International Journal of Asian Tourism Management (ATM) considers all manuscripts on the strict condition that they have been submitted only to International Journal of Asian Tourism Management, that they have not been published already, nor are they under consideration for publication or in press elsewhere. Authors who fail to adhere to this condition will be charged with all costs which Journal of Asian Tourism Management incurs and their papers will not be published.

Contributions to International Journal of Asian Tourism and Management must report original research and will be subjected to review by referees at the discretion of the Editorial Office.

International Journal of Asian Tourism Management is a peer-reviewed journal published twice a year, in April (January-April) and September (May-September), by the School of Tourism Development, Maejo University, Thailand. The journal publishes original research papers, invited review articles, and short communications (scientific publications) in the following areas:

Hotel Management
Health and Sport Tourism
Recreation and Leisure
Environmental Issues in Tourism
Any other related issues in Tourism

Copyright by: School of Tourism Development Maejo University
Chiang Mai, Thailand 50290
All rights reserved.

Contact
Editor-in-Chief
International Journal of Asian Tourism Management
School of Tourism Development, Maejo University, Thailand
E-mail: tds.atma@gmail.com
Website: www.tourism.mju.ac.th/journal.php
Tourism industry and services are not only money maker enterprises but also promote human resource development that brings progress and prosperity to the region in a positive way. They can although bring negative effects such as environmental pollution, social and cultural conflicts, not to mention the rising cost of living at the touristic places, but the overall positive effect is the improvement of both the economy and social conditions of the country. The policy on tourism management is therefore included in the National Strategic Plan in both developed and developing countries in the world.

The increasing numbers of tourists in all countries bring a tremendous income which makes the tourism industry more and more advanced worldwide. Thus, the tourism industry and services always have to come up with new knowledge and attractive strategic plans to get the competitive edge. Therefore, with the continuing changing global conditions in terms of economy, society, technology, communication and transportation the tourists have to adjust to these changes. The researches that can find out strategy in planning and management are very important in making various organizations and countries to get the advantage in the competitive industry.

The International Journal of Asian Tourism Management (ATM) is a peer-reviewed journal published twice a year by the School of Tourism Development, Maejo University, Thailand. This journal is the sixth volume (number 1) that publishes original research papers, invited review articles, and short communications (scientific publications) including research papers as follows: 1) Strategies on Community-Based Tourism Management on Community Culture, Bann Papai Sub-District, Sansai District, Chiang Mai Province, 2) Social Impact of Tourism on People in Mae Hong Son Province, 3) Customers of Attitudes, Demographics, and Eco-Friendly Intentions in the Green Hotel in Taiwan, 4) Cultural Resource Management for Sustainable Tourism in Pongyang Sub-District, Maerim District, Chiang Mai Province, Thailand, 5) Exploring the Accommodation Preferences of Taiwan Junior High School Teachers Participating in Domestic Travel, 6) Investigating the Motivation of Elementary School Teachers Participating in Domestic Travel, 7) The Relationship among Destination Image, Place Attachment, Tourist Satisfaction, Tourist Loyalty and Revisit Intention on Ecotourism. The Case Study of Can Gio Mangrove Biosphere Reserve, Vietnam, 8) Context of the Tourism Management with the Marketing Mix: A Case Study of Manang District, Satun Province, and 9) Developing a New Framework for Understanding Residents’ Attitudes toward Tourism Development-A Case of CBT in Thailand

April, 2015
Editor-in-Chief
## CONTENTS

<table>
<thead>
<tr>
<th>Volume 6, Number 1</th>
<th>April 2015</th>
</tr>
</thead>
</table>
| 1 Strategies on Community-Based Tourism Management on Community Culture, Bann Papai Sub-District, Sansai District, Chiang Mai Province  
*Pornchai Saksirisopon, Keerati Trakarnsiriwanich, Monsicha Inthachak and Kahnittha Chaipeng* | 1-12 |
| 2 Social Impact of Tourism on People in Mae Hong Son Province  
*Pornchai Saksirisopon and Sarankorn Malawong-Ariya* | 13-19 |
| 3 Customers of Attitudes, Demographics, And Eco-Friendly Intentions in the Green Hotel in Taiwan  
*Mei-Ling Huang, Budi Guntoro, Weerapon Thongma and Tzung-Cheng Huan* | 20-30 |
| 4 Cultural Resource Management for Sustainable Tourism in Pongyang Sub-District, Maerim District, Chiang Mai Province, Thailand  
*Yutthakarn Waiapha, Boontha Chailert, Pawini Temdi and Rattanakorn Raksathip* | 31-39 |
| 5 Exploring the Accommodation Preferences of Taiwan Junior High School Teachers Participating in Domestic Travel  
*Chih-Chien Hsu, Yu-Ting Huang and Shih-Yun Hsu* | 40-50 |
| 6 Investigating the Motivation Of Elementary School Teachers Participating in Domestic Travel  
*Chiu-Yen Lin, Yu-Ting Huang, Chih-Chien Hsu and Shih-Yun Hsu* | 51-64 |
| 7 The Relationship among Destination Image, Place Attachment, Tourist Satisfaction, Tourist Loyalty and Revisit Intention on Ecotourism. The Case Study of Can Gio Mangrove Biosphere Reserve, Vietnam  
*Thai-Son Pham and Hung-Bin Chen* | 65-76 |
| 8 Context of the Tourism Management with the Marketing Mix: A Case Study of Manang District, Satun Province  
*Apinan Promsub and Parichart Visuthisima* | 77-87 |
| 9 Developing a New Framework for Understanding Residents’ Attitudes toward Tourism Development-A Case of CBT in Thailand  
*Winitra Leelapattana, Lee, Hung-Wen, Tsai, Chin-Fa, Weerapon Thongma and Sutthikarn Khong-Khai* | 88-102 |
STRATEGIES ON COMMUNITY-BASED TOURISM MANAGEMENT ON COMMUNITY CULTURE, BANN PAPAI SUB-DISTRICT, SANSAI DISTRICT, CHIANG MAI PROVINCE

Pornchai Saksirisopon (Ph.D.)¹, Keerati Trakarnsiriwanich (Ph.D.)¹, Monsicha Inthachak (Ph.D.)¹ and Kahnittha Chaipeng²

¹ Lecturer, School of Tourism Development, Maejo University, Thailand
² Master Student, School of Tourism Development, Maejo University, Thailand

Corresponding Author E-mail¹: psuksirisopon@gmail.com

ABSTRACT

The strategies plan on community-based tourism management is a tool as a guideline for decision-making of tourism stakeholders in the resource management of a community. It is the form of “analytical thinking before implementing” under an analysis of environmental conditions both inside and outside the community. This participatory action research aimed to investigate general context of the community and analyze environmental conditions inside and outside the community. Obtained data were used for strategic planning on community-based tourism management on the basis of Baan Papai community culture, Sansai district, Chiangmai province. Individual and group interview was conducted with tourism stakeholders in Baan Papai community: authorities of the government sector, tourism entrepreneurs, administrators or concerned personnel in education, and people in the community (30 persons). Obtained data were analyzed by using descriptive analysis.

Results of the study revealed that most of the informants were Chiangmai by birth, with the mixed blood of Lua and Yuan (Yonok). In 1885, Tai Khuen and Tai Yai ethnic groups form Keng Tung (Shan State, Myanmar) migrated to cultivate along the banks of Mae Doo River, a tributary of Mae Kok River. This area was the location of Baan Wiangchiangtong (Baan Sriwangtharn), Baan Muangkhon, Baan Mor, Baan Papai, Baan Pamued, Baan Maekad Noi, and Baan Pong communities. This area was mostly flatland close to the mountain with the abundance of bamboo. Along the road sides there was open forest and hence the community there was called “Baan Papai”.

Regarding an analysis of environmental conditions both inside and outside the community, it was found that Baan Papai had diverse tourism resources, both culture and nature. Important bodies of water were Huay Jo reservoir, Huay Salaeng reservoir, and irrigation canal. Thaen Prapaluang was the most important temple in Baan Papai community. It was built for more than 700 years ago during King Kuena reign of Lanna Thai. Besides, the footprint of the Lord of Buddha was found in Baan Papai sub-district. There were abundant of eco-tourism sources in Baan Pong as well as home stay activities taken care by local people. Thus, Baan Papai sub-district had strength in tourism opportunity.
Aggressive strategy was employed for tourism management of the Tourism club in Papai sub-district in order to create the opportunity advantage. Its vision included job opportunity, community development, community lifestyle conservation, learning community, and sufficiency livelihood. Besides, its mission comprise 4 aspects: 1) promotion of learning process and local wisdom transfer from generation to generation; 2) emphasis on the knowledge management and systematic establishment of the community information center for tourism support and promotion; 3) upgrading the standard of goods and services; and 4) promotion of good relationships among people in the community. As a whole, it consisted of 5 strategies, 7 implementation plans, and 24 projects.

**Keywords:** Management Strategy, Community-based Tourism, External Environment, External Environment

**INTRODUCTION**

World Tourism Organization (UNWTO) has predicted that a number of international tourists will reach to 1,600 million (Ministry of Tourism and Sports, 2011: p.1). Meanwhile, Department of Tourism (2012, p.6) indicated that a number of foreign tourists visit Thailand in 2011 was 19,098,323 which was more than the previous year for 3,161,923 or 19.84 percent. Part of this increased in a number of foreign tourists was due to an effective plan on tourism promotion of government and private sectors. This was particularly on the determination of goals and guidelines for project implementation. It placed the importance on the integration of the government’s tourism policy, tourism development strategies, and data on tourism market. Importantly, the ASEAN Economic Community comprising Myanmar, Laos, Vietnam, Malaysia, Singapore, Indonesia, Philippines, Cambodia, Brunei, and Thailand will provide common economic benefits (ASEAN Economic Community Information Center, 2014). Such operation supports effective measures on the reduction of problems encountered in travelling, public relations, confidence in travelling in Thailand, and improvement of quality products and services.

Community-based tourism can create value and value-added to Tourism in terms of revenue generation and job opportunities (Thongma, Leelapattana, Kruntakapakorn, and Prasansuk, 2014). However, Sithikarn, et al. (2006, p.20) claimed that tourism causes arts and cultural distortion as well as social disorder. Besides, incomes earned from tourism usually happen to influential persons having financial power. Likewise, Piewnim and Chatharupan (2003) stated that tourism causes community conflicts; particularly among entrepreneurs and between entrepreneurs and local people who are commercially hindered. Also, some tourists are taken advantage or cheated on services and product purchasing. Moreover, The Research Institute of Thailand (2001, pp.298-315) reflected that cultural tourism (ethnic groups) aiming at admiring local color is sorted into groups like a product parcel which fixed price and sold like general products in markets. In addition, making culture as a product causes a meaning hidden in the beliefs of culture owners be lost. Ritual ceremonies are exhibited for commercial purposes. Needs for souvenirs lead to the development of ‘tourist arts’ in which it is imitated from the authentic ones. This results in lack of symbolic meanings. That is, lack of self-cultural meaning causes meaningless of livelihoods.

The development of community-based tourism which is dependent on natural resources and social culture can generate additional incomes aside from agricultural product selling. This makes local people realize on the value of
natural resources. However, the government sector must have a clean policy to support sustainable development of community-based tourism (Payakwichian, 2005: pp.4-5). Likewise, Wangpaichit, et al. (2004, p.76) stated that the Thai government needs to determine a concrete policy and all concerned agencies must integrate implement it. This is particularly on the determination of clear objectives like a map guiding the attainment of successful tourism management. Besides, it must determine a clean direction of development. The community must be ready and cope with impacts which may happen regarding green tourism. In addition, the community must develop the standard of tourist spots as well as concerned personnel of all levels. However, The Center for Tourism Planning and Poverty Alleviation of Asia (2006, p.12) revealed that, in the past, planning usually focused on steps and various rules/regulations instead of tool or mechanism development leading to the achievement of goals or objectives. The failure was due to lack of flexibility, vision, and strategic thinking. The Top-down planning was not effective and it lack of connection between planning and implementation.

As afore mention, the determination of tourism development planning must be consistent with changes and tendency of tourism. Basic problems in tourism must be solved for sustainable tourism and additional incomes. Besides, economic stability of the country is an important issue which tourism industry must place the importance (Ministry of Tourism and Sports, 2011: p.18). Thus, the strategic plan on community-based tourism management based on Baan Papai community culture aims to reduce inequality for social justice. It also focuses on the development of social quality both at an individual and social level. This includes the improvement of job opportunities and social protection to prevent risks of livelihoods. The strategic plan also encourages local people to participate in social and economic activities so that they will fairly obtain benefits. This is under the following: environmental condition contributing to the development of basic potential; enrichment of economic stability and quality of life; equal recognition by others; harmonious and generous livelihoods, and strengthening self-development.

LITERATURE REVIEW

Tourism industry is very sensitive to crisis. When facing unexpected incidents without a plan to cope with it, panic will occur and this results in long-term disadvantage of tourism industry (Donwichit, et al., 2006: p.3). Likewise, William (2002, p.28) claimed that rapid economic growth due to tourism industry has no future and direction. Income distribution is mostly in the hand of privileged persons. Growth performance is not equilibratory and this includes unequal income distribution and environmental deterioration. Therefore, strategies are essential to an organization since the organization needs to employ strategies for the achievement of its goals. To determine strategies, an organization must perceive its condition or potential as a priority (Hutanuwat, 2000: p.1). Importantly, the strategic plan can guide management mechanism so that to be up-to-date with changes for sustainable development.

Regarding an analysis of internal and external conditions of the community, discussion with concerned personnel must be done for the assessment of potential of tourist spots. Also, weaknesses and strengths of the tourist spots must be found regarding least impact of development in terms of socio-economic, environmental and cultural aspects. SWOT analysis is a tool used for the assessment of environmental condition and status of an organization. It focuses on existing potential and readiness of the organization. Besides, it attempts to avoid obstacles and risks from the external environmental conditions. All of these factors can be advantage and disadvantage to the organization. That is, utilization of strengths and opportunities is very beneficial to the organization.
1. An analysis of external environmental conditions. It is the process on the comprehension of changes and various incidents outside the community. These changes include opportunities and threats of the community. Hence, it is essential to understand natural and environmental conditions in order to be appropriately responsive to opportunities and threats. Both opportunities and limitations are related to strategies of the communities for the implementation.

2. An analysis of internal environmental conditions

It is the process in which the community looks at itself in terms of capabilities. Thus, an internal functional analysis, as well as operations, structure, resources, and skills analysis help find strengths and weaknesses of the community.

The strength and opportunity strategy employs strengths and external opportunities which an organization should have for utilization as much as possible. This can be accomplished by an increase in production, market expansion, and firm combining.

The weakness and opportunity strategy is employed for finding a method of weakness solving. External opportunities contributing to an organization are employed for the benefits of the organization. This can be done by product and market development.

The strength and threat strategy is the utilization of strengths in an organization and reduction of external threats. Sometimes, strengths of the organization cannot refute all threats but it can reduce damages which may occur. This can be done by market expansion and an increase in services for clients.

The weakness and threat strategy attempts to solve business problems or damages due to weaknesses in an organization as well as affects of external threats. It may have violent effects on the organizational operation. Hence, the organization needs to find a way to avoid those damages for survival. Besides, new strategies can be employed, e.g. capital sharing, cost reduction, production quitting, and business close down.

**METHODOLOGY**

This study had the following objectives:
1. To explore general context of Papai sub-district, Sansai district, Chiangmai Province;
2. To analyze internal and external conditions of Papai sub-district; and
3. To prepare a strategic plan on community-based tourism Management based on the community culture of Papai sub-district.

The sample group in this study consisted of 30 stakeholders in tourism of Baan Papai community, Sansai district, Chiangmai Province. This included government officials (policy makers of Papai sub-district administrative organization), tourism entrepreneurs, administrators or concerned personnel in education, and local people.

Research tools of this participatory action study included semi-structured interview schedule and focus group discussion. Obtained data were analyzed by using descriptive statistics.

**RESULTS AND DISCUSSION**

1. General context of Papai community, Sansai district, Chiangmai province

Based on historical background of Papai community, most people there were Chiangmai by birth with the mixed bold of Lua and Yuan (Yonok). In 1885, Tai Khuen and Tai Yai migrated from Ken Tung (in Shan state, Myanmar) to cultivate along the banks of Mar Doo, a tributary of Mae Kuang (Mae Kok). They settled down at Baan Wiangchiangtong (Baan Sriwangtharn), Baan Muangkhon, Baan Mor, Baan Papai, Baan Pa Muaed, Baan Maekaed Noi, and Baan Pong. These communities were...
located on a flat plain area close to the foot of the mountains. The area located on a flat plain area close to the foot of the mountains. The area where there is abundant of bamboos was called “Baan Papai”. During the reign of King Rama V, Baan Papai was named as Papai sub-district. In 1940, Papai sub-district was included in Muang Len sub-district. In 1995, however, Papai community was elevated to be Papai sub-istrict council and Papai sub-district administrative organization in 1996. After that, it was changed to be Papai municipality up to the present (Office of Papai Municipality, 2014). People in Papai community had been living there harmoniously follows:

**Thaenprapaluang temple**

This temple is the most important Buddhist monastery of Papai community built in the reign of King Kuena (more than 700 years ago). Besides a fruit print of the Lord of Buddha was found there. There was a sculpture of demon called ‘Thep Asoon’ at the entrance of the temple. Local people there believed that the demon helps protect forest and streams and prevent ghosts to enter the community

**Huay Joe reservoir**

His Majesty King Bhumibol and Crown Princess Sirinthorn had visited the reservoir and observed the national reserved first there (Baan Pong Development Project, The Royal Initiative Project and Plant Genetics Conservation Project) Beside, Crown Princess Sirinthorn had designated Maejo University, Royal Irrigation Department, and Royal Forestry Department to develop water sources for a better livelihoods of local people there.

**Baan Pong forest**

It is situated in Sansai national reserved forest. Baan Pong forest covered an area of 3,686 rai with the abundance of bio-diversity and various plant varieties. People in the community there conserved it as a community forest for eco-tourism. Importantly, the people there could earn a living from forest products, e.g. local vegetables and red ant eggs.

**Lifestyles of people in the community and home stay activities**

People in Baan Pong community coordinated with Faculty of Tourism Development, Maejo University to conserve tourism resources there in order to create an economic opportunity for the community. They formed an eco-tourism club aiming at providing home stay activities to tourists and interested people to relax and learn about lifestyles, culture, and tradition of Baan Pong community.

**Yeepeng festival**

It was an old festival having been practiced for more than 700 years. This aimed to worship the Lord of Buddha in the form of lantern releasing into the sky. This festival was held at Lanna Thudongkasatharn (Dhammakaya Foundation) by government/private sector, educational sector, and the public for the promotion and conservation of local tradition.

2. Internal and external environmental conditions of Papai sub-district

Focus group discussion was held among tourism stakeholders comprising government personnel, tourism entrepreneurs, administrators, concerned personnel in education, and local people. It aimed to find strengths, weaknesses, opportunities, and treats. It was found that Papai community has both strengths and weaknesses. This was because the community had long historical background and diverse tourism resource both cultural and natural aspects. Besides, the community had important water sources which could be developed to be tourist spots. The community was rich of eco-tourism places and there were home stay services operative by local people. Importantly, cultural and eco-tourism there was promoted and supported by various parties aiming to develop tourism activities and economic condition.

1. Strategies on community-based tourism based on Papai community culture

Aggressive strategies were employed to construct competitive advantage. This was
because community-based tourism was a stiff competition. It placed the importance on investment and local tourism development in order to generate revenue to the community. Besides, there were risk factors on tourism which was complex and violent. Thus, the tourism club of Papai sub-district needed to find a guideline for local tourism development. It had vision, objectives, goals, mission and development strategies as follows:

**Group Title:** Papai Tourism Club  
**Vision:** Creating job opportunities, development community, community lifestyles conservation, learning community, and moderate livelihoods.  
**Mission:**  
1. Promote learning process and local wisdom transfer from generation to generation.  
2. Emphasis on knowledge management and systematic establishment of a community information center for local tourism support.  
3. Elevate standards of local products and services.  
4. Promote good relationships among people in the community.

**Objectives:**  
1. To develop concerned personnel in local tourism development in terms of tourism management.  
2. To transfer local lifestyles and wisdoms through the process of knowledge management to local youths.  
3. To elevate standards of local products and services.  
**Development Goals:**  
1. A number of tourism club members participating in community-based tourism activities is increased for about 10 percent per year.  
2. Establishment of Papai Tourism club together with organizational structure design, roles, managerial administration, and determination of implementation plan.  
3. The community has systematic knowledge management on tourism resources and transfers it to people in the community together with diverse tourism activities.  
4. The community had a better standard of living but still maintains its identity.  
5. People in the community have knowledge and capabilities on community-based tourism.
Strategies on community-based tourism management based on Papa cultural community

Vision: Create job opportunities, development community, community lifestyle conservation, learning community, and moderate livelihoods

Strategy 1. Managerial administration of Papai Tourism
- Implementation plan on acceleration of local tourism club establishment
- Project on strategies of cultural tourism based on local wisdoms of Papai sub-district, Sansai district, Chiangmai province
- Project on group forming for community-based tourism of Papai community
- Project on the management of the community culture center, Sansai district
- Project on cycling for promotion and development of natural tourism by the process of community participation
- Project on exploration and collection of body of knowledge to cope with tourism in Papai community, Sansai district, Chiangmai province
- Implementation plan on the promotion of strength in the community
- Project on strategies of cultural tourism based on local wisdoms of Papai sub-district, Sansai district, Chiangmai province
- Project on group forming for community-based tourism of Papai community
- Project on the management of the community culture center, Sansai district
- Project on cycling for promotion and development of natural tourism by the process of community participation
- Project on exploration and collection of body of knowledge to cope with tourism in Papai community, Sansai district, Chiangmai province

Strategy 2. Development of tourism resource, activities, and services
- Implementation plan on tourism activities support
- Project on route development and assessment to Papai sub-district, Sansai district
- Project on agricultural day of Papai sub-district
- Project on organic market of Papai sub-district
- Project on Culture Court
- Project on Traditional inheritance

Strategy 3. Public relations and marketing
- Implementation plan on meaning convey support and public relations
- Project on the promotion of public relations on community-based tourism ob Papa sub-district
- Project on the construction and development of networks

Strategy 4. Development of quality of life and environment
- Implementation plan on the acceleration of shop system of petro market
- Project on safety preparation of support community-based tourism
- Project on the promotion of non-toxic vegetable production for good health of people in the community
- Project on basic infrastructure development

Strategy 5. Development of personnel potential
- Implementation plan on the acceleration of potential in tourism of people in the community
- Project on tourism educational tour for knowledge and experience exchange
- Project on action training of local tour leaders in Papai sub-district, Sansai district, Chiangmai province

Strategy 5. Development of personnel potential
- Implementation plan on the acceleration of prominent packaging
- Project on the development of jogs and products as souvenirs of Papai sub-district, Sansai district, Chiangmai province
DISCUSSION

Papa sub-district is an area having diverse tourism resources, both nature and culture. It has an opportunity to be fully developed as a complete tourist attraction. This is because Papai community has a long historical background. Papai community has a lot of tourist spots, e.g. Thaenprapaluang temple, Baan Pong community forest, Huay Joe reservoir, Baan Pong development project and the Royal initiatives project. Besides, there are interesting lifestyles, home stay activities, Yeepeng festival, etc.

Papai sub-district has both strengths and opportunities in tourism due to its long historical background and diverse tourism resources as mentioned. Thaenprapaluang is the most important temple and a fruit print of the Lord of Buddha is found there. The eco-tourism at Baan Pong community forest is rich of diverse plant varieties and bio-diversity. Many tourists visit Papai sub-district and some of them use home stay service at Baan Pong to experience rural lifestyles. Greenwood (1982, pp.27-28) had conducted a study on “Hosts and Guests: the Anthropology of Tourism”. He found that the Alarde tradition is more than an important festival celebration but it provide an opportunity for community members to join the activities regardless social status, gender, age, etc. This helps construct unity of people in the community since they share common beliefs and faiths. Meanwhile, Pradeep Rachera Clark Hu (2010) had conducted a study on A Social Network Perspective of Tourism Research Collaborations”. It was found that the collaborative network had a higher level of value than that of work achievement. This implies that the process of collaboration network development and the development of quality of network members are very beneficial to the local community.

However, many educators have proposed a guideline leading to the success of community-based tourism strategies (Phatthasith and Sarobol, 2014). For example, the government sector should instill the consciousness of custom conservation and rehabilitation, local wisdom and culture, as well as the development of service standard and concerned personnel in tourism resources (ministry of Tourism and Sports, 2011: p.54). The determination of community direction should be consistent with changing situations in order to show its standpoint and image to people outside the community. Vision is like a dream of the community to change itself in accordance with concepts and beliefs of organization members. It is a driving force of individuals as well as coordination with other people or organizations (Suansri, 2003: p.56). The strategies or a guideline for planning on sustainable tourism is the determination of problem solving method in order to attain the goals (Chittangwattana, 2005: p.326). Without planning, in contrast, tourism structures (e.g. buildings) will lead to the end as can be seen in big cities where there are a lot of advertisement boards. This is truly untidy and not beautiful (Charumance, 2001: p.227).

The strategy on community-based tourism management of Papai sub-district is an aggressive one. It employs strength for creating advantage in opportunities. PimonSompong (1999, p.126) stated that SWOT analysis is an analysis at both micro and macro level of an organization itself and competitors. It is a tool used for decision making in business planning. Strengths of the organization are used for healing weaknesses, opportunity grasping, and limitation avoiding. Meanwhile, vision includes creation of job opportunities, development community, lifestyle conservation, and moderate livelihoods. Besides, 4 main aspects of mission are as follows: 1) promotion of learning process and local wisdom transfer from generation to generation; 2) emphasis on knowledge management and systematic establishment of a community information center in order to promote and support tourism activities in the community; 3) elevating standards of local products and
services; and 4) promotion of good relationships among people in the community. This comprises 5 strategies as follows:

**Strategy 1. The managerial administration of tourism management in Papai sub-district**

This development aims to establish a tourism club in Papai sub-district, organizational structure design, roles, managerial administration, and determination of implementation plans leading to actual practice. Thongsakul, et al. (2006, p.89) stated that the determination of tourism strategies must be based on possibility. Besides, the government sector must concretely support and be a core of collaboration of all concerned parties. Wangpaichit, et al., 2004: p.76) revealed that the government needs to determine policies of the government sector concretely. Also, all concerned agencies should integrate it for practice. Importantly, community-based tourism management must often have a meeting in which all participants take part in brainstorming. In addition, the decision to do anything must be approved by majority vote.

**Strategy 2. Development of tourism resources, activities, and services aims to develop the community to have systematic knowledge management on tourism resources.**

The obtained body of knowledge will be then transferred to people in the community and employed for diverse tourism services. The Research Institute of Thailand (2001, p.12) revealed about the implementation of the policy on tourism promotion in the case that the government should realize and take care. That is, the preparation of readiness on tourist welcoming and the protection of natural resources and environment. Such the readiness should include tourist spots and concerned personnel in local tourism. In the case that there is no such readiness, the image of community-based tourism may be negative. Ministry of Tourism and Sports (2011, p.54) stated that the promotion of community participation in tourism management can be done by constructing community networks, knowledge sharing, and experience exchange between communities.

**Strategy 3. Public relations and marketing**

It aims to develop and promote tourists to know more about the community as well as increased sales volume of local products. This is because Thailand is ready in terms of basic infrastructure for special interest tourism. However, there is a high tendency of tourism competition between Thailand and other neighboring countries. Thus, the implementation plan on public relations support and the elevation of packaging standards should be accelerated (The Research Institute of Thailand, 2001: p.15).

**Strategy 4. Development of quality of life and environment.**

It aims to improve quality of life of people in the community but the community identity must be maintained. This conforms to an idea about tourism development of Khittasangkha, et al., 2006, p.1). He claimed that tourism development at a local community level should aim to develop quality of life of local people on the basis of economic improvement. However, natural resource deterioration must be prevented and quality tourism experience should nourish. Importantly, planning of tourism management should be based on value of cultural heritage.

