อิทธิพลของแรงจูงใจปัจจัยผลักที่มีต่อแรงจูงใจปัจจัยดึงของนักท่องเที่ยวชาวจีนที่เดินทางมาท่องเที่ยวประเทศไทย

THE INFLUENCES OF THE PUSH FACTOR MOTIVATIONS ON THE PULL FACTOR MOTIVATIONS OF THE CHINESE TOURISTS VISITING THAILAND

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บทคัดย่อ

นักท่องเที่ยวจากประเทศสาธารณรัฐประชาชนจีนเป็นตลาดที่มีขนาดใหญ่ที่สุดสำหรับประเทศไทย ในปี 2010 นักท่องเที่ยวชาวจีนเดินทางเข้ามาท่องเที่ยวในประเทศไทยจำนวน 1.12 ล้านคน และได้เพิ่มกว่า หนึ่งเท่าตัวในปี 2012 เป็น 2.79 ล้านคน จนกระทั่งปี 2014 นักท่องเที่ยวชาวจีนเดินทางเข้ามาถึง 4.63 ล้านคน อย่างไรก็ตามในประเทศไทยยังมีการวิจัยเกี่ยวกับแรงจูงใจของนักท่องเที่ยวชาวจีนที่เดินทางเข้ามา ท่องเที่ยวประเทศไทยอยู่น้อยมาก ดังนั้นวัตถุประสงค์ของการวิจัยเรื่องนี้คือ การศึกษาแรงจูงใจด้านปัจจัย ผลักและแรงจูงใจด้านปัจจัยดึงดูดที่ทำให้นักท่องเที่ยวชาวจีนเดินทางเข้ามาท่องเที่ยวประเทศไทย และเพื่อ ศึกษาถึงอิทธิพลของแรงจูงใจปัจจัยผลักที่มีต่อแรงจูงใจปัจจัยดึงดูด เครื่องมือที่ใช้ในการเก็บรวบรวมข้อมูล จากกลุ่มตัวอย่างนักท่องเที่ยวชาวจีนคือแบบสอบถามที่จัดทำขึ้นเป็นภาษาจีน โดยคัดเลือกแบบสอบถาม ที่สมบูรณ์ที่สุดมาทำการวิเคราะห์จำนวน 621 ชุด พื้นที่ที่ทำการรวบรวมข้อมูลนักท่องเที่ยวชาวจีนได้แก่ ย่านศูนย์การค้าในเขตกรุงเทพมหานคร แหล่งท่องเที่ยวในเมืองพัทยา ภูเก็ต และเชียงใหม่ การวิเคราะห์ ข้อมูลเชิงปริมาณใช้สถิติเชิงพรรณนา การวิเคราะห์ปัจจัย (Factor Analysis) และการวิเคราะห์ความถดถอย เชิงซ้อน (Multiple Regression) ผลการวิเคราะห์ปัจจัยแรงจูงใจด้านปัจจัยผลักที่ทำให้นักท่องเที่ยวชาวจีน เดินทางมาท่องเที่ยวประเทศไทยมี 5 ปัจจัยเรียงตามลำดับความสำคัญจากมากไปน้อยได้แก่ 1) แรงจูงใจ ที่จะเติมเต็มความใฝ่ฝัน และความต้องการเกียรติภูมิ 2) แรงจูงใจที่จะได้เรียนรู้และสัมผัสวัฒนธรรมใหม่ 3) แรงจูงใจทางด้านอารมณ์ 4) แรงจูงใจที่จะหลีกหนีจากความจำเจ และความต้องการการพักผ่อนหย่อนใจ 5) แรงจูงใจที่จะกระชับความสัมพันธ์ภายในครอบครัว ในส่วนของแรงจูงใจด้านปัจจัยดึงดูดเรียงตามลำดับ ความสำคัญจากมากไปน้อยได้แก่ 1) สิ่งอำนวยความสะดวกต่างๆ ที่จำเป็นสำหรับนักท่องเที่ยวและความ เป็นมิตรของคนไทย 2) ความหลากหลายของแหล่งท่องเที่ยวและกิจกรรมการท่องเที่ยว 3) ปัจจัยดึงดูด ด้านราคาและความปลอดภัย 4) สถานบันเทิงและสิ่งจูงใจจากภาพยนตร์ ผลการวิเคราะห์อิทธิพลของ แรงจูงใจปัจจัยผลักที่มีต่อแรงจูงใจปัจจัยดึงด้วยการวิเคราะห์ความถดถอยเชิงซ้อน (Multiple Regression) พบว่า แรงจูงใจปัจจัยผลักด้านความต้องการที่จะเติมเต็มความใฝ่ฝันและความต้องการเกียรติภูมิ แรงจูงใจที่จะกระชับความสัมพันธ์ภายในครอบครัว และแรงจูงใจที่จะได้เรียนรู้และสัมผัสวัฒนธรรมใหม่ เป็น 3 แรงจูงใจที่มีอิทธิพลต่อปัจจัยดึงดูดด้านสิ่งอำนวยความสะดวกต่างๆ ที่จำเป็นสำหรับนักท่องเที่ยว และความเป็นมิตรของคนไทย ส่วนปัจจัยดึงดูดด้านความหลากหลายของแหล่งท่องเที่ยวจะได้รับอิทธิพล ของปัจจัยผลัก 2 อย่างได้แก่ แรงจูงใจที่จะได้เรียนรู้และสัมผัสวัฒนธรรมใหม่ กับแรงจูงใจที่จะเติมเต็ม ความใฝ่ฝันและความต้องการเกียรติภูมิ ปัจจัยดึงดูดด้านราคาและความปลอดภัยจะดึงดูดแรงจูงใจปัจจัย ผลักทั้ง 5 กลุ่ม ส่วนปัจจัยดึงดูดด้านสถานบันเทิงและสิ่งจูงใจจากภาพยนตร์ จะได้รับอิทธิพลจากแรงจูงใจ ปัจจัยผลักด้านอารมณ์และแรงจูงใจที่จะเติมเต็มความใฝ่ฝันและความต้องการเกียรติภูมิ

