

**AN INVESTIGATION OF VIETNAMESE TOURISTS'  
MOTIVATIONS TO VISIT THAILAND**



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Thesis  
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**AN INVESTIGATION OF VIETNAMESE TOURISTS' MOTIVATIONS TO VISIT THAILAND**

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**ABSTRACT**

This research project was conducted to identify the push and pull motivation factors which influenced Vietnamese tourists' decision to visit Thailand. Both qualitative and quantitative research method were used to investigate 338 respondents who were travelling to Thailand. An independent t-test was implemented to determine the significant differences in motivations of Vietnamese tourists, independent tourists and package tour travelers. The three push factors examined, as underlying dimensions, are "experiencing a new destination", "discovering Thailand historical and cultural sites", and "curiosity". Vietnamese tourists are attracted by four pull factors extracted including "affordable destination", "unique Thailand traditional architecture", "easy to adapt due to the similar culture", and "geographical proximity". Among the identified motivation factors, "discovering a new destination" and "affordable destination" are regarded as the most important push and pull factors, respectively. In addition, the research also shows that although people from the same country but with different travel arrangements, they will have different motivations involving destination decisions.

**KEY WORDS: VIETNAMESE OUTBOUND TOURIST / TOURIST MOTIVATIONS / PUSH AND PULL FACTORS / THAILAND**

การศึกษาแรงจูงใจของนักท่องเที่ยวชาวเวียดนามในการเดินทางมาท่องเที่ยวยังประเทศไทย

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### บทคัดย่อ

งานวิจัยนี้ได้จัดทำขึ้นเพื่อศึกษาปัจจัยแรงจูงใจที่เป็นแรงผลักดันกับแรงผลักดันต่อการตัดสินใจของนักท่องเที่ยวชาวเวียดนามในการเดินทางมาท่องเที่ยวยังประเทศไทย งานวิจัยนี้ใช้ทั้งวิธีวิจัยเชิงคุณภาพและเชิงปริมาณ โดยมีผู้ตอบแบบสอบถามชาวเวียดนามที่เดินทางมาท่องเที่ยวยังประเทศไทยจำนวนทั้งสิ้น 338 ราย งานวิจัยนี้ใช้ Independent t-test ซึ่งเป็นสถิติที่ใช้เปรียบเทียบค่าเฉลี่ยระหว่างกลุ่มตัวอย่างสองกลุ่มที่เป็นอิสระจากกัน ในการหาความแตกต่างของแรงจูงใจของนักท่องเที่ยวชาวเวียดนาม โดยเปรียบเทียบระหว่างนักท่องเที่ยวที่เดินทางมาท่องเที่ยวด้วยตนเองกับที่มากับคณะทัวร์ จากการวิจัยพบว่า มีปัจจัยที่เป็นแรงผลักดันสำคัญสามปัจจัยได้แก่ “การค้นพบจุดหมายใหม่” “การได้ไปยังสถานที่เชิงประวัติศาสตร์และวัฒนธรรมของประเทศไทย” และ “ความอยากรู้อยากเห็น” นอกจากนี้ยังมีปัจจัยที่เป็นแรงดึงดูดสี่ปัจจัย ที่ทำให้นักท่องเที่ยวชาวเวียดนามเดินทางมาประเทศไทย ได้แก่ “ประเทศไทยเป็นประเทศที่ค่าใช้จ่ายไม่แพงเกินไป” “สถาปัตยกรรมไทย มีเอกลักษณ์”, “สามารถปรับตัวได้ง่ายเนื่องจากมีวัฒนธรรมที่ใกล้เคียง” และ “มีภูมิศาสตร์ที่ใกล้เคียง” จากปัจจัยที่กล่าวมาทั้งหมดนั้น “การไปค้นพบจุดหมายใหม่” กับ “ประเทศไทยเป็นประเทศที่ค่าใช้จ่ายไม่แพงเกินไป” เป็นปัจจัยที่มีแรงผลักดัน กับปัจจัยที่เป็นแรงดึงดูดที่สำคัญมากที่สุด นอกจากนี้ งานวิจัยยังชี้ให้เห็นว่าคนที่มาจากประเทศเดียวกันที่มีการเตรียมการการเดินทางที่แตกต่างกันจะมีแรงจูงใจในการท่องเที่ยวต่างกัน

KEY WORDS: VIETNAMESE OUTBOUND TOURIST / TOURIST MOTIVATIONS / PUSH AND PULL FACTORS / THAILAND

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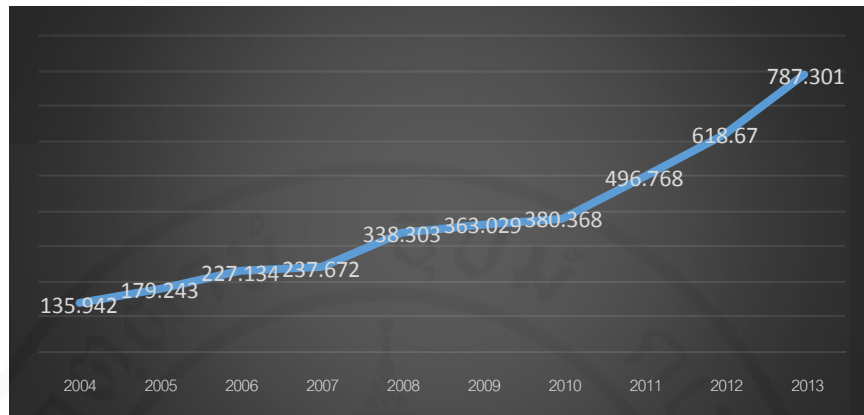
<b>ABBREVIATIONS</b>	<b>TERM AND MEANINGS</b>
AEC	The ASEAN Economic Community
APEC	The Asian-Pacific Economic Cooperation
ASEAN	The Association of Southeast Asia Nations
EWEC	The East West Economic Corridor
e-WOM	Electronic Word of Mouth
FITs	Free and Independent Tours
GDP	Gross Domestic Product
IATA	The International Air Transportation Association
MICE	Meetings, Incentives, Conferences, Exhibitions
PATA	The Pacific Asia Travel Association
S.D	Standard Deviation
SQ	Service Quality
TAT	The Tourism Authority of Thailand
THB	Thai Baht
UNWTO	The United Nations World Tourism Organization
VND	Vietnam Dong
VOV	The Voice of Vietnam
WOM	Word of Mouth
WTO	The World Trade Organization

## **CHAPTER I**

### **BACKGROUND OF THE RESEARCH**

#### **1.1 Introduction**

Thailand has been an ideal destination for foreign tourists. It is known as “land of smile” and is keeping as one of the most attractive destinations among Asian countries. Thailand is a favorite vacation choice of foreign tourists from different countries, such as China, Malaysia, Japan, Russia, or South Korea. Vietnamese tourist is also at the top ranking group of Thailand’s inbound tourist which has kept increasing throughout the years in comparison with other countries. The number of Vietnamese tourists to Thailand has jumped more than 10 times over the past 12 years (The Voice of Vietnam, 2012). According to the Tourism Authority of Thailand (TAT), in 2012, over six million arrivals are estimated coming from the ASEAN countries; among of them, Vietnamese tourist rose 24.36% with approximate 619,000 visitors (Tourism Authority of Thailand, 2004-2013). The newest data released by the Thailand Ministry of Tourism and Sports reported that in 2013, although Bangkok was again attracting all the media of the world with the shutdown Bangkok campaign by anti-government protesters, Thailand still received a record number of foreign tourists, among of them, trips from Vietnam increased 23.13% with 787.301 thousand of visitors (Thailand Immigration Bureau & Police Department, 2014). Number of Vietnamese tourists to Thailand is forecasted to go up to 15% year-on-year (Phuong, 2013). It shows the significant escalation in the number of Vietnamese tourists to Thailand.



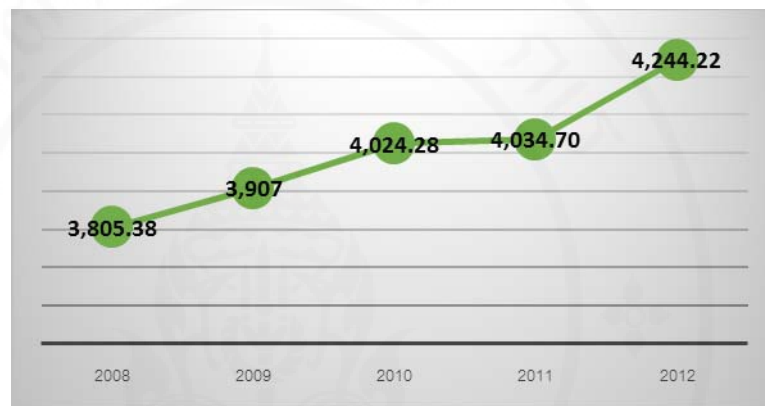
**Figure 1.1** Vietnamese tourist arrival to Thailand (thousand)

Source: Tourism Authority of Thailand (2004-2013)

Nowadays, outbound tourism has been considered a new trend of Vietnamese tourists. Over the past decade, there was an extraordinary growth in tourist number in Vietnam with 286% rise since 1998 (General Statistics Office of Vietnam, 2008). Statistics from National Administration of Culture, Sports and Tourism of Vietnam reveal a dramatic increase of 40% in the number of tourists (both inbound and outbound) in Vietnam (Vietnam Online, 2013). To approach new trend like that, one important reason is that the living standard of Vietnamese has been improving considerably. GDP per capital increased from 1,392.4 US\$ in 2011 to 1,555.2 US\$ in 2012, and it is estimated to go up to 1,705.8 US\$ in 2013 (The World Bank, 2012). Another reason affects decision making of Vietnamese tourists for travelling overseas is that the domestic package tours and domestic airlines are more expensive or cannot compete again some international airlines which have opened route to Thailand or other neighboring countries (SaigonBusiness, 2011). In addition, beside Vietnam Airlines, Air Asia, Qatar Airlines, Thai Airways, now there are many new airlines opening direct route from Hanoi and Ho Chi Minh City to Bangkok. The participation of Turkish, Lufthansa, and the newest one is VietJet Air with cheaper price is a good opportunity for Vietnamese tourists to be easier to travel to Thailand.

According to TAT, by the end of August 2012 Vietnam is the 12<sup>th</sup> largest tourism market to Thailand. According to Chutathip Chareonlarp, Director of the TAT

in Ho Chi Minh City, beside the booming of the quantity, Vietnamese tourists are fairly big spenders in Thailand. In 2011, it was estimated that 430,000 Vietnamese tourists spent 13.68 billion THB (US\$446 million) in Thailand, 6.04 days was the average length of stay, and 4,035 THB is average daily expenditure of Vietnamese tourist. Around 60 percent is the rate of Vietnamese repeat visitors was reported (The Voice of Vietnam, 2012).



**Figure 1.2** Mean of expenditure of Vietnamese tourists in Thailand (2008-2012)

Source: (Tourism Authority of Thailand, 2004-2013)

Thailand has also implemented some policies which are very convenient and attractive for tourists, such as 30-day-stay without a visa or 7% refund for tourists who have receipts from 2,000 THB and above. Moreover, prior to March 28, 2007 Vietnamese people have total 9 days of public holiday around the year (see more in the table 1.1.3). With a number of public holiday days like that, Vietnamese have many chances to travel around the year. Beside a weekend trip to countryside areas, now more and more Vietnamese citizen are always willing to join a short journey to neighboring countries like China, Laos, Cambodia or Thailand.

**Table 1.1** Vietnam National Holidays

<b>Name of Public Holidays</b>	<b>Local Name</b>	<b>Dates</b>	<b>Number day off work</b>	<b>Remarks</b>
New Year	Tết đương lịch	January 1	1-3	
Vietnamese New Year	Tết Nguyên Đán	From last two days of the last lunar month to 3rd day of the first lunar month	10-15	Largest holiday of the year, occurs around late January-early February
Hung Kings Commemorations	Giỗ tổ Hùng Vương	10 <sup>th</sup> day of the 3 <sup>rd</sup> Lunar month	1-3	New holiday since 2007, related to ancestor worship religion, around April (adopted by the government on March 28, 2007)
Liberation Day/Reunification Day	Ngày giải phóng	April 30	1-3	Fall of Saigon and reunification of Vietnam in 1975
International Workers' Day	Ngày Quốc tế Lao động	May 1 <sup>st</sup>	1-3	International Workers' Day
National Day/Independence Day	Quốc khánh	September 2 <sup>nd</sup>	1-3	Vietnam declares its independence, forming the Democratic Republic of Vietnam.

Furthermore, since 2006, when the East-West Economic Corridor (EWEC) was established, tourists from Vietnam are able to travel to other ASEAN countries easily (Asian Development Bank, 2011). With the aim of promoting development and integration of the four Southeast Asian countries, including Myanmar, Thailand, Laos and Vietnam, the EWEC is known as an economic development program initiated in 1998 by the Ministerial Conference of Greater Mekong Sub-region. The EWEC is established based on a road of 1,450 km with the west end at port city of Mawlamyine (Myanmar), crossing Kayin Division, Thai provinces of Tak, Sukhothai, Khon Kaen, Phitsanulok, Kalasin, Phetchabun, and Mukdahan and Laotian province of Savanakheth, and Vietnamese provinces of Quang Tri, Thua Thien - Hue province and Da Nang city as the east end (Wikipedia, 2014). Hence, the economic corridor crosses over the important tourism centers of those concerned countries.

Especially, the establishment of ASEAN economic community (AEC) by the end of 2015 is a big opportunity for ASEAN countries to develop the tourism industry, especially MICE industry. It opens a chance for concerned countries to continue executing bilateral and multilateral commitments, assumptions through workshop, conference, forum, and meeting (Runckel, 2013).

In short, destination marketers can take advantage from Vietnamese outbound tourists as a business opportunity for increasing the market share. Identifying both push and pull factors which influence motivations of Vietnamese travelers is an advantage of Thailand to meet the desire of need, to predict future travel patterns and attract more this potential tourist market.

## **1.2 Problems Statement**

Vuuren & Slabbert (2011, p.295) stated that “it is important to understand the travel behavior and more specific travel motivations of tourists, as it may assist in product development, improve marketing strategies, enhance service delivery approaches and the creation of a competitive advantage”. However, there is a fact that there is rare research about Vietnamese tourists’ motivations, especially motivations of Vietnamese outbound tourists. The Deputy Chairman of the Vietnam Tourism

Association also affirmed that there is no record for number of Vietnamese visitors who travel abroad, except the data from other countries, but it is not enough (Vietnam Consult, 2013). Information about this valuable tourism market is limited, just focused on domestic tourists or psychological characteristics of inbound tourist arrival to Vietnam; meanwhile outbound tourism has a crucial position in the development and renovation of Vietnam tourism industry. This is one of the key problems of Vietnam tourism industry nowadays.

Besides, although “Zero Dollar Tour” policy of Thailand tour operators is the attractive policy which motivated more and more tourists from Vietnam to visit Thailand but it still has received many complaints shortly. Mrs. Thu Huong (2012), tour operator manager of Saigontourist Company said that tourists travel to Thailand by themselves have been increasing considerably instead of going by tour group. Especially, they would pay more attention to service quality of tour program rather than low cost tours. On the website of Vietnam Ministry of Culture, one article even is posted with the content of tourists’ comments about bad quality of package tour to Thailand with too many shopping malls instead of natural or cultural destinations. All the complaints reflect that Vietnamese tourists to Thailand now are not satisfied with low price, low quality tours (see more in table 1.2). Therefore, tour operators should understand their demand to have new policy, products and services to attract and better satisfy them.

**Table 1.2** Complains of Vietnamese tourists about service quality in Thailand

<b>Title</b>	<b>Contents</b>	<b>Sources</b>
Low cost outbound tours, tourists have been despised	<ul style="list-style-type: none"> <li>- Zero Dollar tour is extremely attractive policy which has created a wave to travel to Thailand among Vietnamese tourists. However, they are losing their value by following low cost tours to Thailand</li> <li>- Tourists complained about low quality of good in shopping malls where they were forced to visit and to buy which price is said to be “on the sky” .</li> <li>- The author claims that tourists were taken to some free ticket destinations instead of historical relics or must-see attractions in Bangkok</li> <li>- There were too many shows during the trip, especially Sex show is one of the most impolite ones that she has ever seen, and it is not suited to Vietnamese culture</li> </ul>	Nguyen (n.d)
Art of earning money from tourists – Case of Thailand	The writer investigated the complaints of Vietnamese tourists after finishing the tour to Thailand. Among of them were dissatisfied with the way tour guide forced them to visit a lot of shopping malls instead of other attractions or sightseeing points in Thailand.	Trung (2011)
Unforgettable experience when traveling to Thailand	Being cheated to earn money by tour guide, most of people decided not to buy low cost tour to Thailand. They shared experiences to each other and concluded that they had better do it by themselves.	Lamchame Forum (2011)

These problems are mentioned above might cause negative effects on image of Thailand tourism industry and other stakeholders; especially it might decrease number of tourists arrival to Thailand. Therefore, the study of motivations of Vietnamese outbound tourists to Thailand is very useful for them to: a) improve products/service/tour quality, b) enhance competitive advantage among other countries in the area, and c) meet the best needs of Vietnamese tourist with suitable price and products.

### **1.3 Benefits of the Research**

The final goals of this research project help stakeholders, especially Thailand tour operators understand more clearly about characteristics of Vietnamese outbound travelers to launch appropriate marketing strategies to attract more tourists from Vietnam without “zero dollar tour” policy.

Besides, in order to attract more visitors to Thailand, it requires a clear campaign of both TAT and the Thailand Government. The result of this study will also supply the primary database for the TAT and also provides useful information for suppliers and those related organizations. Also, the study is helpful reference for advance researches about characteristics of Vietnamese outbound tourist market.

### **1.4 Research Questions**

What are the motivation factors which “push” and “pull” Vietnamese tourists to visit Thailand?

### **1.5 Research Objectives**

The research aims to investigate factors which motivate Vietnamese outbound tourists in making decision to visit Thailand. There are two main objectives of the research, including:

- 1) To identify push factors that influence motivation of Vietnamese tourists to visit Thailand
- 2) To determine pull factors that influence motivation of Vietnamese tourists to visit Thailand

## **1.6 Research Scopes**

### **1.6.1 Scope of Timeframe**

The data was expected to collect from a convenient sampling approach. The length of time was expected to complete the research within six months since the date of approved research topic.

### **1.6.2 Scope of Geography**

In this research, motivations of Vietnamese tourist to Thailand were identified by adopting the push and pull factors as the conceptual framework. The process was focused in the Suvarnabhumi International Airport, some package tours around Bangkok – Pattaya, and hotels where Vietnamese tourists overnight because of the couple of reason. First of all, it was very easy for the investigator to approach the respondents. The second one is that those are places where I could easily receive the allowance of managers of tour operators, tour guides and tour leader both in Vietnam and Thailand to approach the respondents; especially the investigator can have a chance to join the trip with Vietnamese tourists when they were travelling in Thailand.

### **1.6.3 Scope of Demography**

With expect to investigate motivations of Vietnamese tourists to visit Thailand with many different travelling purposes, the respondents were Vietnamese tourists who came from Vietnam and at the age from 18 and older. They were people who could be easy to identify their desires and the distribution of Thailand tourism that push and pull them to visit Thailand; besides, they could quickly understand and respond any case during the interview process. They would buy a package tour to

Thailand or travel to Thailand individually. Support information was collected from the Tourism Authority of Thailand, the Ministry of Tourism, Sports and Culture of Vietnam and other reliable sources such as academic journals and conference proceedings.

## **1.7 Terms of Definition**

### **1.7.1 Motivation**

“An inner state which energizes channels and sustains human behavior to achieve goals” (Pizam et al, 1979, p.195)

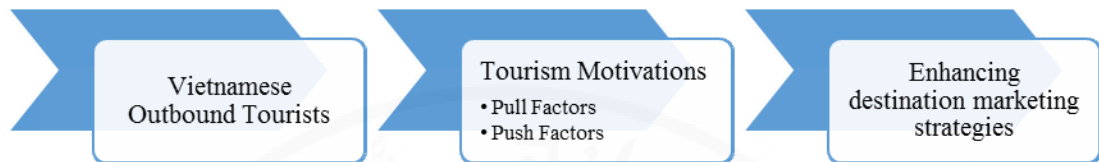
### **1.7.2 Motivation in tourism**

Motivations in tourism are those factors “which make tourists want to purchase a particular product or service” (Swarbrooke and Horner, 2007).

### **1.7.3 Zero Dollar Tour**

There is no clear definition for the concept “Zero dollar tour”. Chen et al (2011) stated that it is a component of three fundamental elements, include 1) low cost in the source market, 2) low quality at the destination, and 3) the zero-fare relationship between outbound and inbound tour operators that jointly operate group package tours. Yoopetch (2003, p. 1345) also gave a hypothesis that “zero dollars tours policy refers to the tourism product which is offered substandard”. Many tour operators both in China and Vietnam are trying to offer package tours to Thailand at deep discount. They recover their costs through alliances with Thailand-based agents and guides (Hemtaslpa, 2006; Sa-ngiamphaisalsuk, 2010). Thus, the “zero-dollar commission tour” or “Zero fare group tour” is a terminology to denote a package tour that is priced below the operator’s cost with inferior quality.

## 1.8 Conceptual Framework



**Figure 1.3** Conceptual Framework for investigating motivations of Vietnamese tourists

In this study, the researcher has tried to investigate travel motivations of Vietnamese tourists while they were visiting in Thailand. The two important factors include push and pull travel domains, therefore, was chosen as main concept to delineate their motivations to make a decision to travel to Thailand. As a result, tour operators will introduce appropriate marketing strategies to attract more tourists from Vietnam. Besides, other stakeholders, such as TAT or Thailand Government will have new marketing campaigns and more suitable policies to pave the way to attract more tourists from Vietnam not only in the high season but also around the year.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

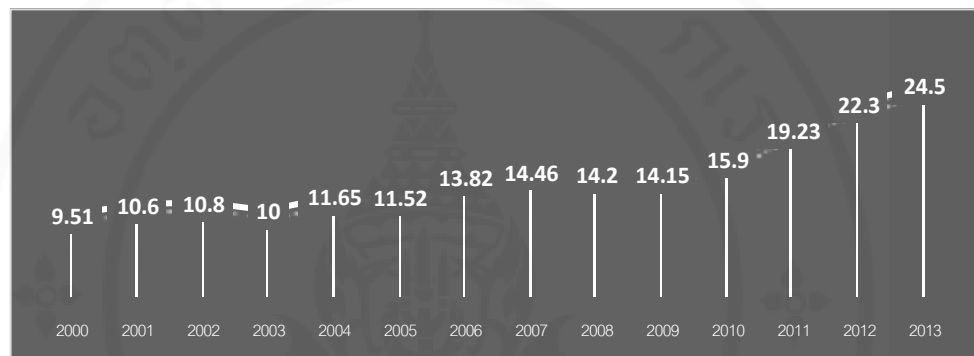
In order to examine push and pull factors that influence motivations of Vietnamese tourists to Thailand, this chapter will describe the related theories, concepts and researches providing the explanation of tourists motivation, push and pull factors which influence tourists to travel abroad, about Thailand tourism industry and Vietnamese outbound tourist market. Sources of information included academic journals, websites, conference proceedings and newspapers.

#### **2.2. Thailand as an ideal destination of Vietnamese tourists**

Recently, tourism industry in Asia is known as one of the world's fastest growing regions. Among these countries, Thailand has been recognized as one of the most attractive destinations. During the period of time from 1992 to 1993, Thailand was on the top five countries in the East Asia and the Pacific with a large number of international tourist arrivals (UNWTO, 2010). In 2013, Thailand continues to be one of the most attractive destinations not only in the Asian area but also all over the world (Travel and Leisure Magazine, 2013).