**Strategy 5. Development of concerned personnel in community-based tourism.**

It aims to develop the community to have knowledge and capabilities in community-based tourism. Sukhothat Thammathirat Open University (1992, pp.103-104) revealed that if only local community adopts and supports various development projects, these projects will be successful easily. Meanwhile, Wongsarot, et al. (2007, p.87) proposed that administrators of local government agencies should provide an opportunity for heads, personnel, and supporting staff to take part in the preparation of development projects. This is because these people are close to the community and they perceive problems and needs of the community. Roles of people in accordance with the constitution of the Kingdom of Thailand of the year 1997, sections 46, 78, 289, and 290 indicated that the local community has the rights to conserve and rehabilitate good
The holistic development must be based on diversity and connection among communities. The development will not be sustainable if there is no change in relationships and power structure. Sustainable development is surely related to human of all levels (Panyanuwat, 2004, pp.11-12). Importantly, the community vision must be determined whether what will the community do in the future and to whom. This makes clear future goals of the community if people in the community participate in the determination of community vision (Suansri, 2003, p.56).

CONCLUSION AND RECOMMENDATION

1. Managerial administration

1.1 Acceleration of strength of the community by supporting collaborative networks for the provision of tourism services and to cope with the free trade on tourism in the future.

1.2 Promotion on community participation in local tourism resource management can be done by designating a committee at local and provincial level for concrete tourism development.

1.3 It should have a connection of roles and tasks of government/private agencies, educational sector, religious sector, and people in the community. Besides, all of these should coordinate with other concerned agencies for the determination of policies and community-based tourism support.

2. Development of tourism resources, activities, and services

2.1 Acceleration of new tourism resources should be practiced and new forms of tourism activities should be created to be consistent with needs and interest of tourists. That is, it focuses on the development of tourism activities and services which generate incomes and value to the community.

2.2 Deteriorated tourist spots should be rehabilitated regarding architectural environment and the community way of life.

2.3 Acceleration of convenience facilities in tourist spots should be done, e.g. signboard, tourism information center, rest room, convenience facilities for the handicapped.

3. Public relations and marketing

3.1 The tourism information center and one-stop service facilitation in important tourist spots should be developed for solving emergent problems occurred to tourists.

3.2 Database about tourist spots must be complete and up-to-date with complete service connection.

3.3 Yeepeng festival should be promoted to be at the world class level in order to support community-based tourism and income distribution.

4. Development of quality of life and environment

4.1 Acceleration of support on community participation, e.g. being a police volunteer keeping safety in their community, a volunteer supporting tourist police, a security guard, a tourist rescuer, etc.

4.2 Measure on tourist care-taking and protection should be strictly implemented and penalty must be employed.

5. Development of personnel potential

5.1 Competitive potential in tourism must be developed. This is particularly on improvement of foreign language skills, and knowledge about history/culture/important tourist spots, etc. to be ready for the free trade on tourism.

5.2 Short course training on issues needed by tourism entrepreneurs should often be held. This includes executive development related to tourism industry.
REFERENCES


Office of the National Economic and Social Development. (2001). *The 11th National Economic and Social Development Plan, 2012-2016*. Office of the National Economic and Social Development Board; The Prime Minister’s Office.


SOCIAL IMPACT OF TOURISM ON PEOPLE IN MAE HONG SON PROVINCE

Pornchai Saksirisopon (Ph.D.)¹ and Sarankorn Malawong-Ariya²

¹ Lecturer, School of Tourism Development, Maejo University, Thailand
² Lecturer, Chiang Rai Rajabhat University
Corresponding Author E-mail¹: psuksirisopon@gmail.com

ABSTRACT

The objectives of this quantitative research were to investigate general information of people in Mae Hong Son province and social impact of tourism on the people. A set of questionnaires was administered with the sample group obtained from probability sampling method. Obtained data were analyzed by using the Statistical Package for the Social Sciences Program. Respondents in this study consisted of 402 people living in two districts implementing a “happy life” strategy in a provincial level of Mae Hong Son province in 2007. This was based on a highest level (Muang district) and a lowest level (Khunyuam district).

Results of the study revealed that most of the people in Mae Hong Son were male, 21-30 years old, lower-secondary school graduates, and living in Mae Hong Son for more than 10 years. Their average monthly income was less than 3,000 baht. It was found that the people in Mae Hong Son province had a low level of social impact caused by tourism (\(\bar{X} = 2.05\)) in terms of the following: 1) needs of basic social infrastructure (\(\bar{X} = 2.28\)); 2) form of community development (\(\bar{X} = 2.12\)); 3) conflicts between groups of local people and new immigrants (\(\bar{X} = 1.99\)); 4) people and changes (\(\bar{X} = 1.95\)); and 5) social relationship (\(\bar{X} = 1.90\)), respectively.

Keyword: Social Impact

INTRODUCTION

Mae Hong Son province is named as the land of three mists since it is a mountain area with dense forest. This results in the occurrence of fog in Mae Hong Son province all year round. That is, mist occurred by drizzle in the rainy season; mist of the dew in the winter; and smoke occurred by forest burning in the summer. Besides, most of the people in Mae Hong Son province are Thai Yai on the “Tai” migrating from Shan state of Myanmar and hill tribes, ethnic groups having unique way of life and architecture. In fact, these people are closely related to the belief in Buddhism as can be seen in their tradition and culture life festivals which are held all year round. There is the utilization of strength points on hospitality, various colorful tourist spots, promising uniqueness of Lanna tradition, and impressive services and products. These things attract a large numbers of tourists to visit Mae Hong Son. As a whole, tourism industry in Mae Hong Son has been increasing continually.

As a matter of fact, tourism industry in Mae Hong Son has been developing rapidly in
the past 10 years up to the present. This affects the undesired incidents occurring due to the expansion of tourism industry there; particularly on social and cultural problems. This is because Tourism industry in Thailand still focuses on an amount of tourism rather than tourist quality. Besides, it lacks of an appropriate planning and management. The committee of the National Social and Economic Development identifies that income generation of the country is the main goal of the tourism development strategy of the Ministry of Tourism and Sports and the strategy on the adaption of tourism structure of the Bureau of National Social and Economic Development. This results in lacks in economic, social and environmental balance. Natural resources are extravagant exploited causing problems in deterioration of main tourist spots, occurrence of crimes, change of value, unequal income distribution among tourism communities, price dumping, and reduction of product quality.

**METHODOLOGY**

This study was aimed to investigate:
1. general information of people in Mae Hong Son province; and
2. social impact of tourism on people in Mae Hong Son province.

**Scope of the Study**

**Area scope** - two district representatives implementing the “happy life” strategy in a provincial level of Mae Hong Son province in 2007. Maung district had 245 projects with the total budget of 245 million baht and Khunyuam district had 53 projects with the total budget of 53 million baht.

**Content scope** - social impact of tourism on people in Mae Hong Son province in terms of people and changes, community management, conflicts between local people and new immigrants, social relationship, and needs of basic social infrastructure.

**Population scope** - people in Mae Hong Son who were socially affected by tourism.

**Instruments and Research Methodology**

A set of questionnaires was used for data collection administered with 402 respondents obtained by cluster random sampling and simple random sampling. Sample size was determined based on the number of population of each group. The questionnaire consisted of two parts: part 1 concerned about general information of the respondents and checklist was used for this part; and part 2 was the assessment of social impacts of tourism in Mae Hong Son province. Rating scale was used in this part and it had four options: least, little, much, and most. Obtained data were analyzed by using the Statistical Package for the Social Sciences Program for finding percentage and mean.

**RESULTS AND DISCUSSION**

1. **General information of people in Mae Hong Son province**

   It was found that more than one-half (55.20 percent) of the people in Mae Hong Son province were male. They were 21-30 years old most (39.80 percent). This was followed by 31-40 years old, 41-50 years old, below 20 years old, 51-60 years old, and 61 years old and above with the percentage of 19.20, 17.90, 12.20, 7.20, and 3.70, respectively. Most of the respondents (37.60 percent) had an average monthly income of less than 3,000 baht. This was followed by 3,001-6,000 baht (34.60 percent), 6,001-9,000 baht (16-20 percent), and more than 9,000 baht (11.70 percent). For educational attainment, the following were found: lower-secondary school graduate (24.90 percent), upper-secondary school graduate (24.40 percent), bachelor’s degree graduate (21.10 percent), elementary school graduate (20.90 percent), and lower than elementary school (8.70 percent). Most of them (77.40 percent) had been living in Mae Hong Son...
province for more than 10 years. This was followed by 3-6 years (11.40 percent), 7-9 years (6.50 percent), and less than 3 years (4.70 percent).

2. Social impacts of tourism on people in Mae Hong Son province

It was found that there was a low level of social impacts of tourism on people in Mae Hong Son province ($\bar{x} = 2.05$).

People and Changes

Most of the people in Mae Hong Son province had a low level of social impacts of tourism ($\bar{x} = 1.95$). The following problems were found: 1) an increase of dispersion of AIDs in local communities ($\bar{x} = 2.06$); 2) an increase of drugs ($\bar{x} = 2.00$); 3) undesired groups of people such as drugs traffickers and prostitution ($\bar{x} = 1.97$); and slum ($\bar{x} = 1.95$), respectively.

Community Management

It was found that most of the people in Mae Hong Son province had a low level of social impacts of tourism ($\bar{x} = 2.12$). The following were found: 1) tourism causes change of local architectural style ($\bar{x} = 2.37$); 2) tourism stakeholders scramble for benefits of tourism activities ($\bar{x} = 2.15$); 3) tourism causes inequity on the development of basic infrastructure and convenience facilities such as electrical system, transportation, telephone, etc. ($\bar{x} = 2.14$); 4) tourism causes the reduction of local handicrafts ($\bar{x} = 2.04$); and 5) tourism causes change of an opportunity about occupation such as lack of farming land because they have sold it to capitalists ($\bar{x} = 1.95$), respectively.

Conflicts between Local People and New Immigrants

Results of the study revealed that most of the people in Mae Hong Son province had a low level of social conflicts ($\bar{x} = 1.99$). The following were found: 1) problems arises from illegal alien immigrants ($\bar{x} = 2.16$); 2) problems in change of form of services on lodging, eatery, and others such as might life entertainment and gambling places ($\bar{x} = 1.97$); 3) tourism causes a problem in a low quality of tourism workforce ($\bar{x} = 1.95$); 4) tourism causes sex business ($\bar{x} = 1.94$); 5) tourism causes tourists are taken advantage ($\bar{x} = 1.92$), respectively.

Social Relationship

It was found that most of the people in Mae Hong Son province had a low level of social impacts ($\bar{x} = 1.90$). The following were found: 1) tourism causes change in culture, tradition, and way of life ($\bar{x} = 2.19$); 2) tourism causes insecurity in life and properties ($\bar{x} = 2.04$); 3) travel season (October-February) causes a problem of poverty ($\bar{x} = 1.81$); 4) tourism causes a problem in the difference of religion, beliefs and local culture ($\bar{x} = 1.75$); and 5) tourism causes a problem in change of family structure, family problem, and family relationship ($\bar{x} = 1.70$), respectively.

Needs of Basic Social Infrastructure

It was found that most of the people in Mae Hong Son province had a low level of social impacts ($\bar{x} = 2.28$). The following were found: 1) tourism causes a problem of garbage littering in tourist places ($\bar{x} = 2.54$); 2) tourism causes a problem in air pollution ($\bar{x} = 2.29$); 3) tourism causes a problem in forest destruction ($\bar{x} = 2.21$); 4) tourism causes a problem in undesired scenery ($\bar{x} = 2.19$); and 5) tourism causes a problem in waste water due to garbage littering ($\bar{x} = 2.15$), respectively.

Discussion

Based on the study, it was found that a social impact of tourism on the people in Mae Hong Son province was arised from a rapid growth of tourism activities which brought social and economic benefits to the people there. That was, there were creation of employment, distribution of income to the people of grass root level, and production investment. However, it was realized that the rapid growth of tourism also had a negative effect toward the community. This conformed to the Bureau of National Social and Economic Development (2007) that income generation for the country was the main purpose of the tourism development strategy of the
Ministry of Tourism and Sports and the Bureau of National and Economic Development Committee. This resulted in the development of lack of balance among economy, society, and natural resources. This was because natural resources were exploited too much causing deterioration of main tourist places, crime value change, inequity of income distribution, price scramble, decrease of product quality, loss of bio-diversity, loss of unique cultural identity, and prostitution. This was particularly on social impacts in terms of people and change, dispersion of AIDS, an increase of drug traffickers, and prostitution. Wongkham (2003: p.172) cited that the community began to adopt new way of life such as costumes which might not fit their culture. Likewise, Sitthikarn et al. (2006) revealed that negative effect of tourism were change of social relationship from dependent on each other to self-survival or taking advantage of other. Besides, income generated from tourism usually in the hands of mafia or people having financial power. This caused ordinary people had inadequate income for daily life expenditure due to a high cost of living. Likewise, it caused a problem in change of local architectural style showing unique culture of the community. The development of basic infrastructure and convenience facilities such as electrical system, transportation, and telephone. Moreover, change of an opportunity on occupation was found. People lack of land for farming because they have sold it to capitalists having an effect on the community management. This conformed to a study of Boonchot (1987) that, within only 10 years, tourism had caused changes in social and economic aspects, land holding, and land exploitation. One-fourth of people in a village shifted their occupation from farming to occupations concerning with tourism. It was incredible that the rate of their household income and land price had been increasing rapidly. In contrast, tourism development also caused negative effect such as social differences and materialism.

For conflicts between local people and new immigrants, it occurred in every community since it caused by a group of people who wanted to achieve a goal and those who lost benefits on limited resources and benefits. This was particularly to problems in illegal alien immigrants, low standard of workforce in service business, and taking advantage of tourists. This was particular in a study of Chuenrungrot (1994) as cited in a study of Thongma (2005: p.41) that tourism had negative effect towards the society and culture on conflicts between local people and outsiders particularly on taking advantage of tourists. Similarly, Pewnim and Chantharuphan (2003) claimed that cultural tourism had negative effect towards community way of life such as traders focused on getting profits from tourists rather than sincerity because tourists were usually scheduled to visit a particular tourist place. Thus, traders had to sell their products as much as possible. Besides, there were conflicts among traders in the canals (floating market) because they scrambled for customers and space. There was no coordination among pier owners and they placed the importance of their expected benefits.

Most of the people in Mae Hong Son province had social impacts of tourism in terms of social relationship. It was found that tourism causes a problem in changes of culture, tradition, and way of life of local community. Santasombat (2004: p.7) stated that the approach of a large numbers of tourists caused negative effect towards social culture. This was particularly on the dispersion of materialism. This resulted in the assimilation of outsider way of life such as costume and consumption behavior. This made the community cannot be self-reliant. The attempt to respond to needs of tourists could dominate local culture and tradition. Good culture and tradition of local community could be disappeared when tourist behave inappropriately such as inappropriate dressing and sex behavior.

Furthermore, results of the study also conformed to a study of William (2003: p.28).
He mentioned about the report of the Development Project of the United Nations Office concerning about human development in 1996. It stated that Thailand had lost so much to accelerate rapid economic growth. Income distribution was mostly in the hands of privileged people. The country did not aware of the danger of rapid economic growth without balance in many aspects. Examples are needs of basic social structure, garbage problem, air pollution, forest community destruction, and waste water.

Although tourism played important role in the rehabilitation and maintenance of economic stability of country in the past 10 years, but the assessment of tourism only through natural cost could not be enough. This was because tourism growth based on the process of development did not realize on social impacts arised from tourism development. Change of one side might affect other sides; that was, changes of knowledge, beliefs, religion, culture rules, and ethics.

Mae Hong Son is one important target of tourism development of the country as indicated in the policy on tourism contained in the National Social and Economic Development plan 10th issue. However, the limitation of land area caused conflicts on the exploitation of land for tourism purpose and poor planning of rapid tourism development had negative effect towards undesired incidents; particularly on cultural and social problems. The Bureau of National Social and Economic Development Committee (2007) indicated that income generation for the country was the main purpose of the tourism development strategy of the Ministry of Tourism and Sports and the Strategy of tourism structure adjustment of the Bureau of National Social and Economic Development Committee. This resulted in the development lacked of balance among economy, society and natural resources. Natural resources were exploited too much causing deterioration in main tourist places. Tourism situation of each year depended on adverse external factors and kept changing all the time. This could not be controlled due to inappropriate planning for coping up with problems encountered in the future. It could be seen that tourism industry is a sensitive to crisis especially unexpected one. Chuaybamrung (2008) indicated that tourism development could be failed if there were no strong dynamic mechanism, networking, data concerning with tourism development, and effective tourism development strategy.

Importantly, the management of social impacts of tourism on the people of Mae Hong Son province reflected problem conditions in various aspects. Thus, the people must be strong for the development of knowledge in order to understand the relationship between natural ecology system and human ecology system. Academic knowledge gap and knowledge on practice effected serious natural resource scramble in the future. Economic crisis caused the problem of poverty and social stratification. Therefore, the problem in social impacts arised from tourism was an important issue to be discussed for effective tourism development. In fact, Mae Hong Son province has good quality of tourism capital—both natural resource and human capitals. Meanwhile, it also has intellectual capital and cultural capital. The determination of development direction in the National Social and Economic Development Plan, 10th issue was aimed to make Thai people be able to adapt themselves to cope up with various dimension changes. This was based on self-reliance sufficiency economy, the creation of balance in development, and the exploitation of existing capital. These things were integrated for the benefits and enhancement of strength relationship and good culture of the Thai society. This could be beneficial to the assessment of social impacts arised from tourism and problem-solving on the social and cultural impacts for sustainable tourism development of Mae Hong Son province.

However, it is natural that society and culture have always been changing due to various factors; particularly factor on rapid communication and transportation.
CONCLUSION AND RECOMMENDATION

This following were suggested:

1. Development of health care for people in terms of physical, mental, social, and intellectual aspects; particularly on solving the problem of AIDS and drugs. This is based on participation of all concerned parties for the development of health care service system in order to meet the needs of people.

2. Enhancement of people or community to conserve their tradition, local wisdom, and arts in order to beneficial to natural resources and environment. This also helps reduce change of local architectural style of the community.

3. Limitation in education (elementary school level), poverty, and lack of alternatives in occupation cause the problem in illegal migration of aliens for tourism business purpose. Therefore, ethnic groups should be encouraged on attending formal or informal education, vocational education, and the rights of students. This may make local people don’t want to work outside their respective communities. Also, knowledge on employment condition and social assurance should be extended to them.

4. Promotion of people participation in the development of the Thai society for sustainable peach and prosperity which is based on the basis of Thai culture. This could be done by using various media for social creation and the maintenance of the Thai culture and high spirit of the Thai people. This is aimed to reduce cultural and traditional change of local community.

5. Promotion of awareness on the value of natural resource which are useful for local people. This leads to the conservation of natural resources.

Suggestions for Further Study

1. This study was focused on social impacts of tourism on people living in Mae Hong Son province. For further study, it should cover economic and environmental impacts so that it will be useful for the community in tourism management.

2. Further study should investigate on issues of social impacts of tourism and diversity of ethnics groups such as Karen, Hmong, Mien, Akkha, Muzer, Kachin, Tai Lue, Tai Yai, Palong and Lisu. Results of the study can be compared in terms of method and management principle of each ethnic group. This will be useful for them and the development of quality of life through community-based tourism.

REFERENCES


CUSTOMERS OF ATTITUDES, DEMOGRAPHICS, AND ECO-FRIENDLY INTENTIONS IN THE GREEN HOTEL IN TAIWAN

Mei-Ling Huang¹, Budi Guntoro (Ph.D.)², Weerapon Thongma (Ph.D.)³ and Tzung-Cheng Huan (Ph.D.)⁴

¹ Master Student, School of Tourism Development, Maejo University, Chiang Mai, Thailand
² Associate Professor and Associate Dean, Department of Animal Science and Industry, Universitas Gadjah Mada, Indonesia
³ Associate Professor and Dean, School of Tourism Development, Maejo University, Chiang Mai, Thailand
⁴ Professor and Dean, College of Management, National Chiayi University, Chiayi city, Taiwan

Corresponding Author E-mail²: bguntoro@gmail.com

ABSTRACT

The purpose of this study is to examine the relationships among visitors’ demographics, Eco-friendly attitudes, personal characteristics and Eco-friendly intentions to stay in the green hotel, especially examining the effect of these two factors, visitors’ Eco-friendly attitudes and personal characteristics on the Eco-friendly intentions to stay in green hotel. The sampling locations are in Taiwan as the Hotel Royal Chihpen in Taitung County, the Hotel Color in New Taipei City, and the Guey Lin Hotel in Taoyuan County. 461 usable questionnaires were collected. All the hypotheses in this research are supported or partially supported. This research makes suggestions for the Government agencies or hotel owners to promote the green hotels and to increase visitors’ Eco-friendly intentions to stay at the green hotel.

Keywords: Green Hotel, Eco-friendly Attitudes, Personal Characteristics, Eco-friendly Intentions

INTRODUCTION

For the last few decades, the public has been recognizing the seriousness of environmental problems/disasters, causing their concerns for the environment to become broader. According to a report by UNWTO, UNEP, and WMO, the hotel industry is responsible for about 21% of all CO₂ emissions related to tourism. Gradually, going green is believed to be an effective competitive edge in the lodging market (Manaktola and Jauhari, 2007; Wolfe and Shanklin, 2001; Han et al., 2009). As consumers have been recognizing the importance of protecting our environment, environmentalism has become a major issue in the marketplace (Brown, 1996; Kalafatis et al., 1999).

More and more customers prefer green products/services and environmentally responsible companies that meet customers’ green needs, for example, in their willingness to pay for eco-friendly products/services (Roberts, 1996). Green/eco-friendly hotels not only
Contribute to fulfill customers’ needs in the marketplace, but lower operational costs by reducing the significant extent of solid waste and energy/water consumption (Manaktola and Jauhari, 2007; Han and Kim, 2010).

Going green is believed to be an effective competitive edge in the lodging market. Green/eco-friendly hotels not only contribute to fulfill customers’ needs in the marketplace, but lower operational costs by reducing the significant extent of solid waste and energy/water consumption. Green Hotels are at Introduction and Growth Stages in Taiwan, the management/research problems are important for practitioners and researchers. Therefore, this study is to study the relationship between people’s motivation, constraint and willingness to stay in the green hotel.

**LITERATURE REVIEW**

According to the literature review, the theoretical framework of this study is addressed as follow (Figure 1). The framework reveals that (1) visitors of different demographics have different Eco-friendly attitudes to stay in green hotels; (2) visitors of different demographics have different personal characteristics to stay in green hotels; (3) visitors’ Eco-friendly attitudes positively affect their personal characteristics to stay in green hotel; (4) visitors’ personal characteristics negatively impact their Eco-friendly intentions to stay in green hotel; then (5) the Eco-friendly attitudes is higher than the personal characteristics for visitors who are Eco-friendly intentions to stay in green hotel.

**METHODOLOGY**

**Questionnaire Design**

The questionnaire is designed by on the literature review and expert interview. The questionnaire is composed of four parts and they are visitor demographics, motivation (Lindenberg and Steg, 2007), constraint (Blake, 1999; Kollmuss and Agyeman, 2002), and willingness to stay (Strahilevitz, 1999; Strahilevitz and Myers, 1998) in the green hotel. Motivation has five sub-dimensions (Physiological needs; Safety needs; Love and belonging needs; Esteem needs; Self-actualization) and each has 3 variables. Constraint has three sub-dimensions (Personal constraint; Interpersonal constraint; Environment constraint) and each has 3 variables. Visitors’ willingness for staying in the green hotels has four variables. The questionnaire adopts nominal scale and 5-point Likert-type scale: 5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly Disagree, to measure the question.

**Sampling Procedures**

Systematic sampling is a random sampling technique which is frequently chosen by researchers for its simplicity and its periodic
quality. The survey is conducted between March and April to three green hotels: Hotel Royal Chihpen, Hotel Color and Guey Lin Hotel in Taiwan. Out of 480 questionnaires were distributed to visitors and collected. Out of these, 461 were valid.

**Analysis of Data**

The basic information for sample was analyzed using descriptive statistics. SPSS 18.0 for Windows was used for the descriptive analysis. Moreover, this research used independent sample t tests, one-way ANOVA, simple regression analyses, and paired sample t test to test the proposed hypotheses.

**RESULTS AND DISCUSSION**

**Hypotheses Testing**

**Hypothesis 1**

Independent sample t test was conducted to examine whether tourist motivations differ significantly by gender, marital status and family status. The results revealed that: (1) Gender of a visitor has a significant effect on physiological needs, safety needs, love and belonging needs, and self-actualization ($p < 0.05$). (2) Marital status of a visitor has a significant effect on physiological needs, safety needs, love and belonging needs, and esteem needs. (3) Family status of a visitor has a significant effect on safety needs, love and belonging needs, esteem needs, and self-actualization.

One-way ANOVA were conducted to examine whether tourist motivations differ significantly by age, occupation, monthly spend, doing green activity frequency, and doing recycling frequency. Scheffe post hoc tests were carried out to determine what the differences are. The results revealed that: (1) For age, monthly spending, and frequency of doing green activity, there were no significant differences in tourist motivations regarding the five motivation factors. (2) Occupation of a visitor has a significant effect on physiological needs, safety needs, and love and belonging needs. (3) Recycle frequency of a visitor has a significant effect on physiological needs, safety needs, love and belonging needs, and self-actualization.

Based on the above analyses and research findings (see Table 1), Hypothesis 1: Visitors of different demographics have different motivations to stay in green hotels is partially supported.
Table 1: Difference of visitor motivation

<table>
<thead>
<tr>
<th>Respondent profile</th>
<th>Visitor motivation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A</td>
</tr>
<tr>
<td>Mean</td>
<td>3.94</td>
</tr>
<tr>
<td>Gender (t value)</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>4.43*</td>
</tr>
<tr>
<td>Female</td>
<td>3.99</td>
</tr>
<tr>
<td>Age (F value)</td>
<td>2.26</td>
</tr>
<tr>
<td>18-30 years old</td>
<td>3.94</td>
</tr>
<tr>
<td>31-45 years old</td>
<td>4.04</td>
</tr>
<tr>
<td>46-60 years old</td>
<td>3.75</td>
</tr>
<tr>
<td>61 or older</td>
<td>2.33</td>
</tr>
<tr>
<td>Marital Status (t value)</td>
<td>-2.06*</td>
</tr>
<tr>
<td>Unmarried</td>
<td>3.75</td>
</tr>
<tr>
<td>Married</td>
<td>4.05</td>
</tr>
<tr>
<td>Occupation (F value)</td>
<td>4.12*</td>
</tr>
<tr>
<td>1. Educator/researcher</td>
<td>4.51</td>
</tr>
<tr>
<td>2. Manager/Executive</td>
<td>3.19</td>
</tr>
<tr>
<td>3. Clerical/Sales</td>
<td>3.90</td>
</tr>
<tr>
<td>4. Owner/self-employed</td>
<td>4.06</td>
</tr>
<tr>
<td>5. Labor/Farmer/Fisher</td>
<td>3.07</td>
</tr>
<tr>
<td>6. Student</td>
<td>3.95</td>
</tr>
<tr>
<td>7. Military/Gov-officer</td>
<td>3.50</td>
</tr>
<tr>
<td>Scheffe test</td>
<td>1&gt;2.5</td>
</tr>
<tr>
<td>Mean</td>
<td>3.94</td>
</tr>
<tr>
<td>Family status (t value)</td>
<td>-0.81</td>
</tr>
<tr>
<td>No children</td>
<td>3.93</td>
</tr>
<tr>
<td>Children</td>
<td>4.03</td>
</tr>
<tr>
<td>Monthly spend (F value)</td>
<td>0.62</td>
</tr>
<tr>
<td>NTS10000 or less</td>
<td>3.93</td>
</tr>
<tr>
<td>NTS10001-20000</td>
<td>3.91</td>
</tr>
<tr>
<td>NTS20001-40000</td>
<td>4.04</td>
</tr>
<tr>
<td>NTS40000 or more</td>
<td>4.11</td>
</tr>
</tbody>
</table>
Table 1: Difference of visitor motivation (continued)

<table>
<thead>
<tr>
<th>Respondent profile</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green Activity frequency</td>
<td>2.39</td>
<td>1.08</td>
<td>1.42</td>
<td>1.33</td>
<td>0.21</td>
</tr>
<tr>
<td>Always</td>
<td>4.14</td>
<td>4.08</td>
<td>4.05</td>
<td>3.02</td>
<td>4.03</td>
</tr>
<tr>
<td>Usually</td>
<td>3.95</td>
<td>4.15</td>
<td>3.70</td>
<td>2.99</td>
<td>3.95</td>
</tr>
<tr>
<td>Sometimes</td>
<td>3.96</td>
<td>4.15</td>
<td>3.83</td>
<td>3.22</td>
<td>4.03</td>
</tr>
<tr>
<td>Not often</td>
<td>3.97</td>
<td>4.16</td>
<td>3.86</td>
<td>3.18</td>
<td>4.03</td>
</tr>
<tr>
<td>Never</td>
<td>3.55</td>
<td>3.88</td>
<td>3.64</td>
<td>3.04</td>
<td>3.95</td>
</tr>
<tr>
<td>Recycling frequency</td>
<td></td>
<td></td>
<td>3.99*</td>
<td></td>
<td>4.80*</td>
</tr>
<tr>
<td>1. Always</td>
<td>4.05</td>
<td>4.27</td>
<td>4.02</td>
<td>3.20</td>
<td>4.21</td>
</tr>
<tr>
<td>2. Usually</td>
<td>3.97</td>
<td>4.18</td>
<td>3.83</td>
<td>3.10</td>
<td>3.91</td>
</tr>
<tr>
<td>3. Sometimes</td>
<td>3.86</td>
<td>3.98</td>
<td>3.64</td>
<td>3.22</td>
<td>3.90</td>
</tr>
<tr>
<td>4. Not often</td>
<td>3.65</td>
<td>3.84</td>
<td>3.54</td>
<td>3.15</td>
<td>3.89</td>
</tr>
<tr>
<td>5. Never</td>
<td>3.56</td>
<td>3.70</td>
<td>3.37</td>
<td>2.81</td>
<td>4.07</td>
</tr>
<tr>
<td>Scheffe test</td>
<td>1&gt;3,4</td>
<td>1&gt;3,4</td>
<td>1&gt;3,4</td>
<td></td>
<td>1&gt;2,3</td>
</tr>
</tbody>
</table>

Tourist motivation: A. Physiological needs; B. Safety needs; C. Love and belonging needs; D. Esteem needs; E. Self-actualization; *P<0.05.