คำสำคัญ: แรงจูงใจปัจจัยผลัก แรงจูงใจปัจจัยดึง นักท่องเที่ยวชาวจีนประเทศไทย

Abstract

The Chinese market is now the largest market for Thailand. The number of Chinese arrivals to Thailand rose from 1.12 million in 2010 to 2.78 million in 2012 and soared to 4.63 million in 2014, which was a sharp increase. In spite of the continuous influx of Chinese visitors to Thailand very few research is conducted on the motivation of the Chinese tourists visiting Thailand. The objectives of this research were to examine both push and pull factor motivations that motivated the Chinese tourists to visit Thailand and to examine the influences of the push

factor motivations on the pull factor motivations. Questionnaires were used to collect data from 621 Chinese tourists in Bangkok, Pattaya, Phuket, and Chiang Mai. The quantitative analysis was conducted. The data was tabulated and analyzed by using descriptive statistics, factor analysis and multiple regression. The result of factor analysis revealed five push factors, which consisted of 1) fulfillment/ prestige motivation 2) motivation to experience new culture 3) emotional motivation 4) escape/ relaxation motivation and 5) motivation to enhance family relationship. With regard to the pull factors, the finding revealed 4 pull motivation factors: 1) common expectations and people 2) varieties of attractions and activities 3) price and safety factors, and 4) entertainment and induced image. The results of multiple regression analysis revealed significant impacts of the push factors upon the pull factor motivations as follows: fulfillment/prestige need, family relationship enhancement need, and need to experience new culture had impacts on the 'common expectations and Thai people' pull factor; the need to experience new culture and the fulfillment/ prestige need had impacts upon the 'varieties of attractions and activities' pull factor; all of the five push factors had impacts upon the 'price and safety' pull factor; emotional motivation and fulfillment/ prestige motivation had impacts upon 'entertainment and induced image' pull factor.

Keywords: Push Factor Motivations, Pull Factor Motivations, Chinese Tourists in Thailand

Introduction

Tourism practitioners must have clear understanding of consumer motivations in order to be successful. A professional understanding of the tourist is at the core of the tourism business practice. The study of travel motivations is the fundamental starting point in the studying tourist behavior. Travel motivation concepts and models proposed by academics like Crompton(1979), Dann(1977), Pearce(1988), and Swarbrooke(1999) have been proved to be useful in helping us understand why a tourist chooses a certain destination or why the tourist chooses to participate in that kind of activity. Although motivation is only one of many variables (e.g. perceptions, cultural conditioning, and learning) that may contribute to explaining tourist behavior, it is a critical variable because it is the driving force behind all behavior (Fodness ,1994). Therefore, understanding the tourist motivation will enable us to design and market the tourism product to meet the need of the customer or the tourist. Other academics believe that tourist motivation is the driving force behind all tourist behaviors (e.g., Mayo & Jarvis, 1981; Jamrozy & Uysal, 1994), while Pearce suggested that tourist behavior could be predicted by the underlying motivations (Pearce & Caltabino, 1983). Therefore, a study on travel motivations is of rather significance in tourism studies.

