

An Analysis of Push and Pull Travel Motivation of Foreign Tourists in Visiting Wat Arun Ratchawaram Ratchawaramahawihan, Thailand

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Abstract

This research paper aims to explore push and pull travel motivation of foreign tourists visiting Wat Arun Ratchawaram Ratchawaramahawihan, Bangkok. A questionnaire was employed as a tool in collecting the data. Mean and standard deviation were used in order to find the level travel motives that were important determinants in the respondents' decision making process to select Wat Arun as their destination choice. The lists consisted of 32 attributes representing push motivation (16 attributes) as "psychological factor", pull motivation (16 attributes) as "destination factor". As a result, for push motivation, the most foreign tourists perceived that they want to experience new and different lifestyles or culture, explore cultural resources, and visit a place they have not visited before. For pull motivation, foreign tourists perceived that there are culture sites along with there are outstanding Architecture, different from other temples and friendliness of Thai people.

Keywords: Cultural tourism, Push motivation, Pull motivation.

Introduction

Nowadays, tourism industry is the main industry that plays important role to Thailand's economic and social development. Tourism industry is a one industry that earns large amount of foreign currency to the country. Thailand is one of the world destinations many tourists interested in visiting.

According to the data from the statistic "The World's most visited Cities in 2016" ranked top ten of the most visited cities in 2016. Bangkok had 21.5 million overnight visitors, the most of any city worldwide according to a recent report from Mastercard. By comparison, London had 19.9 million visitors who stayed at least one night while Paris had 18 million, Dubai had 15.27 million, and New York had 12.75 million.¹

Historical tour, culture, tradition and religion in Bangkok gain support the most important tourists especially the temples where is the historical area and the cultural

¹ McCarthy,N. (2017). Statistic "The World's Most Visited Cities In 2016",available at <https://www.statista.com/chart/7418/the-worlds-most-visited-cities-in-2016/>

diversity. Especially Wat Arun Ratchawaram Ratchawaramahawihan which is well known extensively among Thais and foreigners. Foreign tourists pay attention to cultural tourism because they want to exchange their everyday life and local culture to the country that is different to get knowledge and new experience.

Therefore, the researcher would like to study travel motivation of foreign tourist to see and understand the primary motivations of foreign tourists visiting Wat Arun Ratchawaram Ratchawaramahawihan. Travel motivations of foreign tourists are also compared to get results used for reference for more information on the development of the tourist market in the future.

Objectives

1. To explore push travel motivation of foreign tourists visiting Wat Arun Ratchawaram Ratchawaramahawihan, Bangkok.
2. To explore pull travel motivation of foreign tourists visiting Wat Arun Ratchawaram Ratchawaramahawihan, Bangkok.

Literature Review and Theory

Bashar Aref Mohaammad Al-Haj Mohammad studied “An Analysis of Push and Pull Travel Motivations of Foreign Tourists to Jordan”. This may have important to marketing the highest push factor is the items “to visit a place that have not visited before”. The item “the site of new seven wonders” is the highest pull factors.²

Adina Negrușand Medet Yolal referred to “Cultural Tourism Motivation-The Case of Romanian Youths” that the main reasons of students to attend cultural tourism are “need to experience something new” is push factor with pull factor like cultural motives.³

Paikin Klinkesorn mentions in his research about factor affected to Japanese tourist’s decision in Bangkok, and their attitude that have decided to travel in Bangkok that the main factor affect to make decision traveling in Bangkok is “Economic” because Thailand has a low cost of living and it’s the most appropriate to their income.⁴

Kamonwan Choeichuenjit and Watcharapoj Sapsanguanboon described factors influenced to their decision marking are impressions namely kindness of local people, difference cultural and lifestyles and variety of tourist attractions.⁵

² Mohammad, B. (2010). An Analysis of Push and Pull Travel Motivations of Foreign Tourists to Jordan. *International Journal of business and management*. Vol. 5, No. 12; available at www.ccsenet.org/ijbm

