

An Analysis on Push and Pull Motivations of Thai Tourists to Kamphaeng Phet Province of Thailand

Received: April 25, 2020

Revised: May 5, 2020

Accepted: May 25, 2020

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Abstract

The purpose of this quantitative study was to investigate travel motivation to Kamphaeng Phet of Thai tourists and examine how push and pull travel motivations explained and predicted destination satisfaction to Khamphaeng Phet. The sample of this research was 400 Thai tourists who were traveling to Kamphaeng Phet during August to October 2018.

A two-parts survey questionnaire focused on demographic variables, push and pull motivations factors, and suggestions. Push and pull questions were assessed, using a 5-point Likert scale. The last part was opened to write the suggestion.

A result revealed that the influencing pull factors were the beautiful scenery, peaceful and historical sites, while the most influencing push factor were escaping from same daily life, meeting new people and visiting a place that their friends have been to. It is recommended to the tourism stakeholder to pay attention to the safety and security system of the province. Moreover, the infrastructure should be well-maintained.

Keywords: Push Factor, Pull Factor, Motivation, Domestic Tourists, Destination Image

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INTRODUCTION

Kamphaeng Phet is located in the lower north on the bank of the Ping River. It is 358 km northwest of Bangkok. To its East are riverine flatlands while the western areas are made up of high mountains lush with fertile forests where a number of national parks have been established. According to the year 2015 census, Kamphaeng Phet has a total population of 625,006 persons (National Statistical Office, 2017). The number of tourist in Kamphaeng Phet has increasing grown last 5 years. It has increased steadily from 225,357 in 2011 to 396,812 in 2015 as in figure 1.1 (National Statistical Office, 2017). Since 2011, Kamphaeng Phet began to focus more on the strategies development for tourism management (Ministry of tourism & sports, 2017), the total numbers of tourist combination of Thai and International tourists are growing trends.

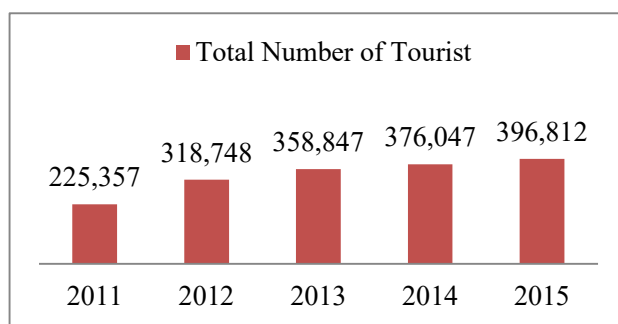


Figure 1: The total numbers of tourist arrivals to Kamphaeng Phet 2011-2015

Source: National Statistical Office, 2017

In tourism destination management, enhancing tourists' satisfaction levels are extremely crucial and necessary. A number of previous conceptual and empirical studies found that travel motivation, including internal or psychological forces (push factor) and external forces of the destination attributes (pull factor), is the fundamental reason to explain a particular traveling behavior of tourists, the causal relationship among tourists' motivation, satisfaction and post-purchase intention, as well as confirming the vital role of understanding travel motivation in order to enhance their satisfaction.

This study provided practical evidences about essential roles of push and pull factor as well as proposed constructive recommendations to Kamphaeng Phet destination managers developing tourism strategies and plans, to enhance the level of satisfaction of Thai tourists and encourage them to return to Kamphaeng Phet in the near future.

Travel Motivation

Motivation has been viewed as the drive to satisfy both physiological and psychological needs of people (Berkman, Lindquist, & Sirgy, 1997). That is, human needs set the fundamental ground for understanding travel motivation and travelers. Mill and Morrison (2002) similarly explained that travel motivation occurs when an individual is made aware of a need deficiency. Their explanation can also be referred to Maslow's (1954) hierarchical theory of needs: The behavior of an individual is determined by conscious or unconscious needs, which create the motivation for behavior. Maslow's theory seems to be generally accepted in the tourism industry, although a few researchers, including Goebel and Brown (1981), have pointed out the theory's potential weaknesses in that behavior may be initiated for more than one need at a time and that action can be taken in different order in Maslow's hierarchy.