Via the figure 2.1 below we can see that a number of international tourist arrivals Thailand increased significantly from 9.51 to 24.5 million within 13 years from 2000 to 2013. Department of Thailand Tourism, Ministry of Tourism and Sport of Thailand reported that by the end 2012, tourist revenue amounted to staggering 983,928 billion Baht, this was more than 34 billion US Dollars (Thaiwebsites, 2013). The direct contribution of Travel & Tourism to GDP was THB825.6bn (7.3% of total GDP) in 2012, and was forecasted to rise by 6.2% in 2013, and to rise by 6.8% pa, from 2013-2023, to THB1,698.4bn in 2023 (in constant 2012 prices). The total

contribution of Travel & Tourism to GDP was THB1,896.7bn (16.7% of GDP) in 2012, and was forecasted to rise by 7.4% in 2013, and to rise by 6.5% pa to THB3,833.0bn in 2023. In 2012 Travel & Tourism directly supported 2,020,000 jobs (5.2% of total employment). This is expected to rise by 10.1% in 2013 and rise by 4.5% pa to 3,465,000 jobs (8.1% of total employment) in 2023 (World Travel & Tourism Council, 2013).



**Figure 2.1** Thailand's Yearly Tourist Arrivals 2000-2013 (million tourists)

Source: *Thailand's Tourism Department & World Bank, 2013*

In addition, Thailand is regarded as the tourism paradise, especially for Vietnamese tourists due to the attractiveness of the system of the world heritage sites, the system of historical and cultural attractions and other potential tourism resources of Thailand tourism industry.

First of all, Thailand has five world heritage sites which have received millions of guest visiting each year. They include two natural sites and three cultural ones namely Historic City of Ayutthaya (1991), Historic Town of Sukhothai and Associated Historic Towns (1991), Thungyai-Huai Kha Wildlife Sancturaries (1991), Ban Chiang Archaeological Site (1992), and Dong Phrayayen-Khao Yai Forest Complex (2005) (UNWTO, 2013).

Secondly, the reputation of Thailand tourism is related to the system of Royal Palaces together with many must-see sanctuary temples. Thirdly, Thailand's hospitality industry is also estimated the most professional and unique both in the world-class accommodation system and its resort system along some famous and beautiful beaches, such as Hua Hin, Phu Khet, Kor Chang, or Samui.

Fourthly, for many years, Thailand has been considered a paradise of shopping with good quality of products and services. Meng et al (2006) said that, the Amazing Thailand Grand sales campaign which was launched by TAT in 2005 is a successful strategy which has created a shopping paradise image for Thailand tourism industry.

Next, for budget and its good range of tourist attractions, Thailand has become a popular holiday spot for Vietnamese tourists. In temporary life, apart from flights, more and more both Vietnamese tourists and foreign tourists have another option when they choose land routes crossing from Vietnam into Laos or Cambodia and ending in Thailand. Tourist traffic from Vietnam's central region covering Hue, Danang and Quang Tri has risen significantly since the opening of the second Thai-Lao Friendship Bridge spanning the Mekong River at Savannakhet in Laos and Mukdahan in the northeastern Thailand (Tourism Authority of Thailand Newsroom, 2013)

Lastly, for Vietnamese tourists, Thailand is a meaningful destination because in Nakhonphanom, a historical relic which related to the period of time when the former president of Vietnam - Ho Chi Minh lived and prepared for the revolution to gain the independence and freedom for the nation after coming back from France between 1928 and 1930 is remained. Each year, thousands of Vietnamese tourists come here as a part of the trip to Thailand to commemorate and pay respect to their former president who has great contribution for the revolution and independence of Vietnam. Apparently, due to those mentioned reasons above, the future for tourism to Thailand from Vietnam is bright.

### **2.3 An Overview of Vietnamese outbound tourist market**

Vietnam has been recognized as the official member of many important organizations, such as the Association of Southeast Asian Nations (ASEAN) in 1995, the Asia-Pacific Economic Cooperation (APEC) in 1998, and the World Trade Organization (WTO) in 2007. This is big advantages for Vietnam on the way to renovate, integrate into the world economy, and affirm itself in many different fields,

including tourism industry. Besides, Vietnam has been also affiliated by other important organizations: PATA (the Pacific Asia Travel Association), and IATA (the International Air Transport Association). These licenses have opened a chance for Vietnamese tourists to travel abroad, to bring national culture to the world, and study from international friends.

One of the first policies that supported for Vietnamese tourists is the sponsorship of some companies or organizations for their employees as an award for hard work or a form of social tourism (Michaud & Turner, 2005; Huong & Jolliffe, 2011). Accordingly, employees who have permanent payroll, especially people who work in government offices would receive a company-sponsored holidays. Thus, more Vietnamese people have a chance to travel, both domestic and international journeys.

In 2013, Vietnam reaches 90 million which is an increase of about 2.9% from the last record of population (World Population Statistics, 2013). This spectacular figure makes Vietnam the 13<sup>th</sup> most populous on the planet (World Population Review, 2013). Among of them, the highest percentage of population is from 25-54 years old (44.4%). Furthermore, as mentioned above, The World Bank Organization (2012) stated that Vietnam's GDP per capital is expected to increase from 5.04% to 5.35% in 2013 which improved living standard of Vietnamese significantly.

Consequently, a number of Vietnamese outbound tourists have gone up rapidly throughout the year. Based on the statistic of Euromonitor International Organization, by the end 2011, there were total 1.7 million Vietnamese outbound tourists, grew up to 11% in comparison with 2010. Besides, "without visa requirements" policy for Asia's citizen, low-cost carrier program which providing package tours to some neighbor countries and the participation of many new airlines routes helped a number of Vietnamese tourists to increase considerably in the previous year. According to the deputy chairman of the Tourism Association of Vietnam, Mr. Vu The Binh, the favorite destinations of Vietnamese include China, Cambodia, Thailand, Singapore, Malaysia, South Korea. In addition, Vietnamese have a trend to pay more not only for basic needs but also for tourism and leisure. Generally, Vietnamese spent around \$ 3.5 billion on foreign tours each year; among of them, they spent about \$1,200 per trip in Thailand and \$ 1,000 a trip in China (Vietnam Consult,

2013). The report of Euromonitor International Organization also reveals that Vietnamese travelled abroad to experience new landscapes, culture and cuisine from other countries.

However, the key problem occurred is that the tourism industry in Vietnam has just focused on the domestic market. It cannot be denied that tourism industry does not have data on Vietnamese outbound tourists. All the above figures are calculated and reported based on the reports of some overseas tourism promotion agencies and international tourism organizations. But with revenue of billions of US dollars each year, it's time for Vietnam tourism industry to pay more attention to outbound tourism.

## **2.4 Tourist Motivations**

Up to now, tourist motivation has been a controversial concept of many researchers in different fields, such as psychology, anthropology, sociology (Dann, 1977; Crompton, 1979; Pearce, 1993). Motivation is seen as the main factor which drives all tourists' action (Crompton, 1979; Iso-Ahola, 1982; Fodness, 1994). According to Dann (1977), Crompton (1979) and Yoon & Uysal (2005), travel motivation is one of the most useful approaches in understanding travel needs and tourists' behavior.

In general, travel motivation includes two distinguished factors: push and pull. It is defined as a driving force pushing people to search for vacation experience to satisfy human needs (Crompton, 1979; Dann, 1981), meanwhile the attractiveness of destinations pull visitors to visit a particular place (Yuan & McDonald, 1990; Klenosky, 2002). In other words, push and pull factors are to let people know motivations are influenced by internal and external factors. Crompton and Mckey (1997) figured out that it is very important to understand tourists' motivations because a destination marketer can understand tourists' decision making process to enhance better services and products. Thus, push and pull factors are using as a conceptual framework in many different fields, especially the tourism industry. It becomes the most outstanding one that is considered a fundamental theory for travel motivation and is applied by many researchers.

Dann (1977) stated that push factor "...refer to the tourist as subject and deal with those factors predisposing him to travel", and pull factors are considered motivators "...which attract the tourist to given resort". Push factors are understood as what visitors need, the reason why people would like to travel to escape from their daily routine; on the other side, pull factors are reasons for travelling to a specific destination (Kim et al, 2003). Iso-Ahola (1982) developed a seeking tourism motivation theory from a psychological perspective and concluded that there are two motivational factors, they are desire to obtain psychological or intrinsic awards through travel and the desire to escape the everyday environment behind oneself (extrinsic). Kim & Klenosky (2003) found that "one focus on whether to go and the other on where to go". In the other word, from the perspective of motivations to travel, "push" factors refer to the original, internal or intangible, intrinsic motives that influence a person's decision to choose a vacation, for instance, to escape one's routine, to seek for social interaction, to relax; meanwhile "pull" factors refer to destination attributes, the tangible characteristics of the destinations such as natural resources (sunshine, beaches, climate), safety, quality of facilities, or recreational opportunities (Dann, 1977).

In 1977, Dann stated that "push" and "pull" are two most related and discussed concept of tourist motivation which answer the question "what makes tourists travel?". He pointed out that anomie and ego-enhancement are considered the "push" factors. Among of them, "anomie" referred to the feeling of people who want to get away from every daily routine, and "ego-enhancement" refers to the need to be recognized.

After that, in 1979, Crompton argued that "push" factors are socio-psychological motives and are the desire to go on vacation; the "pull" factors are forces related to destinations and explain for tourists' choice. There are 7 push factors: (1) exploration and evaluation his/herself, (2) relaxation, (3) enhancement of kinship relationships, (4) social interaction, (5) escape from perceived mundane environment, (6) prestige, (7) regression. He added more two "pull" factors or cultural motivations namely "education" and "novelty".

In 1982, Iso-Ahola drew a model of four sub-dimensions for motivations of tourists, including: (1) seeking personal rewards, (2) seeking interpersonal rewards,

(3) escaping personal environments, and (4) escaping interpersonal environments. As the debate of Iso-Ahola, there are two motivational forces that drive tourists' behavior and simultaneously influence the individual, namely 1) The desire to leave a mundane environment, and 2) The desire to obtain the intrinsic rewards through travel in a contrasting environment.

Besides, many other researchers have also used push and pull factors as the main theory to examine motivations of a potential tourist market to visit a particular destination in order to enhance better tourists' satisfaction level, improve tourism quality, launch more new appropriate marketing strategies and spread a number of tourists. Afterward will be some empirical evidences between push and pull factors which were found by many researchers throughout history period.

**Table 2.1** Empirical evidences of tourist motivations

<b>Researchers</b>	<b>Perspective of “push” and “pull” theory</b>	<b>Motivations for traveling</b>
Yuan and McDonald (1990)	They figured out that push and pull factors are the motivations for tourists from France, Japan, United Kingdom, and West Germany to travel overseas.	From 29 push motivation items and 53 pull items, they found that there are: - 5 “push” factors: getting away, prestige, novelty, relaxation and enhancement of kinship relationships - 7 “pull” factors: budget, international environment, culture and history, wilderness, ease of travel, hunting and facilities.

**Table 2.1** Empirical evidences of tourist motivations (cont.)

<b>Researchers</b>	<b>Perspective of “push” and “pull” theory</b>	<b>Motivations for traveling</b>
Uysal & Hagan (1993)	“Push” factors are referred the tangible or intrinsic desires of the individual travelers “Pull” factors are understood as the tangible characteristics and the attractiveness of a particular destination	<ul style="list-style-type: none"> <li>- Push factors include: escaping, having a rest and relaxation, health and prestige, and adventure</li> <li>- Pull factors include: accommodation and recreation facilities, cultural and historical sites, and beaches</li> </ul>
Hanqin & Lam (1999)	Push and pull factors play important role for short-term outbound Chinese tourist to Hongkong. They stated that this framework is generally supported and people’s travel behavior is also driven by internal and external factors	<p>They analyzed 22 push motivation items and 26 pull items to find out:</p> <ul style="list-style-type: none"> <li>- 5 push factors: prestige, knowledge, enhancement of human relationship, relaxation and novelty</li> <li>- 6 pull factors: expenditure, hi-tech image, service attribute and quality, variety of sightseeing, accessibility, and culture related.</li> </ul>
Jang & Cai (2002)	They used push and pull theory to identify travel motivations and its affect in selecting a destination of British outbound market. The authors stated that result might be useful for stakeholders to predict future travel patterns.	<p>They examined 19 pull items and 22 push items and concluded that:</p> <ul style="list-style-type: none"> <li>- 6 push factor: knowledge seeking, having fun and excitement, having rest and relaxation, novel experience, escaping, and family togetherness.</li> <li>- 5 pull factors: environment, outdoor activities, natural and historical environment, sunny and exotic atmosphere, cleanliness and safety.</li> </ul>

**Table 2.1** Empirical evidences of tourist motivations (cont.)

Researchers	Perspective of “push” and “pull” theory	Motivations for traveling
Kim et al (2003)	They focused on wide variety of push factors which affect travelers to visit national park in South Korea	<p>Besides, the authors also compared the motivations of British tourists to different countries. For instance, because of “fun and excitement” and “outdoor activities” they would like to travel to United States, or they tend to visit Oceania for “family and friend togetherness” and travel to Asia to seek a “novel experience”</p> <p>13 push and 12 pull motivational items were generated to find out 4 push factors and 3 pull factors which affect their motivation to choose national park to visit:</p> <ul style="list-style-type: none"> <li>- 4 push factor: family togetherness, getting away from routine, adventure and building friendship, and appreciating national resources and health.</li> <li>- 3 attribution factors: convenient facilities, easily accessible national park, and various tourism resources and information.</li> </ul>
Jang & Wu (2006)	By investigating travel motivations of Taiwanese senior tourists, the two authors figured out the common push and frequently seen pull factors which motivate this tourist market to travel	<ul style="list-style-type: none"> <li>- Five push factors: relaxation, obtaining knowledge, ego-enhancement, self-esteem, socialization</li> <li>- Three pull factors: historical and natural attractions, facilities, cleanliness and safety, event and cost</li> </ul>

**Table 2.1** Empirical evidences of tourist motivations (cont.)

Researchers	Perspective of “push” and “pull” theory	Motivations for traveling
Correia et al (2007)	Based on the traditional breakdown between push and pull motives, and this model's contribution relies on the identification of relationships between the two constructs of motivations, the authors pointed out the model of motivations and perceptions of Portuguese tourist	<p>By applying Principal Components Analysis to set of push and pull motives in order to reduce data, the authors conclude that there are three new push factors, including:</p> <ul style="list-style-type: none"> <li>• <b>Knowledge:</b> is the special factor which related with the need for: <ul style="list-style-type: none"> <li>- Doing and learning new things as well as exploring different cultures and places</li> <li>- Doing different things</li> <li>- Stimulating emotions and sensations</li> <li>- Being an adventurer</li> <li>- Having fun</li> <li>- Increasing Knowledge</li> <li>- Knowing different cultures and lifestyles</li> <li>- Enriching oneself intellectually</li> <li>- Knowing new places and</li> <li>- Finding interesting people</li> </ul> </li> <li>• <b>Leisure:</b> this factor includes motives related with personal well-being <ul style="list-style-type: none"> <li>- Relieving stress</li> <li>- Getting away from the routine</li> <li>- Physically relax</li> </ul> </li> <li>• <b>Socialization:</b> is the factor which put forward the need to go to places in order to develop close friendship, go to places where friends have not been and have a chance to talk with friends</li> </ul> <p>Next is the nineteen principal components of pull motives which were labelled facilities</p>

**Table 2.1** Empirical evidences of tourist motivations (cont.)

Researchers	Perspective of “push” and “pull” theory	Motivations for traveling
		(lodging, weather, food, security, roads and hospitality); core attractions (standard living, different ethnics, distance, shopping facilities, sports equipment, night life and transportation) and landscapes features (which related strongly to the natural environment and cultural attractions of the tourist destinations).
Qiao et al (2008)	Push and pull factors are used as main theory to identify the main tourism motivations of Chinese tourists when travelling in South Korea	<ul style="list-style-type: none"> <li>- 5 Push factors: Novelty, relaxation, psychological need, prestige, human relationship</li> <li>- 4 Pull factors: natural &amp; cultural resources, expenditure, service quality, image</li> </ul>
Mohammad & Som (2010)	In the research about foreign tourists to Jordan, the researchers found 8 push and 8 pull factors	<ul style="list-style-type: none"> <li>- Push factors: prestige, enhancing relation and social circle, seeking relaxation, sightseeing, fulfilling spiritual needs, getting away daily routine, and obtaining knowledge</li> <li>- Pull factors: Events and activities, accessibility and affordability, history and culture, variety seeking, adventure, natural resources, heritage sites, and sightseeing variety.</li> </ul>
Hsu et al (2007)	In order to investigate motivations of senior tourism in China, the authors based on their internal and external components which motivate them to visit Beijing and Shanghai.	<p>They focused on the push factors and found two main components</p> <ul style="list-style-type: none"> <li>- Internal desires: improving well-being, getting away routines, knowledge seeking, socializing, personal reward, pride and patriotism, and nostalgia.</li> <li>- External conditions: free time, personal finance, societal progress, and health.</li> </ul>

**Table 2.1** Empirical evidences of tourist motivations (cont.)

<b>Researchers</b>	<b>Perspective of “push” and “pull” theory</b>	<b>Motivations for traveling</b>
Lu, 2011	The study concentrated on push and pull motivation factor to understand why Chinese tourists visit Canada	<ul style="list-style-type: none"> <li>- Pull factors: Chinese tourists were attracted by Canada’s unique attractions and natural sceneries, high quality of Canada life, appealing travel ads, shopping opportunities, and Canadian cosmopolitan city life.</li> <li>- Push factors: There are five main factor that motivated Chinese tourists to Canada, namely: escape, prestige, enhancing friendship, novelty, and exploring opportunities</li> </ul>
Youserri & Marzuki (2012)	The authors attempt to identify underlying motivational dimensions of international tourists to Penang, Malaysia	“Novelty and knowledge seeking” and “cultural and historical attractions” are estimated the most important push and pull motives respectively of foreign tourists to Penang

The review of the motivation literature above pointed out that there are a number of factors that influence tourists all over the world on making a decision to travel. According to Mohammad and Som (2010, p.42), “push and pull motivations have been primary utilized in studies of tourists behavior, and have played a useful role in understanding a wide variety of needs, wants that can motivate and influence tourists behaviors”.

In summary, the push items should be divided into 4 separate groups:

- Novelty seeking: Tourists tend to travel to a previously unvisited destination and prefer to engage in new activities. In general, tourists are curious and that impacts their motivation to travel (Crompton, 1979). They try to find a new experience or felling, including: exploration and evaluation his/herself, novelty, adventure, knowledge seeking and nostalgia

- Relaxation such as having physical rest & relaxation, having fun and exciting, personal reward, pride and patriot, escaping from a mundane environment and well-being. Relaxation expresses the period of time that someone takes the time to pursue activities of interest. In the rhythm of normal, daily routine, the mind is not directed toward hobbies or interests that are self-fulfilling (Crompton, 1979).

- Achievement: The selection of a particular destination or a specific form of tourism is sometimes based on potential for achievement (Crompton, 1979). Tourists may want to explore a particular destination that has a rich historical or scientific significance, or they may want to participate in a specific form of tourism in order to show the difference from others. The factors should be arranged in this group are: going to place where friends never been to, regression, health, ego-enhancement, social interaction

- Relationship ties or Enhancement kinship relationships. Crompton (1979) stated that Vacation can be a time when people are brought close together. So, tourism is a medium through which family relationships could be enhanced and enriched.

Besides, the pull factors should also be categorized to 5 different groups:

- Natural resources: good climate (sunny), natural resources (beaches, wilderness...)

- Cultural and historical attractions: cultural and historical sites, heritage sites, architectural attractions and food

- Services: ease of travel, international environment, Image (destinations, hi-tech...), service quality, environment, events and activities, cleanliness and safety, variety of information, shopping paradise, romantic and exotic atmosphere, affordability and accessibility

- Facilities: facilities (transportation, accommodation...), variety of landscapes

The following table will be the summary of the attribution of the previous studies about push and pull factors which have strong influence in the decision making to travel of tourists worldwide. 18 push and 20 pull motivation factors were found from the review of literature.

**Table 2.2** Summary of push and pull motivation items

No	Motivation factors	Crompton (1979)	Yuan & McDonald (1990)	Uysal & Hagan (1993)	Qu & Lam (1997)	Jang & Cai (2002)	Kim et al (2003)	Jang & Wu (2006)	Hsu et al (2007)	Correia et al (2007)	Qiao et al (2008)	Mohammad & Som (2010)	Youserli & Marzuki (2012)
Push factors													
1	Exploration and evaluation his/herself	X				X		X		X	X	X	
2	Having physical rest & relaxation	X	X	X	X	X		X		X	X	X	
3	Enhancement kinship relationships	X	X		X	X	X				X	X	
4	Social interaction	X						X	X	X			
5	Escape from the mundane environment	X	X	X		X	X		X			X	
6	Prestige	X	X		X						X	X	
7	Regression	X											
8	Novelty	X	X		X					X	X		X

**Table 2.2** Summary of push and pull motivation items (cont.)

No	Motivation factors	Crompton (1979)	Yuan & McDonald (1990)	Uysal & Hagan (1993)	Qu & Lam (1997)	Jang & Cai (2002)	Kim et al (2003)	Jang & Wu (2006)	Hsu et al (2007)	Correia et al (2007)	Qiao et al (2008)	Mohammad & Som (2010)	Youserli & Marzuki (2012)
Push factors													
9	Health			X			X		X				
10	Adventure			X		X	X			X			
11	Knowledge seeking	X			X	X	X	X	X	X		X	X
12	Having fun and exiting					X							
13	Ego-enhancement	X						X	X			X	
14	Going to place where friends never been to									X			
15	Nostalgia								X				
16	Personal reward								X				
17	Pride and patriot								X				
18	Personal finance								X				

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**Table 2.2** Summary of push and pull motivation items (cont.)

No	Motivation factors	Crompton (1979)	Yuan & McDonald (1990)	Uysal & Hagan (1993)	Qu & Lam (1997)	Jang & Cai (2002)	Kim et al (2003)	Jang & Wu (2006)	Hsu et al (2007)	Correia et al (2007)	Qiao et al (2008)	Mohammad & Som (2010)	Youserli & Marzuki (2012)
<b>Pull factors</b>													
1	Affordability		X		X			X			X	X	
2	International environment		X			X							
3	Cultural and historical sites		X	X	X	X		X		X	X	X	X
4	Ease of travel		X							X			
5	Facilities (transportation, accommodation)		X	X			X	X		X			
6	Image (destinations, hi-tech)				X								
7	Service quality				X						X		
8	Variety of landscapes				X		X	X				X	
9	Accessibility				X		X			X		X	

**Table 2.2** Summary of push and pull motivation items (cont.)

No	Motivation factors	Crompton (1979)	Yuan & McDonald (1990)	Uysal & Hagan (1993)	Qu & Lam (1997)	Jang & Cai (2002)	Kim el al (2003)	Jang & Wu (2006)	Hsu et al (2007)	Correia et al (2007)	Qiao et al (2008)	Mohammad & Som (2010)	Youserri & Marzuki (2012)
<b>Pull factors</b>													
10	Environment					X							
11	Events and activities					X		X				X	
12	Cleanliness and safety					X		X		X			
13	Good climate (sunny)					X				X			
14	Natural resources (beaches, wildernes)		X	X		X		X		X	X	X	
15	Variety of information						X						
16	Shopping paradise									X			
17	Food									X			

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**Table 2.2** Summary of push and pull motivation items (cont.)

No	Motivation factors	Crompton (1979)	Yuan & McDonald (1990)	Uysal & Hagan (1993)	Qu & Lam (1997)	Jang & Cai (2002)	Kim et al (2003)	Jang & Wu (2006)	Hsu et al (2007)	Correia et al (2007)	Qiao et al (2008)	Mohammad & Som (2010)	Youserli & Marzuki (2012)
<b>Pull factors</b>													
18	Heritage sites												X
19	Architectural attractions												
20	Romantic and exotic atmosphere					X							

## **2.5 Motivations of foreign tourists to visit Thailand**

Recently, a number of researches about motivations of foreign tourists have been increased because of the remarkable development of Thailand tourism industry. During the past decade, Thailand tourism was the main subject of many studies with the aim of examining the push and pull factors which influence the motivation of foreign tourist to Thailand to have suitable products and services to attract more these potential tourist markets.

Yoopetch & Shannon (2003) investigated the activities of interest in Thailand among Chinese tourists – the second largest group of inbound tourists to Thailand. The result is pointed out that nice beaches, Thai culture and the friendliness of the Thai people are the most important factors which “pull” them to visit Thailand. Besides, Thailand is considered a Buddhism country, therefore, it attracts Chinese tourists because they also have interest and involvement in Buddhism.

Sangpikul (2008) chose another target tourist market to identify their motivations to Thailand, it is Japanese senior tourist. Their travel motivations are divided into two group factors: Push and pull. The “push” factors include: (1) novelty and knowledge seeking, (2) rest and relaxation, and (3) ego-enhancement; meanwhile there are four “pull” factors namely (1) cultural and historical attractions, (2) travel arrangements and facilities, (3) shopping and leisure activities, and (4) safety and cleanliness. Sangpikul specially emphasized on “novelty and knowledge” and “cultural and historical attractions” as the main motivations which respectively push and pull Japanese senior travelers to choose Thailand as their vacation destination.

Similarly, European senior tourists want to have a rest and relaxation during their trip to Thailand. Most of them tended to stay in Thailand for 15 days with the main purpose of leisure and sightseeing experience. This segment market also had three major requirements for their holiday, including safety of the destination, location of accommodation, and presence of natural attractions (Esichaikul, 2012).

Besides, there are many studies about motivation of tourists to visit some parts of Thailand such as Bangkok, Pattaya, Phuket. Rittichainuwat (2008) helped readers understand more about motivations of tourists visiting thanatourism (or dark tourism) destinations when she compared between motivations of Thai and Scandinavian tourists to visit Phuket after the Tsunami disaster in 2008. The research

reveals that curiosity was the factor which both pushed and pulled domestic tourists to Phuket to see disaster outcome, to help the local resident recover after the serious catastrophe; whereas, Scandinavian tourists went there to see the change of the island. The author also found that the potential characteristics, such as beautiful beaches, good climate, relax atmosphere were the general factors that pulled both domestic and foreign travelers to visit Phuket.

In addition, Swedish tourists were respondents for Pan and Panto's research (2010). They revealed that motivation or energizers, socio-economic, personality or attitude, perception, learning, culture, family influence, and reference group influence are the eight group factors which directly influence the decision making to visit Thailand of Swedish tourists. More specifically, they stated that in comparison with "party", "shopping" or "natural attractions", "climate" is the most important factor which pulled Swedish tourists to visit Thailand. This is also the factor which Thailand has a good competitive advantage when it receives higher satisfaction level from Swedish tourists than Spain or Turkey.

In their research about motivation of Indian tourists' motivation and perception of Bangkok, the four writers Siri, Kennon, Josiam, and Spears (2012) have a different result after interviewing 300 Indian tourists with 150 obtainable responses. They concluded that Indian tourists were "pushed" to travel to Bangkok to have fun, to see and experience a new destination, to do something exiting, to reduce stress, to escape from the routine of work or life, and to learn new thing. Simultaneously, they were "pulled" or attracted by the beauty of beaches, environment, scenery; the interesting shows and entertainment; and the international travel experience. More specifically, they emphasized on four main dimensions which push and pull Indian tourists to visit Bangkok, including:

- 1) Novelty seeking: This factor refers to the destinations where they went to visit, to enjoy, to learn and to experience during the trip, such as beautiful beaches, scenery, environment...

- 2) Stress Busting/Fun: Visiting Bangkok they could find themselves a relax time when being excited or having fun. This is regarded as the best way for them to reduce stress, to escape from the routine daily life

3) Achievement: It is sense of achievement of many Indian tourists when they travel abroad or to the destinations where their friends have never been.

4) Family Oriented/Education: It would be an ideal period of time to enjoy a trip with families. They stated that visiting historical places, temples or palaces is one educational activity which is very useful for family members, especially their children.

Recently, realizing the important roles of Chinese tourists in the number of foreigner tourists to Thailand, Ran (2013) decided to investigate the motivations of this potential tourists market to have better products and satisfy better them without “zero dollar commission” tour. She found that “enhancing the relationship and bondage”, “novelty”, “knowledge”, and “feeling exotic atmosphere” are the main reasons for them to visit Thailand. On the other side, Chinese tourists were attracted by “natural resources”, “famous landmarks”, “cultural and historical attractions”, and “influence from friends, relatives, and internet”.

From the review of literature above we can conclude that there are varieties of reason which push and pull tourists from many parts all over the world travel to Thailand. In general, foreign tourists who travelled to Thailand were pushed by 9 motivation items namely:

- 1) Interesting in Buddhism (Chinese tourists)
- 2) Novelty and knowledge seeking (Japanese senior, Swedish, Indian, Chinese tourists)
- 3) Having rest and relaxation (Japanese senior, European senior tourists)
- 4) Well-being (Japanese senior, Swedish tourists)
- 5) Family and friends influence (Swedish tourists)
- 6) Having fun (Indian tourists)
- 7) Escape (Indian tourists)
- 8) Enhancing relationship (Indian, Chinese tourists)
- 9) Prestige (Indian, Chinese tourists)

Besides, they were attracted by 14 pull motivation domains, include:

- 10) Friendliness (Chinese tourists)
- 11) Cultural and historical attractions (Japanese senior, Chinese tourists)

- 12) Shopping (Swedish tourists)
- 13) Leisure activities (Swedish and Scandinavian tourists)
- 14) Safety and cleanliness (Japanese and European senior tourists)
- 15) Travel arrangement and facilities (Japanese senior tourists)
- 16) Location of accommodation (European senior tourists)
- 17) Natural attractions - beauty of beaches (European senior, Swedish, Indian, Scandinavian, Chinese tourists)
- 18) Good climate (Scandinavian, Swedish tourists)
- 19) Interesting shows (Indian tourists)
- 20) International experience (Indian, Chinese tourists)
- 21) Thai cuisine (Swedish tourists)
- 22) Affordability (Swedish and European senior tourists)
- 23) Famous landmarks (Chinese tourists)

However, finding a research about Vietnamese tourists' motivations to travel abroad in general and to Thailand in specific is difficult at this time. Thus, this study has an important task in seeking for their travel motivations. Hopefully, it will be a useful document for any stakeholders who want to understand or advance study about this potential tourist market.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

The aim of the research is to investigate motivations of Vietnamese tourists to visit Thailand. This chapter, thus, represents how to approach the objectives of the research. Following, it is a component of six parts, namely:

- Research paradigm
- Target Population and Sample Size
- Research Design
- Data Collection
- Data Analysis
- Research Ethics

#### **3.2 Research Paradigm**

Punch (1998) states that qualitative and quantitative approach is one of the best choices for researchers to conduct their studies because it will set the structure for the whole following study and the way it is figured out. Zikmund (2003) also affirms that the combination between qualitative and quantitative method can be not easy any more to make, but the researchers can easily categorize what they want to achieve with the study. They concluded that another important decision to make is whether to approach the study inductively or deductively. Thus, in order to avoid and to restrict the bias, and gain more valid results, incorporating qualitative and quantitative techniques is the much more creditable method for this research (Decrop, 1999).

In this research, because of the limitation of information that relates to motivations of Vietnamese tourists, qualitative research was conducted to collect Vietnamese opinions while travelling in Thailand. The results from qualitative would

be used to provide more evidences to support for quantitative research. Next, in order to upgrade and recheck the items of both push and pull factors, the quantitative method was developed and conducted by building a questionnaire to test the accuracy and detected significance on push and pull factors.

### 3.3 Target population and Sample Size

The target population of this survey is the Vietnamese travelers who chose Thailand as their vacation destination. They participated in package tour to Thailand and people who came to visit Thailand by themselves with different travelling purposes. Those came from Vietnam and were at the age from 18 years old and over because base on the statistic of the Voice of Vietnam (2012), this segment is the largest and most crucial overseas travel market from Vietnam to Thailand in the previous years.

Sample size is the number of elements included in the study. According to Onwuegbuzie & Collins (2007), because qualitative is regarded as a phenomenological approach, therefore, minimum 10 interviews of the sample size were recommended to conduct. In the qualitative research method, due to the limitation of time and budget, 30 respondents who were travelling in the same group and individual travelling were chosen for the interview process. In the quantitative method, this research takes Taro Yamane formula (1967) as instrument to calculate the appropriate sample size.

**Formula:**

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

Where,

$n$  = Sample size

$N$  = Population

$e$  = Significant Level (0.05)

According to TAT, in 2013, there were 787.301 Vietnamese tourists went to visit Thailand. Apply to the above formulation we have:

$$n = \frac{787,801}{1 + 787,801 \times 0.05^2}$$

$$= 399.797 (\sim 400)$$

Thus, there were approximate 400 respondents were chosen to investigate their motivations to travel to Thailand with an allowable error of sampling at 0.05.

### 3.4 Research Design

#### 3.4.1 Interview Design

There is no doubt to say that interview is the most frequent qualitative method which is used to understand the meaning of what the interviewees say (Kvale, 1996). McNamara (1999) argued that interview in qualitative research is particularly helpful for researchers to approach the story behind a participant’s experience. He said that in order to get specific information, interviewers can conduct interview around the selected topic. Apparently, interview is used for the reasons that it allows spontaneous, free and unpredictable responses that help interviewers realize the motivations, feelings, perceptions and impressions of interviewees. Especially, this is the way to ensure the validity and reliability of both interviewers and the participants (Bryman, 2008).

Because of the limited information related to Vietnamese outbound tourists’ motivations, face to face interview with semi-structured questions, thus, would be conducted based on check-in time of the flights from Suvarnabhumi to Vietnam and during the package tours that the researcher joined with them. 30 respondents were chosen to conduct the interview. They were divided into 2 separate target groups which included 1) Package tour travelers, and 2) Independent tourists. The specific questions were examined to explore reasons why Vietnamese tourists chose Thailand as a destination for their trips (pull factors) and benefits that they wished to obtain when travelling in Thailand (push factors). Respectively, the questions “Which attract you to travel to Thailand?” (support question: “In comparison with other countries, what are the most attractive factors of Thailand tourism?”) and “Why do you travel, especially to Thailand?” (support question:

“When travelling, what is the most important reason that made you decide to choose a destination?”) were applied.

To avoid gaps and bias of the questions and responses, prior to the interview process, the pilot test was conducted to be sure that all participants could clearly understand and there was no ambiguity in the questions. Each interview would begin with the introduction about the purpose of the interview. In addition, together with the questions, during the interview process, examples which relate to push and pull factors as mentioned in the previous chapter were also pointed out in each question in order to make the questions easy to understand. Consequently, the results of the pilot test would provide the correct information and the suitable design of the questionnaire.

### **3.4.2 Questionnaire development**

A questionnaire was used as main instrument to investigate the motivation factors which push and pull Vietnamese tourists to visit Thailand. It was designed based on a comprehensive literature review of tourists' motivations, including foreign tourists to Thailand and overall tourists travelled to other countries. The questionnaire was designed both in Vietnamese and English versions with three parts which focused on push and pull motivational items, demographic variables, and Vietnamese tourists' needs when travelling in Thailand. A face validity method was used to test whether all the questions were clear and easy to understand. The Cronbach alpha reliability coefficient was applied to test the reliability of the questionnaire.

The designed questionnaire consists of three major sections which were general respondent information, motivation variables, and open ended questions, respectively.

#### **Part 1: General information**

In the first section, the questions were set with the aim of gathering general information of each respondent about demographic characteristics and travel patterns which may affect motivations of Vietnamese tourists to travel to Thailand. The main demographic characteristics included age, gender, occupation, ethnic group, residency, education qualification, marital status, source of fund, and monthly income. In this

part, travel patterns namely travel arrangement, type of tourists, purposes, travel with, expenditure behavior and length of stay were investigated.

### **Part 2: Motivation variables**

Motivation variables were divided into push and pull factors. The push factors consisted of the intangible desires of individual travelers were designed based on the previous researchers as mentioned in the review of literature. Besides, the pull factors items were destination attributes of Thailand. These motivational items on the questionnaire were designed to obtain the response of each respondent on a 5-point Likert scale, where 1 = uninfluential, 2 = somewhat influential, 3 = influential, 4 = more/very influential, and 5 = extremely influential. Ranking a factor 1 means that it is regarded as the most uninfluential factor and ranking as 5 means it is extremely influential on the decision of respondents in choosing Thailand as a holiday destination.

After the questions were modified, the pilot test was taken place to obtain feedback on the clarity and appropriateness of questions asking about push and pull motivations. Thus, all items were clear and everyone could understand. The Cronbach alpha reliability coefficient was applied to test the reliability of the questionnaire. The result of the first round of testing Cronbach alpha reliability coefficients shows that 0.892 and 0.936 respectively are the values of the push and pull items which are considered to be good.

### **Part 3: Open-ended questions**

This section is the open-ended questions which were designed to collect further comments of each respondent about their journey experience in Thailand. First, the most important push and pull factors which have impressive influence in their decision to visit Thailand would be investigated. Second, the factors that they liked and disliked during the trip together with two dichotomous questions on their ability to revisit and their willingness to recommend the journey to other people would be the evidence for the researcher to understand clearly about what they did really want to be experienced while visiting to Thailand. In the third content of open-ended section, the

survey aims to get their suggestions after finishing the trip in Thailand in order to have more suitable campaigns to meet needs of this target market.

### **3.5 Data collection process**

The data collection process was conducted immediately after the questionnaire and interview questions were approved by the committee of Institutional Review Board (IRB) of Mahidol University.

After obtaining permission from tour operators both in Thailand and Vietnam and tour leaders in Vietnam, as mentioned in the scope of geography, the data collection process was conducted not only in Suvarnabhumi International Airport but also in some hotels in Bangkok where Vietnamese tourist overnight and package tours that Vietnamese tourists booked to travel in Thailand.

During the data collection process, the important thing to do is that to check the validity, it is necessary for the researcher to check again related findings in the literature review, the results of the qualitative method. After that, in order to be sure that all respondents can understand and fill in the form correctly, before the survey, investigator must explain clearly each part for the interviewees of the survey. The completeness of the content, clarification of the language and relevance to the issue are vital to examine (Ruengvisesh, 2011).

Besides, Ticehurst and Veal (2000) state that quantitative method can be conducted both by interviewed-completed and respondent-completed. However, in this study, because it is a mix method research, thus, all the content of the questionnaire was used to interview each respondent directly. By this way, the researcher could cover all the content of the questionnaire and avoid some skip or uncompleted answers. Especially, the researcher could take note or even deeply interview during the interview to have clear explanation and adequate responses from interviewees.

After being filled accurately, all questionnaires were rechecked to minimize the misunderstanding, skip information or questions, and to be sure that all of them were absolutely valid.

### 3.6 Data analysis

#### 3.6.1 Qualitative method

During face to face interview, the content was taken notes as the permission of the respondents. Because Vietnamese tourists travelled to Thailand were people who came to Thailand from many different regions of Vietnam, therefore, the respondents might use acronym and jargon words. On the next step, the researcher checked all collected information to find out any vague information. Another important task was seeking for the information which was not familiar with variables that relate to the push and pull motivation factors and interviewed participants. After that, cross-check was implemented to find out the valid findings. The findings of qualitative research were used to support for the results of quantitative method.

#### 3.6.2 Quantitative method

The Statistical program for the Social Science version 20.0 (SPSS) was used as the main software to analyze data in this research.

Ary et al (2002) and Saunders et al (2012) stated that descriptive statistics can help researcher to describe and compare basic features (variables numerically) of the data in the study. Therefore, in this case, descriptive statistical analyses was used to calculate the average scores for each of the selected push and pull motivational items of influence to realize which items are major push and pull factors. The 5-level of Likert scale was used to ensure the mean scores of influential level of push and pull factors in making decision to visit Thailand, which is illuminated as the below table:



Calculate for level width to obtain the results:

$$I = \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of level}}$$

$$I = \frac{5-1}{5} = 0.8$$

From the result above, we have the table of guideline for understanding the means on motivational factors influence.

**Table 3.1** Guideline of Influential level

Means score of motivational factors	Influential level
4.21-5.00	Extremely influential
3.41-4.20	Very influential
2.61-3.40	Influential
1.81-2.60	Somewhat influential
1.00-1.80	Non-influential

Besides, statistical techniques such as frequency analysis, reliability analysis, and independent t-test were used to achieve the objectives of this research.

- Cronbach's alpha (reliability alpha) was computed to measure the internal consistency.
- Independent t-test was used to identify the differences in motivations of Vietnamese tourists

### 3.7 Research Ethics

The research must follow a standard of ethical research. First of all, before distributing the questionnaire and interview conducting, the research ethic has been approved by the Mahidol University Ethical Committee to ensure the confidentiality and freedom treatment of the participants. Thus, after receiving acceptance from participants to take part in the research project, investigator had to be sure that they well understand. Participants were not responsible for any expenses for participating in this research. All participants' private information will be kept confidential; it will not be subject to disclosure but will be included in the research report as part of the overall results, as the requirement of the Ethical Committee. Participants were free to withdraw from the project at any time if they fell uncomfortable to answer because it is certified that the respondent has full autonomy to choose their participation in the survey. The refusal to participate or the withdrawal from the research project will not

at all affect the proper service or treatment that he/she will receive. After the agreement was conducted, the data collection process was handed out. Moreover, after finishing the research, all the records including participant's information sheet, informed consent form and questionnaire will be destroyed



## **CHAPTER IV**

### **RESULTS**

#### **4.1 Introduction**

405 questionnaires were delivered during the data collection process to Vietnamese tourists. After being carefully chosen in order to avoid unreliable data, uncompleted, and misunderstood questionnaires, finally, total 338 usable responses were obtained. As figured out in the research methodology, 30 people were chosen to conduct face to face interview. A self-administered survey and interview was utilized to collect data when researcher joined the tours with Vietnamese tourists around Bangkok and to Pattaya. In addition, the data collection process was also carried out in some hotels in Bangkok and trips from center Bangkok to the Suvarnabhumi International Airport where the investigator received allowance of many tour operators and tour guides both in Thailand and Vietnam.

With the purpose of identifying push and pull motivations of Vietnamese tourists when travelling in Thailand, this chapter, therefore, is structured into 3 parts. The first part describes the profile of the respondents, including demographic characteristics (table 4.1 to 4.6) and travel patterns (table 4.7 to 4.9), followed by the second part highlighting the important push and pull factors which have strong influence in their decision to choose Thailand as vacation destination (table 4.10 and 4.11, respectively). The third part is the relevance between travel arrangements and motivation factors (table 4.12 and 4.13).

## 4.2 Sample profile

### 4.2.1 Socio-demographic profile

The socio-demographic characteristics of the sampled Vietnamese outbound tourists were profiled and presented in the following parts which include gender, age, marital status, residency, ethnic minority group, education qualification, occupation, and monthly income of the respondent. Besides, in order to see to the differences between socio-demographic components with travel arrangement that Vietnamese chose, descriptive - crosstab analysis of the sample was used in this part.

#### 4.2.1.1 Gender

Among 338 respondents there were 244 those chose package tour and 94 respondents chose to travel individually which occupied 72.2% (approximate three fourth) and 27.8%, respectively. The table points that there were 48.8% of male and 51.2% of females. However when comparing between travel arrangements and gender we can see that the percentage of male bought a package tour is higher than females with 51.2% and 48.8%, meanwhile there were higher proportion of female chose to travel individually (57.4%).

**Table 4.1** Gender of the respondents

Gender	Travel Arrangement		Frequency (n=338)	%
	Package tour travelers	Independent tourists		
Male	125 (51.2%)	40 (42.6%)	165	48.8
Female	119 (48.8%)	54 (57.4%)	173	51.2
<b>Total</b>	<b>244</b>	<b>94</b>	<b>338</b>	<b>100</b>

#### 4.2.1.2 Ethnic Minority, Marital Status, and Residency

The majority of the respondents were the Kinh (Viet) people (94.7%), were married already (68.6%) and came from big cities of Vietnam (67.5%). The independent tourists had higher proportion of Vietnamese tourists who are the

Kinh people and resident of big city. In term of marital status, the percentage of single tourists chose independent tour is higher than that of package tour group; in contrast, there were more than number of married tourists bought package tour. More specifically, 53.2% and 77.5% respectively is the percentage of single individual tourists and married tour group tourists.

**Table 4.2** Ethnic Minority, Marital Status, and Residency of the respondents

Socio-demographic		Travel arrangement		Frequency (n=338)	%
		Package tour travelers	Independent tourists		
<b>Ethnic Minority</b>	Kinh	228 (93.4%)	92 (97.9%)	320	94.7
	Other	16 (6.6%)	2 (2.1%)	18	5.3
<b>Total</b>		<b>244</b>	<b>94</b>	<b>338</b>	<b>100</b>
<b>Residency</b>	Big City	154 (63.1%)	74 (78.8%)	228	67.5
	Town	55 (22.6%)	18 (19.1%)	73	21.6
	Countryside	35 (14.3%)	2 (2.1%)	37	10.9
<b>Total</b>		<b>244</b>	<b>94</b>	<b>338</b>	<b>100</b>
<b>Marital status</b>	Single	53 (21.7%)	50 (53.2%)	103	30.5
	Married	189 (77.5%)	43 (45.7%)	232	68.6
	Divorced	2 (0.8%)	1 (1.1%)	3	0.9
<b>Total</b>		<b>244</b>	<b>94</b>	<b>338</b>	<b>100</b>

#### 4.2.1.3 Age

In general, more than a half of the respondents were at the age from 24 to 39 (51.7%), one-third were from 40 to 59, and the rest were from 18-23 and

above 60. The point to note here is that the proportion of people from 18-23 years old chose to travel independently higher than that of package tourists, which accounted for 18.1% and 7%, correspondingly. Nevertheless, there was an opposite trend of the respondents between two travel groups when there were more than people at the age from 60 and above chose to buy package tour. In particular, there were 7.8% package tour tourists and 5.3% independent tourists were over 60 years old. Especially, the proportion of independent tourists who were from 18-23 years old is higher than that of package tour travelers with 18.1% and 7% respectively.

**Table 4.3** Socio-demographic Characteristics of the respondents

Age	Travel arrangement		Frequency (n=338)	%
	Package tour travelers	Independent Tourists		
18-23	17 (7.0%)	17 (18.1%)	34	10.1
24-39	120 (49.1%)	55 (58.5%)	175	51.7
40-59	88 (36.1%)	17 (18.1%)	105	31.1
60 and above	19 (7.8%)	5 (5.3%)	24	7.1
<b>Total</b>	<b>244</b>	<b>94</b>	<b>338</b>	<b>100</b>

#### 4.2.1.4 Level of Education

In term of education qualification, bachelor degree is the qualification that occupied the highest proportion with 64.5%, and the lowest is doctor or equivalent degree with 2.4%. Apparently, the higher degree they obtained the higher number of people chose to travel independently. For instance, among 8 people got doctor or equivalent degree and 46 people got master degree, there were 75% of doctor and 45.6% of master respondents chose to travel by themselves. The majority part of respondents owned high school degree who would like to follow a tour group in Thailand.

**Table 4.4** Education Qualification of the respondents

Education Level	Travel arrangement		Frequency (n=338)	%
	Package tour travelers	Independent tourists		
High school	61 (25.0%)	5 (5.3%)	66	19.5
Bachelor	156 (64.0%)	62 (66%)	218	64.5
Master	25 (10.2%)	21 (22.3%)	46	13.6
Doctor and above	2 (0.8%)	6 (6.4%)	8	2.4
<b>Total</b>	<b>244</b>	<b>94</b>	<b>338</b>	<b>100</b>

#### 4.2.1.5 Occupation

Most of them have been working as service/sales and office staffs/administration which accounted for 28.4% and 23.4%, respectively. Followed by others (include retired, house wife, jobless) with 11.5%, professionals (doctor, lecturer, lawyer) with 10.4%, technician (8.6%), farmer and factory worker (7.7%), students (5.3%), and managers/directors (4.7%).

Another striking feature to note is that there was no factory worker or farmer would like to travel individually. The result also shows that the respondents who were working as professional had higher proportion in individual tourists that accounted for 20.2%, meanwhile only 6.6% of them chose to buy package tour.

**Table 4.5** Occupation of the respondents

Occupation	Travel arrangement		Frequency (n=338)	%
	Package tour travelers	Independent tourists		
Factory Worker/Farmer	26 (10.7%)	0 (0%)	26	7.7
Office Staff	62 (25.4%)	17 (18.1%)	79	23.4
Technician	23 (9.4%)	6 (6.4%)	29	8.6
Professional (Teacher, Doctor, Lawyer...)	16 (6.6%)	19 (20.2%)	35	10.4
Manager/Director	14 (5.7%)	2 (2.1%)	16	4.7
Student	4 (1.6%)	14 (14.9%)	18	5.3
Service/Sales	73 (29.9%)	23 (24.5%)	96	28.4
Others	26 (10.7%)	13 (13.8%)	39	11.5
<b>Total</b>	<b>244</b>	<b>94</b>	<b>338</b>	<b>100</b>

#### 4.2.1.6 Monthly Income

Based on the table 4.6 we can see that over a half of the respondents have monthly income fluctuates between 3 million and 9 million VND (around \$US142.9 - \$US428.6) which account for 56.8%. Over 30% of them have income each month over \$US428.6, and the rest have income under \$US142.9. The result expressed that the richer they become the higher percentage of respondent choose to travel independently. For instance, there were 35.2% people have monthly income over \$US428.6 did it by themselves, meanwhile most of tourist have income monthly around \$US142.9 - \$US428.6 chose package tour.

**Table 4.6** Monthly Income of the respondents

Monthly Income <sup>1</sup>	Travel arrangement		Frequency (n=338)	%
	Package tour travelers	Independent tourists		
Below 3 million VND	28 (11.5%)	16 (17.0%)	44	13.0
3-9 million VND	147 (60.2%)	45 (47.9%)	192	56.8
Over 9 million	69 (28.3%)	33 (35.1%)	102	30.2
<b>Total</b>	<b>244</b>	<b>94</b>	<b>338</b>	<b>100</b>

#### 4.2.2 Travel patterns of Vietnamese outbound tourists

##### 4.2.2.1 Time to visit

Travel patterns of Vietnamese tourists was also examined by using descriptive - crosstab analysis. The majority (72.2%) of respondents chose to buy package tour. Three-fourth of them travelled to Thailand the first time, the others revisited Thailand from 2 to 11 times. Among of them, 41.5% revisited Vietnamese travelers chose to travel by themselves, only 18.9% tour group tourists revisited Thailand.

**Table 4.7** Time to visit Thailand of the respondents

Time to visit	Travel arrangement		Frequency (n=338)	%
	Package tour travelers	Independen t tourists		
<b>Time to visit</b> 1	198 (81.1%)	55 (58.5%)	253	74.9
2-11	46 (18.9%)	39 (41.5%)	85	25.1
<b>Total</b>	<b>244</b>	<b>94</b>	<b>338</b>	<b>100</b>

<sup>1</sup> 1 USD = 21,036 VND (According to the official letter No. 175/TB-KBNN dated February 6<sup>th</sup>, 2014 of the Ministry of Finance of the Socialist Republic of Vietnam)

4.2.2.2 Length of stay

From the table 4.8 below we can clearly see that the mean of length stay of Vietnamese outbound tourists was 6.07 days and the standard deviation was 3.604 days. There were 23 people stayed in Thailand from 10 to 30 days, occupied 6.8%. The group of individual tourists stayed in Thailand from 10 to 30 days had highest proportion of length of stay with 19.2%. In contrast, 74.2% tourists stayed in Thailand from 2-5 days chose package tour, only 2% of them stayed from 10 to 30 days.

**Table 4.8** Length of stay in Thailand of the respondents

Length of stay	Travel arrangement		Frequency (n=338)	%
	Package tour travelers	Independent tourists		
Length of stay (M=6.07)	2-5	181 (74.2%)	41 (43.6%)	222 65.7
	6-9	58 (23.8%)	35 (37.2%)	93 27.5
	10-30	5 (2%)	18 (19.2%)	23 6.8
<b>Total</b>		<b>244</b>	<b>94</b>	<b>338</b> <b>100</b>

4.2.2.3 Other travel patterns

Holiday travel was often organized with colleagues (38.8%), family members or relatives (31.3%), friends (23.4%), and just 6.5% chose to travel alone. The fund of the trip to Thailand came from many different sources. For example, 45.3% of them had to pay by themselves, 42.9% of them were sponsored by their organization, 7.1% received support from their relatives, and the rest 4.7% obtained award/bonus from their organizations.

The respondents who travelled with their friends and paid by themselves occupied the highest percentage of the Vietnamese outbound tourists travel independently (60.6%). In contrast, the highest 48% of tour group tourists were paid by their organization.

The percentage of respondents who have ability to revisit Thailand is 91.1%, and ability of recommendation for others is 98.8%. The higher proportion of people will not revisit and recommend belongs to package tour tourists.

**Table 4.9** Other travel patterns of the respondents

Other travel patterns		Travel arrangement		Frequency (n=338)	%
		Package tour travelers	Independent tourists		
Go with	Alone	13 (5.3%)	9 (9.6%)	22	6.5
	Friends	40 (16.4%)	39 (41.5%)	79	23.4
	Family, relatives	80 (32.8%)	26 (27.7%)	106	31.3
	Colleagues	111 (45.5%)	20 (22.2%)	131	38.8
<b>Total</b>		<b>244</b>	<b>94</b>	<b>338</b>	<b>100</b>
Sources of fund	Self	96 (39.3%)	57 (60.6%)	153	45.3
	Sponsored by organization	117 (48%)	28 (29.8%)	145	42.9
	Sponsored by relatives	15 (6.1%)	9 (9.6%)	24	7.1
	Award/bonus	16 (6.6%)	0 (0%)	16	4.7
<b>Total</b>		<b>244</b>	<b>94</b>	<b>338</b>	<b>100</b>
Revisit ability	Yes	217 (88.9%)	91 (96.8%)	308	91.1
	No	27 (11.1%)	3 (3.2%)	30	8.9
<b>Total</b>		<b>244</b>	<b>94</b>	<b>338</b>	<b>100</b>
Would recommend for others	Yes	241 (98.8%)	93 (98.9%)	334	98.8
	No	3 (1.2%)	1 (1.1%)	4	1.2
<b>Total</b>		<b>244</b>	<b>94</b>	<b>338</b>	<b>100</b>

### 4.3 The importance of push and pull factors

In order to identify the most important push and pull motivation factors of Vietnamese tourists to visit Thailand, 15 push factors and 21 pull factors were chosen as result of literature review to figure out the most influential factors in decision making to visit Thailand. As mentioned above, the importance levels of Vietnamese tourists' motivations were expressed with five-point Likert scale.

#### 4.3.1 Push factors

The survey recorded that 3.63 and 1.42 respectively are the highest and lowest mean score of the motivations of Vietnamese tourists when travelling in Thailand. Top five push motivations included:

- 1) to experience a new destination ( $\bar{x} = 3.76$ ),
- 2) to discover Thailand history and culture ( $\bar{x} = 3.33$ ),
- 3) to visit where many people appreciated and recommended ( $\bar{x} = 3.21$ ),
- 4) to enjoy interesting shows and entertainment programs ( $\bar{x} = 3.2$ ), and
- 5) to have a rest and relax after a long hard working time ( $\bar{x} = 2.99$ ).

The three least influential items are “well-being” ( $\bar{x} = 1.93$ ), “visiting friends, relatives” ( $\bar{x} = 1.62$ ), and “revisiting where I lived or visited before” ( $\bar{x} = 1.42$ ).

Comparing with table 3.1 (Guideline of the influential level) we can see that there was no factor that had extreme influence in decision making of Vietnamese tourists to visit Thailand, but they were affected strongly by factor “discovering a new destination”. The factors which rank from 2 to 11 have influence in their decision making, and the rest factors just have “somewhat influence” in their motivation.

**Table 4.10** Important ranking of push motivations of Vietnamese outbound tourists  
(Cronbach's Alpha = 0.892)

<b>Items</b>	$\bar{X}$	<i>S.D</i>	<i>Cronbach's Alpha if an item is deleted</i>	<i>Rank</i>
Experiencing a new destination	3.76	1.099	0.837	1
Learning Thailand history and culture	3.33	1.195	0.832	2
Visiting where many people appreciated and recommended	3.21	1.229	0.835	3
Enjoying interesting shows and entertainment programs	3.2	1.235	0.828	4
Having rest, relax	2.99	1.315	0.832	5
Satisfying abroad traveling	2.97	1.296	0.837	6
Learning more Thai Buddhism	2.85	1.29	0.828	7
Releasing stress and mundane life	2.83	1.295	0.830	8
Satisfying shopping demand	2.82	1.296	0.832	9
Having more time with family member and friends	2.81	1.415	0.832	10
Visiting dream destination	2.77	1.332	0.835	11
Communicating with local people	2.48	1.257	0.839	12
Well-being	1.93	1.167	0.838	13
Visiting friends, relatives	1.62	1.115	0.847	14
Revisiting where I visited/lived before	1.42	0.947	0.845	15

(Note: Push factor ranking is based on mean scores measured on a Likert type scale 1-5)

### 4.3.2 Pull factors

The mean, standard deviation, Cronbach's Alpha if an item is deleted, and rank for pull travel motivations of Vietnamese outbound tourists are presented in the table 4.11. It shows that the pull travel motivations of Thailand tourism ranged from the highest mean score of 3.39 to the lowest mean score of 2.21.

Vietnamese tourists came to visit Thailand because they were attracted by 1) Affordable destination ( $\bar{x} = 3.39$ ), 2) Unique Thailand traditional architecture ( $\bar{x} = 3.26$ ), 3) the similarity characteristics in culture that make Vietnamese tourists easy to adapt ( $\bar{x} = 3.2$ ), 4) the advantage of geography between Vietnam and Thailand ( $\bar{x} = 3.2$ ), and 5) Attractive historical sites ( $\bar{x} = 3.12$ ).

They were not attracted by five most insignificant factors namely service quality of travel agent ( $\bar{x} = 2.69$ ), service quality of tour guide ( $\bar{x} = 2.62$ ), Thailand tourism information ( $\bar{x} = 2.59$ ), the beauty of beaches (2.31), and Thailand tourism advertisement ( $\bar{x} = 2.21$ ).

Thus, there are 18 out of 21 pull motivation factors (rank from 1 to 18) have “influence” and the three left factors (rank from 19 to 21) just have “somewhat influence” in decision making of Vietnamese tourists to visit Thailand.

**Table 4.11** Important ranking of pull motivations of Vietnamese outbound tourists (Cronbach’s Alpha = 0.936)

Items	$\bar{X}$	S.D	Cronbach’s Alpha if an item is deleted	Rank
Affordable destination	3.39	1.197	0.933	1
Unique Traditional Architecture	3.26	1.198	0.933	2
Easy to adapt Thai culture	3.2	1.211	0.932	3
Near Vietnam	3.2	1.179	0.933	4
Attractive Historical sites	3.12	1.126	0.933	5
Service Quality (SQ) of Destination Management	3.11	1.186	0.933	6
Convenient facilities	3.08	1.098	0.933	7
Shopping Paradise	3.05	1.216	0.934	8
Clean - Safety destination	3.02	1.094	0.932	9
Friendly local people	3.01	1.209	0.933	10
Unique Traditional Culture	2.99	1.179	0.934	11
Convenient hotel location and transportation	2.99	1.138	0.933	12

**Table 4.11** Important ranking of pull motivations of Vietnamese outbound tourists  
(Cronbach's Alpha = 0.936) (cont.)

Items	$\bar{X}$	S.D	Cronbach's	
			Alpha if an item is deleted	Rank
Convenient package tour	2.98	1.304	0.934	13
High-tech country	2.95	1.142	0.932	14
Convenient Tour arrangement	2.8	1.227	0.932	15
Unique Thai cuisine	2.77	1.122	0.934	16
SQ of Travel agent	2.69	1.223	0.933	17
SQ of Tour guide	2.62	1.26	0.934	18
Plentiful Thailand tourism information	2.59	1.164	0.934	19
Nice beaches	2.31	1.184	0.936	20
Interesting advertisement	2.21	1.151	0.934	21

(Note: Pull factor ranking is based on mean scores measured on a Likert type scale 1-5)

## 4.4 The relevance between travel arrangements and motivations Vietnamese tourists

### 4.4.1 Travel arrangements and push factors

The differences between travel arrangements in travel motivations were examined by using independent sample t-test analysis.

**Table 4.12** Mean score of various push factors among respondents from different  
travel arrangements

Package tour travelers			Push factors	Independent tourists		
Mean	S.D	Rank		Rank	S.D	Mean
2.98	1.357	6	Having rest, relax	3	1.207	3.01
2.84	1.318	7	Releasing stress and daily routine	8	1.240	2.81

**Table 4.12** Mean score of various push factors among respondents from different travel arrangements (cont.)

Package tour travelers			Push factors	Independent tourists		
Mean	S.D	Rank		Rank	S.D	Mean
3.80	1.123	1	Experiencing a new destination	1	1.031	3.64
2.82	1.377	8	Visiting my dream destination	9	1.203	2.63
3.42	1.205	2	Discovering Thailand history and culture	2	1.140	3.09
2.43	1.294	10	Communicating with Thai people	9	1.149	2.63
3.33	1.223	3	Enjoying interesting shows and entertainment	7	1.203	2.85
2.98	1.312	6	Learning more Thai Buddhism	10	1.166	2.51
2.76	1.405	9	Having more time with family member and friends	5	1.439	2.95
3.29	1.253	4	Visiting where many people appreciated and recommended	4	1.139	2.98
2.76	1.234	9	Satisfying shopping need	4	1.436	2.98
1.37	0.915	13	Revisiting where I visited/lived before	13	1.018	1.56
1.47	0.992	12	Visiting friends, relatives	12	1.317	1.99
3.01	1.300	5	Satisfying abroad travel need	6	1.287	2.88
1.87	1.146	11	Well-being	11	1.214	2.07

The result expressed two most significant factors that have strong influential level on motivation of package tour travelers include “experiencing a new destination” ( $\bar{x}$ = 3.80, SD =1.123), “discovering Thailand history and culture” ( $\bar{x}$ =3.42, SD = 1.205). Next, there are nine motivation factors that have level of “influence” in their decision to Visit Thailand, namely “enjoying interesting shows

and entertainment" ( $\bar{x} = 3.33$ ,  $SD = 1.223$ ), "visiting where many people appreciated and recommended" ( $\bar{x}=3.29$ ,  $SD = 1.253$ ), and "satisfying abroad travel need" ( $\bar{x} = 3.01$ ,  $SD = 1.300$ ), "having rest, relax" ( $\bar{x}= 2.98$ ,  $SD = 1.207$ ) and "learning more about Thai Buddhism" ( $\bar{x}=2.98$ ,  $SD = 1.166$ ) have the same mean. "Releasing stress and daily routine" ( $\bar{x}=2.84$ ,  $SD = 1.240$ ), "visiting my dream destination" ( $\bar{x}=2.82$ ,  $SD = 1.203$ ), and two others at the same mean of 2.76 "having more time with family member or friends" ( $SD = 1.439$ ), "satisfying shopping demand" ( $SD = 1.436$ )

On the other hand, there are two most important reasons for independent tourists are "experiencing a new destination" ( $\bar{x} = 3.64$ ,  $SD = 1.031$ ), "discovering Thailand history and culture" ( $\bar{x}=3.09$ ,  $SD = 1.140$ ). Followed by "having rest and relax" ( $\bar{x}=3.01$ ,  $SD = 1.207$ ), "visiting where many people appreciated and recommended" ( $\bar{x} = 2.98$ ,  $SD = 1.139$ ), "satisfying shopping demand" ( $\bar{x} = 2.98$ ,  $SD = 1.436$ ), and "having more time with family members or relatives" ( $\bar{x} = 2.88$ ,  $SD = 1.287$ ). The individual travelers were not affected by the factor "revisiting where I visited before" ( $\bar{x} = 1.56$ ,  $SD = 1.018$ ).

Thus, the results revealed that there are some similar and difference motivations between two groups of travelers. "Experiencing a new destination", "discovering Thailand history and culture", and "visiting where many people appreciated and recommended" are the same reasons for them to visit Thailand. Although they have the same motivation of "visiting friends, relatives" and "revisiting where I visited or lived before" but these factors received very low influential level of motivation. In term of differences, meanwhile package tour travelers would like to travel to Thailand to "enjoy interesting shows and entertainments" and "satisfy abroad travel need", independent tourists had different motivations because their motivations are "to have a rest and relax", "to satisfy shopping need", and "to have more time with their family members, relatives".

In order to see clearly the significant difference in motivations of the Vietnamese tourists between two travel arrangements, the following part will be the illustration of the different perspectives of them about different push and pull motivation dimensions. The result based on the interviews with both independent and package tour travelers who came to visit Thailand from Vietnam.

The result of the interview process showed that the push motivations of Vietnamese tourists including “having rest and relax”, “experiencing a new destination”, “enhancing relationship”, “enjoying interesting shows and entertainment”, “visiting where many people appreciated and recommended”, “visiting Thailand historical and cultural sites”, “revisiting where I visited before”, “shopping”, “visiting friends, relatives”, “learning more about Thai Buddhism”, “MICE”, and “finding a business opportunity”.

The interview results also revealed that meanwhile the dominant motivations of independent tourists are “having a rest and relax”, “shopping”, and “visiting friends, relatives”, tour group tourists would like to visit Thailand to “enjoying interesting shows and entertainment” .

### **Experiencing a new destination**

The major respondent agreed that beside the domestic tours, discovering a new destination is their new trend nowadays. Expecting to be experienced a new landscape, new culture, new tourism environment, they decided to travel abroad and Thailand is one of their first choice.

“Now, after retired I have more free time, I want to travel somewhere to discover more new land, new culture. During my working time, I also spent a lot of time on traveling around the country. Now I want to experience some new strange things or a truly international tourism environment. I started my plan from Thailand – a country is not far from Vietnam” (a tourist who bought a package tour to Bangkok – Pattaya, personal communication, 10/2/2014)

Unlike the motivation of package tour travelers, individual tourists wanted to discover other destinations in Thailand which are not included in the package tour in Thailand. One of a couple who was travelling independently said that:

“To be honest, most of destinations where I visited before had no difference. They looked quite similar, and service quality was not improved; exploring a new strange destination is my main purpose in this trip” (one of a couple who was joining an independent tour in Thailand, personal communication, 10/2/2014).

Two independent tourists who were going to Suvanabhumi airport to go back Vietnam claimed that: “I booked a tour to Thailand 3 years ago, but at that time I

just visited Bangkok and Pattaya. At this time I chose to do it by myself with my friends because in tour we could not discover some attractive destinations, such as the ancient city of Ayutthaya, The dead railway in Kanchanaburi province, or the beauty of Phuket. We also wanted to experience a strange feeling when booked a train from Ayutthaya to Bangkok because it's quite interesting and extremely cheap. If I booked a tour, although it would be cheaper, I would not have a chance to taste such a very delicious traditional Thai food in some vendors along Bangkok streets" (One independent tourists, personal communication, 15/2/2014)

### **Knowledge seeking (Including Discovering Thailand history and culture)**

Observing new different things from national culture is one of the motivations of almost respondents. In addition, opening vision, seeking for knowledge about Thai culture, history and society play an important role in making a decision to travel abroad, include travel to Thailand of Vietnamese tourists. They believed that throughout each trip to each country, they can enrich their knowledge, reinforce their overview about Thailand in general.

"...In order to know another culture, another lifestyle, I decided to travel abroad to see the world. What I know about the world is limited, I need to enrich myself" (One package tour tourist, personal communication, 7/2/2014).

One young student who was travelling individually stated that "Thailand history and culture are quite different from our country; learning these new things is a big opportunity for me to enrich my knowledge in this journey" (personal communication, 8/2/2014).

"...I want to travel, especially to other countries because I do not want to be an out of date person. People said that "how can you become more smart if you stay at home", so I decided to travel, especially abroad travelling. After each trip I can get a lot of new different things to talk with my friends or family members..." (An independent tourist, personal communication, 12/2/2014)

### **Enjoying interesting shows and entertainment**

There are two different ideas around the factor “interesting shows and entertainment” between two travel arrangements. The qualitative research found that tour group tourists were extremely interested in both stripped shows and cultural show. However, independent tourists were not affected by this factor, they just wanted to see the cultural shows to understand more about Thai’s culture and history.

“After a long hardworking time, it’s marvelous moments for all of us to have a chance to enjoy such very interesting shows in Thailand. I am really keen on animal shows, such as crocodile show, pig show, tiger show. It is very funny. Besides, night activities are very plentiful, especially tripled show in Pattaya and some walking streets. We did not have enough time to enjoy everything...” (One package tour traveler, personal communication, 15/2/2014).

A female independent tourist shows her disappointment when she forced to see too many shows in one tour that she booked before: “the first time I visited Thailand I was also very excited to see those interesting shows. To be honest, they were so boring. One more thing, I will no longer see sexy show in Pattaya. It is so rude and not suitable to our culture. We cannot study anything from here to apply for tourism industry in Vietnam” (personal communication, 18/2/2014)

### **Curiosity (or visiting a place where many people appreciated and recommended):**

There were six Vietnamese tourists had the same desire to visit the place where many people said that “it is a free sex and gender country”. They were very curios of this cultural characteristic because it is illegal in Vietnam.

“It is a long time I’ve ever heard that there is one special service in Thailand called “sex industry”. For me, it is too new and different because as far as you know, sex, prostitute, and even transgender is not accepted in our country. We just come here to see ourselves some lady boys, some sexy shows, and some free walking streets. One more important thing that push me to travel to Thailand is that I am curios of Thailand about the way they attract foreign tourists to visit and buy their local products meanwhile they do not have many natural resources to develop tourism

industry as what we have in Vietnam, especially in the area of Bangkok and Pattaya”. (One independent tourist, personal communication, 18/2/2014)

“This trip I combine both travelling and doing business. I want to find an opportunity to enlarge our market. Besides, many people said that Thailand is considered a free sex service, therefore I want to be satisfied my curiosity of sex, seeking for the demand of sex...” (An independent tourists, personal communication, 10/2/2014)

And women also have curiosity of this sensitive service:

“Well, Thailand is very famous in transgender and cosmetic surgery, especially the image of so many very beautiful lady boys. Most of my friends said like that. I come here to see them” (A women who bought a package tour, personal communication, 11/2/2014)

They also were affected by the recommendation of others after their trip to Thailand. One woman who bought a package tour said that “the monk in a pagoda which is near my home and some my friends recommended that Thailand is a beautiful country with many unique temples and outstanding architecture. I really want to come here to see how difference it is in the culture and lifestyle of the Buddhism country” (One tour group tourist, personal communication, 11/2/2014).