³ Negrușă, A. and Yolal, M. Cultural Tourism Motivation-The Case of Romanian Youths; available at <http://steconomiceuoradea.ro/anale/volume/2012/n1/077.pdf>

⁴ Klinkesorn, P. (2014). Factor Affecting the Japanese Tourist Behavior towards Tourism in Bangkok; *Proceedings of Academics World 28th International Conference*, Tokyo, Japan, 28th March 2016

⁵ Choeichuenjit, K., Sapsanguanboon, W. (2015). Foreign Tourists’ Demand on Thai Cultural Tourism Supply Chain. *Journal of Thai Hospitality and Tourism*. Vol. 2, No. 9; available at <http://www.tourismtaat.siam.edu/images/magazine/m9b2/74-85.pdf>

Lung Ming Tsai stated that push and pull motivation positively and directly affected intention to participate and push motivation have more important influencing on intention to participate. Their main push motivation are new experiences in foreign land. For pull motivation are the special events in Songkran Festival.⁶

Crompton and McKay explained tourism motivation as ‘a dynamic process of internal psychological factors (needs and wants) that generate a state of tension or disequilibrium within individuals’ (p. 427). Push and pull theory is divided tourism motivation in two separate components. Push factors refers to the internal forces driving people to travel. While external factors are external forces that explain why this location has been chosen over other locations.⁷

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Hemant Kassean and Rhaalib Gassita studied “Exploring tourists push and pull motivations to visit Mauritius as a tourist destination”. The most important push motives were rest and relaxation. The tourists expressed high levels of agreement towards items of the destination environment including beaches, the climate and weather, and landscape and scenery as pull motives.⁹

Nguyen Viet Hoang studied “Differences in Motivation to Visit Thailand among Vietnamese Tourists”. In regard of push motivations, tour group tourists would like to travel to Thailand because they want “to experience a new destination”. independent tourists would like to visit Thailand to have a rest and relax, package tour travelers would like to enjoy interesting shows and entertainment, to satisfy the need of abroad travelling in term of pull factors.¹⁰

Research Methodology

Population and Study area

Population in this study were 100 foreign tourists who visited Wat Arun Ratchawararam Ratchawaramahawihan around and inside the temple.

Research Tool

The Tool used in research is questionnaire. The questionnaire design was adapted from previous researcher, such as Ming Tsai,L.(2016) , and Mohammad, B. (2010) .

⁶ Ming Tsai,L.(2016). Exploring Tourists’ Push and Pull Travel Motivation to Participate in Songkran Festival in Thailand as a Tourist Destination: A case of Taiwanese Visitors. *Journal of Tourism and Hospitality Management*. Vol. 4,No. 5, 183-197

⁷ Crompton, L. (1979). Motivation for pleasure vacation. *Annals of Tourism Research*, 6(4), 408 –24

⁸ Dann, S. (1977).Anomie, ego-enhancement and tourism. *Annals of Tourism Research*, 4(4), 184 –89

⁹ Kassean, H.and Gassita, R.(2013). Exploring tourists push and pull motivations to visit Mauritius as a tourist destination, *African Journal of Hospitality, Tourism and Leisure*. Vol. 2 (3) - (2013) ISSN: 2223-814x

¹⁰ Viet Hoang, N. Differences in Motivation to Visit Thailand among Vietnamese Tourists, *Proceedings of the Vietnam SME Conference City-Vietnam*. 2-4 August, 2016. Paper ID: VSL613

The question were divided into three parts, including demographic information, push motivation (16 items), and pull motivation (16 items). The push and pull items were ranked, using a 5 point Likert scale, from 5 = strongly agree to 1 = strongly disagree.

Data Collection and Analysis

Data collection used the quantitative data collection methods by survey questionnaire which can be applied within shorter duration of time, during 6 – 20 April, 2018. The data was analyzed by percentage for general data by gender, age, status, nationality and mean values and standard deviation for push and pull motivation.

Results

General Data of Respondents

The study review the ranking of Foreign tourists about push and pull travel motivation in visiting Wat Arun Ratchawaram Ratchawaramahawihan, