1	3.3	2.0	3.5	2.7	2.6	3.3
Annual village / community activities	68.9	71.9	69.6	49.8	69.4	68.6	51.8	77.6

Source: The Survey of the Elderly in Thailand in 2011, National Statistical Office

Marketers can achieve new levels of success

The current study was conducted for the purpose of investigating the travel motivation of the New-Age Elderly and to understand the relationship between their travel motivation, their previous travel experience and their behavioral intention. Focusing primarily on the elderly population of Thailand, this study also exploits the various theories of psychology, sociology and consumer behavior as a means to understand the factors that drives elderly tourists towards travelling. This study will therefore, construct and empirically test a conceptual model that involves looking at the critical elements of tourist psychology particularly in the context of Thailand. The aim is to explore what characterizes the New-Age Elderly market.

## 1.2 Importance of the Study

Since the tourism market has shown an annual ongoing progress especially in Thailand, which can be seen to be in the group of emerging countries that has tourism as the main national industry, it is important to study it. Moreover, as we are becoming an elderly society, it is expected that in the future, this elderly group would become the key

customer group within the tourism sector because they have high purchasing power and a lot of leisure time. The benefits are there for the tourism business managers but they have to pay particular attention and understand clearly the tourism behavior of the elderly group no matter the destinations, the experiences had by tourists during their visits to the destinations, what are the types of motivation that influence the travelling of the elderly group, and the influential variables on the revisiting of tourists to each destination.

To be successful, it requires a better understanding of the needs and preferences of customers. According to Pine and Gilmore (1998), the economy has developed from a service paradigm into an experience paradigm to provide input to tourists. That is, the experience the industry can provide could turn out to be tourists' experience (Anderson, 2010). It should also be said that the tourists' experience cannot be controlled. For the destination managers, what they can only try to do is to optimize conditions for the customers' experience. However, it is indicated from Pine and Gilmore (1998) that the experience is simply wrapped up by many companies as their traditional offerings. To be successful in creating enjoyable experiences for their target market, the tourists, the industry must provide inputs for experiences that fit the tourists' needs at that particular time (Anderssen, 2007).

Thus, understanding the psychology of tourists' consumption through explaining their motivation and experience, as well as exploring the influential factors of their revisiting intentions will result in the creation of excellent tourism destinations. It will be of benefit to the tourism business managers when designing and planning the thematic characteristics to fit with the target markets preference. Moreover, this will be beneficial for the business practitioners in tourism regarding the targeted consumer recognition and planning of marketing strategies.

### **1.3 Purposes of the Study**

1. To investigate the relationship between travel motivation and its major antecedents;
2. To provide a better understanding of the travel motivation seen in consumer behavior; and

3. To gain a better understanding of the elderly tourists' traveling behavior in emerging markets.

#### **1.4 Research Questions**

This study is made comprehensive by the following five research questions:

- 1) Does previous experience have a positive direct effect on behavioral intention?
- 2) Does previous experience have a positive indirect effect on behavioral intention through travel motivation as the mediation?
- 3) Does the elderly group have a moderating effect between previous experience and travel motivation?
- 4) Does the elderly group have a moderating effect between previous experience and behavioral intention?
- 5) Does the elderly group have a moderating effect between travel motivation and behavioral intention?

#### **1.5 Research Hypothesis**

##### **Previous experience**

In the past few decades, the consumption market has primarily and heavily focused on the supply and demand of products and services. Very little attention was paid to market positioning and differentiation, as highlighted by Pine and Gilmore (1998). Presently, the focus of attention has shifted to looking at economic values and in the context of this study, it focuses on the level of experience, termed as "stage experience" (Pine & Gilmore, 1998). This occurs because experiences have a vital importance on one's social life as well as the economy (Quan & Wang, 2004). Looking at tourists, it is undeniable that what they experience is tied to their emotions, hence, these experiences carry a unique and strong personal value for the specific tourists concerned (McIntosh & Siggs, 2005). In particular, creative tourism may also assist. As a form of industry that encourages consumers to participate actively in the courses and learning experiences characterized by the holiday destinations where they are taken to, creative tourism develops the creative potential of such tourists (Richards & Raymond, 2000). Thus, in creative tourism, these tourists become interactive and

creative agents who co-design their classes or activities' engagement. In doing so, they become enthusiastic about experiencing things in a more personal manner but yet also diverse from other types of tourism or leisure activities. During a vacation of this nature, the experiences of the tourists are mainly concerned with seeing, visiting, enjoying, learning, and living a different lifestyle at that particular time of their experience (Stamboulis & Skayannis, 2003). This is important because new types of experiences help to add a comprehensive living adventure to the period of time the tourists spend in their destinations. In other words, everything is experience (Stamboulis & Skayannis, 2003).

Current research looking at tourism (Oh, Fiore & Jeoung, 2007) assert that the main construct in travel and tourism research is played by experiences, making the experiences of tourists one of the most popular academic topics to have been studied since the 1970s. After Pine and Gilmore (1998) coined the term "experience economy", the number of studies focusing on tourists' experience issues has been increasing. In 1999, Pine and Gilmore offered a framework based on "four realms of tourism experience theory" as a means to explore and understand the experiential consumption of tourists. This was dutifully applied and shown in some relevant studies such as Jurowski (2009). These realms served as the key structure to study tourists' experiences and in doing so, the theory will be supported by the demonstration of the "underlying tourist participation dimensions (seen) in the activities as specified in the form of education, entertainment, escapism and esthetics" (Jurowski, 2009, p.7).

Recent studies also revealed that there is a positive relationship between tourists' experiences and their intention to revisit. Weed (2005), for example, pointed out that the participants' experience of enjoyable sporting events would lead them to have a pleasurable sense of experience. This pleasurable recall may make them want to repeat a similar experience in the future. In another study, Lee et al. (2005) reported that a favorable destination image existing in the individual's mind may allow him/her to perceive the positive on-site experiences that could lead to higher levels of satisfaction and behavioral intention to revisit the site in the future.

With reference to the aforementioned, we then formulated the following hypotheses:

H1: Previous experience has a positive direct effect on behavioral intention.

H1a: Previous experience has a positive direct effect on behavioral intention towards domestic trips.

H1b: Previous experience has a positive direct effect on behavioral intention towards foreign trips.

### **Behavioral Intention**

There are many practical reasons for studying tourists' satisfaction levels. The major reason is that tourist satisfaction is a significant determinant for behavioral intention (e.g., Hutchinson, Lai, & Wang, 2009; Kozak, 2001; Um, Chon, & Ro, 2006). According to the model presented by Zeithaml, Berry, and Parasuraman (1996), behavioral intention can be captured by measures such as word of mouth, repurchase intention, complaining behavior, loyalty and price sensitivity. Several studies have used one or more of these five proposed constructs to examine the outcomes of satisfaction in the retail and tourism fields.

Among these five constructs, revisiting intention is viewed as the result of tourists' evolving travel experiences (Burton, Sheather, & Robert, 2003). When tourists have a more enjoyable experience than expected, they are more likely to plan for a future revisitation (Hui, Wan, & Ho, 2007; Ross, 1993).

### **Travel Motivation**

Generally speaking, there are several reasons for people to engage in their behavior (Na-Nan, Sanamthong, & Sulong, 2015). Coming from different backgrounds and cultural context, human beings possess diverse needs which need to be satisfied. Hence, people behave in different ways in order to ensure that such needs are fulfilled. Some of these ways of fulfilling one's needs may be positive and some may be negative but regardless of the experience, most people tend to rely on their past experiences when trying to get their needs satisfied in a new situation. Thus, a positive past experience tends to create a positive intention. In this regard, it is crucial for tourism managers to learn how to identify the needs of current tourists for a future impact. For instance, if the current set of tourists requires a set of products or an additional



service not currently offered, tourism managers should consider implementing these additional products or services as a means to motivate tourists to have the intention to come to the same place to go through a similar experience. Such products or services, when duly considered by the tourism managers reflect a response towards meeting tourists' needs. This implementation can further enhance tourists' desire to travel, their intention to revisit similar holiday destinations and so it becomes their motivation for wanting to travel. This idea was endorsed by Crompton (1979) who stated that "motivation is one among many variables that can explain tourist behavior" (1979, p. 408). Recent literature notes that people's motivation to engage in diverse behaviors has been explored because having an understanding of how people behave is not only useful as a means to ignite their motivation, it is also useful for explaining the behavior of some tourists. In addition, having an understanding of how people behave can also explain what drives tourists to travel and what their intentions for traveling are made up of (Baloglu, 1999; Huang & Hsu, 2009).

The growing interest in tourism motivation can be noticed from several works since the 1980s (Shin, 2003). Crompton (1979), for example, categorized tourism motivation into nine areas based on the travelers' needs; Rubenstein (1980) studied the American people's preference for international vacation travel and their motivation; Bryant and Morrison (1980) focused on the tourism market segmentation; Mazanec (1984) examined the strategies; Ross and Iso-Ahola (1991) investigated the significance of tourism motivation and satisfaction for sightseeing travelers; Jamrozy and Uysal (1994) observed cross-cultural tourism motivation in order to understand German travelers' behavior; while Cha, McCleary and Uysal (1995) focused on Japanese traveler's motivation for traveling abroad.

Deci and Ryan's (1985) self-determination theory serves as one of the most significant theories for explaining the individual differences noted in a person's behavior and motivation. With an influential impact on human motivation, this theory focuses on the quality of the individual's motivation; it also studies the environmental factors that can influence motivation (Deci & Ryan, 1985). This theory offers a motivational framework that can be directly applied in explaining the behavioral

changes seen through the obvious psychosocial mediators set (Deci & Ryan, 1985; Ryan & Deci, 2000). As a result of this, the following hypotheses are formulated:

H2: Previous experience has a positive indirect effect on behavioral intention with travel motivation as a mediator.

H2a: Previous experience has a positive indirect effect on behavioral intention with travel motivation as the mediator in domestic trips.

H2b: Previous experience has a positive indirect effect on behavioral intention with travel motivation as the mediator in foreign trips.

### **Elderly and the New-Age Elderly**

Within the context of consumer behavior and marketing, a more contemporary view of “consumer aging” has emerged (Yoon & Uysal, 2009). Consumer researchers (Wolfe, 1987) suggest that many adults aged 60 and above maintain a younger subjective age. Augmenting and enriching the cognitive-age concept, Schiffman and Sherman (1991) proposed and systematically defined the underlying characteristics and traits of what they perceived to be a profile of a sub-segment of the elderly known as “the New-Age Elderly.” They claimed that the New-Age Elderly consumers possess a substantially different set of values, traits, attitudes and behavior from their counterparts known as “the traditional elderly”. In particular, Schiffman and Sherman (1991) proposed that the New-Age Elderly are in control of their lives; they are more self-confident, more venturesome and they are more likely to see life as an adventure, unlike the traditional elderly group. As the ‘New-Age Elderly’, they are also more likely to be risk takers, more willing to accept new products and services and more likely to seek new experiences and pursue personal creative challenges. They were also noted to be more skillful and knowledgeable as consumers. Thus, they are generally, more satisfied with their lives (Schiffman & Sherman, 1991).

The vacation and leisure travel industries, of late, are particularly attracted to the elderly market. This is spurred on by the current increase in the travels of the elderly, a segment that also brings in revenue. Observations indicate that there is a certain pattern to these elderly travels. For instance, the trend of selecting early retirement among senior people has helped to increase the amount of leisure time which senior people use for traveling. As working seniors who opted out of their full time

profession, many of them also have increased wealth which fosters their desire and attention to experience a vacation and leisure activities offered by the travel industry (Carter & Shipman, 1996). Overall, many studies (Bartos, 1980; Javaalgi, 1992; Mazanec, 1992, 1996) have indicated that elderly tourists opt for both domestic and international travels.

In the context of this study, the “moderating effect” factor that influences an individual’s previous experience, the tourist’s motivation level and the tourist’s behavioral intention was adopted so as to understand the traveling pattern of the elderly tourists (traditional age and New-Age Elderly). This traveling pattern will be viewed from two perspectives: domestic trips and foreign trips. As a result of this, this study posits three final hypotheses which are stated as follows:

H3: The Elderly group factor will moderate the effect between previous experience and travel motivation.

H3a: The Elderly group factor will moderate the effect between previous experience and travel motivation on domestic trips.

H3b: The Elderly group factor will moderate the effect between previous experience and travel motivation on foreign trips.

H4: The Elderly group factor will moderate the effect between previous experience and behavioral intention.

H4a: The Elderly group factor will moderate the effect between previous experience and behavioral intention on domestic trips.

H4b: The Elderly group factor will moderate the effect between previous experience and behavioral intention on foreign trips.

H5: The Elderly group factor will moderate the effect between travel motivation and behavioral intention.

H5a: The Elderly group factor will moderate the effect between travel motivation and behavioral intention on domestic trips.

H5b: The Elderly group factor will moderate the effect between travel motivation and behavioral intention on foreign trips.

## 1.6 Conceptual Framework

The conceptual framework of this dissertation is depicted in Figure 1.3 and Figure 1.4

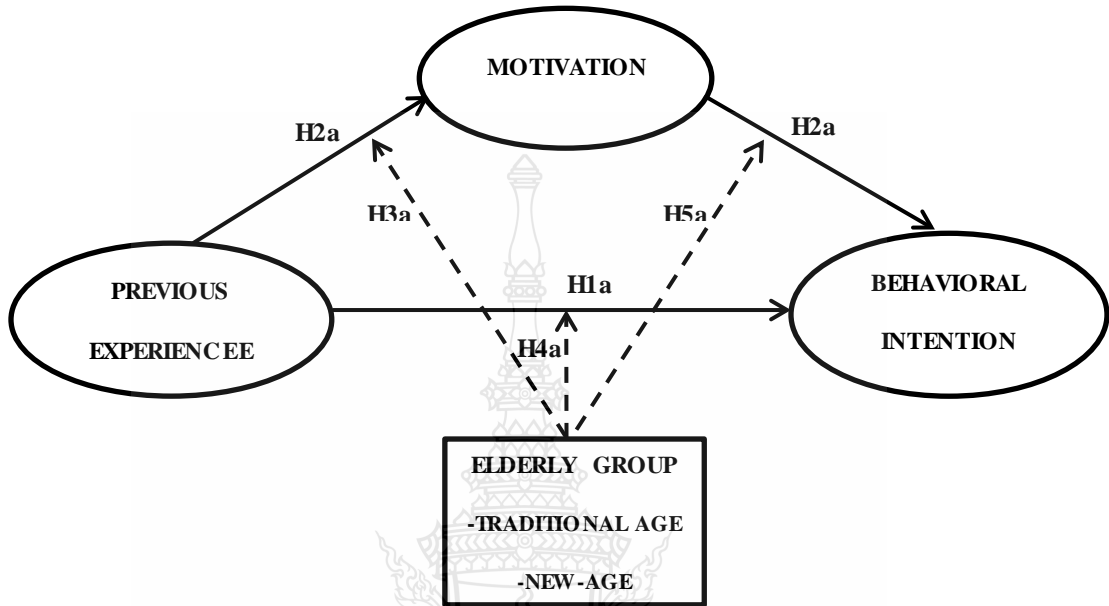


Figure 1.3 The conceptual framework: Domestic Trip

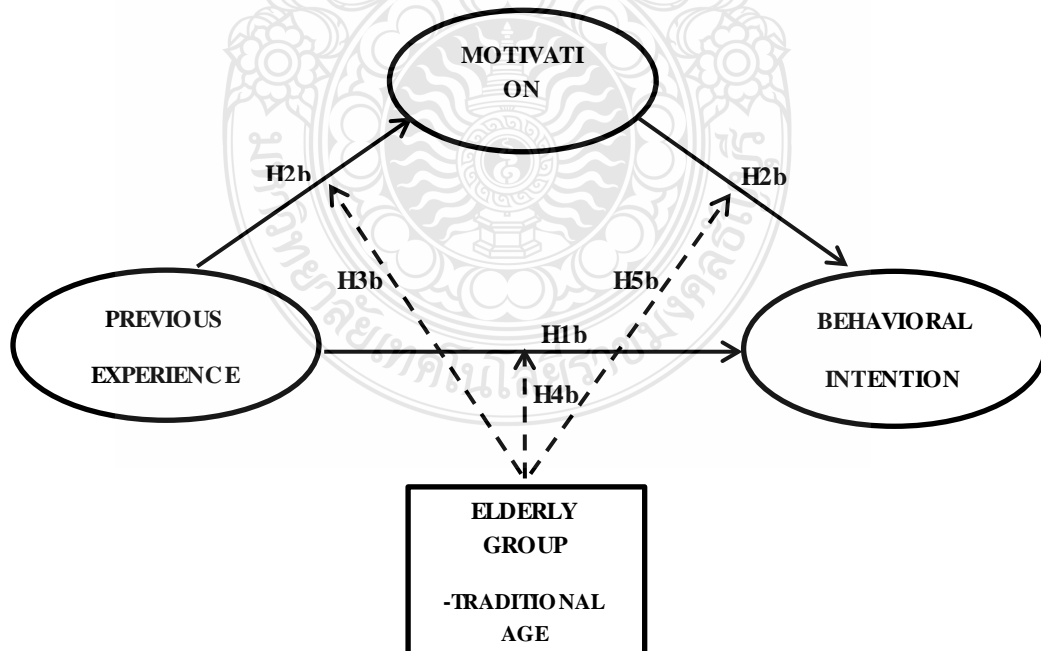


Figure 1.4 The conceptual framework: Foreign Trip

## 1.7 Definition of Terms

**1. Previous Experience** refers to the tourist having already traveled to domestic and international tourist attractions.

Operationally, previous experience was measured by the number of times that the tourists traveled both domestically and internationally within the last 12 months (Li, 2007).

**2. Travel Motivation** refers to a force within an individual which causes him or her to travel to fulfill a psychological desire.

Operationally, tourism motivation was defined as the score obtained on motivation items by Wong, Cheung and Wan (2013) and by the researcher's in-depth interviews.

**3. Behavioral Intention** refers to a person's perceived likelihood or "subjective probability" that he or she will engage in a given behavior.

Operationally, behavioral intention was measured by visitors' revisiting intentions and their willingness to recommend the destination(s) to their relatives and/or friends (Li, 2007).

**4. Elderly** refers to persons in later life who are aged 60 and over (Arber & Cooper, 1999). Operationally, the elderly were defined as persons aged 60 and over with an upper limit of 80 in this study.

**5. New-Age Elderly** refers to persons who perceive themselves as young in age and outlook (regardless of their chronological age). They also tend to differ in terms of selective traits and values. In particular, Schiffman and Sherman (1991) proposed that the New-Age Elderly are more in control of their lives, more self-confident, more venturesome, and more apt to see life as an adventure than the Traditional Elderly. They are also more likely to be risk takers and more willing to accept change, which is reflected in their willingness to accept new products and services. They are more likely to seek new experiences and creative personal challenges. Furthermore, the New-Age Elderly are more skillful and knowledgeable consumers and are generally more satisfied with their lives.

Operationally, New-Age Elderly were defined by the score obtained on the NAVO scale by Mathur, Sherman and Schiffman (1998).

**6. Domestic Trip** refers to a trip that begins and ends in the same country. Operationally, domestic trips were defined as a trip that begins and ends in Thailand.

**7. Foreign Trip** refers to a trip that visits a country which is separated from one's own country.

Operationally, foreign trips were defined as a trip that visits a country which is separated from Thailand.

**8. Emerging Country** refers to Emerging markets. Coined in 1981 by World Bank economist Antoine van Agtmael, the term "emerging markets" replaced descriptions such as "developing countries" or "third world nations" which focused on these countries' lack of development or importance (the first and second worlds were helmed by the US and Soviet Union) (Neville, 2014).

Operationally, Thailand was defined as an emerging country. Thailand can be classified as an emerging market within South East Asia (Nguyen, 2011).

### **1.8 Delimitation and Limitation of the Study**

- 1) This study investigated only one emerging country, Thailand.
- 2) The samples for the study were limited to Thai elderly who live in four residential provinces: Bangkok, Nakhon Ratchasima, Khon Kaen and Chiang Mai.

### **1.9 Contribution of the study**

The main objectives of this research are to 1) investigate the relationships between travel motivation and its major antecedents, 2) provide a better understanding of travel motivation in the dynamic course of consumer behavior based on such associations, and 3) gain a greater understanding of elderly tourists in emerging markets. The contribution of the above are as follows:

- 1) There is very limited research examining the travel motivation of elderly tourists in emerging countries. To fill the gap, this research investigates the relationship between travel motivation and its major antecedents to provide a better understanding of travel motivation in the dynamic course of consumer behavior based on such associations in emerging countries.

2) This is the very first study that aims to gain more understanding of the emerging market of elderly tourists (traditional age and New-Age Elderly) by studying both their domestic and foreign trips.

3) In terms of business, this will be of benefit to tourism business managers in designing and planning for the thematic characteristics which will fit with the target market's preference. Moreover, this will be beneficial for business practitioners in tourism regarding targeted consumer recognition and their planning of marketing strategies.



## **CHAPTER 2**

### **REVIEW OF THE LITERATURE**

#### **2.1 Thailand's Elderly Tourists**

The traditional way of living for most elderly Thais is simple, economical, and with less participation in social activities due to their limited health. Recently, some of the elderly have changed their behavior. For example, they are able to take care of their own health to stay strong although they are older, have more enthusiasm in living and joining in any activities, and are interested to learn new things and a need for self-development. While the groups of elderly have a sufficient secure financial status, they normally use things or equipment related to new technology and travel (Somyot & Yawalak, 2013).

Therefore, tourism promotion for the elderly tourist tends to have a strong potential for market growth, meaning that it gives Thailand a good chance to develop tourism in new forms, as well as attractions and good facilities, in response for the elderly in systematic and diverse forms. However, the research and studies on the elderly in relation to Thai tourism are few, with most stressing the living quality and social welfare, unlike the overseas elderly research that pay attention to issues relating to elderly travel, such as age range, behavior, motivation and needs, as well as limitation to travel. Those would give the beneficial results for the development of entrepreneurs in the tourism sector (Somyot & Yawalak, 2013). From the research by Anderson and Langmeyer (1982), it is found that tourists in each age range have similar travel goals which are for relaxation, and to visit cousins or acquaintances. But the tourists that are above 50 years old tend to visit historical sites and serene places with no crowds of people, unlike those who are younger than 50 years old. Besides, it is also found that the tourists that are older than 50 years love to travel in low season and prefer to travel by air. Besides the set of age range, the grouping of elderly tourists can also be divided from their behaviors and different motivations to travel. For example, Shoemaker (1989) divided the group of elderly tourists into three groups: family travelers, active, and older sets. As well as Lieux, Weaver and McCleary (1994) who divided the elderly tourists into three groups of novelty seekers, active enthusiasts, and



reluctant travelers. Besides, there are later researchers who study the behavior and motivation of elderly tourists by dividing them into a sub-group for the convenience in program planning to most satisfy their needs. For instance, Backman, et al. (1999) divided the elderly tourists into five groups, which were, education / nature, camping / tenting, socialization, relaxation, and information.

Besides, there was another group of researchers that stressed on the needs of elderly travelers such as Javalgi, Thomas and Rao (1992), and found that elderly tourists prefer to use a travel agency service, and they are price sensitive, while Bai, Jang, Cai and O'Leary (2001) found that the elderly tourists prefer to select the travel program with regard to the number in the travel group, and traveling time. But Hsu (2001) pointed out that elderly tourists pay attention to the reputation of the touring business, and the service providing the activities on the trip, and a flexible trip timetable, and published a document about safety in travel. Romsa and Blenman (1989) found that the elderly seem to pay attention to the types of vehicles and fun activities that are not too hard for them, and no differences were found between the elderly tourists and other tourists that conform to the study results by Hong, Kim and Lee (1999) who found that the elderly tourists have the highest cost on vehicles, secondly, by costs of food, accommodation, and then place visitation, or any entertainment complex. Ananth, DeMicco, Moreo and Howey (1992) found that the elderly tourists require far more facilities from the hotel than the younger tourists, such as the amount of blankets, secure handrails in the bathroom, larger lettering on information documents or any sign posts. However, Sun and Morrison (2007) found that the elderly tend to select restaurants from the three main factors, which are, shop service and atmosphere, types of food, and prices, as well as the discounts provided by the shop.

Besides, when studying the needs of elderly tourists, many researchers have also been interested in the "limitations" that obstruct the elderly from traveling. For instance, Nimrod (2008) found that there were four limitations that obstruct the elderly from traveling, such as limited income after retirement, bad health, the burden of taking care of others, and a lack of buddies to travel with. If the elderly want to travel, they can do so by changing the form of tourism, such as lessening the frequency, and traveling when prompted, or some could travel without concern for their own limitation.

For the research by McGuire (1984), it is found that there are five limitations that obstruct the elderly from traveling; 1) The external environmental factors, such as a lack of information, lack of budget, too much preparation required, no proper equipment for traveling and no vehicle for travel. 2) Time, for instance, having responsibilities and unable to arrange the times. 3) No agreement from families and friends. 4) Social factors, such as, a spouse that prefers not to travel, no travel buddy and, 5) Health problems such as, personal disease. For the study by Hong, Kim and Lee (1999), it is found that the only limitation factor for the elderly traveling, are their incomes. At the beginning they may have sufficient money saved to travel, but other elderly may have lower savings and income, so they cannot travel as desired. This conforms to the study by Dardis, Soberon-Ferrer and Patro (1994) and Hong, Kim and Lee (1999) however, whether tourists spend more or less money while traveling, is not dependent on the factor of incomes only, but it may relate to their level of education (Dardis, et al., 1994; Hong, Morrison, & Cai, 1996) and marital status, (Hong, et al., 1996) Fleischer. Pizam (Fleischer & Pizam, 2002) further suggested that travel limitation for the elderly can vary with the age range before retirement, there will be the limitation on cost and time, since before retirement, they could have the limitation of time and income, while there will be supporting money after retiring, and more time to travel. But if there is no good plan for it, a lesser amount of money could have become the next travel limitation. When people are getting older, health becomes a limitation. Then it can be concluded that the limitation of elderly to make decisions to travel is up to their ages, incomes, and health. Fleischer and Pizam, then concluded that the travel business agency should aim to attract the customers in the group of 60-70 years old since they are in the age range from many of the supporting factors as stated. The research relating to the elderly tourists may have other issues above what are stated, such as the study on the destinations, characteristics of the activities, and good venues; (Jang & Wu, 2006) health (Blazey, 1987; Zimmer, Brayley, & Searle, 1995), cost of medical care (Hong, Kim & Lee, 1999), and emotional condition (Westbrook, 1987), as well as the background and the influence of their background towards the decision to travel for the elderly, such as the factor of sex, life, place of birth, and financial and economic status (Romsa & Blenman, 1989; Zimmer, Brayley & Searle, 1995). However,

according to the results from the study by Jang and Wu, it is found that the differences of age, sex, and economic status, will not affect any of the elderly's decision to travel.

## **2.2 New-Age Elderly**

Within the consumer behavioral context for more than 20 years, it is recommended by Schiffman and Kanuk (1997) that it requires to broaden the measures of age to include such factors related to age. For instance the "age at birth of first and last child", "age of siblings", "age of the household", "age of first usage of a product category", and "perceived age" in general. In response to this, a self-report perceived age variable-cognitive age was proposed by Barak and Schiffman (1981) where their multidimensional measure was operated to evaluate the respondents on age-decade (e.g. my 20s, 30s, 40s, 50s, 60s, 70s, 80s, or 90s) and best describes the perception of themselves regarding the look-age, feel-age, interest-age, and do-age. Barak and Schiffman (1981) explored the four cognitive-age factors and found that older people seem to "look", "feel", have "interests" and "act", (or "do") as younger people, than their chronological age. These findings are supported by other research (e.g. Barak & Gould, 1985; Clark, Long & Schiffman, 1999; Markides, K.S & Boldt, 1983).

According to these earlier findings, the results on the more contemporary "consumer aging" view as suggested by the consumer researchers, that many adults aged over 60 years old remain younger than subjective ages (Wolfe, 1987). Schiffman and Sherman (1991) proposed to systematically define according to the concept of augmenting and enriching the cognitive-age, the underlying traits and characteristics that they perceived to be a profile leading-edge sub-segment of elderly - the New-Age Elderly. Schiffman and Sherman (1991) characterized these New-Age Elderly consumers with the possession of substantially diverse traits, values, attitudes, and their defined counterpart behavior, the "Traditional Elderly". In particular, the New-Age Elderly which differs from the Traditional Elderly perceive themselves as having a young outlook and age, without regard to their chronological age). This tends for them to differ on the selective values and traits. Schiffman and Sherman (1991) particularly proposed the New-Age Elderly, as more in control of their lives, more venturesome, more self-confident, and more apt to see life as an adventure rather than the Traditional

Elderly. It is more likely for them to take risks, and more willing to accept change, which reflected in their willingness to try new products and service acceptance. It is more likely for them to find new experiences with creative personal challenges. Moreover, the New-Age Elderly are more knowledgeable and skillful consumers with more life satisfaction in general.

**Table 2.1** Comparison between New-Age and Traditional Elderly

New-Age Elderly	Traditional/Stereotypical Elderly
- Perceiving the difference of their outlook from other people their age	- Perceiving that all older people have a similar outlook
- Considering age as a state of mind	- Age is more of a physical state
- Considering themselves younger than their chronological age	- Considering themselves at, or close to their chronological age
- Feeling younger, thinking younger, and acting younger	- Tending to feel, think, and act according to their chronological age
- Having a genuinely youthful outlook	- Feeling that one should act one's age
- Considering a life of adventure	- Feeling life is a routine and should be dependable
- Feeling more in control of their own lives	- Normal sense of being, in control of their own lives
- More self-confidence in making consumer decisions	- Normal range of self-confidence in making consumer decisions.
- Less concern in buying mistakes	- Some concern when making any mistakes in purchasing
- Having particular knowledgeable and alert consumers	- Low to average consumer capabilities
- Selectively innovative	- They are not innovative
- Seeking new personal challenges and experience	- Seeking a secure routine and stability
- Less interested in possession accumulating	- Normal range of interest in possession accumulating

**Table 2.1** Comparison between New-Age and Traditional Elderly (Cont.)

<b>New-Age Elderly</b>	<b>Traditional/Stereotypical Elderly</b>
- Higher measured life satisfaction	- Lower measured life satisfaction
- Less likely to want to live life over again differently	- Having some regrets
- Perceiving themselves as healthier than most people of their age	- Perceiving themselves as having normal health for their age
- Feeling more financially secure	- Somewhat concerned about financial security

Source: Schiffman (1991)

### **The elderly in Thailand** (TGRI, 2013)

In reference to the demographic database of all sources, Thailand has already entered into an aging society in the past decade. This trend would keep continuing at a remarkable pace in the future. Among several of the influential changes, demographic aspect is the critical issue in regard of the elderly population's life quality. In the human capital respect, there is a relatively low educational attainment level in the majority of Thai elderly, where only 1 out of 10 has studied above the high school level. This could be the contributing factor to their limited access into information, social services, health, and workforce opportunity.

Regarding the family structure, there is a child reduction trend, and with the co-residence of the declined number of children; there is the tendency that older persons have to stay alone with their spouse, or live alone, since the rapid decline of fertility, and higher dispersion of adult children away from their parents work location. In the future, this trend will become increasingly distinct. The potential shrinking in support ratio reflects a lesser support base of adults, on whom the future elderly cohorts can rely on, than the present elderly case. The elderly at the same time seem to suffer from more chronic health conditions and physical disability, as their improved life expectancy.

Despite their modest economy contribution, older people have exceptional roles at home; many of them, especially those between 60-79 years old of age, seem to be active in the community or at home, doing housework, watching their home or shop, shopping for groceries, cooking, and joining in the community activities. Their contribution will allow them to fully focus on the economic duties of the adult generation. By the way, they are not considered as valuable resources, as their economic value has greater importance in social attachment.

There is a consistent data collection in Thailand to monitor the elderly situation. Among the strong points in Thailand, one is that, such data has explicitly been shown in the government policies, with the preparation plans for the aging society as stated in the National Economic and Social Development Plans. The concretely developed Population Plan (2012-2016) under the 11<sup>th</sup> National Economic and Social Development Plan included the vision that “All the births in Thailand have a strong quality, and are developed at every stage of life, with the full potential to become a national driving force. Sufficient security is provided to the population in preparation towards an aging society via the sustainable system of social welfare, as developed through an approach of community and family participatory.”

Despite the Population Plan, the National Plan for Older Persons was also formed by the government as a framework for the long-term policy intervention for elderly supports. The major focuses are on the national preparation and the people, for the promotion of older quality of life. Recently, we are implementing the Second National Plan for Older Persons (2002-2021). The second monitoring and assessment plan was undertaken during 2011-2012 when it was revealed from the results, the efforts of Thailand to promote the preparation towards the quality aging for the elderly, and quality of life at all dimensions. Overall, the implementation has achieved a certain level of success. However, the pacing of progress drops behind the structural changes in population towards an aging society and the rapid rise of the late-elderly percentage (aged 80 and over) that seems to be fully-dependent. In the past five years, the works that have achieved the tangible results are: the Old Age Allowance expansion to cover age and offer the basic financial security for elderly at the wider range, National Savings Fund Act introduction, a proposal for the Elderly Fund reform, and

the healthcare service system development, and improvement for providing long-term care to the elderly. There is an underachieved implementation with a worry about the preparedness aspect for the quality aging on the recent teenage and working-age population that will become the largest share of the elderly cohort in the future. Moreover, their negative attitude against the elderly has been increased. The elderly promotion, protection and development related implementation is also dissatisfactory, particularly regarding the old age security delivery, older person's employment opportunity, and the care system in the long run with dimensions of health, social and economic. The elderly standard of life improvement is crucial for the stability and development of the country. Many issues are addressed however, the areas of priority for the immediate short-term implementation are:

1. National Savings Fund Act implementation –The Old Age Allowance scheme is in place to offer the elderly with basic welfare, but the government is unable to offer sufficient security to the old aged, for most of the elderly population, it could lead to susceptibility in the future fiscal. For the government, this is the great challenge to form a fair, financial, and universal like security. Thus, multiple approaches are applied to enable the old aged financial security. Various options are on offer from the government, with the emphasis on self-responsibility. One of the main approaches is savings, while the National Savings Fund is introduced to encourage income saving by the workers, while being matched by the government. National Savings Fund Act implementation however has been delayed. It requires the government to speed up the National Savings Fund implementation with the development of the other income security systems forms, in order to facilitate in time, the aging preparation for Thai society.

2. The elderly policy implementing roles of the local government - aging population issues give crucial implications for national sustainable development. In the past, there was a slow, elderly, fragmented implementation with too much reliance on the policy, and interest from the country leaders. Local Administrative Organizations involvement into the systematic promotion, empowerment, and protection of the older persons in each local area, will effectually push forward the elderly implementation. As can be seen from many pilot projects' results, a strong

local government can understand and deliver an improvement in the elderly's standard of living. Thanks to their legal duties and a budget, the local administration is fit to be the central position of cooperation among the members of the community, and the relevant agencies. The long-term impacts that have been proposed by other issues, with the strongly prioritized needing several years for implementation are:

- 1) Cultivation of awareness and understanding on the youth and working-age population in respect of aging process, and a willingness to represent people of all ages, the positive attitude instillation towards the elderly, and the health, social and economic preparation for the old age to mitigate the negative impacts from retirement;

- 2) Elderly long-term care system improvement on the dimension of health, social and economics, to lengthen the co-existence period with family and community; and

- 3) Forming the capacity and empowerment of the elderly's clubs and Older Persons Assembly to become the elderly's voice.

### **2.3 Tourist Development in Thailand**

There is physical and ethnic richness in the Kingdom of Thailand that leads towards its establishment as one of the major tourist destinations in the world (Kaosa-ard, Bezic & White, 2001). There were an estimated 7.44 million international tourists who visited Thailand in 1996, proving by their 201,389 million baht of collective expenditure for the primary source of the country's foreign exchange for that year (TDRI, 1997). In earlier years, Thailand had been ranked 10<sup>th</sup> for worldwide tourism receipts, and 19<sup>th</sup> for the most foreign tourist arrivals to global destinations.

The tourist appeal of Thailand is illustrated from its variety of natural, cultural, and historical endowments. The unique heritage from the cross-road location between East and West has combined the Chinese and Cambodian cultures, featuring Khmer kingdoms and ancient Indian elements. This cultural influences juxtaposition has reflected in various, historically significant, and unique sites, as seen all through the nation, three of which were named as World Heritage Sites by UNESCO (Kaosa-ard, Bezic & White, 2001).



Also found in Thailand are diverse natural attractions that offer both domestic and international tourists with sun and sand recreations, scuba diving areas, and mountain excursions. Thailand is dominant as the destination for recreation, which is reflected by the most number of visitors to the popular island of Phuket (Kaosa-ard, 2001). Moreover, outdoor enthusiasts are provided with the chances to experience the natural environment, with Thailand's flora and fauna in the seventy National Parks.

**Table 2.2** Ten Most Popular Provincial Tourist Destinations

<b>Domestic Tourists</b>		<b>International Tourists</b>	
<b>Province</b>	<b>No. of Thai Tourists ('000)</b>	<b>Province</b>	<b>No. of International Tourists ('000)</b>
Bangkok	15,070	Bangkok	9,160
Nakhon Ratchasima	4,133	Pattaya	2,819
Chiang Mai	4,006	Phuket	2,582
Phetchaburi	3,812	Chiang Mai	1,431
Pattaya	3,547	Had Yai	1,058
Chon Buri	3,512	Kho Samui	815
Rayong	3,009	Sungai Kolok	574
Kanchanaburi	2,834	Krabi	496
Had Yai	2,554	Kanchanaburi	384
Phuket	2,467	Rayong	362

Source: TDRI estimates, 1996.

**Table 2.3** Objectives of domestic tourists in various regions (%)

<b>Destination</b>	<b>North</b>	<b>Northeast</b>	<b>Bangkok</b>	<b>South</b>	<b>West</b>	<b>East</b>
<b>Purpose</b>						
Recreation	54.62	15.79	12.80	86.08	73.75	80.56
Business	5.88	23.68	18.80	1.27	0.00	0.00
Conference	7.56	0.00	3.05	0.00	0.00	1.85
Visit relative/friends	12.61	28.95	26.83	2.53	7.50	0.00
Official Trip	6.72	2.63	11.59	2.53	7.50	0.00

Source: TDRI, 1993:75

The young tourists are found to prefer to visit the natural attractions, where approximately 53 percent of employed females', in the 25 years old group, identified "nature" as their first choice, while only 36 percent of employed females in the 50-60 years old age group in comparison, had made a similar choice. In particular, the older female tourists expressed more relative penchant on the religious and historical attractions, including the cultural activities, while the male tourists reflected their preference degree on the entertainment attractions, and it tended to lessen by age. Among the group with higher incomes, the favor towards the entertainment industry was found to be statistically insignificant, while the "shopping centers" and "natural sites" were popular among those younger than 30 years. The preferences are different for the age group between 50-60 years old, where the most favorite attractions for them are the "historical or religious places" rather than "shopping centers". However, this group also prefers the "nature" sites as well (Kaosa-ard, Bezic & White, 2001).

In the global economy, tourism seems to be one of the fastest growing sectors; Thailand tourism can generate both employment and income, as it is regarded as being among the top dynamic industries for the national economic development. The importance of the tourism industry is realized to give the prosperity experience, the Ministry of Tourism and Sports, Tourism Authority of Thailand by the Royal Thai Government, together with the public and local private agencies, have participated in tourism, both practically, and theoretically. In the Retained Value of the Tourism Industry of Thailand, this study found the top three tourism promotion policies /

benefits as follows: 1) to promote the reputation of the country, 2) to instill national pride, and 3) to become a foreign currency source. According to the vision of Tourism 2020 by World Tourism Organization, East Asia and Pacific tourism growth rate is expected to be more than 6.5 per cent by the year 2020. The Internet enhances the tourism business, with the potential to make available the information, facilities, and bookings for the large number of tourists, with low costs (Chaiprasit, Jariang presert, Chumphunut & Jaturapataraporn, 2011).

#### **2.4 Emerging Country**

It is more than two decades that the emerging markets have been with us; the term “emerging markets” was coined by World Bank economist Antoine van Agtmael in 1981 to replace descriptions such as “third world nations” or “developing countries”, where the focus was on the lack of development of these countries, (or the importance where the first and second worlds were helmed under US and Soviet Union). On the other hand, “emerging markets” was optimistic according to (Neville, 2014); these were the next global economic development generations.

The four-letter word, ‘Asia’ is mentioned very often lately. Asia is immense, with a worthy combination of gigantic and enormousness, where the market is large, and the progress and potential growth seems even larger (Fuhrman, 2007).

**Table 2.4** GDP level in 2012 (1989=100), the annual East and Central Asia's emerging market economies GDP-growth in (2008-2012 in percentages), and core financial sector data (2012)

Year	GDP 2012 1989=100	2008	2009	2010	2011	2012	Exchange- rate regime in 2012	Credit rating
<b>The Four "Asian Tigers"</b>								
Hong Kong	361	2.4	-2.9	6.8	5.8	1.3	Currency board	AAA
Korea	490	2.2	0.2	6.1	3.6	2.0	Floating	AA+
Taiwan	396	0.1	-1.9	10.8	4.0	1.6	Managed float	AAA
Singapore	647	1.1	-1.3	14.5	4.9	1.2	Currency board	
<b>Some New "Asian Dragons"</b>								
Malaysia	540	4.6	-1.7	7.2	5.1	4.6	Managed float	A+
Philippines	218	3.8	1.1	7.3	3.7	4.2	Floating	BBB-
Thailand	361	2.6	-2.9	7.8	0.1	6.2	Managed float	A
Vietnam	512	8.4	3.1	7.0	5.9	7.5	Multiple rates	BB-
<b>Central Asia</b>								
Kazakhstan	175	4.3	1.2	6.0	7.5	5.0	Floating	BBB+
Kyrgyzstan	110	6.5	2.5	-1.4	5.7	-0.9	Managed float	..
Tajikistan	110	5.0	3.4	6.5	7.4	7.5	Managed float	..
Turkmen	335	12.0	6.1	9.3	14.7	11.1	Fixed	..
Uzbekistan	220	9.0	8.1	8.5	8.3	8.2	Multiple rates	

**Table 2.4** GDP level in 2012 (1989=100), the annual East and Central Asia’s emerging market economies GDP-growth in (2008-2012 in percentages), and core financial sector data (2012) (Cont.)

<b>Year</b>	<b>GDP 2012 1989=100</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>Exchange- rate regime in 2012</b>	<b>Credit rating</b>
<b>China</b>								
China	1460	9.0	9.1	10.3	9.2	7.8	Managed float	AA-

Source: Hoen, 2014

As can be seen from table 2.4, it shows that similar to other places in the world, Asia’s emerging market has suffered from the crisis in global finance. The hardship was revealed in year 2008, and many of these countries are still recovering from the crisis of Asia, a decade earlier. This indicates the better economic performance in the emerging market economies of Asia, compared to their European counterparts (Hoen, 2014).

In the South East Asia region, Thailand can be classified as an emerging market according to Nguyen, Barrett and Miller (2011) Thailand has a lower-middle-income economy with the GDP per capita around 2,565US; TBFR, (2006) while having a population of more than 60 million, about 6 percent of DGP growth rate. Thailand has a relatively huge market in the region. This means opportunities for the international markets, and for many international brands to become successful in the market.

## **2.5 Theoretical Foundation of Motivation**

### **2.5.1 Motivation and Motives**

Regarding the tourism literature, motives and motivation are normally interchangeably used since the similarity in semantics between the two concepts. By the way, it was argued by many psychologists that these two diverse concepts reflected in the human behavior dynamic course. Therefore, it is essential to differentiate motive from motivation. It would allow us to know that a variety of behaviors can be triggered

by each motive as much as that variety of motives can be triggered from each behavior (Murray, 1938). The emphasis of the study was on the motives and motivations, which diverse from the previous researches that sought to find the deeper understanding of what energize an individual towards specific activities. The latter research seems to stress on the different parameters of situations where the motives are expressed (Atkinson & Birch, 1974; Gnoth, 1997).

Motive has different concepts according to different psychologists. By the way, it is agreed in general that “a motive refers to the internal factor that stimulates, leads and integrates the behaviors of a person” (Murray, 1964:7). According to Heckhausen (1989), motive is a lasting disposition where each of them has the diverse content form regarding the goals of behavior. Here “content” refers to the selection of an individual from the learned or conceived actions repertoire, while the “goals” means an action’s consequences. What implies from motives, are the target and direction (Gnoth 1997). Researchers normally break motive down into two main components: the drive, and the rewards or goal. The drive is the internal part of the individual that could result from the external environmental influences. It is the drive that directs the action of an individual. Rewards or goals, on the other hand come from the individuals external, where it is assumed to have impacts, either reducing or satiating on the internal goal. Therefore, after the goal is reached or the person has been sufficiently rewarded, the behavior is no longer directed by the motive at that particular point of time (Murray, 1964).

Motivations contain the person’s interaction with situation results (Heckhausen, 2012). There is a collective term for the processes, and in effect, the general core is the recognition of that particular behavior selection, and that practicing can lead directly towards the anticipated outcomes. In brief, motivation has a wider meaning in comparison with motives because, it also includes and observes the behavioral goal-directness, the coherent behavioral unit inception, and completion, its resumption, post to the interruption with the transition into a new behavioral sequence, and the conflicts between diverse behavioral goals and resolutions (Heckhausen, 2012). Thus, we should use the concept of motivation to encompass the interaction between person and situation, and processes, in which the pursued or given situation has aroused

an individual with the desirable or undesirable expected incentives that attach to the arising consequences by their actions. According to this view, the preliminary step to action is presented by the motivational process. According to Heckhausen (2012), this can be seen as the cognitive elaboration with the emotional components, where the cognitive elaboration can direct towards the increasing urge for motivational process conclusion. Its conclusion is called as “a resultant motivation tendency”, a direct behavioral intention determinant. The resultant motivation tendency transition into an action was considered as so simple for a long time. Moreover, we cannot make the direct observation on motivation, but this should be inferred from the behavior of individual. Thus, the motivation and action intention concept is interchangeably used in common (e.g., Poria, Reichel, & Biran, 2006).

The travel motivation research can be traced back to the 1960s, where there were numerous theoretical and empirical studies in the past decades, from a wide range of disciplines. For example, the areas of psychology, anthropology, sociology, and economy. Among the diverse disciplinary theories, the psychological motivation frameworks have contributed the most toward the travel motivation research. This study’s conceptual model is thus founded in the psychology theories. The key fundamental motivation psychological theories are shown in table 2-5 below.

**Table 2.5** Motivation Theories in Psychology

<b>Theory</b>	<b>Proposition</b>
Instinct Theory	People and animals are preprogrammed to be born with the essential behavioral sets for their survival. Those instincts offer them the energy that channels their behavior to the proper paths.
Drive Theory	The lack of a basic biological requirement, forms the drive for the requirement obtaining. Incentive Theory Motivation stems from the need to gain the incentives or the valued external goals.
Cognitive Theory	Motivation is an individual’s goals, cognition, thoughts, and expectations outcomes.

**Table 2.5** Motivation Theories in Psychology (Cont.)

<b>Theory</b>	<b>Proposition</b>
Maslow's Hierarchy of Needs Theory	The theory of the hierarchy of needs places the motivational needs within, and recommends that before meeting with the more sophisticated needs in the higher-order, you must first satisfy the particular primary needs.

Source: Li, 2007

### **2.5.2 Instinct Theory**

When psychologists first analyzed motivation, they turned to consider the instincts which were defined as the “inborn behavioral patterns with the biologically determined, rather than being learned” (Feldman, 2012: 301). Actually, Charles Darwin's theory of evolution was the real beginning of the instinct theory in which the particular inherited “intelligent” actions are postulated. Thus, people and animals according to instinct approach are preprogrammed and born with key behavioral sets for their survival. The energy is provided from the instincts to lead the behavior into proper directions. It is suggested by William McDougall (2015) on 18 basic instincts; the other theorists rise according to this, but add more instincts (e.g., Bernard, 1924).

The instinct concept appears to have a lot of difficulties. First of all, there is the disagreement of psychologists on the existence of the primary instincts, regarding what, or the number of them. Secondly, the instinct concept based explanations does not go very far towards the clarification on the reason that a specific behavioral pattern, and not others, has emerged in a given species. In addition, though most animal behavior is based on instincts, the behavior of humans is learned with more complexes and varieties which cannot be considered as instinctual.

According to those shortcomings, the concept of instinct is replaced by the newer explanations detailed below.

### **2.5.3 Drive Theory**

To replace instinct theory, drive theory was proposed as part of the stimulus-reaction approach to behavior by the behaviorists (e.g., Hull, 1943; Woodworth, 1958). A suggestion was made that without the basic biological requirement, for instance water



leads to form the drive to get that requirement (the thirsty drive in this case). The drive here is termed as “an arousal or motivational tension that boosts the need for fulfillment behavior” (Feldman, 2012: 302). The homeostasis concept is greatly advanced by the drive theory logic which the physiologists have introduced (Murray, 1964). In reference to this concept, a disequilibrium state is formed into the body whenever the internal conditions are deviated from a state of norm. A person in disequilibrium state may consciously or unconsciously try to modify the behaviors, in order to please the unmet needs that will lead to the disequilibrium.

We can divide drive into the primary and secondary drive. Primary drive means the biological needs of the body, or the whole species, such as thirst, hunger, sex, and sleep. On the contrary, the secondary drives are the behavioral energizers to serve the non-obvious biological fulfillment need; here the learning and prior experiences will bring about the needs.

In reference to the theory of drive, the deprivation feelings will trigger the nonselective activity (mostly the thirst and hunger in these cases). The strength of the drive is considered to associate with the length of deprivation, in which form the behavior that will eventually direct towards the deprivation feeling to prevent satisfaction forming (Thorndike, 1911). Drive theory is natural retrospective and emotions, so that if there is less satisfaction from the drive, it is possible for the organism to memorize the part or every behavior leading towards success, and the behavior will be shown again. The drive theory proposition gives an understanding into the tourism situations regarding the new destination, where the tourist must rely on drives which work as the motivators, but without the experience-based cognitions in their process of decision-making (Gnoth, 1997).

#### **2.5.4 Incentive Theory**

While the explanation is provided from the drive theory for the internal organism of an individual's behavior, it is unable to offer the full explanation, for example, the individual may not feel particularly hungry if he/she has not sensed the delicious aroma smell from the luscious dessert. Therefore, the incentive theory was proposed to place the exterior arousing on the behavior of people. The motivation according to an incentive theory has stemmed from the need to gain external goals, or

incentives as valued. In this view, the desirable external stimuli properties are accounted for an individual's motivation. The incentive impact from external factors is much more obvious compared to those social situation internal factors.

Incentive theory has its drawbacks, though it explains the reason that individuals may succumb to an incentive (such as dessert) even without the internal cues like hunger, it does not offer the full motivation explanation, because sometimes the organisms seek to serve the thought needs, without the obvious incentives. Consequently, it is believed by many psychologists that the internal drives as proposed by the drive theory, has dynamically worked together with the incentive theory external incentives to “push” and “pull” the behavior, respectively. Together, drives and incentives work in the behavioral motivation (Lowery, Fillingim, & Wright, 2003; Petri, 1996; Pinel, Assanand, & Lehman, 2000). Together both theories constitute the push-pull model foundation in the research about tourism motivation.

#### **2.5.5 Cognitive Theory**

Unlike the former motivation theories that emphasize both factors from the internal or external to trigger the behaviors, the value of cognitive theory is on the crucial interaction between person and situation in motivating individuals. It is suggested from cognitive theory that motivation is the outcomes of people's goals, thoughts, and expectations, and goals which entered into their cognitions. For example, the degree that people are motivated to learn and to test, is based on their expectation on how well their study will lead to the outcomes in terms of a good grade (Wigfield & Eccles, 2000).

In the cognitive theory, the arousing, directing and integral internal factor in a person's behavior can be compared with the “potential satisfaction awareness” in a future event, which refers that motives can represent for the future states in a cognitive way (Ryan & Deci, 2000:99). The central role is played by the cognitive theory in the stimulus-cognition-response (S-C-R) model of human behavior. Thus, the stimulus inputs that stem from the physical or social environment and the organism, raise the potential satisfaction awareness, thereby initiating the motivated behavior sequence. In this essence, motives are stimulated if a person thinks about particular activities that they should, could, and might do in the future, activities that could form

the possible satisfaction (Iso-Ahola & Allen, 1982). They are indissolubly connected to the anticipated behavioral outcomes (Atkinson, 1964; Heider, 2013; Lewin, Dembo, Festinger, & Sears, 1944; Tolman, 1959; Vroom, 1964). Accordingly, the behavioral initiation is mainly a function of future behavioral consequence expectations.

Another cognitive theory contribution is that it draws the major differences between intrinsic and extrinsic motivations. Intrinsic motivation drives individuals to join in the activities for the pleasure of it, rather than for any tangible and concrete reward it will bring them. On the other hand, extrinsic motivation leads individuals to act for a return, such as money, a grade, or any other tangible and concrete reward (Pedersen, 2002; Rawsthorne & Elliot, 1999; R. Ryan & Deci, 2000). It is more likely for people to work harder, persevere, and work with higher quality when having the intrinsic motivation towards the task, rather than extrinsic.

#### **2.5.6 Maslow's Hierarchy of Needs Theory**

In tourism, probably the most used psychological motivation theory is Maslow's hierarchy of needs theory. Maslow suggested in his theory model, that the motivational needs are placed in a hierarchy with the guide, which previously completed the higher-order needs, when more sophistication can be met, particulars of primary needs shall be firstly satisfied (Maslow, Frager & Cox, 1970). The model is represented in the form of a pyramid, as can be seen in Figure 2.1.

The primary drive is the basic requirement for instant needs of food, water, sleep, and the like. In order to step up to the hierarchy, these basic physiological needs must be completed first. The next hierarchy is the healthy needs, where people desire a safe and secure environment, in order to be effectively functioning, while the safety and physiological should consist with the lower-order needs.

A person will be able to consider fulfilling the higher-order of needs, only if their basic lower-order needs are met, such as the sense of belonging, a need for love, esteem, and self-actualization. Included in love and belonging needs, are the needs to give and gain affection, and to become a contributing member in some group or society. After these needs are fulfilled, a person strives for esteem to associate with their needs for form the self-worth sense, by recognizing that a competence of one is known and valued by others.

Once a person can fulfill these four sets of needs, he or she will be capable to strive to the highest-level of need, which is self-actualization. Self-actualization refers to a state of self-fulfillment when a person recognizes his/her own highest potential” (Feldman, 2012: 305). In a sense, self-actualization achievement can lessen the yearning and striving towards more fulfillments that mark most people’s lives, and offers them the satisfaction sense on their current state of affairs (Hamel, Leclerc, & Lefrancois, 2003; Jones & Crandall, 1991; Piechowski, 2003).

However, Maslow’s theory also presents some drawbacks, including it cannot validate the five stages in any particular order, and so it is not so easy to measure the goals of self-actualization. By the way, the model of Maslow is crucial in two ways: first it highlights the human complexity in needs, and secondly, it stresses on the needs on a more biological basis that have not been met, people who are not concerned with other higher-order needs.

## **2.6 Travel motivation related models**

Since the 1960s, we can notice a fair number of studies on tourist motivation, as tourism has been more focused on in various disciplines of academic study. In the previous literature review related to tourist motivation, several key issues were reviewed to confront the motivational theorists (Pearce, 1993). Including 1) what is the required type of explanation, 2) the long-term versus the short-term motives’ role, 3) over-determined behavior, since behavior can be influenced by various motives, 4) the intrinsic motivation topic, and 5) the motives measurement. According to these key issues, several motivation frameworks are evaluated by Pearce regarding the standards on such theory’s, the ownership of theory, the measurement of issue, the ease of communication, and the like, then it was concluded only partially, when the existing approaches met with all the good theory requirements (Pearce, 1993). However, despite this, it is still required to review existing tourism motivation models or theories in order to form the travel motivation theoretical foundation. The major theories and their propositions are shown in Table 2.6.

### **2.6.1 Psychological Approaches in Tourism Motivation Travel Career Ladder**

Pearce and Caltabiano have firstly developed, the notion of a “travel career ladder” (TCL) in 1983 while the Ulysses Factor has been much cited from his complete explanation of it in his book from 1988. It is indeed passed beyond the pages of academic journals to the management consultant’s reports (Ryan & Glendon, 1998).

This model is essentially developed from the consumer behavior context as a result from the Maslow’s hierarchy of needs, and the psychological maturation concept towards self-actualization goals that can be interpreted into the psychological maturity state, or “good health”. It is demonstrated from TCL that the applicability of a five-fold hierarchical system to rank the experiences of tourists, addressed the five different hierarchical steps that influenced their behavior (Figure 2-1). The theory of Pearce is a distinguishing description:

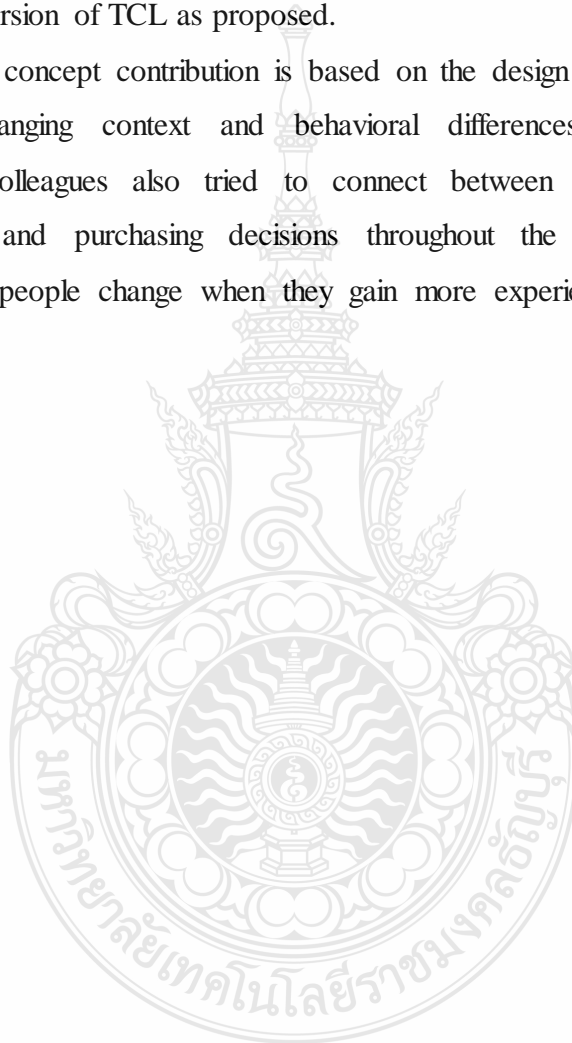
“...at the four lower system levels between intrinsic and extrinsic motivation; the emphasis of the travel career ladder is on the patterns or motives of tourists rather than a single traveling motive. In this scheme, the five motivational levels are described as the biological needs concerning (including relaxation), needs for safety and security (or the stimulation levels), extension of needs and relationship development, needs of special interest and self-development, and the deep involvement and fulfillment needs which is formally termed as self-actualization)” (Pearce, 1996:13)

By asking two groups of tourists; the experienced and inexperienced travel groups, the model was developed to explain their key holiday episodes. Then, they were coded into five implicit levels of motivation as follows: physiological, safety and security, love and belongingness, self-esteem, and self-actualization respectively. People were found to have the tourist behavioral motivation in a career goal, since they experienced more with the increased satisfaction of seeking higher needs (Pearce, 1991). It is like work that individuals may begin at diverse levels, but tend to shift the levels along their life-cycle. They can be obstructed by the external environment from changing their motive patterns.

According to the argument from the work of Pearce and Moscardo (1986), they state that it should divide some of Maslow’s motivation levels into two parts of

components; a self-centered and a non-self-centered component. It is pointed out by Mills that this distinction is made by Maslow himself on the needs of love, self-esteem, and belongingness. On the skiers empirical study basis in the areas of Tahoe, California and Nevada, Mills, 781 skiers' motives were examined on 23 motivation items. He had combined suggestion from Maslow on the love, self-esteem, and belonging scale, and then modified the existence of them in a travel career model, in which Figure 2.2 reveals a revised version of TCL as proposed.

The TCL concept contribution is based on the design of a dynamic model to describe taste changing context and behavioral differences during the holidays. Pearce and his colleagues also tried to connect between the present motivation, past experiences, and purchasing decisions throughout the model, to prove that the motivations of people change when they gain more experience (Ryan & Glendon, 1998).



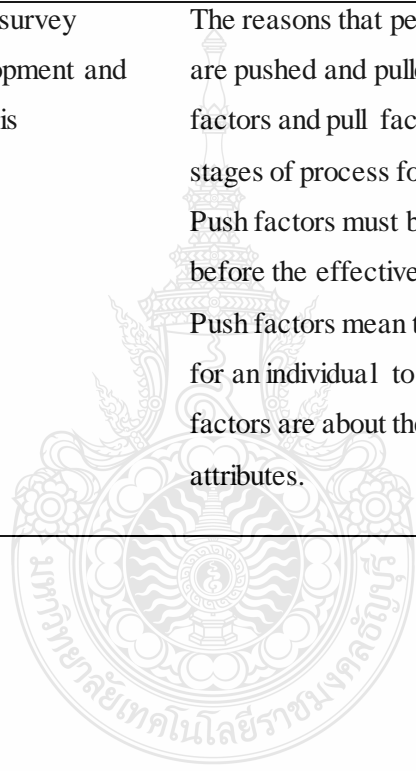
**Table 2.6** Travel Motivation Models

Theory	Developed by	Methodology	Proposition	Empirically Test
Travel Career Ladder (TCL)	Pearce, P.	Unstructured survey Content analysis	Pearce and his colleagues developed TCL on Maslow's hierarchy of needs theory basis. It is demonstrated from the model about the overtime changes in the travel motivation nature. People tend to climb up the human needs ladder when they have more travel experience.	E. Kim, 1997; Pearce & Lee, 2005
Authenticity Seeking	MacCannell, D.	Qualitative study	The modernized society influenced people to travel to find out about authenticity, which is as yet, desired insufficiently.	Waller & Lea, 1998
Escape-Seeking	Iso-Ahola, S.	Qualitative study	Qualitative studies on any leisure activity consist of seeking and escaping as two motivational forces. Escaping is the desire to move away from the daily routine environment behind oneself, while the seeking is the desire for psychological (intrinsic) rewards obtained from the contrastive travel environment (new or old	Crompton & McKay, 1997

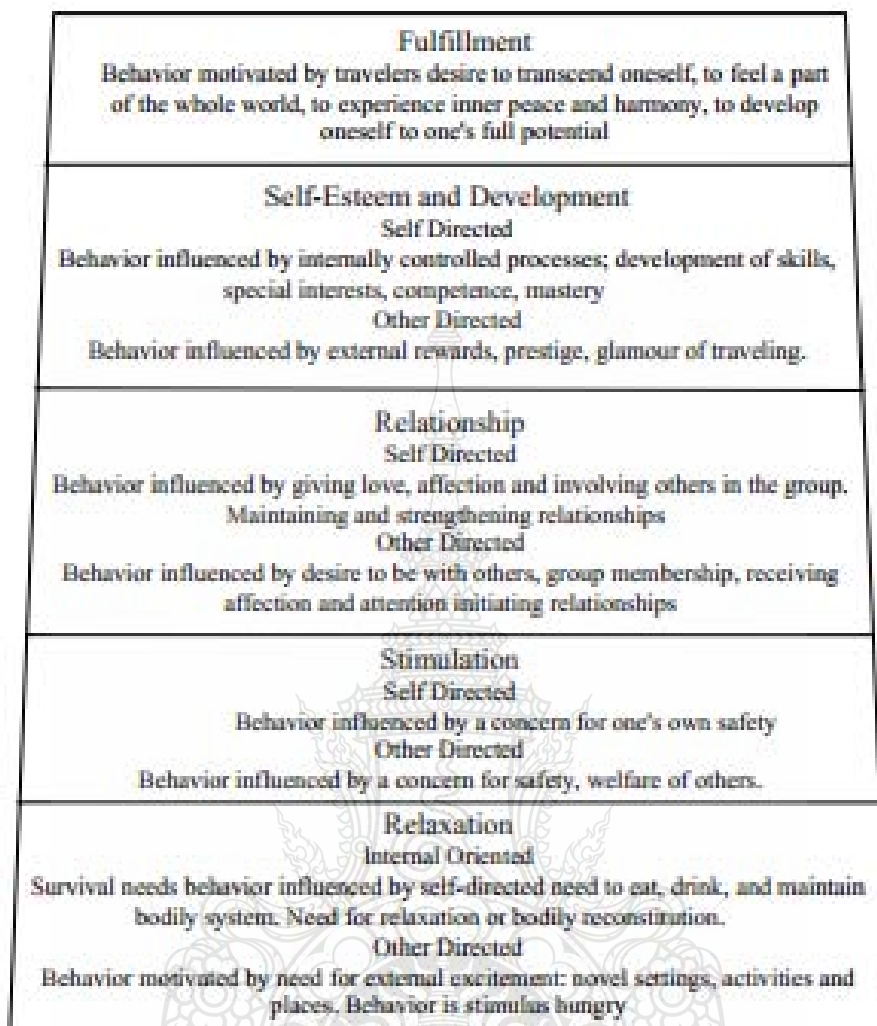
**Table 2.6** Travel Motivation Models (Cont.)

<b>Theory</b>	<b>Developed by</b>	<b>Methodology</b>	<b>Proposition</b>	<b>Empirically Test</b>
Push-Pull Model	Dann, G	Scale/survey development and analysis	The reasons that people travel are that they are pushed and pulled to do so. Push factors and pull factors are shown in two stages of process for a travel decision. Push factors must be previously placed before the effectiveness of pull factors. Push factors mean the predisposed factor for an individual to travel, while the pull factors are about the destinations' attributes.	Cha, McCleary & Uysal, 1995; Jang & Wu, 2006; Klenosky, 2002; Yuan & McDonald

Source: Lee, 2007







**Figure 2.1** Travel Career Ladder

Many researchers are influenced by TCL, while many studies have conducted the empirical test (e.g., Kim, 1997; Pearce & Lee, 2005). By the way, this is quite challenging. According to the holidaymakers study in the UK, and the TCL-based empirical studies analysis, it was concluded by Ryan and Glendon (1998) that psychological needs alteration does not result from the past tourism experience as suggested in the model of the travel career ladder, but rather from a case of the “accomplishing of better needs” (Ryan & Glendon, 1998: 936), this was argued to have at least eight questions about the concept:

- Confusion may arise from the non-distinguishing between the needs expression, and the ability to satisfy those needs (Ryan & Glendon, 1998). The result of confusion did not adopt the format of multi-attributes to measure Pearce and his colleagues' motivation study.

- As based on Maslow's theory, this concept is not philosophically congruent with the approaches of Maslow, in that initially, the dealing of Maslow's theory was about the issues related to moral rather than psychometric scale development.

- The definitive to be used items listed for the development process measuring from the tourists' self-actualization was not identified. Although there was a design on some motivational scales for other purposes, like leisure (e.g., Beard & Ragheb, 1983), there are few studies about tourism motivation.

- The relationship used the data from structured questionnaires that contain open-ended responses. Pearce and Caltabiano (1983) developed motivation classification as derived from the open-ended questions. Then the researcher had summarized on the contrary to the graphic phenomenon view, where the categories had emerged from the more legitimate practice respondents (Marton, Phenomenography & Postlethwaite, 1994,).

- Consumer behavior is ignored in the literature. The travel career ladder is an ongoing research on traditional consumer behavior, which explained consumption via the maturation of personality that directs toward self-actualization. However, many studies have challenged this linkage, and has been found to have some problems (e.g., Braun & Wicklaund, 1989; Burnkrant, 1982).

- Motivation development is not fully supported by the empirical studies.

- There is the unclear reason that tourists move backwards and forwards on their career ladder.

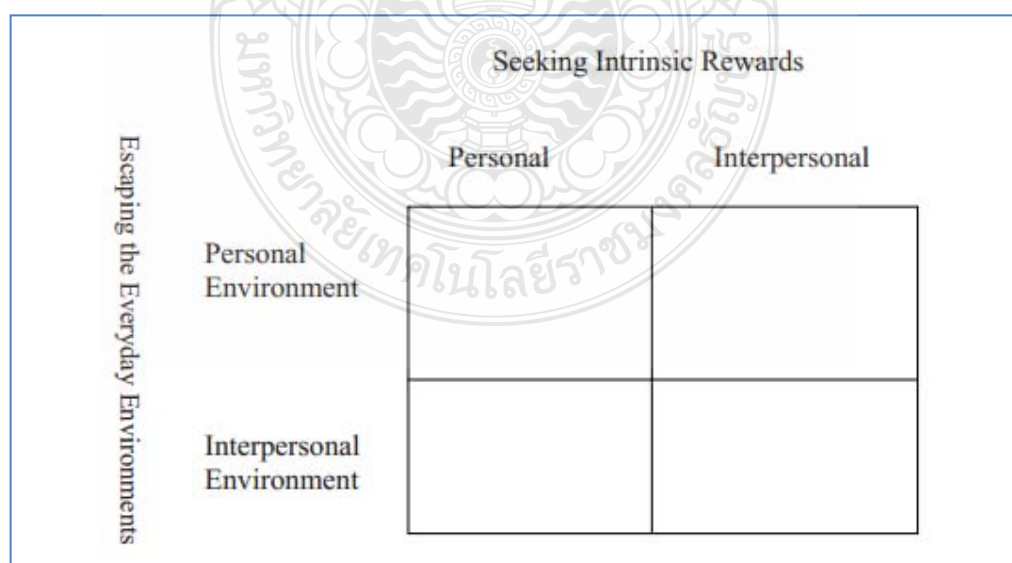
- The travel career ladder theory has a non-predictive feature.

### **Escape-seeking**

Rooted in the psychology, escape-seeking dichotomy is another motivation framework that was proposed by Iso-Ahola. Deci's intrinsic motivation theory, adopted and argued by Iso-Ahola, was that motivation can cognitively represent the future states, i.e., the internal motivating factors potential satisfaction awareness for the future

event. When a person has developed satisfactory awareness, they use seeking and escaping as their two motivations, which could have an impact on their travel behavior. It is also said, the reasons that individuals travel, are that they view the activity as a possibility for satisfying two types of needs: the certain intrinsic rewards desire, for instance, the mastery feelings and competence, as well as the needs to escape from their daily environment. Escape in this framework is defined as the “desire to get the psychological (intrinsic) rewards via traveling into a different environment (new or old)” (Iso-Ahola, 1982: 261). It is suggested by Iso-Ahola that tourism is more represented as being escape-oriented, rather than the approach-oriented activity for most people’s conditions. If a greater weight is taken by the previous components, the latter is then insignificant. If it is insufficient, the latter may become a necessary condition to form satisfaction in an individual, or it may serve as a factor of the threshold, which, on the other hand, can also be true.

Furthermore, it is pointed out by Iso-Ahola, in the determination of the relative key for seeking and escaping forces, that the individuals have to deal with the dimensions of their personal and/or interpersonal relationships. It is also said, that the personal or/and interpersonal worlds could be left by a person who is seeking personal and/or interpersonal rewards. Therefore, four cells matrix is formed as can be seen in Figure 2-2 below.



**Figure 2.2** Escape-Seeking Frameworks

Theoretically, the author can place the given tourist into one of four cells under a given time and conditions. While a group of tourists may predominantly travel from one of these four cells in all their travel time, another group may contain those who have diverse combining reasons every time they travel, up to their previous experience, before deciding to travel. Moreover, there is the potential that the tourists group may go through every one of the four cells in a single trip, as the dynamic leisure motivation in character (Iso-Ahola & Allen, 1982).

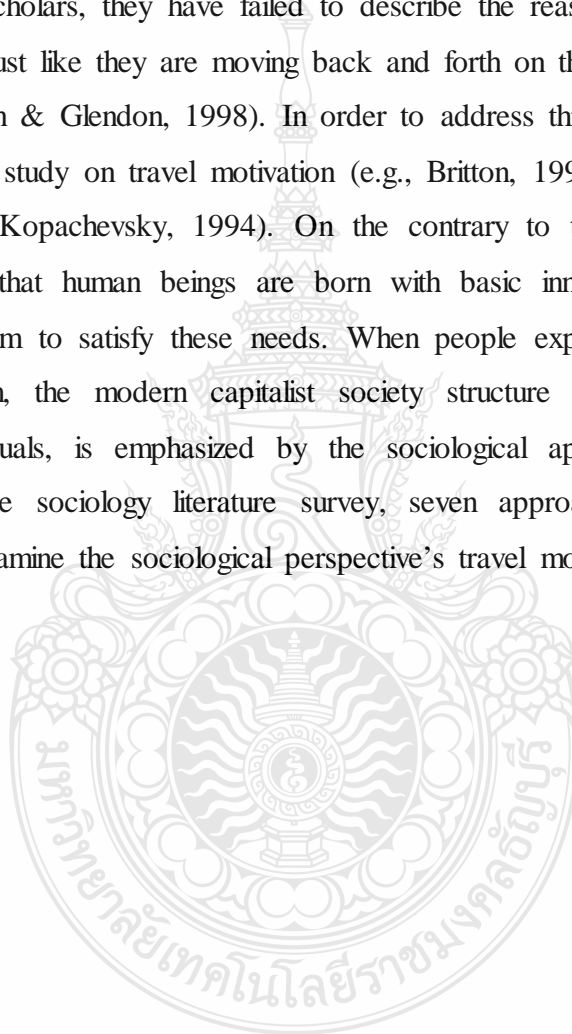
It is also noted by Iso-Ahola, as the escape-seeking framework is proposed, that tourism is a dialectical-development process which offers an outlet to steer away from something, and to simultaneously seek something. This is since the development of society; individuals see the conflicts and contradictions inside themselves and others. Such contradictory conditions cause the potential satisfaction awareness that could have influence on the role plays by the two motivational forces for such contradictions, solving tourism behavior (Iso-Ahola & Allen, 1982).

While it is revealed that Iso-Ahola's framework is a useful concept, it has not touched on the reason that people want to run away from their own personal and interpersonal social community. Moreover, it also suffers from the absence of an empirical test. In fact, we found only a small number of researches that mentioned this framework as a tourist motivation model (e.g., Crompton & McKay, 1997; Pearce, 1993; Ross & Iso-Ahola, 1991; C. Ryan & Mo, 2002). In their study, which explored the festival attending motives, the use of Iso-Ahola's escaping-seeking dichotomy is assessed by Crompton and McKay via a mail-in survey with 1496 respondents. The result from this study revealed that both the escaping and seeking dimensions are represented as intertwined. In response to the statement by Iso-Ahola that "for escaping or seeking, they have relative importance for particular individuals group, and for particular conditions that still need to be determined. In the same way, it wants to know whether one of them could serve as "a threshold variable for the other empirical investigation" (Iso-Ahola & Allen, 1982:259). It was also suggested from Crompton and McKay that the dominant factor for the festival attendees is the seeking force, from the six identified factors in the factor analysis, only one (recover equilibrium) is represented on the escape dimension, in which only 4.9 percent are represented from the

total variance. In consistency to Iso-Ahola's standpoint, this finding shows that one of the two dimensions appears to be dominant, but the other one represents a "threshold factor."

### **2.6.2 Sociological Approaches in Tourism Motivation**

From the psychologically rooted theories that the author mentioned earlier, especially the theory of Maslow's hierarchy of needs that has been empirically applied by many tourism scholars, they have failed to describe the reason that people need to seek and escape; just like they are moving back and forth on their career ladder (Jamal & Lee, 2003; Ryan & Glendon, 1998). In order to address this, it is implied by many sociologists in their study on travel motivation (e.g., Britton, 1991; Rojek, 1995; Wang, 2000; Watson & Kopachevsky, 1994). On the contrary to the psychological views, where it suggests that human beings are born with basic innate needs, travel offers the choices for them to satisfy these needs. When people experience disequilibrium in their needs system, the modern capitalist society structure influence on the travel behavior of individuals, is emphasized by the sociological approach (Jamal & Lee, 2003). Through the sociology literature survey, seven approaches are identified by Dann (1981) to examine the sociological perspective's travel motivation, as can be seen in Table 2.7.



**Table 2.7** Sociological Approaches in Tourism Motivation

<b>Sociological Approaches</b>	<b>Proposition</b>	<b>Examples</b>
Travel to fulfill the desire that is still absent	In response to several human and cultural needs, persistence within the inadequate environment, it requires people to seek and fulfill their desires from elsewhere. The unfulfilled desires are addressed in motivational terms.	Cohen, 1972; Smith, 1979
Destination pull in response to motivational push	This is the same approach as the first one, but it differentiates the push and the pull factors in tourism. Push factors are something to do with the tourists' motivation per se, while the pull factors seem to show the particular destination attractions. Later, this approach will be mentioned in detail.	Crompton, 1979; Dann, 1981
Motivational typologies	This approach is extended from the preceding approaches. Motivation is implied in some researchers used in typologies or ideal types. Typologies usefulness comes from that it gives an easy classification scheme for a complex phenomenon. Typology can come in two forms, one is behavioral in content (sun lust and wanderlust), while the focus of the other is on the tourists' role in various dimensions.	Cohen, 1974; Gray, 1970; Smith, 1977
Motivation as a classified purpose	Sometimes motivation is attached to the tourist definition. Normally, the travel and motivation goal is interchangeable.	Cohen, 1974

**Table 2.7** Sociological Approaches in Tourism Motivation (Cont.)

<b>Sociological Approaches</b>	<b>Proposition</b>	<b>Examples</b>
Motivation as fantasy	This is the first of two approaches. Tourists consider travel as a way to liberate themselves from the shackles of daily life. The postulation is that a person travels because of the difficulty in “deviant”, “taboo”, or culturally sanctioned desires enacted at home. The environment has become bearable with the realization of the potential to be present elsewhere, under a series of more anonymous and accommodating circumstances. Essentially though, this fantasy is staying under the push factors umbrella.	Cohen, 1971; Dann, 1981; Rivers, 1972
Motivation as an auto-definition meaning	Motivation is seen by this approach as part and parcel in the Interactionism theory that motivation is examined to understand how the situations are defined by tourists. Normally, motivation is studied in the tourist-host interaction context to deal with the person’s identity in a situation. Thomas (1964) reveals a constant tension between the situational definition placed by the society, and those of its members. He further grounds a situational definition into four wishes or desires: new experience, security, recognition and response.	Dann, 1981; Thomas, 1964

**Table 2.7** Sociological Approaches in Tourism Motivation (Cont.)

<b>Sociological Approaches</b>	<b>Proposition</b>	<b>Examples</b>
Motivation and tourist experiences	In the extent of typological analysis, the focus of this approach is on the experience of tourists instead of their role. It consists of two different viewpoints; on one side it is insisted by some scholars, who considered the tourists as the passive package tour prisoners, that their experiences are staged events. While on the other side, the tourist is maintained by the researchers to seal the authenticity and meaningfulness from their quests for the sacred. Knowing both positions' elements of truth, the three types of experience is addressed from Cohen (1979): experiential mode, experimental mode, and existential mode.	Boorstin, 1962; Cohen, 1979; MacCannell, 1976

Source: Dann, 1981

### **Push-Pull Model**

A review on literature related to tourism motivation, which separated the tourism push and pull factors, has gained acceptance in general. Mill and Morrison (2002) had proposed the push and pull model, where note was made that the push and pull factors were reflected in two stages of a travel decision. Push factors seem to be internal, and instill a travel desire with the aim to serve for a variety of psychological needs. They refer to the predisposed factor for the individual to travel. On the other hand, pull factors are external, with the person focusing on the benefits from certain destinations, and to determine when, where, and how the vacations take place. The tourist is attracted by several factors to the given resort. Thus, push factors normally come before the effectiveness of pull factors, and through the push factors examination, the study can bring more fundamental needs into travel decisions, rather than merely explore the choices of destination or resort, based on the factors associated to the destination attributes or marketing.



In his exploring of push motives, it is postulated from Dann that the underlying desires, where people are urged to travel, included the need to escape from daily life chaos, social interaction, push-pull models, ego-enhancement, and recognition from others (Dann, 1981). Those needs and desires are in line with the diverse needs from the framework of Maslow's hierarchy. The internal nature of "push" concept in the push-pull model however, is not exactly psychological, since it takes the conditions of culture and structure of society into consideration in people pushing to travel (Jamal & Lee, 2003). People seek ways to satisfy those needs via travel; this is not only from the intrinsic results in human beings, but those in society who lose the integrative force in norm-governing interactions. Thus, people try to transcend their isolated feelings and daily anomie life to reach a social status.

The push-pull framework concept is interrelated with the 'escaping-seeking' dichotomy of Iso-Ahola (Crompton & McKay, 1997). According to Iso-Ahola's framework, the two dimensions are quite similar in the generic push (escape) and pull (seeking) categories. By the way, a significance of 'escaping-seeking' framework refinement is the pull force is interpreted in intrinsically beneficial terms, while the pull conceptualizations earlier related with the pull of attractions, rather than the needs in social-psychology.

After the pull-push framework was proposed for 20 years in *The Language of Tourism: A Sociolinguistic Perspective* (Dann, 1981), another crucial dimension is added by Dann into the tourists travel sociological picture. In this comprehensive analysis on how crucial the role of marketing and mass media plays in travel desire promoting. The language of tourism is a social control mechanism, where the illustration and meticulous descriptions from the media related to travel, for instance, guide books, travel advertisements, and tourist brochures tell the readers the way to behave and what to expect. The critical insight of this dimension can allow for the push and pull side related factors to work as a push-pull framework.

Many studies related to tourism motivation have used the push-pull concept as the guideline (e.g., Jang, Yu, & Pearson, 2003; Kim & Chalip, 2004; Klenosky, 2002; Yuan & McDonald, 1990) and the empirical studies have also addressed many of the push and pull factors, as can be seen in Table 2.8 below.

**Table 2.8** Previous Empirical Studies Examining Push and Pull Factors

<b>Researcher(s)</b>	<b>Method</b>	<b>Push and Pull Factors</b>
Crompton, 1979	Unstructured in-depth interviews	<p><b>Push Factors</b></p> <p>Escape/Self-exploration and evaluation/Relaxation/Prestige/Regression/Enhancement of kinship relationships/Social interaction</p> <p><b>Pull Factors</b></p> <p>Novelty/Education</p>
Yuan & McDonald, 1990	Factor analysis of 29 motivation/push items and 53 destination/pull items	<p><b>Push Factors</b></p> <p>Novelty/Escape/Prestige/Enhancement of kinship relationship/Relaxation/hobbies</p> <p><b>Pull Factors</b></p> <p>Budget/Culture and history/Wilderness/Ease of travel/Cosmopolitan environment/Facilities/Hunting</p>
Fodness, 1994	Scale development	<p><b>Push Factors</b></p> <p>Ego-defense/Knowledge/Reward maximization/Punishment avoidance/Value expression/Social adjusters</p>
Turnbull & Uysal, 1995	Factor analysis of 30 push factors and 53 pull factors	<p><b>Push Factors</b></p> <p>Culture experiences/Escape/Re-experiencing family/Sports/Prestige</p> <p><b>Pull Factors</b></p> <p>Heritage and culture/City enclave/Comfort/Relaxation/Beach resort/Outdoor resources/Rural and inexpensive</p>
Oh, Uysal, & Weaver, 1995	Canonical correlation analysis of 30 push and 52 pull items	<p><b>Push Factors</b></p> <p>Knowledge or intellectual/Kinship or social/Novelty or adventure/Entertainment or prestige/Sports/Escape or rest</p> <p><b>Pull Factors</b></p> <p>Historical or cultural/Sports and activity/Safety or upscale/Nature or outdoor/Inexpensive and Budget</p>

**Table 2.8** Previous Empirical Studies Examining Push and Pull Factors (Cont.)

<b>Researcher(s)</b>	<b>Method</b>	<b>Push and Pull Factors</b>
Uysal & Jurowski, 1994	Factor analysis of 26 push items and 29 pull items	<p><b>Push Factors</b></p> <p>Re-experiencing family togetherness/Sports/Cultural experience/Escape</p> <p><b>Pull Factors</b></p> <p>Entertainment and resort/Outdoors and nature/Heritage and culture/Rural/Inexpensive</p>
Kim & Chalip, 2004	Factor analysis of 30 push items	<p><b>Push Factors</b></p> <p>Relaxation/Knowledge/Adventure/Travel bragging/Family/Sports</p>
Baloglu & Uysal, 1996	Canonical correlation analysis of 30 push and 53 pull items	<p>There was the identification of four various canonical pairs of push and pull items without labels.</p> <p>It used these varieties to address four market segments labels: Sports/activity seekers Novelty seekers / Urban-life seekers / Beach/resort seekers</p>
Sirakaya & McLellan, 1997	Factor analysis of 56 pull items Pull Factors	<p>Local hospitality and services/Trip cost and convenience/Perceptions of a safe environment/Change in daily life environment/Recreation and sporting activities/Entertainment and drinking opportunities/Personal and historical link/Cultural and shopping services/Unusual and distant vacation spotting</p>
Klenosky, 2002	Means-end theory	<p>In-depth interviews with college students.</p> <p>Single pull factor can possibly and differently serve for the travelers at multiple ends.</p>
Lee, O'Leary, Lee, & Morrison, 2002	Multinomial logistic regression, OLS regression, factor analysis of 17 push items and 22 pull items	<p><b>Push Factors</b></p> <p>Escape and getaway/Novelty seeking/Relaxing/Bragging about trip/Hedonism/Family togetherness</p> <p><b>Pull Factors</b></p> <p>Environment and safety/Natural and ecological sites/Ease and value/Art, culture and shopping/Climate/Unique people/Outdoor activities for a family</p>

**Table 2.8** Previous Empirical Studies Examining Push and Pull Factors (Cont.)

<b>Researcher(s)</b>	<b>Method</b>	<b>Push and Pull Factors</b>
Jang, Yu, & Pearson, 2003	Interviews with seniors in several clubs	<b>Push Factors</b> Knowledge-seeking/Ego-enhancement/Relaxation, socialization/Self-esteem <b>Pull Factors</b> Cleanliness & safety/Natural & historical sights/Facilities, events, & cost

Source: based on Klenosky (2000)

### **Authenticity Seeking**

Another sociological insight is trying to understand the reason that people travel to seek an authentic modernized society as McCannell (1973) firstly proposed. Modernity in the developed world consists of two major sociological dimensions according to Burns and Holden (1995), and Holden (2006): urbanization and industrialization. The former agrarian and rural population in an urbanized society shall adjust themselves from living in a semi natural ecosystem, into a purpose-built urban system. Work life has changed from the factory in an industrialized society and the task-related to time-related living orientation (Burns & Holden, 1995; Holden, 2006). The workers are forced by the structured work days to have the chance for leisure and holiday time for rest and self-recreation. The switching from the rural-agrarian to urban-industrial society contributed to the tourism demand generation in an economic and social environment.

The cosmos's traditional and sacred images in such a modernized society are neglected, regarding more interests in life, culture, and the natural environment (Cohen, 1972, 1973, 1979). Fragmentation seems to be experienced by people in their daily life, while the more inauthentic and fragmented interpersonal relationships can also be experienced every day. This authenticity in the general experience of phony and pseudo-events and interpersonal relationships anxieties in modern society, drive people to seek external authenticity from their everyday existence. This search is allowed to travel to where the tourists sought the wholeness of interpersonal relationships from the real and genuine places elsewhere (MacCannell, 1976).

Moreover, in order for people to escape from everyday life authentically, they also travel for the reasons as stated by Cohen in the “quest for center” theory, that they need to get away from their own home world’s spiritual, cultural, or even religious center, into its periphery, and wander into other cultural centers. It was also noted by Cohen that the attachment degree to one’s societal home world can be diverse from person to person; thus, intensity of center searching is diverse from each traveler (Cohen, 1972, 1973, 1979).

Wang (2000) addresses the modernity and authenticity concept to give the useful travel motivation elaboration in *Tourism and Modernity: A Sociological Analysis*. According to him, the tourist motivations are framed in the wider social changes and structural terms. Wang stated that in tourism especially, mass tourism is not viewed as a universal phenomenon, but a contemporary one, that presents for the ambivalence of modernity as he has characterized. Furthermore, there is the further exploration of the ambivalence via the four different types of tourism origin and evolution tracing. These consist of four types, authentic tourism, nature tourism, holidaymaking, and international tourism. This is the cultural reaction and resistance to the dark side of modernity as characterized by authenticity, reutilization, stress, helplessness, loss of nature, and exclusion (Wang, 2000).

Authenticity is a concept with a long history in social theory (Pearce & Moscardo, 1986). Sociologically, authenticity is a major concern on the existing subject, while in the tourism context it refers to the gazed-upon authenticity object which comes into question (Waller & Lea, 1999). Tourism setting as mentioned in McCannell (1973) can be separated into front- and back-stage. The back stage is the authentic one, where people carry on with their everyday lives, regardless of tourists. The front stage on the other hand is a specific place for tourists, that is when the tourists attempt to go further to seek authenticity. All the settings fall somewhere on a continuum between the two. Authenticity is in tourists’ demand, so it could be difficult to separate the actual authenticity from the first stage.

In contrast, McCannell reflects the view-point in taking the approach placed earlier by Boorstin (1961) which stated that tourists are content to experience “pseudo-events,” i.e., although they are truly seeking authenticity, they are happy to be taken in

by the tacky settings laid on for them (Boorstin, 1962). Cohen, (1979) by the way, tried to reconcile those two views by proposing tourist experiences in five different modes: 1) recreational, 2) diversionary, 3) experiential, 4) experimental, and 5) existential. According to him, there are so many reasons to travel, not just a single tourist type. It is considered as the experiential mode, where the search for authenticity by the tourist goes on. In crucial recognition of the way of scene perceiving in people, it is pointed out by Cohen that it requires separating the scene in nature, and the impression of the tourists at the scene.

This idea is taken further by Pearce and Moscardo (1986) in one more step, to suggest that not only the situational perception of people plays the crucial role in determining authenticity, but the demand and needs of people in authenticity itself are so varied. Thus, people themselves mediate the situational enjoyment via their authenticity preferences and perceptions. Waller and Lea (1999) later conducted an empirical test on Pearce and Moscardo's hypotheses, with a survey and focus group with two different students, and general public groups. Four factors are identified by Waller and Lea that seem to be relevant to the tourist authenticity experience. These factors are 1) culture (the experience should relate with some direct contact to the visiting place's distinctive culture in terms of historical buildings, local language and traditional events); 2) number of tourists (any experience with a large number of fellow-tourists involvement was not authentic); 3) level of independence (the schedules organizing visitors, are considered to have better authentic experiences), and 4) conformity to the country's stereotype (visitation to specific destinations must involve the destination representing elements). The amount of tourists is found to be the main dimension in those four factors as its underlying authenticity: the greater the tourist numbers, the lesser the authenticity.

McCannell's assumption was supported by the study by Waller and Lea, that social representations of authenticity are shared, while every tourist at least seeks it to some extent. The support for this assumption is based on the fact that positive correlation is found between predicted enjoyment and perceived authenticity. People who perceive more authenticity of that scenario, tend to rate it with more enjoyment. According to the hypotheses of Pearce and Moscardo, in some identifiable group,

authenticity is more important than the others, as it supports knowledgeable people who are traveling with a strong authenticity desire (Waller & Lea, 1999).

## **2.7 Conceptual Model Establishment: Constructs**

### **2.7.1 Antecedents of Motivation**

#### **Personal Value**

According to Gnoth, (1997), emotional-driven motives and cognitive-driven motivations are the two forces which simultaneously take place in the perception formation, and the subsequent expectations in a dynamic flow of action. However, the motivations are formed within the daily life of people by their acquired values (Ateljevic, 1997; Gnoth, 1997). The “value” conceptualization reflects the several disciplines’ interests, for instance, the sociology, psychology, and anthropology (Vinson, Scott, & Lamont, 1977). Research into consumer behavioral values and marketing has been sporadic, because most of them are in the expectancy-value theory context as proposed by Rosenberg and Fishbein. Note should be made that “value” with few exceptions, refers to some product attributes, thus meaning that it has the diverse meaning from which it is implied in this study.

Mostly, we have recognized value as an effective human behavior predictor in various situational contexts, including behavior of consumers (e.g., Henry, 1976; Homer & Kahle, 1988; Kahle, Beatty, & Homer, 1986; Kamakura & Mazzon, 1991; Kamakura & Novak, 1992; Novak & MacEvoy, 1990; Vinson & Munson, 1976). Tourism behavior’s affected values research has been quite rare, and most of the research seems to focus on the segmentation of markets (Madrigal, 1995). Personal values seem to be the most effective variables in segmentation, since the less numerous and more closely and centrally held related to motivation, if compared with the psychographic measures and traditional demographics (Boote, 1981; Vinson, Scott, & Lamont, 1977).

According to Gnoth, (1997), motivations are the motives and situations’ interaction result. Motive is the term that applies to a subject who has needs, including a directed force that drives the subject, or objects class towards the direction of need. If we can qualify the motives within these parameters, they will become the motivations. When linking the motive’s abstract parameter delimitation with the real

cultural situation, it is also implied from the social impacts on further motivations which qualify and lever the underlying motives to the level of values.

Values have evaluative interaction results between an object and a subject. They are the social, cultural, and situational influences expressing operationalization learned strategies for needs satisfying, either by the environmental adapting to suit the needs of one, or self-adapting to the given situations (Gnoth, 1997; Kahle, 1983). In holiday tourism cases, we can assume that the tourists select the most suitable environment that fits their preferences and motives, where it leads to the dialectical relationship between the tourism based, either ordinary or extraordinary (Urry, 1990). Tourism means the tourist experiences forming process between the extraordinary and the ordinary negotiation (Iso-Ahola & Allen, 1982; Mannell & Iso-Ahola, 1987), and tourist gaze, is led towards sites/destinations that are diverse from their everyday environments to help them shift from the actual ideal from self-concept (Gnoth, 1997; Urry, 1990). Either, values can be cognition-dominant or emotion-dominant. If the cognition-dominant values are object-directed or outer-directed and founder as the knowledge of experience, goal or situation (objects); such values are a symbolized object that is hard to substitute (Holbrook & Hirschman, 1982; Prentice, 1987). If it is the status which is symbolized, self-esteem needs or the sense of belonging are satisfied, and these objects would be of a most tangible nature (Kahle, 1983; Maslow, Frager & Cox, 1970; Rokeach, 1973; Schwartz & Bilsky, 1987). The outer-directed satisfaction values strengthen and ensure the belief as the attitude component (Gnoth, 1997). On the other hand, if it is the emotion-dominant value, their expectation intentions are inner-directed. In contrast, the outer-directed values have placed the locus of control in one self. The drive-based push and the interaction with external objects are related to the unspecific object sense that required satisfaction, rather than a class of objects (Gnoth, 1997). For example, to satisfy the relaxation needs for instance, either a person can have a vacation, or just stay at home watching TV. The emotional values fulfillment could lessen the drives (Gnoth, 1997). Thus, the difference between emotion-dominant and cognition-dominant values can offer explanations on the substitutable and the expectational quality of the tourism aspect, either to be cognition-dominant or emotion-dominant (Miller, 1976).



The value system impact on tourism motivation was empirically examined in 1996 by Ateljevic on a semi-structured survey basis with 499 New Zealand inbound travelers (the majority were English speaking tourists). The situational influences on the tourist' motivations are explained by Ateljevic, as they are represented by values. It was revealed from the results of the study that the industrialization and urbanization in the countries of origin form "green value", and are conscious of the environment that inspire the needs to look for green, nature, and authenticity in New Zealand.

### **Previous Experiences**

Among one of the three theoretical frameworks as used as the limited empirical travel motivation studies guidelines, the Travel Career Ladder (TCL) is emphasized by Pearce and his colleagues on their previous travel experience, as the crucial individual's travel motivation indicator. The core idea about the behavior of people during their holiday and travel motivation is a dynamic course that could be influenced by their former life-cycle stage and experiences of travel (Pearce & Lee, 2005).

The study by Pearce and Lee was done on a two-stage empirical study basis in Australia. The study consisted of 12 Australians being interviewed, and a survey conducted by snowballing sampling methods with 1,012 western respondents in Australia (57 percent from Australia, 22 percent from United Kingdom, and 21 percent from other western countries). In the factor analysis and cluster analysis, age, and international and domestic travel experience are used as the cluster variables, two experienced clusters and 14 motivation factors are also identified. Moreover, an independent t-test is conducted by the other for the difference by comparison between the travel motivation and these two experienced groups.

It is shown from the results of this study that, though there are four universal motivation factors in common (novelty, escape/relaxation, relationship enhancement, and self-development) to both travelers with experience and inexperience, there are other significant differences among the two experienced groups, in the way people in the experienced group value motivation factors more in regard of nature seeking and host-site-involvement. Whereas the emphasis of inexperienced people is based more on

other motivation factors, for instance, the personal development, self-actualization, stimulation, recognition and romance.

These study results are not consistent with the original propositions in the TCL framework, in that there is more emphasis from the empirically low-travel-experience-level on self-actualization and self-development motivations of people, than the traveler's experiences. However, the insights into the motivation exploration are provided from former travel experiences. The study has found significant differences among the nine identified motivational factors, where people with lower experiences emphasized more on seven of them. The interview results also implied on this phenomenon, or it can be also said that, people with low-travel-experience-level seem to travel with more multiple motivations in combination than the experienced travelers. There are four "backbone" or "skeleton" factors which are the four common motivational factors for all travelers, despite their travel experience (Pearce & Lee, 2005). The hypothesis of Pearce and Lee on that former experience could have an impact on the motivation of tourists was also supported. According to the study of Fluker and Turner (2000) on a whitewater rafting vacation, that the tourists with no previous experience with rafting seem to focus on the whitewater rafting action because of their new experience, seeking and exploring in their choice of adventure, whereas, the tourists with some previous experience are more prone to relaxing motivation (Fluker & Turner, 2000).

### **Behavioral Intention**

Theories relating to tourist behavior are focused on in many studies about tourism. The process of decision-making leads to complex travel destination choices that can influence both the social and psychological factors. Among all the behavioral antecedents, we consider the behavioral intention as the immediate determinant and best behavioral forecaster (Fishbein & Ajzen, 1975). Behavioral intention may be termed as the anticipation from an individual, or the planned behavior in the future (Oliver & Swan, 1989). This represents the expectancies of a person on specific behavior in a given event, and can be operationalized as the potential to act (Fishbein & Ajzen, 1975). The tourists' behavioral intention studies have mainly focused on two topics:

the choice intention of destination (e.g., Lam & Hsu, 2006), and the behavioral intention after purchasing (e.g., Baker & Crompton, 2000; Kozak, 2002).

Motivation and travel intentions relationship to the destination has lacked documentation. It is argued by Ajzen (1991) however, that the motivational factors are captured by the intention to influence behavior, and implied on the difficulty that people attempt, or the amount of effort that they would exert in behavioral performance. The motivation is implied and related to the behavioral intention.

Most destination choice intention research is normally done in reference to the TPB claim that the behavioral intention is proclaimed as an attitude consequence, subjective norm, and perceived behavioral control (Ajzen, 1991). Attitude refers to the predisposition for certain situation responding as previously defined while subjective norm refers to the social environmental influences on behavior. It is the perception of people to most individuals that seems crucial to them to think whether or not to perform such behavior in question. The perceived behavioral control refers to the degree of difficulty to perform the behavior in the mind of a person.

In a variety of social behavior studies, TPB has been used to give strong predictive outcomes, specifically for the partial under personal control behavior (Corby, Schnedier-Jamner, & Wolitski, 1996). Plus, from the attitude, subjective norm, and perceived behavioral control, it is argued by some scholars that the achievement of personal goals (e.g., Perugini & Bagozzi, 2001), anticipated emotions (e.g., Goossens, 2000), past experiences (e.g., Lam & Hsu, 2006; Ouellette & Wood, 1998), and visitors' satisfaction (Baker & Crompton, 2000; Cronin & Taylor, 1994) are among the additional constructions that could facilitate for the predictive ability of TPB.

It is known by the human behavior theories, that the frequency of past behavior in relevance is the best behavioral intention, and future actual behavior predictor (Ouellette & Wood, 1998; Sonmez & Graefe, 1998). Meta-analysis was conducted by Ouellette and Wood based on 64 previous researches, and found that the frequency of past behavior can influence both the intentions and behaviors in the future. When an individual practices good behavior in a stable environment, the frequency of past behavior can reflect the strength of habit that will therefore have a direct effect on their behavior in the future. By the way, if the behavior is not well performed or has

been carried out in an inconstant context, there is an indirect contribution from the frequency of past behavior on the intention, since people seem to create the favorable act of intentions like they frequently performed in the past (Ouellette & Wood, 1998). One of the potential reasons, is that people seem to keep with value and behavioral persistency (Cialdini, 1988; Staw, 1981). Although the author considered TPB as the valid model for behavioral intention prediction, it was found by Ouellette and Wood (1998) that the variance in behavioral intention explaining, rose when adding the past behavior into the TPB model. Lam and Hsu (2004, 2006) conducted an empirical test on relationships by exploring the tourists from Mainland Chinese and Taiwanese with the behavioral intention to visit Hong Kong. The results from the study revealed the measuring of past behavior via the previous visits to Hong Kong frequency, which was a crucial travelers' intention predictor in their destination selecting, though with a weak correlation.

Behavioral intention in a considerable amount of studies related to tourism and consumer behavior have focused on the tourists' or consumers' post-purchase behavioral intention. Post-purchase behavioral intention in this sense could be broadly separated into the dimensions of favorable and unfavorable (Parasurama, Zeithaml, & Berry, 2002). The favorable behavioral intentions indicator consists of 1) saying to others about the positive things related to the firm (Boulding, Kalra, Staelin, & Zeithaml, 1993); 2) suggesting to others the firm or its service (Parasurama, Zeithaml, & Berry, 2002; Reichheld & Sasser, 1990); 3) paying a premium price for the firm; and 4) keeping loyal with the firm (LaBarbera & Mazursky, 1983; Newman & Werbel, 1973; Rust & Zahorik, 1993). Included as the unfavorable behavioral intentions, are the different styles of complaining and contemplation to buy from the competitors (Parasurama, Zeithaml, & Berry, 1988).

The integration of anecdotal evidence with the findings from research was conducted by Zeithaml, Berry, and Parasurama (1996) in which the 13 items were developed to measure the wide range of behavioral intention. After the empirical testing, they grouped those items into five categories: loyalty, switch, pay more, external response, and internal response (Table 2.9). The willingness to spend more and loyalty, are the two most frequently investigated dimensions in the studies of

researchers on consumer behavior and tourism (Baker & Crompton, 2000; Dean, Morgan, & Tan, 2002; Parasurama, Zeithaml, & Berry, 1988; Wakefield & Blodgett, 1999). Among the tourism providers' primary consideration to invest the effort to assess and improve the performance quality, and search to enhance the satisfaction level, is such that the improvements will lead to more visitations and/or revenues (Baker & Crompton, 2000). Thus, the perceived quality and satisfaction is the very common post-purchase behavioral intention antecedent found in the marketing research. It is revealed from the empirical studies that customer satisfaction has a direct impact on the behavioral intentions (e.g., Baker & Crompton, 2000), and satisfaction has more of an impact for one to form the behavioral intentions, rather than service quality (Cronin & Taylor, 1994).

**Table 2.9** Behavioral Intention Operationalization

<b>Dimension</b>	<b>Operationalization</b>
Loyalty	Say to other people in a positive way Suggest to the other who asks for advice. Promote relatives and friends to conduct business. Consider *** for the first choice of purchase. Return to do business with *** in the future.
Switch	Do less business with *** in the next few years. Do some business with a competitor who may have better price offers. Continue to work and pay more to *** if the prices rise somewhat. Pay a higher price than charged by competitors for the current benefits received from ***
External response	Shift to a competitor when experiencing some service problems from ***. Complain with other customers when experiencing some service problems from ***. Complain with the external agencies when experiencing some service problems from ***.
Internal response	Complain to ***'s employees when experiencing some service problems from ***.

## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 Statistic Research Model

According to the research framework and hypotheses, this study used structural equation model (SEM) analysis. Thus, a statistical research model was created for hypothesis testing as follows:

There are three variables consisting of previous experience, travel motivation, and behavioral intention. To begin with, previous experience was developed from three pieces of academic research. Pearce and Lee (2005) states that previous travel experience is very important as a critical indicator of an individual's motivation for travel. The core idea is that people's behavior on holiday and their travel motivation is a dynamic course, which could be influenced by their previous travel experiences and life-cycle stage. Pearce and Lee's hypothesis that previous experience may have influence over tourists' motivation was also supported. In the study conducted by Fluker and Turner (2000) on tourists at a whitewater rafting destination it was said that people without prior rafting experience tend to focus on the seeking of a new experience and an exploration adventure alternative, while participants with previous experience are more apt to have relaxation as a motivation. Li (2007) states that previous travel experience was measured by the total number of visits, using these four calculations: 1) the number of pleasure trips to foreign countries/regions in total; 2) the number of pleasure trips to foreign countries/regions in the past 12 months; 3) the number of pleasure trips to foreign countries/regions outside Asia in total; and 4) the number of domestic pleasure trips in the past 12 months.

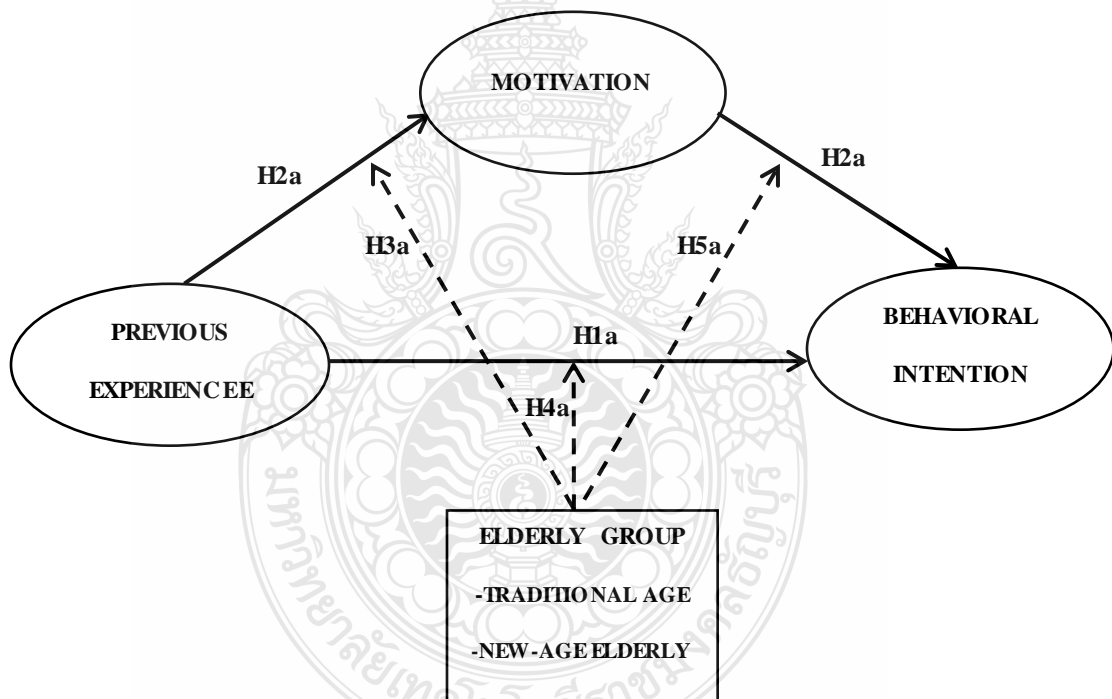
The measurement of travel motivation was developed based on the review of a variety of literature about travel motivation (*e.g.*, Beard & Ragheb, 1983; Crompton, 1979; Dann, 1981; Manfredo, Driver & Tarrant, 1996; Fodness, 1994; Gitelson & Kerstetter, 1990; Hsu & Lam, 2003; Lee & Crompton, 1992; Loker & Perdue, 1992; McIntosh, Goeldner & Ritchie, 1986; Pearce & Lee, 2005; Ross & Iso-Aloha, 1991; Ryan & Glendon, 1998; Shoemaker, 1989; Tinsley & Kass, 1978; Uysal & Jurowski, 1994; Wong, Cheung & Wan, 2013). According to Beard and Ragheb (1983), people's

motives cannot be explained by a single-dimension as people have different reasons for engaging in leisure or travel activities. In accordance with the above, this study thus developed the items in this part with 23 different reasons in conformance with the sample group context.

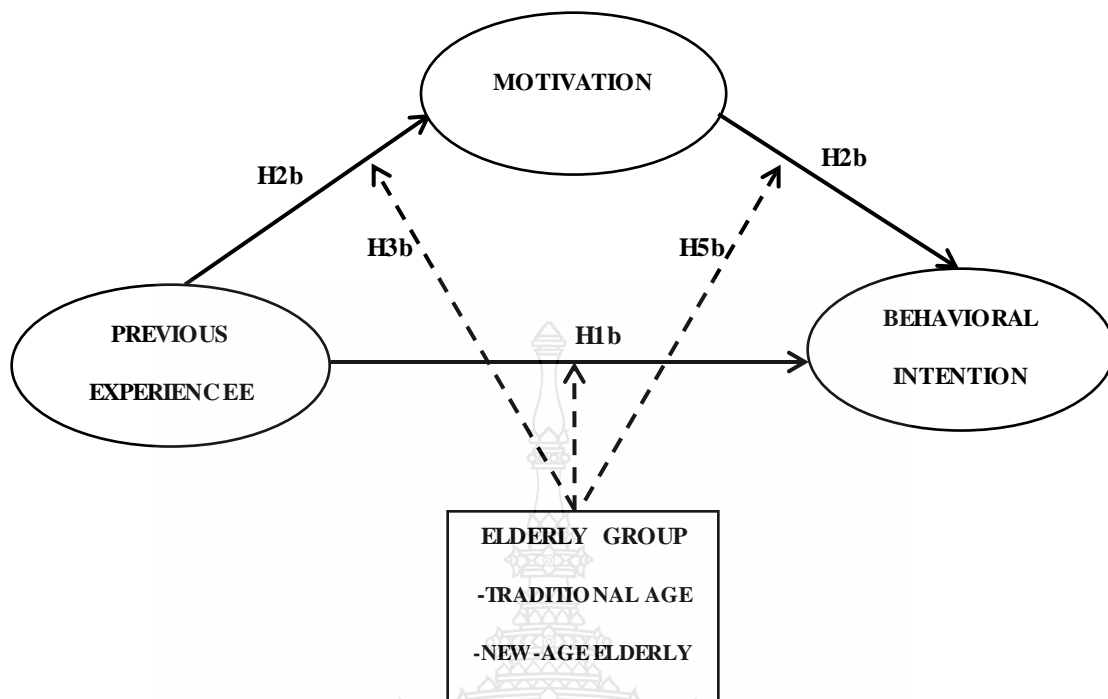
Behavioral intention was adapted from Li (2007) and the construct of behavioral intention was measured by visitors' revisiting intention and their willingness to recommend the destination(s) to their relatives and/or friends.

There is a moderator effect, namely the "elderly group". The elderly group was measured using the NAVO scale (Mathur, Sherman & Schiffman, 1998).

The model shown in figure 3.1 and 3.2 is a model/theoretical framework of this study based on the literature reviewed.



**Figure 3.1** Statistical Research Model: Domestic Trip



**Figure 3.2** Statistical Research Model: Foreign Trip

### 3.2 Research Design

This is a cross-sectional study using population or research samples that are observed at a particular point of time. The author divides methodology into quantitative and qualitative research. For quantitative research, it uses the questionnaire as a tool for data survey. The survey results reflect the relationship within the research framework. On the other hand, the qualitative research data collection is done through an in-depth interview with a group of 24 elderly people divided into 12 New-Age Elderly and 12 Traditional Age Elderly. The interview data is used to 1) improve the questionnaire in conformance with the sample group context; 2) comply with the quantitative research outcomes.

#### 3.2.1 Quantitative Methodology

##### 3.2.1.1 Population and Sample

This study collects data from a self-administered survey. The survey population includes both male and female elderly people in Thailand aged over 60 years old; with a total sample of 8,011,000 in the year 2010 (Table3.1).



**Table 3.1** Thailand's population, aged 60 and over (Year 2000-2030)

Age Group	2000	2010	2020 (est.)	2030 (est.)
60 years and over	5,867,000	8,011,000	12,272,000	17,763,000
65 years and over	3,871,000	5,389,000	8,046,000	12,705,000
70 years and over	2,321,000	3,391,000	4,914,000	8,204,000
80 years and over	593,000	804,000	1,348,000	2,155,000

Source: TGRI, 2013  
est. = estimated

In regard to the size of the sample, the requirements of the sample size to be used in the structural equation modeling (SEM) is normally a challenge that the researchers, grant writers and peer reviewers are faced with. Advances in statistical modeling approaches and the ease of use of relevant software programs have led to a higher number of studies analyzing the latent variables and also increasing numbers of questions on the way to estimate the requisite sample size in such model testing. One of SEM's strength is the flexibility it allows for the examination of complex associations, the use of various types of data (e.g., dimensional, categorical, count variables and censored), and comparisons via alternative models. By the way, the model used in this research has a total of 28 parameters, thus the established sample size is about 420 cases according to the criteria by Schochet (1986) who stated that one parameter should have a sample size of 15 cases. (The number of sample groups separated by province is shown in Table 3.2)

**Table 3.2** Expected Samples Classified by Population Size and Province of Thai people aged 60 and over

Province	Persons aged 60 and over	Estimated samples
Bangkok	692,654	205
Nakhon Ratchasima	308,608	91
Khon Kaen	211,882	63
Chiang Mai	208,066	61
Total	1,421,210	420

**Table 3.3** Population Size by Province of Thai people aged 60 and over (Year 2013)

No.	Province	Persons aged 60 and over
1	Bangkok	692,654
2	Nakhon Ratchasima	308,608
3	Khon Kaen	211,882
4	Chiang Mai	208,066
	All 60+ population in Thailand	7,493,227

Source: TGRI, 2014

Criteria for Sample Inclusion:

- 1) Age and Ethnicity: Thai citizens aged 60 to 80 years.
- 2) Residency: Ever resided in Bangkok, Nakhon Ratchasima, Khon Kaen and Chiang Mai

Bangkok, Nakhon Ratchasima, Khon Kaen and Chiang Mai were selected due to the concentration of Thailand's elderly population (TGRI, 2014), shown in Table 3.3.

- 3) Having had travel experiences both domestic and international for at least once in the 12 month period (1 June 2015 - 31 May 2016)

#### **3.2.1.2 Data Collection**

This study employs the data that was collected via the self-administrated survey. The survey population is both male and female Thai elderly people aged 60 years or older. Contained in the sampling frame are the elderly people in Thailand aged between 60-80 years old, both male and female, with some sort of travel experience, either domestic or international, within the 12 month period (1 June 2015 - 31 May 2016). They live in Bangkok, Chiang Mai, Nakhon Ratchasima or Khon Kaen, since these are the four provinces with the highest number of elderly in Thailand.

#### **3.2.1.3 Research Instrumentation**

##### **1) Questionnaire**

Questionnaire is used here as the data gathering instrument from the research samples. It is constructed based on the literature review in chapter two and is also designed to meet with the research questions and objectives of the study in chapter one. There are five parts in this questionnaire as detailed below.

The first part asks for demographic information from the participants regarding age, gender, employment status, marital status, living status, personal income, annual household income, education, activities, and information used for vacation planning.

The second part of the questionnaire contains questions about the value orientation of the elderly group, which was developed from the NAVO scale (Mathur, Sherman & Schiffman, 1998). There are 35 items, and the participants were asked to rate the statements on a scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

The third part of the questionnaire is about previous travel experience. The questionnaire, which was developed from Li (2007) and Mathur, Sherman and Schiffman (1998), states that previous travel experience was measured by the total number of visits and days spent on vacation trips, with 8 questions (4 questions for domestic trips and 4 questions for foreign trips).

The fourth part is about travel motivation. The questionnaire, which was developed from Wong, Cheung and Wan (2013) and from the researcher's in-depth interviews is in conformance with the sample group context. There are 23 items (18 items from Wong, 2013 and 5 items from in-depth interviews). The participants were asked to rate the statements on a scale ranging from 1(Strongly Unimportant) to 5 (Strongly Important).

The last part of the questionnaire is about the behavioral intention of the trip (domestic trips and foreign trips). The questionnaire, which was developed from Wong, Cheung and Wan (2013) and Li (2008), has 12 items for behavioral intention (6 questions for domestic trips and 6 questions for foreign trips). The participants were asked to rate the statements on a scale ranging from 1(Strongly Disagree) to 5 (Strongly Agree).

Regarding all parts of the questionnaire, there were some changes made to certain items making it different from the original studies. Furthermore, the questionnaire was translated into the Thai language and all parts of the questionnaire would be tested for their validity, which was measured by professionals in human

resources and management departments. Finally, reliability was tested by using a pilot study.

#### **3.2.1.4 Variables and Measurement**

This research used variables including the former travel experiences, travel motivation for taking a pleasure trip (domestic or foreign) and behavioral intention. In addition, there is a moderator effect which is the Elderly Group. Table 3.4 presents the measurement on each construct.

The previous experience of visitors is measured in eight questions: 1) Number of domestic pleasure trips in the past 12 months; 2) Days spent on domestic vacation trips by air in the past 12 months; 3) Days spent on domestic vacation trips by car in the past 12 months; 4) Days spent on domestic vacation trips by train/bus in the past 12 months; 5) Number of international pleasure trips in the past 12 months; 6) Days spent on international vacation trips by air in the past 12 months; 7) Days spent on international vacation trips by train/bus in the past 12 months; 8) Days spent on cruise trips in the past 12 months.

The travel motivation measurement is formed based on Wong, Cheung and Wan (2013) and in-depth interviews by the researcher with the group of 24 Thai elderly people to get the questionnaire to conform more to a Thai context. Then, the author uses the motivation measuring tool with 23 items of questions in the form of 1-5 Likert scale questions.

The behavioral intention construct was gauged by the revisiting intention of visitors and their willingness to suggest to their friends or relatives about the destination. The author asked the respondents to evaluate the degree of their agreement on a 1-5 Likert scale using: 1) I want to revisit this/these destination(s) again in the future; and 2) I would like to suggest the destination(s) if someone asks for my advice.

There is one moderator effect, the elderly group. The elderly group was measured using the NAVO scale (Mathur, Sherman & Schiffman, 1998).

**Table 3.4 Variables and Measurement**

<b>Construct</b>	<b>Survey Question</b>	<b>Construct/Items</b>	<b>Measurement</b>
<b>Previous Experience: Domestic Trip</b>	Number of domestic pleasure trips in the past 12 months	IN1	Total number of visits
	Days spent on domestic vacation trips by air in the past 12 months	IN2	Total days spent
	Days spent on domestic vacation trips by car in the past 12 months	IN3	Total days spent
	Days spent on domestic vacation trips by train/bus in the past 12 months	IN4	Total days spent
<b>Previous Experience : Foreign Trip</b>	Number of international pleasure trips in the past 12 months	OUT1	Total number of visit
	Days spent on international vacation trips by air in the past 12 months	OUT2	Total days spent
	Days spent on international vacation trips by train/bus in the past 12 months	OUT3	Total days spent
	Days spent on cruise trips in the past 12 months	OUT4	Total days spent
<b>Travel Motivation: Domestic Trip</b>	Experiencing new/different lifestyles	M101	5-point Likert Scale (5=Strongly Important, 1=Strongly Unimportant)
	Broadening one's horizon	M102	
	Blending into local culture	M103	
	Visiting historical places	M104	
	Satisfying the curiosity about the destination	M105	
	Enjoying being physical	M106	
	Meeting people of the opposite sex	M107	
	Feeling excited	M108	
	Challenging one's own self	M109	

**Table 3.4** Variables and Measurement (Cont.)

<b>Construct</b>	<b>Survey Question</b>	<b>Construct/Items</b>	<b>Measurement</b>
<b>Travel Motivation: Foreign Trip</b>	Getting away from the demands at home	M110	5-point Likert Scale (5=Strongly Important, 1=Strongly Unimportant)
	Like adventure	M111	
	Releasing work pressures	M112	
	Getting a change from a busy job	M113	
	Relaxing oneself	M114	
	Visiting the home country	M115	
	Visiting friends and relatives	M116	
	Can buy well-known name products	M117	
	Like shopping	M118	
	To compensate for a lack of opportunity when working.	M119	
	To enhance family relationships	M120	
	To enhance one's relationships with friends	M121	
	To fulfill their own dream(s)	M122	
	For work benefits	M123	
	Experiencing new/different lifestyles	M201	
	Broadening one's horizons	M202	
	Blending into local culture	M203	
	Visiting historical places	M204	
	Satisfying the curiosity about the destination	M205	
	Enjoying being physical	M206	
	Meeting people of the opposite sex	M207	
Feeling excited	M208		
Challenging one's own self	M209		
Getting away from the demands at home	M210		
Like adventure	M211		
Releasing work pressures	M212		

**Table 3.4** Variables and Measurement (Cont.)

<b>Construct</b>	<b>Survey Question</b>	<b>Construct/Items</b>	<b>Measurement</b>
	Getting a change from a busy job	M213	
	Relaxing oneself	M214	
	Visiting one's home country	M215	
	Visiting friends and relatives	M216	
	Can buy well-known name products	M217	
	Like shopping	M218	
	To compensate for a lack of opportunity when working.	M219	
	To enhance family relationships	M220	
	To enhance one's relationships with friends	M221	
	To fulfill one's own dream	M222	
	For the work benefits	M223	
<b>Behavioral Intention : Domestic Trip</b>	<b>Visitors' revisiting Intention</b>		5-point Likert Scale
	- Eco-tourism	AT101	(5=Strongly Agree, 1=Strongly Disagree)
	- Arts and Sciences Educational Attraction Standard	AT102	
	- Historical Attraction	AT103	
	- Natural Attraction	AT104	
	- Recreational Attraction	AT105	
	- Cultural Attraction	AT106	
	<b>Willingness to recommend the destination(s) to relatives and/or friends</b>		5-point Likert Scale
	- Eco-tourism	AT107	(5=Strongly Agree, 1=Strongly Disagree)
	- Arts and Sciences Educational Attraction Standard	AT108	
	- Historical Attraction	AT109	
	- Natural Attraction	AT110	
	- Recreational Attraction	AT111	
	- Cultural Attraction	AT112	

**Table 3.4** Variables and Measurement (Cont.)

<b>Construct</b>	<b>Survey Question</b>	<b>Construct/Items</b>	<b>Measurement</b>
<b>Behavioral</b>	<b>Visitors' revisiting</b>		5-point Likert Scale
<b>Intention</b>	<b>Intention</b>		(5=Strongly Agree, 1=Strongly Disagree)
<b>: Foreign Trip</b>	- Eco-tourism	AT201	
	- Arts and Sciences Educational Attraction Standard	AT202	
	- Historical Attraction	AT203	
	- Natural Attraction	AT204	
	- Recreational Attraction	AT205	
	- Cultural Attraction	AT206	
	<b>Willingness to recommend the destination(s) to relatives and/or friends</b>		
	- Eco-tourism	AT207	
	- Arts and Sciences Educational Attraction Standard	AT208	
	- Historical Attraction	AT209	
	- Natural Attraction	AT210	
	- Recreational Attraction	AT211	
	- Cultural Attraction	AT212	
<b>elderly group</b>	You are really as young as you think you are.	A1	
	Since you cannot stop aging, getting older is not a state of mind, but rather a physical condition.	A2	
	Let's face it, try as hard as you can, You can't control your age.	A3	
	Being older has proven to be a barrier for me.	A4	
	Being older has proven to be more fun than I had expected.	A5	



**Table 3.4 Variables and Measurement (Cont.)**

<b>Construct</b>	<b>Survey Question</b>	<b>Construct/Items</b>	<b>Measurement</b>
<b>elderly group</b>	Unknown is for other people, I take comfort in knowing what is coming next.	A6	
	I'm happiest doing the same thing every day.	A7	
	I see life as an adventure, and I like the thought of doing new and different things each day.	A8	
	I'm frequently doing new things that I haven't done before.	A9	
	I have more control over what I do and don't do than at any other point in my life.	A10	
	If I really wanted to, I could pick myself up and go around the world within two weeks.	A11	
	I have more control over my life now than I have ever had.	A12	
	I pretty much can decide what I want to do, and then do it.	A13	
	As I've gotten older, I actually have more opportunities to do what I want to do.	A14	
	At this point in my life, I have too little freedom to do what I want to do.	A15	
	I find it easy to make up my mind, when it comes to deciding what to buy.	A16	
	Even under pressure, I make good decisions regarding what to buy.	A17	
	I have the ability to make the right choice when it comes to deciding what to buy.	A18	

**Table 3.4 Variables and Measurement (Cont.)**

<b>Construct</b>	<b>Survey Question</b>	<b>Construct/Items</b>	<b>Measurement</b>
<b>elderly group</b>	When it comes to making the right choice at a store, I'm confident that I know what I'm doing.	A19	5-point Likert Scale (5=Strongly Agree, 1=Strongly Disagree)
	I tend to be unsure of myself when it comes to knowing what to buy.	A20	
	I'm a better shopper than most other people I know.	A21	
	I enjoy shopping and buying things.	A22	
	I have trouble making up my mind.	A23	
	I'm a little too uncertain of myself when making a purchasing decision.	A24	
	I worry that I might make the wrong choice when buying things at the store.	A25	
	As a consumer, I know what I'm doing.	A26	
	I will buy unfamiliar products, if I feel they might be useful to me.	A27	
	I find it easy to make up my mind, when it comes to deciding what to do.	A28	
	I will generally let someone else try something new before I will try it.	A29	
	Things don't interest me as much as they use to.	A30	
	I have no regrets, as to how I lived my life so far.	A31	

**Table 3.4** Variables and Measurement (Cont.)

Construct	Survey Question	Construct/Items	Measurement
	I am generally dissatisfied with how my life worked out.	A32	5-point Likert Scale (5=Strongly Agree, 1=Strongly Disagree)
	I am fortunate that I have a really good life.	A33	
	The things that I own aren't all that important to me.	A34	
	I have all the things I really need to enjoy life.	A35	

### 3.2.1.5 Validity and Reliability

The instrument for this study was developed from previous studies and existing instruments with high scales of reliability and validity. However, the national and official language of Thailand is the Thai language which is different from the original instrument; thus, the instrument is required to be translated into Thai. To avoid the distinction of cultural effect and ensure that the translated version still maintains the validities and reliabilities of the original instruments, this study used the 3 steps of the translation model proposed by Brislin (1986).

The first step was that a forward translation of the original version in English language was translated into a Thai version. Then, the Thai version was reviewed by a monolingual reviewer who could communicate only in the Thai language to adjust incomprehensible or ambiguous wordings. For this study the instrument was reviewed by 2-3 elderly people who had little communication skills in English. The last step was a backward translation where the Thai version was translated into an English version by someone who could communicate in both Thai and English languages enough to understand the instrument. For this study the instrument was backward translated by a university professor, Assistant Professor Dr. Pompimon Hart-Rawung, a professor from the western languages branch, Faculty of Arts, Rajamangala University of Technology, Thanyaburi. After a translation process, the translated version was reviewed and evaluated for content validity by five professors, three professors who are

experts on marketing, one expert professor on statistics and one expert professor on tourism, based on the approach of IOC (Index of Item-Objective Congruence). This assessment result was then adjusted and improved for the accuracy of the questionnaire.

Finally, the complete translated instrument was tested in a pilot test.

To conduct the pilot study, paper-questionnaires were distributed to 30 participants. The reliability of the instruments was assessed by using Cronbach's alpha. CFA was used to test the validity of the instrument.

### **1) Pre-Testing**

The questionnaire was tested for content validity and reliability before sending to survey the data from the research sample.

#### **1.1) Content Validity**

The evaluation on content validity was done by five experts who are university's professors, and these are statistics expert Associate Professor Dr. Usaporn Swekwi, tourism expert Dr. Tharanee Nawatnatee, and marketing experts Associate Professor Dr. Saravudh Anantachart, Assistant Professor Dr. Kittipong Sophonthummapharn and Assistant Professor Dr. Teerasak Jindabot

The IOC (Index of Item-Objective Congruence) method was used in the assessment to score each question according to the theory, objective of research and correct meaning. The Index of Item-Objective Congruence testing results are shown in appendix A (Index of Item-Objective Congruence: IOC)

After testing was finished, the author brought the evaluation results and suggestions from the experts to improve the questionnaire and then proceeded to test the reliability value by trying them out on 30 sets.

#### **1.2) Reliability Testing (Trying out)**

Reliability is a measurement of the consistency of the responses given by respondents. The questionnaires were sent to 30 elderly individuals aged between 60-80 years old, and after the questionnaires were completed and returned, data was analyzed using Cronbach's alpha to assess reliability. Reliability is defined as the extent to which a questionnaire, test, observation or any measurement procedure produces the same results on repeated trials (Cooper & Schindler, 2003). There are three aspects of

reliability which are equivalence, stability, and internal consistency. The internal consistency reliability is related to the extent to which items on the test or instrument are measuring the same thing. If the individual items are highly correlated with each other, the researcher could be confident that the instrument is on the high reliability part of the entire scale. Therefore internal consistency reliability was used to measure the reliability of this study. The instrument used for this study contained the 5-point Likert scales. Thus the coefficient alpha (Cronbach, 1951) was applied. The Cronbach's alpha refers to the extent to which the items in a test measure the same construct (Ho, 2006). A value above .800 is generally accepted (Crano & Brewer, 1973).

The reliability coefficients are shown in Table 3.6. The Cronbach's alpha coefficients value in all parts of questionnaire is more than .800 which indicates the positive reliability of the questionnaire (The Cronbach's alpha of all the questionnaires are shown in appendix B).

**Table 3.5** Reliability Statistics (Trying out)

Question	Items	Cronbach's Alpha
<b>1. Elderly Group</b>	35	.830
<b>2. Travel Motivation:</b>		
Domestic Trip	23	.880
Foreign Trip	23	.900
<b>3. Behavioral Intention:</b>		
Want to visit: Domestic Trip	6	.840
Recommend: Domestic Trip	6	.850
Want to visit: Foreign Trip	6	.940
Recommend: Foreign Trip	6	.900
Total	105	.950

### 3.2.1.6 Data Analysis

The results from sampling group were analyzed by using descriptive statistics, factor analysis, the structural equation model and cluster analysis.

## **Descriptive Statistics**

Descriptive statistics are the disciplines of quantitatively describing the main features of data collection that aims to summarize a data set of a population, such as mean, mode, median, variance, and standard deviation. For example, the average age, the proportion of each gender, education, and salary.

## **Factor Analysis**

To uncover the latent structure, factor analysis was done with the set of variables. This can lessen the space of attributes from a larger variable number towards a smaller number of factors. One of the most widely adopted statistical analyses in tourism research, factor analysis, can be applied on the following analyses.

1) To lessen a large variable number into a smaller number of factors for the model purposes while a large variable number precludes all individual measuring models.

Thus, the structural equation model is integrated with factor analysis to facilitate the forming of latent variables. By the way, factor analysis can and is often used for the same purpose on a stand-alone basis (Garson, 2001).

2) To select a subset from a larger variable set based on the highest correlations of the original variables with the factors of principal component.

3) To form one set of factors and treat as uncorrelated variables as an approach to handle multicollinearity in such procedures for instance, multiple regression.

4) To validate an index or scale by showing that its constituent items are loading on the similar factors and to drop the scale items as proposed so one can have more cross-load than one factor.

5) To form the measure with multiple tests on the same factor, thereby offering fewer tests administered for justification.

6) To identify the cases and/or outliers clusters.

7) To determine the set of people to cluster in the network groups.

Commonly, factor analysis consists of two types: Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA).

EFA is used in this study to extract the constructs' underlying dimensions by applying the principal component method with varimax rotation. In order to control the

amount of extracted factors, the author used a minimum eigenvalue. Then the author removed the items with the low factor loadings ( $<.400$ ), high cross-loadings ( $>.500$ ), or low communalities ( $<.500$ ) exhibiting at one time. This process was done until there were no more items to be deleted. To test the factors' reliability, the author conducted a test using Cronbach's alpha reliability.

### **Structure Equation Model (SEM)**

Recently, SEM seems to have been the most powerful and popular method in dealing with the causal relationships in equations systems. It serves a similar purpose to multiple regression, however, in a more powerful way by taking into account interaction modeling, multiple latent independents, nonlinearities, correlated independents, measurement error, and correlated error terms, where each is measured by multiple indicators, as well as one or more latent dependents with multiple indicators.

SEM seems to be the most powerful choice for path analysis, factor analysis, multiple regression and analysis of covariance. SEM can be characterized by two basic components from the structural model and measurement model.

The structural model uses theories or previous experience as well as some form of guidelines to differentiate the independent and dependent variables interrelationship. The measurement model enables the author to evaluate each scale item contribution and to incorporate how well the concept is measured by the scale to estimate the dependent and independent variables relationships.

In general, SEM has two types of variables: the endogenous (dependent or latent) variable and exogenous (independent or observed) variable. The endogenous variable is a theoretical construct that can only be valued as the existing combination of the other measurable variables; the coefficients here are referred to as path coefficients.

Confirmatory factor analysis is used when using SEM while the observed variables are loaded onto particular constructs.

The structural model fit assessment involves various steps. In the offending inspection, estimates should be initially done. Offending estimating is unacceptable as coefficients estimation either on the structural models or measurements which consist of 1) Negative error variances, also known as Heywood cases, or in any construct as non-significant error variances, 2) exceeding standardized coefficients or quite close to

1, and 3) very large standard errors related to any estimated coefficients (Hair, Anderson, Tatham, & Black, 2010).

Second is the goodness-of-fit statistics evaluation step. Goodness-of-fit measures the actual or observed input matrix correspondence which the proposed model has predicted (Hair, Anderson, Tatham, & Black, 2010). Dissimilar with the technique of multivariate statistical analysis, SEM has no single statistical tests to best explain the strength of the model. In order to identify the appropriate model for a set of data given in SEM, McDonald and Ho (2002) said that we can use a set of indices, as can be seen in Table 3.3 (McDonald & Ho, 2002; Schumacker & Lomax, 1996).

Model Chi-square which can be called the discrepancy or the discrepancy function seems to be the most common fit test that can be printed from every computer program. There shall not be a significant value of Chi-square if there is a good model fit because a significant Chi-square indicates the absence of a satisfactory model fit. That is, "badness of fit" measure is done by Chi-square where the finding of significance refers to a significant difference in the given model's covariance structure via the observed covariance matrix. If model Chi-square is less than .050, it will be rejected. The Chi-square test can be misleading in three ways: 1) the more model complexity, the better likely a good fit; 2) the larger the sample, the more possible for model rejection; and 3) the Chi-square fit index is also very sensitive to multivariate normality violation assumptions. Since the reasons given by various researchers, that applied SEM with the belief that a reasonable sample size (ex., > 200) and good approximate fit as other fit tests had indicated; the significance of Chi-square test could be lessened and the significance of Chi-square is not by itself a reason for model modification.



**Table 3.6** Goodness-of-Fit Indices

Indicator	Acceptable Level	Interpretation
Chi-square	Table Chi-square	Compare Chi-square value with table value for given degree of freedom
Degree of Freedom		
Comparative Fit Index (CFI)	0 (no fit) to 1 (perfect fit)	Value close to .900 reflects a good fit
Root Mean Square Error of Approximation (RMSEA)	<.080	Value less than .050 indicates a good model fit
Goodness-of-Fit Index (GFI)	0 (no fit) to 1 (perfect fit)	Value close to .900 reflects a good fit
Adjusted GFI (AGFI)	0 (no fit) to 1 (perfect fit)	Value close to .900 reflects a good fit

We also know CFI as the Bentler Comparative Fit Index. It can be compared with the existing fit model with the null model that is assumed for the uncorrelated latent variables in the model. It is the comparison of the covariance matrix with the model predicted on the observed covariance matrix and then the null model is compared with the observed covariance matrix in order to measure the lack of fit percentage as accounted from the researcher's null model for SEM model. CFI and RMSEA are two of the least affected measures by sample size (Fan, Thompson, & Wang, 1999). CFI can vary from 0 to 1 (if external to this range, it will be reset to 0 or 1). The very good fit comes from CFI that is close to 1. CFI should be equal to or more than .900 by convention for the model acceptance, indicating that the given model can reproduce 90% of the co-variation.

RMSEA is also called RMS or RMSE or discrepancy per degree of freedom. A good model fit by convention is that RMSEA is equal to or less than .050. A proper fit of RMSEA is equal to or less than .080. More recently,  $\leq .060$  of RMSEA is suggested by some researchers as the cutoff for a good model fit (Hu & Bentler, 1999). RMSEA is a popular measure of fit, which could partly be because it has no need to

make the null model comparison. RMSEA has a known distribution in association with the non-central Chi-square distribution while it does not require the bootstrapping to form the confidence intervals for RMSEA, which are reported from some statistical packages.

This is one of the fit indexes with less effect from sample size, as even the smallest sample sizes can overestimate the goodness of fit (Fan, Thompson, & Wang, 1999).

TLI or so called non-normed fit index or Bentler-Bonett non-normed fit index is the same as NFI however, being penalized for model complexity. It is no guarantee that TLI will vary from 0 to 1, however if the external range is in the 0 - 1 range, it can be arbitrarily reset to 0 or 1. This is one of the fit indexes with less effect from sample size. TLI close to 1 refers to a good fit while some authors rarely use the cutoff as low as .800 when TLI tends to run below GFI. More recently by the way, NNFI  $\geq$  .950 was suggested from Hu and Bentler (1999) as the cutoff for a good model fit and has gained great acceptance.

TLI values below .900 refer to the need for model respect. Many researchers have proposed a two-step process for SEM (Anderson & Gerbing, 1988; Mulaik, James, Van, Bennett, Lind & Stilwell, 1989; Williams & Hazer, 1986). The first step is a measurement model estimation to connect the observed variables with the unobserved latent variables, and then the second step the measurement model is “fixed” when the structural model is estimated for the dependence relationship examination from the hypothesized constructs. This approach’s rationale is an accurate reliable representation from indicators that are best accomplished in two steps in order to steer away from measurement interaction and structural models (Hair, Black, Babin, Anderson & Tatham, 1998).

### **Hypotheses Testing**

To test the hypotheses, factor analysis and structural equation modeling were utilized. Firstly, factor analysis was used to acquire the factors of previous experience, travel motivation, behavioral intention, elderly and destination trip. Secondly, structural equation modeling was adopted to determine the cause-effect relationship between

previous experience, travel motivation and behavioral intention. Thirdly, analysis of the moderator effect using interaction variable was done.

**Table 3.7** Data-model fit evaluation and its criteria

<b>Data-Model Fit valuation</b>	<b>Criteria</b>	<b>Consideration</b>	<b>Reference</b>
p-value (Chi-square Probability Level)	$p > .050$	p-value must be higher than .050. The higher the p value is, the fitter the model is.	Barrett (2007)
CMIN/df (Relative Chi-square)	$< 3.000$	CMIN/df value must less than 3. If its value is close to .000 (zero), the model is accounted to be fit.	Kline (2005)
GFI (Goodness of Fit Index)	$> .900$	GFI value must be higher than .900. If its value is close to 1 (one), the more the model is accepted to be fit.	Tabachnik and Fidell (2007)
AGFI (Adjusted Goodness of Fit)	$> .900$	AGFI value must be higher than .900.	Tabachnik and Fidell (2007)
RMR (Root Mean Square Residual)	$<.050$	RMR value must be less than .050. If its value is close to .000 (zero), the model is accounted to be fit.	Diamantopoulos and Siguaw (2000)
RMSEA (Root Mean Square Error of Approximation)	$<.080$	RMSEA value must be less than .080. If its value is closed to .000 (zero), the model is accounted to be fit.	MacCallum et al., (1996)
NFI (Normed Fit Index)	$> .900$	NFI value must be higher than .900.	Bentler and Bonnet (1980)
CFI (Comparative Fit Index)	$> .900$	CFI value greater than .900.	Hu and Bentler (1999)
The overall model analysis where there is an adjustment of number of estimated coefficients.			

### **Mediation Effect Testing**

The current article examines the viability of the causal steps approach in which the significance of the relationship between an independent variable (X) and a dependent variable (Y) are tested both before and after controlling for a mediator (M)

in order to examine the validity of a theory specifying mediation. Traditionally, the  $X \rightarrow Y$  relationship is tested prior to mediation to determine whether there is an effect to mediate, and it is also tested after introducing a potential mediator to determine whether that mediator fully or partially accounts for the effect. At first glance, the requirement of a significant  $X \rightarrow Y$  association prior to examining mediation seems reasonable. If there is no significant  $X \rightarrow Y$  relationship, how can there be any mediation of it? Furthermore, the requirement that  $X \rightarrow Y$  becomes nonsignificant when controlling for the mediator seems sensible in order to claim 'full mediation'. What is the point of hypothesizing or testing for additional mediators if the inclusion of one mediator renders the initial relationship indistinguishable from zero? Despite the intuitive appeal of these requirements, the present article raises serious concerns about their use.

Although there is value in testing the total effect of X on Y, we propose that overemphasizing the  $X \rightarrow Y$  relationship before or after controlling for a mediator can lead to misleading, or even false, conclusions in theory testing. Here we concur with recent writings on mediation (Hayes, 2009; MacKinnon, Krull, & Lockwood, 2000; MacKinnon, 2008; Shrout & Bolger, 2002; Zhao, Lynch, & Chen, 2010) and also provide new evidence and arguments to bolster this point.

Finally, we suggest that researchers interested in understanding intervening effects in proposed theoretical models should shift their attention to testing the mediation effect itself and not constrain themselves by placing undue emphasis on the significance of the  $X \rightarrow Y$  relationship.

The Use of the  $X \rightarrow Y$  Relationship in Mediation Analyses shown in Figure 3.3 depicts the framework for a simple mediation model. X represents the independent variable, Y the dependent measure, and M the intervening or mediating variable.

The top portion of the figure represents the total effect of  $X \rightarrow Y$ , whereas the bottom portion represents the introduction of the mediator. In this figure, c represents the total effect of  $X \rightarrow Y$  (i.e., the unstandardized slope of the regression of Y on X), whereas c' represents the direct effect of  $X \rightarrow Y$  after controlling for the proposed mediator.

The effect of the independent variable on the mediator is represented by  $a$ , and the effect of the mediator on the dependent variable, controlling for the independent variable, is represented by  $b$ .



**Figure 3.3** Schematic of a simple mediation model.

Finally, the indirect effect is the product  $a * b$ . In general,  $a * b$  is equivalent to  $c - c'$ , the difference between the total effect and the direct effect, but it is easier to test the significance of  $a * b$  because these coefficients are drawn from a single model, whereas  $c$  and  $c'$  are drawn from two separate models. Indeed, most tests of mediation (e.g., Sobel, 1982) quantify the effect as  $a * b$ . Significance testing often proceeds by comparing zero to the sampling distribution of  $a * b$ , with specific approaches differing, mainly in how the properties of the sampling distribution are obtained.

Most germane to the current concerns, significance testing of the  $X \rightarrow Y$  relationship has been portrayed as critical in two stages of the causal steps approach. First, Baron and Kenny (1986) argue that a critical starting point for mediation analysis is a significant relationship between X and Y. From this perspective, a significant  $c$  coefficient can be viewed as a necessary condition for testing mediation. Without a significant  $c$ , the causal steps approach leads to the conclusion that an indirect effect does not exist because there is no overall effect to mediate. Second, the significance of  $X \rightarrow Y$  is also used after the total effect has been found to be significant and a proposed mediator has been introduced and statistically controlled, in which case  $X \rightarrow Y$  is known as the direct effect and labeled  $c'$ . After finding a significant indirect effect, if there is no longer a significant direct effect of X on Y, researchers typically report that the mediator perfectly, completely, or fully mediates the  $X \rightarrow Y$  effect. In contrast, if there remains a significant direct  $X \rightarrow Y$  effect after controlling for the mediator, researchers typically report that the mediator only partially mediates the  $X \rightarrow Y$  effect.

In this study, the direct effect of independent variable (X- Previous experience) on dependent variable (Y- Behavioral intention) is significant. When the mediator variable (M-Travel motivation) enters the model, the direct effect would be reduced since some of the effect has shifted through the mediator. If it is reduced but still significant, the mediation effect here is called “partial mediation”. However, if the direct effect is reduced and no longer significant, then the mediation is called the mediator and perfectly, completely, or fully mediates the  $X \rightarrow Y$  effect (Zainudin, 2014).

### **Moderating Effect Testing**

The analysis in this part is an analysis of the influence of moderator variables which are the elderly group factors on the relationship between previous experience and travel motivation, between travel motivation and behavioral intention and between previous experience and behavioral intention.

Alternatively, the Multi-Group CFA has been suggested as an alternative method for assessing the effect of a moderator variable in the model. The researcher only needs to identify the path of interest where the moderator variable is to be assessed. This particular path would be constrained with parameter = 1.000 and the model is termed as the constrained model. The procedure will estimate two models separately. One is the constrained model while the other one is the unconstrained model. The difference in Chi-square values between the constrained and the unconstrained model must be obtained. If the values differ by more than 3.840, then the moderation occurs in that path (Awang, 2012).

### **3.2.2 Qualitative Methodology**

The qualitative research was conducted via an in-depth interview with the group of 24 elderly people with ages between 60-80 years old by dividing them into the New-Age Elderly group for 12 people and the Traditional Age for the other 12 people.

The in-depth interviews were carried out to complete the two following objectives:

1. To employ the results obtained from in-depth interviews to improve the research instrumentation: that is, to create a survey questionnaire which is suitable for the Thai context, especially in the area of Travel Motivation.

2. To use the obtained results to conduct comparative analysis with the results gained from quantitative statistics in the relevant issues.

### **3.2.2.1 Population and Sample**

The researcher selected the sample of interviewees for the Purposive Sampling interview with the following criteria:

- 1) Thai elderly people aged between 60-80 years old.
- 2) They are the trendy elderly people with a good education that keep joining in social and group activities. They must make their own purchasing decisions and have had travel experiences in domestic or international settings - 12 people.
- 3) The elderly people who live smoothly and do not like to join in with society, nor be reliant on family, with or without travel experiences - 12 people.

### **3.2.2.2 Research Instrument**

The research tool is the question guideline that was used for the interviews about 1) Persons that perceive themselves as having any issues, such as self-confidence, being in control of their lives, being venturesome as well as an attitude towards a way of living and; 2) Traveling behavior, travel motivation and travel experiences in the past.

The researcher gave the question guidelines from the interview form to the experts to check for the validity of the content, and then improved it after suggestions from the experts and the thesis advisors. Then, the tool was used in the interviews with the 24 samples.

#### **Data collection**

- 1) The researcher appointed the sample group of interviewees in advance and roughly informed them of the research objectives.
- 2) The researcher tried to understand the method, procedures and issues to collect the information from the interview.
- 3) The researcher prepared the equipment to use in the field data collection, such as notebook, interviewing form, and recorder.

### **Forming a relationship**

The researcher selected the sample group for the interview from a group of acquaintances or through suggestions from them. This ensured that the sample group has the direct characteristics required to give the information that needed to be collected. The researcher applied this method to reveal the real status with the interviewees and clearly stated the objectives of the data collection.

During the interview, the interviewer was humble, greeted politely and smiled a lot to honor the interviewees, so they would feel good and would be happy to give more information.

### **Interview**

In this interview, the researcher took 30-40 minutes to interview each participant in the form of friendly chatting to allow the interviewee to feel free to give the answers required. The interview methods as chosen by the interviewer were as follows:

1) An Informal Interview allowed the interviewees to give free answers to general questions, such as those to do with daily living, health, family, self-care, etc.

2) An In-depth Interview was conducted to seek the information that the researcher wants with special interest paid to answers to the research objectives such as travel motivation, both domestic and international.

3) A compromising interview is an interview where the researcher has to be careful when asking the questions so the interviewee reveals the most pertinent information. It is normally used to ask for sensitive information that the interviewee may not really want to reveal such as health problems, income and spending costs, etc.

4) The researcher thanked the interviewees and gave some souvenirs to show appreciation.

### **Data analysis**

1) The analysis of the gathered data from the interview records and recorder was done and then interpreted. Further, content analysis from the speech of the interviewees was conducted according to the question issues, and then analytical analysis to interpret the forming of a concrete conclusion was completed.



2) The analyzed information was then used to prepare the research report and examples from the conversations with the interviewees were incorporated with a summary of each issue so the results can be correctly understood.



## CHAPTER 4

### RESEARCH RESULTS

This chapter presents the research results, including: 1) Descriptive statistics samples, characteristics summarizing, and testing of the survey instruments' reliability; 2) The confirmatory factor analysis results for the development of the measurement model; 3) Reporting the results of the structural equation model, after each latent construct was specified and evaluated to determine the overall fit and hypothesis testing; and, 4) Presenting the results of the moderator effect test for the latent variable of the elderly group.

#### 4.1 Descriptive Statistics

The questionnaires were sent to the research samples where the respondents were elderly people aged between 60-80 years old. The questions were required for the demographic data which consists of five parts from age, gender, current work status, marital status, current living status, annual salary, education, interesting activities, and sources of information used for travel planning.

After the questionnaires were returned, the author summarized demographic data, and the details of the firms as shown in Table 4.1 and 4.2

**Table 4.1** Frequency and percentage of demographic information from the samples (N=420)

General information	Frequency	Percentage
<b>Gender</b>		
Female	277	65.950
Male	143	34.050
<b>Current employment status</b>		
Retired/Not working	280	66.670
Employed-part time	94	22.380
Employed-full time	32	7.620
<b>Current employment status</b>		
Never employed	7	1.670
Other	7	1.670

**Table 4.1** Frequency and percentage of demographic information from the samples (N=420)  
(Cont.)

<b>General information</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Marital status</b>		
Married	255	60.710
Widowed	76	18.100
Single (never married)	47	11.190
Divorced/ Separated	42	10.000
<b>Living status</b>		
Living with partner and children	194	46.190
Living with children	104	24.760
Living alone	60	14.290
Living with partner	43	10.240
Living with relatives	19	4.520
<b>Annual personal income</b>		
lower than 200,000 baht	53	12.620
200,001 - 400,000 baht	159	37.860
400,001 - 600,000 baht	72	17.140
600,001 - 800,000 baht	57	13.570
800,001 – 1,000,000 baht	36	8.570
1,000,001 baht upward	43	10.240
<b>Highest level of education completed</b>		
Elementary school (Prathom level)	42	10.000
Secondary school (Mattayom level)	28	6.670
<b>Highest level of education completed</b>		
High school	20	4.760
Certificate (vocational certificate / vocational diploma)	36	8.570
Bachelor degree	197	46.900
Higher than Bachelor degree	95	22.620
Others	2	.480

From Table 4.1, the results of the respondents' demographic data were discussed in six parts below:

### **Gender**

According to the demographic data, there were 143 male respondents (34.050%) and 277 female respondents (65.950%). It showed that the majority of the elderly people who responded to the questionnaire were female.

### **Current employment status**

According to their current employment status, it revealed that 280 of the respondents (66.670%) were retired/not working, followed by 94 of the respondents (22.380%) who were part time employees, 32 respondents (7.620%) were working full time, and 7 respondents have never been employed. Therefore, it showed that the majority of the questionnaire respondents had no recent occupation.

### **Marital Status**

Regarding marital status, it was found that most of the respondents, or 255 of the respondents (60.710%), were married, 76 people (18.100%) stayed alone since their partner passed away, 47 people (11.190%) were single, and lastly, 42 of them (10%) were divorced or separated. This information showed that most of the respondents were married.

### **Living Status**

Regarding living conditions, it was found that most of the respondents, 194 people (46.190%), stayed with their partner and children, 104 of them (24.760%) were living with children, 60 respondents (14.290%) said that they lived alone, 43 of them were couples (10.240%), and the last 19 of them were living with their relatives (4.520%). From the information, it can be seen that most of the respondents live in a family with parents and/or kids.

### **Annual Personal Income**

Regarding personal income, the author found that most of the respondents have an average income of around 200,001-400,000 baht per year - 159 people (37.860%), second, 72 people (17.140%) receive 400,001-600,000 baht per year, 57 people (13.570%) receive 600,001-800,000 baht per year, 53 people (12.620%) receive lower than 200,000 baht, 43 people (10.240%) receive more than 1,000,001 baht and

lastly, 36 people (8.570%) receive 800,000-1,000,000 baht of income per year. According to this information, it can be seen that most of the questionnaire respondents have an average income of around 200,001- 400,000 baht.

### **Highest level of education completed**

Regarding the questionnaire respondents' data research, it was found that most of the respondents, or 197 of them, graduated with a Bachelor's degree (46.900%), secondly, 95 people (22.620%) have higher than a Bachelor's degree, third, 42 people (10%) graduated from elementary school, fourth, 36 people (8.570%) graduated with a Vocational certificate, fifth, 28 of them (6.670%) graduated from secondary school, sixth, 20 people (4.760%) graduated from high school, and lastly are the others in the study, for instance, 2 people (.480%) are professional nurses, with diplomas, degrees, etc.

The above information suggested that about 70 percent of the questionnaire respondents graduated with a Bachelor's degree and upwards.

**Table 4.2** Frequency and percentage of behavior information from the samples (N=420)

<b>Behavior information</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Interest in type of activities (Can check more than one)</b>		
Domestics trips	250	23.170
Oversea trips	193	17.890
Learning new things	152	14.090
Volunteer/enrichment	139	12.880
Outdoor activities	102	9.450
Computers	89	8.250
Self-development promoting activities	81	7.510
Financial market/news	67	6.210
Others	6	.560
<b>Sources of information used for vacation planning (Can check more than one)</b>		
Friends or relatives	272	24.620
Travel agent/ Travel club	219	19.820

**Table 4.2** Frequency and percentage of behavior information from the samples (N=420)  
(Cont.)

<b>Behavior information</b>	<b>Frequency</b>	<b>Percentage</b>
Website /Fan Page	125	11.310
Travel television program	122	11.040
Advertising on radio/ newspaper/ magazines	110	9.950
Travel guide books	92	8.330
Pamphlets or brochures	82	7.420
Articles in magazine/newspapers or on TV programs	74	6.700
Others	9	.810

From Table 4.2, the results of the respondents' demographic data were discussed in two parts below:

#### **Interest in types of activities**

With regard to the activities that the respondents were interested in, for this question, the respondents could answer with more than one item, it was found that most of the respondents love to travel within the country (50 people or 23.170%), secondly, overseas travel for 193 people (17.890%), third, is to learn new things for 152 people (14.090%), fourth, is to be a volunteer working for society for 139 people (12.880%), fifth, is to attend outdoor activities for 102 people (9.450%), sixth, is to work on the computer for 89 people (8.250%), seventh, is engaging in self-development activities for 81 people (7.510%), eighth is an interest in financial and marketing information for 67 people (6.210%), and lastly are other activities, such as meditation for 6 people (0.560%).

#### **Source of information used for vacation planning**

Regarding travel information searching, it is a question in which the respondents can give more than one answer. Firstly, it was found that most of the respondents seek information from friends or relatives (272 people or 24.620%), secondly, by seeking information from travel companies (219 people or 19.820%), third, is to search for the information from fan pages and websites (125 people or 11.310%), fourth, is to watch travel television (122 people or 11.040%), fifth, from any

advertisements, for example, radio, television, newspapers (110 people or 9.950%), sixth, travel manuals (92 people or 8.330%), seventh, brochures or leaflets (82 people or 7.420%), eighth, are travel articles from magazines , newspapers, or television (74 people or 6.700%) and lastly, are the others, such as travel promoting exhibitions (9 people or .810%).

From the above information, it can be seen that the questionnaire respondents prefer to seek travel planning information mostly from relatives and friends.

#### 4.1.1 Data analysis: previous experience, travel motivation and behavioral intention for travel

**Table 4.3** Min, Max, Mean and S.D. value of the previous experiences (N=420)

Previous experience	Min	Max	Mean	S.D.
<b>Domestic trip</b>				
Number of domestic pleasure trips	1	30	4.880	4.090
Days spent on domestic vacation trips by air	0	60	3.020	5.010
Days spent on domestic vacation trip by car	0	60	6.800	7.900
Days spent on domestic vacation trip by train/bus	0	50	1.200	3.370
<b>Overseas trip</b>				
Number of international pleasure trips	1	8	1.820	1.250
Days spent on international vacation trips by air	0	35	5.220	5.190
Days spent on international vacation trips by train/bus	0	30	1.860	3.080
Days spent on cruise trips	0	10	.390	1.440

From Table 4.3, it is found that the previous travel experience for domestic trips on average is about 4.880 times; an average of 3.020 days for air travel, 6.800 days is by car, and 1.200 days for bus/ train travel.

Previous travel experience for overseas trips has an average of 1.820 per 5.220 days for the average of traveling by plane, 1.860 days by train/bus, and .390 days are for cruises.

**Table 4.4** Mean, Standard Deviation, Skewness and Kurtosis values of travel motivation

<b>Travel motivation</b>	<b>Mean</b>	<b>S.D.</b>	<b>Skewness</b>	<b>Kurtosis</b>
<b>Domestic trip</b>				
1. Experiencing new/different lifestyles	4.170	.730	-.790	1.240
2. Broadening one's horizons	4.190	.730	-.750	1.050
<b>Domestic trip</b>				
3. Blending into local culture	4.030	.760	-.550	.340
4. Visiting historical places	4.030	.820	-.540	-.110
5. Satisfying the curiosity of the destination	4.330	.690	-.750	.270
6. Physical enjoyment	4.000	.850	-.500	-.120
7. Meeting people of the opposite sex	2.440	1.140	.410	-.610
8. Feeling excited	3.590	.910	-.420	.180
9. Challenging oneself	3.470	.880	-.030	-.050
10. Getting away from the demands at home	2.680	1.170	.180	-.640
11. Like adventure	3.380	.980	-.170	-.340
12. Releasing working pressure	3.690	1.080	-.620	-.260
13. Getting a change from a busy job	3.410	1.040	-.430	-.280
14. Relaxing oneself	4.220	.770	-.870	.910
15. Visiting one's home country	3.330	1.240	-.310	-.840
16. Visiting friends and relatives	3.680	1.110	-.560	-.360
17. Can buy well-known product brands	3.340	1.020	-.300	-.180
18. Like shopping	3.310	.970	-.160	-.180
19. Making up for time spent working	3.810	.940	-.770	.580
20. Enhancing family relationships	4.120	.890	-.940	.640
21. Enhancing the relationships with friends	4.020	.820	-.540	.040
22. To fulfill one's own dreams	3.900	.860	-.330	-.300
23. For work benefits	3.200	1.020	-.240	-.090
<b>Foreign trip</b>				
1. Experiencing new/different lifestyles	4.290	.680	-.570	-.140
2. Broadening one's horizons	4.380	.630	-.520	-.640
3. Blending into local cultures	4.050	.780	-.390	-.300
4. Visiting historical places	4.090	.800	-.410	-.700



**Table 4.4** Mean, Standard Deviation, Skewness and Kurtosis values of travel motivation (Cont.)

Travel motivation	Mean	S.D.	Skewness	Kurtosis
5. Satisfying one's curiosity of the destination	4.370	.730	-.950	.370
6. Physical enjoyment	3.980	.860	-.460	-.300
7. Meeting people of the opposite sex	2.460	1.180	.400	-.670
8. Feeling excited	3.800	.860	-.430	.050
9. Challenging oneself	3.700	.880	-.250	-.160
10. Getting away from the demands at home	2.790	1.150	.150	-.570
11. Like Adventure	3.530	.950	-.350	-.170
12. Releasing working pressure	3.710	1.040	-.580	-.130
13. Getting a change from a busy job	3.420	1.100	-.370	-.460
14. Relaxing oneself	4.130	.900	-1.080	1.290
15. Visiting one's home country	2.540	1.300	.320	-1.030
16. Visiting friends and relatives	2.830	1.290	.060	-1.080
17. Can buy well-known name products	3.330	.960	-.460	.140
18. Like shopping	3.360	.970	-.420	.210
19. Making up for time spent working	3.860	.920	-.810	.860
20. Enhancing family relationships	3.950	.950	-.840	.580
21. Enhancing relationships with friends	3.880	.880	-.420	-.110
22. To fulfill one's own dreams	4.010	.860	-.560	.040
23. For work benefits	3.250	1.040	-.080	-.380

From Table 4.4, it was found that the domestic trip motivation highest score by the sample group, was “Satisfying one's curiosity of the destination” ( $\bar{X}$ =4.330), and secondly, “Relaxing oneself” ( $\bar{X}$ =4.220). For the domestic trip motivation, the sample group gave “Meeting people of the opposite sex” the lowest score ( $\bar{X}$ =2.440).

Foreign trip motivation scored by the sample group at the highest level, is “Broadening the horizon” ( $\bar{X}$ =4.380), secondly, “Satisfying one's curiosity of

the destination” ( $\bar{X}$ =4.370). For the overseas travel motivation, the lowest sample group score is “Meeting people of the opposite sex” ( $\bar{X}$ =2.460).

When examining the distribution of data, the data has a normal distribution, which normally can be viewed from the statistics. In the case of measuring statistics, it can be found from Skewness and Kurtosis in which Tabachnick and Fidell (2007) set the recording of the notice to the negative and positive values to show the direction information, while Kline (2005) states that the value -3 to +3 shows a distribution that is normal, and Decarlo (1997) stated that the value of Kurtosis between -3 and +3 showed a destruction is normal.

Questions about the domestic trip motivation for 23 items have the Skewness value between -0.940 to 0.410 and the Kurtosis value between -0.840 to 1.240. The questions about overseas travel motivation for 23 items have a Skewness value between -1.080 to .410 and a Kurtosis value of between -1.080 to 1.240. Thus, it can be concluded that the rule of normal distribution of samples in this study is satisfactory, and the ranges of the testing of all variables are normal.

**Table 4.5** Mean, Standard Deviation, Skewness and Kurtosis of behavioral intention

<b>Behavioral intention</b>	<b>Mean</b>	<b>S.D.</b>	<b>Skewness</b>	<b>Kurtosis</b>
<b>Domestic trip</b>				
<b>Destinations that will be revisited in the future</b>				
1. Eco-tourism	4.450	.650	-1.000	1.110
2. Arts and Sciences Educational Attraction Standard	4.050	.740	-.230	-.570
3. Historical Attractions	3.770	.730	-.480	1.430
4. Natural Attractions	4.050	.800	-.540	0.350
5. Recreational Attractions	4.070	.780	-.370	-.270
6. Cultural Attractions	4.200	.740	-.620	.410
<b>Destinations with a willingness to recommend</b>				
1. Eco-tourism	3.670	1.430	-.210	-1.880
2. Arts and Sciences Educational Attraction Standard	3.090	1.270	.650	-1.260
3. Historical Attractions	2.820	1.080	1.120	.030

**Table 4.5** Mean, Standard Deviation, Skewness and Kurtosis of behavioral intention (Cont.)

<b>Behavioral intention</b>	<b>Mean</b>	<b>S.D.</b>	<b>Skewness</b>	<b>Kurtosis</b>
4. Natural Attractions	3.230	1.350	.410	-1.60
5. Recreational Attractions	3.000	1.290	.750	-1.170
6. Cultural Attractions	3.330	1.410	.260	-1.820
<b>Foreign trip</b>				
<b>Destinations that will be revisited in the future</b>				
1. Eco-tourism	4.200	.870	-1.500	3.590
2. Arts and Sciences Educational Attraction Standard	3.850	.890	-.880	1.620
3. Historical Attraction	3.560	.900	-.590	.970
4. Natural Attraction	3.910	.920	-.900	1.440
5. Recreational Attraction	3.890	.930	-.790	1.000
6. Cultural Attraction	4.040	.910	-1.070	1.840
<b>Destinations that willingness to recommend</b>				
1. Eco-tourism	4.330	.760	-1.460	4.580
2. Arts and Sciences Educational Attraction Standard	3.920	.840	-.850	1.980
3. Historical Attraction	3.640	.920	-.680	1.180
4. Natural Attraction	3.960	.890	-.870	1.540
5. Recreational Attraction	3.990	.860	-.930	1.920
6. Cultural Attraction	4.190	.810	-1.060	2.340

According to Table 4.5, it was found from the domestic travel destinations that the sample groups wanted to revisit, the highest level of opinion is “Eco-tourism” ( $\bar{X}$ =4.450). Secondly, “Cultural Attractions” ( $\bar{X}$ =4.200). For the domestic destination which they wanted to revisit, the sample group gives the lowest level of opinion to “Historical Attractions” ( $\bar{X}$ =3.770).

The domestic travel destinations that people wanted to suggest further, the sample group give the highest level of opinion to “Eco-tourism” ( $\bar{X}$  =3.670). Secondly,

“Cultural Attractions” ( $\bar{X} = 3.330$ ). For the domestic travel destination that they wanted to suggest further, the sample group give the opinion at the lowest level to “Historical Attractions” ( $\bar{X} = 2.820$ ).

The destination overseas that people wanted to revise according to the highest opinion level of the sample group is “Eco-tourism” ( $\bar{X} = 4.200$ ), and secondly, “Cultural Attraction” ( $\bar{X} = 4.040$ ). For the overseas attraction where people wanted to revisit, the sample group give the lowest level of opinion to “Historical Attraction” ( $\bar{X} = 3.560$ ).

Overseas tourist attractions that people wanted to further suggest, the sample group gave the opinion at the highest level to “Eco-tourism” ( $\bar{X} = 4.330$ ), and secondly, “Cultural Attraction” ( $\bar{X} = 4.190$ ). Regarding the Overseas attractions that people wanted to suggest further, the sample group give the score at the lowest opinion to “Historical Attraction” ( $\bar{X} = 3.640$ ).

To examine the distribution of data, the data has a normal distribution, which normally can be viewed from the statistics. In the case of measuring statistics, it can be found the Skewness and Kurtosis in which Tabachnick and Fidell (2007) set the recording of the notice to the negative and positive values to show the direction information, while Kline (2005) states that the value -3 to +3 shows a distribution that is normal, and Decarlo (1997) stated that the value of Kurtosis between -3 and +3 showed that the distribution is normal.

Questions about the Behavioral Intention in domestic travel for 12 items have a Skewness value between -1.000 to 1.120 and a Kurtosis value of between -1.880 to 1.430. 12 questions relating to the Behavioral Intentions of Overseas travel had a Skewness value of between -1.500 to -.590, and a Kurtosis value of .970 to 4.580. Thus, it can be concluded that the rule of normal distribution of samples in this study is satisfactory, and the ranges from the testing of all variables are normal.

For the data analysis in Structural Equation Modeling: SEM, the research uses the development of the two step approach to modeling, as suggested by Anderson & Gerbing (1988, p.411), as follows: 1) the confirmatory factor analysis, and 2) the analysis of Structural Equation Modeling to test the research hypothesis as shown in item 4.2 and 4.3 below.

## **4.2 Test validity and reliability of the measurement model**

### **4.2.1 Domestic trip**

#### **4.2.1.1 Exploratory Factor Analysis (EFA)**

The measurement model consists of three main constructs; 1) previous experience, 2) travel motivation, and 3) behavioral intention toward domestic trips. The travel motivation construct consists of 23 items. The number of items (variables or indicators) per construct (latent variable or factor) is inadequate. There are scholars who propose a number of factors / number of variables as follows: 1) Six or seven indicators per factor (MacCallum, Widaman, Zhang, & Hong, 1999); 2) At least four measured variables for each common factor and perhaps as many as six (Fabrigar, Wegener, MacCallum, & Strahan, 1999); and 3) A factor with fewer than three is generally weak and unstable (Costello & Osborne, 2005) Therefore, the researcher reduced the number of travel motivation constructs using Exploratory Factor Analysis (EFA).

Exploratory factor analysis (EFA) is an analytical method used to summarize a group of empirical indicators into a smaller set of composite factors or latent 3 variables with a minimum loss of information (Hair et al., 2010). This is determined by the size of factor loadings which are the correlation coefficients between the variables and the factors. EFA is generally used in studies in which there is little or no existing evidence, as in the case of the present research.

In this research, the factors are extracted using Principal Component Analysis (PCA) with Kaiser Criterion (to drop all components with Eigen values under 1.0). For the new subjects and unexplored areas, researchers (Hair et al., 2010; Kim and Mueller, 1978) have recommended this criterion for extraction of factors. In order to have clear interpretation of factor structure researchers (Hair et al., 2010; Kim and Mueller, 1978) have recommended rotation. Rotation serves to make the output more understandable and is usually necessary to facilitate the interpretation of factors. The sum of eigenvalues is not affected by rotation, but rotation will alter the eigenvalues of particular factors and will change the factor loadings. In the present case varimax rotation is adopted after PCA. Varimax rotation is the most common and preferred (Cronin and Taylor, 1992; Saleh and Ryan, 1991) rotation option. Varimax rotation is an orthogonal rotation of the factor axes to maximize the variance of the squared loadings of a factor (column) on all the variables

(rows) in a factor matrix, which has the effect of differentiating the original variables by extracted factor. That is, it minimizes the number of variables which have high loadings on any one given factor

**Table 4.6** Obliquely Rotated Components Loading for 23 Motivation Items

	Component						Communalities
	MO1	MO2	MO3	MO4	MO5	MO6	
M109	.811						.698
M108	.744						.645
M111	.693						.573
M107	.679						.560
M110	.494						.489
M104		.839					.742
M103		.833					.720
M102		.631					.598
M105		.590					.418
M101		.516					.488
M106		.337					.280
M117			.828				.771
M118			.819				.752
M123			.583				.537
M112				.785			.716
M113				.719			.618
M114				.670			.593
M120					.699		.642
M121					.639		.547
M119					.504		.648
M122					.441		.541
M116						.871	.813
M115						.817	.763

**Table 4.6** Obliquely Rotated Component Loading for 23 Motivation Items (Cont.)

	Component						Communalities
	MO1	MO2	MO3	MO4	MO5	MO6	
Eigenvalues	5.345	2.648	2.161	1.736	1.216	1.045	
% of Variance	23.237	11.515	9.398	7.546	5.287	4.544	
Conbrach's alpha	.777	.755	.763	.686	.664	.834	

*Kaiser-Meyer-Olkin Measure of Sampling Adequacy - KMO=.775*

*Bartlett's Test of Sphericity  $\times 2 = 3539.980$ ,  $df = 253$ ,  $p=.000$*

*Note. Factor loadings < .3 are suppressed.*

An exploratory factor analysis (EFA) with a Varimax (orthogonal) rotation of 23 of the Likert scale questions from this motivation survey questionnaire was conducted on data gathered from 420 participants.

Table 4.6 shows that the Kaiser-Meyer-Olkin measure of sampling adequacy was .775, above the commonly recommended value of .600, and Bartlett's test of sphericity was significant (Chi-square = 3539.98,  $p < .050$ ), and the communalities were all above .300 (accept M106), further confirming that each item shared some common variance with other items. Six factors had eigenvalues greater than one (that six factors have eigenvalues greater than 1.000, which is a common criterion for a factor to be useful). The initial 23-item structure explained 23.237% of the variance in the pattern of relationships among the items. The percentages explained by each factor were 23.237% (MO1), 11.515% (MO2), 9.398% (MO3), 7.546% (MO4), 5.287% (MO5), and 4.544% (MO6), respectively. Finally, all six factors on this scale had a high rating for reliability. The Conbrach's alpha for six factors .777, .755, .763, .686, .664, and .834 respectively. Given these overall indicators, factor analysis was deemed to be suitable with all 23 items.

Component1 MO1 includes 5 items ( M107, M108, M109, M110, and M111) that have a factor loading between .494 and .811 and when considering the questions "To meet with friends in opposite sex", "For the excitement", "For self-challenge", "To keep away from the family burden", and "For adventure" then define the component name as "For the excitement and challenge".

Component2 MO2 includes 6 items (M101, M102, M103, M104, M105, and M106) that have a factor loading between .337 and .839, and when considering the question “To meet with new experiences that differ from daily life”, “To broaden vision”, “To understand the local culture”, “To visit the historical places”, “To know and see things in the attraction places”, and “For the physical well-being” then define the component name as “For visiting the local cultures”.

Component3 MO3 includes 3 items (M117, M118, and M123) that have a factor loading between .583 and .828 and when considering the question “To purchase the popular brands”, “To response to the shopping behavior”, and “For the benefits of work” then define the component name as “For visiting the local cultures”.

Component4 MO4 includes 3 items (M112, M113, and M114) that have a factor loading between .670 and .785 and when considering the question “To relieve stress”, “To change from busy work”, and “To have self-rest time” “To purchase the popular brands”, “To respond to the shopping behavior”, and “For the benefits of work” then define the component name as “For relaxation”.

Component5 MO5 includes 4 items (M120, M121, M119, and M122) that have a factor loading between .441 and .699 and when considering the question “To keep relationship in family”, “To keep relationship in group of friend”, “To make up for time spent working”, and “To fulfill one’s dream” then define the component name as “For life fulfillment”.

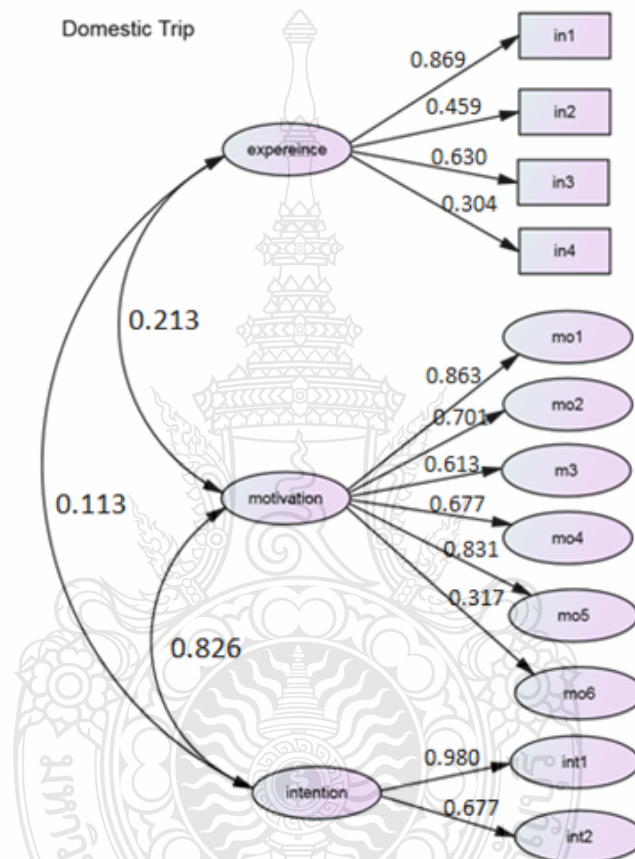
Component6 MO6 includes 2 items (M115 and M116) that have a factor loading between .817 and .871 and when considering the question “To visit one’s country of origin”, and “To visit friends and relatives” then define the component name as “For revisiting places from one’s past”.



#### 4.2.1.2 Confirmatory Factor Analysis (CFA)

The researcher used Confirmatory Factor Analysis on the Construct Validity (the Convergent validity and discriminant validity) and Model Fit Analysis by AMOS.

##### 1) Construct Validity (Convergent validity and discriminant validity)



**Figure 4.1** Standardized Factor Loading for each item and correlation between constructs in Domestic Trips.

- Note:**
1. Previous Experience – “Exper” include “IN1” to “IN4”.
  2. Travel Motivation – “Motiv” include “MO1” to “MO6”
  3. Behavioral Intention – “Inten” include “INT1” and “INT2”

**Table 4.7** Regression weights in the domestic trip model

			Unstandardize d Estimate	S.E.	C.R.	p-value	Standardize Estimate
MO1	<---	Motiv	1.000				.863
MO2	<---	Motiv	.282	.028	10.209	***	.701
MO3	<---	Motiv	.459	.043	10.752	***	.613
MO4	<---	Motiv	.527	.047	11.323	***	.677
MO5	<---	Motiv	.388	.038	10.240	***	.831
MO6	<---	Motiv	.276	.051	5.426	***	.317
INT1	<---	Inten	.424	.035	12.101	***	.980
INT2	<---	Inten	.919	.080	11.541	***	.677
M107	<---	MO1	1.000				.822
M108	<---	MO1	.680	.032	21.511	***	.842
M109	<---	MO1	.685	.031	22.407	***	.864
M110	<---	MO1	.614	.041	14.875	***	.656
M111	<---	MO1	.636	.034	18.475	***	.765
M101	<---	MO2	1.000				.637
M102	<---	MO2	1.129	.097	11.658	***	.712
M103	<---	MO2	1.231	.102	12.014	***	.743
M104	<---	MO2	1.280	.109	11.697	***	.715
M105	<---	MO2	.840	.085	9.829	***	.572
M106	<---	MO2	.779	.101	7.747	***	.435
M117	<---	MO3	1.000				.836
M118	<---	MO3	1.016	.056	18.190	***	.888
M119	<---	MO3	.514	.052	9.858	***	.486
M123	<---	MO3	.633	.056	11.377	***	.552
M112	<---	MO4	1.000				.814
M113	<---	MO4	.749	.065	11.430	***	.651
M114	<---	MO4	.538	.048	11.183	***	.633
M120	<---	MO5	1.000				.600
M121	<---	MO5	.971	.104	9.320	***	.631
M122	<---	MO5	1.067	.112	9.547	***	.658
M115	<---	MO6	1.000				.857
M116	<---	MO6	.880	.066	13.327	***	.835
AT101	<---	INT1	1.000				.622
AT102	<---	INT1	1.395	.117	11.951	***	.738
AT103	<---	INT1	1.047	.105	9.991	***	.583
AT104	<---	INT1	1.410	.123	11.492	***	.699
AT105	<---	INT1	1.136	.111	10.191	***	.597
AT106	<---	INT1	1.274	.112	11.397	***	.691
AT107	<---	INT2	1.000				.757
AT108	<---	INT2	.631	.048	13.192	***	.636
AT109	<---	INT2	.399	.042	9.619	***	.485
AT110	<---	INT2	.696	.051	13.746	***	.658

**Table 4.7** Regression weights in the domestic trip model (Cont.)

			Unstandardize d Estimate	S.E.	C.R.	p-value	Standardize Estimate
AT111	<---	INT2	.478	.049	9.679	***	.487
AT112	<---	INT2	.787	.053	14.926	***	.705
IN1	<---	Exper	1.000				.869
IN2	<---	Exper	.644	.090	7.169	***	.459
IN3	<---	Exper	1.398	.168	8.304	***	.630
IN4	<---	Exper	.287	.055	5.198	***	.304

\*p<.050, \*\*p<.010, \*\*\*p<.001

Table 4.7 shows that the probability of getting a critical ratio as large in absolute value is less than .001. In other words, the regression weight for factors (latent variables) in the prediction of items (indicators or observed variables) is significantly different from zero at the .001 level.

Therefore, the value of standardized estimation of items can be used to calculate both validity and reliability as shown in Table 4.8 and 4.9.

**Table 4.8** The result of Convergent validity test of three main constructs in Domestic Trips

Construct	Sub-construct / Items	Factor Loading	CR (above 0.6)	AVE (above 0.5)
Experience			.668	.566
	IN1	.869		
	IN2	.459		
	IN3	.630		
	IN4	.304		
Motivation			.836	.667
	MO1	.863		
	MO2	.701		
	MO3	.613		
	MO4	.677		
	MO5	.831		
	MO6	.317		

**Table 4.8** The result of Convergent validity test of three main constructs in Domestic Trips (Cont.)

<b>Construct</b>	<b>Sub-construct / Items</b>	<b>Factor Loading</b>	<b>CR (above 0.6)</b>	<b>AVE (above 0.5)</b>
Intention			.825	.829
	INT1	.980		
	INT2	.677		

**Table 4.9** The result of Convergent validity test of sub-construct in Domestic Trips

<b>Sub-Construct</b>	<b>Items</b>	<b>Factor Loading (above .500)</b>	<b>CR (above .600)</b>	<b>AVE (above .500)</b>
MO1	M107	.822	.894	.790
	M108	.842		
	M109	.864		
	M110	.656		
	M111	.765		
MO2	M101	.637	.806	.636
	M102	.712		
	M103	.743		
	M104	.715		
	M105	.572		
	M106	.435		
MO3	M117	.836	.795	.691
	M118	.888		
	M119	.486		
	M123	.552		
MO4	M112	.814	.744	.699
	M113	.651		
	M114	.633		
MO5	M120	.600	.664	.630
	M121	.631		
	M122	.658		
MO6	M115	.857	.834	.846
	M116	.835		

**Table 4.9** The result of Convergent validity test of sub-construct in Domestic Trips (Cont.)

Sub-Construct	Items	Factor Loading (above .500)	CR (above .600)	AVE (above.500)
INT1	AT101	.622	.819	.655
	AT102	.738		
	AT103	.583		
	AT104	.699		
	AT105	.597		
	AT106	.691		
INT2	AT107	.757	.793	.621
	AT108	.636		
	AT109	.485		
	AT110	.658		
	AT111	.487		

From table 4.8 and Table 4.9, it is found that almost every indicator has a Factor Loading value of more than .50 and IN4 (.304). All the latent variables have an Average Variance (AVE) value of more than .500 and a Composite Reliability (CR) of more than .700 except MO5 (.664) and Exper (.668). It means all questions in the indicators can give a reliable and valid measurement.

**Table 4.10** Discriminant validity analysis in the Domestic Trip Model

	Experience	Motivation	Intention
Experience	<b>.566</b>		
Motivation	.213 (.045)	<b>.667</b>	
Intention	.113 (.013)	.826 (.682)	<b>.829</b>

*Note: Bold and italic letters mean values of AVE*

*The value in brackets ( ) is the squared correlation involving the constructs.*

Discriminant validity is the degree to which measures of different traits are unrelated. According to the Fornell-Larcker testing system, discriminant validity can be assessed by comparing the amount of the variance captured by the construct (AVE) and

the shared variance with other constructs. Thus, the levels of the square root of the AVE for each construct should be greater than the correlation involving the constructs ( $\sqrt{AVE} \geq \text{correlation involving the constructs}$ ). Otherwise, the levels of the AVE for each construct should be greater than the squared correlation involving the constructs ( $AVE \geq \text{squared correlation involving the constructs}$ ).

Figure 4.1 and Table 4.10 show that the AVE of Experience construct (.566) is greater than the squared correlation involving the Experience construct and the Motivation construct (.045) and greater than the squared correlation involving the Experience construct and the Intention construct (.013). The AVE of Motivation construct (.667) is greater than the squared correlation involving the Experience construct and Motivation construct (.045) and less than the squared correlation involving the Motivation construct and Intention construct (.682). Also, the AVE of Intention construct (.829) is greater than the squared correlation involving the Experience construct and the Motivation construct (.045) and greater than the squared correlation involving the Experience construct and the Intention construct (.013).

## **2) Model-fit Analysis**

Most statistical methods only require one statistical test to determine the significance of the analyses. However, in CFA, several statistical tests are used to determine how well the model fits to the data. Note that a good fit between the model and the data does not mean that the model is “correct”, or even that it explains a large proportion of the covariance. A “good model fit” only indicates that the model is plausible.

In Model-Fit analysis, the researchers used the baseline CMIN / DF, CFI, TLI, RMSEA as the fit index. The CFI and TLI values of 0 indicate no fit, whereas 1 indicates a perfect fit. A common criterion for these indices is that values  $>.900$  indicate a good fit (Bollen & Long 1993; Hu & Bentler, 1999). The RMSEA is relatively insensitive to sample size and corrects for the number of degrees of freedom (DF) in the model. The RMSEA values less than 0.08 indicate an acceptable model fit and values less than 0.05 indicate a good model fit (Bentler & Bonett 1980, Hu & Bentler, 1999).

The initial results of the CFA were as follows: CMIN/DF = 3.419, CFI = .677, TLI = .655 and RMSEA = .076. When comparing the initial results of the CFA with the Desired Value (see table 4.16), it is found that the value does not meet the specified criteria, indicating that the Model is not fit. So we have to adjust the model based on modification indices of the Amos output.

In regard to the MI, the AMOS output revealed several large covariances between error terms. Upon examining the modification indices suggested by the AMOS output, the standardized residual matrix revealed no significant violations. Standardized residuals should be less than 2 in absolute value. As indicated in the covariance matrix of the error terms, using covariances between error terms, the  $\chi^2$  value could be significantly reduced. The MI also suggests adding a covariance between error terms and factors. However, this option violates the assumption that the common and the unique factors are uncorrelated. Therefore, covariances were added between the error terms only, as suggested by the MI. These modifications significantly improved the model.

**Table 4.11** Model-fit statistics of the CFA analysis in the Domestic Trip Model

Index	Initial Model	Improved Model	Desired Value
CMIN/DF	3.419	2.051	<3
P	.000	.000	>.000
CFI	.677	.914	>.900
TLI	.655	.893	>.900
RMSEA	.076	.050	<.080

After adjusting the model according to the recommendations of the modification indices, the overall model fit appears quite good with CMIN/DF < 3, CFI >.900, and TLI < .900 (.893), and RMSEA < .050 (see table 4.11).

## **4.2.2 Foreign trip**

### **4.2.2.1 Exploratory Factor Analysis (EFA)**

The measurement model consists of three main constructs (Figure 3.1 and Figure 3.2): 1) previous experience, 2) travel motivation, and 3) behavioral intention in foreign trips. The travel motivation construct consists of 23 items. The number of items (variables or indicators) per construct (latent variable or factor) is inadequate. There are scholars who propose a number of factors / number of variables as follows: 1) Six or seven indicators per factor (MacCallum, Widaman, Zhang, & Hong, 1999); 2) At least four measured variables for each common factor and perhaps as many as six (Fabrigar, Wegener, MacCallum, & Strahan, 1999); and 3) A factor with fewer than three is generally weak and unstable (Costello & Osborne, 2005) Therefore, the researcher reduced the number of travel motivation constructs using Exploratory Factor Analysis (EFA).

Exploratory factor analysis (EFA) is an analytical method used to summarize a group of empirical indicators into a smaller set of composite factors or latent 3 variables with a minimum loss of information (Hair et al., 2010). This is determined by the size of factor loadings which are the correlation coefficients between the variables and the factors. EFA is generally used in studies in which there is little or no existing evidence, as in the case of the present research.

In this research, the factors are extracted using Principal Component Analysis (PCA) with Kaiser Criterion (to drop all components with eigenvalues under 1.0). For new subjects and unexplored areas, researchers (Hair et al., 2010; Kim and Mueller, 1978) have recommended this criterion for the extraction of factors. In order to have a clear interpretation of factor structure researchers (Hair et al., 2010; Kim and Mueller, 1978) have recommended rotation. Rotation serves to make the output more understandable and is usually necessary to facilitate the interpretation of factors. The sum of eigenvalues is not affected by rotation, but rotation will alter the eigenvalues of particular factors and will change the factor loadings. In the present case varimax rotation is adopted after PCA. Varimax rotation is the most common and preferred (Cronin and Taylor, 1992; Saleh and Ryan, 1991) rotation option. Varimax rotation is an orthogonal rotation of the factor axes to maximize the variance of the squared loadings of a factor (column) on all the variables



(rows) in a factor matrix, which has the effect of differentiating the original variables by the extracted factor. That is, it minimizes the number of variables which have high loadings on any one given factor.

**Table 4.12** Obliquely rotated component loading for 23 motivation items

	Components						Communalities
	MO1	MO2	MO3	MO4	MO5	MO6	
M204	.758						.634
M203	.755						.601
M205	.726						.583
M202	.654						.554
M201	.599						.659
M206	.599						.447
M220		.789					.667
M221		.721					.603
M219		.637					.598
M222		.536					.502
M209			.825				.734
M208			.797				.669
M211			.619				.523
M218				.788			.745
M217				.763			.664
M210				.580			.525
M207				.467			.511
M213					.858		.816
M212					.826		.775
M214					.552		.569
M223					.443		.451
M216						.892	.823
M215						.878	.818

**Table 4.12** Obliquely rotated component loading for 23 motivation items

	Components						Communalities
	MO1	MO2	MO3	MO4	MO5	MO6	
Eigenvalues	5.685	3.035	1.715	1.598	1.328	1.116	
% of Variance	24.705	13.197	7.443	6.950	5.774	4.851	
Conbrach's alpha	0.798	0.747	0.753	0.722	0.755	0.849	

*Kaiser-Meyer-Olkin Measure of Sampling Adequacy - KMO=.809*

*Bartlett's Test of Sphericity  $\times 2=3711.08$ ,  $df=253$ ,  $p=.000$*

*Note. Factor loadings < .3 are suppressed.*

An exploratory factor analysis (EFA) with a Varimax (orthogonal) rotation of 23 of the Likert scale questions from this motivation survey questionnaire was conducted on data gathered from 420 participants.

Table 4.12 shows that, the Kaiser-Meyer-Olkin measure of sampling adequacy was .809, above the commonly recommended value of .600, and Bartlett's test of sphericity was significant ( $\chi^2 = 3711.08$ ,  $p < .050$ ), and that the communalities were all above .300 (accept m106), further confirming that each item shared some common variance with the other items. Six factors had eigenvalues greater than one (that six factors have eigenvalues greater than 1, is a common criterion for a factor to be useful). The initial 23 item structure explained 24.705% of the variance in the pattern of relationships among the items. The percentages explained by each factor were 24.705% (MO1), 13.197% (MO2), 7.443% (MO3), 6.950% (MO4), 5.774% (MO5), and 4.851% (MO6), respectively. Finally, all six factors on this scale had a high rating for reliability. The Conbrach's alpha for six factors was .798, .747, .753, .722, .755, and .849 respectively. Given these overall indicators, factor analysis was deemed to be suitable with all 23 items.

Component1 MO1 includes 6 items ( M201, M202, M203, M204, M205, and M206) that have a factor loading between .599 and .758 and when considering the questions "For the new experiences that different from daily life", "To open for new vision", "To reach into the local cultures", "To visit the historical sites", "To see and

know things in the places to visit”, and “For the physical well-being” then define the component name as “For visit the local and cultures”.

Component2 MO2 includes 4 items (M219, M220, M221, M222) that have a factor loading between .526 and .789 and when considering the questions “To compensate for the work life time”, “To keep good relationship in the family”, “To keep good relationship in friends group”, “To fulfill one’s dreams” then define the component name as “For life fulfillment”.

Component3 MO3 includes 3 items (M208, M209 and M211) that have a factor loading between .619 and .825 and when considering the questions “For the excitement”, “For self-challenge”, “For the adventure” then define the component name as “For the excitement and challenge”.

Component4 MO4 includes 4 items (M207, M210, M217 and M218) that have a factor loading between .467 and .788 and when considering the questions “To meet with friends in opposite sex”, “To steer away from family burden”, “To buy popular brands of product”, “To response to self- shopping behavior” then define the component name as “For shopping”.

Component5 MO5 includes 4 items (M212, M213 and M223) that have a factor loading between .443 and .858 and when considering the questions “To relieve from job stress”, “To change from busy work”, “To have self-rest time”, and “For work benefits” then define the component name as “For relaxation”.

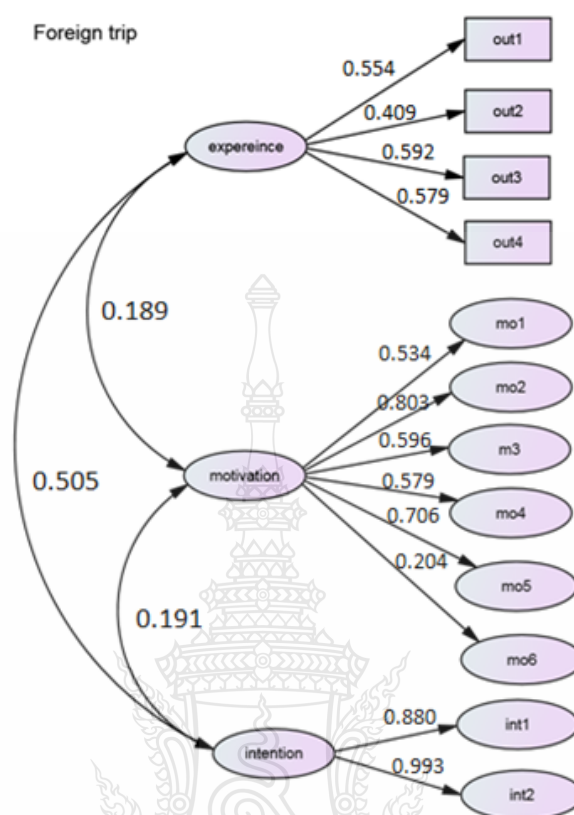
Component 6 MO6 includes 2 items (M215 and M216) that have a factor loading between .878 and .892 and when considering the questions “To visit the place of origin”, and “To visit friends or relatives” then define the component name as “For revisiting places from one’s past”.

#### **4.2.2.2 Confirmatory Factor Analysis (CFA)**

The researcher used confirmatory factor analysis on the Construct Validity (the Convergent validity and discriminant validity) and Assessing Measurement Model validity by AMOS.

The researcher used confirmatory factor analysis on the Construct Validity (the Convergent validity and discriminant validity) and Model Fit Analysis by AMOS.

### 1) Construct Validity (Convergent validity and discriminant validity)



**Figure 4.2** Standardized Factor Loading for each item and correlation between constructs in Foreign Trips

*Note:* 1. Previous Experience – “Exper” include “IN1” to “IN4”.  
 2. Travel Motivation – “Motiv” include “MO1” to “MO6”  
 3 Behavioral Intention – “Inten” include “Int1” and “Int2”

**Table 4.13** Regression weights in the foreign trip model

			Unstandardized Estimate	S.E.	C.R.	p- value	Standardized Estimate
MO1	<---	Motiv	1.000				.534
MO2	<---	Motiv	2.168	.324	6.685	***	.803
MO3	<---	Motiv	1.591	.260	6.121	***	.596
MO4	<---	Motiv	1.164	.231	5.047	***	.579
MO5	<---	Motiv	2.506	.370	6.772	***	.706
MO6	<---	Motiv	.898	.286	3.135	.002**	.204

**Table 4.13** Regression weights in the foreign trip model (Cont.)

			<b>Unstandardized Estimate</b>	<b>S.E.</b>	<b>C.R.</b>	<b>p- value</b>	<b>Standardized Estimate</b>
INT1	<---	Inten	1.000				.880
INT2	<---	Inten	.954	.108	8.810	***	.993
M201	<---	MO1	1.000				.642
M202	<---	MO1	.917	.088	10.382	***	.631
M203	<---	MO1	1.136	.109	10.451	***	.637
M204	<---	MO1	1.193	.113	10.554	***	.645
M205	<---	MO1	1.167	.105	11.104	***	.692
M219	<---	MO2	1.000				.683
M220	<---	MO2	1.002	.092	10.877	***	.664
M221	<---	MO2	.926	.085	10.854	***	.662
M222	<---	MO2	.829	.082	10.087	***	.602
M208	<---	MO3	1.000				.719
M209	<---	MO3	1.177	.096	12.216	***	.824
M211	<---	MO3	.958	.088	10.910	***	.623
M207	<---	MO4	1.000				.395
M210	<---	MO4	1.144	.185	6.177	***	.465
M217	<---	MO4	1.618	.217	7.463	***	.788
M212	<---	MO5	1.000				.794
M213	<---	MO5	1.118	.071	15.856	***	.841
M214	<---	MO5	.706	.055	12.732	***	.645
M215	<---	MO6	1.000				.776
M216	<---	MO6	1.224	.097	12.641	***	.962
AT201	<---	INT1	1.000				.708
AT202	<---	INT1	1.074	.075	14.358	***	.748
AT203	<---	INT1	.958	.076	12.661	***	.657
AT204	<---	INT1	1.164	.078	14.962	***	.781
AT205	<---	INT1	1.126	.078	14.382	***	.749
AT206	<---	INT1	1.147	.077	14.904	***	.778

**Table 4.13** Regression weights in the foreign trip model (Cont.)

		<b>Unstandardized Estimate</b>	<b>S.E.</b>	<b>C.R.</b>	<b>p- value</b>	<b>Standardized Estimate</b>
AT207	<--- INT2	1.000				.688
AT208	<--- INT2	1.120	.087	12.907	***	.696
AT209	<--- INT2	1.082	.094	11.546	***	.617
AT210	<--- INT2	1.305	.093	14.059	***	.766
AT211	<--- INT2	1.156	.089	13.000	***	.702
AT212	<--- INT2	1.113	.084	13.235	***	.716
OUT1	<--- Exper	1.000				.554
OUT2	<--- Exper	3.071	.553	5.549	***	.409
OUT3	<--- Exper	2.636	.399	6.604	***	.592
OUT4	<--- Exper	1.203	.183	6.584	***	.579
M206	<--- MO1	1.132	.118	9.622	***	.573
M218	<--- MO4	1.769	.237	7.474	***	.851
M223	<--- MO5	.547	.066	8.328	***	.432

\*p<.050, \*\*p<.010, \*\*\*P<.001

Table 4.13 shows that the probability of getting a critical ratio as large in absolute value is less than .001. In other words, the regression weight for factors (latent variables) in the prediction of items (indicators or observed variables) is significantly different from zero at the .001 level.

Therefore, the value of standardized estimation of items can be used to calculate both validity and reliability as shown in Table 4.14 and 4.15.

**Table 4.14** The result of Convergent validity test of three main constructs in Foreign Trips

<b>Construct</b>	<b>Sub-construct / Items</b>	<b>Factor Loading</b>	<b>CR (above .600)</b>	<b>AVE (above .500)</b>
Experience	OUT1	.554	.616	.534
	OUT2	.409		
	OUT3	.592		
	OUT4	.579		
Motivation	MO1	.534	.753	.570
	MO2	.803		
	MO3	.596		
	MO4	.579		
	MO5	.706		
	MO6	.204		
Intention	INT1	.880	.936	.937
	INT2	.993		

**Table 4.15** The result of Convergent validity test of sub-constructs in Foreign Trips

<b>Sub-Construct</b>	<b>Items</b>	<b>Factor Loading (above .500)</b>	<b>CR (above .600)</b>	<b>AVE (above .500)</b>
MO1	M201	.642	.804	.637
	M202	.631		
	M203	.637		
	M204	.645		
	M205	.692		
	M206	.573		

**Table 4.15** The result of Convergent validity test of sub-constructs in Foreign Trips (Cont.)

<b>Sub-Construct</b>	<b>Items</b>	<b>Factor Loading (above .500)</b>	<b>CR (above .600)</b>	<b>AVE (above .500)</b>
MO2			.748	.653
	M219	.683		
	M220	.664		
	M221	.662		
	M222	.602		
MO3			.768	.722
	M208	.719		
	M209	.824		
	M211	.623		
MO4			.732	.625
	M207	.395		
	M210	.465		
	M217	.788		
	M218	.851		
MO5			.781	.678
	M212	.794		
	M213	.841		
	M214	.645		
	M223	.432		
MO6			.834	.846
	M215	.776		
	M216	.962		
INT1			.877	.737
	AT201	.708		
	AT202	.748		



**Table 4.15** The result of Convergent validity test of sub-constructs in Foreign Trips (Cont.)

Sub-Construct	Items	Factor Loading (above .500)	CR (above .600)	AVE (above .500)
INT2	AT203	.657	.851	.698
	AT204	.781		
	AT205	.749		
	AT206	.778		
	AT207	.688		
	AT208	.696		
	AT209	.617		
	AT210	.766		
	AT211	.702		

From Table 4.14 and Table 4.15, it is found that almost every indicator has a Factor Loading value of more than 0.5 except M207 (.395), M210 (.465), M223 (.432), and OUT2 (.409). All the latent variables have an Average Variance (AVE) value of more than .5 and the Composite Reliability (CR) of more than .700 except Exper (.616). It means all questions in the indicators can give a reliable and valid measurement.

**Table 4.16** Discriminant validity analysis in the Foreign Trip Model

	Experience	Motivation	Intention
Experience	<b>.534</b>		
Motivation	.189 (.036)	<b>.570</b>	
Intention	.505 (.255)	.191 (.036)	<b>.937</b>

*Note: Bold and italic letters mean values of AVE*

*The value in brackets () is the squared correlation involving the constructs.*

Discriminant validity is the degree to which measures of different traits are unrelated. According to the Fornell-Larcker testing system, discriminant validity can be assessed by comparing the amount of the variance captured by the construct (AVE) and the shared variance with the other constructs. Thus, the levels of the square root of the AVE for each construct should be greater than the correlation involving the constructs ( $\sqrt{AVE} \geq \text{correlation involving the constructs}$ ). Otherwise, the levels of the AVE for each construct should be greater than the squared correlation involving the constructs ( $AVE \geq \text{squared correlation involving the constructs}$ ).

Figure 4.2 and Table 4.16 show that the AVE of Experience construct (.534) is greater than the squared correlation involving the Experience construct and Motivation construct (.036) and greater than the squared correlation involving the Experience construct and Intention construct (.255). The AVE of Motivation construct (.570) is greater than the squared correlation involving the Experience construct and Motivation construct (.036) and less than the squared correlation involving the motivation construct and the intention construct (.036). Also, the AVE of the Intention construct (.937) is greater than the squared correlation involving the Experience construct and Motivation construct (.036) and greater than the squared correlation involving the Experience construct and Intention construct (.255).

## **2) Model-fit Analysis**

Most statistical methods only require one statistical test to determine the significance of the analyses. However, in CFA, several statistical tests are used to determine how well the model fits to the data. Note that a good fit between the model and the data does not mean that the model is “correct”, or even that it explains a large proportion of the covariance. A “good model fit” only indicates that the model is plausible.

In Model-fit analysis, the researchers used the baseline CMIN / DF, CFI, TLI, RMSEA as the fit index. The CFI and TLI values of 0 indicate no fit, whereas 1 indicates a perfect fit. A common criterion for these indices is that values  $>.90$  indicate a good fit (Bollen & Long 1993; Hu & Bentler, 1999). The RMSEA is relatively insensitive to sample size and corrects for the number of degrees of freedom (DF) in the model. The RMSEA values of less than 0.08 indicate an acceptable model fit and

values less than 0.05 indicate a good model fit (Bentler & Bonett 1980, Hu & Bentler, 1999).

The initial results of the CFA were as follows: CMIN/DF = 3.419, CFI = .677, TLI = .655 and RMSEA = .076. When comparing the initial results of the CFA with the Desired Value (see table 4.16), it is found that the value does not meet the specified criteria, indicating that the Model is not fit. So we have to adjust the model, based on the modification indices of Amos output.

In regard to the MI, the AMOS output revealed several large covariances between error terms. Upon examining the modification indices suggested by the AMOS output, the standardized residual matrix revealed no significant violations. Standardized residuals should be less than 2 in absolute value. As indicated in the covariance matrix of the error terms, using covariances between error terms, the CMIN value could be significantly reduced. The MI also suggests adding a covariance between error terms and factors. However, this option violates the assumption that the common and the unique factors are uncorrelated. Therefore, covariances were added between the error terms only, as suggested by the MI. These modifications significantly improved the model.

**Table 4.17** Model-fit statistics of the CFA analysis in the Foreign Trip Model

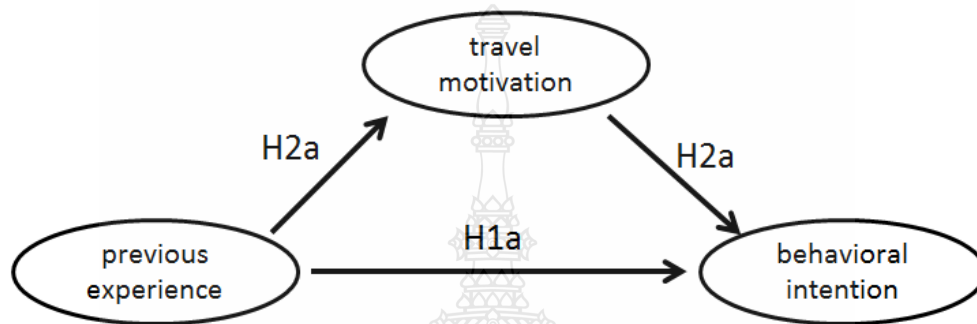
<b>Index</b>	<b>Initial Model</b>	<b>Improved Model</b>	<b>Desired Value</b>
CMIN/DF	3.915	2.038	<3.000
P	.000	.000	>.000
CFI	.729	.927	>.900
TLI	.710	.915	>.900
RMSEA	.083	.050	<.080

After adjusting the model according to the recommendations of modification indices, the overall model fit appears quite good with CMIN/DF < 3, CFI >.900, and TLI > .900 and RMSEA < .080 (see table 4.17).

### 4.3 Test predictive model

#### 4.3.1 Domestic trips

For the analysis of the statistical significance of the predictive model Bootstrapping by AMOS (Hu & Wang, 2010) was used, and divided into the analysis of hypotheses H1 and H2 as follows:



**Figure 4.3** The relationship between three main constructs and hypotheses in domestic trips

#### Hypotheses:

H1a: Previous experience has a positive direct effect on behavioral intention towards domestic trips.

H2a: Previous experience has a positive indirect effect on behavioral intention with travel motivation as the mediator in domestic trips.

**Table 4.18** Regression weights between the factors of previous experience and travel motivation, between travel motivation and behavioral intention and between previous experience and behavioral intention in domestic trips

		Estimate	S.E.	C.R.	p-value	Standardized
motivation <---	experience	.034	.012	2.916	.004**	.241
intention <---	motivation	.808	.156	5.163	.000***	.569
intention <---	experience	-.019	.013	-1.451	.147	-.095

\*p<.050, \*\*p<.010, \*\*\*p<.001

**Table 4.19** Direct effect, indirect effect and total effect between previous experience and travel motivation, between travel motivation and behavioral intention and between previous experience and behavioral intention in domestic trips

		Experience			Motivation		
		Direct Effect	Indirect Effect	Total Effect	Direct Effect	Indirect Effect	Total Effect
motivation	Unstandardized	.034	0	.034	0	0	0
	Standardized	.241	0	.241	0	0	0
intention	Unstandardized	-.019	.027	.008	.808	0	.808
	Standardized	-.095	.137	.042	.569	0	.569

**Table 4.20** Standardized direct effect between previous experience and behavioral intention in domestic trip

Parameter	Standardized	Lower	Upper	p-value
intention <--- experience	-.095	-.231	.040	.209

From Table 4.19 and 4.20 it is found that the Direct effect value between previous experience and behavioral intention is -.019 (standardized=-.095, p=.209) is not significant.

Then, H1a is not supported as previous experience has a positive direct effect on behavioral intention in domestic trip.

**Table 4.21** Standardized indirect effect between previous experience and behavioral intention in domestic trips

Parameter	Standardized	Lower	Upper	p-value
intention <--- experience	.137	.059	.270	.019*

\*p<.050, \*\*p<.010, \*\*\*p<.001

From Table 4.19 and 4.21 it is found that the Indirect effect value between previous experience and behavioral intention is .027 (standardize=.137, p=.019) is significant.

Then, H2a is supported as previous experience has a positive indirect effect on behavioral intention through travel motivation as the mediation in domestic trips.

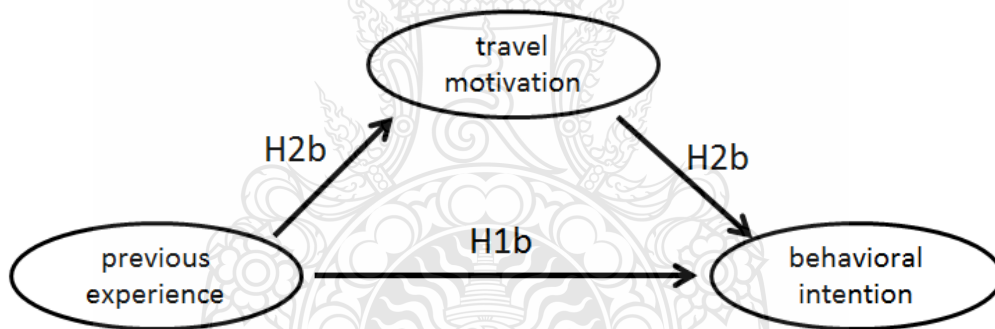
**Table 4.22** The summary: the significance of direct and indirect effect in domestic trip

	<b>Indirect effect</b>	<b>Direct effect</b>
Bootstrapping p-value	.019*	.209
Result	significant	not significant
Type of mediation	Full mediation since direct is not significant	

\*p<.050, \*\*p<.010, \*\*\*p<.001

The results in Table 4.22 indicate that travel motivation in domestic trips does mediate the relationship between previous experience and behavioral intention. Thus, the type of mediation here is full mediation since the direct effect is no longer significant after the mediator enters the model (Zainudin, 2014).

### 4.3.2 Foreign Trips



**Figure 4.4** The relationship between three main constructs and hypotheses in foreign trips

**Hypotheses:**

H1b: Previous experience has a positive direct effect on behavioral intention towards foreign trips.

H2b: Previous experience has a positive indirect effect on behavioral intention with travel motivation as the mediator in foreign trips.

**Table 4.23** Regression weights between the factor of previous experience and travel motivation, between travel motivation and behavioral intention and between previous experience and behavioral intention in foreign trips

		Estimate	S.E.	C.R.	p-value	Standardized
motivation <---	experience	.056	.026	2.173	.030*	.166
intention <---	motivation	1.116	.207	5.402	.000***	.487
intention <---	experience	.069	.051	1.345	.179	.089

\*p<.050, \*\*p<.010, \*\*\*p<.001

**Table 4.24** Direct effect, indirect effect and total effect between previous experience and travel motivation, between travel motivation and behavioral intention and between previous experience and behavioral intention in foreign trips

		Experience			Motivation		
		Direct Effect	Indirect Effect	Total Effect	Direct Effect	Indirect Effect	Total Effect
Motivation	Unstandardized	.056	0	.056	0	0	0
	Standardized	.166	0	.166	0	0	0
Intention	Unstandardized	.069	.063	.131	1.116	0	1.116
	Standardized	.089	.081	.169	.487	0	.487

**Table 4.25** Standardized direct effect between previous experience and behavioral intention in foreign trip

Parameter	Standardized	Lower	Upper	p-value
intention <--- experience	.081	.000	.196	.099

From Table 4.24 and 4.25 it is found that the Direct effect value between previous experience and behavioral intention is .069 (standardized=.081, p=.099) which is not significant.

Then, H1b is not supported as previous experience has a positive direct effect on behavioral intention in foreign trips.

**Table 4.26** Standardized indirect effect between previous experience and behavioral intention in foreign trips

Parameter	Standardized	Lower	Upper	p-value
intention <--- experience	-.101	.031	.158	.009

From Table 4.24 and 4.26 it is found that the Direct effect value between previous experience and behavioral intention is .063 (standardized=-.101, p=.009) which is significant.

Then, H2b is supported as previous experience has a positive indirect effect on behavioral intention through travel motivation as the mediation in foreign trips.

**Table 4.27** The summary: The significance of direct and indirect effect in foreign trips

	Indirect effect	Direct effect
Bootstrapping p-value	.009*	.099
Result	Significant	Not significant
Type of mediation	Full mediation since direct is not significant	

\*p<.050, \*\*p<.010, \*\*\*p<.001

The results in Table 4.27 indicate that travel motivation in foreign trips does mediate the relationship between previous experience and behavioral intention. Thus, the type of mediation here is full mediation since the direct effect is no longer significant after the mediator enters the model (Zainudin, 2014).

#### 4.4 Test Moderator Effect

The analysis in this part is analysis on the influence of two moderator variables, which are the elderly group and destination factor, on the relationship between previous experience and travel motivation, between travel motivation and behavioral intention and between previous experience and behavioral intention.

Alternatively, the Multi-Group CFA has been suggested as an alternative method for assessing the effect of the moderator variable in the model. The researcher only needs to identify the path of interest where the moderator variable is to be



assessed. This particular path would be constrained with parameter = 1 and the model is termed as the constrained model. The procedure will estimate two models separately. One is the constrained model while the other one is the unconstrained model. The difference in Chi-square value between the constrained and the unconstrained model will be obtained. If the values differ by more than 3.84, then the moderation occurs in that path (Zainudin, 2014).

#### 4.4.1 New-Age elderly and traditional age

Elderly group can be divided into two groups, the New-Age elderly and the traditional age group as follows:

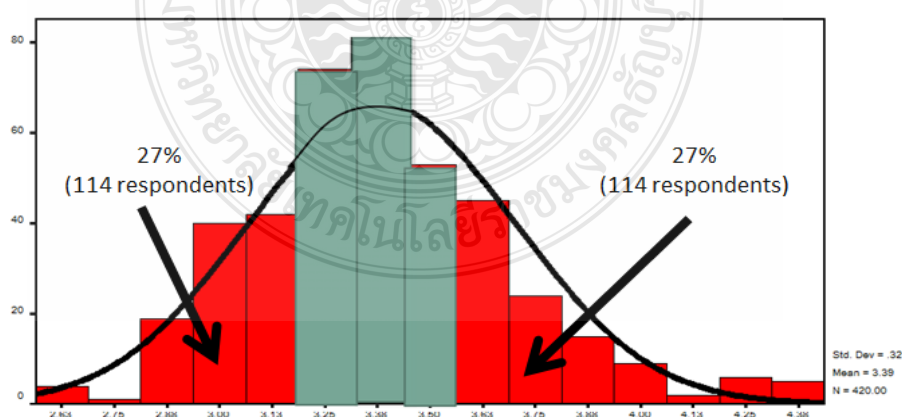
1) The questions used in the dividing of tourist's age group are 35 items and they are in the form of 5 Likert Scale levels. It consists of 11 items of negative questions.

2) Recode 11 items of negative questions (recode 5 4 3 2 and 1 to 1 2 3 4 5).

3) Finding the average of 35 items and rank from high down to low.

4) 27 percent of 420 respondents (Fan, 1954), i.e. 114 respondents, are the group with a high average score and this will be the "New-Age elderly group", and 27 percent of 420 respondents (114 respondents) are the group with a low average score and this will be the "traditional age" group (Fan, 1954).

5) Comparing the mean scores in a statistics test between "New-Age elderly" and "traditional age" (See Table 4.28).



**Figure 4.5** 27 percent of 420 respondents (114 respondents) are the group with a high average score and this is the "New-Age elderly group" and 27 percent of 420 respondents (114 respondents) is the group with low average scores, and this is the "traditional age" group.

**Table 4.28** Independent sample T-test to compare the mean scores between “New-Age elderly group” and “traditional age group”

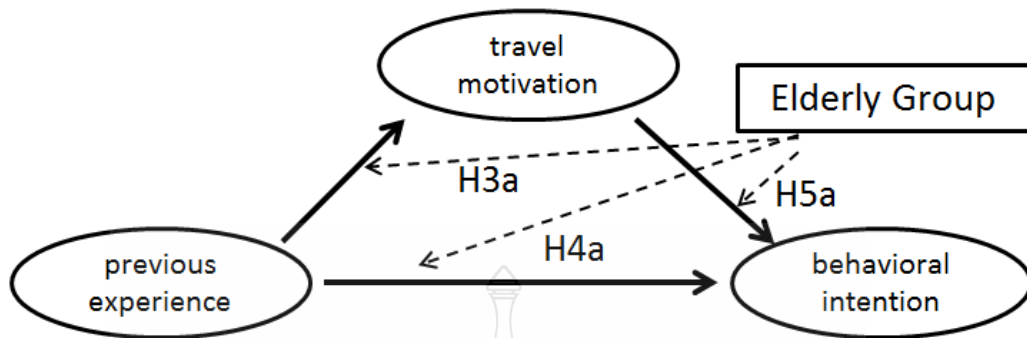
Items	Elderly group	N	Mean	SD.	t	Sig.
A1	New-Age elderly	114	4.009	.964	4.979	.000
	traditional age	114	3.351	1.030		
A2	New-Age elderly	114	1.746	.891	-1.627	.105
	traditional age	114	1.930	.817		
A3	New-Age elderly	114	4.351	.787	3.509	.001
	traditional age	114	3.974	.836		
A4	New-Age elderly	114	3.114	1.087	6.550	.000
	traditional age	114	2.281	.815		
A5	New-Age elderly	114	3.851	.755	9.159	.000
	traditional age	114	2.921	.777		
A6	New-Age elderly	114	3.842	.816	7.714	.000
	traditional age	114	3.026	.781		
A7	New-Age elderly	114	2.167	1.055	-3.928	.000
	traditional age	114	2.658	.818		
A8	New-Age elderly	114	3.982	.872	7.709	.000
	traditional age	114	3.140	.774		
A9	New-Age elderly	114	4.018	.752	7.791	.000
	traditional age	114	3.254	.726		
A10	New-Age elderly	114	3.807	.881	7.924	.000
	traditional age	114	2.956	.733		
A11	New-Age elderly	114	4.132	.747	12.541	.000
	traditional age	114	2.842	.805		
A12	New-Age elderly	114	3.500	1.083	9.291	.000
	traditional age	114	2.272	.905		
A13	New-Age elderly	114	4.009	.847	10.279	.000
	traditional age	114	2.904	.775		
A14	New-Age elderly	114	4.298	.716	13.153	.000
	traditional age	114	3.149	.598		
A15	New-Age elderly	114	3.991	.907	8.711	.000
	traditional age	114	3.018	.776		
A16	New-Age elderly	114	3.553	1.234	5.731	.000
	traditional age	114	2.781	.738		
A17	New-Age elderly	114	3.956	1.008	7.541	.000
	traditional age	114	3.061	.768		
A18	New-Age elderly	114	4.193	.715	11.413	.000
	traditional age	114	2.947	.920		
A19	New-Age elderly	114	4.421	.593	12.077	.000
	traditional age	114	3.395	.686		
A20	New-Age elderly	114	4.509	.552	9.974	.000
	traditional age	114	3.667	.712		

**Table 4.28** Independent sample T-test to compare the mean scores between “New-Age elderly group” and “traditional age group” (Cont.)

Items	Elderly group	N	Mean	SD.	t	Sig.
A21	New-Age elderly	114	3.544	1.082	6.471	.000
	traditional age	114	2.737	.776		
A22	New-Age elderly	114	3.632	.934	4.767	.000
	traditional age	114	3.088	.782		
A23	New-Age elderly	114	3.930	.870	4.981	.000
	traditional age	114	3.395	.748		
A24	New-Age elderly	114	3.860	1.038	7.259	.000
	traditional age	114	2.947	.850		
A25	New-Age elderly	114	3.439	1.160	5.137	.000
	traditional age	114	2.763	.790		
A26	New-Age elderly	114	4.456	.567	11.432	.000
	traditional age	114	3.456	.742		
A27	New-Age elderly	114	4.193	.727	8.924	.000
	traditional age	114	3.263	.842		
A28	New-Age elderly	114	4.193	.774	7.791	.000
	traditional age	114	3.368	.823		
A29	New-Age elderly	114	3.351	1.064	3.193	.002
	traditional age	114	2.912	1.009		
A30	New-Age elderly	114	3.263	1.121	3.678	.000
	traditional age	114	2.781	.839		
A31	New-Age elderly	114	3.930	.984	5.361	.000
	traditional age	114	3.272	.865		
A32	New-Age elderly	114	3.860	1.088	6.598	.000
	traditional age	114	2.982	.912		
A33	New-Age elderly	114	4.395	.604	7.590	.000
	traditional age	114	3.711	.749		
A34	New-Age elderly	114	2.789	1.052	1.049	.295
	traditional age	114	2.658	.829		
A35	New-Age elderly	114	4.254	.676	9.151	.000
	traditional age	114	3.351	.809		

The results of the independent sample t-test between the “New-Age elderly” and “traditional age” group (Table 4.28) found that the mean score of the two groups for 35 items was significantly different at the .050 level for 34 items, and only one item (A34) is not different. This shows that the elderly group variable can be a moderator and tested for moderator effect according to the set hypothesis.

#### 4.4.2 Domestic Trip



**Figure 4.6** The relationship between three main constructs and hypotheses in domestic trips

#### Hypotheses

H3a: The Elderly group factor will moderate the effect between previous experience and travel motivation on domestic trips.

H4a: The Elderly group factor will moderate the effect between previous experience and behavioral intention on domestic trips.

H5a: The Elderly group factor will moderate the effect between travel motivation and behavioral intention on domestic trips.

**Table 4.29** Chi-square value of unconstrained model in comparison with Chi-square of the constraints model in the test on the Elderly group moderator effect in domestic trips

Model	CMIN	DF	p-value	CMIN/DF	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2
Default model	1049.783	532	.000	1.973	.588	.535	.743	.700
Constraint1	1104.273	534	.000	2.068	.566	.513	.717	.671
Constraint2	1101.075	534	.000	2.062	.568	.514	.718	.673
Constraint3	1063.842	534	.000	1.992	.582	.531	.737	.694

**Note:** Constraint 1 is the model that sets the regression weight value between previous experience and travel motivation.

Constraint 2 is the model that sets the regression weight value between previous experience and behavioral intention.

Constraint 3 is the model that sets the regression weight value between the factors of travel motivation and behavioral intention.

**Table 4.30** The value of Chi-square difference and baseline comparisons difference value between e unconstrained model and constraints model in the test of the Elderly group moderator effect in domestic trips

<b>Model</b>	<b>ΔDF</b>	<b>ΔCMIN</b>	<b>P</b>	<b>NFI Delta-1</b>	<b>IFI Delta-2</b>	<b>RFI rho-1</b>	<b>TLI rho2</b>
Constraint1	2	54.490	.000	.021	.027	.022	.029
Constraint2	2	51.292	.000	.020	.025	.021	.027
Constraint3	2	14.059	.001	.006	.007	.004	.006

**Table 4.31** Summary of Chi-square difference in the test of the Elderly group moderator effect in domestic trips

			<b>ΔCMIN</b>	<b>Hypothesis</b>	<b>Significant</b>	<b>Result on hypothesis</b>
motivation	<---	experience	54.490	H3a	>5.990	supported
intention	<---	experience	51.292	H4a	>5.990	supported
intention	<---	motivation	14.059	H5a	>5.990	supported

From Table 4.31, it is found that the value of Chi-square difference ( $\Delta$ CMIN) in the relationship between previous experience and travel motivation of the unconstrained model and constraints model is equal to 54.490 which is more than 5.990. This means that the Elderly group has a moderator effect on the relationship between previous experience and travel motivation. Thus, in hypothesis H3a it is accepted that the Elderly group factors will moderate the effect between previous experience and travel motivation in domestic trips.

Chi-square difference ( $\Delta$ CMIN) value and relationship between previous experience and behavioral intention of the unconstrained model and constraint model is equal to 14.095, or more than 5.990. This means that the Elderly group has a moderator effect on the relationship between travel motivation and behavioral intention. Thus, in hypothesis H4a it is accepted that the Elderly group factors will moderate the effect between previous experience and behavioral intention in domestic trips.

Chi-square difference ( $\Delta\text{CMIN}$ ) value and the relationship between travel motivation and behavioral intention of the unconstrained model and constraints model is equal to 51.292 which is more than 5.990. This means the Elderly group has a moderator effect on the relationship between travel motivation and behavioral intention. Thus, in hypothesis H5a it is accepted that elderly group factors will moderate the effect between travel motivation and behavioral intention in domestic trips.

### Comparing the group effects for a moderator variable

The results show support for the hypothesis that the Elderly group moderates the relationship between previous experience and travel motivation, between travel motivation and behavioral intention and between previous experience and behavioral intention in domestic trips. Once the moderation effect is established, the study might be interested to determine in which group (New-Age elderly or traditional age) the relationship between previous experience and travel motivation, between travel motivation and behavioral intention and between previous experience and behavioral intention are more pronounced (Zainudin, 2014).

**Table 4.32** Comparing regression weights: New-Age elderly and traditional age in Domestic Trips

			Elderly Group	Unstandardized	C.R.	p-value	Standardized
Motiv <--- Exper			New-Age	.025	1.174	.240	.212
			traditional	.002	.201	.840	.035
Inten <--- Motiv			New-Age	.648	3.982	.000***	.679
			traditional	.391	.696	.014	.391
Inten <--- Exper			New-Age	.005	.422	.673	.041
			traditional	-.027	-.359	.720	-.127

\*p<.050, \*\*p<.010, \*\*\*p<.001

**Table 4.33** Summary of comparing regression weights: New-Age elderly and traditional age in domestic trips

			<b>Elderly group</b>	<b>p-value</b>	<b>Result</b>	<b>Type of moderator</b>
Motiv	<---	Exper	New-Age	.240	Not sig.	-
			traditional	.840	Not sig.	
Inten	<---	Motiv	New-Age	.000***	sig.	Partial moderator
			traditional	.014*	sig.	
Inten	<---	Exper	New-Age	.673	Not sig.	-
			traditional	.720	Not sig.	

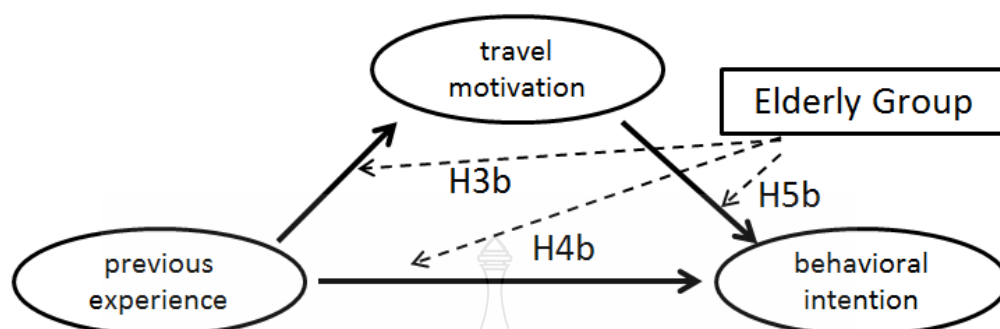
\*p<.050, \*\*p<.010, \*\*\*p<.001

Table 4-32 and Table 4-33 show that, the regression weight for “New-Age elderly” on the relationship between previous experience and travel motivation is .025 ( $p > .050$ ) while the same estimate for “traditional age” is .002 ( $p > .050$ ). Thus, we can conclude that the effect of previous experience on travel motivation is more pronounced in the “New-Age elderly” compared to the “traditional age” group.

The regression weight for “New-Age elderly” on the relationship between travel motivation and behavioral intention is 0.648 ( $p < .050$ ) while the same estimate for the “traditional age” group is .391 ( $p < .050$ ). Thus, we can conclude that the effect of travel motivation on behavioral intention is more pronounced in the “New-Age elderly” compared to the “traditional age” group. As a result, this is shown as a "Partial moderator"(Zainudin, 2014).

The regression weight for the “New-Age elderly” on the relationship between previous experience and behavioral intention is .005 ( $p > .050$ ) while the same estimate for the “traditional age” group is -.027 ( $p > .050$ ). Thus, we can conclude that the effect of previous experience on behavioral intention is more pronounced in the “New-Age elderly” compared to the “traditional age” group.

### 4.4.3 Foreign Trips



**Figure 4.7** The Relationship between three main constructs and hypotheses in Foreign trips

#### Hypotheses:

H3b: The Elderly group factor will moderate the effect between previous experience and travel motivation on foreign trips.

H4b: The Elderly group factor will moderate the effect between previous experience and behavioral intention on foreign trips.

H5b: The Elderly group factor will moderate the effect between travel motivation and behavioral intention on foreign trips.

**Table 4.34** Chi-square value of the unconstrained model in comparison with Chi-square of the constraints model in the test on the Elderly group moderator effect in foreign trips

Model	CMIN	DF	P	CMIN/DF	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2
Default model	2380.285	970	.000	2.454	.525	.483	.651	.611
Constraint1	2414.572	972	.000	2.484	.518	.476	.643	.603
Constraint2	2415.671	972	.000	2.485	.518	.476	.642	.603
Constraint3	2488.754	972	.000	2.560	.503	.460	.624	.583

**Note:** Constraint 1 is the model that sets the regression weight value between previous experience and travel motivation.

Constraint 2 is the model that sets the regression weight value between previous experience and behavioral intention

Constraint 3 is the model that sets the regression weight between the factors of travel motivation and behavioral intention.



**Table 4.35** The value of Chi-square difference and baseline comparisons difference value between the unconstrained model and constraints model in the test of the elderly group moderator effect in foreign trips.

Model	$\Delta DF$	$\Delta CMIN$	P	NFI Delta-1	IFI Delta-2	RFI rho-1	TLI rho2
Constraint 1	2	34.287	.000	.007	.008	.006	.008
Constraint 2	2	35.385	.000	.007	.009	.007	.008
Constraint 3	2	108.468	.000	.022	.027	.022	.028

**Table 4.36** Summary of Chi-square difference in the test of the Elderly group moderator effect in foreign trips

			$\Delta CMIN$	Hypothesis	Significant	Result on hypothesis
Motivation	<---	experience	34.287	H3b	>5.990	supported
Intention	<---	experience	35.385	H4b	>5.990	Supported
Intention	<---	motivation	108.468	H5b	>5.990	supported

From table 4.36, it is found that the value of Chi-square difference ( $\Delta CMIN$ ), the relationship between previous experience and travel motivation of the unconstrained model and constraint model is equal to 34.287 which is more than 5.990. It means that the Elderly group has a moderator effect on the relationship between previous experience and travel motivation. Thus, in the hypothesis H3b Elderly group factors will moderate the effect between previous experience and travel motivation in foreign trips.

Chi-square difference ( $\Delta CMIN$ ) value and relationship between previous experience and behavioral intention of the unconstrained model and constraint model is equal to 35.385 or more than 5.990. This means that the elderly group has a moderator effect on the relationship between travel motivation and behavioral intention. Thus, in hypothesis H4b Elderly group factors will moderate the effect between previous experience and behavioral intention in foreign trips.

Chi-square difference ( $\Delta\text{CMIN}$ ) value and the relationship between travel motivation and behavioral intention of the unconstrained model and constraint model is equal to 108.468 in which more than 5.990. This means the elderly group has a moderator effect on the relationship between travel motivation and behavioral intention. Thus, in hypothesis H5b Elderly group factors will moderate the effect between travel motivation and behavioral intention in foreign trips.

### Comparing the group effects for a moderator variable

The results show support for the hypothesis that the Elderly group moderates the relationship between previous experience and travel motivation, between travel motivation and behavioral intention and between previous experience and behavioral intention in foreign trips. Once the moderation effect is established, the study might be interested to determine in which group (New-Age elderly or traditional age) the relationship between previous experience and travel motivation, between travel motivation and behavioral intention and between previous experience and behavioral intention are more pronounced (Zainudin, 2014).

**Table 4.37** Comparing regression weights: New-Age elderly and traditional age in foreign trips

			<b>Elderly group</b>	<b>Unstandardized</b>	<b>C.R.</b>	<b>p-value</b>	<b>Standardized</b>
Motiv <---	Exper	New-Age		.037	1.251	.211	.178
		traditional		.000	-.035	.972	-.013
Inten <---	Motiv	New-Age		1.078	2.224	.026	.394
		traditional		1.357	2.488	.013	.438
Inten <---	Exper	New-Age		.085	1.127	.260	.149
		traditional		.001	.035	.972	.010

**Table 4.38** Summary comparing regression weights: New-Age elderly and traditional age in foreign trips

			<b>Elderly group</b>	<b>p-value</b>	<b>Result</b>	<b>Type of Moderator</b>
Motiv	<---	Exper	New-Age	.211	Not sig.	-
			traditional	.972	Not sig.	
Inten	<---	Motiv	New-Age	.026*	sig.	Partial moderator
			traditional	.013*	sig.	
Inten	<---	Exper	New-Age	.260	No sig.	-
			traditional	.972	No sig.	

\*p<.050, \*\*p<.010, \*\*\*p<.001

Table 4.37 and Table 4.38 show that, the regression weight for “New-Age elderly” on the relationship between previous experience and travel motivation is .037 ( $p>.050$ ) while the same estimate for the “traditional age” group is .000 ( $p>.050$ ). Thus, we can conclude that the effect of previous experience on travel motivation is more pronounced in the “New-Age elderly” compared to “traditional age” group.

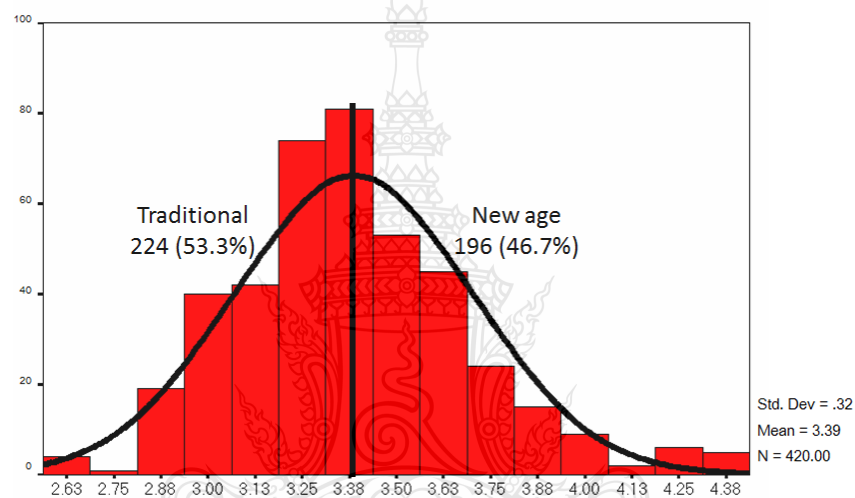
The regression weight for the “New-Age elderly” on the relationship between travel motivation and behavioral intention is 1.078 ( $p<.050$ ) while the same estimate for “traditional age” is 1.357 ( $p<.050$ ). Thus, we can conclude that the effect of travel motivation on behavioral intention is more pronounced in the “New-Age elderly” compared to the “traditional age” group. As a result, this is shown as a “partial moderator” (Zainudin, 2014).

The regression weight for the “New-Age elderly” on the relationship between previous experience and behavioral intention is 0.085 ( $p>.050$ ) while the same estimate for the “traditional age” group is 0.001 ( $p>.050$ ). Thus, we can conclude that the effect of previous experience on behavioral intention is more pronounced in the “New-Age elderly” compared to the “traditional age” group.

#### **4.4.4 New-Age elderly and traditional age - another alternative**

According to the test of moderator effect using 27 percent of the groups with highest and lowest scores, although there are relationships between previous experience and travel motivation, motivation and behavioral intention, previous experience and

behavioral intention for both domestic and international trips (Accept H3,H4,H5), the results gained from the comparative study of the group effects for the moderating variable (New-age elderly and traditional age) are still not in accordance with the posed hypotheses. Consequently, the researcher conducted a new test by dividing the elderly into two subgroups using the average score of .390 as the criterion. Those with a score of .390 or higher were set as the New-age elderly group and those with the score of lower than .390 were set as the traditional age group (see Figure 4.12). The researcher then started the test over again with p-value <.100.



**Figure 4.8** Separate by Mean=3.390 (New-Age elderly group=196 respondents, traditional age group=224 respondents)

#### 4.2.2.1 Domestic trips

**Table 4.39** Chi-square value of unconstrained model in comparison with Chi-square value of constraints model in the test on the Elderly group moderator effect in domestic trips

Model	CMIN	DF	p-value	CMIN/DF	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2
Default model	1267.589	532	.000	2.383	.644	.598	.757	.720
Constraint1	1375.366	534	.000	2.576	.613	.566	.722	.680
Constraint2	1379.312	534	.000	2.583	.612	.564	.720	.679
Constraint3	1272.603	534	.000	2.383	.642	.598	.756	.719

**Note:** Constraint 1 is the model that sets the regression weight between previous experience and travel motivation.

Constraint 2 is the model that sets the regression weight value between previous experience and behavioral intention

Constraint 3 is the model that sets the regression weight between the factors of travel motivation and behavioral intention.

**Table 4.40** The value of Chi-square difference and baseline comparisons difference value between unconstrained model and constraints model in the test of the Elderly group moderator effect in domestic trips

Model	$\Delta$ DF	$\Delta$ CMIN	P	NFI Delta-1	IFI Delta-2	RFI rho-1	TLI rho2
Constraint1	2	107.776	.000	.030	.036	.033	.039
Constraint2	2	111.722	.000	.031	.037	.034	.041
Constraint3	2	5.014	.082	.001	.002	.000	.000

**Table 4.41** Summary of Chi-square difference in the test of the Elderly group moderator effect in domestic trips

		$\Delta$ CMIN	Hypothesis	Significant	Result on hypothesis
motivation	<--- experience	107.776	H3a	>4.605	supported
intention	<--- experience	111.722	H4a	>4.605	supported
intention	<--- motivation	5.014	H5a	>4.605	supported

From Table 4.41, it is found that the value of Chi-square difference ( $\Delta\text{CMIN}$ ), the relationship between previous experience and travel motivation of the unconstrained model and constraint model is equal to 107.776 which is more than 4.605. It means that the Elderly group has a moderator effect on the relationship between previous experience and travel motivation. Thus, in the hypothesis H3a it is accepted that the Elderly group factors will moderate the effect between previous experience and travel motivation in domestic trips.

Chi-square difference ( $\Delta\text{CMIN}$ ) value and relationship between previous experience and behavioral intention of the unconstrained model and constraint model is equal to 111.722 or more than 4.605. This means that the Elderly group has a moderator effect on the relationship between travel motivation and behavioral intention. Thus, in hypothesis H4a it is accepted that the Elderly group factors will moderate the effect between previous experience and behavioral intention in domestic trips.\

Chi-square difference ( $\Delta\text{CMIN}$ ) value and the relationship between travel motivation and behavioral intention of the unconstrained model and constraint model is equal to 5.014 which is more than 4.605. This means the Elderly group has a moderator effect on the relationship between travel motivation and behavioral intention. Thus, in hypothesis H5a it is accepted that the elderly group factors will moderate the effect between travel motivation and behavioral intention in domestic trips.

#### **Comparing the group effects for a moderator variable**

The results show support for the hypothesis that the Elderly group moderates the relationship between previous experience and travel motivation, between travel motivation and behavioral intention and between previous experience and behavioral intention in domestic trips. Once the moderation effect is established, the study might be interested to determine in which group (New-Age elderly or traditional age) the relationship between previous experience and travel motivation, between travel motivation and behavioral intention and between previous experience and behavioral intention are more pronounced (Zainudin, 2014).

**Table 4.42** Comparing regression weights: New-Age elderly and traditional age group in Domestic Trips

			<b>Elderly Group</b>	<b>Unstandardize d</b>	<b>C.R.</b>	<b>p-value</b>	<b>Standardize d</b>
Motiv <--- Exper			New-Age	.034	1.950	.051*	.167
			traditional	.019	1.036	.300	.125
Inten <--- Motiv			New-Age	.610	4.335	.000***	.603
			traditional	.442	2.701	.007***	.203
Inten <--- Exper			New-Age	-.009	-.640	.522	-.046
			traditional	-.069	-2.391	.017**	-.206

\*p<.100, \*\*p<.050, \*\*\*p<.010

**Table 4.43** Summary comparing regression weights: New-Age elderly and traditional age group in domestic trips

			<b>Elderly group</b>	<b>p-value</b>	<b>Result</b>	<b>Type of moderator</b>
Motiv <--- Exper			New-Age	.051*	sig.	Full moderator
			traditional	.300	Not sig.	
Inten <--- Motiv			New-Age	.000***	sig.	Partial moderator
			traditional	.007***	sig.	
Inten <--- Exper			New-Age	.522	Not sig.	Full moderator
			traditional	.017**	sig.	

\*p<.100, \*\*p<.050, \*\*\*p<.010

Table 4.42 and Table 4.43 show that the regression weight for the “New-Age elderly” on relationships between previous experience and travel motivation is .034 ( $p<.100$ ) while the same estimate for the “traditional age” group is .019 ( $p>.100$ ). Thus, we can conclude that the effect of previous experience on travel motivation is more pronounced in the “New-Age elderly” compared to the “traditional age” group. As a result, this is shown as a "Full moderator"(Zainudin, 2014).

The regression weight for “New-Age elderly” on the relationship between travel motivation and behavioral intention is 0.610 ( $p<.100$ ) while the same estimate for “traditional age” is .442 ( $p < .100$ ). Thus, we can conclude that the effect of travel

motivation on behavioral intention is more pronounced in the “New-Age elderly” compared to the “traditional age” group. As a result, this is shown as a "Partial moderator"(Zainudin, 2014).

The regression weight for the “New-Age elderly” on the relationship between previous experience and behavioral intention is -.009 ( $p > .100$ ) while the same estimate for the “traditional age” group is -.069 ( $p < .100$ ). Thus, we can conclude that the effect of previous experience on behavioral intention is more pronounced in the “New-Age elderly” compared to the “traditional age” group. As a result, this is shown as a "Full moderator" (Zainudin, 2014).

#### 4.2.2.2 Foreign trips

**Table 4.44** Chi-square value of unconstrained model in comparison with Chi-square of the constraints model in the test on the Elderly group moderator effect in foreign trips

Model	CMIN	DF	P	CMIN/DF	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2
Default model	2824.429	970	.000	2.912	.627	.594	.719	.690
Constraint1	2891.957	972	.000	2.975	.618	.585	.709	.680
Constraint2	2881.518	972	.000	2.965	.620	.587	.711	.682
Constraint3	2832.196	972	.000	2.908	.627	.595	.719	.691

*Note:* Constraint 1 is the model that sets the regression weight between previous experience and travel motivation.

Constraint 2 is the model that sets the regression weight value between previous experience and behavioral intention

Constraint 3 is the model that sets the regression weight between the factors of travel motivation and behavioral intention.

**Table 4.45** The value of Chi-square difference and baseline comparisons difference value between the unconstrained model and constraints model in the test of the elderly group moderator effect in foreign trips

Model	$\Delta DF$	$\Delta CMIN$	P	NFI Delta-1	IFI Delta-2	RFI rho-1	TLI rho2
Constraint 1	2	67.464	.000	.009	.010	.009	.010
Constraint 2	2	57.026	.000	.008	.009	.007	.009
Constraint 3	2	7.704	.427	.000	.000	-.001	-.001



**Table 4.46** Summary of Chi-square difference in the test of the Elderly group moderator effect in foreign trips

			$\Delta$ CMIN	Hypothesis	Significant	Result on hypothesis
motivation	<---	experience	67.464	H3b	>4.605	supported
Intention	<---	experience	57.026	H4b	>4.605	Supported
Intention	<---	motivation	7.704	H5b	>4.605	Supported

From table 4.46, it is found that the value of Chi-square difference ( $\Delta$ CMIN), the relationship between previous experience and travel motivation of unconstrained model and constraint model is equal to 67.464 which is more than 4.605. It means that the Elderly group has a moderator effect on the relationship between previous experience and travel motivation. Thus, in the hypothesis H3b the Elderly group factors will moderate the effect between previous experience and travel motivation in foreign trips.

Chi-square difference ( $\Delta$ CMIN) value and relationship between previous experience and behavioral intention of the unconstrained model and constraint model is equal to 57.026 or more than 4.605. This means that the elderly group has a moderator effect on the relationship between travel motivation and behavioral intention. Thus, in hypothesis H4b the Elderly group factors will moderate the effect between previous experience and behavioral intention in foreign trips.

Chi-square difference ( $\Delta$ CMIN) value and the relationship between travel motivation and behavioral intention of the unconstrained model and constraint model is equal to 7.704 which is more than 4.605. This means the elderly group has a moderator effect on the relationship between travel motivation and behavioral intention. Thus, in hypothesis H5b the Elderly group factors will moderate the effect between travel motivation and behavioral intention in foreign trips.

#### **Comparing the group effects for a moderator variable**

The results show support for the hypothesis that the Elderly group moderates the relationship between previous experience and travel motivation, between travel motivation and behavioral intention and between previous experience and behavioral

intention in foreign trips. Once the moderation effect is established, the study might be interested to determine in which group (New-Age elderly or traditional age) the relationship between previous experience and travel motivation, between travel motivation and behavioral intention and between previous experience and behavioral intention are more pronounced (Zainudin, 2014).

**Table 4.47** Comparing regression weights: New-Age elderly and traditional age in foreign trips

			<b>Elderly group</b>	<b>Unstandardized</b>	<b>C.R.</b>	<b>p-value</b>	<b>Standardized</b>
Motiv <--- Exper			New-Age	.039	1.516	.130	.163
			traditional	.042	1.262	.207	.137
Inten <--- Motiv			New-Age	1.331	3.087	.002***	.470
			traditional	1.286	3.912	.000***	.465
Inten <--- Exper			New-Age	.079	1.212	.226	.116
			traditional	.062	.861	.389	.073

\*p<.100, \*\*p<.050, \*\*\*p<.010

**Table 4.48** Summary comparing regression weights: New-Age elderly and traditional age in foreign trips

			<b>Elderly group</b>	<b>p-value</b>	<b>Result</b>	<b>Type of Moderator</b>
Motiv <--- Exper			New-Age	.130	Not sig.	-
			traditional	.207	Not sig.	
Inten <--- Motiv			New-Age	.002***	sig.	Partial moderator
			traditional	.000***	sig.	
Inten <--- Exper			New-Age	.226	No sig.	-
			traditional	.389	No sig.	

\*p<.050, \*\*p<.010, \*\*\*p<.001

Table 4.47 and Table 4.48 show that the regression weight for the “New-Age elderly” on the relationship between previous experience and travel motivation is .039 ( $p>.100$ ) while the same estimate for “the traditional age” group is .042 ( $p>.100$ ).

Thus, we can conclude that the effect of previous experience on travel motivation is more pronounced in the “traditional age” group compared to the “New-Age elderly”.

The regression weight for the “New-Age elderly” on the relationship between travel motivation and behavioral intention is 1.331 ( $p < .100$ ) while the same estimate for “traditional age” is 1.286 ( $p < .100$ ). Thus, we can conclude that the effect of travel motivation on behavioral intention is more pronounced in the “New-Age elderly” compared to the “traditional age” group. As a result, this is shown as a “partial moderator” (Zainudin, 2014).

The regression weight for the “New-Age elderly” on relationship between previous experience and behavioral intention is .226 ( $p > .100$ ) while the same estimate for the “traditional age” group is .389 ( $p > .100$ ). Thus, we can conclude that the effect of previous experience on behavioral intention is more pronounced in the “traditional age” group compared to the “New-Age elderly”.

#### **4.5 The analysis on the factor of travel motivation**

The results in topic 4.4 indicate that travel motivation does mediate the relationship between previous experience and behavioral intention. Thus, the type of mediation here is full mediation since the direct effect is no longer significant after the mediator enters the model. The researcher then analyzes and answers the objective of this study.

##### **EFA to finding the component of travel motivation**

The analysis has the following steps (see 4.2.1.1 EFA-Domestic trip and 4.2.2.1 EFA-Foreign Trip):

1. Dividing the motivation group by analyzing the exploratory factor analysis (EFA) with the Varimax Rotation Method.
2. Analyzing the group of travel motivation according to item 1 by analyzing the cross tabulation by dividing according to the general information of the sample group and the elderly group.
3. Compare the mean by Independent sample t-test (in case of 2 groups' opinions) and One way ANOVA or F-test (in the case of the opinions from more than three groups upward).

The analysis in three steps is done by SPSS for Windows.

The 23 questions on the factors of domestic trip motivation can be separated into 6 components as shown in Table 4.39 and 23 questions on foreign trip motivation can be separated into 6 components as shown in Table 4.40.

**Table 4.49** Six components of domestic trip motivation

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**Component1: DMOTIV1 For the excitement and challenge**

7. To meet with friends of the opposite sex
8. For the excitement
9. For self-challenge
10. To keep away from the family burden
11. For adventure

**Component2: DMOTIV2 For visiting the local cultures**

1. To meet with new experiences that differ from daily life
2. To broaden one's vision
3. To understand the local culture
4. To visit historical places
5. To learn about and see things at must-see attractions
6. For one's physical well-being

**Component3: DMOTIV3 For shopping**

17. To purchase the popular brands
18. To respond to shopping behavior
23. For the benefits of work

**Component4: DMOTIV4 For relaxation**

12. To relieve stress
13. To change from a busy work schedule
14. To have self-rest time

**Component5: DMOTIV5 For life fulfillment**

20. To keep relationships healthy in the family
  21. To keep relationship healthy in a group of friends
  22. To fulfill one's dreams
-

**Table 4.49** Six components of domestic trip motivation (Cont.)

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19. To compensate for time lost in one's working life

**Component6: DMOTIV 6 For revisiting places from one's past**

15. To visit one's place of origin

16. To visit friends and relatives

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From table 4.49, there were six components of travel motivation in domestic trips. The labels were determined based on the travel motivation within each segment. They are 1) For the excitement and challenge, 2) For visiting the local cultures, 3) For shopping, 4) For relaxation, 5) For life fulfillment, and 6) For revisiting places from one's past.

**Table 4.50** Six components of foreign trip motivation

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**Component1: OMOTIV1 For visiting the local and cultures**

1. For the new experiences that are different from daily life

2. To open one's eyes to a new vision

3. To reach into the local cultures

4. To visit historical sites

5. To learn about and see things at must-see attractions

6. For one's physical well-being

**Component2: OMOTIV2 For life fulfillment**

19. To compensate for the time lost during one's working life

20. To keep good relationships in the family

21. To keep good relationships in a friends group

22. To fulfill one's dreams

**Component3: OMOTIV3 For the excitement and challenge**

8. For the excitement

9. For self-challenge

11. For the adventure

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**Table 4.50** Six components of foreign trip motivation (Cont.)

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**Component4: OMOTIV4 For shopping**

- 7. To meet with friends of the opposite sex
- 10. To steer away from one's family burden
- 17. To buy popular brands of products
- 18. To respond to self-shopping behavior

**Component5: OMOTIV5 For relaxation**

- 12. To relieve job stress
- 13. To change from a busy work schedule
- 14. To have self-rest time
- 23. For work benefits

**Component6: OMOTIV6 For revisiting places from one's past**

- 15. To visit one's place of origin
  - 16. To visit friends or relatives
- 

From table 4.50, there were six components of travel motivation in domestic trips. The labels were determined based on the travel motivation within each segment. They are 1) For visiting the local cultures, 2) For life fulfillment, 3) For the excitement and challenge, 4) For shopping, 5) For relaxation, and 6) For revisiting places from one's past.

## **CHAPTER 5**

### **CONCLUSION AND RECOMMENDATIONS**

This chapter is divided into four parts. The first part is a summary of the methodology and research findings. The second part contains discussions about the research questions, and the third part discusses the limitations of the study. In addition, the final part discusses practical implications, presents the benefits of the research findings and guidelines for business operations and provides suggestions for future research.

This study aimed to investigate the relationship between travel motivation and its major antecedents to better understand travel motivation in the dynamic course of consumer behavior based on such associations. In addition, the researcher aimed to better understand the emerging market of Thailand from the viewpoint of elderly tourists.

This study included five research questions: 1) Does previous experience have a positive direct effect on behavioral intention? 2) Does previous experience have a positive indirect effect on behavioral intention through travel motivation as a mediator? 3) Do the elderly, as a group, have a moderating effect on the relationship between previous experience and travel motivation? 4) Do the elderly, as a group, have a moderating effect between previous experience and behavioral intention? and 5) Do the elderly, as a group, have a moderating effect on the relationship between travel motivation and behavioral intention?

Previous travel experience was an independent variable, behavioral intention was the dependent variable, and motivation was the mediating variable.

This study includes five sets of hypotheses (classified by domestic trips and foreign trips) including: H1: Previous experience has a positive direct effect on behavioral intention, H2: Previous experience has a positive indirect effect on behavioral intention with travel motivation as a mediator, H3: The elderly group factor will moderate the effect between previous experience and travel motivation, H4: The elderly group factor will moderate the effect between previous experience and

behavioral intention, and H5: The elderly group factor will moderate the effect between travel motivation and behavioral intention.

The study population is elderly people in Thailand aged over 60 years old, both male and female. As per Steven (1986), who stated that one parameter should have a sample size of 15 cases, the final sample size was roughly 420 cases. A total of 420 questionnaires were returned, which resulted in a response rate of 100 percent.

The descriptive characteristics showed that the majority of elderly who responded to the questionnaire were female (65.95%), and approximately one-third of the respondents were male (34.05%). Regarding the current employment status of the respondents, the data revealed that the majority of the respondents (66.67%) were retired/do not work, followed by part-time workers (22.38%), full-time workers (7.62%), and the unemployed (3.33%). In terms of marital status, 60.71% were married, 18.10% were elderly widows living alone, 11.190% were single, and 10% were divorced or separated. Moreover, the surveyed respondents reported various living conditions - 46.19% were staying with their spouse and children, 24.76% were living with their children, 14.29% were living alone, 10.24% were living as a couple, and 4.52% were living with relatives. Thus, it can be concluded that the majority of the elderly were married and couples staying with their children.

Additionally, regarding personal income, a total of 159 (37.86%) respondents reported that they had an average income of approximately 200,001-400,000 baht per year, followed by 17.14% who received approximately 400,001-600,000 baht per year, 13.57% who earned approximately 600,001-800,000 baht per year, and 12.62% who earned less than 200,000 baht per year. Of the total sample, 10.24% and 8.57% received more than 1,000,001 baht and earned between 800,000-1,000,000 baht per year, respectively. Therefore, the data indicated that more than half of the elderly (55%) had a range of average income between 200,001 to 600,000 baht. Furthermore, almost half of the respondents (46.9%) graduated with a bachelor's degree, and another 22.62% had obtained education higher than a bachelor's degree. Interestingly, the data indicated that approximately 70 percent of the respondents were educated elderly people who graduated with a bachelor's degree or higher.



As for activities that interested respondents (the respondents were allowed to choose more than one answer), the study found that 23.17% preferred to travel domestically, while 17.89% enjoyed trips overseas. In addition, 14.09% of the respondents loved learning new things, and 12.88% were happy to be a volunteer working for society. A small number of the elderly (9.45%) liked outdoor activities, 8.25% liked to work with computers, and 7.51% preferred engaging in self-development activities. The respondents reported various behaviors related to travel information and, as before, the respondents were allowed to choose more than one answer. The study found that 24.62% received information from friends or relatives, and 19.82% asked for information from travel companies. Approximately 11.31% of the respondents looked for information on fan page websites, 11.04% watched travel channels, and 9.95% researched various types of advertising. Additionally, 8.33% of the respondents read travel manuals, and 7.42% searched for information in brochures or leaflets. Consequently, it is interesting that the most popular activity of the elderly was traveling, both domestically and internationally. The data also suggested that most of the elderly relied heavily on travel information from others, such as friends, relatives and travel companies, rather than searching for travel information themselves.

Regarding their previous experiences as a motivation for additional travel, the study found that the study participants had, on average, traveled domestically 4.880 times for an average of 3.020 days by air, 6.800 days by car and 1.200 days by bus/train. On average, study participants had traveled abroad 1.820 times for an average of 5.220 days by plane, 1.860 days by train/bus and 0.390 days cruising on a ship.

Regarding 'Travel Motivation', the study found that the participants indicated their greatest motivation for domestic travel was "Satisfying one's curiosity of the destination" ( $\bar{X}=4.330$ ), followed by "Relaxing oneself" ( $\bar{X}=4.220$ ). The lowest motivation for domestic travel was "Meeting people of the opposite sex" ( $\bar{X}=2.440$ ). The greatest motivation for international travel was "Broadening one's horizon" ( $\bar{X}=4.380$ ), followed by "Satisfying one's curiosity of the destination" ( $\bar{X}=4.370$ ). The lowest motivation for overseas travel was "Meeting people of the opposite sex" ( $\bar{X}=2.460$ ).

## **5.1 Discussion of the Research Findings**

This section discusses the research questions, including both the hypothesis testing and in-depth interviews.

### **5.1.1 Discussion of Research Question 1**

Research question 1 was: Does previous experience have a positive direct effect on behavioral intention? The result of the testing of H1a and H1b showed that previous experience has no direct effect on the behavioral intention for either domestic or foreign trips. Therefore, this hypothesis testing result does not align with the research findings of Lam & Hsu (2006) and Ouellette & Wood (1998) who claimed that previous travel experiences of tourists may significantly influence their behavioral intention. Therefore, hypotheses H1a and H2a were rejected.

Possible explanations for this inconsistency could be:

1) Elderly travel is a relatively new phenomenon in Thailand; the elderly have begun to travel when they retire from work. They travel to compensate for their needs and to fulfill their dreams during the workday. Milohnic and Bonifacic (2014) claimed that the elderly are a group of people who can do things for their heart's content that they were unable to do when they were younger. Thus, the need for travel may not necessarily be to the places they used to visit or have already experienced. This idea is supported from the in-depth interviews with the elderly study participants. Some of the elderly gave the following reasons for their travels:

“...I went to Tee Law Su waterfall with friends; we drove off-road trucks and went rafting on a boat. It was so much fun, and I never thought I would be able to do it in this life. I used to dream about it when I was young, but I never had the chance then since I was working hard to make a living, and it’s unbelievable that I can do this crazy thing when I am nearly 60...” (Elderly T3, 11 January 2016)

“...I had a chance to visit France, which is a place I dreamed of when I was young, but never went to. Two years ago, I had the chance to visit my sister. She invited me to go with her, and I just said yes! Now, I think I would love to go again as it made such an impression...” (Elderly N10, 4 February 2016)

2) This study has a different context. For example, Lam & Hsu (2006) attempted to test the behavioral intention of choosing Hong Kong as a travel motivation,

and their sampling frame included Taiwanese travelers. According to tourism statistics published by the Hong Kong Tourism Board (HKTB), Taiwan is the second largest incoming tourist market for Hong Kong. Therefore, the sample group tended to be fairly familiar with Hong Kong. Moreover, the sample group was not limited to the elderly; it included a variety of tourist groups of all genders and ages. Therefore, the results are different. Furthermore, most studies on tourism conduct research on adventure or outdoor activities, and the results reveal that previous experience has a positive direct effect on travel motivation. Additionally, the majority of the sample groups of these previous studies were teenagers (e.g., Walle, 1997; Fluker & Turner, 2000; Mohsin, Lengler, & Chaya, 2017).

3) According to Ouellet and Wood's (1998) study, the frequency of behavior in the past can influence both intentions and behavior in the future. However, in the case of elderly tourists in emerging countries, this indicator (the frequency of behavior in the past) may not be suitable because most elderly individuals have had few tourism experiences. In addition, for some types of tourism, such as cruise trips, most of the elderly have not had any experience.

### **5.1.2 Discussion of Research Question 2**

Research question 2 was: Does previous experience have a positive indirect effect on behavioral intention through travel motivation as a mediator? The results of the hypothesis testing of H2a and H2b showed that previous experience has a positive indirect effect on behavioral intention through travel motivation as the mediator for both domestic and foreign trips. This study clearly indicates that previous experience is not the only factor that influences behavioral intention. Rather, other factors such as travel motivation also help create behavioral intention.

The results of the hypothesis testing align with Pearce and Lee (1988). Additionally, TCL theory refers to an individual's most crucial travel motivation indicator and emphasizes previous travel experience. The core idea of this theory is that the behavior and motivation of people during their holidays and travel is part of a dynamic course that could be influenced by their former life-cycle stage and previous travel experiences (Pearce & Lee, 2005). According to Ajzen (1991), motivational factors are captured by intentions to influence behavior and have implications regarding

the difficult things that people attempt to do or the amount of effort they exert in their behavior. This motivation is related to behavioral intention.

The results from in-depth interviews with the elderly regarding 'travel motivation' indicates that the travel motivation of the elderly can be divided into two categories: 1) To escape from the current environment of their life. Some elderly people suffer stress related to work, health or family, and they use travel as a tool that can help them relieve their feelings, help them relax and help them move forward in their life. 2) To search for their desired destination. Many elderly people now have the opportunity to travel, and they plan for these situations in advance. Thus, they travel to places that correspond most to their desires, such as destinations they wanted to visit when they were young but never had the opportunity, places where they can travel and work at the same time, exciting and challenging destinations, and shopping hubs.

The results from the interviews aligned with Pearce (1988) and the "escape-seeking model" by Iso-Ahola (1982), which claimed that in deciding the relative importance of the two motivational forces (escape and seeking), individuals address their personal and/or interpersonal dimensions. To clarify, people may escape their personal and/or interpersonal world while they also seek personal rewards and/or interpersonal rewards.

**5.1.3 Discussion of Research Questions 3, 4 and 5** (The group effect of the moderator variable)

#### **5.1.3.1 Discussion of Research Question 3**

Research question 3 was: Do the elderly, as a group, have a moderating effect on the relationship between previous experience and travel motivation? The result of the hypothesis testing of H3a and H3b showed that the elderly group has a moderating effect on the relationship between previous experience and travel motivation for both domestic and foreign trips. The results reveal that both the new-age elderly and the traditional-age elderly acted as moderators in the relationship between previous experience and travel motivation for both domestic and foreign trips.

However, when comparing the group effect of a moderator variable, the study found that for domestic trips, both senior groups had diverse influences on the relationship between previous experience and travel motivation, and the effect of

previous experience on travel motivation for the new-age elderly group is more pronounced than that for the traditional-age group. For foreign trips, the senior groups did not have diverse influences on the relationship between previous experience and travel motivation.

#### **5.1.3.2 Discussion of Research Question 4**

Research question 4 was: Do the elderly, as a group, have a moderating effect on the relationship between previous experience and behavioral intention? The result of the hypothesis testing of H4a and H4b showed that the elderly group has a moderating effect on the relationship between previous experience and behavioral intention for both domestic and foreign trips. The results reveal that the new-age elderly and the traditional-age elderly moderated the relationship between previous experience and behavioral intention for both domestic and foreign trips.

However, when comparing the group effect of a moderator variable, the study found that for domestic trips, both senior groups had diverse influences on the relationship between previous experience and behavioral intention, and the effect of previous experience on behavioral intention was more pronounced for the traditional-age group than for the new-age elderly group. For foreign trips, the senior groups did not have diverse influences on the relationship between previous experience and behavioral intention.

#### **5.1.3.3 Discussion of Research Question 5**

Research question 5 was: Does the elderly, as a group, have a moderating effect on the relationship between travel motivation and behavioral intention? The result of the hypothesis testing of H5a and H5b showed that the elderly group has a moderating effect on the relationship between travel motivation and behavioral intention for both domestic and foreign trips. The results reveal that the new-age elderly and the traditional-age elderly moderated the relationship between travel motivation and behavioral intention in both domestic and foreign trips.

However, when comparing the group effect of the moderator variable, the study found that for both domestic trips and foreign trips, both senior groups had diverse influences on the relationship between previous experience and behavioral intention.

### **Discussion of Research Questions 3, 4 and 5**

According to the study results, the “elderly group” variable (new-age elderly and traditional-age elderly) moderates the relationship between 1) previous experience and behavioral intention, 2) previous experience and travel motivation, and 3) travel motivation and behavioral intention. For all three cases, the effect was found to be strongly significant. The results of the analysis indicate that the elderly group variable moderates the relationships mentioned above, which allows us to understand travel behaviors in depth and more clearly. Previously, we found that previous experience had no direct effect on behavioral intention for either domestic trips or foreign trips, but when the “elderly group” variable moderated this relationship, we found that previous experience had a direct effect on behavioral intention. This result indicates that the elderly group influenced the relationship between previous experience and behavioral intention.

Nonetheless, when considering the results from the comparative study of the group effect of the moderator variable, it was found that for foreign trips, previous experience has no effect on either travel motivation or behavioral intention. For domestic trips, the results show that previous experience has an effect on both travel motivation and behavioral intention. This result may have occurred because the Thai elderly have little experience with international travel (foreign trips) compared to their experience with domestic travel (domestic trips). Furthermore, according to Table 4.3, the results indicate that the elderly previously traveled domestically, on average, 4.880 times over the past 12 months, whereas their previous experience with foreign trips only averaged 1.820 times over 12 months. Some of the elderly have little or no experience with certain types of international travel, such as cruises (an average of 0.390 day over 12 months).

The aforementioned results are also in accordance with the results of the in-depth interviews with the elderly. The study found that over 12 months, the traditional-age elderly traveled domestically, on average, 2.5 times and traveled internationally, on average, 0.58 times. The travel experiences of the New-Age elderly are different, with domestic trips averaging 9.33 times and foreign trips averaging 1.67 times over 12 months, respectively.

Additionally, the elderly have relatively little experience with international travel compared to domestic travel, which suggests that for the foreign tourism model, the elderly

do not have a moderating effect on either the relationship between previous experience and behavioral intention or between previous experience and travel motivation.

## **5.2 Limitations of the Study**

1. To measure the elderly group, the author uses the NAVO scale (Mathur, 1998), which is a scale that was developed in the western context. Therefore, Thai respondents may not be familiar with certain questions included in this scale, such as “If I really wanted to, I could pick myself up and go around the world within two weeks.” This lack of familiarity may have caused the respondents to deviate from the truth in their answers.

2. The data for this study were collected from an elderly group aged between 60-80 years old in four provinces of Thailand: Bangkok, Chiang Mai, Nakhon Ratchasima, and Khon Kaen. The author chose these provinces because they have the most elderly over 60 years old. Clearly, there are no southern provinces in the sample group; therefore, the results of the study may not be representative of all the elderly in Thailand.

3. The questionnaire was eight pages long and included numerous question items; therefore, the elderly respondents may have been too tired or bored to read and complete the entire questionnaire. This may have led to a deviation from the truth in their responses.

4. The sample size of the population in this study is relatively small. The researcher collected 420 completed questionnaires, which was sufficient to run SEM; however, when testing for the moderator effect, the questionnaires were divided into two subgroups (i.e., new-age elderly and traditional-age elderly), and each group included fewer than 200 study participants. For this reason, the test results may not be entirely accurate.

## **5.3 Implications for Practice and Future Research**

### **5.3.1 Implications for Practice**

#### **5.3.1.1 Theoretical Implications**

The study results indicate that in general, the hypotheses testing conformed to previous research. However, the study results regarding the relationship between previous experience and travel motivation did not align with the results of Lam & Hsu (2006) or Ouellette & Wood (1998), who claim that the previous travel experience of tourists may significantly influence their behavioral intention. However, after conducting the analysis, the results indicate that the differences in the results of the studies could have occurred because of their different contexts, either in the environment or the sample groups. However, the results of this study regarding motivation as a mediating effect align with Pearce and Lee (1988) because of the TCL theory, which emphasizes previous travel experience as a crucial travel motivation indicator for individuals. The core idea of this theory is that the behavior and motivation of people during their holidays and travel is part of a dynamic course that could be influenced by their former life-cycle stage and previous travel experiences (Pearce & Lee, 2005). In addition, the results of this study conformed to the results of Ajzen (1991). According to Ajzen (1991), motivational factors are captured by intentions to influence behavior and have implications regarding the difficult things that people attempt to do or the amount of effort they exert in their behavior. This motivation is related to behavioral intention.

For the study of travel motivation, the author modified the tool (the questionnaire) to conform to the Thai context, which is an emerging country. The original tool has been used in a number of previous studies (e.g., Beard & Ragheb, 1983; Crompton, 1979; Dann, 1981; Manfreda, Driver & Tarrant, 1996; Fodness, 1994; Gitelson & Kerstetter, 1990; Hsu & Lam, 2003; Lee & Crompton, 1992; Loker & Perdue, 1992; McIntosh, Goeldner & Ritchie, 1986; Pearce & Lee, 2005; Ross & Iso-Aloha, 1991; Ryan & Glendon, 1998; Shoemaker, 1989; Tinsley & Kass, 1978; Uysal & Jurowski, 1994; Wong, Cheung & Wan, 2013). After the author conducted the in-depth interviews with the sample groups, 18 items were added to the questionnaire to gather additional data. Furthermore, the author included five additional questions



related to the reasons for travel: 1) To compensate for the lack of travel opportunities when working, 2) To enhance family relationships, 3) To enhance relationships among friends, 4) To fulfill your own dreams, and 5) For work benefits. The author also tested reliability values and found that the overall Cronbach's alpha coefficients value for all the components of the questionnaire is .950, which indicates that the questionnaire is reliable. Therefore, the questionnaire regarding travel motivation was perceived as the most appropriate tool to study travel motivation in Thailand. This tool would also be applicable for emerging countries that are similar to Thailand.

In addition, this research was the first study to use the NAVO scale (Mathur, Sherman, & Schiffman, 1998) to divide seniors in Thailand into two groups (the new-age elderly and traditional-age elderly) to study their impact on behavioral intention. Since 1998, studies have been conducted regarding the new-age elderly; however, they only included elderly people from the US and other western countries. This topic has never been studied on a sample from Asian countries or any other emerging country.

#### **5.3.1.2 Managerial Implications**

The results of this study may be beneficial for tourism businesses in emerging countries; the implications are as follows:

1. Tour agency entrepreneurs can use the results related to the study's demographic data to plan their marketing strategies to address various issues, for example:

1) The study found that generally, elderly Thai tourists are middle-class, retired, and aged between 60-65 years old. They are well educated with a bachelor's degree or higher and tend to travel with friends (both school and office colleagues) and relatives. These elderly travelers generally searched for tourism information from their reference groups (family and friends) and travel agents. However, they also used websites and fan pages as crucial sources of information. Regarding income, the study found that the most common income level among this group was roughly 400,000-600,000 baht annually or 33,000-50,000 baht monthly. This represents a moderate level of income for foreign trips to neighboring countries in Asia, which would result in moderate expenses. This is an issue that travel agency

entrepreneurs should consider. For example, a tourism program for elderly tourists could travel to a close region, such as a neighboring country or other countries in Asia, since this would conform to the monthly income of the respondents.

2) Regarding previous travel experience, the study found that the questionnaire respondents have experience in both domestic and foreign travel. On average, they travel domestically 4.88 times a year and take foreign trips only 1.82 times a year. Generally, domestic trips are by car for an average of 6.8 days a year. Foreign trips are mostly by air for an average of 5.22 days a year. The results clearly indicate that Thai elderly individuals aged 60-80 years old continue to travel, and this is a tourist group that should not be overlooked, since they have great travel potential. In addition, elderly tourists have free time because they have no work burden; therefore, they can travel and relax without anxiety.

3) Regarding 'Travel Motivation', the study found the elderly travel domestically for several reasons. The most reported reason was "Satisfying one's curiosity of the destination", followed by "Relaxing oneself". The most reported reason that the elderly take foreign trips was "Broadening one's horizons", followed by "Satisfying one's curiosity of the destination". The results of the study clearly show that "Satisfying one's curiosity of the destination" is the crucial motivation for both domestic and foreign trips. Therefore, this is the main issue that should be addressed when seeking to motivate elderly customers via media, such as websites/fan pages. Websites/fan pages and social media, such as Facebook or the application, Line, are communication channels that can easily reach the elderly. These channels cost less; therefore, tourism entrepreneurs should consider how to effectively use them to motivate elderly tourists.

4) There are important implications for segmenting the elderly. If this group is separated by motivation, it will have six segments, for both domestic and foreign markets. The group of tourists that reported their motivation for traveling was "For visiting the local culture" represents the business group, which we should pay most attention to, since it had the highest score for both domestic and foreign markets. This means that culture and history are key motivators for the travel choices of the elderly. To attract this group of people, destination marketers and tour operators should focus on

the specific aspects of the destination that differentiate it from other countries/regions. The products and services included in the package should be intellectually stimulating and tailored to the personal interests of the visitors.

2. Tourism entrepreneurs should pay attention to “the word-of-mouth effect”, since the study results indicate that the source of information most used by elderly tourists for vacation planning was “friends or relatives”. This means that for marketers, the word-of-mouth effect is important because seniors like to talk about their experiences when they return home. The results of the in-depth interviews indicate that the seniors were impressed with good experiences, and if they had the chance, they would love to revisit certain destinations and suggest that their friends and acquaintances visit them too.

This is a notable finding that service providers in travel destinations should be aware of because they have a key role in producing a positive word-of-mouth effect for the senior travel segment.

3. The marketers of travel and tourism activities should segment markets according to lifestyle rather than age. For the elderly, personal values drive their decisions to choose a particular travel experience more than their age. The study results indicate that in emerging countries such as Thailand, there are more new-age elderly and the numbers of traditional-age elderly are decreasing. In this case, tourism entrepreneurs should consider that the new-age elderly have more travel potential because of their tourism lifestyle. Individuals in this group consider age as a number and it is not as important as their feelings and soul. They are knowledgeable and systematically plan their life and take good care of their health. Therefore, this elderly group has great potential for travel.

The results of the in-depth interviews indicate that seniors in Thailand looked after themselves well and seem younger than their age. In addition, they did not consider their age as a travel obstacle. A global trend for the elderly is belief in the concept of rejuvenation, aka the “Forever young”.

Therefore, marketers can achieve new levels of success by developing fresh insights into how to develop marketing strategies that target various “older markets” rather than addressing them as a broad and unfocused group.

4. The study clearly indicates that previous experience is not the only factor that leads to behavioral intention. Instead, other factors such as travel motivation also help create behavioral intention. Travel motivation is a key variable because of its mediating effect on behavioral intention, which implies that internal motives and desires to satisfy needs are significant motivational factors. For this research, the elderly tourists in Thailand were separated into six groups according to their tourist motivations: 1) for the excitement and challenge, 2) for visiting local cultures, 3) for shopping, 4) for relaxation, 5) for life fulfillment, and 6) for revisiting destinations. Regarding travel motivation, the study found the elderly traveled domestically primarily for “Satisfying one’s curiosity of the destination”, followed by “Relaxing oneself”. The elderly traveled internationally primarily for “Broadening one’s horizons”, followed by “Satisfying one’s curiosity of the destination”. The study results show that “Satisfying one’s curiosity of the destination” is the most crucial motivation for both domestic and foreign trips. This information should help tourism industries to develop effective marketing programs to attract elderly tourists. Seniors are more likely to be motivated by the opportunity to visit the local culture, which suggests that marketing efforts should emphasize local culture programs, such as experiencing different cultures or different ways of life at tourism destinations.

In addition, the study results found that elderly tourists have less experience in overseas travel and no experience in certain types of travel, such as cruise trips. The study results indicate that elderly tourists have more experience in domestic tourism. Therefore, if tourism entrepreneurs need to arrange overseas travel programs to attract this group, they should market the travel programs via channels that are suited to the target group, such as websites, fan pages, social media, or word of mouth from friends or cousins. The marketing messages should be properly formed and communicated through the media to effectively motivate elderly travelers.

### **5.3.2 Future Research**

1. The construct of previous travel experience was not measured by the extensiveness of experience but the frequency of previous domestic and outbound trips. While all other constructs in the theoretical model were psychologically measured items, this inconsistency of measurement may contribute to the relationships between previous travel experience and travel motivation in this study. Therefore, future studies

should explore the relationships between previous travel experience and travel motivation using different measurement scales.

2. The model developed in this study mainly examined behavioral characteristics. However, socio-demographic variables such as age, income, and education might also have a significant influence or moderating effect on the proposed travel motivation model. Further studies could be conducted by incorporating socio-demographic characteristics into the model.

3. The researcher conducted this study only in Thailand; therefore, in the future, researchers should either study other emerging countries for clearer results or use the results from several countries to make a comparative analysis.



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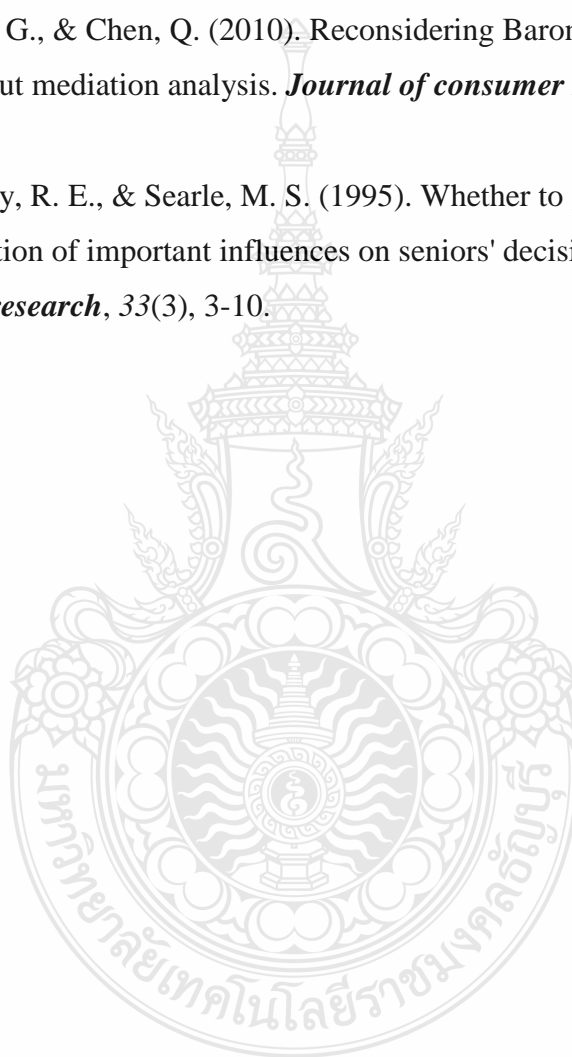
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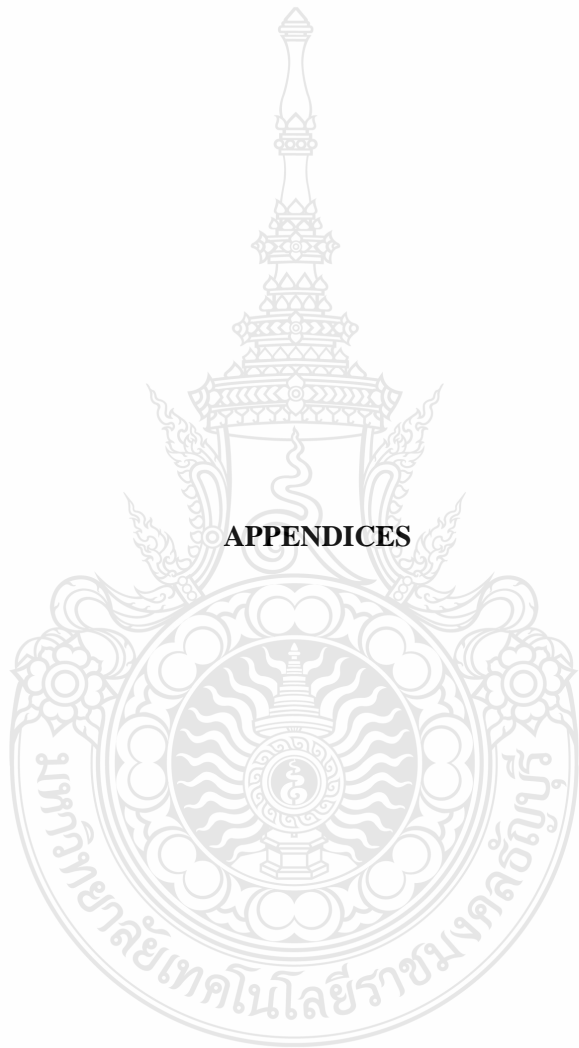
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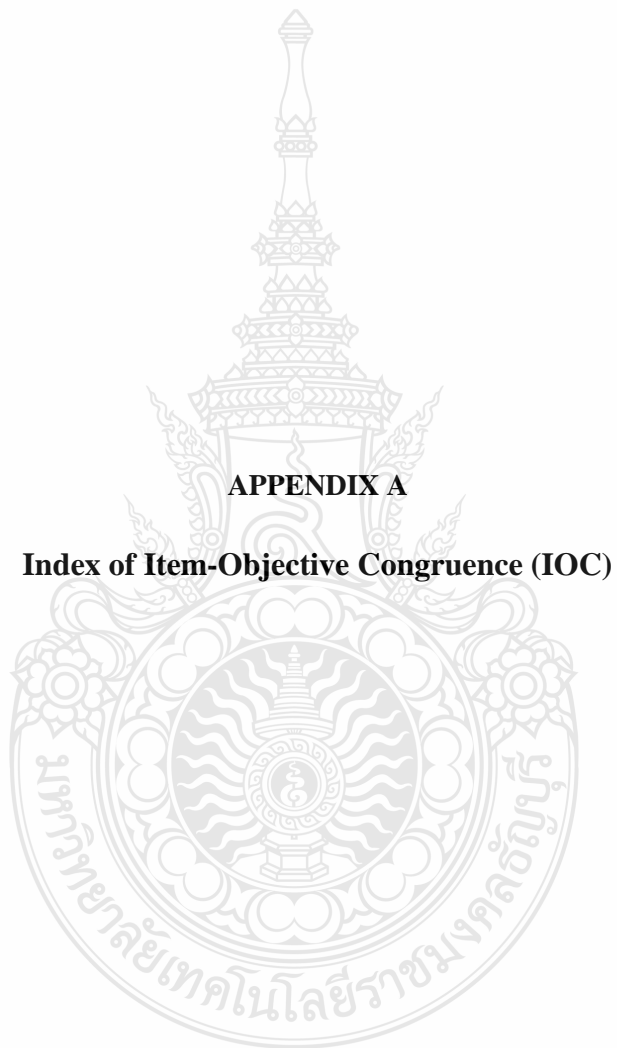
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**Index of Item-Objective Congruence (IOC)**

Variable	Latent	Experts' responses					Total	Average
		1	2	3	4	5		
Elderly Group	A1	1	0	1	1	1	0.8	0.88
	A2	1	1	1	1	1	1	
	A3	1	1	1	1	0	0.8	
	A4	1	1	1	1	1	1	
	A5	1	1	1	1	1	1	
	A6	1	0	1	1	0	0.6	
	A7	1	0	1	1	1	0.8	
	A8	1	1	1	1	1	1	
	A9	1	1	1	1	1	1	
	A10	1	1	1	1	1	1	
	A11	1	1	1	1	0	0.8	
	A12	1	0	1	1	1	0.8	
	A13	1	1	1	1	1	1	
	A14	1	1	1	1	1	1	
	A15	1	0	1	1	1	0.8	
	A16	1	1	1	0	1	0.8	
	A17	1	1	1	1	1	1	
	A18	1	1	1	0	1	0.8	
	A19	1	1	1	0	1	0.8	
	A20	1	1	1	0	1	0.8	
	A21	1	0	1	1	1	0.8	
	A22	1	1	1	0	1	0.8	
	A23	1	1	1	1	1	1	
	A24	0	1	1	0	1	0.6	
	A25	1	1	1	1	1	1	
	A26	1	1	1	1	1	1	
	A27	1	1	1	1	1	1	
	A28	1	1	1	1	1	1	
	A29	1	0	1	1	1	0.8	

**Index of Item-Objective Congruence (IOC) (Cont.)**

Variable	Latent	Experts' responses					Total	Average
		1	2	3	4	5		
Elderly Group	A30	1	1	1	1	1	1	0.88
	A31	1	0	1	1	1	0.8	
	A32	1	1	1	1	1	1	
	A33	1	0	1	1	1	0.8	
	A34	1	0	1	1	1	0.8	
	A35	1	0	1	1	1	0.8	
Previous Experience in Domestic Trip	IN1	1	1	1	1	1	1	0.85
	IN2	0	1	1	1	1	0.8	
	IN3	0	1	1	1	1	0.8	
	IN4	0	1	1	1	1	0.8	
Previous Experience in Foreign Trip	OUT1	1	1	1	1	1	1	0.85
	OUT2	0	1	1	1	1	0.8	
	OUT3	0	1	1	1	1	0.8	
	OUT4	0	1	1	1	1	0.8	
Travel Motivation: Domestic Trip	M101	1	1	1	0	1	0.8	0.87
	M102	1	1	1	1	1	1	
	M103	1	1	1	1	1	1	
	M104	1	1	1	1	1	1	
	M105	1	1	1	0	1	0.8	
	M106	1	0	1	1	1	0.8	
	M107	1	0	1	1	1	0.8	
	M108	1	1	1	1	1	1	
	M109	1	0	1	1	1	0.8	
	M110	1	0	1	0	1	0.6	
	M111	1	0	1	0	1	0.6	
	M112	1	1	1	1	1	1	
	M113	1	1	1	1	1	1	
	M114	1	1	1	0	1	0.8	

**Index of Item-Objective Congruence (IOC) (Cont.)**

Variable	Latent	Experts' responses					Total	Average
		1	2	3	4	5		
Travel Motivation: Domestic Trip	M115	1	1	1	1	1	1	0.87
	M116	1	1	1	1	1	1	
	M117	1	1	1	1	1	1	
	M118	0	1	1	0	1	0.6	
	M119	1	1	1	1	1	1	
	M120	1	1	1	1	1	1	
	M121	1	1	1	1	1	1	
	M122	1	1	1	1	1	1	
	M123	1	0	1	1	1	0.8	
	M115	1	1	1	1	1	1	
Travel Motivation: Foreign Trip	M201	1	1	1	0	1	0.8	0.91
	M202	1	1	1	1	1	1	
	M203	1	1	1	1	1	1	
	M204	1	1	1	1	1	1	
	M205	1	1	1	0	1	0.8	
	M206	1	0	1	1	1	0.8	
	M207	1	0	1	1	1	0.8	
	M208	1	1	1	1	1	1	
	M209	1	0	1	1	1	0.8	
	M210	1	1	1	0	1	0.8	
	M211	0	1	1	0	1	0.6	
	M212	1	1	1	1	1	1	
	M213	1	1	1	1	1	1	
	M214	1	1	1	1	1	1	
	M215	1	1	1	1	1	1	
	M216	1	1	1	1	1	1	
	M217	1	1	1	1	1	1	
	M218	0	1	1	0	1	0.6	
	M219	1	1	1	1	1	1	

**Index of Item-Objective Congruence (IOC) (Cont.)**

Variable	Latent	Experts' responses					Total	Average
		1	2	3	4	5		
Travel Motivation: Foreign Trip	M220	1	1	1	1	1	1	0.91
	M221	1	1	1	1	1	1	
	M222	1	1	1	1	1	1	
	M223	1	1	1	1	1	1	
Behavioral Intention: Domestic Trip (want to visit)	AT101	0	1	1	0	1	0.6	0.90
	AT102	1	1	1	0	1	0.8	
	AT103	1	1	1	1	1	1	
	AT104	1	1	1	1	1	1	
	AT105	1	1	1	1	1	1	
	AT106	1	1	1	1	1	1	
Behavioral Intention: Domestic Trip (recommended)	AT107	0	1	1	0	1	0.6	0.90
	AT108	1	1	1	0	1	0.8	
	AT109	1	1	1	1	1	1	
	AT110	1	1	1	1	1	1	
	AT111	1	1	1	1	1	1	
	AT112	1	1	1	1	1	1	
Behavioral Intention: Foreign Trip (want to visit)	AT201	0	1	1	0	1	0.6	0.90
	AT202	1	1	1	0	1	0.8	
	AT203	1	1	1	1	1	1	
	AT204	1	1	1	1	1	1	
	AT205	1	1	1	1	1	1	
	AT206	1	1	1	1	1	1	
Behavioral Intention: Foreign Trip (recommended)	AT207	0	1	1	0	1	0.6	0.90
	AT208	1	1	1	0	1	0.8	
	AT209	1	1	1	1	1	1	
	AT210	1	1	1	1	1	1	
	AT211	1	1	1	1	1	1	
	AT212	1	1	1	1	1	1	
Total IOC Average							0.89	

After testing was done, the score was 0.89 indicating acceptable content validity.



**Appendix B**  
**Qualitative Results**

## **The Qualitative Results**

The interview was processed in the form of an in-depth interview, with older people aged between 60-80 years old who have had travel experiences. The interviewer divided the interviewees into two groups according to their characteristics (Mathur *et al.*, 1998). One group comprised 12 older people who love to travel, have self-confidence and decision-making power over their own lives, financial freedom, always eager for self-development, living happily and feel that they are younger than their real age. They will be classified as the New Age Elderly group. The group with the opposite characteristics, i.e. those who accept their real ages, who have no financial freedom and have to depend on money from family members or relatives, have less happiness in life, no self-confidence, and dislike travel, will be classified in the Traditional Age elderly group.

### **The researcher presented the data in 4 parts:**

- Part 1 Background of the interviewees
- Part 2 Travel Motivation of the elderly
- Part 3 Favorite places that interviewees want to revisit (Behavioral Intention)
- Part 4 Opinion toward one's self on the issue of age

## Part 1 Background of the interviewees

**Table 1** Background of the first group of elderly people (Traditional Age)

Name	Gender	Age	Status	Highest education level	Current occupation	Hometown
T1	Male	65	Married	Vocational certificate	No occupation	Phra Nakhon Si Ayutthaya
T2	Female	60	Married	Vocational certificate	No occupation	Phra Nakhon Si Ayutthaya
T3	Male	61	Married	High school	Trader	Phra Nakhon Si Ayutthaya
T4	Female	66	Married	Secondary school	Trader	Phra Nakhon Si Ayutthaya
T5	Female	65	Single	Bachelor's degree	Civil servant (teacher) - retired	Pathum Thani
T6	Male	71	Single	Elementary school	Dorm business	Pathum Thani
T7	Male	60	Married	Bachelor's degree	No occupation	Pathum Thani
T8	Female	68	Married	elementary school	No occupation	Pathum Thani
T9	Male	72	Single	Bachelor's degree	Civil servant (teacher) - retired	Kanchanaburi
T10	Female	61	Married	High school	No occupation	Kanchanaburi
T11	Male	60	Married	Secondary school	No occupation	Kanchanaburi
T12	Female	65	Married	Elementary school	Restaurant chef	Kanchanaburi



**Table 2** Background of the elderly in group 2 (New Age Elderly)

Name	Gender	Age	Status	Highest education level	Current occupation	Hometown
N1	Female	68	Married	Bachelor's degree	Civil servant (teacher) - retired	Bangkok
N2	Female	65	Married	Vocational certificate	nurse Civil servant (nurse) - retired	Bangkok
N3	Male	65	Married	Fellow of Cardiology	Doctor in private hospital	Bangkok
N4	Male	70	Married	Bachelor's degree	Owner of gadgets shop	Bangkok
N5	Female	71	Married	Vocational certificate	Irrigation Department employees (retired)	Bangkok
N6	Female	60	Married	Bachelor's degree	Head of village	Bangkok
N7	Female	60	Divorced	Secondary school	Personal business	Pathum Thani
N8	Female	68	Single	Bachelor's degree	No occupation	Pathum Thani
N9	Male	72	Divorced	Bachelor's degree	Personal business	Pathum Thani
N10	Female	61	Married	Vocational certificate	Personal business	Pathum Thani
N11	Male	60	Married	Master degree	Special university professor	Pathum Thani
N12	Male	65	Single	Master degree	Investor in the stock exchange market	Pathum Thani

**Table 3** Annual income (approximately)

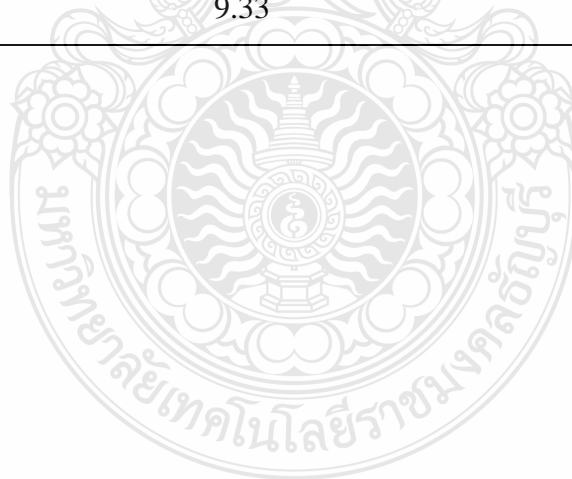
Group	Average (baht)
Group1: Traditional Age (N=12)	67,000.00
Group 2: New Age Elderly (N=12)	781,666.67

**Table 4** The approximate number of times traveled (in one 12 month period) of the Traditional Age group

Name	Number of trips - domestic travel	Number of trips - overseas travel
T1	1	0
T2	1	0
T3	2	0
T4	2	1
T5	2	1
T6	3	0
T7	3	0
T8	2	0
T9	3	2
T10	2	1
T11	6	1
T12	3	1
Average (times)	2.5	0.58

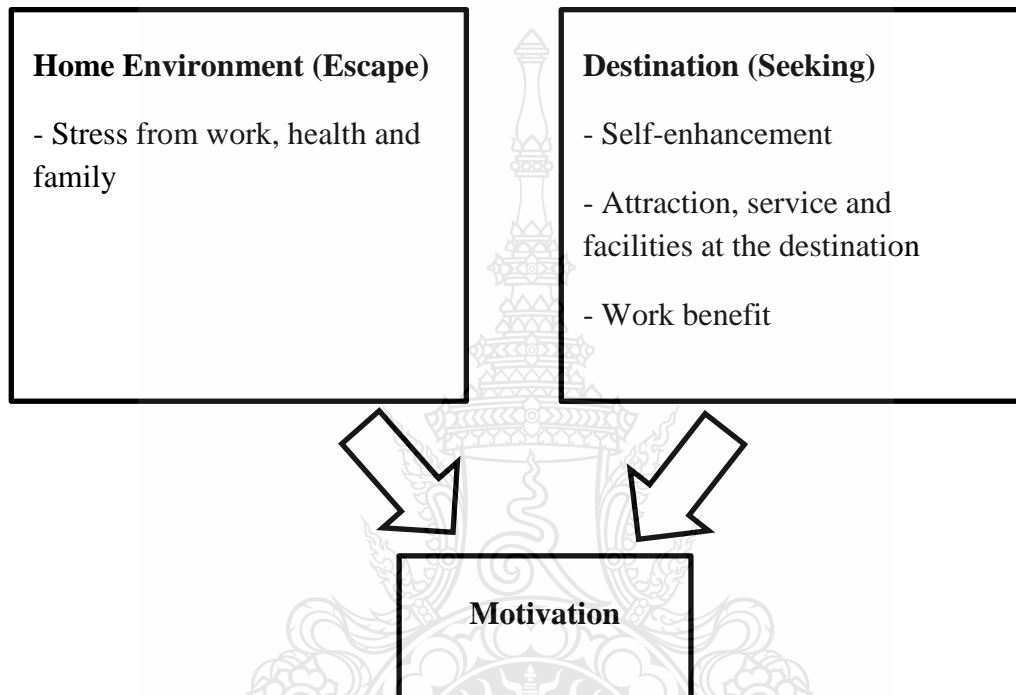
**Table 5** The approximate number of times traveled (in one 12 month period) of the New Age Elderly group

<b>Name</b>	<b>Number of trips - domestic travel</b>	<b>Number of trips - overseas travel</b>
N1	15	5
N2	10	2
N3	8	1
N4	10	1
N5	10	1
N6	5	2
N7	15	2
N8	12	0
N9	6	1
N10	4	2
N11	10	1
N12	7	3
<b>Average (time)</b>	<b>9.33</b>	<b>1.67</b>



## Part 2 Travel Motivation of the elderly

From the interviews with the elderly people, it was found that those in group 2 (the New Age Elderly) had a higher average number of times traveled than the group of Traditional Age Elderly, and when asking about travel motivation, various issues were found, as can be seen in the chart below.



**Figure 4.6** The travel motivation of the elderly

The travel motivation of the elderly can be divided into two sides which are, firstly, to escape from the current environment they are facing and, secondly, to seek for a destination that is right for one's desire. From the interviews, there are some interesting details as follows:

## 1. To escape from the current facing environment

Some elderly people have stress from work, health or family, which results in them using travel as a tool that can help relieve their feelings, to relax and to have the strength to move forward with their lives, as can be seen in the following example of part of one of the interviews:

“... I am 70 years old and have so many health problems including cancer, blood pressure, diabetes, and heart disease. I always do health checks and exercise as suggested from doctor. I consider myself well. I still can drive and go anywhere by myself. If I have the chance to travel, I will go for as long as I can and my body is okay. Travel makes me feel strong, not like a patient, and this year I plan to travel with my family....”

(Elderly N4, 15 January 2016)

“..... I am quite stressed. I love bringing the others’ problems onboard and I think I am making myself stressed from my own business which is a dorm and commercial building for rental. Partly, it is because I have not learned much and have to depend on my grandchildren’s help. Travel helps me relax and not think too much. I go with a tour group and take my grandchildren with me to reward them for their help ....”

(Elderly N7, 20 January 2016)

“... low income and poor standard of education. I still have to work, and am tired and stressed everyday as I get older. However, I try to relax by exercising, singing, and traveling with my elderly associates because if I’m free I like to travel with people of the same age....”

(Elderly T12, 31 ,January 2016)

“... For me travel is rest from work. My job is stressful with a lot of pressure. If I have no time I will exercise but if I have free time I will travel to relax and recharge my batteries...”