“After finishing the trip to Thailand, many people went home and recommended that Thailand is an ideal destination to visit nice temples, unique architecture, and very friendly kind Thai people. One more thing that push me to visit Thailand is that I am really interested in Buddhism culture, and I know that Thailand has 95% Buddhism religion, therefore I want to come here to visit Thai Buddhism culture, to see the difference in Buddhism between Vietnam and Thailand” (One women who bought a tour, personal communication, 12/2/2014)

### **Having rest, relax**

In comparison with package tour, independent trip is considered the way for them to have a rest or relax. One tour group tourists claimed that “due to the tight schedule of the tour, we were exhausted after a long journey on a bus from Bangkok to Pattaya with so many attractions and shopping malls” (Interview No.10). Agreed with

interviewee No.10, most of independent tourists chose to do it by themselves because they would like to have more free time to relax.

“Although a tour which I did it by myself is much more expensive but I still feel happy because I can do anything that I like. To be honest, travelling is one solution for us to have a rest and relax. I would like to organize a trip by myself because I do not want to depend on anyone else. If I book a tour, I think it is not truly relaxed time because of the tight tour itinerary” (Two independent tourists, personal communications, 12/2/2014).

“After a long period of hard working, travelling time is short but precious time for me to relax with my friends and colleague. We can choose anywhere to go, any food to eat, and any type of services that we like to have a happy time together” (An independent tourist, personal communication, 18/2/2014).

### **Enhancing relationship (having more time with family members or friends)**

With the purpose of building relationship between friends or colleagues, some of respondents stated that throughout a trip, their friendship would be closely tied and improved within their activities. The interview result recorded the perspective of independent tourists about this motivation factor only.

“We are very busy with our job during our working time, we have no time to relax or to be happy together. This is an opportunity for us to escape from our working pressure and just focus on relax, travel, and enjoy some special Thai food together” (One independent tourist, personal communication, 12/2/2014)

Sometimes, it is simple as the way they pay attention or keep an eye on their relatives. Interviewee number 13, one of six package tour travelers shared: “I just finished my Master course in England and went back to Vietnam two months ago. It’s for a long time I haven’t had time with my lovely family, especially my parents. Before restarting my job in my office, I want to have more time with all my beloved family members who unconditionally love me and gave me a chance to make my dream of overseas study become reality”

Some people tried to take advantage from a free period of time when they are still single to travel with their friends:

“We were classmates in the University, each of us is in different province. It is three years since graduated we haven’t met each other. Because one of us is studying here, thus we want to visit her and have more time to happy together before we get married. It may be very busy if we have a private family life and we also might not have a chance to travel together like this” (One independent tourist, personal communication, 15/2/2014)

One traveler bought package tour to Bangkok and Pattaya shared an opposite opinion about this motivation factor when he state that “I wanted to find a free time with our family during the trip but as you see, were very busy to go sightseeing and shopping from early morning to the end of day. I have never thought that a tour made me so tired like that”. (One tour group tourist, personal communication, 15/2/2014)

In addition, friends, relatives always have a crucial position in the heart of each people. Because of many different reasons they do not have a chance to meet each other continuously. Taking advantage from the trip to Thailand is a good opportunity for them to have more time together.

“I have an elder brother who has been studying in Bangkok. I haven’t met him for over one year. My parents died ten years before. He, thus, is very important in my life. On the occasion of his final thesis defense, I come to Thailand to attend this event, to meet him and to travel in Thailand” (An individual tourist, personal communication, 15/2/2014)

“We have so many friends who are both studying and working in Thailand. It is very convenient for us to visit Thailand because we can combine both visiting our friends and having unforgettable memory together in Thailand. It’s great!” (An independent tourist, personal communication, 15/2/2014)

### **Shopping**

Being known as a “shopping paradise”, Thailand attracts more independent tourists rather than tour group tourists from Vietnam for this pull factor. However, generally, they were very happy when talking about shopping and big sales promotion in Thailand.

“It cannot be denied that Thailand is a shopping paradise. There are varieties of product with good brands that can meet the need of many different levels of tourist from low income to higher. I see that there are many big sale programs around the year. I like shopping. Together with my friends, I spent five days in Thailand on going shopping and sightseeing but I still want to buy more. I hope I can earn more money to come back here at the end of this year when there are many big promotion campaigns” (One independent tourist, personal communication, 15/2/2014).

One guest in tour group mentioned the image of Thailand as a high tech country:

“I heard that Thailand is very famous for technology with many high quality products. I want to find good quality products to use in my family therefore we decided to travel to Thailand. However, what a pity, most of products in shopping malls where we visited were very expensive. It is unreasonable price in comparison with the pocket of almost of Vietnamese tourists” (One tour group tourist, personal communication, 10/2/2014).

Besides, the qualitative research also found some new push motivation factors that should be put into consideration.

### **Finding a business opportunity**

Nowadays, international collaboration becomes more widespread and convenient due to the development of the economy and demand of human being. Realizing benefits that they can get from Thailand business market, many people come to find themselves opportunities to develop their business.

“I am a tour operator in Vietnam. We have been launching package tours to Thailand for a long time but this is my first time in Thailand. I come here to do survey market, services and some more destinations which are different from Bangkok and Pattaya to introduce our guests.

To be honest, besides the familiar destinations that included in package tour, there are too many others attractive destinations that we experienced during this trip. What a pity, we have ignored those for a long time because all tour companies in Thailand do not use them as a tourism product. I think after my survey, many new tour products will be opened to meet varieties of need of our guests.

In addition, there are many similar and different characteristics in Asian culture. Toward the establishment of AEC, I want to experience the unique culture of each Asian country, and Thailand is one of the most attractive destinations that I appreciate and choose first. We also have collaborations in Thailand. We want to exchange opportunity to work together in a near future” (One package tour traveler, personal communication, 15/2/2014)

“This is the fifth times I have ever been to Bangkok. I have total 10 days in Thailand both for travelling and finding collaborator for my business. Now my company has launched a new branch to Thailand. I come here to look for more business market and chances to enlarge our branch here” (An independent tourist, personal communication, 14/2/2014)

### **MICE**

Beside those motivations as mentioned above, attending conference, meeting, or exhibition are also important purpose of some Vietnamese tourists. “MICE tourism” seems to be new trend for them, especially to whom working as professional (lecturer, doctor, researcher and others) and sales. Within the conference or exhibition, they can enhance their network with their international collaborators; in addition, after the event, their position in business and their job place will also be improved.

“Each year we attend exhibition that relates to our business – educational furniture. This event is annually organized once a year with the participation of a hundreds of big company all over the world. Attending the event is a chance for us to exchange technique with our collaborators worldwide, learn the way to develop market, and find more opportunities to export our products as many as possible to the world” (One tour group tourist, personal communication, 10/2/2014)

“My colleagues and I joined an international conference that concerns about technology and information. After the event we can enrich ourselves in our fields, exchange knowledge with our colleague both in Thailand and many other countries. We believe that after the conference, the knowledge that we have leant here will be very useful for my lecture, and especially it can be applied in practice in Vietnam” (One independent tourist, personal communication, 15/2/2014)

### 4.4.2 Travel arrangements and pull factors

The table 4.13 demonstrates the significant differences in pull factors between different travel arrangements.

The most outstanding feature to note is that “affordable destination”, “Unique Thailand traditional architecture”, and “easy to adapt due to the similar culture” are the main full factors that attracted both Vietnamese tour group and individual tourists to Thailand.

The table also shows some differences between them. Tour group tourists were affected by the motivation factors namely: “convenient package tour” ( $\bar{x}$ =3.28, SD = 1.185) and “service quality of destination management” ( $\bar{x}$  = 3.25, SD =1.186). On the contrary, independent tourists were attracted by factors “near Vietnam” ( $\bar{x}$  = 3.22, SD = 1.002), “shopping Paradise” ( $\bar{x}$  = 3.19, SD = 1.188), and “impressive historical attractions” ( $\bar{x}$  = 3.14, SD = 1.107).

**Table 4.13** Mean score of various pull factors among respondents from different travel arrangements

Package tour travelers			Pull factors	Independent tourists		
Mean	SD	Rank		Rank	SD	Mean
2.26	1.160	18	Nice beaches	15	1.243	2.42
3.12	1.135	7	Impressive Historical sites	6	1.107	3.14
3.04	1.215	9	Unique traditional culture	11	1.078	2.86
3.26	1.220	3	Unique traditional architecture	2	1.143	3.27
2.85	1.213	15	SQ of travel agent	17	1.153	2.27
2.86	1.267	14	SQ of tour guide	20	1.011	2.00
3.25	1.186	4	SQ of destination management	12	1.118	2.76
2.98	1.244	12	Friendly local people	7	1.115	3.11
3.08	1.160	8	Convenient facilities	8	0.923	3.09
3.40	1.234	1	Affordable destination	1	1.102	3.37

**Table 4.13** Mean score of various pull factors among respondents from different travel arrangements (cont.)

<b>Package tour travelers</b>			<b>Pull factors</b>	<b>Independent tourists</b>		
Mean	SD	Rank		Rank	SD	Mean
2.97	1.160	13	Convenient hotel location and transportation	9	1.081	3.04
2.98	1.224	12	Suitable tour arrangement	16	1.118	2.35
3.00	1.226	11	Shopping Paradise	4	1.188	3.19
3.22	1.261	5	Easy to adapt due to similar culture	5	1.075	3.16
2.21	1.187	19	Interesting advertisement	18	1.061	2.22
2.59	1.178	17	Various Thailand tourism information	14	1.133	2.61
2.67	1.111	16	Unique cuisine	10	1.115	3.03
3.28	1.185	2	Convenient package tour	19	1.277	2.20
3.04	1.131	9	High-tech country	13	1.138	2.71
3.01	1.097	10	Safety destination	9	1/091	3.04
3.19	1.242	6	Near Vietnam	3	1.002	3.22

When being asked about the main full factors which were strongly influenced them in decision making to travel to Thailand, Vietnamese tourists were excited to talk about the most impressive things of Thailand. On their point of view, the external motivations that played important roles in attracting them to Thailand, including:

- 1) Time availability
- 2) New strange different services
- 3) Award for hard work
- 4) Service quality of travel tour guide
- 5) Service quality of destination management
- 6) Affordable destination
- 7) Easy, convenient immigration policy
- 8) Unique architecture, historical sites, and landmarks

- 9) Interesting shows and entertainment
- 10) Shopping Paradise
- 11) Friendly, kind local people
- 12) Thailand traditional cuisine
- 13) Geographical proximity
- 14) Media influence
- 15) Language advantage

The qualitative result expressed that there are eight general pull factors that attracted both independent and tour group tourists, namely “affordable destination”, “unique traditional architecture”, “easy to adapt due to the similar culture”, “award for hard work”, “service quality of destination management”, “friendliness” of Thai people, “shopping paradise”, “easy, convenient immigration policy”, and “geographical proximity”. Among of them, “affordable destination” and “unique traditional architecture” are two most significant factors which have strong impression on the decision of Vietnamese tourists.

Simultaneously, the interview results also help us distinguish the differences in motivation of Vietnamese tourists between two travel arrangements. Tour group tourists were affected by “time availability”, “new strangle services”, “service quality of tour guide”, and “interesting shows and entertainment”. Being different from that, independent tourists were affected by “media influence”, “Thai traditional cuisine”, and “advantages of language”.

### **Affordable destination**

“I am working as a lecturer, therefore, I am not rich enough to travel usually. Before travelling to a destination, I have to consider my budget. In comparison with other countries, price tour Thailand is very reasonable” (One package tour traveler, personal communication, 19/2/2014).

“I stayed here seven days already. I will continue to revisit Thailand next year. You know that now we have a lot of free time, but our children live too far from us. I have one daughter and one son, but one of them has been living in Germany for twenty years, and the others got married, she is very busy with her job and her private family. They asked me to live with them but I think it is very inconvenient and

uncomfortable. We do not want to disturb them. While travelling here I realize that the living cost in Thailand is inexpensive in comparison with the price in Hanoi where I live. With our retired salary and support from our children, we are affordable. Therefore, I decide to revisit here around one to two months to change atmosphere and feel better physical health” (One senior independent tourist, personal communication, 15/2/2014)

“We like travelling to Thailand because the price is very reasonable, especially street foods and shopping price” (One student who chose to travel individually, personal communication, 12/2/2014)

“I am an office staff so I am not rich enough to travel frequently. In comparison with domestic tour or package tour to other countries, I think that package tour price to Thailand is suitable with my wallet” (One package tour traveler, personal communication, 11/2/2014)

### **Unique architecture, historical sites, and masterpiece landmarks**

A family includes parents, a son and his younger sister. The son stated that “I am interested in Thailand architecture, especially architecture of temples and palaces. I did visit Grand Palace, Vimanmek Mansion, and Golden Buddha temple in China Town. I do not know how they can build such very magnificent temples like that, it’s precise in each detail” (one independent tourist, personal communication, 09/2/2014)

“It is very difficult for me to identify which is the most impressive one in Thailand. It just can be architecture. I love traditional architectural characteristics of Thai temples and buildings” (One package tour traveler, personal communication, 10/2/2014)

### **The advantages of geographical proximity**

The distance is one of the advantages for Thailand to attract more Vietnamese tourists. One package tour traveler excited: “...And another reason that has strong influence in my decision to visit Thailand is that Vietnam is quite near Thailand. It takes me only one and a half hour to flight from Vietnam to Thailand” (personal communication, 13/2/2014)

An independent female tourist, who was travelling with her young son in Bangkok said that: “Beside the attractive low cost airline, especially the night flight of Luhansha airlines, location is also a criteria for me to choose a destination. I can book a night flight ticket to departure from Ho Chi Minh City in the night of Friday to Thailand and go back to Vietnam in the night of Sunday to restart my daily working tomorrow morning. For me, two days in Thailand to relax and go shopping is the best choice for a perfect weekend” (personal communication, 7/2/2014)

A woman who was travelling with 5 other friends shared that “it is simple that Thailand is very near Ho Chi Minh City and not too much expensive. Anytime I have free time, I usually book ticket to travel to Thailand with my friends. I cannot remember how many times I have ever been here”. She also added “If there were any flight from the Center of Vietnam to Bangkok, I think it would attract more visitors from Vietnam because many my friends want to visit Thailand, but they are forced to transit in Hochiminh City before arriving Bangkok, so they cannot join the trip with us this time” (personal communication, 10/2/2014).

### **Service quality of destination management**

In this research method, between two travel arrangements, there is also a different opinion about service quality of destination management.

“I am very satisfied with service quality of Thailand tourisms, especially the way they manage destinations although most of places where we went to visit were very crowded” (One tourist who bought a package tour, personal communication, 10/2/2014)

“It’s value for money, to be honest. Most of staff and local people were also very polite, open heart, and willing to help us. I dissatisfied with hotel service except their staffs. I also have strong impression with staffs who were selling along the streets” (An individual tourist, personal communication, 15/2/2014)

A group of independent tourists include parents, a son, a daughter and two other their friends who just finished their relax time in Coral island in Pattaya showed their irritation about the service quality: “It’s unhuman, they cheated us like a child. We thought that they told us the price of scuba diving in Thai Baht, but in fact they charged us in USD. In the island, we did not know how to explain, we did not

complain this issue with anyone else. We were forced to pay money for them to come back here.” (Personal communication, 12/2/2014)

### **Shopping Paradise**

“The thing that I love shopping in Thailand very much is that there are varieties of products with good quality which can satisfy need of different levels of tourist come to visit Thailand. However, to be honest, most of products in the shopping malls where we visited have unusually high price. Most of us were unaffordable to buy or it is worthless for us to buy such a very expensive product like that” (One tour group tourist, personal communication, 10/2/2014).

“I am attracted by promotion campaigns of Thailand. We can find big sales in many shopping malls around the year, especially on some special occasions, such as mid-year, the end of year, Christmas Eve or New Year” (An independent tourist, personal communication, 12/2/2014).

Moreover, during the interview, Vietnamese tourists also expressed their excitement when being attracted by external factors.

### **Time Availability**

Regarding to the question “Why do you choose Thailand to visit?”. Resource of time is considered an important external factor that has strong influence to motivation of some respondents who are retired. They claimed that “You know that before we were very busy with our job, our children, with thousands of relationship that we had to handle; especially, the most crucial thing is that we needed time to earn our living. But now after retired, our children are grown up enough; we do not have to worry about anything. Therefore, it is the time for us to take our plan into action: travelling somewhere” (One tour group traveler, personal communication, 10/2/2014).

“Living now is full of pressure, whenever I have free time, I usually spend on travelling with my friends. Weekend or national holidays are the best chance for us to prepare a pack to travel somewhere. However it is not enough time and economic condition for us to travel exterior Vietnam” (One independent tourist, personal communication, 14/2/2014)

### **New strange different services**

One female tourist who joined in an exhibition and a farmer female had the same idea when admitted that “To be honest, Thailand has too many strange and different services that I have never experienced before – They are quite interesting and made me curious and shocked!” (One tour group tourist, personal communication, 15/2/2014)

“I have travelled to many countries already. Each country has its own unique cultural, historical, and social characteristics. I am really fond of travelling to see the different between them. Being experienced is the way that not only makes me stronger but also helps me learn more knowledge about our neighboring countries. Thailand is a country that I can find so many new interesting things. I have impression with animal circus, shows, and wild animal zoo (Safari World)” (A tour group tourist, personal communication, 10/2/2014).

### **Award for hard work**

“To be honest, we were sponsored by our company for what we distributed and donated for our company. Those people are the most successful ones who brought the highest profit for the company in the previous year” (One tour group tourist, personal communication, 10/2/2014)

“It’s for a long time we haven’t had a free time. I think that it’s the time for us to relax and escape ourselves from our work and daily routine. We should travel outside our country to see the world when economic condition permits and our family members support” (An independent tourist, personal communication, 12/2/2014)

### **Easy, convenient immigration policy**

One tourist in a tour group includes 15 members to Bangkok and Pattaya shared her experience: “There are three reasons that make me travel to Thailand. Firstly, I can travel to Thailand easily because it is no need for me to have a visa. Secondly, currency exchange between VND and Thai Baht is not too much expensive, therefore this is an affordable tour. Thirdly, I heard that Thailand is a developed tourism industry, I want to experience and study from our neighbor country to know why we cannot do like that” (personal communication, 15/2/2014).

The interviewee No.12 was very excited when talking about her trip with her friends and grandfathers: “I have never thought that I can organize one tour to other country by myself. Just three weekend days I can travel abroad with my friend and my grandfathers. It is very simple and convenient. No visa required, just 2 hours I can arrive to Thailand” (One independent tourist, personal communication, 12/2/2014)

### **Interesting shows and entertainment**

This is the factor that did not receive any support idea from independent tourist. Meanwhile, most of package tour travelers were strongly affected by this factor.

“During the tour I was very excited with the stripped show in Pattaya and lady boy show in Bangkok. Unimaginable, that’s the most splendid shows that I have ever seen. How about the artists? They are genius artists” (One package tour traveler, personal communication, 12/2/2014)

Another visitor who was travelling with his friends in a package tour shared: “We have ever heard of Thailand tourism industry, especially the adult services in Pattaya for a long time. The recommendation made us curios to come here to enjoy this strange service which is not available and illegal in our country” (personal communication, 13/2/2014)

### **Friendly, kind local people**

When being asked “What do you like most in Thailand?” almost of respondent also have the same answer that “Friendly and kind Thai local people”. It seems that Thai people is a specialty of Thailand because most of Vietnamese tourist also have very good impression of them. One tour group tourists shared his felling: “I did not have much time to communicate with Thai people, but I think 5 days is enough for me to say that Thai are very friendly and the most good-natured persons” (One tour group tourist, personal communication, 10/2/2014).

When talking about Thai people, independent tourists also confessed that “Before coming here I heard about unstable politic of Thai. But when I came here, I realized that it is a safe country with the most kind and friendly people. They were

willing to help us whenever we asked” (One independent tourist, personal communication, 8/2/2014).

Another independent tourist who went to visit her elder brother and had 10 experienced days in Thailand shared: “During 10 days in Thailand with my brother, I had much time to communicate with Thai people. To be honest, I have the best impression of them. I like their culture in public area and the way they treat foreigners no matter who you are, where you are from...There are many things I had better study from them” (personal communication, 8/2/2014)

### **Advantage of independent tour**

In comparison with package tour, Vietnamese tourists found it convenient when doing it by themselves. Although it is more expensive than package tour but they can discover Thailand by their way. No matter how far it is, exploring and experiencing as much new things as possible is their purpose when visiting Thailand.

“I would like to travel with my friends independently because we can visit more nice landmarks that do not include in package tour. If we join in a tour I might not have a chance to taste such very delicious foods like what we ate yesterday along the street. Moreover, we can communicate with local people in English so we can appropriately manage our time to visit as many places as possible” (1 of two independent tourists, personal communication, 12/2/2014)

### **Media influence**

“When I was a high school student, I remember that I watched a Chinese series namely “Following the dream” (Vietnamese named “Mua mua o Bang Coc” or Rainy season in Bangkok). Then, I also watched a movie that is in collaboration between Vietnam and Thailand with the name “Tinh xa”. I was extremely impressive with nice landmarks, very beautiful actresses and handsome actors, especially they are very kind people. But I did not know exactly which landmarks they are. Therefore I decided to visit Thailand to discovery what I was seen on the television. And the most important thing is that I can experience Thai authentic culture, meet very impressive Thai people” (one of two independent tourists, personal communication, 9/2/2014).

### **Language advantage**

“In recent society, English in private and language in general is not a big barrier for us to travel abroad. Besides, we have so many friends who are working, studying in Thailand. Especially, we can search any related Thailand tourism information on the internet. Therefore, we decide to organize this trip by our self, we do not want to be disturbed or to obey any regularly of a package tour” (one independent tourist, personal communication, 8/2/2014).

### **4.5 Open-ended survey results**

In addition, from the open ended questions, the most frequently cited positive comments were about friendly local people (65%), attractive landmarks with many new different services (62%), unique historical sites and traditional culture (46%), and unique traditional architecture (32%).

For negative comments, 55% of tour group tourists complained about food which had very bad quality during the tour, 70% of them agreed that traffic congestion is the main factor that caused their tour was delayed or cancelled. Telecommunication received 45% complaints, followed by disadvantage languages (23%), street cleanliness (18%) and tour guides (15%). For independent tourists, public services (for instance taxi and tuk tuk driver or shopping mall staffs) received the highest proportion of complaints (45%), the disadvantages of language accounted for 38% because there are many service staffs could not communicate in English. The same as package tour travelers, individual tourists also complained about the quality of telecommunication (43%), the cleanliness of the city streets and polluted environment (27%).

### **4.6 Summary**

In short, the results above show that “Affordable destination”, “Unique Thai traditional architecture”, “The geographical proximity advantage”, “Easy to adapt due to the similar culture” are the four influential pull factors of the Vietnamese

outbound tourists to visit Thailand. In regard of push motivations, tour group tourists would like to travel to Thailand because they want “to experience a new destination”, “to discover Thailand history and culture”, and “to visit where many people appreciated and recommended”.

The findings also expressed some significant differences in motivations to visit Thailand between two travel arrangements. For example, in term of push factors, independent tourists would like to visit Thailand to have a rest and relax, to have more time with family members or friends, to satisfy the need of shopping; however, package tour travelers would like to enjoy interesting shows and entertainment, to satisfy the need of abroad travelling. In term of pull factors, package tour travelers were attracted by service quality of destination management, the convenience of package tour; meanwhile independent tourists were attracted by the factors name “shopping paradise”.