There are many reasons why it is important to study tourist motivation. As mentioned earlier, tourist motivation is fundamental to tourist behavior. It is imperative that marketers and managers understand what tourists buy and why, and many other questions in order to make better strategic decisions. The answers to all these questions can provide tourism marketers and managers with important information to help design strategies that will better respond to the travelers' needs (Reisinger, 2009). Globalization, economic development, and political changes have led to the opening of China and Eastern Europe. The increasing high demand for international tourism will expose the host community like Thailand to culturally different customers. Therefore, learning about their needs, and cultural differences will represent key factors in effective segmentation, targeting and promotion to the specific foreign markets.

Objectives

The specific objectives of this study are:

1. To identify the underlying push factor and pull factor motivations of Chinese tourists to visit Thailand; and,

2. To examine the relative impact of the underlying dimensions of push factor motivations in influencing the pull factor motivations.

Literature Review

The researcher adopted an approach in measuring tourist motivation by asking for respondents' agreement on a list of motivational statements, with a 5-point Likert scale, which consisted of 22 items. These items that were incorporated on the motivation measurement scale came from Pearce's Travel Career Ladder (TCL) (Goeldner & Ritchie, 2006). The notion of the TCL model is that one may be motivated to travel or to choose a holiday activities by one of the 5 levels of the ladders in the same way as one's career life. These 5 levels of the motivation consist of physiological needs, safety/security needs, relationship needs, self-esteem/self-development needs and fulfillment needs at the highest level. This approach retains the multi-motive focus, and the notion that inexperienced travelers may be motivated by all levels of motives, but the experienced travelers will be more selective in their rating of motivation statements.

Many scholars have shown in the related literature that an approach to effectively explain the travel motivations is to apply the push-pull framework (Cha, McCleary, & Uysal, 1995). Dann (1977) put forward the concepts of 'push' and 'pull' factors. His idea has been adopted by researchers conducting travel motivation research. According to Dann, 'Push' factors refer to the tourist as subject and deal with those factors predisposing him or her to travel. The 'push' factors for a vacation are social-psychological motives that explain the desire to go on a vacation (Crompton, 1979). On the contrary, 'pull' factors are those that attract or pull the tourists to a given resort (Dann, 1977). Therefore, the 'pull' factors are the motives aroused by the destination rather than emerging from within the tourist himself or herself. The concept of 'pull' factors is meaningful for explaining the destination choice (Crompton, 1979).

Crompton's notion of tourist motivation called "Hidden Agenda" (Crompton, 1979) was also adopted in designing the items for measuring the tourist motivation in this study. Crompton's list of motives includes 1) escape from a perceived mundane environment 2) exploration and evaluation of self 3) relaxing 4) prestige 5) regression 6) enhancement of kinship relationships, and 7) facilitation of social interaction. Similar to Pearce, Crompton supports the multi-motive view of the determinant of travel behavior.

Kau and Lim (2005) found that the push factor motivations of Chinese Mainland tourists going to Singapore were 1) prestige/knowledge 2) escape/relaxation 3) adventure/excitement 4) exploration 5) pleasure-seeking/sightseeing 6) enhance family/social relationship. Later Li and Cai (2009) grouped the motivations of Chinese Mainland tourists going abroad as follow: 1) prestige and luxury experience 2) self-development 3) novelty and knowledge 4) exciting experience 5) escape and relaxation 6) relationship strengthening. Liu, Lee, Kan, and Huan (2011) conducted a research on Chinese tourists' motivations to visit Penghu, Taiwan and concluded that their motivations could be grouped as follow: 1) knowledge 2) prestige 3) enhancement of human relationship 4) relaxation. Otoo (2013) carried out a study on motivations of American volunteer tourists to Ghana. Two factors explaining the motivations of American volunteer tourists to visit Ghana were the altruistic and learning motivation and the relationship needs. Jǫnsson and Devonish (2008) compared the motivations of British, U.S., Canadian, and other Caribbean tourists in visiting Barbados and found most of their motivations are significantly different. Canadian tourists were more likely to have physical motivations to travel compared with American (U.S.), British, and other tourists from the Caribbean. Siri, Kennon, Josiam, and Spears (2012) explored the motivations of Indian tourists visiting Bangkok. Their findings revealed 4 core dimensions or factors as following: Novelty Seeking, Stress Busting/Fun, Achievement , and Family Oriented/Education. Esichaikul (2012) discovered that three principal motivations of senior European tourists to Thailand were rest and relaxation, visits to new places, and learning and experiencing new things.

Methodology

Accordingly, the questionnaire which was based on information from the literature reviews, was available in Chinese and English. The questionnaire content was validated by the native speakers of the two languages and was pre-tested with 50 tourist samples. The convenience sample comprised 621 Chinese tourists who were travelling in Bangkok, Chiang Mai, Pataya, and Phuket. The data was analyzed using Statistical Package for the Social Sciences. Descriptive statistical analysis, including frequencies, means, standard deviations was calculated. Factor analysis

was utilized in order to identify the dimensions of motivations that influenced the Chinese tourists to visit Thailand. Multiple regression was employed to examine the relative importance of the push factor motivations (predicting variables) in contributing to the pull motivation factors (dependent variables). Four dependent variables were regressed against the factor means of the independent variables (push factor motivations), respectively. The reason for using factor mean for each factor was that it included the variables loading highly on the factor and excluded those having little impact on the factor (Hair, 1998). Thus, each surrogate factor could be easily replicated on subsequent samples because the summated scales were just averaged for each factor and were comparable between samples.

Research Results
The Push Factor Motivations
Table 1: The Push Factor Motivations for Chinese Tourists to Thailand (Principal Component Factor Analysis-Varimax Rotation)

Factors	Factor Loading				
	Prestige & fulfillment	Experiencing New Culture	Emotional Motivation	Escape & Relaxation	Family relationship enhancement
Telling folks back home about experience	.706				
Fulfilling dream of visiting Thailand	.675				
Meeting & getting to know Thais	.619				
Indulging self, doing, buying things	.570				
Visiting places friends never been to	.568				
Buying things not available in China or cheaper things	.501				
Rewarding myself	.501				
Being on my own, proud of myself	.473				
Seeing new, different culture		.766			
Novelty seeking		.761			
Improve one's health, wellness		.539			
Learning Thai history & culture		.537			
Participating cultural activities		.419			
Trying Thai food		.399			
Start business or discuss business			.767		
Spiritual fulfillment, making merit			.600		
Enjoying night life			.536		
Seeking thrill, adventure, activities			.444		
Escape routines				.741	
Relaxation				.599	
Family relationship enhancement					.867
Having holiday in safe country					.431
Eigenvalue	5.931	1.974	1.495	1.123	1.024
Total Variance Explained	52.480%				

KMO .877

Table 1 presents the results of a Varimax rotated factor analysis of 22 statements used to identify the push factor motivations sought by the Chinese respondents. The outcome of the analysis suggests that there are 5 factors underlying the set of travel motivation statements. To determine these factors, a combination of the eigenvalue rule (i.e.>1) indicating the strength of the variable in the overall analysis and the percentage of the variance attributed to the variable has been applied. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) of .877, larger than 0.5, indicates that the variables in the sample are adequate to correlate. Bartlett's Test of Sphericity is the other alternative. In this test, a p value less than 0.05 indicates that it makes sense to continue with the factor analysis (Hinton, Brownlow, McMurray, & Cozens, 2004).

The first push factor motivating Chinese tourists to visit Thailand was defined as "Prestige & fulfillment Need" because the motivation statements deal with the meeting and getting to know Thai people, fulfilling the dream of visiting Thailand, telling people back home about holiday experience in Thailand and visiting rural places their friends have never been to, having a chance to buy things not available in China, and being able to be on their own. The second factor of tourist motivation was defined as "Experiencing New Culture". The third motivation factor was defined as "Emotional Motivation". The fourth factor of travel motivation was defined as "Escape and Relaxation". The fifth motivation factor, which was defined as "Family Relationship Enhancement", incorporates the needs to enhance family relationship and safety needs. These five motivation factors correspond closely to the motivation levels defined in Philip Pearce's Travel Career Ladder (TCL), fulfillment needs being at the top of the ladder, prestige and self-development needs being at the fourth level of the career ladder.