(Elderly N3, 5 February 2016)

## 2. To seek for the desired destination

Many of the elderly people have a chance to travel and they will plan for these situations in advance. So, they will travel to places that fit most with their desires, such as places that they had wanted to visit when they were young but had no chance, or places where they can travel and work at the same time, and exciting and challenging sites or shopping hubs etc.

“..... I went to Tee Law Su waterfall with friends, and we drove an off-road truck to go rafting on a boat. It was so much fun and I never thought that I would do this in my life. I used to dream about it when I was young but I had no chance since I worked hard and thought it would be an unbelievable, crazy thing to do when I am nearly 60....”

(Elderly T3, 11 January 2016)

“...I conduct an OTOP business selling skin care products from herbs. So, whenever I travel I would go and see OTOP products in local places. It is traveling and working at the same time. Every time I go I would plan in advance what attractions there will be and study what I saw and this experience helps to improve my own products. ....”

(Elderly N6, 5 February 2016)

“.... when choosing tourist attractions, we normally consider who we will go with. If going with friends, we would choose according to the consensus, where we can have fun and a friendly relationship so that we can go often. But, if going with family, it is difficult since it takes a long time for all to be free at the same time. Therefore, we quite deliberately select the places where everyone in the family will love and be happy since it is the way to build a good relationship within the family....”

(Elderly N2, 17 January 2016)

“... I had the chance to visit France, which is a place I had dreamed of visiting when I was young but had never been to. Two years ago, I had the chance to visit my sister. She invited me to go with her and I just said yes. Now I think I would love to go again as it left such an impression on me ...”

(Elderly N10, 4 February 2016)

“...I love collecting dolls from any country. When I travel I buy them for my collection as well as magnets that I always bring back from my trips ...”

(Elderly N5, 12 February 2016)

“...I love all types of traveling, either back packing, with a tour group or by myself. It helps me to learn new things and to open my eyes to meet with people, and study their cultures. If I have the chance I usually travel either domestically or internationally, if time allows...”

(Elderly N1, 2 February 2016)

“... I have enjoyed traveling since I was young. I consider it as learning without using textbooks. Now I'm 65 and retired, but I still love travelling. I have some health problems but it is not an obstacle and I will travel until I cannot...”

(Elderly N12, 25 January 2016)

“... for me traveling is relaxation from work. I have a high pressure job, and if I have no time I will only exercise but if time allows I will travel to relax and recharge my batteries...”

(Elderly N3, 5 February 2016)

**From the interviews, it was found that the elderly's travel motivations are:**

1. Broadening their horizons
2. Blending into local culture
3. Visiting historical places
4. Getting away from the demands at home
5. Releasing work pressure
6. Relaxation.

7. To compensate for when they were working and had no time.
8. To enhance family relationships.
9. To enhance relationships among friends.
10. To fulfill their own dreams.
11. For work benefits.

### **Part 3 Favorite destinations that people wanted to revisit (Behavioral Intention)**

From the interviews, it was found that the elderly love different attractions. Mostly they are impressed by and love Eco-tourism and Cultural Attractions.

“...I love traveling because I love to see new things and sightseeing is all that. I love to notice things and think about everything I see, which I then love to study. Therefore, I love natural sites such as flower gardens, fruits gardens, old districts, and peoples’ ways of life and arts, especially European art ...”

(Elderly N2, 17 January 2016)

“... In the last 12 months, the most impressive trip was to Germany with husband and about 15 of my friends. I love it so much because it is such a beautiful country. Everywhere we went to is so beautiful and essentially this is a new tourism route (along the southern border of Germany to connect with other countries and end at Austria). I had never been there before and it is just right for my desires. The trip will stay in my memory and I will definitely suggest this route to those who would seek my advice...”

(Elderly N7, 20 January 2016)

“... In the last 12 months, my most favorite trip was Laos (a 7 day trip). It was a family trip. I liked it because the culture is similar to ours, and also the wonderful landscape. It was impressive and I will suggest this trip to friends...”

(Elderly N4, 15 January 2016)



“...I love travelling to natural sites no matter whether to the sea, mountains, anywhere that feels good, with nice weather, but I don't like it if the places are crowded...”

(Elderly T5, 10 January 2016)

“...in the last 12 months, my most favorite trip was to Nan province. I liked everything, and it fulfilled my desires and my habits, of which my favorites are eco-tourism, local cultures, architecture, buildings, temples, and foods, which are all good for me. I would revisit again with my family...”

(Elderly N6, 5 February 2016)

“... my impression was on a trip to Phitsanulok (Puhinlongkla) which was rough travel but we stayed with friends and we entertained each other along the way, so it was a fun trip and we visited many beautiful places which were very impressive. I would suggest going, to my friends and acquaintances, if they ever asked for my advice...”

(Elderly N8, 12 January 2016)

#### **Part 4 Opinion toward one's self on the issue of age**

Elderly in both groups have an opinion toward one's self on the issue of age in different ways. Group 1 (Traditional Age) will accept on their own age without attempts to improve themselves if they are not happy with their lives. Whilst the elderly in group 2 (New Age Elderly) do not care about physical age and pay more attention to their state of mind (they feel young at heart), happiness with their life, enjoy a good social life, try self-development and travel as can be seen in the following table.

<b>Traditional Age</b>	<b>New Age Elderly</b>
No self-decision power	Have 100% decision power
Dissatisfied with health	Satisfied with health
No financial planning when they were young	Good financial planning since a young age
Quite unhappy with life	Happy with present life
No more study for self-development	Ongoing study for self-development
No contribution to society	Beneficial contribution to society

“... I have 100% self-decision powers when facing pressure situations. I can determine well and am more stable than at a young age. Thus, since I have had more experiences and am less burdened with health satisfaction, though not 100% because of allergies, I know how to cope with it and it is not an obstacle. I meet with the doctor regularly for a health check and have high purchasing power because of good financial planning from a young age. Our current money is our own (from pensions and return on investments) and support money from our children.

I consider everything has been tried and I have lived a worthy life, never regretting any past actions. I am so happy with life and think I can use the rest of my life freely, traveling and having fun with all amusing activities, and learning things from the internet, especially Google and other social platforms e.g. Line, Facebook. If I have to face a tough decision I would think carefully about a solution, and my experiences will teach me whether or not to be hot tempered like before...”

(Elderly N1, 2 February 2016)

“...having the freedom to make my own decisions, being calm and controlling myself in all aspects better than when I was young. I am happy with my health, about 85% of the time, since certain things have deteriorated with time, such as my eyesight and bones. But, since I take care of myself well (being a nurse), I am happy with my purchasing power because I have always practiced good financial planning, so I can buy ‘happiness’ for myself without asking my children.

I keep myself happy by meeting with about 150 nursing friends who I still keep close ties with and have been close to for 40 years. I also join them every year when we travel to wherever we want, such as natural sites, community ways of life and are eager to learn new things or about new cultures all the time. However, I do not prefer traveling to crowded places. Currently, I see myself without expectation so I have nothing to regret and I am so happy with life at present. When I have to face with a difficult decision, I would think deliberately and carefully without temper like when I was young...”

(Elderly N2, 17 January 2016)

“... I feel so young at heart even though I have had several diseases like cancer, blood pressure, diabetes, and heart disease, but I live normally and never feel poor health to be an obstacle. I still go everywhere by myself, including driving myself. Now, I am so happy with life, happy with everything I want to do and though older now I live worthily and give back a lot. Now I am the vice president of an elderly club ...”

(Elderly N4, 15 January 2016)

“...Having freedom in my decisions and 100% purchasing power, using the money from my good financial management, which included sound pension planning, mean I have a good life. Also, having extra income from herbal soap selling, helps too.

For decisions during troubling times, I can control myself well due to all the experiences I have had, except in the case of when the children are sick it can be hard to make decisions. I am quite satisfied with my health, since I dance, sing and take regular exercise.

My present life is so happy, whilst in the past I had to take care of my family and children, so it was more stressful. I wanted to join dance and singing classes but had no chance. Now that there are no more burdens, I have chances to do what I want and learn new things. I always join in painting, art work, t-shirt painting, and skirt making activities. So, I do everything I want to do and will not regret anything if I die.

In brief, at present I am happy and glad to be living my own life for 90% of the time with the other 10% for unexpected events...”

(Elderly N5, 12 February 2016)

“... easy living and taking care of my grandchildren, going to the temple on Sunday and travel with family is what I do. All the decision power is held by my son-in-law since he is the head of my family. I go to stay with him but it is okay, my children give me some money to spend. Normally, I economize and keep money for merit making or giving to my children to buy some snacks...”

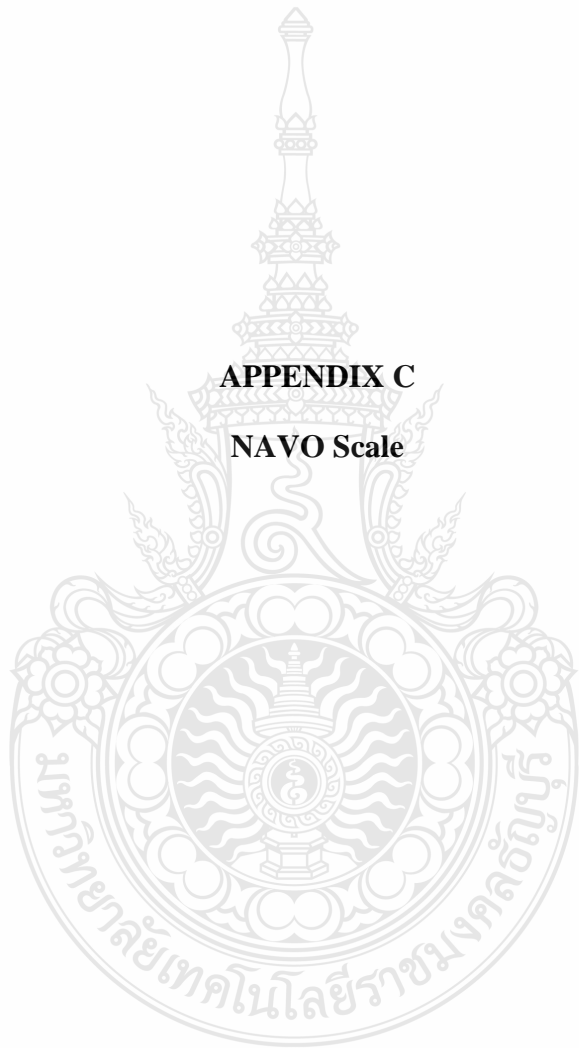
(Elderly T8, 23 January 2016)

“...living with kids and have no occupation. I used to work as an employee but am older now, and cannot work anymore. So I have low savings or no money for saving since I have never planned for it. Still it is lucky that I have no health problems and am living well. The children take good care of me but I have to depend on them, all my decisions rely on them. Nowadays, I have time to party at an elderly club and am not lonely...”

(Elderly T11, 3 January 2016)

“... Currently I live alone and make decisions alone. Nothing is difficult as I have a pension fund to use but I need to economize since I have no children to take care of me. Overall, I am happy but have some health problems with eyes and blood pressure. I travel with retired friends if I have time and love to go to peaceful places that not crowded...”

(Elderly T5, 10 January 2016)



**APPENDIX C**

**NAVO Scale**

**Re: request for more information about research paper**

May 25, 2559 BE at 2:01 PM

☐ Found in Drafts Mailbox

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**From:** Anil Mathur <[Anil.Mathur@Hofstra.edu](mailto:Anil.Mathur@Hofstra.edu)>  
**Sent:** Wednesday, August 26, 2015 9:03 AM  
**To:** Salitta Saribut  
**Subject:** RE: request for more information about research paper

Dear Salitta,

I am attaching the article and items used in New Age Elderly Scale. The method of data collection and scale development is given in the article.

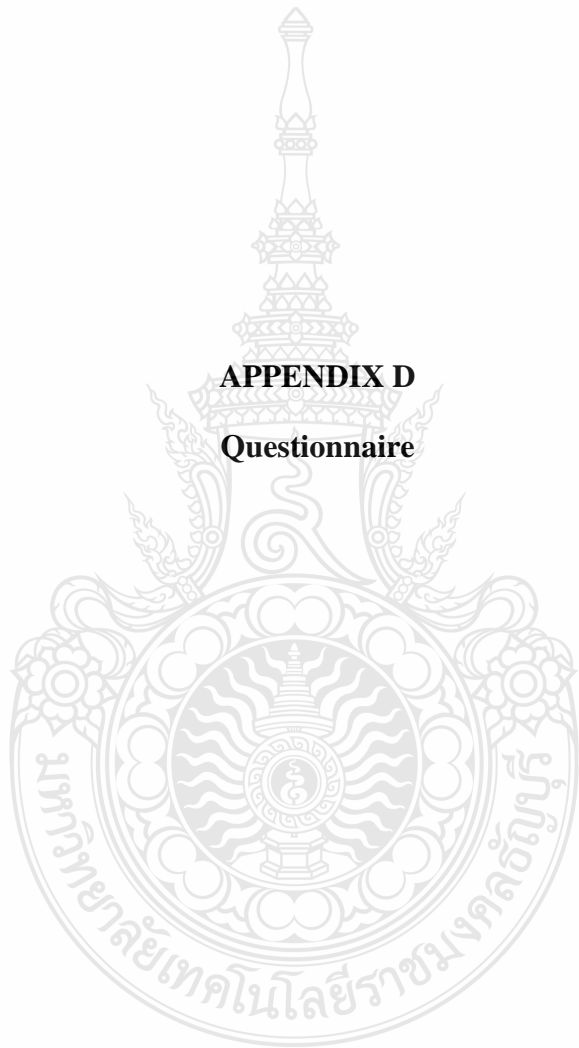
Good luck with your research.

Dr. Anil Mathur, Ph.D.  
Brodlieb Distinguished Professor of Business and  
Chairperson,  
Department of Marketing and International Business  
Frank G. Zarb School of Business  
222 Weller Hall  
134 Hofstra University  
Hempstead, NY 11549  
Phone: (516) 463-5346  
Fax: (516) 463-4834



Following are a few statements about how people think about certain things. Please indicate by circling the appropriate number, the degree to which you agree or disagree with the statement. Please read and respond to each statement separately.

	Strongly Agree	Somewhat Agree	Neutral	Somewhat Agree	Strongly Agree
You are really as young as you think you are	5	4	3	2	1
Since you cannot stop aging, getting older is not a state of mind, but rather a physical condition	5	4	3	2	1
Let's face it, try as hard as you can, You can't control your age	5	4	3	2	1
Being older has proven to be a barrier for me	5	4	3	2	1
Being older has proven to be more fun than I had expected.	5	4	3	2	1
Un known is for other people, I take comfort in Knowing what is coming next	5	4	3	2	1
I'm happiest doing the same thing every day	5	4	3	2	1
I see life as an adventure, and I like the thought of doing new and different thing each day	5	4	3	2	1
I'm frequently doing new things, that I haven't done before.	5	4	3	2	1
I have more control over what I do and don't do than at any other point in my life	5	4	3	2	1
If I really wanted to, I could pick myself up and go around the world within two weeks	5	4	3	2	1
I have more control over my life now than I have ever had.	5	4	3	2	1
I pretty much can decide what I want to do, and then do it.	5	4	3	2	1
As I've gotten older, I actually have more opportunities to do what I want to do	5	4	3	2	1
At this point in my life, I have too little freedom to do want I want to do	5	4	3	2	1
I find it easy to make up my mind, when it comes to deciding what to buy	5	4	3	2	1
Even under pressure, I make good decisions regarding what to buy	5	4	3	2	1
I have the ability to make the right choice when it comes to deciding what to buy	5	4	3	2	1
When it comes to making the right choice at a store, I'm confident that I know what I'm doing	5	4	3	2	1
I tend to be unsure of myself when it comes to knowing what to buy	5	4	3	2	1
I'm a better shopper than most other people I know	5	4	3	2	1
I enjoy shopping and buying things	5	4	3	2	1
I have trouble making up my mind	5	4	3	2	1





แบบสอบถามเรื่อง

แรงจูงใจทางการตลาดของผู้สูงอายุ ที่มีผลต่อพฤติกรรมกรรมการท่องเที่ยวในกลุ่มประเทศเกิดใหม่

คำชี้แจง: แบบสอบถามชุดนี้เป็นส่วนหนึ่งของคชภูมินิพนธ์ ในระดับปริญญาเอก มหาวิทยาลัยเทคโนโลยีราชมงคลธัญบุรี ผู้วิจัยใคร่ขอความกรุณาท่านตอบแบบสอบถามให้ครบทุกข้อตามความเป็นจริง ข้อมูลที่ได้รับจากท่านจะเป็นประโยชน์อย่างยิ่งต่อการศึกษาในครั้งนี้ และขอให้คำมั่นว่าจะเก็บข้อมูลของท่านเป็นความลับ และไม่มีผลกระทบใดๆ ต่อท่าน ผู้วิจัยขอขอบพระคุณท่านเป็นอย่างสูง ที่กรุณาสละเวลาในการตอบแบบสอบถามมา ณ โอกาสนี้.

ส่วนที่ 1: ลักษณะเฉพาะของประชากรและความสัมพันธ์ระหว่างกิจกรรมทางเศรษฐกิจและชีวิตทางสังคม

กรุณาใส่เครื่องหมาย x ลงใน  ที่ตรงกับข้อความที่ท่านเลือก หรือเขียนคำตอบลงในช่องว่างที่กำหนดให้

1. กรุณาระบุอายุของท่าน \_\_\_\_\_ ปี

2. กรุณาระบุเพศของท่าน

1) ชาย

2) หญิง

3. กรุณาระบุสถานะการทำงานในปัจจุบันของท่าน

1) เกษียณ/ ไม่ได้ทำงาน

2) ไม่เคยทำงาน

3) ทำงานบางเวลา

4) ทำงานเต็มเวลา

5) อยู่ในระหว่างเปลี่ยนงาน

4. กรุณาระบุสถานภาพสมรสของท่าน

1) สมรส

2) โสด (ไม่เคยสมรส)

3) หย่า/ แยกกันอยู่

4) คู่สมรสเสียชีวิต

5. สถานะความเป็นอยู่ในปัจจุบัน

1) อยู่คนเดียว

2) อยู่กับบุตรธิดา

3) อยู่กับคู่สมรส/แฟน

4) อยู่กับคู่สมรสและบุตรธิดา

6. กรุณาระบุรายได้ของท่านต่อปี

1) ต่ำกว่า 200,000 บาท

2) 200,001-400,000 บาท

3) 400,001-600,000 บาท

4) 600,001-800,000 บาท

5) 800,001-1,000,000 บาท

6) 1,000,001 บาท ขึ้นไป

7. การศึกษาสูงสุดของท่าน

- |   |   |
|---|---|
| <input type="checkbox"/> 1) ประถมศึกษา        | <input type="checkbox"/> 2) มัธยมศึกษาตอนต้น                  |
| <input type="checkbox"/> 3) มัธยมศึกษาตอนปลาย | <input type="checkbox"/> 4) ประกาศนียบัตรวิชาชีพ (ปวช./ ปวส.) |
| <input type="checkbox"/> 5) ปริญญาตรี         | <input type="checkbox"/> 6) สูงกว่าปริญญาตรี                  |
| <input type="checkbox"/> 7) อื่นๆ _____       |   |

8. ประเภทกิจกรรมที่ท่านสนใจ (เลือกได้มากกว่า 1 ข้อ)

- |   |   |
|---|---|
| <input type="checkbox"/> 1) เรียนรู้สิ่งใหม่ๆ                 | <input type="checkbox"/> 2) กิจกรรมกลางแจ้ง                 |
| <input type="checkbox"/> 3) ท่องเที่ยวต่างประเทศ              | <input type="checkbox"/> 4) ท่องเที่ยวภายในประเทศ           |
| <input type="checkbox"/> 5) อาสาสมัครเพื่อสังคม               | <input type="checkbox"/> 6) กิจกรรมส่งเสริมการพัฒนาตนเอง    |
| <input type="checkbox"/> 7) ติดตามข่าวสารด้านการตลาด/ การเงิน | <input type="checkbox"/> 8) เล่นอินเทอร์เน็ตหรือคอมพิวเตอร์ |
| <input type="checkbox"/> 9) อื่นๆ _____                       |   |

9. แหล่งข้อมูลที่ใช้วางแผนการท่องเที่ยวของท่าน (เลือกได้มากกว่า 1 ข้อ)

- |   |  |
|---|--|
| <input type="checkbox"/> 1) บริษัททัวร์                 | <input type="checkbox"/> 2) เพื่อนฝูงหรือญาติพี่น้อง                             |
| <input type="checkbox"/> 3) รายการท่องเที่ยวทางโทรทัศน์ | <input type="checkbox"/> 4) โฆษณาทางโทรทัศน์ วิทยุ หนังสือพิมพ์ หรือนิตยสาร      |
| <input type="checkbox"/> 5) หนังสือแนะนำท่องเที่ยว      | <input type="checkbox"/> 6) บทความท่องเที่ยวในนิตยสารหนังสือพิมพ์ วารสาร นิตยสาร |
| <input type="checkbox"/> 7) แผ่นพับ หรือ โบรชัวร์       | <input type="checkbox"/> 8) เว็บไซต์ และแฟนเพจ (Fan Page) เกี่ยวกับการท่องเที่ยว |
| <input type="checkbox"/> 9) อื่นๆ _____                 |  |

## ส่วนที่ 2: กลุ่มผู้สูงอายุ

ข้อมูลต่อไปนี้เกี่ยวกับความคิดเห็นของท่านต่อประเด็นต่างๆ กรุณาอ่านและให้คะแนนความสำคัญจากเห็นด้วยอย่างยิ่ง ถึงไม่เห็นด้วยอย่างยิ่ง (โดยทำเครื่องหมาย x บนตัวเลขที่ตรงกับความคิดเห็นของท่าน)

ความคิดเห็น	เห็นด้วยอย่างยิ่ง	เห็นด้วยบ้าง	เฉยๆ	ไม่ค่อยเห็นด้วย	ไม่เห็นด้วยอย่างยิ่ง
1. ท่านคิดว่าท่านยังไม่แก่	5	4	3	2	1
2. ท่านไม่สามารถยับยั้งอายุที่เพิ่มขึ้นได้เพราะเป็นเรื่องของสังขาร ไม่ใช่เรื่องของจิตใจ	5	4	3	2	1
3. ขอให้เผชิญหน้าอายุที่เพิ่มขึ้นอย่างเต็มที่ เพราะท่านไม่สามารถควบคุมมันได้	5	4	3	2	1
4. อายุที่เพิ่มขึ้น เป็นอุปสรรคสำหรับท่าน	5	4	3	2	1
5. อายุที่เพิ่มขึ้น มาพร้อมกับความสนุกสนานมากกว่าที่ท่านคาดหวังไว้	5	4	3	2	1
6. ท่านรู้สึกสบายใจที่รู้ว่าต่อไปนี้อะไรกำลังจะเกิดขึ้นกับตัวท่าน	5	4	3	2	1
7. ท่านมีความสุขที่สุดที่ได้ทำสิ่งต่างๆเหมือนเดิมทุกวัน	5	4	3	2	1
8. ท่านมองว่าชีวิตคือการผจญภัย	5	4	3	2	1
9. ท่านชอบความคิดที่จะทำสิ่งใหม่และแปลกในทุกวัน	5	4	3	2	1
10. ท่านได้ทำสิ่งใหม่ๆที่ไม่เคยทำมาก่อนในชีวิตบ่อยๆ	5	4	3	2	1
11. ในปัจจุบันท่านสามารถควบคุมตัวเองให้ทำและไม่ทำสิ่งต่างๆได้มากกว่าช่วงอื่นๆในชีวิต	5	4	3	2	1
12. หากท่านคิดอยากจะทำจริงๆ ท่านสามารถพาตนเองเดินทางท่องเที่ยวทั่วโลกได้ภายในสองสัปดาห์	5	4	3	2	1
13. ขณะนี้ท่านสามารถควบคุมชีวิตของตัวเองได้มากกว่าเมื่อก่อน	5	4	3	2	1
14. ท่านสามารถตัดสินใจได้ว่าตัวเองต้องการทำอะไร และสามารถลงมือทำสิ่งนั้นได้จริง	5	4	3	2	1
15. เมื่อมีอายุมากขึ้น ท่านมีโอกาสที่จะทำสิ่งที่อยากทำมากขึ้นด้วย	5	4	3	2	1
16. ชีวิตของท่านในปัจจุบันนี้ ยังไม่มีอิสรภาพพอที่จะทำในสิ่งที่ท่านต้องการจะทำ	5	4	3	2	1
17. ท่านพบว่า การตัดสินใจของ您是สิ่งที่ยากสำหรับท่าน	5	4	3	2	1
18. เมื่ออยู่ในสภาวะกดดัน ท่านสามารถตัดสินใจได้ดี	5	4	3	2	1
19. เมื่อต้องตัดสินใจซื้อของ ท่านสามารถเลือกซื้อสิ่งที่ต้องการได้ถูกต้อง	5	4	3	2	1
20. เมื่อจะต้องตัดสินใจซื้อสินค้าที่ร้านท่านมั่นใจว่า ท่านรู้ว่าตัวเองกำลังทำอะไร	5	4	3	2	1

ความคิดเห็น	เห็นด้วย อย่างยิ่ง	เห็นด้วยบ้าง	เฉยๆ	ไม่ค่อย เห็นด้วย	ไม่เห็นด้วย อย่างยิ่ง
21. ท่านไม่ค่อยมั่นใจนัก เมื่อต้องตัดสินใจซื้อสินค้า	5	4	3	2	1
22. ท่านเป็นนักซื้อที่ดีกว่าคนส่วนใหญ่ที่ท่านรู้จัก	5	4	3	2	1
23. ท่านสนุกกับกิจกรรมการเลือกซื้อสินค้า	5	4	3	2	1
24. ท่านมีปัญหาในการตัดสินใจ	5	4	3	2	1
25. เมื่อซื้อของที่ร้านค้า ท่านกังวลว่าท่านอาจตัดสินใจผิดพลาด	5	4	3	2	1
26. ในฐานะที่ท่านเป็นผู้บริโภค ท่านรู้ว่าท่านทำอะไรอยู่	5	4	3	2	1
27. ท่านจะซื้อสินค้าที่ไม่เคยซื้อมาก่อน หากท่านคิดว่ามันอาจจะเป็นประโยชน์สำหรับท่าน	5	4	3	2	1
28. ท่านพบว่าท่านสามารถตัดสินใจได้ไม่ยากเมื่อถึงเวลาที่ต้องตัดสินใจว่าจะทำอะไร	5	4	3	2	1
29. โดยปกติท่านจะให้คนอื่นทดลองของใหม่ก่อนท่าน	5	4	3	2	1
30. ท่านไม่สนใจสิ่งต่างๆ เหมือนแต่ก่อน	5	4	3	2	1
31. ท่านไม่เสียใจกับช่วงชีวิตที่ผ่านมาแล้ว	5	4	3	2	1
32. โดยทั่วไปท่านไม่พอใจกับชีวิตในปัจจุบัน	5	4	3	2	1
33. ท่านโชคดีที่มีชีวิตที่ดีจริงๆ	5	4	3	2	1
34. สิ่งของต่างๆที่ท่านมี ส่วนไม่ได้สำคัญต่อท่านแต่อย่างใด	5	4	3	2	1
35. ท่านมีทุกสิ่งที่จะช่วยให้ท่านมีความสุขกับการใช้ชีวิต	5	4	3	2	1

### ส่วนที่ 3: ประสพการณ์การท่องเที่ยว

ประสพการณ์การท่องเที่ยวของท่านจะถูกชี้วัดด้วยคำถาม 4 ข้อ

#### ประสพการณ์ท่องเที่ยวในประเทศ

- 1) จำนวนครั้งของการท่องเที่ยวในประเทศ ที่เกิดขึ้นในระยะ 12 เดือนที่ผ่านมา \_\_\_\_\_ ครั้ง
- 2) จำนวนวันท่องเที่ยวในประเทศที่เดินทางโดยเครื่องบิน ในระยะ 12 เดือนที่ผ่านมา \_\_\_\_\_ วัน
- 3) จำนวนวันท่องเที่ยวในประเทศที่เดินทางโดยรถยนต์ ในระยะ 12 เดือนที่ผ่านมา \_\_\_\_\_ วัน
- 4) จำนวนวันท่องเที่ยวในประเทศที่เดินทางโดยรถไฟ/รถบัส ในระยะ 12 เดือนที่ผ่านมา \_\_\_\_\_ วัน

#### ประสพการณ์ท่องเที่ยวต่างประเทศ

- 1) จำนวนครั้งของการท่องเที่ยวต่างประเทศ ที่เกิดขึ้นในระยะ 12 เดือนที่ผ่านมา \_\_\_\_\_ ครั้ง
- 2) จำนวนวันท่องเที่ยวต่างประเทศที่เดินทางโดยเครื่องบิน ในระยะ 12 เดือนที่ผ่านมา \_\_\_\_\_ วัน
- 3) จำนวนวันท่องเที่ยวต่างประเทศที่เดินทางโดยรถไฟ/รถบัส ในระยะ 12 เดือนที่ผ่านมา \_\_\_\_\_ วัน
- 4) จำนวนวันท่องเที่ยวต่างประเทศที่เดินทางโดยเรือสำราญ ในระยะ 12 เดือนที่ผ่านมา \_\_\_\_\_ วัน

**ส่วนที่ 4: แรงจูงใจและเจตนาเชิงพฤติกรรมสำหรับการท่องเที่ยวภายในประเทศ**

**แรงจูงใจ:** เหตุผลดังต่อไปนี้อาจมีส่วนสำคัญต่อการวางแผนการท่องเที่ยวในประเทศ กรุณาให้คะแนนความสำคัญจาก สำคัญอย่างยิ่ง ถึงไม่สำคัญอย่างยิ่ง (โดยทำเครื่องหมาย x บนตัวเลขที่เหมาะสม)

แรงจูงใจ	สำคัญ อย่างยิ่ง	ค่อนข้าง สำคัญ	เฉยๆ	ค่อนข้าง ไม่สำคัญ	ไม่สำคัญ อย่างยิ่ง
<b>เหตุผลต่อไปนี้มีส่วนสำคัญต่อการวางแผนการท่องเที่ยวในประเทศของท่าน</b>					
1. เพื่อพบประสบการณ์ใหม่ที่แตกต่างจากชีวิตประจำวัน	5	4	3	2	1
2. เพื่อเปิดโลกทัศน์	5	4	3	2	1
3. เพื่อเข้าถึงวัฒนธรรมท้องถิ่น	5	4	3	2	1
4. เพื่อเยี่ยมชมสถานที่ทางประวัติศาสตร์	5	4	3	2	1
5. เพื่อได้รู้ได้เห็นสิ่งต่างๆในสถานที่ท่องเที่ยวที่จะไป	5	4	3	2	1
6. เพื่อความสุขทางด้านกายภาพ	5	4	3	2	1
7. เพื่อได้พบปะปะเทศตรงข้าม	5	4	3	2	1
8. เพื่อความรู้สึกลึ้นเต้น	5	4	3	2	1
9. เพื่อท้าทายตนเอง	5	4	3	2	1
10. เพื่อปลีกตัวจากภาระทางครอบครัว	5	4	3	2	1
11. เพื่อการผจญภัย	5	4	3	2	1
12. เพื่อคลายเครียดจากงาน	5	4	3	2	1
13. เพื่อเปลี่ยนจากการทำงานที่วุ่นวาย	5	4	3	2	1
14. เพื่อมีเวลาพักผ่อนอยู่กับตัวเอง	5	4	3	2	1
15. เพื่อเยี่ยมบ้านเกิด	5	4	3	2	1
16. เพื่อเยี่ยมเพื่อนและญาติ	5	4	3	2	1
17. เพื่อซื้อสินค้าที่มีชื่อเสียงเป็นที่รู้จัก	5	4	3	2	1
18. เพื่อตอบสนองพฤติกรรมชอบซื้อสินค้าของตัวเอง	5	4	3	2	1
19. เพื่อชดเชยช่วงชีวิตในวัยทำงาน	5	4	3	2	1
20. เพื่อสานความสัมพันธ์ในครอบครัว	5	4	3	2	1
21. เพื่อสานความสัมพันธ์ในกลุ่มเพื่อน	5	4	3	2	1
22. เพื่อเติมเต็มความฝันของตนเอง	5	4	3	2	1
23. เพื่อประโยชน์ในการทำงาน	5	4	3	2	1

เจตนาเชิงพฤติกรรม: ชีวทัศน์ความต้องการกลับมาเที่ยวอีกและยินดีแนะนำสถานที่ท่องเที่ยวในประเทศให้แก่ญาติและ/หรือเพื่อนฯ

เจตนาเชิงพฤติกรรม	เห็นด้วย อย่างยิ่ง	ค่อนข้าง เห็นด้วย	เฉยๆ	ค่อนข้าง ไม่เห็น ด้วย	ไม่เห็นด้วย อย่างยิ่ง
<b>ในอนาคตฉันต้องการกลับมาเที่ยวสถานที่ท่องเที่ยวภายในประเทศต่อไปนี้</b>					
1. สถานที่ท่องเที่ยวเชิงธรรมชาติ	5	4	3	2	1
2. สถานที่ท่องเที่ยวเพื่อการเรียนรู้ด้านศิลปะ	5	4	3	2	1
3. สถานที่ท่องเที่ยวเพื่อการเรียนรู้ทางวิทยาศาสตร์	5	4	3	2	1
4. สถานที่ท่องเที่ยวเชิงประวัติศาสตร์/ โบราณคดี	5	4	3	2	1
5. สถานที่ท่องเที่ยวเพื่อการนันทนาการ	5	4	3	2	1
6. สถานที่ท่องเที่ยวเชิงวัฒนธรรม/ วิถีชีวิต	5	4	3	2	1
<b>ฉันต้องการแนะนำสถานที่ท่องเที่ยวภายในประเทศเหล่านี้แก่คนที่มาขอคำแนะนำ</b>					
1. สถานที่ท่องเที่ยวเชิงธรรมชาติ	5	4	3	2	1
2. สถานที่ท่องเที่ยวเพื่อการเรียนรู้ด้านศิลปะ	5	4	3	2	1
3. สถานที่ท่องเที่ยวเพื่อการเรียนรู้ทางวิทยาศาสตร์	5	4	3	2	1
4. สถานที่ท่องเที่ยวเชิงประวัติศาสตร์/ โบราณคดี	5	4	3	2	1
5. สถานที่ท่องเที่ยวเพื่อการนันทนาการ	5	4	3	2	1
6. สถานที่ท่องเที่ยวเชิงวัฒนธรรม/ วิถีชีวิต	5	4	3	2	1

**ส่วนที่ 5: แรงจูงใจและเจตนาเชิงพฤติกรรมสำหรับการท่องเที่ยวต่างประเทศ**

แรงจูงใจ: เหตุผลดังต่อไปนี้อาจมีส่วนสำคัญต่อการวางแผนการท่องเที่ยวต่างประเทศ กรุณาให้คะแนนความสำคัญจาก สำคัญอย่างยิ่ง ถึง ไม่สำคัญอย่างยิ่ง (โดยทำเครื่องหมาย x บนตัวเลขที่เหมาะสม)

แรงจูงใจ	สำคัญ อย่างยิ่ง	ค่อนข้าง สำคัญ	เฉยๆ	ค่อนข้าง ไม่สำคัญ	ไม่สำคัญ อย่างยิ่ง
<b>เหตุผลต่อไปนี้มีส่วนสำคัญต่อการวางแผนการท่องเที่ยวต่างประเทศของท่าน</b>					
1. เพื่อพบประสบการณ์ใหม่ที่แตกต่างจากชีวิตประจำวัน	5	4	3	2	1
2. เพื่อเปิดโลกทัศน์	5	4	3	2	1
3. เพื่อเข้าถึงวัฒนธรรมท้องถิ่น	5	4	3	2	1
4. เพื่อเยี่ยมชมสถานที่ทางประวัติศาสตร์	5	4	3	2	1
5. เพื่อได้รู้ได้เห็นสิ่งต่างๆในสถานที่ท่องเที่ยวที่จะไป	5	4	3	2	1
6. เพื่อความสุขทางด้านกายภาพ	5	4	3	2	1
7. เพื่อได้พบปะเพศตรงข้าม	5	4	3	2	1
8. เพื่อความรู้สึกรื่นเริง	5	4	3	2	1
9. เพื่อท้าทายตนเอง	5	4	3	2	1
10. เพื่อปลีกตัวจากภาระทางครอบครัว	5	4	3	2	1
11. เพื่อการผจญภัย	5	4	3	2	1
12. เพื่อคลายเครียดจากงาน	5	4	3	2	1

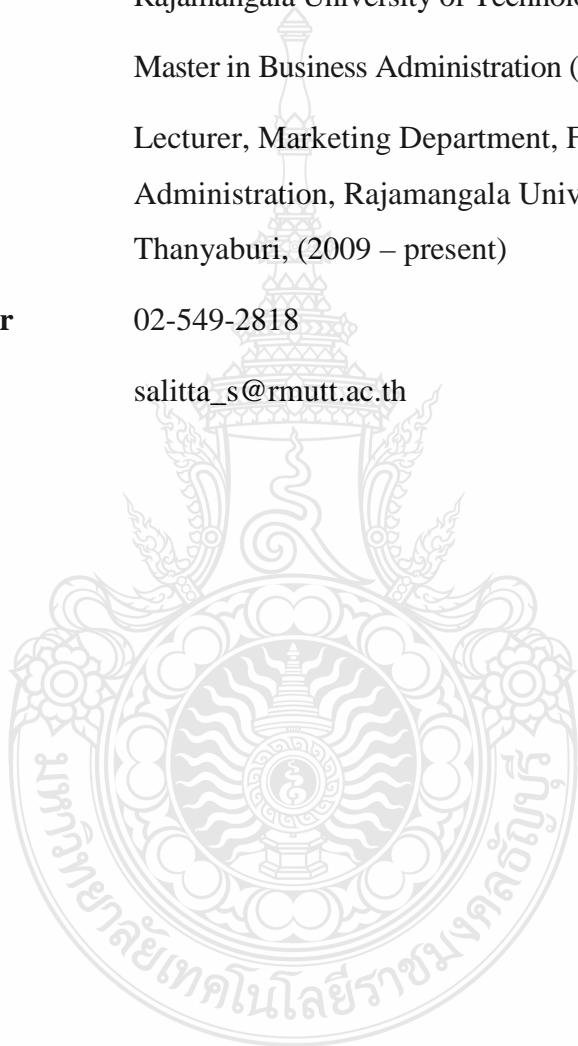
แรงจูงใจ	สำคัญ อย่างยิ่ง	ค่อนข้าง สำคัญ	เฉยๆ	ค่อนข้าง ไม่สำคัญ	ไม่สำคัญ อย่างยิ่ง
13. เพื่อเปลี่ยนจากการทำงานที่วุ่นวาย	5	4	3	2	1
14. เพื่อมีเวลาพักผ่อนอยู่กับตัวเอง	5	4	3	2	1
15. เพื่อเยี่ยมบ้านเกิด	5	4	3	2	1
16. เพื่อเยี่ยมเพื่อนและญาติ	5	4	3	2	1
17. เพื่อซื้อสินค้าที่มีชื่อเสียงเป็นที่รู้จัก	5	4	3	2	1
18. เพื่อตอบสนองพฤติกรรมชอบซื้อสินค้าของตัวเอง	5	4	3	2	1
19. เพื่อชดเชยช่วงชีวิตในวัยทำงาน	5	4	3	2	1
20. เพื่อสานความสัมพันธ์ในครอบครัว	5	4	3	2	1
21. เพื่อสานความสัมพันธ์ในกลุ่มเพื่อน	5	4	3	2	1
22. เพื่อเติมเต็มความฝันของตนเอง	5	4	3	2	1
23. เพื่อประโยชน์ในการทำงาน	5	4	3	2	1

เจตนาเชิงพฤติกรรม: ชีวีตด้วยความต้องการที่จะกลับมาเที่ยวอีกและยินดีแนะนำสถานที่ท่องเที่ยวต่างประเทศเหล่านี้ให้แก่ญาติและ/หรือเพื่อนๆ

เจตนาเชิงพฤติกรรม	เห็นด้วย อย่างยิ่ง	ค่อนข้าง เห็นด้วย	เฉยๆ	ค่อนข้าง ไม่เห็น ด้วย	ไม่เห็นด้วย อย่างยิ่ง
<b>ในอนาคตฉันต้องการกลับมาเที่ยวสถานที่ท่องเที่ยวต่างประเทศต่อไปนี้</b>					
1. สถานที่ท่องเที่ยวเชิงธรรมชาติ	5	4	3	2	1
2. สถานที่ท่องเที่ยวเพื่อการเรียนรู้ด้านศิลปะ	5	4	3	2	1
3. สถานที่ท่องเที่ยวเพื่อการเรียนรู้ทางวิทยาศาสตร์	5	4	3	2	1
4. สถานที่ท่องเที่ยวเชิงประวัติศาสตร์/ โบราณคดี	5	4	3	2	1
5. สถานที่ท่องเที่ยวเพื่อการนันทนาการ	5	4	3	2	1
6. สถานที่ท่องเที่ยวเชิงวัฒนธรรม/ วิถีชีวิต	5	4	3	2	1
<b>ฉันต้องการแนะนำสถานที่ท่องเที่ยวต่างประเทศเหล่านี้แก่คนที่มาขอคำแนะนำ</b>					
1. สถานที่ท่องเที่ยวเชิงธรรมชาติ	5	4	3	2	1
2. สถานที่ท่องเที่ยวเพื่อการเรียนรู้ด้านศิลปะ	5	4	3	2	1
3. สถานที่ท่องเที่ยวเพื่อการเรียนรู้ทางวิทยาศาสตร์	5	4	3	2	1
4. สถานที่ท่องเที่ยวเชิงประวัติศาสตร์/ โบราณคดี	5	4	3	2	1
5. สถานที่ท่องเที่ยวเพื่อการนันทนาการ	5	4	3	2	1
6. สถานที่ท่องเที่ยวเชิงวัฒนธรรม/ วิถีชีวิต	5	4	3	2	1

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## Declaration

This work contains no material which has been accepted for the award of any other degree or diploma in any university or other tertiary institution and, to the best of my knowledge and beliefs, contains no material previously published or written by another person, except where due reference has been made in the text.

I give consent to this copy of my dissertation, when deposited in the university library, being available for loan and photocopying.

Salitta Saribut