## **CHAPTER V**

### **DISCUSSION**

#### **5.1 Introduction**

The literature review has suggested a number of variables that push and pull travelers to travel. In 1977, Dann pointed out that the internal factor can push individuals to destination while pull factors are those at a destination that can attract the visitors. In this research, 18 studies which used push and pull as the major theory will be the empirical evidences about motivations of tourists when travelling. Among of them, six researches were focused on the motivations of foreign tourists to visit Thailand.

As well as, the investigation was conducted to identify push and pull factors which drive motivations of Vietnamese outbound tourists to visit Thailand. This chapter, therefore, will be the important part which helps us to realize the similar and the different motivation factors between Vietnamese tourists from two travel arrangements and between Vietnamese tourists and other foreign tourists to Thailand. Consequently, the most significant motivations of Vietnamese outbound tourists will be illuminated and the final result for the questions of the research will be examined.

#### **5.2 Similarities in motivation factors between two travel arrangements**

##### **5.2.1 Similarities in push motivational factors**

The result from quantitative research method pointed out that Vietnamese independent and package tour travelers have some similar reasons for travelling to Thailand, such as “experiencing a new destination”, “discovering Thailand historical and cultural sites”, and “visiting where many people appreciated and recommended”. Among of them, the factor “experiencing a new destination” shows both the similarity and difference in the push motivation of Vietnamese tourists.

Thus, the result above shows that the most significant factor that motivates Vietnamese tourists to visit Thailand is to “experiencing a new destination”. This motivation factor is similar to the factor “exploration” which was mentioned in the research of Crompton (1979) and Lu (2011), or the factor “novelty” in the research of Hanqin & Lam (1999), Jang & Cai (2002), Correia et al (2007), Qiao et al (2008), and Youseri & Marzuki (2012). In other word, Vietnamese outbound tourists have the same motivation of Chinese tourists to Hong Kong, Chinese tourists to Canada, British outbound tourists, Portuguese outbound tourists, Chinese tourists to South Korea, and international tourists to Penang, Malaysia.

The second similar motivation factor is “to discover cultural and historical sites”. Both Vietnamese independent and package tour travelers also have a desire to understand more about Thailand history and culture via system of palaces, temples, and other historical sites. This factor relates to concept of “knowledge seeking” that has been found in previous researches of many authors. This is one of the five factors that pushed Chinese tourists to Hong Kong (Hanqin & Lam, 1999). Jang & Cai (2002) stated that “being improved knowledge” is the main reason for British outbound tourists to select a destination. After that, in 2006, Jang & Wu investigated the travel motivation of Taiwanese senior tourists and found that obtaining knowledge from the destinations where they visit is the factor that motivate them to travel. By exploring motivations of Portuguese tourists, Correia et al (2007) concluded and explained that knowledge is the special factor which relates to the needs for increasing understandings, knowing different cultures and lifestyles, and enriching oneself intellectually. Other investigators, including Mahammad & Som (2010), Hsu et al (2007), and Youseri & Marzuki (2012), respectively, supported for the last studies finding when they pointed out that “knowledge seeking” is the reason for foreign tourists to Jordan, Chinese senior tourists to Beijing and Shanghai, and inbound tourists to Penang, Malaysia.

When talking about “curiosity”, Crompton (1979) argued that “novelty” means curiosity, adventure, and new experience. However, in this study, the result from qualitative research expresses that the recommendations and appreciation from others make Vietnamese tourists curios and want to visit Thailand. This factor is very close to factor ‘physical needs’ that was examined in the research about motivations

of Chinese tourists to South Korea of Qiao et al (2008). Regarding to this motivational factor, Mohammad & Som (2010) also concluded that “fulfilling spiritual needs” is the factor that has strong influence to motivation of foreign tourists to Jordan.

### **5.2.2 Similarities in pull motivational factors**

As in the aforementioned results, “affordable destination”, “easy to adapt due to the similar culture characteristics”, and “unique traditional architecture”, are three major pull factors that have found in the quantitative method.

“Affordable destination” is the first similar pull motivation of Vietnamese outbound tourists in comparison with other foreign tourists. This relates to factor “budget” which is one of seven pull motivation factors was identified by Yuan & McDonald in 1990. This is also the factor that affected motivations of Taiwanese tourists together with the factor namely “event” (Jang & Wu, 2006). The same like that, “affordability” is the factor that was considered by foreign tourists before going to visit Jordan (Mohamad & Som, 2010) or senior tourists to Beijing and Shanghai (Hsu et al, 2007).

Like outbound tourists from France, Japan, United Kingdom, and West Germany, Vietnamese outbound tourists were attracted by the uniqueness of Thailand traditional architecture which is an important part of Thailand culture and history. This finding has been supported by Yuan and McDonald (1990), Uysal and Hagan (1993), Jang and Cai (2002), Jang and Wu (2006), Mohamad and Som(2010), and Youserri Marzuki (2012). Besides, the attractiveness of cultural sites is the same factor that motivates Chinese tourists to South Korea, British outbound tourists and Taiwanese senior tourists to travel abroad.

The factor “easy to adapt due to the similar culture” receives the same rank of influential level (rank No.5) in the quantitative research of both individual and package tour travelers. This factor was not mentioned in any research of the literature review. Besides, the qualitative result revealed that there was no idea to support for this motivational factor. This finding indicates that the common identities of the two countries is the factor which makes Vietnamese tourists easy to communicate with local people and adapt to local culture. If tour operators understand this characteristic,

it might be very helpful for them to have appropriate products to attract more tourists from this potential tourist market.

### 5.3 Differences in motivation factors between two travel arrangements

#### 5.3.1 Differences in push motivational factors

In spite of the similar push factors, there are some different push motivations between two travel arrangements. The quantitative method points out that tour group tourists would like to travel to Thailand “to enjoy interesting shows and entertainments” and “to satisfy abroad travel need”, independent tourists wanted “to have a rest and relax”, “to satisfy shopping need”, and “to have more time with their family members or relatives”. The interview result approved the dominant motivations of independent tourists are “having a rest and relax”, and “visiting friends, relatives”, tour group tourists would like to visit Thailand to “enjoying interesting shows and entertainment”.

**Table 5.1** Differences in push motivations between two travel arrangements

Research Method	Package tour Travelers	Independent Tourists
<b>Quantitative</b>	<ul style="list-style-type: none"> <li>- Enjoying interesting shows and entertainments</li> <li>- Satisfying abroad travel demand</li> </ul>	<ul style="list-style-type: none"> <li>- Having a rest and relax</li> <li>- Satisfying shopping demand</li> <li>- Having more time with family members or relatives</li> </ul>
<b>Qualitative</b>	<ul style="list-style-type: none"> <li>- Enjoying interesting shows and entertainments</li> <li>- Discovering a new destination which different from what they have visited</li> </ul>	<ul style="list-style-type: none"> <li>- Having a rest and relax</li> <li>- Visiting friends, relatives</li> <li>- Shopping need</li> <li>- Discovering a new destination which is excluded in package tour to Thailand.</li> </ul>

The first feature to note is that the independent tourists found a time to have a rest and relax when travelling in Thailand. They thought that “If I book a tour, I think it is not truly relax time because of the narrow tour itinerary”. She added more “I was usually exhausted after a long day on bus to visit too many shopping malls and destinations. How about the weather? Unimaginable, it’s extremely hot!”. This result is supported by Hanqin & Lam (1999), Jang & Wu (2006), Correia et al (2007), Qiao et al (2008) who, correspondingly, investigated motivations of Chinese tourists to Hong Kong, Taiwanese and Portuguese tourists travel abroad, and Chinese tourists to South Korea. They pointed out that traveling means the way for tourists to be far from their job and daily routine. It is a wonderful time for them to relax, enjoy and satisfy their psychological needs. In contrast, Vietnamese tour group tourists did not have high appreciation to this motivation factor although the result (mean = 2.98) is very closed to the threshold of importance.

The second idea put in illumination is that independent tourists would like to have more time with family members or relatives. This motivation factors is closed to the factor “enhancement of kinship relationship” (Yuan and McDonald, 2010; Hanqin and Lam, 1999; Qiao et al, 2008, Mohamad and Som, 2010, and Lu, 2011), or factor “family togetherness” (Jang and Cai, 2002). These researchers claimed that via a trip, they could spend more time on taking care or building relationship between family members or friends. It’s a precious times for them to be happy together, to understand each other, or even express their gratitude to each other. Not the same as independent tourists, the tourists who bought a package tour complained that “I want to find a free time with our family during the trip but as you see, we are very busy to sightseeing and shopping from early morning to the end of day. I have never thought that a tour made me so tired like that” (One tour group tourist, personal communication, 15/02/2014).

In addition, “shopping need” is the factor that shows the big differences between two travel arrangements. This factor was mentioned in the research of Qiao et al (2008) about motivation of Chinese tourists when the author stated that expenditure is one of the main reasons for them to travel to South Korea. In this research, for tour group tourists, the influential level of “satisfying shopping need” is 9 (mean = 2.76), and it receives rank no.4 for individual tourists. Most of tour group tourists

complained about the shopping malls where they were taken to visit and forced to buy with unreasonable price. Nevertheless, individual tourists were very happy with so many sale promotions around the year which they can find shopping opportunities with many good quality products.

Another aspect taken into account is that Vietnamese tourists who bought package tours seem to be a fan of interesting shows and entertainments. This factor was not mentioned in any research in the literature review. Apparently, in quantitative research, this factor rank no.3, meanwhile it is also an important factor that affected motivation of package tour travelers in decision making to Thailand. Whereas, independent tourists show the disappointment of this factor “the first time I visited Thailand I was also very excited to watch interesting shows. But to be honest, it is so boring. It is just suitable for families have children. Especially, I will no longer see sexy show in Pattaya. It is so rude and not suitable with our culture. We cannot study anything from here to apply for tourism industry in Vietnam” (No.6). Independent tourists also expressed that they just like to see cultural shows that demonstrate Thailand traditional culture.

Finally yet importantly, most of package tour travelers showed that they travelled to Thailand to satisfy their demand of travelling abroad which ranks no.5 with the mean of 3.01 (S.D = 1.300). Dissimilarly, there is no idea recorded from the interview for this motivation factor. However, there is a slight difference in the opinion between two travel arrangement when the finding shows that for individual tourists, “Satisfying travel abroad need” ranks no.6 with mean of 2.88 (S.D = 1.278). This is similar to the motivation of British outbound tourist because they also wanted to find an exotic atmosphere when travelling (Jang and Cai, 2002).

### **5.3.2 Differences in pull motivational factors**

As in the aforementioned in the findings of this research, the pull motivations between the two travel arrangements are found different.

Regarding to two travel arrangements, apparently, it is very simple to see that independent tourists do not have any influence of motivation “convenient package tour” and “service quality of tour guide” while travelling in Thailand. These factors

are supported by the study of Yuan and McDonald (1990) about motivations of tourists from France, Japan, United Kingdom, and West Germany to travel overseas.

It is very clear to see the difference in opinion of two tourist groups about the factor “shopping paradise” even though they found that Thailand is a paradise of shopping. This factor is found in the conclusion of Lu (2011) about motivation of Chinese tourists who were attracted by shopping opportunities in Canada. Correia et al (2007) also approved that “shopping facilities” is one of nineteen principal components of pull motives which Portuguese perceived when travelling. Approved with this idea, Vietnamese independent tourists were very excited with so many promotion campaigns in Thailand around the year. They always wished they had more time in Thailand to satisfy their demand of shopping. However, tour group tourists debated that although “there are varieties of products with good quality which can satisfy the demand of different levels of tourist come to visit Thailand, but most of products in the shopping malls where we visited have unusual high price. Most of us were unaffordable to buy or it is no need for us to buy such a very expensive product like that” (one package tour traveler, personal communication, 10/2/2014).

“Service quality of destination management” is another factor which received different perceive of two travel arrangements. It was shown very clear in both qualitative and quantitative researches that tour group tourists were strongly attracted by the way of tourism resources management, by the recreation and new services in tourism industry of Thailand. Nonetheless, independent tourists did not show this motivation when travelling in Thailand. Thus, motivation of package tour travelers is similar to the motivation of Chinese outbound tourists who travelled to South Korea and Hong Kong (Qiao et al, 2008; Hanqin & Lam, 1999).

Furthermore, the investigation shows that “geographical proximity” is the factor that gets strong impression to Vietnamese tourist, especially independent tourists. It is supported by both qualitative and quantitative research. This factor is explored in the research of Nicolau and Mas (2006), in which they stated that distance has important influence in the choice of tourist destinations. Ng et al (2007) also stated that the less geographical and cultural distance from the travelers’ home country, the more likely they would visit a destination.

Lastly, in comparison with tour group tourists, independent tourists were not affected by “interesting shows and entertainment”. To support for this idea, in the open ended interview, most of tourists who were travelling independently stated that they are not satisfied with shows and entertainment programs in Thailand because “It is so rude and not suitable with our culture. We cannot study anything from here to apply for tourism industry in Vietnam” (No.6). Independent tourists also expressed that they just like to see cultural shows that demonstrate Thailand traditional culture. Besides, contrary to this tour group tourist, as mentioned in the sample profile part, individual tourists have a lot of time in Thailand, they also have higher monthly income; thus, these factors are not important for them.

#### **5.4 A comparison of motivations between Vietnamese outbound tourists and other foreign tourists to Thailand**

Up to now, there have so many researchers have been trying to investigate motivations of foreign tourists to Thailand with purpose of increasing a number of tourists arrive to Thailand. The motivations of some potential tourism markets were recorded include Chinese (Yoopetch & Shannon, 2003; Ran, 2013), Japanese senior tourists (Sangpikul, 2008), European senior tourists (Esichaikul, 2012), Scandinavian tourists (Rittichainuwat, 2008), Swedish tourists (Pan and Panto, 2010), Indian tourists (Siri et al, 2012). The question is pointed out that where are the similarities or differences between them and Vietnamese tourists? In the next part, a comparison of motivations between Vietnamese outbound tourists and other foreign tourists to Thailand will be illuminated.

##### **5.4.1 A comparison of push motivations**

It can be seen very clear from the table 5.2 is that while travelling, Asian tourists include Chinese, Indian, and senior Japanese want to travel to find “novelty experience” and “knowledge seeking”. They also try to find a feeling of “exotic atmosphere”, a time to “have a rest and relax”, and “enhance relationship”. Even though, European senior tourists would like to travel because they wanted to have a

rest and relax, sightseeing; and Swedish tourists referred to find the feeling of well-being, and they were influenced from their family members and friends.

The result expresses the significant similarities between two groups of Vietnamese tourist and other foreign travelers. Apparently, Vietnamese individual tourists shared the same five out of six push motivations with them, which are “discover new destination” (or novelty), “discovery Thai’s history and culture” (or knowledge seeking), “have a rest and relax”, “visit where many people appreciated and recommended” (or friends, relatives influence), and “having more time with family members, friends” (or enhance relationship). Their motivation factor namely “satisfying shopping demand” of Vietnamese independent tourists and factor “enjoying interesting shows and entertainment” of tour group tourists are not affected by any other foreign tourist groups to Thailand.

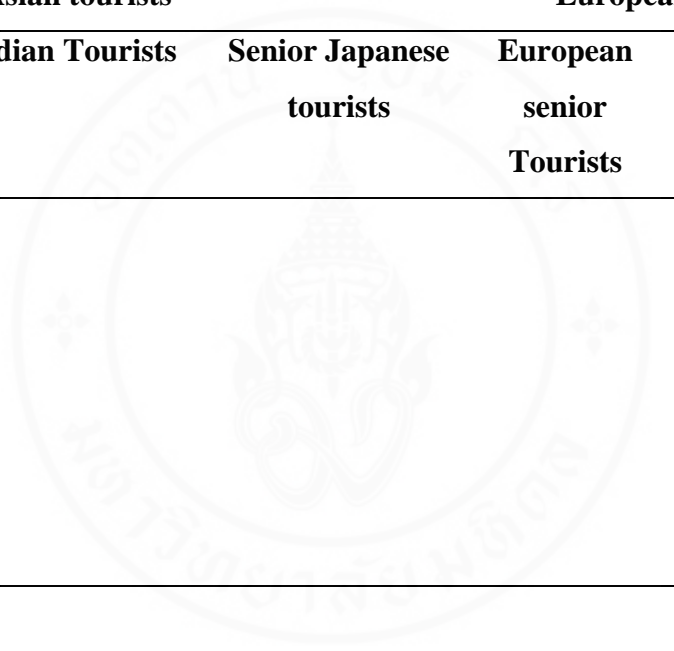
Besides, Vietnamese tourists who bought package tours to Thailand also have the same motivations to visit Thailand of other Asian tourist groups, except the motivation of “enjoying interesting shows and entertainment”. One more important thing to note is that both two groups of travel arrangement were not affected by the factor “well-being” like the motivation of Swedish and senior Japanese tourists.

**Table 5.2** A comparison of push motivations between Vietnamese tourists and other foreign tourists to Thailand

Vietnamese Independent tourists	Asian tourists			European tourists		Vietnamese Package tour travelers
	Chinese tourists	Indian Tourists	Senior Japanese tourists	European senior Tourists	Swedish tourists	
1. Discover new destination	1. Novelty	1. Prestige (Achievement)	1. Novelty and knowledge	1. Rest and relax	1. Well-being	1. Discover new destination
2. Discover Thai history and culture (Knowledge seeking)	2. Enhance relationship	2. Enhance relationship	2. Rest and relax	2. Sight-seeing	2. Family and friends influence	2. Discover Thai history and culture (include Thai Buddhism)
3. Visit where many people appreciated and recommended	3. Knowledge (to enjoy international travel experience)	3. Knowledge	3. Ego-enhancement (Well-being)			3. Visiting where many people appreciated and recommended
4. Have a rest, relax	4. Feeling exotic atmosphere	4. Escape				
		5. Relax				
		6. Novelty				
		7. Feeling exotic atmosphere				

**Table 5.2** A comparison of push motivations between Vietnamese tourists and other foreign tourists to Thailand (cont.)

Vietnamese Independent tourists	Asian tourists			European tourists		Vietnamese Package tour travelers
	Chinese tourists	Indian Tourists	Senior Japanese tourists	European senior Tourists	Swedish tourists	
5. Satisfy shopping need						4. Satisfy abroad travel demand
6. Have more time with family members or relatives						(Feeling exotic atmosphere) 5. Enjoy interesting shows and entertainment



#### **5.4.2 A comparison of pull motivations**

From the previous researches we can see that most of foreign tourists were attracted by Thailand natural resources, except tourists come from Japan. Meanwhile tourists in the Asian region have perceived the motivation of historical and cultural attractions, and Thailand's landscapes or the concept of "core attractions" as mentioned in the motivations of Indian tourists. Senior Japanese tourists and European tourists concentrated on the important role of safety and cleanliness of Thailand. Senior Japanese tourists and Swedish tourists have the same motivation to join the leisure activities and shopping. The factor "geographical proximity" and "Media influence" are interested in by Chinese outbound tourists, and Swedish tourists paid attention to factors "affordability" and "Thai cuisine".

Thus, two travel arrangements of Vietnamese outbound tourists have the same pull motivation factors with other foreign tourists to Thailand, which are "Affordable destination", "Unique traditional architecture" (which is a part of traditional historical and cultural attractions), "media influence", and the advantages of geographical proximity.

Besides, the findings of the research also prove that there are some new similar and different motivation factors between two travel arrangements. The similar motivation is that both of them focus on the service quality of destination management. In term of difference, independent tourists were attracted by "shopping paradise"; however, tour group tourists concentrated on the factor "service quality of destination management".

In summary, with respect to push factors, individual tourists are more prone to Japanese tourists and tour group tourists are more prone to Chinese. In general, the pull factors of the two are more prone to Chinese to visit Hong Kong and South Korea. However, with respect to pull factors, both individual and group tourists are specific from tourists of other countries.

**Table 5.3** A comparison of pull motivations between Vietnamese o tourists and other foreign tourists to Thailand

Vietnamese Independent tourists	Asian tourists			European tourists		Vietnamese Package tour travelers
	Chinese tourists	Indian Tourists	Senior Japanese tourists	European senior Tourists	Swedish tourists	
1. Affordable destination	1. Influence from friends, relatives, internet	1. Core attractions	1. Cultural and historical attraction	1. Safety	1. Shopping	1. Affordable destination
2. Unique traditional architecture	2. Natural resources	2. Famous landmarks	2. Travel arrangement and facilities	2. Convenient location of hotel	2. Leisure activities (beauty of beaches)	2. Unique traditional architecture
3. Geographical proximity	3. Famous landmark	3. Natural resources	3. Shopping and leisure activities	3. Natural attractions	3. Natural attractions	3. Service quality of destination management
4. Shopping paradise	4. Cultural and historical attraction	4. Influence from friends, relatives and internet	4. Safety and cleanliness		4. Good climate	4. Geographical proximity
5. Easy to adapt due to the similar culture	5. Influence from media				5. Thai cuisine	5. Easy to adapt due to the similar culture
	6. Geographical proximity				6. Affordability	

## **CHAPTER VI**

### **CONCLUSION AND RECOMMENDATIONS**

#### **6.1 Conclusion**

Adopting push and pull factors as conceptual framework, this research is an important investigation to delineate the motivations of Vietnamese tourists to visit Thailand. Besides, the differences and similarities in motivation between Vietnamese independent and tour group tourists were also identified.

The three push factors examined as underlying dimensions are “experiencing a new destination”, “discovering Thailand historical and cultural sites”, and “visiting where many people appreciated and recommended”; Vietnamese tourists are attracted by four pull factors, namely “affordable destination”, “unique Thailand traditional architecture”, “easy to adapt due to the similar culture”, and “geographical proximity”. Among the identified motivation factors, “discovering a new destination” and “affordable destination” are respectively regarded as the most important push and pull factors.

The findings also showed that there are some significant differences in push motivation factors between two travel arrangements. On the one hand, Vietnamese package tour travelers have five most significant reasons to visit Thailand, namely “experiencing a new destination”, “discover Thailand history and culture”, “enjoy interesting shows and entertainment”, “visiting where many people appreciated and recommended”, and “satisfy abroad travel need”. On the other hand, six perceived reasons for Vietnamese independent tourists to visit Thailand are “discovering new different destination”, “discovering Thailand history and culture”, “having a rest, relax”, “visiting where many people appreciated and recommended”, “satisfying shopping need”, and “having more time with family members or friends”. Thus, among different travel arrangements, “discovering new destination” is the factor that has the most significant position and this factor is also different from two of these groups because tour group tourists chose Thailand as a new destination which differs

from other countries, meanwhile independent tourists would like to visit other destination in Thailand which are not included in package tours to Thailand.

Furthermore, the differences in pull motivations between independent tourists and package tour travelers were also identified. Vietnamese tourists who bought package tour to Thailand would like to visit Thailand because it is “affordable destination”, “convenient package tour”, “unique traditional architecture”, “service quality of destination management”, and “easy to adapt due to the similar culture”. The interview results showed that they were attracted by “interesting shows and entertainments”, “new strangle services”, and the “convenience of immigration policy”. In contrast, travelers who visited Thailand independently were attracted by factors “affordable destination”, “unique traditional architecture”, “geographical proximity”, “shopping paradise”, and “easy to adapt due to the similar culture”. In addition, qualitative research revealed that they had strong influential level of “media influence”, “Thailand traditional cuisine”, and “language advantage”. As a result, “affordable destination” is the most important pull motivation factor of Vietnamese tourists to Thailand.

In a nutshell, “experiencing a new destination” and “affordable destination” are the most significant push and pull motivation factors correspondingly of Vietnamese outbound tourists to visit Thailand. As argued in studies by many other researchers, understanding push and pull motivation factors is a key issue in the stimulus-cognition-response model of human behavior (Iso-Ahola, 1982). Consequently, tour operators will know how to launch appropriate products and marketing campaigns to attract more this potential tourism market. In the next part will be some recommendations for Thailand tour operators to have suitable products and policies to meet better the needs of Vietnamese tourists while travelling in Thailand. Hopefully, in a near future, Thailand tourism industry will receive more and more a number of tourists from Vietnam.