Push-and-Pull Factors

Push-and-pull travel motivations play an important role for individuals in determining when and where to travel. Push factors are internal drives that motivate people to travel. They are general and non-destination-specific attributes. Crompton (1979)'s "socio-psychological motives," Dann (1981)'s "anomie" and "ego-enhancement," and IsoAhola (1982)'s "escaping" and "seeking" are examples of the push factors. In addition, push factors are not only responsible for establishing a desire to travel but also determine when and where to travel (Crompton 1979) and precede pull factors, which respond to and reinforce the push motivation (Dann 1977). Snepenger et al. (2006) found that personal seeking, personal escape, intrapersonal seeking, and intrapersonal escape were salient intrinsic motivational push factors for tourism behavior. Likewise, Pearce and Lee (2005) assessed that escaping, relaxation, relation enhancement, and self-development were core push travel motivations that do not change during travel career patterns.

In contrast, pull factors refer to the attractiveness and specific features of the destination perceived by potential tourists that attract people to travel once the decision has been made. For example, specific attributes of a tropical beach destination, such as warm weather, a relaxed atmosphere, friendliness of the local people, and environmental quality of air, water, and soil, were important pull factors in attracting inbound tourists to Caribbean destinations (Turnbull & Uysal 1995). However, common activities easily accessible in the tourist's home environment, such as sport and entertainment, were the least important pull factors (Jamrozy & Uysal 1994). Potential tourists consider "various," not "single," pull factors, which adequately correspond to the motivational push factors (Dann, 1981). Klenosky (2002) noted that a single pull factor of a particular destination can be driven by

multiple push motivational forces. People may have multiple and possibly very different push reasons for valuing the same pull factor. Also, tourists with different demographic profiles have different push-and-pull travel motivations in visiting a particular place. For instance, the primary push travel motivations of senior travelers were found to be visiting friends and relatives, health, and rest and relaxation (Thomas & Butts, 1998; Jang & Wu, 2006), whereas the major pull travel motivations of this market were hygiene, cleanliness, and personal safety (You & O’Leary, 1999).

Destination Image

Echtner and Ritchie (1991) the destination image researchers were used following attributes to measure the destination image, the attributes were scenery or natural attractions, costs or price levels, climate, tourist sites or activities ,nightlife and entertainment, sports facilities or activities, national parks or wilderness activities, local infrastructure, transportation, architecture or buildings, historic sites, museums, beaches, shopping facilities, accommodation facilities, cities fairs, exhibits, festivals, facilities for information and tours, crowdedness ,cleanliness, personal safety, economic development or affluence, accessibility, degree of urbanisation, extent of commercialization, political stability, hospitality or friendliness or receptiveness, different customs or culture, different cuisine or food and drink, restful or relaxing, atmosphere, opportunity for adventure, opportunity to increase knowledge, family or adult oriented ,quality of service and fame or reputation.

Tourist Satisfaction

Tourist satisfaction is considered one of the prime variables to sustain competitive business in the tourism industry because it affects the choice of destination, consumption of products and services (Kozak & Rimmington, 2000). Tourist satisfaction has been one of the key areas of tourism research for more than four decades. Howard & Sheth (1969) “the buyers’ cognitive state of being adequately or inadequately rewarded for the sacrifices he has undergone”. Hunt (1977) “ a kind of stepping away from an experience and evaluating it...the evaluation rendered that the experience was at least as good as it was supposed to be”. Westbrook (1980) “refers to the favorability of the individual’s subjective evaluation of the various outcomes and experiences associated with using or consuming it”.

MATERIALS AND METHODS

This research is a single approach using individual method which will be quantitative research tool. The sample of this research will be Thai tourists who are traveling to Kamphaeng Phet, Thailand during August to October 2018. Then the research process is outlined as per its purposes as follows:

Population

Sample of this research is Thai tourists who are traveling in Kamphaeng Phet, Thailand. According to the Department of Tourism from 2017, Kamphaeng Phet received about 390,062 Thai tourist arrivals per annum, and this number was considered the population of this research.

Sample size

Sampling size of this research is Thai tourists who are traveling in Kamphaeng Phet by using the Yamane's formula (1967) as follows by calculated using Taro Yamane (Yamane, 1967).

After calculated the sample size by substituting the numbers into the Yamane formula, the numbers of sample is 399.59 persons. In order to obtain reliable of data, researcher has increased sample size to 400 persons.

Research Instrument

A two-parts survey questionnaire focused on demographic variables, push and pull motivations factors, and suggestions at destination.

The first part designed to demographic questions included gender, age, education, occupation, income.

The second part separate to two part designed to push and pull factors. Push factors consisted of 14 questions about how Thai tourist feels to destination. Pull factors included 10 questions about the external forces of destination. The push and pull questions were assessed, using a 5-point Likert scale, from 5 = very important to 1 = not important at all. The last part was asked about suggestion to destination.

The third part is opened for the participants to write their suggestion.

Research Variables

In this study, there are two sets of independent variables including tourists' demographic backgrounds. Demographic factors consist of age, gender, education background, income, occupation. Dependent variables are Thai tourists in making decision to select Kamphaeng Phet as their destination choice.

RESULTS

This chapter provides an overview of the results of the data analysis followed by the research finding 400 questionnaires include to three parts. First, provides a summary of the personal information, the second is about the behavior information of Thai tourist in Kamphaeng Phet and the last part summarizes results of push and pull factor in making decision to select Kamphaeng Phet as their destination choice.

Push and pull factors with a 5-item scale was measure by using Likert scale ranging from 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree. To evaluate push and pull factors in making decision to select Kamphaeng Phet as their destination choice.

Part 1: Demographic Factors Analysis.

There were 165 male (41.3%), 235 persons (58.8%) of them were female. The majority Thai tourists came to Kamphaeng Phet 182 persons (45.5%) of age group were between 20-29 years old. Followed by 116 persons (29.0%) of them who were 30-39 years old, 61 persons (15.3%) who were between 40-49 years old, 41 persons (10.3%) of 50-59 years old.

There are 238 persons (59.5%) most of them were bachelor's degree, Higher diploma and associate degree was 62 persons (15.5%), Higher than bachelor's degree 59 persons (14.8%), 23 persons (5.8%) of High school diploma or vocational school diploma and 18 persons (4.5%) of them were Secondary school certificate or below.

The occupation of Thai tourists who came to Kamphaeng Phet was students around 120 persons (30.0%), 105 persons (26.3%) were employee. Followed by Government or state enterprise officer 92 persons (23.0%), 70 persons (17.5%) of business owner, 7 persons (1.8%) of them were retired and 6 persons (1.5%) were others.

The income of 106 persons (26.5%) were between 10,000-15,000 baht per month, less than 10,000 baht of 91 persons (22.8%), 72 persons (18.0%) of 30,001 and above, the amount of 51 persons (12.8%) were between 20,001-25,000 baht, 42 persons (10.5%) were be 15,5001-20,000 baht and 38 persons (9.5%) of 25,001-30,000 baht. Type of marital status in the most status was be single, there were 165 persons (41.3%), 132 persons (33.0%) were married, 78 persons (19.5%) can't indicated, divorced/separated/widowed were 25 persons (6.3%).

The amount of province of origin that Thai tourist who came to Kamphaeng Phet were 44 provinces of origin that most of them were Bangkok for amount of 67 persons (16.8%) came to

Kamphaeng Phet, 41 persons (10.3%) of them came from Nakhonsawan, 28 persons (7.0%) from Phitsanulok province.

Part 2: Tourist's behavior information Analysis.

Table 1: Who are you traveling with?

Who are you traveling with?	Frequency	Percent (%)
Alone	28	7.0
Spouse	57	14.3
Family	119	29.8
Friend(s)	192	48.0
Others	4	1.0
Total	400	100.0

Table 1 shows amount of Thai tourist traveling with, the most of them traveled with friends, there were 192 persons (48.0%), 119 persons (29.8%) traveled with family, 57 persons (14.3%) of them were be spouse group, 28 persons (7.0%) traveled alone and 4 persons (1.0%) weren't indicated.