The Pull Factor Motivations

Table 2: The Pull Factor Motivations for Chinese Tourists to Thailand

Factor	Factor Loading			
	Common expecta-tions and people	Varieties of Attraction and activities	Price and safety Factor	Entertainment and Induced Image
Availability of food tourists can eat	.769			
Shopping opportunities	.707			
Friendliness of Thai people	.666			
Lots of tourist attractions	.542			
Convenience of local transportation	.517			
Standards of accommodation	.379			
Uniqueness of tourism activities		.682		
Beaches and beach resorts		.682		
Visiting Chiangmai to see traditional lifestyle		.670		
Adventure opportunities		.627		
Historical ruins and historic cities		.522		
Thai handicraft and souvenirs		.482		
Thai food and fruits		.406		
Hotels are cheap			.725	
Prices of things are lower in Thailand.			.662	
Places are safe to visit			.644	

Table 2

Factor	Factor Loading			
	Common expecta-tions and people	Varieties of Attraction and activities	Price and safety Factor	Entertainment and Induced Image
Night entertainment				.702
Places seen in movies				.694
Floating market or unique markets				.618
Eigenvalue	6.609	1.546	1.295	1.079
Total Variance Explained	52.648%			

KMO .905

As drawing forces into travel destinations, the 20 destination attributes result in 4 factors with Eigen values greater than one, and these factors account for 52.64 percent of the total variance (Table 2). According to the Rotated Component Matrix (Table 2), the first pull factor is labelled 'people and common expectations'. The second pull factor is labeled 'attractions and activities.' The third factor is named 'price and safety factor' as it is related to the cheap accommodation price, the cheap price of goods, tourist safety, temples, and palaces. The fourth factor is named 'entertainment and induced image' because it includes the night entertainment areas, places tourists have seen in movies, and the floating markets and unique markets, which are often used in advertisement and promotional media.

Determinants of the Four Pull Factors that Attracted the Chinese Tourists to Thailand

Table 3: Regression analysis results of 'common expectation and people' pull factor in relation to the five push factors

Dependent variable		'common expectation and Thai People' pull factor		
Independent variables		Five orthogonal factors: fulfillment & prestige, experiencing new culture, emotional motivation, escape & relaxation, family relationship enhancement		
Prediction: Goodness-of-Fit				
Multiple R	.630			
R Square	.397			
Adjusted R Square	.394			
Standard Error	.449			
Analysis of Variance	Degree of Freedom	Sum of Squares	Mean Square	
Regression	3	82.057	27.352	
Residual	617	124.646	.202	
F = 135.395	Sig. F = .000			
Durbin-Watson	1.831			
Explanation : Variables in the Equation				
Independent Variable		Unstandardized Coefficients (B)	Standardized Coefficient (Beta)	T-value	Sig.
fulfillment & prestige		.393	.436	11.173	.000
family relationship enhancement		.119	.154	4.315	.000
experiencing new culture		.178	.162	3.954	.000
(Constant)		1.104		7.566	.000

As shown in Table 3, in predicting of the 'Goodness-of-Fit' of the regression model, the multiple correlation coefficient (R), coefficient of determination (R^2) and F-ratio were examined. Firstly, the R of the five push factors on a respondent's pull factor was .630, meaning that there was a moderate correlation between independent and dependent variables. Secondly, the R^2 was .397, suggesting that approximately 40% of the variation of the Chinese tourists' 'common expectation and Thai people' pull factor was explained by the five push factor motivations. Lastly, an F-ratio of 135.395 (significant at 0.000) meant that the results of the regression model could hardly have occurred by chance. The data fit the model well in predicting the variance of Chinese tourists' pull factor (People and common expectation) in relation to the five push factor motivations.

In order to explain the relative importance of the five push factor motivations in contributing to the variance in the Chinese tourists' pull factor 'common expectation and Thai people', standardized coefficients, or betas, were examined. Results revealed that three push factor motivations remained significant in the equation with a different value of the beta coefficients, thus contributing different weights to the variance in the tourists' 'common expectation and Thai people' pull factor motivation. In order of importance, the main push factor motivations affecting the pull factor-'people and common expectations' were: 'fulfillment and prestige' push factor (beta=.436); 'experiencing new culture' push factor (beta=.162) and 'family relationship enhancement' push factor (beta=.154). Therefore, it could be interpreted that a one- unit increase in the need for prestige and fulfillment would lead to a .436 unit (or 43.6%) increase in the importance of 'common expectation and Thai people' pull factor, other variables being held constant.

The second multiple regression analysis was carried out in order to explain the importance of the five push factor motivations on the second pull factor 'varieties of attractions and activities.' The R^2 was .390, suggesting that approximately 40% of the variation of the Chinese tourists' 'varieties of attractions and activities' pull factor was explained by the five push factor motivations. Results of the standardized coefficient or beta examination revealed that two push factor motivations remained in the equation with a different value of the beta coefficients. In order of importance, the main push factor motivations affecting the pull factor-'Varieties of attraction and activities' were: experiencing new culture (beta=.410), and fulfillment and prestige (beta= .288).

The third multiple regression analysis was conducted in order to explain the importance of the five push factor motivations on the third pull factor 'Price and safety.' the R^2 was .336, suggesting that approximately 34% of the variation of the Chinese tourists' 'price and safety' pull factor was explained by the five push factor motivations. Results of the standardized coefficient or beta examination revealed that five push factor motivations remained in the equation with a different value of the beta coefficients. In order of importance, the main push factor motivations affecting the pull factor-'price and safety' were: fulfillment and prestige (beta=..275), experiencing new culture (beta=.181) ; emotional motivation (beta=.154) ; family relationship enhancement (beta=.096) ; and escape and relaxation (beta=.083).

Another multiple regression analysis was done again to explain the importance of the five push factor motivations on the last pull factor 'entertainment and induced image.' the R^2 was .385, suggesting that approximately 38% of the variation of the Chinese tourists' 'entertainment and induced image' pull factor was explained by the five push factor motivations. Two push factor motivations remained in the equation with a different value of the beta coefficients. In order of importance, the main push factor motivations affecting the pull factor-'entertainment and induced image' were: emotional motivation (beta=.365) and fulfillment and prestige (beta=.348. Again, it

could be interpreted that a one- unit increase in the emotional motivation would lead to a .365 unit (or 36%) increase in the importance of 'Entertainment and induced image' pull factor, other variables being held constant.

Conclusion and Marketing Implications

Using factor analysis, five push factor motivations, incorporating 22 attributes were identified: Prestige & fulfillment; Experiencing new culture; Emotional motivation; Escape & relaxation; and Family relationship enhancement. The results of the analysis corresponded closely to those defined in the original application of the 'Travel Career Ladder' instrument by Pearce (1988). The factor 'Prestige & fulfillment', at the top of the ladder relates directly to the fulfillment need level of the Travel Career Ladder. This research finding also supported the finding of Kau and Lim (2005), who found that the Chinese tourists visiting Singapore were mainly motivated by the need for prestige and knowledge. This finding also consistent with that of Li and Cai (2009), who found that the Chinese tourists going abroad were mainly motivated by prestige and luxury experience. Overseas holiday experience is highly valued among the Chinese people and has become a status symbol among the Chinese because it is not an easy-to-achieve experience. For the majority of Chinese nationals, obtaining a tourist visa is complicated and involves a great deal of paper work and, sometimes, professional assistance (Li, Zhang, Mao, & Deng, 2011). Therefore, having a chance to obtain travel documents and going on a holiday overseas will be significant enough to fulfill a dream of most Chinese. The second most important factor 'experiencing new culture' refers to self-esteem and development need. This can be interpreted that the Chinese tourists want to improve their understanding of culture of the destination they are visiting. This corresponds with the study done by Li and Cai (2009), who found that the second most important motivation of the Chinese going on a holiday abroad is 'self-development.' However, their basic level motivation at the bottom of Travel Career Ladder is family relationship enhancement. This implies that the Chinese tourists are not strongly motivated by the relationship motivation. There is no need for them to go on a vacation because of the family relationship push factor because family relationship is always important in the Chinese culture (Reisinger, 2009, p 151). The research finding corresponded to Li and Cai (2009), who found that the Mainland Chinese tourists going abroad did not emphasize on the family relationship enhancement, thus in their finding this family relationship motivation was also at the bottom level of the ladder. Li and Cai (2009) stated that the Chinese are very family-oriented which means that the family is valued in everyday life and vacations may, therefore, not be seen as opportunities to further family bonding. This research finding also supported that of Kau and Lim (2005), who found that the Chinese tourists visiting Singapore also placed 'relationship strengthening' at the bottom level of the Travel Career Ladder. With regard to the pull factor motivation, the most important pull factor was the common expectation and friendliness of Thai people. In other words, the Chinese tourists in the sample were pulled to visit Thailand by the friendliness of the Thai people and all the basic expectations of tourists on outbound travel, which is not limited to a certain destination. The second pull factor were varieties of tourist attractions and activities, which included unique tourism activities, beaches and beach resorts, historical ruins, handicrafts and souvenirs, as well as Thai food and fruits. The third factor was the price factor, which included cheap hotels and cheap shopping goods. The fourth pull factor or the least important one was the entertainment factor, which also included the image of places the tourists had seen in the movies and the induced image of the floating