## **6.2 Marketing Implications**

The research showed the evidences to explain for the motivations of Vietnamese outbound tourists. However, the results of the data analysis process and results from open ended questions revealed some limitations of Thailand tourism which have direct and bad motivations of Vietnamese tourists to visit Thailand. This section proposes practical solutions for Thailand tour operators, the Tourism Authority of Thailand, and Thailand Government to have more appropriate products, effective marketing campaigns to attract more and more tourists from Vietnam. Marketing strategies should be carefully considered based on a particular combination of the 5 “A’s” of the tourism industry as the key success. When considering a proposed tourism strategy, a stakeholder should consider whether it addresses each of the 5 A’s of tourism which includes: 1) access, 2) attraction, 3) accommodation, 4) amenities, and 5) activities.

### **6.2.1 Access**

Access is understood as the system of entire transportation, cost, speed and other convenient conditions for tourists to visit a destination choice.

#### **6.2.1.1 Launching more night flights at the weekend and direct flights from the central of Vietnam to Thailand**

This is an effective instrument to increase a number of tourists to Thailand from Vietnam. Practically, based on complaints of Vietnamese tourists in the qualitative research result, there is no night flight from the northern Vietnam to Thailand, just some flights of Lufhansa and Air Asia airlines. In addition to, the results from interview expressed that Vietnamese tourists would like to take advantage from the short weekend and the advantage of the geographical proximity between Vietnam and Thailand to visit Thailand. They found it very convenient to visit Thailand because of the geographical proximity. However, when conducting survey with respondents who came from the central of Vietnam, they claimed that no direct flight from their hometown to Bangkok is a big barrier that affected their motivation on visiting Thailand. They were forced to transit in Hanoi or Ho Chi Minh City to arrival to Bangkok. Thus, a direct flight route from central of Vietnam to Thailand will help

tourists to shorten their time to flight to Thailand and save more money to visit or stay longer in Thailand.

#### 6.2.1.2 Enhancing Tourism information and Marketing Channels

In the result of qualitative and quantitative research, two pull factors namely “interesting advertisement” and “variety of Thailand tourism information” received the lowest score of both package tour and independent tourists from Vietnam. The investigation also pointed out that although Vietnamese tourists were affected by the recommendations and appreciations of people who went to visit Thailand before, in this case, they were just affected from “word of mouth”. Most of respondents stated that there had high influential level of Thailand’s images from their friends, neighbors or colleagues. It seems to be that tourism information to introduce images of Thailand is ineffective or unattractive enough. Therefore, it’s time for Thailand tourism industry to have a better action plan.

First of all, they should consider a suitable channel to ask for feedbacks from tourists and other follow-up. The recommendation, evaluation of tourists would be very precious for Thailand tourism industry managers to know exactly what they are doing, where they are, and what they should improve to enhance better quality and better meet the needs of Vietnamese tourists.

In addition, beside “word of mouth”, TAT should have more attractive advertisements or promotion campaigns to introduce images of Thailand in Vietnam, such as Thailand cultural week in Vietnam or Thailand movie festival in Vietnam. Thailand tourism information, for instance signage along transportation systems, brochure or leaflet should be diversified language, should not just focused on two major languages including Thai language and Chinese.

Furthermore, they should concentrate more on e-WOM channel for a couple of reason. Firstly, based on the news site Tech in Asia, there are more than 20 million Facebook users, which made up 71.4 percent penetration of the country’s total internet population (Stout, 2013). ComScore organization also reported that Vietnam ranks top 1 country in Pacific Asia area in using internet with 42% users at the age from 15-24 and 31% user at the age from 25-34. The social networks that they usually access are Facebook, Zing Me, and Youtube (comScore, 2013). Secondly,

result from sample profile shows that approximate 80% respondents are from 18 to 39 who are largest internet users in Vietnam.

#### 6.2.1.3 Event promotion policy

Thailand now is known as the center of events in the South East Asia area with a hundred of international conferences and other important events are held around the year. Seeing that enjoy MICE or finding a business opportunity is one reason that pushes Vietnamese to visit Thailand, Thailand government should have appropriate policies with the aim of pulling both event organizers and participants to Thailand. For instance, they should offer support for a site inspection trip for participants, special rates for delegates who want to join the events in Thailand, special tickets/rates for event planners or guest speakers, group check-in and group presenter. In order to successfully implement this project, it needs clear guide line from the government and related stakeholders.

#### 6.2.1.4 Media Cooperation

Overall, although “media affect” is not an influential factor to motivation of Vietnamese tourists to Thailand, many interviewees showed film influence is one factor that motivated them to Thailand. Following, Thailand and Vietnam just had collaboration in film industry with a movie named “Tinh xa” which attracted a lot of Vietnamese audiences with good impression of Thailand people and culture. In order to have more tourists not only from Vietnam but also all over the world, Thailand government, therefore should have better policy to encourage both domestic and Vietnamese film companies to come and shoot interesting films, movies in Thailand. Films will be one of the best instruments to introduce image of Thailand to friends worldwide.

### **6.2.2 Attraction: Offering more new different destinations**

Tabata (n.d) emphasized that in order to attract more tourists, it is very important for relative businesses to “increase the holding power an area by provoking the interest of visitors and providing memorable visitor experiences” (p.154). This idea is supported for the desire of both independent and tour group tourists to discover more new destinations in Thailand. Apparently, conducting a survey to launch new destinations include in the package tour is a very crucial responsibility of both tour

operators and other stakeholders because it is easy for us to realize that if Thailand tourism does not have any new products for tourists to experience, it would receive less tourists come to visit and revisit. It is shown very clear in the percentage of the revisit ability of Vietnamese tourists to Thailand. Thus, launching new destinations which are new different from what they are selling is essential responsibility for tour operators and other stakeholders now.

In order to have more new destinations in tour itineraries, organizing “Farm trip” tour is one activity that should be put into action at this time to invite tour operators not only in Thailand but also in Vietnam on the way to renovate and enhance quality of package tour for Vietnamese tourists. This will be a meeting and collaboration between tour operators to find out the best solutions for tourism management and have the best products for tourist base on the reasons for them to travel to Thailand and which they were attracted by Thailand tourism.

### **6.2.3 Accommodation**

Quality of tourism infrastructure is reduced seriously. Some tourists showed their disappointment when coming back Thailand: “Nothing is different from 10 years ago, it even becomes worse” (A package tour traveler, personal communication, 19/2/2014). In case Thailand tourism industry wants to attract more Vietnamese tourists who are looking for something new, especially something that relates to Thailand traditional culture and history, the creativity is very important. This thing reflects exactly the proportion of tourist who wanted to revisit Thailand as what was determined in the previous part of this research. Upgrading quality of transportation, especially the public vehicles is very important. They should also offer free some bus shuttle for tourists from Bangkok center to some destinations within the city. Moreover, directory boards in public and tourism destinations should be both in Thai and English because most of foreign tourists cannot read Thai language.

### **6.2.4 Amenities**

#### **6.2.4.1 Improving Quality of Destination Management**

Although “service quality of destination management” is one of the influential factors to motivation of Vietnamese tourists to Thailand, especially

package tour travelers, it still received many complaints which reflect the weak point of Thailand tourism. Island areas and some shopping malls are places where qualitative research received such those complaints. Most of respondents stated that taking advantage of the language barrier, staffs in some destinations such as island, shopping malls always cheat tourists of giving ambiguous information that relate to money, then tourists forced to pay a lot of money for their misunderstanding. Besides, attitude of staff in hotels, shopping malls is another striking issue that should be improved because of the low cost tour and incase no one buy any product in a shopping mall. Thus, language skills, communication skills should be improved to receive higher impression, satisfaction level and influential level of destination management of Vietnamese tourists to choose Thailand as a vacation destination.

#### 6.2.4.2 Advancing the ease of tour arrangement

The results expressed that “tour arrangement” to Thailand gets very low score from both two groups of Vietnamese tourists. It respectively ranks number 12 and 16 in the table of mean score of various pull factors among tour group and individual respondents. It seems to be that the tour operators haven’t focused on the quality of package tour, just focused on a number of destinations and shopping malls that they would take tourists to visit and go shopping. The interviewee No. 13 stated that “I want to find a free time with my family during the trip but as you see, we are very busy to go sightseeing and shopping from early morning to the end of day. I have never thought that a tour made me so tired like that”. (No.13). Besides, as mentioned in the problems of statement, Vietnamese tourists were dissatisfied with too many shopping malls in the package tour because “...what a pity, most of products in shopping malls where we visited were very expensive. It is unreasonable price in comparison with the pocket of almost of Vietnamese tourists...” (a tour group tourist, personal communication, 8/2/2014).

For these complaints, tour operators had better launch multi-choice package tours with more free time. In the profile of respondents, 6.07 is the average length of stay of Vietnamese tourists in Thailand. In the open ended interview, many respondents promoted that tour operators should extend more days for package tours instead of 5 days 4 nights or 6 days 5 nights tour as traditional tour products. They also should not too much pay attention to low cost tour; in contrast, they can

increase the tour price to reduce a number of shopping malls and increase more quality of tour for Vietnamese tourists and their length of stay in Thailand.

#### 6.2.4.3 Travel Agent and Tour Guide Management

Travel agent and tour guide are two factors that received very low appreciation from Vietnamese tourists, based on the result from both qualitative and quantitative research. Especially, results of open ended questions show that Vietnamese tourists are dissatisfied with service quality of these two factors. Abusing “zero dollar commission tour”, they have tried to attract as many tourists from Vietnam as possible without focusing on the tour quality, just concentrating on quantity “selling”. Many respondents also complained that “they did not offer us any introduction about the history, Thailand culture or background of any destination where we visited, they just tried to convince us to buy products in many shopping malls where we were forced to visit. How about tour guide and shopping mall staff? If we don’t buy anything, their attitude is very impolite with rude words” (Interview No.11). Besides, Tho (2013) affirmed that a number of travel agents have increased as mushroom after shower that makes inbound tourism market in Thailand become worst and worst because no one can control the quality and qualification of those companies, especially a number of tour guide who can speak Vietnamese.

Apparently, “zero dollar tour” does not mean that tour companies and tour guide have priority to force their guest to do anything as they want. This reflects the fact of those complaints of Vietnamese in the statement of problem. The open ended results figured out that now most of Vietnamese tourist are willing to pay more for package tour to buy comfortable feeling and relaxed period of time during the trip in Thailand, especially, they can get the feeling of being respected. Toward a sustainable tourism development, both Thailand and Vietnam tour operators had better think more about this issue to have a better price policy and strategies in a near future.

#### 6.2.4.4 Upgrading food quality, especially authentic Thailand traditional food

Thai traditional food is another factor that got low score which ranks number 16 and 10 for tour group tourists and independent tourists respectively. It is not difficult to explain for this evaluation. The reasons for this complaint could be

found in the result of qualitative research. Tour group tourists complained that due to too tight of tour arrangement, they did not have a chance to taste Thai traditional foods. They forced to have buffet lunch or dinner to catch up with the tour schedule or to save time to visit as many attractions as possible. Besides, they also said that the food quality is very bad, not suitable with the appetite of Vietnamese people (Thai food is estimated to be very fat and spicy, less vegetable and bad quality of steam rice). Two independent female tourists in a personal communication shared that “If I booked a tour, although it is cheaper but I would not have a chance to taste such a very delicious traditional Thai food in some vendors along Bangkok streets”.

Consequently, based on complaints of tourists and their suggestion in open-ended interview results, in order to have higher satisfaction level and better package tour quality, tour operators should improve more quality of food by:

- Offering appropriate foods that suitable with Vietnamese people
- Offering a chance for tourists to taste Thailand traditional foods in package tour instead of repeated cheap foods or buffet lunch/dinner
- Improving quality of tour and meals for tourists by increasing tour price. They should not too much pay attention to low cost package tour. Some respondents even suggested that they still fell happy to have better quality of food in case they are charged more tour price.

## **6.2.5 Activities**

### **6.2.5.1 Diversifying tourism products**

Based upon the results of the research and what have shown on the data collection process, it is very clear to see that tourism products to Thailand for Vietnamese tourists are very monotonous. “Nothing is different, service quality is not improved even after 10 years when they come back to visit Thailand” - Interviewee No. 3 stated. In fact, it can be divided into two basic tour itineraries for Vietnamese tourists to Thailand: Bangkok – Pattaya (5 days 4 nights) and Vientian – Udonthani (4 days – 3 nights). Most of tourists who bought package tours would like to find some new different services, destinations which are different from which they have visited;

meanwhile individual tourists spent more time on discovering those places which are uncommon among group tourists, attending conferences, visiting family members or friends, and exploring more destinations that are excluded in package tours. Focusing on the factor “discovering a new destination”, two groups of tourists have different definitions on this, hence they need to have appropriate products that can meet the needs of them.

#### 6.2.5.2 Promoting more appropriate products for family or group of friend

Based on the motivations of independent tourists from Vietnam we can see that it is a time for tour operators to have more appropriate tourism products not only for tour group but also for family members or a group of friends. Tabata (n.d) also figured out that FITs (free and independent tours) is a recent trend in travel. They always try to “seek out their own activities and develop their own customized itineraries, largely determined by special interests” (p. 153).

The results of the research proved that FITs is a new trend of Vietnamese tourists, especially family members and groups of friends who are at the age from 18-23 years old. Tour operators should focus on their desires of “discovering new destination”, “having rest and relax”, “shopping need” and “having more time with family, friends” of the independent travelers to better satisfy their needs. They stated that if they joined the package tour, they would never have a chance to visit others different landmarks or taste such very delicious authentic Thai traditional foods along the street. Besides, they travelled to have a rest and relax and enhance relationships with their friends or relatives. Furthermore, tour group tourists expressed that they would like to visit Thailand products which are representative for image of Thailand instead of such very expensive products which they had no choice to visit and forced to buy.

Thus, there are two main solutions for tour operators in these cases. They should choose suitable shopping malls to build an attractive itinerary for Vietnamese tourists. For instance, OTOP products are very popular and familiar to most of Vietnamese tourists, it should be introduced in order to promote more image and brand name of Thailand. The tour schedule should be rearranged more

appropriately, should not too much focus on shopping with the aim of helping tourists have more time to relax and have more time with family members or friends.

### **6.3 Limitations**

Being one of the first attempts to investigate tourism motivation of Vietnamese outbound tourists, the results of the study interprets that there are some big drawbacks, such as the data collection process, translation, sample size, and scope of the study.

First of all, the data collection process was conducted with a difficulty is that the tour itineraries were very tight, therefore, the respondents were not willing to answer the question or some samples were found incorrect because they skipped or incorrectly filling in the form that caused some collected questionnaires could not be used and made the data collection process slow. That is the reason why over 400 questionnaires were delivered but only 338 ones were usable.

The second one is that Vietnam has a long shape that spreads from the north to the south; in addition, each region of Vietnam has different characteristics, lifestyle and groups of ethnic minorities. In this small research, investigator still hasn't pointed out the difference in motivations, travel patterns and behavior of each residency components.

Next, because of the limitation of time and budget, the interested activities of Vietnamese tourists while travelling in Thailand still haven't investigated in this research.

The third limitation is that the translation of the questionnaire from English to Vietnamese and the results from Vietnamese into English might have some inaccurate mistakes. It caused some collected information unclear or ambiguous and made the researcher get some difficulties in the data analysis and discussion process.

Another important limitation is that most of respondents chose to travel by air planes, meanwhile there are one third of Vietnamese tourists travel to Thailand by land routes. Thus, the findings of the research may not cover the whole population.

## **6.4 Directions for future research**

The study provided a general picture of push and pull motivations of Vietnamese outbound tourists to visit Thailand; however, it just focused on the differences in motivations between tourists in two travel arrangements. In future researches about Vietnamese outbound tourists, comparison in motivation between occupation, residency, monthly income and other socio-demographical characteristics should be carefully implemented. In addition, in order to see clearly dimension of motivations of Vietnamese tourists, factor analysis also should be conducted to group the push and pull factor items with similar characteristics.

Based upon the results of the research, in order to reduce these limitations, investigation about motivations of Vietnamese tourists should be carried out both pre-during and post trip of Vietnamese tourists. The research also should be taken place in some border areas like Noongkhai or Chiang Mai where there are many Vietnamese tourists have travelled to by land routes.

In order to see what problems exist inside of the Thailand tourism industry, inside of the tour products for Vietnamese tourists, an investigation of Vietnamese tourists' expectation, the interested activities and satisfaction level during the trip in Thailand should also be explored. By this way, SWOT analysis of Vietnamese inbound tourists in Thailand will be implemented, limitation will be figured out, the weakness of Thailand tourism will be found; as a result, better marketing campaigns and more appropriate tourism products will be launched to better satisfy the diversified needs of this potential tourism market.

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**APPENDIX A**

**QUESTIONNAIRE SURVEY**

**“AN INVESTIGATION OF VIETNAMESE TOURISTS’ MOTIVATIONS  
TO VISIT THAILAND”**

No: .....

Date: .../.../2013

***Dear Participants:***

*This questionnaire is a part of my Master’s thesis to investigate the push and pull factors which influence motivations of Vietnamese tourists to Thailand. Please take a few minutes to choose the response which the best describes your perspective. The survey will take you approximately 3-5 minutes and your individual response will be kept confidential. Thank you for your time and your cooperation.*

**PART 1: PLEASE INDICATE GENERAL INFORMATION ABOUT YOURSELF**

*(By filling in the blank or marking (X) in the square as appropriate)*

1. I am:  Male       Female       Married     Single       Divorced  
 The Kinh (Viet people)     Another ethnic group (specify).....
2. I am at the age  
 Under 1     From 18 to 23     From 24 to 39     From 40 to 59     60 and above
3. I come from a:     Big City       Town       Countryside or others
4. My highest level of education qualification is  
 High School or Under Degree       College/Bachelor Degree  
 Master’s Degree                       Doctorate/Professional Degree or above
5. My current occupation is  
 Farmer/Factory Worker     Office staff               Technician/Engineer  
 Professional (Lecturer/Doctor/Lawyer...)     Manager/Director     Student  
 Service/Sales     Other (specify).....

6. My monthly Income (check one)<sup>1</sup>:

- Less than 3.000.000 VND     3.000.000 – 9.000.000 VND     Above 9.000.000 VND

7. Including this trip, this is the.....time(s) I have been to Thailand

8. My length of stay in Thailand is:.....day(s)

9. Type of trip that I choose (check one):  Package tour         Independent travel  
(self-organized trip)

10. In this trip, I traveled with

- Alone                       Friends                       Relatives/Spouse/Family  
 Business associates  Others (specify) .....

11. Which source(s) of fee for your trip?

- Paid by myself                       Sponsored by government, organization  
 Sponsored by relatives/family     Award/Bonus     Others (Specify).....

**PART 2: MOTIVATION VARIABLES**

**Please indicate your measurement about the influential level which motivates you to travel to Thailand by circling the number that matches your feelings most closely** (Note: 1 = Uninfluential, 2 = somewhat influential, 3 = influential, 4 = very influential, 5 = extremely influential)

MOTIVATION FACTORS	LEVEL OF INFLUENCE				
<b>Push factors</b> <i>(You want to travel, especially to Thailand in order to...)</i>	<i>Uninfluential</i> ...> <i>Extremely influential</i>				
Physically rest and relax	1	2	3	4	5
Escape from daily routine	1	2	3	4	5
Explore new destinations	1	2	3	4	5
Visit the dream destinations and attractions	1	2	3	4	5
Discover Thai culture and history	1	2	3	4	5
Communicate with Thai people	1	2	3	4	5
Enjoy interesting shows and entertainment	1	2	3	4	5

<sup>1</sup> 1 USD = 21,036 VND (According to the official letter No. 1542/TB-KBNN dated August 1<sup>st</sup>, 2013 of the Ministry of Finance)

Understand more about Buddhism in Thailand	1	2	3	4	5
<b>MOTIVATION FACTORS</b>		<b>LEVEL OF INFLUENCE</b>			
<b>Push factors</b> <i>(You want to travel, especially to Thailand in order to...)</i>		<b>Uninfluential</b> <i>...&gt; Extremely influential</i>			
Have more good time with my family members and my friends	1	2	3	4	5
Discover the places where my friends and family appreciated and recommended	1	2	3	4	5
Do shopping	1	2	3	4	5
Revisit the previous destination where I lived or visited	1	2	3	4	5
Visit my friends or relatives	1	2	3	4	5
Be fulfill my dream of traveling abroad	1	2	3	4	5
Improve my health and well-being	1	2	3	4	5
<i>Other factors (if any):</i>					
.....					
.....					
<b>Pull Factors</b> <i>(Why do you travel to Thailand?)</i>		<b>Uninfluential</b> <i>.....&gt; Extremely influential</i>			
Beautiful beaches	1	2	3	4	5
Attractive cultural and historical sites	1	2	3	4	5
Unique Thai traditional culture (costumes, folk songs, dancing,...)	1	2	3	4	5
Impressive architecture (building, temples...)	1	2	3	4	5
Service Quality of travel agents	1	2	3	4	5
Service Quality of tour leader and tour guide	1	2	3	4	5
Service Quality of destination management	1	2	3	4	5
Friendly local people	1	2	3	4	5
Quality of facilities (transportation,	1	2	3	4	5

accommodation...)					
Affordable tourist destination	1	2	3	4	5
Convenient transportation and accommodation	1	2	3	4	5
Ease of travel arrangement	1	2	3	4	5
Paradise of shopping	1	2	3	4	5
Many cultural characteristics are familiar with Asian countries that make me easy to deal with	1	2	3	4	5
<b><i>Pull Factors</i></b> <i>(Why do you travel to Thailand?)</i>			<b><i>Uninfluential</i></b> <i>.....&gt; Extremely influential</i>		
Impressive advertisement (on magazine, leaflets, television, social network...)	1	2	3	4	5
Variety of tourism information	1	2	3	4	5
Unique traditional cuisine	1	2	3	4	5
Convenient package tour	1	2	3	4	5
Thailand is a high technology country in the ASEAN area	1	2	3	4	5
Safety and cleanliness destination	1	2	3	4	5
Near location	1	2	3	4	5
<b><i>Other factors (if any):</i></b>					
.....					
.....					

**PART 3: RECOMMENDATIONS**

1. Can you please list out 3 most important push factors that affect your decision to choose Thailand as a holiday destination?

.....  
 .....

2. Can you please list out 3 most important pull factors that attract you to visit Thailand?

.....  
.....

3. What do you really enjoy during the trip in Thailand? (please describe)

.....  
.....

4. What do you dislike about the trip experience? (please describe)

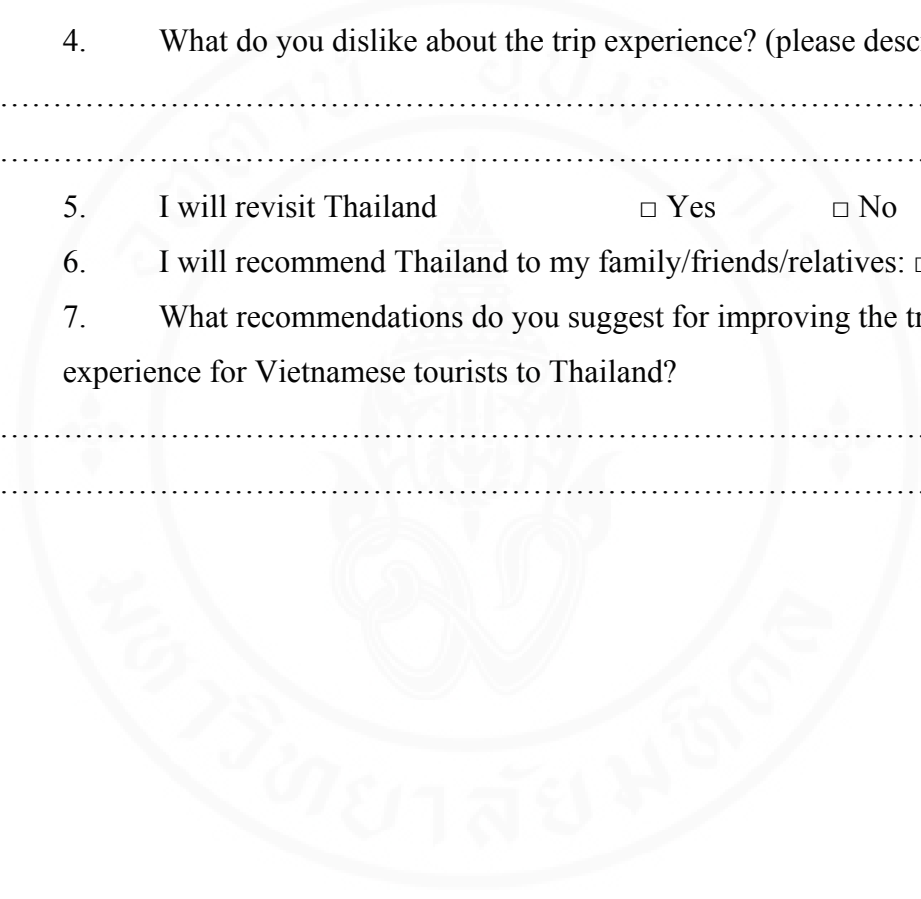
.....  
.....

5. I will revisit Thailand  Yes  No

6. I will recommend Thailand to my family/friends/relatives:  Yes  No

7. What recommendations do you suggest for improving the trip experience for Vietnamese tourists to Thailand?

.....  
.....



### **INTERVIEW QUESTIONS (QUALITATIVE RESEARCH METHOD)**

In this research I choose observation and semi-structure interview in the qualitative method, therefore there are two main dimension questions, include:

1. Why do you want to travel, especially to Thailand?
2. Which factor were you attracted by Thailand tourism?

Besides, during the interview, I may ask some more questions to make the ideas that respondents mention clearer. The push and pull factors that are listed in the literature review will be used to explain for research questions.

**PHIẾU TÌM HIỂU ĐỘNG LỰC THỨC ĐẨY  
KHÁCH VIỆT NAM ĐI DU LỊCH THÁI LAN**

Số:.....

Ngày:...../...../2013

*Kính thưa Ông/Bà,*

*Nhằm nâng cao chất lượng dịch vụ và thỏa mãn hơn nữa nhu cầu của du khách Việt Nam đến Thái Lan, bảng hỏi sau đây được dùng để khảo sát các yếu tố thúc đẩy và hấp dẫn làm ảnh hưởng đến việc quyết định đi du lịch Thái Lan của khách Việt Nam. Xin vui lòng bớt chút thời gian lựa chọn câu trả lời phù hợp nhất với ý kiến của ông/bà. Kết quả khảo sát sẽ được giữ bí mật và chỉ dùng cho mục đích nghiên cứu trên. Xin chân thành cảm ơn!*

**I. ÔNG/BÀ VUI LÒNG ĐIỀN VÀO CHỖ TRỐNG HOẶC ĐÁNH DẤU  VÀO Ô VUÔNG**

1. Ông/Bà là (đánh dấu  vào nhiều ô):

- Nam       Nữ       Độc thân       Đã kết hôn       Đã li dị  
 Người Kinh (người Việt)       Người dân tộc thiểu số (cụ thể):.....

2. Ông/Bà ở độ tuổi:

- Dưới 18    Từ 18 đến 23       Từ 24 đến 39       Từ 40 đến 59       60/trên 60

3. Ông/Bà đến từ:  Thành phố       Thị xã/Thị trấn       Khác

4. Trình độ học vấn cao nhất của ông/bà là:

- Trung học phổ thông hoặc thấp hơn       Trung cấp/Cao đẳng/Đại học  
 Thạc sĩ       Tiến sĩ hoặc cao hơn

5. Nghề nghiệp hiện tại của ông/bà là:

- Công nhân/Nông dân       Nhân viên văn phòng       thợ kỹ thuật, kỹ sư  
 Chuyên gia (Giáo viên, bác sỹ, nhà báo, luật sư, bác sĩ....)  Quản lý, giám đốc  
 Sinh viên       Nhân viên kinh doanh/dịch vụ  Khác (cụ thể):.....

6. Thu nhập hàng tháng của ông/bà (đơn vị: đồng):

- Dưới 3 triệu    Từ 3 đến 9 triệu    Trên 9 triệu

6. Ông/Bà đến Thái Lan lần thứ.....

7. Ông/Bà lưu trú tại Thái Lan .....ngày

8. Hình thức du lịch ông/bà lựa chọn:  Mua tour trọn gói    Tự tổ chức

9. Chuyên du lịch lần này ông/bà đi

- Một mình                       Cùng bạn bè                       Cùng gia đình/người thân  
 Cùng đồng nghiệp                       Khác:.....

10. Nguồn kinh phí cho chuyến du lịch của ông/bà từ:

- Tự túc                       Cơ quan, tổ chức tài trợ                       Người thân/gia đình giúp đỡ  
 Quà Khuyến mãi/Phần thưởng                       Khác.....

II. Xin vui lòng cho biết đánh giá về mức độ ảnh hưởng của các yếu tố thúc đẩy và hấp dẫn khiến ông/bà quyết định lựa chọn đi du lịch Thái Lan bằng cách khoanh tròn một số từ 1 đến 5 phù hợp nhất với quan điểm của ông/bà. (Lưu ý: 1 = không ảnh hưởng, 2 = hơi ảnh hưởng, 3 = ảnh hưởng, 4 = rất ảnh hưởng, 5 = cực kỳ ảnh hưởng)

YẾU TỐ ĐỘNG LỰC	MỨC ĐỘ ẢNH HƯỞNG				
	Không ảnh hưởng	Hơi ảnh hưởng	Ảnh hưởng	Rất ảnh hưởng	Cực kỳ ảnh hưởng
<b>Động lực thúc đẩy</b> <i>(Ông/Bà muốn đi du lịch, đặc biệt đến Thái Lan để...)</i>					
Nghỉ ngơi, thư giãn	1	2	3	4	5
Thoát khỏi cuộc sống và công việc thường ngày	1	2	3	4	5
Khám phá những điểm đến mới	1	2	3	4	5
Đến những nơi mình mơ ước	1	2	3	4	5
Khám phá lịch sử và văn hóa Thái Lan	1	2	3	4	5
Giao tiếp với con người Thái Lan	1	2	3	4	5
Thưởng thức những tiết mục biểu diễn thú vị và những chương trình giải trí hấp dẫn	1	2	3	4	5
Tìm hiểu thêm về đạo Phật ở Thái Lan	1	2	3	4	5
Có nhiều thời gian nghỉ ngơi cùng gia đình, người thân và bạn bè	1	2	3	4	5

<b>YẾU TỐ ĐỘNG LỰC</b>	<b>MỨC ĐỘ ẢNH HƯỞNG</b>				
	<b>Không ảnh hưởng</b>	<b>Hơi ảnh hưởng</b>	<b>Ảnh hưởng</b>	<b>Rất ảnh hưởng</b>	<b>Cực kỳ ảnh hưởng</b>
<b>Động lực thúc đẩy</b> <i>(Ông/Bà muốn đi du lịch, đặc biệt đến Thái Lan để...)</i>					
Khám phá nơi nhiều người đánh giá cao và giới thiệu	1	2	3	4	5
Thỏa mãn nhu cầu mua sắm	1	2	3	4	5
Thăm lại nơi tôi đã từng sống, làm việc hoặc tham quan	1	2	3	4	5
Thăm bạn bè, người thân	1	2	3	4	5
Thỏa mãn nhu cầu đi du lịch nước ngoài	1	2	3	4	5
Cải thiện tình hình sức khỏe bản thân	1	2	3	4	5
<i>Các yếu tố khác (nếu có thể):</i>					
.....					
.....					
<b>Động lực hấp dẫn</b> <i>(Điều gì đã cuốn hút ông/bà đến Thái Lan du lịch?)</i>					
Những bãi biển đẹp	1	2	3	4	5
Sự cuốn hút của các di tích lịch sử, danh lam thắng cảnh	1	2	3	4	5
Văn hóa truyền thống độc đáo (âm nhạc, dân ca,...)	1	2	3	4	5
Kiến trúc độc đáo (cung điện, chùa, các tòa nhà...)	1	2	3	4	5
Chất lượng dịch vụ của các công ty du lịch	1	2	3	4	5
Chất lượng hướng dẫn viên	1	2	3	4	5
Chất lượng trong quản lý các	1	2	3	4	5

điểm đến					
	Không ảnh hưởng	Hơi ảnh hưởng	Ảnh hưởng	Rất ảnh hưởng	Cực kỳ ảnh hưởng
Động lực hấp dẫn (Điều gì đã cuốn hút ông/bà đến Thái Lan du lịch?)					
hững người dân thân thiện, tốt bụng, cởi mở	1	2	3	4	5
Chất lượng của các cơ sở (giao thông, lưu trú, mua sắm,...)	1	2	3	4	5
Phù hợp với khả năng chi trả	1	2	3	4	5
Giao thông và lưu trú thuận tiện	1	2	3	4	5
Cách sắp xếp khoa học các chương trình tham quan du lịch	1	2	3	4	5
Thiên đường mua sắm	1	2	3	4	5
Dễ dàng cho tôi thích nghi vì Thái Lan có nhiều nét tương đồng trong văn hóa với các nước Đông Nam Á	1	2	3	4	5
Những quảng cáo ấn tượng (trên truyền hình, tờ rơi...)	1	2	3	4	5
Thông tin du lịch Thái Lan phong phú	1	2	3	4	5
Ấm thực độc đáo	1	2	3	4	5
Tính thuận tiện trong các chương trình du lịch trọn gói	1	2	3	4	5
Thái Lan có trình độ công nghệ cao với nhiều sản phẩm có chất lượng	1	2	3	4	5
Điểm đến an toàn và sạch sẽ	1	2	3	4	5
Vị trí gần với Việt Nam	1	2	3	4	5
Các yếu tố khác (nếu có thể):	.....				

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.....

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**III. ÔNG/BÀ VUI LÒNG CHO BIẾT Ý KIẾN BẰNG CÁCH ĐIỀN VÀO CHỖ TRỐNG HOẶC ĐÁNH DẤU  VÀO Ô VUÔNG**

1. Xin vui lòng kể 3 MỤC ĐÍCH QUAN TRỌNG NHẤT thúc đẩy ông/bà đi du lịch, đặc biệt là đến Thái Lan?

.....

.....

2. Xin vui lòng kể 3 ĐIỀU HẤP DẪN NHẤT của du lịch Thái Lan ĐÃ TÁC ĐỘNG ĐẾN QUYẾT ĐỊNH đi du lịch Thái Lan của ông/bà?

.....

.....

3. Ông/Bà thích nhất điều gì trong suốt chuyến du lịch Thái Lan?

.....

.....

4. Ông/Bà không hài lòng nhất với điều gì trong suốt chuyến du lịch Thái Lan?

.....

.....

5. Ông/Bà sẽ còn tiếp tục đi du lịch Thái Lan  Có  Không

6. Ông/Bà rất sẵn lòng giới thiệu du lịch Thái Lan cho bạn bè, người thân  Có  Không

7. Xin vui lòng cho biết một số gợi ý của ông/bà nhằm giúp cải thiện chất lượng những chuyến du lịch đến Thái Lan cho du khách Việt Nam?

.....

.....

.....

*Trân trọng cảm ơn ý kiến của Ông/Bà!*


## **CÂU HỎI PHÒNG VẤN (PHƯƠNG PHÁP ĐỊNH TÍNH)**

Ở nghiên cứu này tôi lựa chọn hình thức quan sát và phỏng vấn bán cấu trúc. Có 2 câu hỏi định hướng:

1. Tại sao bạn muốn đi du lịch, đặc biệt là đến Thái Lan?
2. Thái Lan có những điều gì hấp dẫn đã tác động đến việc lựa chọn điểm đi tham quan du lịch lần này của bạn?

Bên cạnh đó, trong quá trình phỏng vấn, tôi có thể hỏi thêm một số câu hỏi nhằm làm sáng tỏ hơn những ý mà người được phỏng vấn đề cập đến? Các yếu tố động cơ thúc đẩy và hấp dẫn người đi du lịch được nhắc đến ở phần lịch sử nghiên cứu vấn đề sẽ được sử dụng để giải thích rõ hơn cho câu hỏi phỏng vấn.

**APPENDIX B**




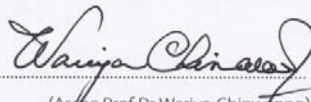
COA.No.	2014/032.0502
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**Documentary Proof of The Committee for Research Ethics (Social Sciences)**

Title of Project:	An Investigation of Vietnamese Tourists' Motivations to visit Thailand
Principal Investigator:	Mr.Nguyen Viet Hoang
Name of Institution:	International College, Mahidol University
Approval includes:	1) MU-SSIRB Submission form version received date 3 February 2014 2) Participant Information sheet version date 3 February 2014 3) Informed Consent form version date 3 February 2014 4) Interview Guideline received date 3 February 2014 5) Questionnaire received date 3 February 2014

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

Date of Approval:	5 February 2014
Date of Expiration:	4 February 2015

Signature of Chairman:.....	 (Emeritus Professor Santhat Sermsri)
Signature of Head of the Institute:.....	 (Assoc.Prof.Dr.Wariya Chinwanno) Dean of Faculty of Social Sciences and Humanities

Office of The Committee for Research Ethics (Social Sciences), Faculty of Social Sciences and Humanities, Mahidol University  
 Phuttamonthon 4 Rd., Salaya, Phuttamonthon District, Nakhon Pathom 73170. Tel.(662) 441 9180 Fax.(662) 441 9181



สำนักงานคณะกรรมการจริยธรรมการวิจัยในคน สาขาสังคมศาสตร์  
 คณะสังคมศาสตร์และมนุษยศาสตร์ มหาวิทยาลัยมหิดล  
 โทร.0 2441 9180 โทรสาร.0 2441 9181

ที่ ศธ 0517.12/(วจส) 124  
 วันที่ 11 กุมภาพันธ์ 2557  
 เรื่อง แจ้งผลการพิจารณารับรองโครงการวิจัย  
 เรียน Lect.Dr.Ka Tat Nixon Chen

ตามที่ นักศึกษาของท่านส่งโครงการวิจัยมาเพื่อขอรับการพิจารณาจากคณะกรรมการจริยธรรมการวิจัยในคน สาขาสังคมศาสตร์ เรื่อง:	
ชื่อโครงการ (ภาษาไทย)	ชื่อโครงการ (ภาษาอังกฤษ)
	An Investigation of Vietnamese Tourists' Motivations to visit Thailand
ชื่อผู้วิจัย	Mr.Nguyen Viet Hoang
รหัสโครงการวิจัย	MU-SSIRB: 2014/015 (B2)

คณะกรรมการจริยธรรมการวิจัยในคนฯ ได้พิจารณาโครงการวิจัยแล้ว มีมติเห็นสมควรให้การรับรอง

ทั้งนี้ คณะกรรมการฯ ขอเรียนระเบียบของคณะกรรมการจริยธรรมฯ ในการดำเนินการวิจัย ดังนี้

- 1) ขอให้ศึกษานำเอกสารชี้แจงผู้เข้าร่วมการวิจัย และหนังสือแสดงเจตนายินยอมเข้าร่วมการวิจัยโดยได้รับการบอกกล่าวและเต็มใจ ที่มีตราประทับรับรองจากคณะกรรมการจริยธรรมการวิจัยในคนไปสำเนาให้กับผู้เข้าร่วมการวิจัยเท่านั้น
- 2) หากนักศึกษาต้องการปรับเปลี่ยนรายละเอียดบางส่วนโครงร่างวิจัย ขอให้ศึกษาแจ้งมายังคณะกรรมการฯ โดยกรอกแบบฟอร์มการขอปรับเปลี่ยนโครงร่างวิจัย (Protocol Amendment) เพื่อขอรับการพิจารณารับรองก่อนเริ่มดำเนินการ เมื่อคณะกรรมการฯ พิจารณารับรองแล้วจะมีหนังสือตอบรับ (Acceptance Letter) แจ้งไปยังท่าน โดยระบุวันที่พิจารณารับรอง

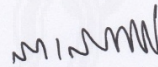
-2-

3) หากเกิดเหตุการณ์ไม่พึงประสงค์อย่างร้ายแรง รวมทั้งเหตุการณ์ที่ไม่อาจคาดเดาได้ล่วงหน้า มาก่อนเกิดขึ้นกับผู้เข้าร่วมการวิจัย ขอให้ให้นักศึกษารายงานมายังคณะกรรมการฯ โดยกรอกแบบฟอร์ม “รายงานเหตุการณ์ไม่พึงประสงค์” หรือส่งสำเนาการรายงานที่ส่งไปยังผู้ให้ทุนมาให้คณะกรรมการฯ ด้วย เมื่อคณะกรรมการฯ พิจารณารายงานเหตุการณ์ไม่พึงประสงค์แล้วจะมีหนังสือแจ้งไปยังท่าน โดยระบุวันที่ พิจารณา

4) หากนักศึกษาดำเนินการวิจัยเสร็จสิ้นภายใน 1 ปี ขอให้ส่งรายงานความก้าวหน้าของ โครงการวิจัยตามแบบฟอร์มแบบติดตามผลการดำเนินการวิจัยประจำปี มายังคณะกรรมการจริยธรรมฯ หลังจากได้รับรายงานแล้ว คณะกรรมการฯ จะมีหนังสือตอบรับการรายงานโครงการวิจัยและแจ้งปิด โครงการมายังท่าน

ในกรณีที่โครงการวิจัยของนักศึกษา มีระยะเวลาเกินกว่า 1 ปี หลังจากนักศึกษาส่งรายงาน ความก้าวหน้าของโครงการวิจัย ตามแบบฟอร์มแบบติดตามผลการดำเนินการวิจัยประจำปีให้คณะกรรมการฯ จะจัดส่งให้ภายใน 1 เดือน คณะกรรมการฯ จะพิจารณาต่ออายุเอกสารรับรองโครงการวิจัยให้ หากนักศึกษา ส่งรายงานความก้าวหน้ามาตามกำหนด

จึงเรียนมาเพื่อทราบและโปรดแจ้งนักศึกษาด้วย



(ศาสตราจารย์เกียรติคุณ ดร.สันทัต เสริมศรี)

ประธานคณะกรรมการจริยธรรมการวิจัยในคน สาขาสังคมศาสตร์

สำเนาเรียน คณบดีบัณฑิตวิทยาลัย

MU-SSIRB 03

**Form of Informed and Voluntary Consent to Participate in Research**

Date.....

My name is, .....aged .....old, now living at the address  
 .....district/amphur:.....province:.....  
 Postal code: .....Tel. No: .....

I hereby express my consent to participate as a subject in the research project entitled: An Investigation of Vietnamese tourists' Motivations to Visit Thailand

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

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

On the condition that I have any questions about the research procedures, or on the condition that I suffer from an undesirable side effect from this research, I can contact (Indicate the name of the person in charge who is 24-hour ready for contact by phone or pager.).

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

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

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

Signature..... Participants/ Proxy/ Date.....

(.....)

Signature..... Person in Charge of Informing and Requesting a Consent/ Head of

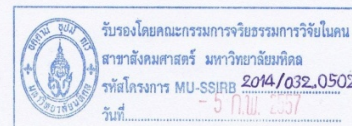
(.....) Research Project/ Date.....

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

Signature.....Witness/Date.....

(.....)

Informed Consent form version date 3 February 2014



**Participant Information Sheet**

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

**Title of Research Project:** An investigation of Vietnamese tourists' motivations to visit Thailand  
**Name of Researcher:** NGUYEN VIET HOANG  
**Research Office and its telephone number available for contact both in and out of the office hours:**  
 Division of Tourism and Hospitality Management, International College  
 Tel. 0842070405  
**Source of Funds:** NONE (I have to pay by myself)

This research project aims to describe the objectives, with language accessible to people who are not medical personnel, expecting the following benefits:

- The final goals of this study help stakeholders, especially Thailand tour companies to understand more clearly about characteristics of Vietnamese outbound travelers to launch appropriate products, promotion and marketing strategies to attract more tourists from Vietnam without "zero dollar tour" policy of Thailand's tour companies.
- Besides, in order to attract more visitors to Thailand, it requires a clear campaign of both TAT and the Thailand Government. The result of this study will also supply the primary database for the TAT and also provides useful information for suppliers and other stakeholders. Also, the study is helpful reference for advance researches about characteristics of Vietnamese outbound tourist market.

You are invited to participate in this research project because of these benefits above.

There will be 400 participants and the research will last for 2 months from December 2013 to January 2014

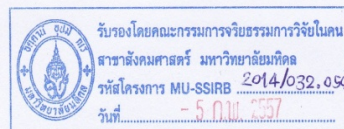
**If you decide to participate in the research project, you will go through the following procedure.**

The topic of the interview will be "Why you travel to Thailand" and "What are you attracted by Thailand tourism"?

- There are 2 majority questions only
- It takes participants from 5 to 10 minutes
- All the contents of the interview will be noted as the allowance of the interviewees

While interviews/questionnaires/focus group sessions will be notes of your answers taken, no record of your name or address will be kept. Information that would make it possible to identify you will never be included in any report.

If you do not participate in this research project, you will receive standard diagnosis and treatment.



If you have any questions about this research please feel free to contact NGUYEN VIET HOANG

Telephone: 084-207-0405

The participant is not responsible for any expenses for participating in this research.

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

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

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

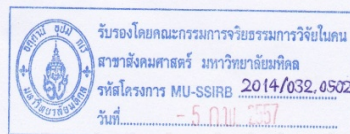
On the condition that you are not treated as indicated in the information sheet distributed to the subjects, you can contact the Chair of The Committee for Research Ethics (Social Sciences) at the office of MU-SSIRB, Office of Faculty of Social Sciences and Humanities, Mahidol University, Tel 66 2 441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

I thoroughly read the details in this document.

Signature..... Participant

(.....)

Date.....



## **BIOGRAPHY**

<b>NAME</b>	Nguyen Viet Hoang
<b>DATE OF BIRTH</b>	27 January 1985
<b>PLACE OF BIRTH</b>	Tinh Gia, Thanh Hoa, Viet Nam
<b>INSTITUTIONS ATTENDED</b>	Hanoi University of Culture, 2004-2008 Bachelor of Tourism Culture Mahidol University International College, 2012 – 2014 Master of International Hospitality Management
<b>SCHOLARSHIP RECEIVED</b>	The People's Committee of Thanh Hoa Province, Vietnam scholarship
<b>HOME ADDRESS</b>	Zone 8, Khanh Van Hamlet, Hai Nhan, Tinh Gia district, Thanh Hoa Province, Viet Nam Tel: +84 (0)373 970 031 Email: nguyenviethoang@hdu.edu.vn
<b>EMPLOYMENT ADDRESS</b>	Hong Duc University, Thanh Hoa, Vietnam
<b>PUBLICATION / PRESENTATION</b>	The 2 <sup>nd</sup> ASEAN Plus Three Graduate Research Congress: Research and Innovation in ASEAN Plus Three 5-7 February 2014 S31 Sukhumvit Hotel, Bangkok, Thailand