Hypothesis 2

Independent sample t test was conducted to examine whether visitor constraints differ significantly by gender, marital status and family status. The results revealed that: (1) Gender of a visitor has a significant effect on personal constraint, and interpersonal constraint. (2) Marital status of a visitor has a significant effect on personal constraint. (3) Family status of a visitor has a significant effect on personal constraint, and interpersonal constraint.

One-way ANOVA were conducted to examine whether visitor constraints differ significantly by age, occupation, monthly spend, doing green activity frequency, and doing recycling frequency. Scheffe post hoc tests were carried out to determine what the differences are. The results revealed that: (1) For age, monthly spending, and frequency of doing green activity, there were no significant differences in tourist constraints regarding the green hotel. (2) Occupation of a visitor has a significant effect on personal, interpersonal, and environmental constraints. (3) Recycle frequency of a visitor has a significant effect on personal constraints and interpersonal constraints.

Based on the above analyses and research findings (see Table 2), Hypothesis 2: Visitors of different demographics have different tourist constraints to stay in green hotels is partially supported.
### Table 2: Difference of visitor constraint

<table>
<thead>
<tr>
<th>Respondent profile</th>
<th>Visitor Constraint</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>A</td>
</tr>
<tr>
<td>Mean</td>
<td>3.14</td>
</tr>
<tr>
<td>Gender (t value)</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>2.69</td>
</tr>
<tr>
<td>Female</td>
<td>3.55</td>
</tr>
<tr>
<td>Age (F value)</td>
<td></td>
</tr>
<tr>
<td>18-30 years old</td>
<td>3.19</td>
</tr>
<tr>
<td>31-45 years old</td>
<td>2.87</td>
</tr>
<tr>
<td>46-60 years old</td>
<td>2.92</td>
</tr>
<tr>
<td>61 or older</td>
<td>3.00</td>
</tr>
<tr>
<td>Marital Status (t value)</td>
<td></td>
</tr>
<tr>
<td>Unmarried</td>
<td>3.56</td>
</tr>
<tr>
<td>Married</td>
<td>2.56</td>
</tr>
<tr>
<td>Occupation (F value)</td>
<td></td>
</tr>
<tr>
<td>1. Educator/researcher</td>
<td>2.89</td>
</tr>
<tr>
<td>2. Manager/Executive</td>
<td>2.87</td>
</tr>
<tr>
<td>3. Clerical/Sales</td>
<td>2.86</td>
</tr>
<tr>
<td>4. Owner/self-employed</td>
<td>2.44</td>
</tr>
<tr>
<td>5. Labor/Farmer/Fisher</td>
<td>4.00</td>
</tr>
<tr>
<td>6. Student</td>
<td>3.21</td>
</tr>
<tr>
<td>7. Military/Gov-officer</td>
<td>3.33</td>
</tr>
<tr>
<td>8. Homemaker</td>
<td>3.01</td>
</tr>
<tr>
<td>Scheffe test</td>
<td>&gt;1,2</td>
</tr>
<tr>
<td>Mean</td>
<td>3.14</td>
</tr>
<tr>
<td>Family status (t value)</td>
<td></td>
</tr>
<tr>
<td>No children</td>
<td>3.36</td>
</tr>
<tr>
<td>Children</td>
<td>2.71</td>
</tr>
<tr>
<td>Monthly spend (F value)</td>
<td></td>
</tr>
<tr>
<td>NTS10000 or less</td>
<td>3.17</td>
</tr>
<tr>
<td>NTS10001-20000</td>
<td>3.23</td>
</tr>
<tr>
<td>NTS20001-40000</td>
<td>2.80</td>
</tr>
<tr>
<td>NTS40000 or more</td>
<td>2.98</td>
</tr>
</tbody>
</table>
Table 2: Difference of visitor constraint (continued)

<table>
<thead>
<tr>
<th>Respondent profile</th>
<th>A</th>
<th>B</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green activity frequency</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Always</td>
<td>2.94</td>
<td>2.56</td>
<td>2.78</td>
</tr>
<tr>
<td>Usually</td>
<td>3.02</td>
<td>2.62</td>
<td>2.97</td>
</tr>
<tr>
<td>Sometimes</td>
<td>3.25</td>
<td>2.79</td>
<td>2.84</td>
</tr>
<tr>
<td>Not often</td>
<td>3.08</td>
<td>2.69</td>
<td>2.91</td>
</tr>
<tr>
<td>Never</td>
<td>3.07</td>
<td>2.58</td>
<td>2.85</td>
</tr>
<tr>
<td>Recycling frequency</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Always</td>
<td>2.89</td>
<td>2.62</td>
<td>2.89</td>
</tr>
<tr>
<td>2. Usually</td>
<td>2.97</td>
<td>2.63</td>
<td>2.88</td>
</tr>
<tr>
<td>3. Sometimes</td>
<td>3.42</td>
<td>2.75</td>
<td>2.82</td>
</tr>
<tr>
<td>4. Not often</td>
<td>3.20</td>
<td>2.78</td>
<td>2.97</td>
</tr>
<tr>
<td>5. Never</td>
<td>3.79</td>
<td>2.96</td>
<td>3.11</td>
</tr>
<tr>
<td>Scheffe test</td>
<td>&gt;1,2</td>
<td>&gt;1,2</td>
<td></td>
</tr>
</tbody>
</table>

Visitor constraint: A. Personal constraint; B. Interpersonal constraint; C. Environment constraint; *P<0.05.

Hypothesis 3

Simple regression analysis was employed to test the hypothesis 3. Five models are developed to test the relationship between five visitor motivations factors and willingness to stay in green hotel. Table 3 revealed that strong positive relationships exist between five visitor motivations factors and willingness to stay in green hotel. Hypothesis 3: visitors’ tourist motivations positively affect their willingness to stay in green hotel is supported.

Table 3: Motivation and willingness to stay

<table>
<thead>
<tr>
<th>Model</th>
<th>Un-STD (Beta)</th>
<th>Std. Err.</th>
<th>STD (Beta)</th>
<th>t value</th>
<th>R²</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>2.64</td>
<td>0.18</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. physiological needs</td>
<td>0.18</td>
<td>0.05</td>
<td>0.18</td>
<td>3.95*</td>
<td>0.23</td>
</tr>
<tr>
<td>(Constant)</td>
<td>2.59</td>
<td>0.21</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. safety needs</td>
<td>0.18</td>
<td>0.05</td>
<td>0.17</td>
<td>3.72*</td>
<td>0.23</td>
</tr>
<tr>
<td>(Constant)</td>
<td>2.81</td>
<td>0.18</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. love and belonging needs</td>
<td>0.14</td>
<td>0.05</td>
<td>0.14</td>
<td>3.06*</td>
<td>0.22</td>
</tr>
<tr>
<td>(Constant)</td>
<td>2.98</td>
<td>0.14</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. esteem needs</td>
<td>0.12</td>
<td>0.04</td>
<td>0.12</td>
<td>2.68*</td>
<td>0.21</td>
</tr>
<tr>
<td>(Constant)</td>
<td>2.59</td>
<td>0.19</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. self-actualization</td>
<td>0.19</td>
<td>0.05</td>
<td>0.19</td>
<td>4.04*</td>
<td>0.23</td>
</tr>
</tbody>
</table>

Dependent variable: Willingness to stay; *p<0.05
Hypothesis 4

Simple regression analysis was employed to test the hypothesis 4. Three models are developed to test the relationship between three visitor constraints factors and willingness to stay in green hotel. Table 4 revealed that strong positive relationships exist between TWO visitor (interpersonal and environmental) constraints factors and willingness to stay in green hotel. Hypothesis 4: The constraints negatively impact visitors’ willingness to stay in green hotel is therefore partially supported.

Table 4: Constraint and willingness to stay

<table>
<thead>
<tr>
<th>Model</th>
<th>Un-STD Beta</th>
<th>STD Beta</th>
<th>t value</th>
<th>R²</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>3.49</td>
<td>0.60</td>
<td>36.89*</td>
<td></td>
</tr>
<tr>
<td>1. Personal constraint</td>
<td>-0.75</td>
<td>-0.58</td>
<td>-2.33*</td>
<td>0.25</td>
</tr>
<tr>
<td>(Constant)</td>
<td>3.62</td>
<td>0.62</td>
<td>31.23*</td>
<td></td>
</tr>
<tr>
<td>2. Interpersonal constraint</td>
<td>-0.80</td>
<td>-0.62</td>
<td>-2.48*</td>
<td>0.31</td>
</tr>
<tr>
<td>(Constant)</td>
<td>3.93</td>
<td>0.65</td>
<td>27.03*</td>
<td></td>
</tr>
<tr>
<td>3. Environment constraint</td>
<td>-0.91</td>
<td>-0.69</td>
<td>-4.17*</td>
<td>0.33</td>
</tr>
</tbody>
</table>

Dependent variable: Willingness to stay; *p<0.05

Hypothesis 5

Pair sample t test was employed to test the hypothesis 5. Table 5 revealed that there is significance difference between visitors’ motivations and constraints factors for staying in the green hotel; the visitors’ motivations is higher than visitors’ constraints for staying in green hotel is therefore supported. Therefore, Hypothesis 5: The motivation is higher than the constraint for visitors who are willing to stay in green hotel is supported.

Table 5: Difference between motivation and constraint

<table>
<thead>
<tr>
<th>Visitor Motivation</th>
<th>Visitor Constraint</th>
<th>t-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>mean</td>
<td>3.90</td>
<td>&gt;</td>
</tr>
<tr>
<td>Std Err.</td>
<td>.54</td>
<td>.66</td>
</tr>
</tbody>
</table>

*p<0.05
The results of the hypotheses testing are summarized in Table 6. Based on the research results of the above independent sample t test, paired sample t test, one-way ANOVA analysis and simple regression analyses for the five motivation models and three constraint models, the key findings of this study can be summarized as below.

First, visitors of different demographics have different motivations to stay in green hotels is partially supported. Second, visitors of different demographics have different tourist constraints to stay in green hotels is partially supported. Third, visitors’ tourist motivations positively affect their willingness to stay in green hotel is supported. Fourth, the constraints negatively impact visitors’ willingness to stay in green hotel is partially supported. Five, the motivation is higher than the constraint for visitors who are willing to stay in green hotel is supported. Finally, all the hypotheses in this research are supported or partially supported. The research model of this study is therefore supported, too.

Table 6: Summary of hypotheses testing results

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Test results</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1: Visitors of different demographics have different motivations to stay in green hotels.</td>
<td>Partially supported</td>
</tr>
<tr>
<td>H2: Visitors of different demographics have different constraints to stay in green hotels.</td>
<td>Partially supported</td>
</tr>
<tr>
<td>H3: The motivations positively impact Visitors’ willingness to stay in green hotel.</td>
<td>Supported</td>
</tr>
<tr>
<td>H4: The constraints negatively impact Visitors’ willingness to stay in green hotel.</td>
<td>Partially supported</td>
</tr>
<tr>
<td>H5: The motivation is higher than the constraint for visitors who are willing to stay in green hotel.</td>
<td>Supported</td>
</tr>
</tbody>
</table>

CONCLUSION AND RECOMMENDATION

Conclusion

By the independent sample t test, paired sample t test, one-way ANOVA analysis and simple regression analyses for the five motivation models and three constraint models, the research finding regarding the relationship of visitor demographics, motivation, constraint, and willingness to stay at the green hotel can be concluded as below. First, visitors of different demographics have different motivations to stay in green hotels is partially supported. Second, visitors of different demographics have different tourist constraints to stay in green hotels is partially supported. Third, visitors’ tourist motivations positively affect their willingness to stay in green hotel is supported. Fourth, visitors’ constraints negatively impact their willingness to stay in green hotel is partially supported. Fifth, the motivation is higher than the constraint for visitors who are willing to stay in green hotel is supported.

At last, the above conclusions can be developed as a visitor behavior model for their willingness to stay in a green hotel. The model reveals that (1) visitors of different demographics have different motivations to stay in green hotels;
(2) Visitors of different demographics have different tourist constraints to stay in green hotels; (3) Visitors’ tourist motivations positively affect their willingness to stay in green hotel; (4) Visitors’ constraints negatively impact their willingness to stay in green hotel; then (5) the motivation is higher than the constraint for visitors who are willing to stay in green hotel.

Suggestion

Based on the above conclusions, this research makes suggestions below for the Government agencies or hotel owners who plan to promote green hotels and to increase visitors’ willingness to stay at the green hotel.

First, according to the test results of H1, this study suggests government agencies and hotel owners need to make more efforts to **INCREASE** motivations of (1) male visitors staying at the green hotels; female visitors have higher tourist motivations compared with male visitors on physiological needs, safety needs, love and belonging needs, and self-actualization, (2) unmarried visitors for staying at the green hotels; married visitors were more likely to have higher visitor motivations on physiological needs, safety needs, love and belonging needs, and esteem needs compared with unmarried visitors, (3) visitors without children for staying at the green hotels; visitors with children were more likely to have higher visitor motivations on safety needs, love and belonging needs, and self-actualization compared with visitors without children, (4) visitors of all ages for staying at the green hotels because there were no significant differences for visitors of all ages in the five motivation factors, (5) managers, executives and labor, farmer, and fisher; educators and researchers were more likely to have higher tourist motivations on physiological needs, safety needs, love and belonging needs, and esteem needs compared with visitors without children, (6) visitors “sometimes” or “not often” do recycling; visitors “always” do recycling were more likely to have higher tourist motivations on physiological needs, safety needs, love and belonging needs, and self-actualization compared with visitors “sometimes” or “not often” do recycling.

Second, according to the test results of H2, this study suggests government agencies and hotel owners need to make more efforts to **DECREASE** constraints of (1) female visitors who were more likely to have higher visitor constraint on personal constraint, and interpersonal constraint compared with male visitors, (2) unmarried visitors who were more likely to have higher visitor constraint on personal constraint compared with married visitors, (3) visitors without children who were more likely to have higher visitor motivations on personal constraint, and interpersonal constraints compared with visitors with children, (4) visitors for age, monthly spending, and frequency of doing green activity because there were no significant differences in tourist constraints regarding the green hotel, (5) labor, farmer, and fisher who were more likely to have higher tourist constraint compared with educators, researchers, managers, and executives, and (6) visitors “never” do recycling who were more likely to have higher tourist constraints compared with visitors “always” or “usually” do recycling.

Third, according to the test results of H3, this study suggests government agencies and hotel owners need to make more efforts to **INCREASE** visitors’ motivation on because the motivations positively impact visitors’ willingness to stay in green hotel.

Fourth, according to the test results of H4, this study suggests government agencies and hotel owners need to make more efforts to **DECREASE** visitors’ constraints on personal constraint, interpersonal constraint and environmental constraint because the motivations negatively impact visitors’ willingness to stay in green hotel.

Fifth, according to the test results of H5, this study suggests government agencies and hotel owners need to make more efforts to make
sure the visitors’ motivations are higher than visitors’ constraints for staying at the green hotel so visitors’ willingness to stay in green hotel is high.

In short, because of the people of different demographics have different motivations to stay in green hotels. The green hotel should provide lots of program for the people of different demographic and give raise the motivations to the people who want to stay at green hotel. Moreover, the motivations positively impact people’s willingness to stay in green hotel. The diversified of the service choice of the green hotel will also can enhance the willingness to stay in green hotel. At last, because of the constraints negatively impact people’s willingness to stay in green hotel, the government agencies or green hotel owners should make an effort on reducing the constraints such as reduce the tourists’ personal impediments, cut the interpersonal factors impeding down, and curtail the environmental constrains of the green hotel to increase the willingness to stay in green hotel.

REFERENCES


ABSTRACT

The objectives of this research were to: 1) describe the context of community with historical background, tourism activities, economy and traditions; 2) assess the tourism attraction standard of the cultural tourism management; 3) develop the cultural tourism management approach with community participation. This study used the concepts with cultural tourism, tourism attraction standard, tourism management and community participation.

This researcher used a purposive, sampling, the respondents of this study consisted of the staffs and representatives from the private sector. The research instruments were used to collect data including in-depth interviews and questionnaires. The study was conducted in three communities in the Pongyang-sub district, as follows Baan Mae Sa community, Baan Pha Nok Kok community and Baan Bok Tuai community. Sampling technique was used cluster random sampling for representatives of each community. Ninety questionnaire samples of the research instruments were used to collect data from October 2012 to August 2013. According to the given data, the majority of respondents were female (62.20%), the age-group that was in the majority were those between 21-30 years of age (42.22%). A majority of the respondents (60.00%) were married and a majority of them (38.88%) had a secondary school. More than a half of the respondents (58.88%) were agricultural occupation. The average monthly net incomes of the respondent’s families were from 5,001 Baht to 10,000 Baht.

According to the results provided by the community representatives in terms of the tourism attraction standard and cultural tourism management, five elements of tourism were used to assess the cultural tourism attraction standards which were attraction, accessibility, accommodation, amenity, and activity. According to the data, there high levels of assessment in each of these areas, attraction ($\bar{X} = 3.29$); accessibility ($\bar{X} = 3.09$); accommodation ($\bar{X} = 3.04$); amenity ($\bar{X} = 3.06$); and activity ($\bar{X} = 3.16$).

There was a high level of community participation in cultural tourism management. During the information gathering process, there was a high level of participation in information ($\bar{X} = 3.14$); consultation ($\bar{X} = 3.13$); decision ($\bar{X} = 3.10$); action stages ($\bar{X} = 3.11$); and contribution for community interest stage ($\bar{X} = 3.09$).
Based on the assessment, the correlation between each standard was at moderate level. The result of this study suggests a development and strategic plan in the Pongyang sub-district to encourage and emphasize participation from the local community.

Keywords: Process Knowledge Management, Knowledge Management System, Community-based Tourism

INTRODUCTION

The local culture is popular to travel and attractions will have a unique appeal to tourists the best of reasons. Pongyang district has elements of resources for the tourism and potential well equipped to make Chiang Mai is a city of the Lanna civilization leisure and travelers to visit. People feel that the culture is the role in the life of them and lives of people in society. Certainly, those who believe that creating a threat to social stability. The highest priority at the same time the value of the currency. Cultural and religious traditions are the essence of life. (Kowit Kemanatha, 2011: 3)

Pongyang district is no assesses of the tourism potential in the community with cultural values. The sustainability occurs when the current state is evaluated continuously and accurately. The spite of the durable components tourism resources including with attractions, transportation and facilities in terms of the main reasons in the province. Pongyang is completely fine to turns out that people in the community did not make a significant lack of cooperation in cultural development seriously. Even some people who are not interested in developing and less pay attention to what is going on tour in the parish. Tourism resources are destroyed and lost many due to management inefficiencies. (Chiang Mai Cultural Council, 2010: 2)

Objectives of the Study

1. Description for the community context with history, tourism activity, economic, traditional and culture.

2. Assessment for the tourism attraction standard according for the culture tourism management with community participation in Pongyang sub-district.

3. Analysis approach for the cultural tourism potential management with community participation in Pongyang sub-district.

Expected Result

The results from this research on achieving the above objectives expected to be beneficial to individuals and agencies involved.

1. President of Pongyang sub-district organization also has the knowledge in the management of cultural tourism can be applied to revenue in community.

2. The officers and agencies can be use that results of this research to improve or promote the proper management of cultural tourism in the municipality and neighborhood locations for tourism development to be effective.

3. Academician, researchers and personal interest in about cultural tourism can be used as a base of knowledge for develops in the future.

Scope of the Study

1. This study focused cultural tourism potential management with community participation just three communities in only Pongyang sub-district thus the findings cannot generalization or compared with other areas.

2. The data collected from officers and representatives of Pongyang sub-district and government agencies and including for the leaders and people in three communities in Baan Mea Sa Mai, Baan Pa nok Kok and Baan Bok
Tuay with 90 samples and 10 representatives from almost people in community thus the findings cannot generalization or compared with other organizations.

Limitation of the Study

1. The research instrument used to collect the data from questionnaires. These created for the purposes of research included with the closed-ended questions are divided into follow the objective to gather information about the current status of a cultural tourism for the four communities. Data collection by questionnaire and interview depends on the ability to read and understand the information provided. The difference between the levels of education was limited of knowledge of the respondents.

2. The limited in its comparison or reference to the management of tourism in other communities. The future study should have the approach for management and establish the organization to coordinate and support the development for the tourism.

Definition of Terms

Cultural Tourism refers to travel the world to learn their cultural traditions, way of life and rituals vary in their depth our focus is on the way to the community the awareness of the culture to remain. (Boonlert Jittungwattana: 2005: 284)

Tourism Attraction Standard refers to cultural attractions with 5 A’s elements namely the potential to attract tourism potential to support the tourism and management to use for standard of cultural attractions as well. (Tourism Western Australia, 2009: 20)

Community Participation refers to this provides a summary of a new guide to effective participation which offers a comprehensive framework for thinking about involvement empowerment and partnership. (Chinnarat Somsueb, 2006: 20)

Tourism Management refers to tourism management is also a proactive approach to the regulation and the development of tourism in a specific region is based on a plan adopted by regional or local authorities and stakeholders. (Usawadee Phunpipat, 2007: 12)

LITERATURE REVIEW

Mae Rim district is important for the tourist attraction of Chiang Mai away from the city about 16 kilometers from the city town. This road cuts through the beautiful landscape of hills and valleys streams make both sides of this road became a tourist attraction and recreation with actions in Mae Rim, which have been extremely popular with tourists. In addition to tourism and has a major part in revenue and professional services to the community and people in the area ideal for those seeking tranquility and inhale the fresh air. The place to learn for the cultural lifestyle of the people of his tribe and visitors can come to visit people here are all handicraft and enjoy with Hmong new year festival at the end of the year based on the belief to ware with new clothes to be favorable for life.

Cultural resource management for sustainable tourism in Pong Yang sub-district, Maerim district, Chiang Mai province is incorporated into the relevant literature to support the validity check for the integrity of the academic and research to adopt this concept with the following content.

1. Cultural Tourism
2. Tourism Attraction Standard
3. Community Participation
4. Tourism Management

Cultural Tourism

Cultural tourism may make important economic contributions to a destination or region that supports it also has the potential to foster positive socio cultural outcomes to achieve these outcomes all tourism development must be acceptable to be of benefit to its stakeholders. Furthermore, any plans to develop culture
tourism must recognize that cultural resources belong to the host community and their expectations should be central in any tourism equation. Equally important is consideration of the degree to which local residents will utilize and benefit from the additional facilities and activities created through tourism development. (Boonlert Jittungwattana, 2005: 284)

Tourism Attraction Standard

Tourist attraction is a place of interest that tourists visit typically for its inherent or exhibited cultural value, historical significance, natural or built beauty or amusement opportunities. (Tourism Western Australia, 2009: 20)

1. Attractions; also include the activities that can be undertaken at the destination.
2. Access; transport is needed to physically move tourists from where they live to where they are visiting.
3. Accommodation; all destinations need accommodation nearby otherwise tourists will have nowhere to relax.
4. Amenities; amenities are the services that are required to meet the needs of tourists while they are away from home.
5. Activities; this includes the shops, post offices, road houses and the many other businesses that come in contact with tourists not just the hotels and restaurants.

Community Participation

The guide to effective participation identifies 5 keys idea which aid thinking about community involvement. This provides a summary of a new guide to effective participation which offers a comprehensive framework for thinking about involvement empowerment and partnership. It also provides of key issues and practical techniques for effective participation. (Chinnarat Somsueb, 2006: 20)

Tourism Management

Tourism management is the approved document which should describe the possible threats and opportunities of tourism development within the Biosphere Reserve. Based on detailed information about the environmental, social, cultural, political and legal aspects of the biosphere preserve it produces a vision for tourism development. This vision covers a certain period of time, which should be stated in the document and describes the work which has to be completed to make the vision a reality. (Usawadee Phunpipat, 2007: 12)

METHODOLOGY

Hypothesis

The assessment of the cultural tourism attraction has correlation with the process of the implementation community participation with result effecting for the cultural tourism management.

Cultural resource management for sustainable tourism in Pongyang was collected for the information from the interviews for the observations and the participation from the peoples in three communities at Mae Sa mai, Ban Pha Nok Kok and Bam Bok Yuay to obtain for the travel management community.

Locale of the Study

Ban Mae Sa Mai, Ban Pha Nok Kok and Bam Bok Yuay Tei. Mae Rim district, Chiang Mai. The source of cultural and agricultural lifestyle of the Hmong community with the construction of a cultural center. That has garnered Hmong community arts and cultural materials life is pretty good for the community. Including the history of the community to learn the cultural lifestyle of the people of his tribe. Appliance is collected in everyday life formerly of the Hmong. There is a learning center provides
advice and information in addition to the study of learning and culture of the Hmong

**Respondent**

Populations in this research include the tourism authorities and representatives as well as the populations in the three communities to gather during October 2012-August 2013 by 90 representatives filling with questionnaire and an interview from 10 leaders and members of travel clubs.

**Variables and Measurement**

This research defines as variable in the study and to measured variables that to defined as follows.

Assessment the tourism attraction standard refers to the potential of tourism attraction standard to known of the status of tourism in the local study were three communities in Pongyang sub-district. These measured by the data submitted from Cultural Tourism Attraction Standard with 5 A’s: Attraction, Accessibility, Accommodation, Amenities, and Activities.

Researchers define variables in the evaluation of four-level Likert scale adapted from measures which determine the agreement of the person to cited in Pongrat Thaweerat (1997: 107)

<table>
<thead>
<tr>
<th>Level of the agreement</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>4</td>
</tr>
<tr>
<td>Agree</td>
<td>3</td>
</tr>
<tr>
<td>Disagree</td>
<td>2</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>1</td>
</tr>
</tbody>
</table>

The information gathered in each message and computes the average weight (weight mean score) to interpret the results with the data is as follows.

<table>
<thead>
<tr>
<th>The average</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.26-4.00</td>
<td>highest assessment</td>
</tr>
<tr>
<td>2.51-3.25</td>
<td>high assessment</td>
</tr>
<tr>
<td>1.76-2.50</td>
<td>low assessment</td>
</tr>
<tr>
<td>1.00-1.75</td>
<td>lowest assessment</td>
</tr>
</tbody>
</table>

**Research Instrument**

The research instrument used to collect the data from questionnaires. These created for the purposes of research included with the closed-ended questions are divided into follow the objective to gather information about the current status of a cultural tourism for the four communities in the areas of tourism resources with the Cultural Tourism Attraction Standard with 5 A’s: Attraction, Accessibility, Accommodation, Amenities, and Activities. The study was questionnaire studies by the application of five indicators are set off as neatly. The query set for all 90 samples collected from the three communities. Assessment the level of public opinion in the community is part two of the questionnaire was divided into 5 sections and in each section have eight questions and totally for 40 questions.

**Pretesting of the Instrument**

The instrument used in these studied to evaluated the researcher had researched and compiled from the literature to efficient for used must tested to the following.

1. The content validity; the researcher was created for questionnaire to the chairman of the advisory board to determined the accuracy of content by the panel and included the required education after that to revised by the chairman of the advisory board recommended.

2. The reliability; the researcher took questionnaire to tested the reliability of the questionnaire validated by an advisory board to tested the reliability of the people in the three communities with total of 30 representatives and took the data to analyze for determine the reliability or accuracy used the following formula with Cronbach’s coefficient cited in Pongrat Thaweerat (1997: 125). The reliability is 0.90 which is greater than 0.70 is considered to be a question that can be populated with real data in the next step.
Data Gathering

The information collected in this study was conducted to collect the data manually by following the process. The researcher made required to collect the information from community’s leader to exchanged experience and knowledge to fund out together that were managed to the development of cultural attractions in the community. The data obtained from the operations mentioned above the collected data to interpret and report the results of this study.

Analysis of Data

Descriptive Statistics included frequency, percentage, mean and standard divisions used to analyze and described the community context and the status of cultural tourism attraction standard including with community participation in the three communities in Pongyang sub-district.

Statistics for analysis of the data used Pearson Correlation Coefficient to analyze of the relationship of the independent quantitative variable and the quantitative variable included a quantitative evaluation of cultural tourism attractions standard that cause to the participation of population in the community with cultural tourism.

RESULTS AND DISCUSSION

Cultural resource management for sustainable tourism in Pongyang, Mae Rim district, Chiang Mai.

Establish guidelines for the development of cultural resources for sustainable tourism by participating in the development of the community. Research is the source of cultural and agricultural lifestyle of the Hmong community. Population in this research include the tourism authorities and operators as well as the population in the three communities to gather community during October 2012-August 2013 from 90 samples and complete a questionnaire and an interview for the data in this study and total of 10 representatives leaders and members of travel clubs.

The data guttering used to the interviews from leaders communities in tourism activities, cultural traditions and way of life and a questionnaire prepared by the researcher have been created according to the purpose both ends open and closed question) by the test objective of bringing to interview people with knowledge of the tourism activities within the community, but not the actual data of 5 members and test confidence for the reliability by passing the test match in the content to experiment with a sample of 30 samples with reliability is 0.90.

The data from the inquiry interviews and observations will be decoded and analyzed by computer. Using the statistical package for Social Science Research (SPSS) for statistics to be used in the analysis descriptive statistics such as frequency, percentage and standard deviation to describe various information for the quantitative and qualitative data and inferential statistics to test the research hypotheses using Pearson Correlation to determine relationship with standard elements of the cultural resources management on sustainable tourism by engaging the community.

CONCLUSION AND RECOMMENDATION

Context with history, tourism activity, economic, traditional and culture

In the research area as the Hmong culture at large population in the area is the Hmong are still living the traditional instruments such as the coarse skits sustenance and various crafts and festival tradition. People are dressed in beautiful tribal jewelry with skits thrown over and a top player. It is fun between the young and wild linen rituals. Prohibiting deforestation and hunting grounds set in maintaining forest watershed and
tourism. The area is a fertile condition rainforests and evergreen dry forest plant species diversity is en route to the village to meet the many and varied attractions such as orchid, snake farm, monkey center, botanical garden and elephant camp. The manufacturing process steel fibers cannabis culture cut a candle and watch the nightlife activities include dancing.

This researcher used a purposive, non-probability form of sampling. The respondents of this study consisted of the staffs and representatives from the private sector. The research instruments used to collect data were in-depth interviews and questionnaires. The study was conducted in three communities in the Pongyang-Sub district, which were Baan Mae Sa community, Baan Pha Nok Kok community and Baan Bok Tuai community. There is an average of families in each community and this author used cluster random sampling for representatives of each population. Ninety questionnaire samples of the research instruments were used to collect data from October 2012 until August 2013. According to the given data, the majority of participants were female (62.20%), the age-group that was in the majority were those between 21-30 years of age (42.22%). A majority of the participants (60.00%) were married and a majority of them (38.88%) had a secondary school. (58.88%) of the respondents were agricultural occupation. The average monthly net incomes of the respondent’s families were from 5,001 Baht to 10,000 Baht.

Assessment for the tourism attraction standard according for the culture tourism management with community participation

According to the results provided by the community representatives in terms of the tourism attraction standard and cultural tourism management, five elements of tourism were used to assess the cultural tourism attraction standards which were attraction, accessibility, accommodation, amenity, and activity. According to the data, there high levels of assessment in each of these areas, attraction ($\bar{X} = 3.29$); accessibility ($\bar{X} = 3.09$); accommodation ($\bar{X} = 3.04$); amenity ($\bar{X} = 3.06$); and activity ($\bar{X} = 3.16$).

There was a high level of community participation in cultural tourism management. During the information gathering process, there was a high level of participation in information ($\bar{X} = 3.14$); consultation ($\bar{X} = 3.13$); decision ($\bar{X} = 3.10$); action stages ($\bar{X} = 3.11$); and contribution for community interest stage ($\bar{X} = 3.09$).

Based on the assessment, the correlation between each standard was at moderate level. The result of this study suggests a development and strategic plan in the Pongyang sub-district to encourage and emphasize participation from the local community.

The assessment for the attraction has magnitude correlation low level (-0.216**) of the information process of the community participation and have correlation significant at the 0.01 level of the Sig (2-tailed) is 0.001. The assessment for accessibility has magnitude correlation moderate level (0.307**) of the consultation process of the community participation and have correlation significant at the 0.01 level of the Sig (2-tailed) is 0.00, the assessment for the accommodation has magnitude correlation moderate level (0.343**) of the decision together process of the community participation and have correlation significant at the 0.01 level of the Sig (2-tailed) is 0.00, the assessment for the amenity has magnitude correlation moderate level (0.475**) of the action together process of the community participation and have correlation significant at the 0.01 level of the Sig (2-tailed) is 0.00, the assessment for the activity has magnitude correlation moderate level (0.462**) of the contribution for community process of the community participation and have correlation significant at the 0.01 level of the Sig (2-tailed) is 0.00.
Analysis approach for the cultural tourism potential management with community participation

The approach for cultural resource management with community participation in Pongyang has strategy to encourage of the tourism and local culture guideline for the heritage, traditions and culture of the local identity as well as revive the atmosphere of the ancient city. The project encourages art and culture to the local people's knowledge and understanding of the local culture and be preserved for future generations. The municipality has established a training program to teach local music students and those who are interested to instill values and caused love and cherish the art of folk music by events occurring in the community as a prototype with the approach for community development plan for the cultural tourism potential management with agreement community participation by the society and quality of life with the arts, education, religion, culture and local wisdom and finally, economy, tourism and the development and environment system.

Implication

The main elements of tourism resources, solid and durable including attractions, transportation and facilities in terms of revenue to the community. Then complete the Pongyang and agencies in the community to work together and joint planning such as the development of Lanna culture and other projects designed to address issues that are affected by tourism in Chiang Mai. Which is a key factor that makes a pretty good culture inherited from the past will gradually disappear with culture and have recovered to prevent the degradation of culture in the near future. This is considered as a tool to enhance the quality of life and wisdom with people in the community feel loved and cherished values in the absence of self-adhering goodness. They have accumulated over many years helping to restore the balance of local culture. This is consistent with the Department of Culture (2008: 3), the pride of the local people and collaborative culture to the outside, whether a crafts, cooking, and sharing services, publishing culture in the form of service-oriented and help strengthen communities to relevant with Wan Muangma (interview on January 26, 2013), Hmong culture is an area of management culture and tradition in aesthetics and art surprisingly entertaining educational beliefs respected rituals to gave insight into the social and cultural conditions. New experience On the basis of responsibility and consciousness to preserve the heritage and values of the environment filled with civilization.

Recommendations

The results could be used as feedback to stakeholders in the community as well as the role and function of determining policy or plans and programs in the management of cultural resources for the following.

1. President is encouraging the establishment of conservation and restoration of cultural communities by allows visitors to see even more in order to stimulate public awareness and providing services to youth in the community. Cause learning sustainable and the management of the research results can contribute to the ultimate in travel management to achieve maximum benefit per person in the community.

2. Leader and responsible for the management of tourism activities should promote tourism activities and should have continuous development and improvement of tourism activities within the community over the years to provide variety and interest to the tourist arrivals. Travel and culture at the same time and should include the development of tourism in the state and provide services to tourists should have checked the route and facilities to travelers at regular intervals.

3. People in the community should be involved in the management of tourism activities
within the community. Encourage people in the community to learn and perform the activities was to extend the power of the community and to learn about the world outside. The increasing life time experience and to build relationships for visitors and promote the image of being a good host.

4. The opportunity for students and researchers involved in the study and to create a network of education and community development in order to enhance the life skills of how to live with others and promote. Better understanding between people of different cultures in different moments away from season alone volunteer activities or development of academic services.

**Suggestions for future study**

1. The research will study cultural resource management can be used to continuously improve and perfect. However, the results of this research can be the basis for further research in order to lay the foundation for better research.

2. This research has focused on evaluating the quality of cultural and tourism resources applied to participate in resource management for sustainable tourism to apply the findings to be made in the performance or evaluation of tourism activities.

3. Particular research areas Hmong can study in another area with the same or different ethnic context of ethnic diversity and to achieve the research results can be compared or support research better next time.

**REFERENCES**


EXPLORING THE ACCOMMODATION PREFERENCES OF TAIWAN JUNIOR HIGH SCHOOL TEACHERS PARTICIPATING IN DOMESTIC TRAVEL

Chih-Chien Hsu¹, Yu-Ting Huang² and Shih-Yun Hsu¹*

¹ Department of Leisure and Recreation Management, Taichung, Taiwan
² Office of Physical Education, Asia University, Taichung, Taiwan
Corresponding Author E-mail¹: shsu1@asia.edu.tw

ABSTRACT

The purpose of this study is to explore the accommodation preferences of Taiwan junior high school teachers participating in domestic travel in order to provide references for teachers in making travel plans and for domestic hotel operators in operating and managing their businesses. The study uses self-created questionnaire to survey 820 teachers in 60 public junior high schools in central Taiwan, including Taichung City, Changhua County, and Nantou County. 784 questionnaires are collected and 774 are valid. Descriptive statistics, item analysis, factor analysis, reliability analysis, independent sample T-test, one-way ANOVA, and Scheffe comparison are used to analyze the data. The findings include: teachers of different gender are significant different in the “direction and guide” dimension of accommodation preference, teachers in different age group are significant different in the “physical environment” dimension, teachers with different marital status are significant different in the “physical environment” and “supporting services” dimension, teachers with different educational background are insignificant different in all the dimensions, teachers with different monthly income are significant different in the “supporting services” dimension.

Keywords: Accommodation Preference, Junior High School Teacher

INTRODUCTION

Research background

Recently, the growth of Taiwan’s economy results in the increase in household income and lifestyle quality of Taiwanese citizens. Taiwanese people started to care for higher quality of life that leads to their pursuit of leisure and tourism activities. Travelling for recreational purposes became an essential part of life for Taiwanese. Given the implementation of two-day weekend policy, more and more people engage in domestic tourism (Ke, Chiang, & Liao, 2007). This is because the weekend is available for holidaying in a destination closer to home, so they don’t have to spend substantial time on transportation. Two-day weekend provide just adequate time for people to travel far enough within Taiwan.

Directorate-General of Budget, Accounting and Statistic (DGBAS, 2015) estimates a GNP of approximately USS 21,394 where 79.5% are spend on consumption and 20.41% of the consumption is on tourism and leisure related
expenditure, roughly US$ 3,471 per person. This signifies the importance of tourism and leisure industry both as the drive for economic growth and a way to improve quality of life. The percentage of tourism and leisure expenditure of Taiwanese citizens is 8.11% in 1971 and grows into 20.41% in 2011. It is evident that one can expect the growing need for tourism will continue to increase in the future.

Tourism and leisure become the integral part of modern society. It is therefore imperative for modern people to know how to effectively allocate their disposable time in the pursuit of tourism and leisure activities. Tourism and leisure can help to satisfy an array of motivations and needs, such as relaxation, health, entertainment, self-development, and novelty (Fowler, Yuan, Kinley et al., 2012; Funk, Beaton, & Alexandris, 2012; Iso-Ahola, 1983; Yoon & Uysal, 2005). Elementary school teachers in Taiwan are able to enjoy more than the benefit of two-day weekend policy, but also summer and winter vacations. This means that they have more time that can be devoted in the pursuit for tourism and leisure. They are able to plan trips that involve multiple-day travel and thus require the service of hospitality suppliers. This paper focuses on the accommodation preferences of elementary school teachers during their tourism and leisure pursuit.

Research objectives

1. Understand the impact of socio-demographic variables on accommodation preferences of elementary school teachers in central Taiwan.

2. Help to provide suggestions for accommodation providers to attract the market segment of elementary school teachers in central Taiwan.

Research hypotheses

1. The gender of elementary school teachers affects their accommodation preferences.

2. The age of elementary school teachers affects their accommodation preferences.

3. The marital status of elementary school teachers affects their accommodation preferences.

4. The educational background of elementary school teachers affects their accommodation preferences.

5. The monthly income of elementary school teachers affects their accommodation preferences.

LITERATURE REVIEW

Tourism in Taiwan

Tourism can be define as the travelling behaviors triggered by leisure or recreational needs to visit a place significantly different from normal place of residence and work (Tribe, 1999). The relationship between “tourism”, “leisure”, and “recreation” is illustrated in Figure 1. It is true that these three terms share certain level of similarity an overlapping areas. For example, recreation activity that emphasis on expertise instead of relaxation is sometimes call serious leisure (Prentice & Andersen, 2003). An activity, like scuba diving can be categorized as such type of leisure. Individual participate in that activity require certain level of expertise and knowledge and may value more on motivation such as self-development. This implies that activity choice can be used to infer motivations and needs that can affect other aspect of behaviors, such as accommodation choice.
The statistics provided by World Travel and Tourism Council is an indication that tourism is an important contributor of job opportunities, economic growth, and attracts foreign investment (WTTC, 2015). It can therefore be used to help with the prosperity of a destination (Kotler, Haider, & Rein, 1993). United Nation World Tourism Organization (UNWTO) also estimates a continuous growth of global tourism market, which is likely to reach 1.6 billion by 2020 and generate economic activities worth US$ 2 trillion (Levy & Hawkins, 2009).

According to Tourism-Bureau (2015), Taiwan, about 70% of domestic tourism are one-day trip. There are only about 30% of travelers engage in multiple-day domestic travel. It is logic to assume that elementary school teachers contribute significant portion of the 30%. It is therefore important for this study to understand the accommodation preferences of these specific segments of multiple-day travelers.

**Definition of demand**

Demand can be defined as the quantity of product that one is willing and able to purchase in a specific time frame. Individual have different demands and needs. Based on the Need-hierarchy theory of Maslow (1935), human demand can be categorized into a hierarchy of physiological, safety, love/belonging, esteem, and self-actualization needs. These needs translate into various reasons for the desire to purchase something that can help to satisfy them. It also affect the decision making process of the purchase from information search, product evaluation, actual purchase, consume, and post-purchase behavior (Hoyer, 1984). The needs and demand is also varied depending on one’s socio-demographic background, personality, and social circle (Solomon, 2002). There are also other motivational theories that help to explain the needs and demands of human beings and subsequent behaviors, such as Herzberg’s two-factor theory (Park & Ryoo, 2013), Alderfer’s ERG theory (de Haan, Ferguson, Adamowicz et al., 2014), and some specifically design for tourism studies such as Pearce’s leisure ladder (Leong, Yeh, Hsiao et al., 2015).

**Accommodation preferences**

There are many different types of accommodation that travelers can utilize during a trip, such as hotel, motel, bed and breakfast (B&B), guest house, and more (Gautam, 2012). Based on a variety of reasons, people’s choice of accommodation is different. It is possible that these reasons can be traced back to individuals’ personal background that influences their behaviors. (Tangeland, Aas, & Odden, 2013).
Dawson and Brown (1988) set out specifically to investigate the reasons for consumers to choose a particular hotel. They conclude that the factors include travel route/geographical location, friendliness, prefers B&B, food, guidebooks, price, effective advertisement, and attractiveness of the site. Li, Law, Vu et al. (2013) studies the hotel selection preferences in Hong Kong. They develop a preference profile that helps to understand the choice of travelers with different motives. Kim and Perdue (2013) categorized the factors that affect hotel choice into cognitive, affective, and sensor attribute. The cognitive attributes include items such as price, service and food quality, brand recognition, facilities. The affective attributes include items such as comfort and level of entertainment. The sensory attributes comprised of room quality and overall atmosphere.

Based on the literature, this paper proposes five dimensions of factors that affect accommodation preferences: service management, physical environment, supporting services, direction guide, and geographical location.

**METHODOLOGY**

**Research model**

A research model is proposed in Figure 2 that posits the relationship between socio-demographics of the elementary teachers and their accommodation preferences while travelling.

![Figure 2: Research Model](image)

**Sampling method**

The goal of this study is to examine the accommodation preferences of teachers in central Taiwan area. Central Taiwan comprised of three areas including Taichung, Changhua County and Nantou County. There are approximately 140 public elementary schools in these areas where 60 of them are randomly selected as the target for the survey of this study. Convenient sampling method is used at each school, which collects 820 responses.

**Questionnaire design**

A questionnaire is design to assess the level of various accommodation preferences of teachers. The preferences comprised of 16 items based on five dimensions: service management, physical environment, supporting services, direction guide, and geographical location. The questions are based on 5 point Likert scale where 1 denotes low level of preference and 5 the opposite.
This study uses item analysis, exploratory factor analysis (EFA), and Cronbach’s α to test the quality of the data (Crocker & Algina, 1986). Independent sample t-test to examine the respondents score in top 27% and lower 27% and compare the differences of each item (Guilford, 1936; Kline, 1986). Based on p<0.05 significant level as the critical ratio, this study determines an item score mean significantly above 3, the neutral level. Additionally, this paper uses correlation analysis to select items with correlation coefficient above 0.4. Items fail to meet the criteria compromises the integrity of data and are thus removed. The results indicate that the item analysis indices ranged from 3.441 to 21.737, and correlation ranged from .419 to .655. These numbers indicate that the data is good.

The study used factor analysis to examine the factor loading of the five dimensions: service management, physical environment, supporting services, direction guide, and geographical location. The factor loadings are ranged from .614 to .923, from .694 to .842, from .621 to .841, from .769 to .844, and from .768 to .864 respectively. The factor loadings are above 0.6, which is above 0.4 indicating that the categorization of motivational items into the dimensions is justified (Cha, McCleary, & Uysal, 1995).

Reliability of the data is examined by calculating Cronbach’s α values of five dimensions of items. The values of the dimensions ranged from .718 to .874. The overall Cronbach’s α value is .855 indicating that the internal consistency of the data achieve at least acceptable level (Nunnally, 1978).

Analysis technique

The data is analyzed with SPSS 20.0 where independent sample t test and one-way ANOVA are used to examine the proposed relationship. Independent sample t test is used to examine the means of two groups of respondents. This will allow the study to see if gender can affect accommodation choices. One-way ANOVA is used to compare means of more than two groups, which is useful for the examination of the impact of other socio-demographic variables on accommodation preferences. Furthermore, Scheffé is used as pos hoc test for the ANOVA to determine the detail of the significant differences.

RESULTS AND DISCUSSION

Characteristics of the sample

Out of the 820 responses collected, 774 of them are valid. Majority of them are female with 540 respondents account for 69.8% of the sample. The males are 234 respondents account for 30.2% of the sample. There are 58 respondents under 30 years old (7.5%), 392 respondents between 31 to 40 years old (50.6%), and 324 respondents 41 years old or more (41.8%). There are 186 single respondents (24%), 82 married with no children (10.6%), and 506 married with children (65.4%). There are 314 respondents holds degree from Teacher College (40.6%), 200 holds university degree (25.8%), and 260 holds postgraduate degree (33.6%).

Impact of gender on accommodation preferences

Table 1 is an independent sample t test that examines the impact of teachers’ gender on their accommodation preferences while travelling. In terms of direction guide dimension, the t value is equal to -2.36 at significant level of p equals .020. This indicates that females are more likely to be influenced by direction guide reason to choose a particular accommodation than males. Gender has no statistical significant influence on other dimensions.
**Table 1:** Impact of gender on accommodation preferences

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Gender</th>
<th>No.</th>
<th>Mead</th>
<th>Std. D.</th>
<th>t</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>service management</td>
<td>Male</td>
<td>234</td>
<td>4.68</td>
<td>0.43</td>
<td>-0.70</td>
<td>.483</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>540</td>
<td>4.72</td>
<td>0.36</td>
<td></td>
<td></td>
</tr>
<tr>
<td>physical environment</td>
<td>Male</td>
<td>234</td>
<td>4.13</td>
<td>0.56</td>
<td>1.83</td>
<td>.068</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>540</td>
<td>4.01</td>
<td>0.59</td>
<td></td>
<td></td>
</tr>
<tr>
<td>supporting services</td>
<td>Male</td>
<td>234</td>
<td>4.47</td>
<td>0.62</td>
<td>0.62</td>
<td>.534</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>540</td>
<td>4.43</td>
<td>0.59</td>
<td></td>
<td></td>
</tr>
<tr>
<td>direction guide</td>
<td>Male</td>
<td>234</td>
<td>4.27</td>
<td>0.74</td>
<td>-2.36</td>
<td>.020*</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>540</td>
<td>4.44</td>
<td>0.56</td>
<td></td>
<td></td>
</tr>
<tr>
<td>geographical location</td>
<td>Male</td>
<td>234</td>
<td>3.69</td>
<td>0.74</td>
<td>-0.65</td>
<td>.513</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>540</td>
<td>3.75</td>
<td>0.78</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*p < .05

**Impact of age on accommodation preferences**

Table 2 is a one-way ANOVA that examines the impact of teachers’ age on their accommodation preferences while travelling. The result indicates that only one dimension, physical environment, is significantly influenced by teachers’ age. Using Scheffé pos hoc test, this study is able to determine that older teachers are more likely to consider physical environment when selecting an accommodation. Age has no statistical significant influence on other dimensions.

**Table 2:** Impact of age on accommodation preferences

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Age</th>
<th>No.</th>
<th>Mead</th>
<th>Std. D.</th>
<th>t</th>
<th>P</th>
<th>Pos hoc</th>
</tr>
</thead>
<tbody>
<tr>
<td>service management</td>
<td>1. Under 30</td>
<td>58</td>
<td>4.74</td>
<td>0.39</td>
<td>0.172</td>
<td>.842</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. 31-40</td>
<td>392</td>
<td>4.70</td>
<td>0.40</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. 41 or more</td>
<td>324</td>
<td>4.71</td>
<td>0.36</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>physical environment</td>
<td>1. Under 30</td>
<td>58</td>
<td>3.76</td>
<td>0.87</td>
<td>4.176</td>
<td>.016*</td>
<td>2&gt;1</td>
</tr>
<tr>
<td></td>
<td>2. 31-40</td>
<td>392</td>
<td>4.09</td>
<td>0.55</td>
<td></td>
<td></td>
<td>3&gt;1</td>
</tr>
<tr>
<td></td>
<td>3. 41 or more</td>
<td>324</td>
<td>4.05</td>
<td>0.54</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>supporting services</td>
<td>1. Under 30</td>
<td>58</td>
<td>4.24</td>
<td>0.70</td>
<td>1.911</td>
<td>.149</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. 31-40</td>
<td>392</td>
<td>4.47</td>
<td>0.60</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. 41 or more</td>
<td>324</td>
<td>4.43</td>
<td>0.58</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>direction guide</td>
<td>1. Under 30</td>
<td>58</td>
<td>4.24</td>
<td>0.80</td>
<td>1.141</td>
<td>.321</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. 31-40</td>
<td>392</td>
<td>4.42</td>
<td>0.58</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. 41 or more</td>
<td>324</td>
<td>4.38</td>
<td>0.64</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>geographical location</td>
<td>1. Under 30</td>
<td>58</td>
<td>3.52</td>
<td>0.86</td>
<td>1.869</td>
<td>.156</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. 31-40</td>
<td>392</td>
<td>3.79</td>
<td>0.78</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. 41 or more</td>
<td>324</td>
<td>3.70</td>
<td>0.73</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*p < .05
Impact of marital status on accommodation preferences

Table 3 is a one-way ANOVA that examines the impact of teachers’ marital status on their accommodation preferences while travelling. The result indicates that two dimensions, physical environment and supporting services, are significantly influenced by teachers’ marital status. Using Scheffé pos hoc test, this study is able to determine that married teachers with children are more likely to consider physical environment and supporting services when selecting an accommodation than single teachers. Married teachers with children are more likely to score higher means than their counterparts in other groups. When travelling with children, especially younglings, people have to consider different attributes that can help to satisfy children and the need of family bonding (Yeh, 2008).

Table 3: Impact of marital status on accommodation preferences

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Marital status</th>
<th>No.</th>
<th>Mead</th>
<th>Std. D.</th>
<th>t</th>
<th>P</th>
<th>Pos hoc</th>
</tr>
</thead>
<tbody>
<tr>
<td>service management</td>
<td>S</td>
<td>186</td>
<td>4.69</td>
<td>0.44</td>
<td>0.243</td>
<td>.785</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MN</td>
<td>82</td>
<td>4.68</td>
<td>0.38</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MY</td>
<td>506</td>
<td>4.72</td>
<td>0.36</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>physical environment</td>
<td>S</td>
<td>186</td>
<td>3.87</td>
<td>0.70</td>
<td>6.310</td>
<td>.002**</td>
<td>3&gt;1</td>
</tr>
<tr>
<td></td>
<td>MN</td>
<td>82</td>
<td>4.04</td>
<td>0.55</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MY</td>
<td>506</td>
<td>4.12</td>
<td>0.53</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>supporting services</td>
<td>S</td>
<td>186</td>
<td>4.25</td>
<td>0.72</td>
<td>7.014</td>
<td>.001**</td>
<td>3&gt;1</td>
</tr>
<tr>
<td></td>
<td>MN</td>
<td>82</td>
<td>4.41</td>
<td>0.60</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MY</td>
<td>506</td>
<td>4.51</td>
<td>0.53</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>direction guide</td>
<td>S</td>
<td>186</td>
<td>4.34</td>
<td>0.62</td>
<td>0.333</td>
<td>.717</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MN</td>
<td>82</td>
<td>4.40</td>
<td>0.55</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MY</td>
<td>506</td>
<td>4.41</td>
<td>0.64</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>geographical location</td>
<td>S</td>
<td>186</td>
<td>3.70</td>
<td>0.86</td>
<td>0.108</td>
<td>.898</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MN</td>
<td>82</td>
<td>3.74</td>
<td>0.70</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MY</td>
<td>506</td>
<td>3.74</td>
<td>0.75</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

** p < .01
Impact of educational background on accommodation preferences

Table 4 is a one-way ANOVA that examines the impact of teachers’ educational background on their accommodation preferences while travelling. The result indicates that educational background of teachers does not affect their accommodation preferences. Therefore, no post hoc test is required. This hypothesis is thus rejected.

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Education</th>
<th>No.</th>
<th>Mean</th>
<th>Std. Dev.</th>
<th>t</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>service management</td>
<td>Teacher college</td>
<td>314</td>
<td>4.69</td>
<td>0.39</td>
<td>0.185</td>
<td>.832</td>
</tr>
<tr>
<td></td>
<td>University</td>
<td>200</td>
<td>4.72</td>
<td>0.36</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Postgraduate</td>
<td>260</td>
<td>4.71</td>
<td>0.40</td>
<td></td>
<td></td>
</tr>
<tr>
<td>physical environment</td>
<td>Teacher college</td>
<td>314</td>
<td>4.01</td>
<td>0.51</td>
<td>0.642</td>
<td>.527</td>
</tr>
<tr>
<td></td>
<td>University</td>
<td>200</td>
<td>4.08</td>
<td>0.67</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Postgraduate</td>
<td>260</td>
<td>4.07</td>
<td>0.59</td>
<td></td>
<td></td>
</tr>
<tr>
<td>supporting services</td>
<td>Teacher college</td>
<td>314</td>
<td>4.38</td>
<td>0.63</td>
<td>1.467</td>
<td>.232</td>
</tr>
<tr>
<td></td>
<td>University</td>
<td>200</td>
<td>4.49</td>
<td>0.53</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Postgraduate</td>
<td>260</td>
<td>4.47</td>
<td>0.60</td>
<td></td>
<td></td>
</tr>
<tr>
<td>direction guide</td>
<td>Teacher college</td>
<td>314</td>
<td>4.39</td>
<td>0.54</td>
<td>0.030</td>
<td>.971</td>
</tr>
<tr>
<td></td>
<td>University</td>
<td>200</td>
<td>4.38</td>
<td>0.74</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Postgraduate</td>
<td>260</td>
<td>4.40</td>
<td>0.62</td>
<td></td>
<td></td>
</tr>
<tr>
<td>geographical location</td>
<td>Teacher college</td>
<td>314</td>
<td>3.69</td>
<td>0.75</td>
<td>0.751</td>
<td>.473</td>
</tr>
<tr>
<td></td>
<td>University</td>
<td>200</td>
<td>3.81</td>
<td>0.84</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Postgraduate</td>
<td>260</td>
<td>3.72</td>
<td>0.74</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Impact of monthly income on accommodation preferences

Table 5 is a one-way ANOVA that examines the impact of teachers’ monthly incomes on their accommodation preferences while travelling. The result indicates that only one dimension, supporting services, is significantly influenced by teachers’ monthly incomes. Using Scheffé post hoc test, this study is able to determine that teachers earn 40~55K per month are less likely to consider supporting services when selecting an accommodation than teachers who earn more than 55K per month.
Table 5: Impact of monthly income on accommodation preferences

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Income</th>
<th>No.</th>
<th>Mean</th>
<th>Std. D.</th>
<th>t</th>
<th>P</th>
<th>Dimension</th>
</tr>
</thead>
<tbody>
<tr>
<td>service management</td>
<td>1. 40K</td>
<td>556</td>
<td>4.71</td>
<td>0.37</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. 40K~55K</td>
<td>98</td>
<td>4.67</td>
<td>0.46</td>
<td>0.315</td>
<td>.730</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. 55K up</td>
<td>120</td>
<td>4.71</td>
<td>0.38</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>physical environment</td>
<td>1. 40K</td>
<td>556</td>
<td>4.06</td>
<td>0.58</td>
<td>1.194</td>
<td>.304</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. 40K~55K</td>
<td>98</td>
<td>3.93</td>
<td>0.59</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. 55K up</td>
<td>120</td>
<td>4.07</td>
<td>0.58</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>supporting services</td>
<td>1. 40K</td>
<td>556</td>
<td>4.44</td>
<td>0.59</td>
<td>3.306</td>
<td>.038*</td>
<td>3&gt;2</td>
</tr>
<tr>
<td></td>
<td>2. 40K~55K</td>
<td>98</td>
<td>4.27</td>
<td>0.75</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. 55K up</td>
<td>120</td>
<td>4.57</td>
<td>0.48</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>direction guide</td>
<td>1. 40K</td>
<td>556</td>
<td>4.42</td>
<td>0.61</td>
<td>2.239</td>
<td>.108</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. 40K~55K</td>
<td>98</td>
<td>4.21</td>
<td>0.56</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. 55K up</td>
<td>120</td>
<td>4.42</td>
<td>0.71</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>geographical location</td>
<td>1. 40K</td>
<td>556</td>
<td>3.78</td>
<td>0.72</td>
<td>2.306</td>
<td>.101</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. 40K~55K</td>
<td>98</td>
<td>3.56</td>
<td>0.99</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. 55K up</td>
<td>120</td>
<td>3.63</td>
<td>0.77</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*p < .05

CONCLUSION AND RECOMMENDATION

Conclusion

This study is able to conclude that females are more likely to be influenced by direction guide reason to choose a particular accommodation than males. Gender has no statistical significant influence on other dimensions. The result indicates that only physical environment dimension is significantly influenced by teachers’ age. Basically older teachers are more likely to consider physical environment when selecting an accommodation. Age has no statistical significant influence on other dimensions. The result indicates that two dimensions, physical environment and supporting services, are significantly influenced by teachers’ marital status. Married teachers with children are more likely to consider physical environment and supporting services when selecting an accommodation than single teachers. The result indicates that educational background of teachers does not affect their accommodation preferences. The result indicates that only one dimension, supporting services, is significantly influenced by teachers’ monthly incomes. This study is able to determine that teachers earn 40~55K per month is less likely to consider supporting services when selecting an accommodation than teachers who earn more than 55K per month.

Base on the results, this study can conclude that most of the socio-demographic variables of elementary school teachers only partially affect their accommodation preferences. The results are still meaningful in a way that socio-demographics can be used to segment the market of travelling teachers and understand their needs when choosing an accommodation.
Recommendation

Based on mean score analysis, this study is able to determine that service management and supporting services are the most important contributors of accommodation preferences. This means that the two dimensions affect teachers’ decision making for selecting a particular accommodation. For accommodation providers, this means that one can use these aspects of quality to appeal to the market of teachers. For elementary school teachers, the quality of two dimensions can be used as a guideline for selecting accommodations.

In order to attract more teachers, accommodation providers should invest in these two aspects. For service management, employee training is of upmost importance. Through employee training, accommodation providers can improve the quality of their services and thereby more able to satisfy teachers. For supporting services, accommodation providers should try to develop some form of entertainment and diversify their activity choices to appeal to teachers.

Direction guide is also an important contributor for accommodation choice. This is due to a fact that many teachers maybe driving themselves and requires directions, road signs, good traffic control, and easy access to the accommodation. Accommodation providers should devote some attention to this area. It doesn’t cost a lot to put up a sign or assign employees to help with traffic control. With a small effort in this area, accommodation providers can greatly improve teachers’ willingness to stay.

REFERENCES


INVESTIGATING THE MOTIVATION OF ELEMENTARY SCHOOL TEACHERS PARTICIPATING IN DOMESTIC TRAVEL

Chiu-Yen Lin¹, Yu-Ting Huang², Chih-Chien Hsu³ and Shih-Yun Hsu³*

¹ Chulin Elementary School, Taichung, Taiwan
² Office of Physical Education, Asia University, Taichung, Taiwan
³ Department of Leisure and Recreation Management, Taichung, Taiwan
Corresponding Author E-mail³: shsu1@asia.edu.tw

ABSTRACT

The purpose of this study is to investigate the motivation of elementary school teachers participating in domestic travel in order to provide references for teachers in making travel plans, for educational authorities in making related policies, and for domestic tourism operators in operating and managing their businesses. The study uses self-created questionnaire to survey 410 teachers in 40 public elementary schools in Taichung City. 392 questionnaires are collected and 387 are valid. Descriptive statistics, item analysis, factor analysis, reliability analysis, independent sample T-test, one-way ANOVA, and Scheffé comparison are used to analyze the data. The findings include: male and female teachers are significant different in the “physical and psychological health” dimension of domestic travel motivation, teachers in different age groups are significant different in the “self-development” and “socialization” dimensions, teachers with different marital status are significant different in the “physical and psychological health” dimension, teachers with different years of teaching experiences are significant different in the “novelty experience” dimension, teachers work in different position are significant different in the “self-development” dimension, and teachers with different educational backgrounds are significant different in the “socialization” dimension.

Keywords: Travel Motivation, Elementary School Teacher

INTRODUCTION

Research background and motive

The growth in domestic economy in Taiwan had led to an increased demand for better quality lifestyle and consequently the pursuit for tourism and leisure activities (Kim & Chen, 2006). Tourism and leisure become an integral part of life for Taiwanese (Chen & Chiou-Wei, 2009). Teacher is one of the few occupations that enjoy the perks of summer and winter vacation time. This means that teachers possess abundant disposable time that can be devoted to tourism and leisure pursuit. Teachers have more time to engage in activities for various leisure motivations, such as better physical health and fitness (Lin, Wang, & Cheng, 2007), relaxation, and self enhancement (Chen, Li, & Chen, 2013).

Based on the statistics provided by Tourism Bureau of Taiwan, the level of domestic tourism reaches 93.4%. This means that more than...
97,990,000 travelling in 2010, which translates to 4.85 times per individual. More than 79.5% of domestic travelling behavior is triggered by tourism and leisure motives. Hence, many researches devoted to study the issues regarding Taiwan’s domestic tourism. However, very few papers solely study the market of teachers of elementary school. Therefore, it is the intention of this study to examine this understudied market segment.

**Research objectives**

1. Understand the impact of socio-demographic variables on the tourism behaviors of teachers of elementary school in Taiwan.
2. Offer suggestions that can assist government, tourism operators, and practitioner to satisfy the market segment of teachers of elementary school in Taiwan.

**Research hypotheses**

1. Gender of teachers of elementary school affects their travel motivation.
2. Age group of teachers of elementary school affects their travel motivation.
3. Marital status of teachers of elementary school affects their travel motivation.
4. Seniority of teachers of elementary school affects their travel motivation.
5. Administrative position of teachers of elementary school affects their travel motivation.
6. Education background of teachers of elementary school affects their travel motivation.

**LITERATURE REVIEW**

**Tourism in Taiwan**

The growth of economy in Taiwan improves the level of income and consumption of citizens. Consequently, the desire for tourism and leisure has increased and become one of the major contributors of economic growth (Kim et al., 2006). The growth of tourism industry helps to increase the prosperity of other business sectors by expanding the demand for hospitality services (Coshall & Charlesworth, 2011).

The definition of “tourism” is that individual leave their place of residence and work and temporary travel to a place substantially different from their daily life for various activities (Tribe, 1999). The terms “recreation” and “leisure” share certain level of similarity and overlapped with “tourism” (Gross & Brown, 2008). The pursuit of leisure usually refers to individuals’ participate in activities in their spare time in the sought for certain benefit (Gross et al., 2008). World Travel and Tourism Council had estimated that tourism and travel industry contribute, either directly or indirectly, 10% of the growth of GDP globally (WTTC, 2015). This is roughly equivalent to US$ 7.6 trillion and offered 270,000,000 job opportunities. They also predict a 4% annual growth of tourism market around the world. Tourism is therefore essential for destination to promote economic growth and attract foreign investment (Kotler, Haider, & Rein, 1993).

United Nation World Tourism Organization (UNWTO) estimate that by the year 2020, tourism market will reach a staggering number of 1.6 billion visitors and generate economic activities worth US$ 2 trillion (Levy & Hawkins, 2009). Governments now view tourism as a means to attract large foreign investment (Aziz & Ariffin, 2009) and help to growth of national economy.

According to Tourism-Bureau (2015), Taiwan, about 70% of domestic tourism are one-day trip. The remaining distributions are approximately 20% of two-day travelers, about 8% of three-day travelers, and around 3% travel for more than 4 days per trip. The detail information is presented in Table 1. Average domestic travelers spend approximately 1.5 days per trip.
Table 1: domestic tourism information

<table>
<thead>
<tr>
<th>No. of days per trip</th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-day trip</td>
<td>70.5%</td>
<td>68.9%</td>
</tr>
<tr>
<td>Two-day trip</td>
<td>18.8%</td>
<td>20.2%</td>
</tr>
<tr>
<td>Three-day trip</td>
<td>7.6%</td>
<td>8.0%</td>
</tr>
<tr>
<td>More than four days</td>
<td>3.1%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Average day-trip</td>
<td>1.49 days</td>
<td>1.51 days</td>
</tr>
</tbody>
</table>

Source: Tourism-Bureau (2015)

These facts are indication that tourism and leisure had become a trend that fuels the growth of national economy. Governments have invest financially and administratively to promote tourism and build infrastructures to facilitate tourism behaviors.

Theories of tourism behavior

Tourism is primarily an activity individual engage during their free time. Based on individual’s personality and their needs, people engaged in different types of tourism activities. Lu (2004) proposes six different theories to categorize the different needs for tourism.

1. Leisure is the goal of all human activity
   Aristotle, a Greek philosopher, proposed Nichomachean Ethics during 4 century B.C. that asserts everything in life is related to tourism. Tourism is the reason and end result for people’s activity. Tourism is a meaningful pursuit of life that elevates individual (Bammel & Burrus-Bammel, 1996).

2. Compensatory theory
   Work and other daily routines are necessities that sustain one’s life, which can be exhausting and incredibly dull. People therefore seeks tourism to compensate for the dullness of life (Currie, 1997). Tourism is a way to relax and revitalize sense of life after the end of a long day of work (Kozak, 2002).

3. Spillover leisure theory
   This theory posits that individual’s work and leisure pursuits are conjointly developed (Snir & Harpaz, 2002). Individual who engage in exciting work may choose leisure activity with similar level of thrill to maintain their sharpness. The same holds true for people who engage in dull and boring work (Wilensky, 1960).

4. Acquainted theory
   This theory posits that individual engage in tourism or leisure behavior because it becomes a habit or even routine (Wilensky, 1960). For example, it is customary for people to celebrate their on their birthday by having a party every year.

5. Individual-community theory
   It is evident in many studies (Jamrozy & Uysal, 1994; Yolal, Çetinel, & Uysal) that social norms affect individual tourism and leisure choice. Individuals of similar age group, occupation, neighborhood, social class, political view, religion, family background, and problems are more likely to engage in similar tourism activity. This is because tourism is usually a group activity and sharing experience is a powerful travel motivation (Munar & Jacobsen, 2014). Tourism is an effective way to satisfy the need of social bonding (Bond & Falk, 2013).

6. Theory of relaxation entertainment self-development
   Relaxation, entertainment, and self-development are amongst the few of most frequently asserted travel motivation (Dumazedier, 1974; McCabe & Johnson, 2013). Tourism is an activity that allows individual to have fun with a group of people in a creative endeavor of self-enhancement.

Based on the above discussion, the study can conclude that individual’s personality and socio-demographics can affect their tourism and leisure motivations. There are wide range of travel motivations, including escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction (Crompton, 1979).
Travel motivation

Travel motivation is a term used to describe individual’s desire to travel and participate in leisure or recreational activities to satisfy certain innate need (Crandall, 1980). Participate in leisure or recreational activities is a means to achieve certain objective (Hass, Taylor, & Remy, 1994). Tourists are driven by their innate and attracted by information regarding a place to decide their itinerary. The sources of information can include word of mouth, travel guide book, Internet, television advertising, and more (Peter & Olson, 1999). Tourists will also factor in constraints, such as budget, availability of time, distance from home, and other factors (Weaver, McCleary, Han et al., 2009).

Crompton (1979) assert that individual’s decision making factors of destination choice can help to explain tourists’ motivation. According to Tourism Bureau (2015), Taiwan, domestic travel motivations include sightseeing, release pressure and fatigue from work, visit place of novelty, word of mouth from friend or family, and so on. Other theories and typologies of travel motivation are summarized in Table 2 below.

Table 2: Studies of Travel motivation

<table>
<thead>
<tr>
<th>Researchers</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thomas (1964)</td>
<td>Education and culture, leisure and entertainment, ethnic and tradition, other</td>
</tr>
<tr>
<td>McIntosh and Gupta (1977)</td>
<td>Physical need, culture desire, interpersonal need, social status and prestige</td>
</tr>
<tr>
<td>Tinsley and Kass (1979)</td>
<td>Self-fulfillment, friendship, power, security, esteem, sport, and more</td>
</tr>
<tr>
<td>Crandall (1980)</td>
<td>Enjoy nature, escape from routine, sport, active life, relax, socializing, family bonding</td>
</tr>
<tr>
<td>Iso-Ahola (1983)</td>
<td>Interpersonal relationship, personal skill development, escape from routine, relax, friendship</td>
</tr>
<tr>
<td>Beard and Ragheb (1983)</td>
<td>Intellectual, social, dominant, escape</td>
</tr>
<tr>
<td>Yoon and Uysal (2005)</td>
<td>exciting, knowledge, escape, achievement, family togetherness, safety/fun, away from home, modern amenities, wide activities, natural scenery, night life/local cuisine, water activities, interesting town, different culture, etc.</td>
</tr>
<tr>
<td>Aziz et al. (2009)</td>
<td>Nature, culture, budget, adventure, freedom</td>
</tr>
<tr>
<td>Fowler, Yuan, Kinley et al. (2012)</td>
<td>Enrichment, escape, exploration, relaxation</td>
</tr>
<tr>
<td>Funk, Beaton, and Alexandris (2012)</td>
<td>Socialization, performance, excitement, esteem, diversion</td>
</tr>
</tbody>
</table>
From the above summary, this study can conclude that there are various types of travel motivations. Some researchers use extensive lists of motivations while others use a specific version due to the specificity of their research. Despite the differences, some agreements can be seen. This paper therefore proposes a four dimensions typology for travel motivations: self-development, physical and psychological health, novelty experience, and socialization.

**METHODOLOGY**

**Research framework**

The proposed research framework is presented in figure 1 below. The figure posits the relationships between socio-demographics of the elementary school teachers and their travel motivations. In another words, teachers of different socio-demographic background will exhibit different types of travel motivations.

![Figure 1: Research Framework](image)

**Sampling method**

The data collection targets the teachers of elementary schools in Taichung City, Taiwan. There are a total of 234 private and public elementary schools in Taichung City area listed in the official database. This study assigns numbers to each school and randomly selects 40 schools for the survey. Convenient sampling method is used at each school enlisting a total of 410 teachers to participate in the survey.

**Research instrument**

This paper uses a four dimensions typology to develop the questionnaire for the study of travel motivations. The dimensions are self-development, physical and psychological health, novelty experience, and socialization. These four dimensions are expanded into 18 items that are based on 5 point Likert-scale. The scale is used to assess respondents’ level of agreement on each motivational item. “1” denotes extremely low level of a particular motive, “3” is fairly neutral motive, and “5” means extremely high level of motive.

In order to ensure the reliability and validity of the data, this study uses item analysis, exploratory factor analysis (EFA), and Cronbach’s $\alpha$ to test the quality of the data (Crocker & Algina, 1986). For item analysis, this study use independent sample t-test to examine the respondents score in top 27% and lower 27% and compare the differences of each item (Guilford, 1936; Kline, 1986). Using $p<0.05$ as the critical ratio to determine an item mean significantly above 3, the neutral level. Additionally, this paper uses correlation analysis to select items with correlation coefficient above 0.4. These indices are used in...
item selection. Items fail to meet the aforementioned criteria compromises the integrity of data. The results indicate that the item analysis indices ranged from 5.928 to 13.132, and correlation ranged from .419 to .784. These numbers indicate that the data is good.

In terms of EFA, the factor loading of the four dimensions are: self-development items ranged from .712 to .867, physical and psychological health items ranged from .675 to .871, novelty experience items ranged from .723 to .857, and socialization items ranged from .673 to .798. The factor loadings are above the threshold of 0.4 indicating that the categorization of motivational items into the four dimensions is justified (Cha, McCleary, & Uysal, 1995).

Reliability of the data is examined by calculating Cronbach’s α values of four dimensions of items. The values of the dimensions ranged from .732 to .924 indicating that the internal consistency of the data achieve at least acceptable level (Nunnally, 1978).

**Analyzing method**

The data is computerized with SPSS 20.0, a Statistical Package for the Social Sciences. In order to test the proposed relationship between socio-demographic variables and travel motivations, following analysis techniques are used:

1. **Independent sample t-test**
   
   This test is employed to compare the means of different genders. This test allows the study to examine gender’s impact on teachers’ travel motivation.

2. **One-way ANOVA**

   This test is employed to compare the means of different age groups, marital status, seniorities, administrative positions, and education backgrounds.

3. **Scheffé as Pos Hoc test**

   Scheffé, a type of pos hoc analysis, is employed to further examine the detail of significant differences.

**RESULTS AND DISCUSSION**

**Sample characteristics**

The sample comprised of 387 valid responses where 270 of them are female, account for 69.8% of the sample. There are 117 males, which is 30.2% of the sample. There are 29 respondents under 30 years old (7.5%), 196 respondents between 31 to 40 years old (50.6%), and 162 above 41 years old (41.8%). In term of marital status, 93 of the respondents are single (including divorced), which account for 24% of the sample. There are 41 respondents married with no children (10.6%), and 253 married with children (65.4%). In terms of seniorities, 123 respondents have less than 10 years of service (31.8%), 221 respondents have 10 to 20 years of service record (57.1%), and 43 respondents have more than 20 years of service (11.1%). In terms of administrative position, 278 respondents are tutor (71.8%), 49 respondents are subject teachers (12.7%), and 60 respondents holds administrative position (15.5%). There are 100 respondents hold normal university degree (25.8%), 130 respondents with postgraduate degree (33.6%), and 157 respondents with degree from Teacher College (40.6%).

**Gender’s impact on teachers’ travel motivation**

The result of t-test that examines the impact of gender on travel motivations is presented in Table 3. The result only yield on dimension significant influence by gender. The result of physical and psychological health dimension score t value of -3.04 at significant level of p=.002. This indicates that female teachers are more likely to be triggered by physical and psychological health motivation to seek tourism activities. Although the levels of differences between genders are not significant in other motivations, the patterns show that females are more likely to have higher motivation than males.
Table 3: Gender’s impact on teachers’ tourism motivation

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Gender</th>
<th>Mean</th>
<th>s.d.</th>
<th>t</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td>self-development</td>
<td>Male</td>
<td>3.65</td>
<td>0.81</td>
<td>-1.43</td>
<td>0.155</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>3.77</td>
<td>0.61</td>
<td></td>
<td></td>
</tr>
<tr>
<td>physical and psychological health</td>
<td>Male</td>
<td>4.35</td>
<td>0.53</td>
<td>-3.04</td>
<td>.002**</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>4.52</td>
<td>0.48</td>
<td></td>
<td></td>
</tr>
<tr>
<td>novelty experience</td>
<td>Male</td>
<td>4.34</td>
<td>0.58</td>
<td>-1.16</td>
<td>0.245</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>4.41</td>
<td>0.52</td>
<td></td>
<td></td>
</tr>
<tr>
<td>socialization</td>
<td>Male</td>
<td>3.26</td>
<td>0.76</td>
<td>-1.83</td>
<td>0.068</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>3.42</td>
<td>0.76</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

** p < .01; Male: 117, Female: 270; s.d.: standard deviation.

Age’s impact on teachers’ travel motivation

Table 4 is the result of one-way ANOVA that test the impact of age on teachers’ travel motivation. The result indicates that novelty experience and socialization dimensions are significantly influence by ages of the teachers (p=.040 and .018 respectively). The pos hoc analysis using Scheffé indicates that teachers under 30 years old are more likely than those between 31 to 40 years old to be prompt by socialization motive to seek tourism. Although not significant, a pattern emerges when examines the result of other dimensions. It appears that teacher of younger age are more likely to show high level of travel motivations.

Table 4: Age’s impact on teachers’ travel motivation

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Age</th>
<th>Mean</th>
<th>s.d.</th>
<th>F</th>
<th>p</th>
<th>Pos hoc</th>
</tr>
</thead>
<tbody>
<tr>
<td>self-development</td>
<td>under 30</td>
<td>3.95</td>
<td>0.7</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>31-40</td>
<td>3.76</td>
<td>0.7</td>
<td>2.79</td>
<td>0.063</td>
<td></td>
</tr>
<tr>
<td></td>
<td>41 or above</td>
<td>3.66</td>
<td>0.64</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>physical and psychological health</td>
<td>under 30</td>
<td>4.52</td>
<td>0.44</td>
<td>1.268</td>
<td>0.283</td>
<td></td>
</tr>
<tr>
<td></td>
<td>31-40</td>
<td>4.50</td>
<td>0.5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>41 or above</td>
<td>4.42</td>
<td>0.5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>novelty experience</td>
<td>under 30</td>
<td>4.48</td>
<td>0.58</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>31-40</td>
<td>4.44</td>
<td>0.51</td>
<td>3.245</td>
<td>.040*</td>
<td>none</td>
</tr>
<tr>
<td></td>
<td>41 or above</td>
<td>4.31</td>
<td>0.56</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>socialization</td>
<td>under 30</td>
<td>3.74</td>
<td>0.69</td>
<td>4.068</td>
<td>.018*</td>
<td>under 30 &gt;31-40</td>
</tr>
<tr>
<td></td>
<td>31-40</td>
<td>3.31</td>
<td>0.8</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>41 or above</td>
<td>3.38</td>
<td>0.71</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* p < .05; under 30: 29, 31-40: 196, 41 or above: 162; s.d.: standard deviation.
Marital status impact on teachers’ travel motivation

Table 5 is the result of one-way ANOVA that test the impact of marital status on teachers’ travel motivation. The result indicates that only one dimension is significantly influenced by marital status. Further pos hoc test showed that teachers who are married with children are more likely to be triggered by physical and psychological health motive to seek tourism than those with no children. This highlights the significance of family quality time for elementary school teachers in their pursuit of tourism. Teachers who are married without children score relatively low level of motivations.

Table 5: Marital status impact on teachers’ travel motivation

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Marital status</th>
<th>Mean</th>
<th>s.d.</th>
<th>F</th>
<th>p</th>
<th>Pos hoc</th>
</tr>
</thead>
<tbody>
<tr>
<td>self-development</td>
<td>S</td>
<td>3.75</td>
<td>0.64</td>
<td>0.049</td>
<td>0.952</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MN</td>
<td>3.75</td>
<td>0.46</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MY</td>
<td>3.73</td>
<td>0.72</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>physical and psychological health</td>
<td>S</td>
<td>4.47</td>
<td>0.49</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MN</td>
<td>4.24</td>
<td>0.45</td>
<td>4.946</td>
<td>.008**</td>
<td>MY&gt;MN</td>
</tr>
<tr>
<td></td>
<td>MY</td>
<td>4.50</td>
<td>0.5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>novelty experience</td>
<td>S</td>
<td>4.41</td>
<td>0.49</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MN</td>
<td>4.21</td>
<td>0.49</td>
<td>2.459</td>
<td>0.087</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MY</td>
<td>4.41</td>
<td>0.56</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>socialization</td>
<td>S</td>
<td>3.35</td>
<td>0.78</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MN</td>
<td>3.28</td>
<td>0.8</td>
<td>0.396</td>
<td>0.674</td>
<td></td>
</tr>
<tr>
<td></td>
<td>MY</td>
<td>3.39</td>
<td>0.75</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**p < .01; S (single): 93, MN (married with no children): 41, MY (married with children): 253; s.d.: standard deviation.

Seniority’s impact on teachers’ travel motivation

Table 6 is the result of one-way ANOVA that test the impact of seniority on teachers’ travel motivation. The result indicates that only one dimension is significantly influenced by seniority. Further pos hoc test showed that teachers who served less than 10 years are more likely to be triggered by novelty experience motive to seek tourism than those served for 10 to 20 years. Teacher with lower level of seniority show higher level of travel motivation. This is consistent with the result of age showed in Table 4 where younger teachers are more likely to have high travel motivations.
Table 6: Seniority’s impact on teachers’ travel motivation

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Seniority</th>
<th>Mean</th>
<th>s.d.</th>
<th>F</th>
<th>p</th>
<th>Pos hoc</th>
</tr>
</thead>
<tbody>
<tr>
<td>self-development</td>
<td>1. under 10</td>
<td>3.85</td>
<td>0.65</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. 10-20</td>
<td>3.68</td>
<td>0.67</td>
<td>2.551</td>
<td>0.079</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. above 20</td>
<td>3.66</td>
<td>0.72</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>physical and psychological health</td>
<td>1. under 10</td>
<td>4.53</td>
<td>0.50</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. 10-20</td>
<td>4.43</td>
<td>0.47</td>
<td>1.598</td>
<td>0.204</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. above 20</td>
<td>4.45</td>
<td>0.59</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>novelty experience</td>
<td>1. under 10</td>
<td>4.51</td>
<td>0.50</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. 10-20</td>
<td>4.33</td>
<td>0.53</td>
<td>4.517</td>
<td>.012*</td>
<td>1&gt;2</td>
</tr>
<tr>
<td></td>
<td>3. above 20</td>
<td>4.36</td>
<td>0.51</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>socialization</td>
<td>1. under 10</td>
<td>3.46</td>
<td>0.79</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. 10-20</td>
<td>3.32</td>
<td>0.75</td>
<td>1.504</td>
<td>0.224</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. above 20</td>
<td>3.38</td>
<td>0.70</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* p < .05; under 10: 123, 10-20: 221, above 20: 43; s.d.: standard deviation.

Administrative position’s impact on teachers’ travel motivation

Table 7 is the result of one-way ANOVA that test the impact of administrative position on teachers’ travel motivation. The result indicates that only one dimension is significantly influence by administrative position. Further pos hoc test showed that teachers who served as tutor are more likely to be triggered by self-development motive to seek tourism than those served as subject teacher.

Table 7: Administrative position’s impact on teachers’ travel motivation

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Seniority</th>
<th>Mean</th>
<th>s.d.</th>
<th>F</th>
<th>p</th>
<th>Pos hoc</th>
</tr>
</thead>
<tbody>
<tr>
<td>self-development</td>
<td>tutor</td>
<td>3.78</td>
<td>0.69</td>
<td>4.908</td>
<td>.008**</td>
<td>1&gt;2</td>
</tr>
<tr>
<td></td>
<td>subject teacher</td>
<td>3.46</td>
<td>0.71</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>administrative</td>
<td>3.73</td>
<td>0.53</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>physical and psychological health</td>
<td>tutor</td>
<td>4.50</td>
<td>0.48</td>
<td>2.034</td>
<td>.132</td>
<td></td>
</tr>
<tr>
<td></td>
<td>subject teacher</td>
<td>4.36</td>
<td>0.60</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>administrative</td>
<td>4.41</td>
<td>0.46</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>novelty experience</td>
<td>tutor</td>
<td>4.39</td>
<td>0.57</td>
<td>2.817</td>
<td>.061</td>
<td></td>
</tr>
<tr>
<td></td>
<td>subject teacher</td>
<td>4.50</td>
<td>0.45</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>administrative</td>
<td>4.26</td>
<td>0.44</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>socialization</td>
<td>tutor</td>
<td>3.37</td>
<td>0.79</td>
<td>0.494</td>
<td>.611</td>
<td></td>
</tr>
<tr>
<td></td>
<td>subject teacher</td>
<td>3.28</td>
<td>0.73</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>administrative</td>
<td>3.42</td>
<td>0.65</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

** p < .01; tutor: 228, subject teacher: 49, administrative position: 60; s.d.: standard deviation.
Table 7: Administrative position’s impact on teachers’ travel motivation

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Seniority</th>
<th>Mean</th>
<th>s.d.</th>
<th>F</th>
<th>p</th>
<th>Pos hoc</th>
</tr>
</thead>
<tbody>
<tr>
<td>self-development</td>
<td>1. tutor</td>
<td>3.78</td>
<td>0.69</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. subject teacher</td>
<td>3.46</td>
<td>0.71</td>
<td>4.908</td>
<td>.008**</td>
<td>1&gt;2</td>
</tr>
<tr>
<td></td>
<td>3. administrative</td>
<td>3.73</td>
<td>0.53</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>physical and psychological health</td>
<td>1. tutor</td>
<td>4.50</td>
<td>0.48</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. subject teacher</td>
<td>4.36</td>
<td>0.60</td>
<td>2.034</td>
<td>.132</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. administrative</td>
<td>4.41</td>
<td>0.46</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>novelty experience</td>
<td>1. tutor</td>
<td>4.39</td>
<td>0.57</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. subject teacher</td>
<td>4.50</td>
<td>0.45</td>
<td>2.817</td>
<td>.061</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. administrative</td>
<td>4.26</td>
<td>0.44</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>socialization</td>
<td>1. tutor</td>
<td>3.37</td>
<td>0.79</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. subject teacher</td>
<td>3.28</td>
<td>0.73</td>
<td>0.494</td>
<td>.611</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. administrative</td>
<td>3.42</td>
<td>0.65</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

** p < .01; tutor: 228, subject teacher: 49, administrative position: 60; s.d.: standard deviation.

Education background’s impact on teachers’ travel motivation

Table 8 is the result of one-way ANOVA that test the impact of education background on teachers’ travel motivation, which is socialization. The result indicates that only one dimension is significantly influence by education background. Further pos hoc test showed no significant differences between teachers of different education background. Therefore, we can conclude that education background possess little influence on teachers travel motivation.

Table 8: Education background’s impact on teachers’ travel motivation

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Seniority</th>
<th>Mean</th>
<th>s.d.</th>
<th>F</th>
<th>p</th>
<th>Pos hoc</th>
</tr>
</thead>
<tbody>
<tr>
<td>self-development</td>
<td>1. TC</td>
<td>3.76</td>
<td>0.74</td>
<td>0.197</td>
<td>.821</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. UD</td>
<td>3.72</td>
<td>0.60</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. PG</td>
<td>3.71</td>
<td>0.66</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>physical and psychological health</td>
<td>1. TC</td>
<td>4.44</td>
<td>0.51</td>
<td>0.546</td>
<td>.580</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. UD</td>
<td>4.48</td>
<td>0.53</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. PG</td>
<td>4.50</td>
<td>0.46</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>novelty experience</td>
<td>1. TC</td>
<td>4.40</td>
<td>0.54</td>
<td>0.088</td>
<td>.915</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. UD</td>
<td>4.37</td>
<td>0.55</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. PG</td>
<td>4.39</td>
<td>0.54</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>socialization</td>
<td>1. TC</td>
<td>3.43</td>
<td>0.75</td>
<td>3.174</td>
<td>.043*</td>
<td>none</td>
</tr>
<tr>
<td></td>
<td>2. UD</td>
<td>4.45</td>
<td>0.76</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. PG</td>
<td>3.23</td>
<td>0.76</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

** p < .01; TC (Teacher College): 157, UD (university degree): 100, PG (postgraduate): 130;
Table 8: Education background’s impact on teachers’ travel motivation

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Seniority</th>
<th>Mean</th>
<th>s.d.</th>
<th>F</th>
<th>p</th>
<th>Pos hoc</th>
</tr>
</thead>
<tbody>
<tr>
<td>self-development</td>
<td>1. TC</td>
<td>3.76</td>
<td>0.74</td>
<td>0.197</td>
<td>.821</td>
<td>none</td>
</tr>
<tr>
<td></td>
<td>2. UD</td>
<td>3.72</td>
<td>0.60</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. PG</td>
<td>3.71</td>
<td>0.66</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>physical and psychological health</td>
<td>1. TC</td>
<td>4.44</td>
<td>0.51</td>
<td>0.546</td>
<td>.580</td>
<td>none</td>
</tr>
<tr>
<td></td>
<td>2. UD</td>
<td>4.48</td>
<td>0.53</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. PG</td>
<td>4.50</td>
<td>0.46</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>novelty experience</td>
<td>1. TC</td>
<td>4.40</td>
<td>0.54</td>
<td>0.088</td>
<td>.915</td>
<td>none</td>
</tr>
<tr>
<td></td>
<td>2. UD</td>
<td>4.37</td>
<td>0.55</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. PG</td>
<td>4.39</td>
<td>0.54</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>socialization</td>
<td>1. TC</td>
<td>3.43</td>
<td>0.75</td>
<td>3.174</td>
<td>.043*</td>
<td>none</td>
</tr>
<tr>
<td></td>
<td>2. UD</td>
<td>4.45</td>
<td>0.76</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. PG</td>
<td>3.23</td>
<td>0.76</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

** p < .01; TC (Teacher College): 157, UD (university degree): 100, PG (postgraduate): 130; s.d.: standard deviation.

CONCLUSION AND RECOMMENDATION

Conclusion

In terms of the impact of age on teachers’ travel motivation, the result indicates that younger teachers are more likely to have high level of motivations. Furthermore, two of the dimensions are significantly influenced by the age of teachers namely novelty experience and socialization. Therefore, the hypothesis that age can influence travel motivation is roughly 50% supported by the result of this study.

In terms of gender’s impact on teachers’ travel motivation, it appears that female teachers are more likely to have high level of motivations. Especially for the physical and psychological health dimension, female motives are significantly higher than male’s. This is consistent with past study (Agrawal, Strauss, & Stout, 1999) that found female show higher tendency for spending on fitness pursuit.

In terms of the impact of marital status on teachers’ travel motivation, the result indicates that married teachers with children are more likely to consider physical and psychological health motive than those without children. Respondents with children often score higher means on motivational items, which signifies the importance of family bonding motivation.

In terms of the impact of seniority on teachers’ travel motivation, it appears that only one dimension is significantly influenced by it, novelty experience. Teachers with lower seniority are more likely to have higher motive for novelty experience. This is consistent with the result of the age analysis.

As for the impact of administrative position on teachers’ travel motivation, only one dimension is significant impact by it. Teacher who are tutor are more likely to seek self-development type of tourism. This is the only socio-demographics that significantly influences teachers self-development motive.

Finally, the education background of the teachers significantly impact on their socialization tourism motive. However, pos hoc test yield no significant result. A summary of the result is presented in Table 9.
Table 9: Summary of the Result

<table>
<thead>
<tr>
<th>Socio-demographics</th>
<th>Travel motivation</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SD</td>
<td>PPH</td>
</tr>
<tr>
<td>Age group</td>
<td>☑</td>
<td>☑</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td>☑</td>
</tr>
<tr>
<td>Marital status</td>
<td></td>
<td>☑</td>
</tr>
<tr>
<td>Seniority</td>
<td></td>
<td>☑</td>
</tr>
<tr>
<td>Administrative position</td>
<td>☑</td>
<td></td>
</tr>
<tr>
<td>Education background</td>
<td></td>
<td>☑</td>
</tr>
</tbody>
</table>


Suggestion

Based on the findings and discussions above, this study makes the following suggestions:

1. Using novelty and social opportunity to attract younger teachers

The result clearly indicates that younger teachers tend to favor novelty experience and socialization. This means that they are attracted to tourism activities that are interesting and new. Therefore, tourism operators should regularly come up with something innovative to cater to that need. Additionally, socializing is also a strong motive for young teachers. So, social function or banquet is an effective tourism product for them.

2. Use fitness and health to attract female teachers

Teachers who have family, specifically female teachers are more concern with physical and psychological health motive. Therefore, tourism operators should offer packages that cater to the need for health. For example, spa, gym, herbal meal, and massage are effective features to attract this particular segment of teachers.

3. Recommendation for future research

This study specifically studies the teachers’ market for tourism. There are very few that do. However, this study only focuses on examining the impact of socio-demographic variables on travel motivation. There is more issue to be studied for teacher tourism market. Future study can consider using push and pull theory to enhance the theoretical foundation of motivational studies.

Furthermore, this study only focuses on elementary school in Taichung City area. Future study can consider expanding the research population to achieve more meaningful result.

REFERENCES


Lu, L.-j. (2004). *A Study on Tourist Pre-purchase Information Search Tactic For Gu-Guan Hot Spring Area Travel*. (Master), Nan Hua University, Chiayi City, Taiwan.


ABSTRACT

In recent years, tourism industry has been growing and keeping important role in the economies of the countries in the world. Along with that, ecotourism has gradually asserted its role, be a model of sustainable tourism, attached to the long term development of local. The objective of this research is to determine the impact of destination image, place attachment, tourist satisfaction, tourist loyalty and revisit intention on ecotourism and the relationships of these. The model was tested on a sample of Can Gio Mangrove Biosphere Reserve Park (CMBR), resulting with 468 usable questionnaires on which statistical analysis was performed. Then, information will be analyzed through SPSS 18.0. The results reveal that there are close relationships between these factors and these relationships have significantly imparts on the development of ecotourism. In particular, destination image has significant influences on tourist satisfaction, tourist loyalty, place attachment and revisit intention. In addition, place attachment is one of the important factors to improve satisfaction and revisit intention of tourist, develop ecotourism, research implications and future research directions conclude the research report.

Keywords: Can Gio, Place Attachment, Destination Image, Tourist Satisfaction, Tourist Loyalty, Revisit Intention, Ecotourism.

INTRODUCTION

Tourism industry is widely viewed as an important set of economic activities to enhance local economies, increased human life. Liu and Var (1986) enounced that tourism development is usually justified on the basis of economic and challenged on the grounds of social, cultural, or environmental destruction. More and more countries determine that tourism industry is the key of economic development today.

Viet Nam has natural environment, geography, history, and culture, created a great potential for the tourism industry. Viet Nam consists of long coastlines, forests, and mountainous regions with numerous magnificent landscapes.
CMBR is located in Can Gio district, Ho Chi Minh City, is one of the Biosphere Reserves in Vietnam, which has recently been recognized by the UNESCO. There are various conservation as well as development activities going on in this area. Of which, tourism is increasingly significant and potentially becomes an important source of income to the district. According to Tran & Do (2011), CMBR is a special ecotourism place with the heavily mangrove forest and beach, near the biggest city in Vietnam. The poor and uncoordinated management in ecotourism have restrained the development of here.

Kuo and Huan (2011) said that previous studies in tourism, have examined the structural relationships among image, quality, satisfaction and post-purchase behavior. But in recent year, place attachment issue is a new subject, have the role in the development of tourism.

**LITERATURE REVIEW**

According to Lawson & Baud-Bovy (1977), destination image can be defined as “the expression of all knowledge, impressions, prejudices and emotional thoughts an individual or group of an object or place”. Bigne (2001) suggested that destination image is an important factor in relationship along perceived value, satisfaction, loyalty and future behavior. In the recent studies, destination image has an important influence on revisit intention (Woodside, 1989; Bigne, 2001; Chen, 2007; Chen, 2010; Yin, 2014)

Brocato (2006); Williams, Patterson, Roggenbuch, & Watson (1992) defined Place attachment as the total of physical and social in nature. The definition of place attachment supported 2 types: Place dependence and Place identification. Some recent studies about place attachment added affective into the research model (Kyle, Graefe, & Manning, 2005). Researchers have examined the nature of the relationship between place attachment and satisfaction in entertainment and literature, and determined that place attachment impacts on satisfaction (Hidalgo, 2001; Kyle, 2004; Halpenny, 2010; Yuksel, 2010).

Fornell (1996), satisfaction is the feeling which a tourist feels while visiting a destination, including complete travel expectations and their needs. Kotler (1994), Bigne, (2001) showed there is a relationship between satisfaction and behavioral intentions in the future. Previous studies have demonstrated satisfaction has the positive impact on Revisit intention (Baker, 2000; Kozak, 2001; Kuo, 2011). Huang (2006) argued that tourists prefer to revisit a destination again where they have a high satisfaction in the past travel experiences.

Lee, J. (2003), loyalty has become an important part of marketing and management due to increase competition and recognizes the importance of loyalty visitors for tourism. In this study, devotion studied on three aspects: cognitive, affective and conative. Badarneh & Som (2011) proved that there are the existence of the relationship between loyalty and revisit intention.

**Can Gio Mangrove Biosphere Reserve**

Can Gio is a suburban district of Ho Chi Minh City, the largest financial and economy center of Vietnam, situated from the city center about 50 km to the southern. The total area is about 73,360 hectares (31% is water area; 46.4% is forestland and forest), is shaped like a small heart, surrounded by the great river and its tributaries such as Nha Be, Song Tranh, Soai Rap (Tran & Do, 2011; Le, 2002). Can Gio had more than 150 species of flora, 700 species of fauna, such as fish, amphibian, reptile, mammal, monkey, birds and flamingo species.

**Ecotourism**

Boo (1990) identified ecotourism is a type of tourism, including travel to natural areas relatively unaffected and pollution for the purpose of study, admire and enjoy the scenery
along with systems of fauna, flora and culture in this area. Weaver (2008) suggested that ecotourism has the role of promoting the learning and appreciation of the natural environment with its elements such as ecology, fauna and flora... in relation to society and culture. Ecotourism is used to better manage the environment, development social-culture in stable and sustainable, development financial of local communities. Can Gio is known for its mangrove systems and diversity ecosystem, where the government has been considering to applied for development with ecotourism.

**METHODOLOGY**

Based on the purpose and approach to collecting data, research was to examine the relationship between destination image, place attachment, tourist satisfaction, tourist loyalty and revisit intention in CMBR, Vietnam.


The first section consists of 38 questions, used to determine the importance of these factors: destination image, place attachment, tourist satisfaction, tourist loyalty and revisit intention. The respondents were asked to rate on a five point Likert scale, ranging from 1 point for “Strongly disagree” to 5 points for “Strongly agree”. The second part, the questionnaire included 10 questions about respondents’ demographics, such as gender, age, nationality, marital status, educational level, occupation, average income.

A judgmental sampling approach has been used to target respondent tourists, who come to visit Can Gio in the period from October 1 to November 15, 2014. Pilot study was conducted with 50 samples to examine the reliability and validity of the questionnaire. The results showed that the indicators met the requirements.

**RESULTS AND DISCUSSION**

About demographic of respondent, the finding found that the great majority of the respondents were aged from 21-30 (47.6%) with an equal majority of male and female tourist (43.6% and 56.4%). Most tourists were from Europe and Asia. The respondents’ marital status was primarily as single (66.0%) and married a
lower proportion (34.0%). In all, 59.8% had a bachelor degree. Self-owned business (29.9%), freelance (22.2%), were the main divisions of occupation for respondents. The great majority of the respondents had a monthly income $20,000 - $59,999 (65.8%). 69% of tourist was the first time to visit there. Respondents mostly go with friends (44.7%) and internet is the mostly source of information, which used by respondents (39.5%).

The Kruskal-Wallis analysis of ranks is a non-parametric method to test whether the sample originate from the same distribution (Siegel & Castellan, 1988). The parameters equivalent of the test Kruskal-Wallis is a one-way analysis of variance (ANOVA).

The findings showed that tourist satisfaction levels of significant differences between demographics groups. Regarding age, the results showed that the average age groups (21-30, 31-40) have higher satisfaction than other age groups. Similarly, there are significant differences between income groups in levels of satisfaction. The medium and low income groups have higher satisfaction than high income groups. However, this difference has not high. In education, low education groups had higher levels of satisfaction than the high education groups.

Besides that, the findings also showed significant differences in the level of tourist loyalty among demographic groups. The average age groups (21-30, 31-40) had loyalty higher than other age groups. Similarly, low-income groups have higher loyalty high-income groups. On education, lower education groups had more loyalty than higher education groups.

On the other hand, the finding also confirms that there were differences among demographic groups in revisit intention. The findings showed that the average age group (31-40) had a higher level of revisit intention than other groups, and level of revisit intention descended toward on both sides. And there was a difference among income groups in level of revisit intention, but not too large. Average income group ($20,000 - $39,999) had the highest level of revisit intention but descended to both sides. However, the level of revisit intention did not differ among the education groups.

Table 1 shows the regression results of the influences of destination image on place attachment. The result shows that destination image has significant influence on place attachment (R$^2$=0.651, p<0.001, F=635.235). The adjusted R$^2$ of this model is 0.651, which indicates that 65% of the variation in place attachment was explained by destination image dimensions. Based on the beta coefficient of each independent variable, it is possible to assess the impact of each variable on the dependent variable. The result indicates that hypothesis 4 is partially supported.

<table>
<thead>
<tr>
<th>Independent Factor</th>
<th>Dependent Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Destination image</td>
<td>Place attachment</td>
</tr>
</tbody>
</table>

| Beta (β) | 0.759*** |
| R$^2$    | 0.651 |
| Adj-R$^2$| 0.651 |
| F-value  | 635.235 |
| P-value  | 0.000 |
| Durbin-Watson | 1.727 |
| VIF Range | 1.000 |

Note: ***p < .001, **p<.01, * p< .05
Table 2 shows the regression results of the influences of destination image, place attachment on tourist satisfaction. The result shows that destination image and place attachment have significant influence on tourist satisfaction ($R^2=0.577 - 0.638$, $p<0.001$, $F=272.616 - 870.895$) and place attachment is the strongest influence on tourist satisfaction. Based on the beta coefficient of each independent variable, it is possible to assess the impact of each variable on the dependent variable. The result indicates that hypothesis $4(c)$, $5(a)$ are partially supported.

**Table 2** Influences of dimension of Destination image on Tourist satisfaction

<table>
<thead>
<tr>
<th>Independent Factor</th>
<th>Dependent Factor</th>
<th>Beta ($\beta$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Destination image</td>
<td>Tourist satisfaction</td>
<td>0.807***</td>
</tr>
<tr>
<td>Place attachment</td>
<td></td>
<td>0.888***</td>
</tr>
<tr>
<td>$R^2$</td>
<td></td>
<td>0.577 - 0.638</td>
</tr>
<tr>
<td>Adj-$R^2$</td>
<td></td>
<td>0.576 - 0.636</td>
</tr>
<tr>
<td>F-value</td>
<td></td>
<td>272.616 - 870.895</td>
</tr>
<tr>
<td>P-value</td>
<td></td>
<td>0.000</td>
</tr>
<tr>
<td>Durbin-Watson</td>
<td></td>
<td>1.391 - 1.786</td>
</tr>
<tr>
<td>VIF Range</td>
<td></td>
<td>1.000 - 2.561</td>
</tr>
</tbody>
</table>

Note: ***$p < 0.001$, **$p<0.01$, *$p<0.05$.

Table 3 shows the regression results of the influences of destination image, tourist satisfaction on tourist loyalty. The result shows that destination image and tourist satisfaction have significant influence on tourist loyalty ($R^2=0.665 - 0.672$, $p<0.001$, $F=924.207 - 955.292$) and destination image is the strongest influence on tourist loyalty. The result indicates that hypothesis $4(d)$, $6(b)$ are partially supported.

**Table 3** Influences of dimension of Destination image on Tourist loyalty

<table>
<thead>
<tr>
<th>Independent Factor</th>
<th>Dependent Factor</th>
<th>Beta ($\beta$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Destination image</td>
<td>Tourist loyalty</td>
<td>0.820***</td>
</tr>
<tr>
<td>Tourist satisfaction</td>
<td></td>
<td>0.815***</td>
</tr>
<tr>
<td>$R^2$</td>
<td></td>
<td>0.665 - 0.672</td>
</tr>
<tr>
<td>Adj-$R^2$</td>
<td></td>
<td>0.665 - 0.671</td>
</tr>
<tr>
<td>F-value</td>
<td></td>
<td>924.207 - 955.292</td>
</tr>
<tr>
<td>P-value</td>
<td></td>
<td>0.000</td>
</tr>
<tr>
<td>Durbin-Watson</td>
<td></td>
<td>1.488 - 1.643</td>
</tr>
<tr>
<td>VIF Range</td>
<td></td>
<td>1.000</td>
</tr>
</tbody>
</table>

Note: ***$p < 0.001$, **$p<0.01$, *$p<0.05$.
Table 4 shows the regression results of the influences of destination image, place attachment, tourist satisfaction, tourist loyalty on revisit intention. The result shows that destination image, place attachment, tourist satisfaction, tourist loyalty have significant influence on revisit intention ($R^2=0.598 - 0.735$, $p<0.001$), $F=267.541 - 706.888$) and place attachment is the strongest influence on tourist loyalty. Based on the beta coefficient of each independent variable, it is possible to assess the impact of each variable on the dependent variable. The result indicates that hypothesis 4, 5(a), 6(a), 7 are partially supported.

Table 4 Influences of dimension of Destination image on Revisit intention

<table>
<thead>
<tr>
<th>Independent Factor</th>
<th>Revisit intention</th>
<th>Beta ($\beta$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Destination image</td>
<td></td>
<td>0.773***</td>
</tr>
<tr>
<td>Place attachment</td>
<td></td>
<td>0.884***</td>
</tr>
<tr>
<td>Tourist satisfaction</td>
<td></td>
<td>0.776***</td>
</tr>
<tr>
<td>Tourist loyalty</td>
<td></td>
<td>0.932***</td>
</tr>
<tr>
<td>$R^2$</td>
<td></td>
<td>0.598 - 0.735</td>
</tr>
<tr>
<td>Adj-$R^2$</td>
<td></td>
<td>0.597 - 0.734</td>
</tr>
<tr>
<td>F-value</td>
<td></td>
<td>267.541 - 706.888</td>
</tr>
<tr>
<td>P-value</td>
<td></td>
<td>0.000</td>
</tr>
<tr>
<td>Durbin-Watson</td>
<td></td>
<td>1.875 - 3.027</td>
</tr>
<tr>
<td>VIF Range</td>
<td></td>
<td>1.000</td>
</tr>
</tbody>
</table>

Note: ***$p < 0.001$, **$p<0.01$, *$p<0.05$

**CONCLUSION AND RECOMMENDATION**

Today, tourism has become a common phenomenon social-economy, not only in developed countries but also in developing countries. Tourism has become a living definition which indispensable in the human life. Tourism is considered an effective sector, contributed positively to the implementation of open-door policy, promoted the innovation and development of various economic sectors.

This research attempted to investigate the tourist behavior by constructing a more comprehensive model, by considering destination image, place attachment, tourist satisfaction, tourist loyalty and revisit intention. Lee (2005), Kou (2011) suggested that the impacts of destination image on process are wide agreed among scholars, but only a little research has been done, especially in ecotourism. In the previous research, the roles of place attachment are not often mentioned in the research model. Normally, when studying tourist behavior, many researches are often based on the “image - quality - satisfied - behavior” model. But in this research, place attachment is taken account in this model to examine further aspects affect on tourist behavior.

The research noticed that destination image had a strong impact on the variables: place attachment, satisfaction, loyalty and revisit intention. In addition, the findings of this research also indicated that place attachment had impart on satisfaction and revisit intention of tourists. Along with that, tourist satisfaction and its impact on loyalty and revisit intention also were tested. The findings demonstrated that
satisfaction affects loyalty and revisit intention with high impact level. In particular, satisfaction had the strongest influence on loyalty.

Similarly, place attachment, loyalty was also divided into 3 groups to test (cognitive, affective, co-native). When considering the relationship between the three groups with revisit intention, the findings indicated that all 3 groups are affected on revisit intention. Of these, conative loyalty was the strongest influence in 3 groups.

Overall, this research has met the initial goal. This researcher has applied significantly “image - attachment - satisfaction - loyalty - behavior” model into ecotourism. Tourism in general and ecotourism in particular is still a new industry and is growing strongly. So, to sustainable development, managers need to appreciate the situation and its potential. In addition, managers should seek out solutions to improve tourist satisfaction through enhance destination image, build place attachment. Since then, loyalty and revisit intention would be improved.

In today’s competitive environment, satisfaction has an important role in development of tourism. Understand the hobbies and needs of tourist and offer them the best service is an urgent requirement. If we supply good service quality image, attachment, tourists will feel satisfied with the service they have received. From that, they will have positive comments to the others and revisit.

Table 5 Hypothesis and Results of the Empirical Tests for model

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Causal path</th>
<th>Test results</th>
</tr>
</thead>
<tbody>
<tr>
<td>H4</td>
<td>Destination image has a significant effect on revisit intention, place</td>
<td>Supported</td>
</tr>
<tr>
<td></td>
<td>attachment, tourist satisfaction, tourist loyalty</td>
<td></td>
</tr>
<tr>
<td>H5</td>
<td>Place attachment has a significant effect on tourist satisfaction, revisit</td>
<td>Supported</td>
</tr>
<tr>
<td></td>
<td>intention</td>
<td></td>
</tr>
<tr>
<td>H6</td>
<td>Tourist satisfaction has a significant effect on revisit intention, tourist</td>
<td>Supported</td>
</tr>
<tr>
<td></td>
<td>loyalty</td>
<td></td>
</tr>
<tr>
<td>H7</td>
<td>Tourist loyalty has a significant effect on revisit intention.</td>
<td>Supported</td>
</tr>
</tbody>
</table>

Through these findings (Table 5), this research found that there are significant differences in satisfaction, loyalty and revisit intention of tourist between demographic groups. Among them, “31-40” age group, “$20,000 - $39,999” income group and low education group have higher satisfaction, loyalty and revisit intention than the remaining groups.

To develop ecotourism into a model of sustainable tourism, bringing economic benefits and contribute to improve the lives of local people, protect the environment, research suggested some ideas for development strategy, such as: improve destination image, diversification of tourism products, build human source, improve place attachment or build Long-term relationships with tourists.

Future research can add these constructs in the model, such as perceived value (Kou, 2011), service quality, word-of-mouth (Nguyen, 2013). Besides using abstracts or journals, future research can use the extra resources from the media, domestic and international research, especially attend some tourism conference to learn about accurately and updated documents. Future research should increase the number of samples, broaden the scope and increase the survey period. Besides collecting data using questionnaires, future research may use some other collection methods, such as interviews, observation, field-work; and use SEM to analyze data and model evaluation.
REFERENCES


CONTEXT OF THE TOURISM MANAGEMENT WITH THE MARKETING MIX: A CASE STUDY OF MANANG DISTRICT, SATUN PROVINCE

Apinat Promsub¹, ²* and Parichart Visuthismajarn³, ²

¹ Ph.D. candidate, Faculty of Environmental Management, Prince of Songkla University, Hat Yai, Songkhla 90112, Thailand
² Research Center for Integrated Ecotourism Management in Southern Thailand, Prince of Songkla University, Hat Yai, Songkhla 90112, Thailand
³ Associate Professor, Faculty of Environmental Management, Prince of Songkla University, Hat Yai, Songkhla 90112, Thailand
* Corresponding Author E-mail¹: daisy-dearly@hotmail.comx

ABSTRACT

The objectives of this study are 1) to learn the past to the present situation of the tourist attractions and the tourism management in Manang district, Satun province and 2) to study the factors affecting the tourism management in Manang district, Satun province. The data collected from the local group, the tourists and the entrepreneurs. Research tools consisted of documents review, selecting tourist attractions, questionnaires, survey form, depth interview and group discussion. Population was 400 of communities, entrepreneurs, relevant government agencies and stakeholders in the area. This research was mixed method research that combined with qualitative method and additional quantitative method. The questionnaires were used to assess the images of the tourist attractions. Data were analyzed using descriptive and inferential statistics included frequency, percentage, standard deviation, interval scale and one-way ANOVA using statistic software. The results of the tourist information in Manang district, Satun province relating with the perception of the tourist attractions, the most perception in tourist destination was Phu Pha Phet cave (96.2%), followed by Rak Mai museum (34.2%) and the last perception was vising the communities lifestyle (8.5%). The result of factors affecting the tourism management in Manang district, Satun province, the tourists were satisfied with all aspect of the tourism management in high level (X = 3.36). The most satisfaction in each aspect, the tourists were satisfied in tourist attraction aspect in high level (X = 3.48), followed by the value of tourism in high level (X = 3.42) and the last satisfaction was the tourist place management in moderate level (X = 3.22). Therefore, we should push to encourage and promote to green destination under the responsibility of socials and environments until driving towards the development of sustainable tourism.

Keywords: Tourism Management, Marketing Mix
INTRODUCTION

Currently, the tourism industry is vital to Thailand’s economy because it’s an industry that earns a lot of income into the country each year. It’s the main source of income causing employment and investment. Relating businesses such as restaurants, accommodations, others services distribute of income to the local people. People are better off and more. It also can stimulate the production and use of resources; especially they are properly utilized in the form of goods and services therefore the tourism development is filled in national economy and society since 1977 onwards. However, the lack of effective tourism management may lead to the degradation and deterioration of the tourism resources. It also affects the economy, the lack of income. The study of effective tourism management will help to develop the tourist attractions to be known and to attract tourists. Especially in Satun Province, there are the wide varieties of natural attractions.

Manang District, Satun Province is one of the areas with various tourism resources. In the past, Manang is a small community that was founded less than a hundred years but there are interesting features that is the variety of people who come to live in Manang. People in the community come from different provinces similar to move settlers homestead causing a rearrangement of the community. Manang district is one of seven districts of Satun province with rich natural resources as a source of both Thailand and foreign interest to visit. In the past several years, lots of tourists from different areas were traveling in Manang district due to the abundance of space and the attractive places. Afterward, the tourist numbers begin to drop due to the lack of tourism activities continuing all season. I, therefore, interesting to study the factors affecting tourism in Manang District, Satun province because preliminary hearing that there are no ongoing public relations and the decline of scenery. However, the real cause that the tourists are dropping has not shown clearly so it’s the interesting point this study.

For the reasons mentioned above, context of the tourism management with the marketing mix with case study of Manang district, Satun province will return as a tourist destination, attract tourists in large numbers, find suggestions on tourism promoting government policies and needs of the people of Manang district, Satun province and contribute to the public with a better economic position.

This study aims to learn the past to the present situation of the tourist attractions and the tourism management in Manang district, Satun province and to study the factors affecting the tourism management in Manang district, Satun province.

LITERATURE REVIEW

Sustainable Tourism

Boonlert Chittungwattana (1999) expressed that sustainable was the ability to survive or nurturing to survive and often used in conjunction with “development”. The word “sustainable tourism” means the development of both the economy and the environment by concentrating resources wisely, correct technical basis, maintenance and use at a rate that will cause continuous replacement immediately in order to have the resources to use in the future as well as enhancing the quality of the environment to the quality of life of the population. Development must take into account the damage to the environment and to prevent the corruption that is caused to the environment.

The concept of sustainable tourism has been popular and widely quite well. At the meeting Globe’90 in Canada defined sustainable tourism that “development that can meet the needs of tourists, the current local ownership by protecting and preserving opportunities of future generations. This tourism is meant to the
resources needed to meet the economic, social and aesthetic beauty while able to maintain their cultural identity and ecology as well.”

**Tourism Marketing Strategy**

Marketing is a key part in persuading tourists to travel by mediate between tourists and tourist operators. In terms of the market, we must understand clearly that what’s the ecotourism?, by providing information and what to expect from the tourism properly to tourists, to help visitors decide. This form of tourism in this way is suitable for the interests and meets the requirements or not.


The Concept of Bornhorst et al. (2010) presents the destination management organization that demonstrate the process of the input parameters are resource (personnel and funding), product (events, activity, scope, culture and superstructure), process variables are organizational success, destination management organization: DMO and destination, supplier/other organizations relations), operation: management/services), marketing (community support), performance variables (return on investment, number of tourists and visitor experience such as experience-value, positive word of mouth). The Success factors of ecotourism are the marketing and support of the community.

![Figure 1: Destination Management Organization: DMO](Source: Bornhorst et al., 2010)
Tourism Marketing Mix

Philip Kotler (2000) presented service marketing mix is the concepts related businesses that serve the different business and general consumer goods requiring the 7P’s. To define marketing strategy, the tourism marketing mix is a key element of the marketing strategy should be used as a tool or marketing strategies. The factors that can be controlled and improved consisting of

1. Tourism Product: The offering to meet the needs of the customers’ satisfaction. This may be tangible or intangible. Services include product ideas, places, organizations or individuals must have utility products and invaluable.

2. Price: Things determines the value of the product in the form of currency. Consumers can compare the value, product and price. If the value is higher than a high possibility, customers will buy.

3. Place or Distribution Channel: Route and proprietary products were changed to the market. The distribution channel consists of manufacturers, mediator, the final consumer or industrial uses including activities help spread the product 1) Transportation 2) Storage and Warehousing and 3) Inventory Management.

4. Promotion: As a communication tool to satisfy the branded products, services or ideas to individuals to induce demand and remind in the product. It is expected to influence the feelings, beliefs and behaviors of buyers or to communicate information between sellers and buyers. The major marketing tools for advertising consist of advertising, personal selling, sales promotion and publicity and public relations: PR (direct marketing and word of mouth)

![Figure 2: Marketing Mix](source: Kotler, Phillip (2000). Marketing Management (The Millennium edition): 15.)
In addition to the tourism marketing mix elements that can be controlled or improved (4 Ps), there are factors that are difficult to control or can’t control affecting the success of marketing consists of:

1. Physical Environment: The atmosphere, which tourists see and tangible as trading goods and services, while they consume goods, which will be able to feel satisfied or dissatisfied immediately.

2. Process: Studying market information to understand the purchase process of the tourists, assorting products, delivering process and services suitable for the market segment of tourists.

3. People: Human resource operates in the tourism industry and services knowledge and capabilities of personnel.

Related literatures

Janya Buapeng (2552) studied marketing strategies for eco-tourism: trekking and nature study in Phang-Nga. The objectives were to (1) examine the readiness of the ecotourism industry management and the nature of marketing for trekking and nature study ecotours and to (2) create marketing strategies for trekking and nature study eco-tours in Phang-Nga. This qualitative research employed two approaches to collect data-in-depth interviews and participatory observations. Results from the study showed that Phang-Nga has the potential for providing trekking and nature study eco-tours because of its abundant and diverse ecology. Phang-Nga is safe and has the resources and facilities needed for ecotourism. Also, it is somewhat convenient to travel to tourist attractions in Phang-Nga. Its tourist attractions can be found in almost every district in the province and can be visited throughout the year.

Wacharee Phuetphon and Naowarat Kongwichienwat (2007) studied activity route formulation and meaning communication of agricultural tourism: A case study of herb garden at Tambon Kong Prab, Ban Nasan, Surat Thani. The result of the study, the researcher has formed a path through the herb garden, which primarily researcher and entrepreneurs use only one path. There are 6 visiting points during tour in the herb garden There will be activities and interpretation of documents, leaflets include various interpretive signage.

Watcharee Kamsuk (2010) studied the development for tourist marketing strategy of eco-tourism: a study of Saitong National Park Nongbuarawey district. The study revealed that the satisfaction of the tourists towards ecotourism in Saitong National Park Nongbuarawey district, Chaiyaphum province, most of them were satisfied at “much” level for the management, the activities, the officer, the natural resource condition and amenities. For the marketing, the tourists were satisfied at “fair” level.

METHODOLOGY

Research Area

History: Manang is a small district in the north of Satun. It is bordered to the north by Thung Wah district, to the east and the south by Khuankalong district and to the west by Langoo district. The total area is amount 207.8 square kilometers. The word “Manang” came from a cave that appeared a horse without its head in it and there were many types of carrion. Later, the local people called “Muang Mah Young” and slightly distorted to “Manang” as the present. Manang district is a small community that was founded less than a hundred years but there are interesting features is the variety of people who come to live in Manang. People in the community come from different provinces to travel to nearby settlers homestead to cause a rearrangement of the community. Various ethnic groups settled abroad, mostly from the other provinces incoming staked livelihood in the past 40 years.
Scope and content are divided into four aspects:

1. Social condition, environment and tourism management
2. Factors and elements in tourism management
3. Processes of tourism management
4. Measures and procedures for the conservation and restoration of sustainable tourism

Demographic boundaries and the target population for this research are community groups, government agencies involved in the area, private organizations such as hotels, restaurants, tour guides, souvenir shop, the shuttle service, visitors traveling outside the institution, people in the community and vicinity, tourists interested in nature tourism and other stakeholders such as tour operator and group accommodation operators.

The study of the tourism management with the marketing mix: a case study of Manang district, Satun province to apply the measures to manage tourism in Manang District, Satun province and other areas with a similar context.

This research was mixed method research that combined with qualitative method and additional quantitative method for more complete details (Morse, 2001) as the following:

1. Quantitative Research: The populations are householder or who can represent the data of the household, aged 18 years or older and the resident of Manang district. The total populations were 16,441 people (8,712 men and 8,246 women) and the total households were 5,332. In this study, the researchers determined the size of the sample by simple random sampling. The sample size was 400 people of 16,441 populations in Manang district, Satun province by Taro Yamane’s formula (1967: 398).

The target populations are community groups, government agencies involved in the area, private organizations such as hotels, restaurants, tour guides, souvenir shop, the shuttle service, visitors traveling outside the institution in the community and nearby tourists interested in nature tourism, and other stakeholders such as tour operators, group accommodation operators.
2. Qualitative Research: The researcher used the depth interviews and focus group discussions. The target group is the key informants such as government officials involved in the area, community leaders and entrepreneurs in the tourism business in Manang district, Satun province.

The processes of planning how to conduct research are as follows:

1. Primary Data: The survey data collected from the field data, including exploration, observation, focus group study areas in Manang district, Satun province.

2. Secondary Data: Synthetic methods that studied analyzed data from various documents and research, studies to understand the context of the issue by searching information, educating and studying community.

3. Surveying the area to get information about community such as social, economic, cultural, public health system and tourism management.

4. The participatory observation gathered community information, public and private agencies and the executive management processes of the business.

5. The depth interview inquiries, interviews and insight from providers who can provide information on various issues.

6. Problems analysis using focus group meetings on the issue of problems, the impact of problems, the chronic problems, the severity of the problem and other issues.

7. The interview using questionnaire to the local people including a group of tourists both Thai and foreign tourists.

8. Research tools, the researchers created a questionnaire and analyzed by statistical software, creating a tool used to store data in the area, developing of tourism market to create more value in Manang District, Satun province and tourists. The questionnaire was defined to assess both the image and tourist attraction for the tourist by creating it in order to meet the objectives of the research using descriptive and inferential statistics included frequency, percentage, standard deviation, interval scale and one-way ANOVA.

RESULTS AND DISCUSSION

The collected questionnaires of 400 sets were the context for the management of tourism marketing mix, a case studies Manang district, Satun province. The results showed the general information of travelers who visit Manang District, Satun found as follow: most visitors are female (57.2%), single status (51%), aged between 20 and 30 years old (34.8%), bachelor’s degree education level (33.2%), students career (26.2%) and 5,000-15,000 monthly income (35.5%).

The perception of the tourist attractions, the most perception in tourist destination was Phu Pha Phet cave (96.2%), followed by Rak Mai museum (34.2%), Limestone waterfall of Wang Sai Thong (28.8%) and the last perception was visiting the communities lifestyle (8.5%).

The satisfaction towards the tourist destinations in Manang district, Satun province in each aspect:

1. The tourist attractions aspect: the tourists were overall satisfied with tourist route in high level (X=3.48). Each items, most of them were satisfied with the aesthetics and identity of the
destinations ($X=3.84$), followed by the security of the destinations ($X=3.51$) and the cleanliness of them ($X=3.32$).

2. The values of tourist attractions aspect: the tourists were overall satisfied with tourist route in high level ($X=3.42$). Each items, most of them were satisfied with various nature tourist activities ($X=3.24$), followed by the standard of service charge ($X=3.46$) and the relating cultural to neighboring areas ($X=3.33$).

3. The places of tourists activities aspect: the tourists were overall satisfied with tourist route in moderate level ($X=3.22$). Each items, most of them were satisfied with sufficient, appropriate, convenient and safety parking places ($X=3.47$), followed by the reasonable price for the quality of food ($X=3.29$) and the adequate lavatory ($X=3.04$).

4. The public relation aspect: the tourists were overall satisfied with tourist route in moderate level ($X=3.33$). Each items, most of them were satisfied with signs point to the obvious attraction ($X=3.60$), followed by the continuation of the marketing and promotion of tourism ($X=3.29$) and the good quality of infrastructures such as electricity, drink water, water supply and public phones ($X=3.21$).

5. Personnel guides aspect: the tourists were overall satisfied with tourist route in moderate level ($X=3.38$). Each items, most of them were satisfied with clear guidance documents, personnel and signs ($X=3.42$), followed by the storytelling of householder/community about history and interesting attractions ($X=3.41$) and the sufficient staffs to take care of the tourists ($X=3.34$).

6. The awareness of tourism: the tourists were overall satisfied with tourist route in moderate level ($X=3.30$). Each items, most of them were satisfied with the overall management of tourist attraction in good condition ($X=3.49$), followed by the promotion and preservation of local culture ($X=3.35$) and the development of tourism in the local area as a various center for pleasure ($X=3.24$).

7. The processes of tourism management: the tourists were overall satisfied with tourist route in moderate level ($X=3.39$). Each items, most of them were satisfied with the overall management of tourist attraction in good condition ($X=3.49$), followed by the promotion and preservation of local culture ($X=3.35$) and the development of tourism in the local area as a various center for pleasure ($X=3.24$).

As the graph, the result of factors affecting the tourism management in Manang district, Satun province, the tourists were satisfied with all aspect of the tourism management in high level ($X=3.36$). The most satisfaction in each

![Figure 5](image-url)
aspect, the tourists were satisfied in tourist attraction aspect in high level ($X = 3.48$), followed by the value of tourism in high level ($X = 3.42$) and the last satisfaction was the tourist place management in moderate level ($X = 3.22$).

To learn the past to the present situation of the tourist attractions and the tourism management in Manang district, Satun province found that community groups and businesses focused on the ways to develop tourism using a network linking tourism, eco-friendly under a participatory management pattern in finding of the problems, the plan to develop the tourist market, practicing activities in destinations and decision to choose attractions.

The monitoring and evaluation of tourists and tourist operators in Manang District, Satun province found that the majority of tourists and entrepreneurs focused on the development of environmentally friendly tourism, to make a difference, make a point of attraction and create more value in Manang District, Satun province in the same context.

The study also found that tourists were satisfied with the places of tourists’ activities factor, the public relations factor, personnel guide factor, the awareness of tourism factor and the tourism management factor in moderate so the relating organization should be improved in accordance with the system and component of tourism. Tourism is an activity that has to travel from one point to another point and needs making processes has managed to make a trip to the defined objectives. Travel is the story of tourism system and consists of other components that make up the tourism industry. Jennings G. (1955: 4) defined that tourism is about interdisciplinary relating with various sciences such as economics, geography, social, sociology, marketing and history. Institute of Science and Technology of Thailand (2540: 4-10) mentioned about tourism components that tourism is the processes of social and economic consisting of 3 components included tourism resource, tourism service and tourism market or tourist. Each components contains related and cause and effect sub-element. The different of each tourism model is the various elements and relationships.

1. Tourist attractions are important resource in Thailand. Tourism Authority of Thailand divided them into 3 categories: natural attractions, historical and archaeological attractions and cultural attractions.

2. Tourism service is compatible with the comfort and entertainment for tourists such as accommodation, food, entertainment, retail facilities and other sources. This includes the infrastructure and facilities needed by others.

3. Tourism marketing is a desire to travel from one place to another, to participate in leisure activities and for other activities. The process is meant to include the promotion and sales development and providing services to tourists.

As mentioned above, the three main components are related to each other. The relationship between these three subsystems occurs when the tourists take advantage of tourism resources for recreation or excursions. This may be the direct and related services. Typically, resource-based tourism is endless. The pattern is often exposed to the outside without moving any resources or may be recouped over time. In fact, the real tourism always relates with the use of resources and resource transformation without thinking of the losses or the impact that take place with the various sub-system as well as other environmental consequences. In return, environmental systems, such as the community, industry, etc. may have an impact on tourism, so lacking of good tourism management involved is a tourism that does not succeed at all. In addition to the components within the system, tourism also has important relationships, as well as several physical conditions and ecological environment, infrastructure, economy and investment, society and culture and corporate and legal. As mention above, it reflects the importance of tourism management to make the tourism success due to the great deal management system. It is necessary to develop a system to better deal to serve as a mechanism for the development of tourism and attracts tourists.
Sarunya Warakullawit (2003: 77) defined that the tourism market is different from the marketing industry because products are intangible. Consumers do not touch the product before buying and the product is indivisible. The production and consumption occur at the same time and are lost. Therefore, the tourism industry market is always changing. Factors to be taken into consideration in the development of the market are the advancement of technology, various communications that can be done quickly and widespread population access. These contribute to the population’s interest in traveling and the population has the ability to travel even more. Nikom Jarumanee (1993: 201) defined the definition of tourism marketing containing 5 components included 1) determining the needs of goods and services 2) defining the steps to meet those needs 3) Pricing based on competitive rates in the market and the profit will be 4) Selection of the most appropriate communications tourism information to visitors targets 5) travel sales.

Kamon Rattanawirakul (2550: 179, 264-265) have discussed the current tourism industry that the use of integrated marketing communications (IMC) is very popular tools to make the product and presented news have been interested, motivating customers to purchase quickly and most integrated. Marketing communication means choosing the right communication tools with the product or more than one type of service using continuous combined to achieve the most effective include the promotion by individuals, public relations, direct marketing, event marketing, advertising, exhibitions, training, packaging design and the word of mouth. The travel market is changing and the trend is to promote tourism in the state need to study the characteristics of the target groups, such as younger travelers, as more young travelers, business women is a group of travelers who have specific needs, and health-conscious travelers, etc. The modern distribution channels require more information. To communicate through e-mail, internet marketing system is necessary and inevitable in order to conform to the changing behavior of travelers. Communication, advertising materials and brochures is a virtual digital brochure conditions directly to customers via the internet. Customers can view details and information via computer anywhere and anytime as customer needs.

**CONCLUSION AND RECOMMENDATION**

The study of tourism management with the marketing mix: a case study of Manang district, Satun province found that the involvement of the community, traveler and entrepreneurs were promising approach to tourism development in accordance with the travel policy of environmental conscious. The importance of developing tourism to attract tourists and tourist friendly reduce the decline of tourism in the same context, but the lack of action at the event which has been touring the satisfaction of tourists to the lowest level. The tourism activities processes are lack and visitors get satisfaction from the lowest level. In addition to the tourist attractions, the tourism activities in the Manang District, Satun province are not various. It’s not interesting enough to motivate or encourage tourists to come here. If the promotion of tourism activities are diverse to create an alternative for the tourists and has continued throughout the year, you can encourage a greater number of tourists. It’s consistent with the research of Yu (2004) studied motivation, expectations and satisfaction of rural tourism Taiwan (Island of Taiwan), the study found tourists are expected to visit the festival and local traditions, knowing the living conditions of the rural farmer, and experience rural tourism in Taiwan.

There should also be developed to promote tourism. The overall satisfaction of tourists in this aspect is moderate. We should focus on promotion, business partnership, a good partnership with the community, hotels, restaurants, souvenir shops and tour companies.
Suggestion

1. Consider the needs of the tourists towards tourist attractions that what they need to develop in any pattern or what is the benefit from them which will guide the activities to meet the needs of tourists and satisfy the tourists as much as possible. These must not affect the natural environment and local culture.

2. Consider a study by the success of other attractions both within and outside the country that are characteristic of similar activities in a comparative study to guide in other contexts.

3. Consider the capability of supporting the attraction that how many tourists can accommodate to reduce the decline of tourism.

Acknowledgment

This study was done by the grace of Associate Professor Dr.Parichart Visuthismajarn in counseling and educating through. Thanks to the community traveler and households in Manang district, Satun Province, including information providers, all of you who help make this study a success.

REFERENCES


Department of Tourism, Ministry of Tourism and Sports. Source: Department of Tourism, Ministry of Tourism and Sports collected by: Statistical Forecasting Bureau, National Statistical Office


ABSTRACT

The study confirms the usefulness of social exchange theory in explaining residents’ perception toward tourism development in Maesamai Community, Pongyeang Sub-district, Maerim District, Chiang Mai, Thailand. The results are as follows: (1) There are significant positive relationships between community attachment, community tourism dependence, community involvement, and perceived positive impact of tourism while controlling for perceived personal benefits from tourism and significant negative relationships between community attachment, community tourism dependence, community involvement, and perceived negative impact of tourism while controlling for perceived personal benefits from tourism. (2) There are significant positive relationships between community attachment, community tourism dependence, community involvement, and perceived positive impact of tourism while controlling for overall benefit perception from tourism and significant negative relationships between community attachment, community tourism dependence, community involvement, and perceived negative impact of tourism while controlling for overall benefit perception from tourism. (3) There is a significant positive relationship between perceived personal benefits from tourism and perceived positive impact of tourism and a significant negative relationship between perceived personal benefits from tourism and perceived negative social and cultural impact of tourism. (4) There are significant positive relationships between overall benefit perception from tourism and perceived positive economic, social and cultural impacts of tourism and a significant negative relationship between overall benefit perception from tourism and perceived negative impact of tourism. (5) There is a significant positive relationship between perceived positive impact of tourism and support for tourism development and a significant negative relationship between perceived negative impact of tourism and support for tourism development. (6) There is a significant positive relationship between support for tourism development and support for tourism planning.

Keywords: Community Attachment, Community Tourism Dependence, Community Involvement, Perceived Positive Impact of Tourism, and Perceived Negative Impact of Tourism
INTRODUCTION

Over the last decade, a wide range of studies on the impacts of tourism development on local communities has been conducted (Akis, Peristanis and Warner, 1996; Dyer, et al., 2007). The success of local tourism development depends on the destination’s attractions and other supporting factors within the communities. Efficient local management is also important, whether it is the management to reduce the negative impacts or the costs of development, or the management of its benefits so these benefits can be distributed appropriately and just among local residents. Proper management of these impacts will lead to sustainable development. Not only can the impacts directly affect local residents but also they can directly influence the support for tourism development within the community (Yoon, Gursoy and Chen, 2001; Ko and Stewart, 2002; Dyer, et al., 2007).

Local resident support for tourism development is therefore dependent on perceived benefits or anticipated costs of development (Perdue, Long and Allen, 1990; Getz, 1994; Lindberg and Johnson, 1997; Yoon, Gursoy and Chen, 2001; Ko and Stewart, 2002). The impacts of tourism development include economic, social and cultural, and environmental (Yoon, Gursoy and Chen, 2001; Ko and Stewart, 2002; Untong, 2006; Dyer, et al., 2007), as well as communal such as local residents’ pride in their communities and their unity and cooperation. Moreover, the relationship between local residents’ perceptions of the impacts from tourism development and their support may be regarded as causal in nature. The perception of the impacts of tourism development may affect local resident support directly or indirectly. The perception of economic impacts normally produces a positive influence on local resident support for tourism development (direct relationship), while social, cultural, and environmental impacts normally have a negative influence on local resident support for tourism development (inverse relationship) (Yoon, Gursoy and Chen, 2001; Ko and Stewart, 2002; Untong, 2006; Dyer, et al., 2007).

Differences among destinations’ resources and levels of development (Butler, 1980) as well as their varying sizes mean that the impacts from development and local resident support are also different among these destinations (Yoon, Gursoy and Chen, 2001; Untong, 2006). This study therefore attempts to study and understanding residents’ attitudes toward tourism development in community-based tourism destinations in Chiang Mai, Thailand; with specific consideration of the framework in Maesamai community.

Objectives of the Study

The Perdue, Long, and Allen (1990) model utilizes regression analysis as a way to measure the interactive effects of various personal characteristics of respondents, the influence of those characteristics on impact perceptions, and the influence of personal characteristics and perceptions on support for tourism development. These are also key variables in this Chiangmai study. To extend the model, three community characteristics variables were included for a more comprehensive model of residents’ perceptions of tourism development: community attachment, community tourism dependence, and community involvement. The selection of these independent variables was based on suggestions and empirical testing by a number of researchers (Gursoy & Kendall, 2006; Látíková and Vogt, 2012; Lee, 2012; McGhee and Andereck, 2004; Nicholas et al., 2009; Grzeskowiak et al., 2003; Theodori, 2001; Gursoy et al., 2002; Gursoy & Rutherford, 2004; McCool & Martin, 1994; Um & Crompton, 1987)

Therefore, the objectives of this study are to:

1. explain of how community attachment, community tourism dependence and community involvement related to perceived positive (negative) impacts of tourism when controlling for overall benefits perception and personal benefits from tourism
2. understand how the personal benefits from tourism, overall benefits perception, and perceived positive (negative) impacts of tourism related to support for tourism development

3. find out how the personal benefits from tourism, overall benefits perception, perceived positive (negative) impacts of tourism, and support for tourism development related to tourism planning in Maesamai community based tourism.

LITERATURE REVIEW

In the study about the developing a new framework for understanding residents’ attitudes toward tourism development a case study of CBT in Thailand, the researcher studies in concepts and related theories as the foundation and the guidance of research as follows: Tourism Study Research, Concept of Tourism Development, Concept Relevant to Community-based Tourism, Concept Relevant to Tourism Planning, Social Exchange Theory, Theory of Reasoned Action, Tourism area life cycle.