markets. The multiple regression analysis also revealed some possible links between push factor motivations and different types of pull factor motivations. The pull factor 'common expectations and Thai people' will mainly satisfy the fulfillment need and the need for prestige. However, this pull factor will also satisfy two other push factors: family relationship enhancement and the need to experience new culture. The second pull factor 'varieties of attractions and activities' will satisfy those who are motivated by the need to experience new culture and those who seek fulfillment and prestige. The 'price and safety' pull factor will satisfy the need of most tourists. The fourth pull factor: 'entertainment and induced image' will satisfy mainly the tourists who are pushed by emotional motivations, and to a lesser degree, the tourists who are motivated by the fulfillment and prestige need.

The findings should be useful for tourism planners. Providing tourism amenities, which are common expectations of any tourists, like international food, standard accommodation, tourist attractions and shopping opportunities at the tourist destination will satisfy the fulfillment need of the Chinese tourists as well as the need for prestige. In short the Chinese tourists consider a destination that is well-equipped with these amenities as a prestigious destination. A wealthy country or region that offers extensive shopping opportunities may be at the moment decisive to some Chinese travelers (Lau, 2006). The pull factor 'varieties of attractions and amenities' satisfied two push factor motivations: experiencing new culture, to a greater extent and prestige and fulfillment to a lesser extent. This can be interpreted that the Chinese who are motivated by the need to participate in and to learn about Thai culture will be pulled by the varieties of cultural activities and historical sites. At the same time the cultural aspects available in Thailand will satisfy those who were pushed by fulfillment need. For the Chinese tourists to Thailand, prestige and fulfillment may be bestowed on them by visits to the world heritage site like Ayutthaya, or by having a chance to buy things not available in China, or cheaper than in China. In short, a visit to a historic site, and a participation in cultural activities can fulfill two types of push factor motivations. The manager of cultural/historic sites should put every effort to maintain the sites in good condition so that they will be a worthwhile place to visit. The 'price and safety' pull factor motivation satisfies a person with any push factor. The person possessing the prestige and fulfillment needs may consider it prestigious to stay is a high standard hotel at a reasonable price, or have an impressive holiday at a reasonable cost. A low cost holiday also attracts the tourists who seek to experience new culture and facilitate those who travel as a family, as well as those who need relaxation and to escape from routine life in their own country. A holiday in a safe destination at a reasonable price is attractive to every type of tourists. With regard to the 'entertainment and induced image' pull factor, the tourists who are seeking thrill, adventure and night life will be attracted by this attribute of Thailand. A picture of floating market in Thailand has appeared in promotion materials for Thailand for a long time. A low-budget Chinese film called 'Lost in Thailand' is believed to have been a pull factor to Thailand. Both the former and the latter were grouped together in the result of the factor analysis to form 'Entertainment and induced image' pull factor. The multiple regression analysis showed that it pulls the tourists who are motivated by prestige and fulfillment as well. This could be explained that visiting a place well-known for its night life and or a place that appeared in a movie can fulfill this high level of needs. Since this pull factor bear smallest eigenvalue and was ranked the lowest, the entertainment aspect of Thailand and influence of the film 'Lost in Thailand' is likely to be insignificant in attracting the Chinese tourists to visit Thailand.

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