Table 2: What is your purpose of travel?

What is your purpose of travel?	Frequency	Percent (%)
Leisure	206	51.5
Visiting friend(s) or relative	165	41.3
Health	5	1.3
Others	24	6.0
Total	400	100.0

Table 2 shows the purpose that the Thai tourists came to Kamphaeng Phet. There were 206 persons (51.5%) came to leisure, 165 persons (41.3%) came to visiting friends or relatives, 5 persons (1.3%) about health and 24 persons (6.0%) were be others purpose.

Table 3: Have you ever been to Kamphaeng Phet?

Have you ever been to Kamphaeng Phet?	Frequency	Percent (%)
First time	160	40.0
Revisited	240	60.0
Total	400	100.0

Table 3 shows that 240 persons (60.0%) of them were revisited to Kamphaeng Phet and for first time were 160 persons (40.0%).

Table 4: Which mode of transportation did you use in order to get to Kamphaeng Phet?

Which mode of transportation did you use in order to get to Kamphaeng Phet?	Frequency	Percent (%)
Bus/Public transport	73	18.3
Private car	327	81.8
Total	400	100.0

Table 4 shows about transportation that they got to Kaphaeng Phet. Followed by private car, there were 327 persons (81.8%) of them and 73 persons (18.3%) came by bus or public transport.

Table 5: Length of stay

Length of stay	Frequency	Percent (%)
1 – 3 days	301	75.3
4 – 7 days	86	21.5
8 – 14 days	6	1.5
15 – 21 days	4	1.0
More than 30 days	3	.8
Total	400	100.0

Table 5 shows about length of stay, the most of them were 301 persons (75.3%) stay at 1-3 days, 86 persons (21.5%) spent 4-7 days in Kamphaeng Phet, 6 persons (1.5%) stay at 8-14 days.

Part 3: Push and Pull factor motivations analysis.

This part summarizes level of agreement about the results of the push and pulls factors in making decision to select Kamphaeng Phet as their destination choice. The result shows mean (\bar{x}) and standard deviation (*Std. Dev*). *Interval* scale used to analyze level of agreement as following

4.21 – 5.00 = strongly agree	3.41 – 4.20 = agree
2.61 – 3.40 = neutral	1.81 – 2.60 = disagree
1.00 – 1.80 = strongly disagree	

Table 6: Pull factors analysis

Pull factors	Mean	Std. Dev	Level
How do you think about Kamphaeng Phet?			
Beautiful Scenery	4.67	0.590	Strongly agree
Peaceful	4.66	0.600	Strongly agree
Historical sites	4.56	0.680	Strongly agree
Natural attractions	4.51	0.697	Strongly agree
Good service of people	4.47	0.735	Strongly agree
Culture and Traditional	4.43	0.766	Strongly agree
Safe Destination	4.41	0.767	Strongly agree
Traditional Food	4.15	0.958	Agree
Shopping malls	3.98	1.021	Agree
Quality of transportation	3.93	1.095	Agree
Total	4.38	0.79	Strongly agree

From table 6 by pull factors that how do you think about Kamphaeng Phet and found that most respondents strongly agreed that their selection of beautiful scenery ($\bar{x} = 4.67$), peaceful ($\bar{x} = 4.66$) and about historical site ($\bar{x} = 4.56$). For the less selection, there were quality of transportation ($\bar{x} = 3.93$) has to improves.

The pull factors followed question about How do you think about Kamphaeng Phet?. Beautiful scenery was the most strongly agree that has $\bar{x} = 4.67$ and Std. Dev = 0.590, the second selection that close to the first was peaceful that has $\bar{x} = 4.66$ and Std. Dev = 0.600, The Historical site has $\bar{x} = 4.56$ and Std. Dev = 0.680, for the natural attraction there was $\bar{x} = 4.51$ and Std. Dev = 0.697, The average

mean and standard deviation of culture and traditional were $\bar{x} = 4.43$ and 0.766, and about the safe destination has $\bar{x} = 4.41$ and Std. Dev = 0.767. The agreement of all there are strongly agree.