Residents’ Attitudes towards Tourism Development

Cycle of revolution model suggests that as the destination in the stage of discovery, the attitudes of residents will be positive and the acceptance among resident will be higher. As the changes occur during the development process, residents’ attitudes towards tourism will be different in different stages. Other than that, interaction with tourist will influence residents’ attitudes toward tourism development (Butler, 1980). Tourism brought positive influence on cultural activities, entertainment facilities and the number of recreation facilities for local residents (Liu, Sheldon, & Var, 1987; Perdue, Long, & Allen, 1990). Since 1980s, researchers seem to pay attention to the factors that are likely to influence perceived impacts and subsequent supports. These factors includes community attachment or length of residence (Lankford & Howard, 1994), level of participation in recreation (Keogh, 1990), level of knowledge about tourism and the local economy (Pizam & Milman, 1986), personal economic dependence on tourism sector (Liu & Var, 1986), socio demographic characteristics (Williams & Lawson, 2001), type and form of tourism (Ritchie, 1988), and level of contact with tourists (Akis, Peristianis & Warner, 1996; Bramwell & Sharman, 1999; Burtenshaw, Bateman, & Ashworth, 1991). Various authors have discussed the use of theories in investigating residents’ attitudes towards tourism development. These theories include play theory, compensation theory, conflict theories and dependency theory. Yet, none of these theories are proven to provide a proper framework in investigating local community’s attitudes (Bystrzanowski, 1989). This is the reason that few authors have identified the main problem in understanding residents’ perceptions is due to lack of appropriate theoretical explanation (Ap, 1992; Husbands, 1989; Faulkner & Tideswell, 1997).

Tourism Development

Burtenshaw, Bateman and Ashworth (1991) arKued that the main task of tourism development is to create a “saleable tourism product” on the other hand and an “environment for living and working”. According to Eccles and Costa (1996), tourism is used as a mean to complement economic output among developing countries. Still, when there is an economic benefit, some tourism planners start to ignore environmental considerations. Tourism planners are advised to plan carefully to avoid the problem of over development experienced by Spain in early 1970s. Successful tourism planning requires the involvement of local residents, and government commitments to support on the development of tourism sector and reduce the negative impacts on local community. Many countries achieve both economic and social benefits contributed from the tourism revenue via infrastructure development. Understanding the antecedents and
support from local residents towards tourism development is important for local governments and policymakers because the success of tourism activities dependent on active support from local populations. Collaboration in tourism development and policy making suggests significant benefits to all stakeholders (Bramwell & Sharman, 1999; Eccles & Costa, 1996; Gursoy & Rutherford, 2004) and reduces the potential cost when all stakeholders are actively involved in the decision process to support tourism industry.

**Personal Benefits from Tourism Development**

Social exchange theory suggests that people evaluate an exchange based on the costs and benefits that are going to be involved in the exchange. Residents are willing to exchange with tourists if they receive more benefits than costs (Jurowski, Uysal & Williams, 1997). Perdue, Long, and Allen (1990) used social exchange theory as foundation to test the validity of the argument that the individual who gains benefit from tourism will more likely to support tourism development. Thus, it should be developed by taking into consideration of local community’s needs and desires. Therefore measuring the local community’s perceptions towards tourism development plays a vital role to the success of tourism destination.

Past researches on tourism focused on the development of a special region or country (Andriotis & Vaughan, 2003), special event (Delamere, 2001) and theoretical development or conceptualization (Ap, 1992). Costa and Ferrone (1995) suggested that there is a difference between the researches on hosts’ perceptions which are done by different researchers. Early studies focused on tourism impact (Liu & Var, 1986) or on social or environmental impacts (Ap, 1990). Past studies measurement on residents’ perceptions of tourism impacts are divided into two dimensions that are positive and negative impacts, and detail discussion on the next paragraph.

**Tourism Impacts**

Theory of reasoned action is the theory that supports the relationship between residents’ attitudes toward tourism impacts and their support for tourism development (Ajzen & Fishbein, 1980). Theory of reasoned action indicates that individuals are rational when they make use all information that are available and evaluate the implications of their action before deciding to engage into a particular decision (Azjen, 1985). By integrating the contentions from previous researches; impacts of tourism development can be divided into economic, socio cultural and environmental impacts (Mathieson & Wall, 1982; Ross, 1992).

**Economic Impacts of Tourism (positive impacts)**

The economic tourism impact is mainly perceived by residents, on the positive hand, as a mean to generate employment, develop local economy, increase investments and economic diversification (Vargas-Sánchez et al., 2009; Diedrich and Garcia-Buades, 2008; Liu and Var, 1986), improve local and state tax revenues, additional income, and economic quality of life (Huh and Vogt 2008; Haralambopoulos and Pizam 1996). Conversely, on the negative hand, residents seem to perceive an increase in the cost of living, i.e. in prices of goods and services, and an unequal distribution of the economic benefits (Andriotis, 2005; Andereck and Vogt, 2000; Haralambopoulos and Pizam, 1996; Liu and Var, 1986).

**Social and Cultural Impacts (positive and negative impacts)**

Residents’ perceptions of social and cultural impacts of tourism development have been studied extensively. However, the findings of these studies have produced different results. Most researchers reported that residents view tourism as providing social and cultural benefits
to host community (Besculides, Lee, & McCormick, 2002; Gursoy & Rutherford, 2004; Sirakaya, Teye, & Sonmez, 2002). However, few of them reported that residents tend to perceive social and cultural impacts of tourism development negatively (Johnson, Snepenger, & Akis, 1994; Jurowski, Uysal, & Williams, 1997; Perdue, Long, & Allen, 1987; Tosun, 2002). There are negative social and cultural impacts on the host community such as changes in family structure due to the adaptation practices to suit tourists’ need (Dyer et al., 2007).

Researchers who examined the relationship between perception of negative social impacts and support for tourism development showed that there is a negative relationship between negative social impacts and residents’ perceptions of tourism development (Gursoy, Jurowski, & Uysal, 2002; Sirakaya, Teye, & Sonmez, 2002).

Environmental Impacts (negative impacts)

A study by Liu and Var (1986) demonstrates that about half of the interviewed residents are in favor with tourism because it is a tool to obtain more parks and recreation areas, to improve the quality of roads and public facilities, and it does not contribute to ecological decline. Doswell (1997) suggests that tourism is a tool that stimulates environmental conservation and improvement. On the negative side, many studies suggest that tourism causes traffic and pedestrian congestion, parking problems, disturbance and destruction of flora and fauna, air and water pollution, and littering (see, for example, Frauman and Banks 2011; Jago et al., 2006; Andereck et al., 2005; Jurowski and Gursoy, 2004; Brunt and Courtney, 1999; McCool and Martin, 1994). In this context, a number of studies on sustainable tourism development have been made with the primary aim to study the combination of environmental conservation, local people’s livelihood and economic prerequisites of tourism (Ogorelec, 2009; Chia-Pin et al., 2009; Ernoul, 2009; Hunter and Shaw, 2007; Gössling and Hall, 2006).

Community-based Tourism

The concept of community has been significant in tourism, and tourism planning in particular, for over 20 years, (Murphy, 1985; Haywood, 1988; Murphy, 1988; Prentice, 1993; Jurowski, 1997; Ashley & Roe, 1998; Bramwell & Sharman, 1999; Tosun, 1999; Fredline & Faulkner, 2000; Richards & Hall, 2000; Mann, 2000; Tosun, 2000; Scheyvens, 2002).

The mountain institute (2000) pointed that community based tourism used to describe a variety of activities that encourage and support a wide range of objectives in economic and social development and conservation. REST (1997) cited in Suansri, (2003) that “CBT is tourism that takes environmental, social, and cultural sustainability into account. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life”.

Concept Relevant to Tourism Planning

In the tourism planning and development context, tourism is defined as an interdisciplinary, multi-faceted phenomenon that involves the interrelated components of tourism products, activities, and services provided by the public and private sectors (Gunn, 1994; Pearce, 1989, 1995). These tourism components are considered as fundamental factors in tourism planning and development, and a basic knowledge of these components is required for successful tourism planning and management (Inkeep, 1991). Consequently, a discussion of comprehensive tourism planning is needed to provide a basic structure and guidelines for developing more competitive tourism products and services.
METHODOLOGY

Research Methodology

Locale of the Study

This study choose the community based tourism in Chiangmai province which have been developing community tourism as the locale of the study.

Maesamai community, Pongyeang sub-district, Maerim district, Chiangmai province. It is located on the upland about 45 kilometers from Chiangmai province. It is big community that has the Blue Hmong and White Hmong are still live traditionally such as making husked rice, nature, music instrument and doing handicrafts. Maesamai community is a charming Hmong village located among the mountains and rice fields of Mae Rim. Surrounded by lush tropical vegetation that shelters several friendly Hmong villages, their paradise jungle lodge is conveniently located only an hour’s drive from Chiang Mai, in the serene heart of the Mae Rim district. With an elevation of 2,700 feet above mean sea level, the weather at the Maesamai community is mild and cool all year round.

Population

The population of this study focused on the residents of the Maesamai community, Pongyang sub-district, Maerim district, Chiangmai province, Thailand. Research interviewers were asked residents in Maesamai community to complete the questionnaire during January to March, 2014.

Measurement of Variables

This study was employ the questionnaire survey. The questionnaire includes items in that are phrased both positively and negatively. Respondents are forced to consider the question and provide a more meaningful response which should reduce these biases.

The questionnaire adopted Likert-type scale with 5 levels, and used the criteria of the measurement as follows: 5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree and 1 = Strongly Disagree, to measure the respondents’ intention for each question.
Analysis of Data

The basic information for sample was analyzed using descriptive statistics. SPSS 20.0 for Windows was used for the descriptive analysis. The proposed hypotheses were tested using simple regression and multiple regressions.

RESULTS AND DISCUSSION

The survey was able to obtain 341 responses, but 39 of them were incomplete, which resulted in 302 valid responses.

Gender: The respondents more than half (53.6%) were males while for 46.4% were females. This may be explained by the fact that the Thai family is traditionally patriarchal.

Age: The age of the respondents ranged from 18-76 years old with a mean of 48 years. The majority of respondents had 31-40 years old (24.2%), 51-60 years old (22.5%), 21-30 years old (16.7%), 41-50 years old (16.7%), 18-20 years old (4.2%) and 71 and above (2.5%), respectively. The maximum age was 76 years old and minimum was 18 years old.

Education level: Most respondents are none formal schooling/below primary school (44.2%), the next educated in primary school (18.3%), secondary school (18.3%), vocational certificate (15.8%) and bachelor degree/higher than vocational certificate (3.4%), respectively. This results implied that the major of the respondents (44.2%) was none formal schooling/below primary school. It is because of the culture of Hmong in the previous time more focus in working in agriculture for living and they do not have opportunity to study in the city.

Occupation: About 29.8 percent of the respondents recognized that their main occupation is farming (rice, corn, strawberry, flower and vegetable), whereas 27.2 percent of them are work related to tourism such as tour guide, selling souvenir, home stay, trekking guide, and food shop. Other respondents (17.2%) are personal business such as wood seller, hair cut, batik weaving, laborers (14.9%), and government officer/ State enterprise/temporaries employee (10.9%), respectively.

Marital status: The minority of the resident in Maesamai community were married (83.3%), single (8.3%), widowed (6.7%), and divorced (1.7%).

Duration of the settlement: Dividing of settlement in community in seven categories; most population group had lived for 31-40 (29.1%). This result shows that most of the respondents were natives of Maesamai community.

Gross annual family income: The majority of the resident groups had annual income at not higher than 100,000 Bath (52.6%). This was the high income standard in Maesamai community. Average poverty line in Thailand in 2002 was 41,868 Baht per year (National Economic and Social Development Board, 2010). The poverty line is obtained by specifying a consumption bundle considered adequate for basic consumption needs and then by estimating the costs of these basic needs. In other words, the poverty line is conceptualized as a minimum standard required by an individual to fulfill his or her basic food and non-food needs (World Bank). Therefore, local people in Maesamai community are generally still poor. Following a common practice the poor are defined as those who each command over basic consumption needs, including food and non-food components.

Reliability

When Cronbach’s α value for the constructs exceeds 0.7, this indicates at least a satisfactory level of reliability (Nunnally, 1978). Cronbach’s value was 0.722 for community attachment, 0.822 for community tourism dependence, 0.703 for community involvement, 0.752 for perceived personal benefits from tourism, 0.814 for overall benefit perception from tourism, 0.719 for perceived positive impact of tourism, 0.726 for
perceived negative impact of tourism, 0.812 for support for tourism development, and 0.815 for support for tourism planning. Furthermore, the Cronbach’s values for three sub-dimensions of perceived positive impact of tourism are: 0.715 for perceived positive economic impact of tourism, 0.719 for perceived positive social and cultural impact of tourism, and 0.728 for perceived positive environmental impact of tourism. The Cronbach’s values for three sub-dimensions of perceived negative impact of tourism are: 0.725 for perceived negative economic impact of tourism, 0.715 for perceived negative social and cultural impact of tourism, and 0.739 for perceived negative environmental impact of tourism. The above Cronbach’s values indicated that all constructs and their sub-dimensions have a high reliability.

**Validity**

The research instrument used by the study was modified from the works of scholars, which had been discussed in literature review. Therefore, all constructs and their sub-dimensions have well content validity.

**Grouping of community attachment**

First, we calculate the mean of the sum of ten community attachment questions and then group them by a medium of 4.7. Those that are above 4.7 are high community attachment and those below 4.7 are low community attachment. There are 158 high community attachment and 144 low community attachment.

To assure that the grouping is meaningful, this study employs the independent-sample t test for these two groupings. The result of the t test shows that the t value is 18.83 and the p value is 0.000. This means that there is a significant discrepancy between the two community attachment groupings.

**Grouping of community tourism dependence**

First, we calculate the mean of the sum of two community tourism dependence questions and then group them by a medium of 4.75. Those that are above 4.75 are high community tourism dependence and those below 4.75 are low community tourism dependence. There are 158 high community tourism dependence and 144 low community tourism dependence.

To assure that the grouping is meaningful, this study employs the independent-sample t test for these two groupings. The result of the t test shows that the t value is 17.23 and the p value is 0.000. This means that there is a significant discrepancy between the two community tourism dependence groupings.

**Grouping of community involvement**

First, we calculate the mean of the sum of four community involvement questions and then group them by a medium of 4.875. Those that are above 4.875 are high community involvement and those below 4.875 are low community involvement. There are 161 high community involvement and 141 low community involvement.

To assure that the grouping is meaningful, this study employs the independent-sample t test for these two groupings. The result of the t test shows that the t value is 19.21 and the p value is 0.000. This means that there is a significant discrepancy between the two community involvement groupings. The above groupings are used in subsequent ANCOVA.

To study the support for tourism development was considered as dependent variable and perceived negative economic, social and cultural, and environmental impact of tourism were considered as independent variables, respectively. The results as shown in Table 1 suggest that strong negative relationships exists between perceived negative economic, and social and
Developing a New Framework for Understanding Residents’ Attitudes toward Tourism Development: A Case of CBT in Thailand

W. Leelapattana, et al.

Cultural impact of tourism and support for tourism development while there is no significant relationship between perceived negative environmental impact of tourism and support for tourism development. As shown in Table 1, the $t$ value is -3.867 for perceived negative economic impact of tourism, -1.994 for perceived negative social and cultural impact of tourism, and -0.350 for perceived negative environmental impact of tourism. Two $p$-values are less than 0.05 but one $p$-value is greater than 0.05.

**Table 1:** Multiple regression analysis for perceived negative impacts of tourism on support for tourism development

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized</th>
<th>Standardized</th>
<th>$t$-value</th>
<th>$p$-value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Beta</td>
<td>Std. Err.</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>4.908</td>
<td>0.060</td>
<td>-0.089</td>
<td>-3.867</td>
</tr>
<tr>
<td>PNIT_ECO</td>
<td>-0.089</td>
<td>0.023</td>
<td>-0.332</td>
<td>0.000</td>
</tr>
<tr>
<td>PNIT_SO</td>
<td>-0.041</td>
<td>0.020</td>
<td>-0.175</td>
<td>0.049</td>
</tr>
<tr>
<td>PNIT_EN</td>
<td>-0.004</td>
<td>0.012</td>
<td>-0.031</td>
<td>0.727</td>
</tr>
</tbody>
</table>

Dependent variable: support for tourism development; ***$p<0.001$

Simple regression analysis was used to test for support for tourism development was considered as independent variable and support for tourism planning was considered as dependent variables. The results as shown in Table 2 suggest that a strong positive relationship exists between support for tourism development and support for tourism planning. As shown in Table 2, the $t$ value is 6.074 and $p$-value is 0.000.

**Table 2:** Simple regression analysis for support for tourism development on support for tourism planning

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized</th>
<th>Standardized</th>
<th>$t$-value</th>
<th>$p$-value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Beta</td>
<td>Std. Err.</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>0.653</td>
<td>0.682</td>
<td>0.957</td>
<td>0.340*</td>
</tr>
<tr>
<td>STD</td>
<td>0.853</td>
<td>0.140</td>
<td>0.488</td>
<td>6.074</td>
</tr>
</tbody>
</table>

Dependent variable: support for tourism planning; *$p<0.05$

**CONCLUSION AND RECOMMENDATION**

The study has both theoretical and practical significance. First, theoretically, the assessment would be a contribution to the body of knowledge on resident’s attitudes. Results of this study can provide some grounds for construction of paradigm or perspective for better understanding of their attitudes in the development between people of different culture in the same place. Second, the results of this study are envisioned to provide communication and development planners as in-depth understanding of the indigenous society tans its people particularly in Maesamai community through the exploration of some particular aspects of their culture, way of life and participation in the development of their communities.
projects, which will help future plans for their growth and development. Third, the findings would be valuable in making educators, Tourism Authority of Thailand (TAT) administrators and extensionists aware of people’s knowledge in measuring their support in tourism development intervention such as the sustainable development and solving conflicts to make the program sustainable and tourism planning efficiency, and Fourth, the results from this study can be used as background information for appropriate recommendation on the community based tourism of local people. This may support the work of all concerned organization to encourage local people’s support and participation in community-based tourism management in other areas.

Scope and Limitations of the study

The major scope and limitation of this study was its validity. As an ex-post factor study was conducted in only one community in Chiangmai, Thailand, results could not be generalized to other projects where local attitudes towards tourism development is a major concern.

The data collection is based on recall of activities that happened in the past. Therefore, it depended on the respondents’ ability to recall and to elaborate on their answers. Local people in general do not give special attention to the accuracy of these factors specifically because they usually do not keep record of these. Likewise, it is possible that respondents may not remember accurately the details of the tourism activities in their community in the past. Henceforth, it could have affected the validity and reliability of their response.

Furthermore, the researcher had a short time to adapt to the daily life in the communities. In addition, almost all interviews with local people were conducted through interpreters. Translations of responses into English were given as summaries of the interviewers’ responses. These limitations need to be considered in completing the analysis.

Research Implications

1. Differing McGehee and Andereck’s (2004) research, this study expands the effect of perceived benefit on perceived positive or negative impacts of tourism from personal benefit from tourism to overall benefit perception. We also proved that overall benefit perception from tourism significantly positively affect perceived positive economic, social and cultural impact of tourism while it could not significantly affects perceived positive environmental impact of tourism. Moreover, we proved that overall benefit perception from tourism has a significant negative effect on perceived negative impacts of tourism.

2. The second difference between McGehee and Andereck’s (2004) research and this study is that McGehee and Andereck (2004) only examined the effect of community tourism dependence on perceived positive or negative impacts of tourism. This study further examined the effect of both community attachment and community involvement on perceived positive or negative impacts of tourism besides community tourism dependence. Also, we proved that both community attachment and community have significant positive effects on perceived positive or negative impacts of tourism.

Recommendations for future studies

Despite its contributions, this study has several limitations that should be addressed in future research. Firstly, this study only chose one community “Maesamai” which is striving to develop tourism for the scope of this study. In the future, researchers could consider choose different kinds of community as research scope. Such as community which initially develop tourism or community which has developed tourism well. And compare the hypotheses results differences among these kinds of communities. Secondly, the scope of this study “Maesamai “ is a big community that has the Blue Hmong and White Hmong are still live
traditionally such as making husked rice, nature, music instrument and doing handicrafts. Maesammai community is a charming Hmong village located among the mountains and rice fields of Mae Rim. Because different communities have their different characteristics and thought, such as aboriginal communities, agricultural communities, handicraft community, and fishing community, may hold differing opinions regarding sustainable tourism development. To overcome this limitation, future studies should conduct similar surveys across a wide spectrum of community types. Finally, the respondents in this study were sampled conveniently over a period of one mouth. Although this sampling approach allowed us to assess the suitability of the current behavioral model for the host residents, only cross-sectional data were assessed. I could not examine longer periods of time. Thus, my method may be associated with a common method variance created by the methodology itself (Sekaran, 1992). Moreover, only respondents involved in tourism development were sampled. It would be interesting to survey the attitudes of respondents that are not involved in tourism. To overcome this limitation, future research should examine respondents that are involved and others that are not involved in tourism development.

REFERENCES


1. Submission of Manuscripts
   Three (3) hard copies of manuscripts should be sent to the Editor-in-Chief. A soft copy of the article in RTF or MS Word compatible format should also be submitted with final revised version of manuscript.

2. Preparation of Manuscripts
   The following instructions should be observed in preparing manuscripts. Articles that do not conform to these instructions may be returned to their authors for appropriate revision or may be delayed in the review process.
   
   2.1 Readability
   Manuscripts should be written in clear, concise and grammatically correct English (British or American English throughout). The editors can not undertake wholesale revisions of poorly written papers. Every paper must be free of unnecessary jargons and must be clearly readable by any specialist in Tourism management related disciplines. The abstract should be written in an explanatory style that will also be comprehensible to readers who are not experts in the subject matter.

   2.2 General format
   Articles should be typed double-spaced on one side of A4 paper using Times New Roman font. Margins of 3cm should be allowed on each side.
   The order of the manuscript should be as follows: Title, Author(s), Abstract, Keywords, Main text (Introduction, Review of Literature, Definitions (if any), Materials and Methods, Results, Discussion), Acknowledgements (if any), References, Appendix (if any). This structure of the main text is not obligatory, but the paper must be logically presented. Footnotes should be avoided. The main text must be written with font size 12, justify, first indent 0.5 cm. Within each main section, two levels of subheadings are allowed and the titles must be with bold, bold and italic, italic respectively.
   The manuscript should contain the following information:

   a. Title
   Title should be brief and informative. The title should reflect the most important aspects of the article, in a preferably concise form of not more than 100 characters and spaces. Font size 14, capital letters, center alignment.

   b. By-line
   Names (size 11), e-mail and addresses of the authors. Phone and fax number should be also given (size 11, italic). No inclusion of scientific titles is necessary. In case of more than two authors, the corresponding author should be indicated with * in superscript. Authors from different institutions must be labeled with numbers in superscript after their names.

   c. Abstract
   A summary of the problem, the principal results and conclusions should be provided in the abstract. The abstract must be self-explanatory, preferably typed in one paragraph and limited to maximum of 250 words. It should not contain formulas, references or abbreviations.

   d. Keywords
   Keywords should not exceed five, not including items appearing in the title. The keywords should be supplied indicating the scope of the paper. Size 10, italic, justify.
   Authors should include Abbreviations and Nomenclature listings when necessary.
e. Introduction
The introduction must clearly state the problem, the reason for doing the work, the hypotheses or theoretical predictions under consideration and the essential background. It should not contain equations or mathematical notation. The Introduction should also contain a brief survey of the relevant literature, so that a non-specialist reader could understand the significance of the presented results. Section numbering and headings begin here.
f. Materials and Methods
The Materials and Methods should provide sufficient details to permit repetition of the experimental or survey work. The technical description of methods should be given when such methods are new.
g. Results
Results should be presented concisely. Only in exceptional cases will it be permissible to present the same set of results in both table and figure. The results section should not be used for discussion.
h. Discussion
Discussion should point out the significance of the results, and place the results in the context of other work and theoretical background.
i. Acknowledgement (if any)
Acknowledgement should be placed in a separate paragraph at the end of the text, immediately before the list of references. It may include funding information too.
j. References
Publications cited in the text should be listed in a separate page of references. In the list of references, the arrangement should be alphabetical; all co-authors should be cited. The following style should be adhered to in writing references:


k. Tables
All Tables should be typed on a separate page and numbered consecutively according to their sequence in the text. The text should include references to all tables. Vertical lines are not allowed but horizontal lines should be used to separate headings and to demarcate the limits of the table. A short descriptive title should be given at the top.

l. Figures
This should be produced with a good printer. The title of each figure should be given at the bottom. One original plus three copies should be sent.

m. Photographs
Photographic illustrations must be glossy, original prints mounted on light card. They should be identified in pencil on the reverse side. All illustrations should be in black and white; however authors who want to publish coloured illustrations will bear the cost of producing such illustrations.

3. Assessment
All manuscripts will be peer-reviewed by at least two independent referees. Papers accepted for publication by the editorial board are subject to editorial revision. Where an article is found publishable a publication levy of one thousand Baht (THB 1,000) will be charged for articles that do not exceed 12 pages. Any additional pages will attract two hundred and fifty Baht (THB 250) per page. Authors of accepted articles will be expected to submit two hard copies of the corrected version of their paper and an electronic copy in CD.

4. Copyright
A copy of the Publishing Agreement will be sent to authors of papers accepted for publication. It is the responsibility of the author to obtain written permission for reproducing illustrations or tables from other published material. The authors will transfer copyright to International Journal of Asian Tourism and Management. Manuscripts will be processed only after receiving the signed copy of the Agreement.

5. Correspondence
All manuscripts and correspondence should be sent to:

Editor-in-Chief
International Journal of Asian Tourism and Management
School of Tourism Development, Maejo University, Sansai District, Chiang Mai, Thailand
Tel: 66 53 873291 E-mail: tds.atma@gmail.com  Website: www.tourism.mju.ac.th/journal.php

Subscription and Advertisement

Subscriptions
a) Within Thailand: Individual THB 800
b) Organizations THB 1,500
c) Outside Thailand: Individual USD 50
d) Organizations USD 80

Advertisement Rates
Full Page THB 20,000
Half Page THB 10,000
Quarter Page THB 5,000
Inside Front/Back Cover THB 30,000
# ASIAN TOURISM MANAGEMENT ASSOCIATION (ATMA)

## Registration Form

### Personal Information

<table>
<thead>
<tr>
<th>Title (Mr., Mrs., Miss, Dr., Prof., etc.)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Last Name</td>
<td></td>
</tr>
<tr>
<td>Middle Name</td>
<td></td>
</tr>
<tr>
<td>First Name (s)</td>
<td></td>
</tr>
<tr>
<td>Place and Date of Birth</td>
<td></td>
</tr>
<tr>
<td>University (Faculty, Institute) or other institution</td>
<td></td>
</tr>
<tr>
<td>Department</td>
<td></td>
</tr>
<tr>
<td>Position</td>
<td></td>
</tr>
<tr>
<td>Postal Address (street, city, postal code, country)</td>
<td></td>
</tr>
<tr>
<td>E-mail</td>
<td></td>
</tr>
<tr>
<td>Telephone and fax number</td>
<td></td>
</tr>
</tbody>
</table>

### CONTACTS:

**ATMA Headquarters:**
School of Tourism Development  
Maejo University, Chiang Mai, Thailand  
Phone: +66 53 873291  
Facsimile: +66 53 873261  
E-mail: tds.atma@gmail.com

**President:**  
Assoc. Prof. Dr. Weerapon Thongma  
Maejo University, Thailand  
E-mail: weerapon@mju.ac.th

**Vice-President:**  
Prof. Dr. Tzung-Cheng Huan  
National Chiayi University, Taiwan  
E-mail: tchuan@mail.nctu.edu.tw

**General Secretary:**  
Associate Prof. Dr. Budi Guntoro  
Universitas Gadjah Mada, Indonesia  
E-mail: bguntoro@gmail.com