For level of agreement of traditional food, shopping mall and quality of transportation are agree. There were $\bar{x} = 4.15$ and Std. Dev = 0.958, $\bar{x} = 3.98$ and Std. Dev = 1.021, $\bar{x} = 3.93$ and Std. Dev 1.095. Finally, the level of agreement of the pull factor is strongly agree.

Table 7: Push factors analysis

Push factors	Mean	Std. Dev	Level
Why you travel in Kamphaeng Phet?			
To escape from same daily life	4.39	0.872	Strongly agree
To meet new people	4.27	0.921	Strongly agree
To visit a place that my friends have been to	3.83	1.265	Agree
To visit friends and relatives	3.81	1.417	Agree
To satisfy the desire to be somewhere else	3.79	1.068	Agree
To experience new and different lifestyles or traditions	3.73	1.097	Agree
To see how people of different cultures live	3.68	1.059	Agree
To visit a place that I have not visited before	3.60	1.163	Agree
To enhance communication with local community	3.54	1.003	Agree
To explore cultural resources	3.26	1.108	Neutral
Total	3.79	1.10	Agree

Followed by table 7, the most selection of push factors about why you travel in Kamphaeng Phet. Mostly, they came to escape from same daily life ($\bar{x} = 4.39$), to meet new people ($\bar{x} = 4.27$) and to visit a place that their friends have been to ($\bar{x} = 3.83$). About the less of selection, they came to explore culture resources ($\bar{x} = 3.26$).

The push factors followed by Why you travel in Kamphaeng Phet?. Mostly, they selected to escape from same daily life. Average mean and standard deviation were $\bar{x} = 4.39$ and Std. Dev = 0.872. The second was to meet new people $\bar{x} = 4.27$ and Std. Dev = 0.921, the level of them were strongly agree.

For the third selection was to visit a place that my friends have been to, there was $\bar{x} = 3.83$ and Std. Dev = 1.265, to visit friends and relatives were $\bar{x} = 3.81$ and Std. Dev = 1.417, and they also satisfy the desire to be somewhere else, has $\bar{x} = 3.79$ and Std. Dev = 1.068. To experience new and different lifestyles or traditions have $\bar{x} = 3.73$ and Std. Dev = 1.097. The Thai tourist who came to Kamphaeng Phet, they came to see how people in average mean has 3.68 and standard deviation has 1.059, and who would like to visit a place that they have not visited before are $\bar{x} = 3.60$ and Std. Dev = 1.163, and came to enhance communication with local community has $\bar{x} = 3.54$ and Std. Dev = 1.003, all the level agreement of them are agree.

The last selection was to explore culture resources has $\bar{x} = 3.26$ and Std. Dev = 1.108, the agreement is neutral. So, the level agreement of the push factor is agree.

CONCLUSIONS

The result of the motivation in making decision to select Kamphaeng Phet as their destination choice by push and pull factors, the most influencing pull factor are beautiful scenery, peaceful and historical site. The less selection is quality of transportation.

The most of push factor is they came to escape from same daily life, to meet new people and to visit a place that their friends have been to. The less selection is exploring culture resources.

According to the result, it shows Thai tourist in Kamphaeng Phet came to escape from same daily life and meet new people. There is beautiful scenery, peaceful and interesting historical site to attract them. Lastly, Kamphaeng Phet has to improve quality of transportation to be better.

Some interesting suggestions were to concern about safety and security system in the province because some places lack of CCTVs to monitor safety and security to the tourists, and a sense of host because most of the local people cannot provide some basic information to the tourists. Additionally, the tourism stakeholder in Kamphaeng Phet cooperate with each other in developing tourism infrastructure of the province to be in a good condition to be ready for welcoming more tourists.

RECOMMENDATION

For this study show about the motivation in making decision to select Kamphaeng Phet as their destination choice by push and pull factors. From this research found that the less selection is quality of transportation. It should improve transportation in order to provide the convenience for tourists to access and travel in Kamphaeng Phet and keep strength to be good. Distribute questionnaire to know a problem and find solution to solve and develop to be better.

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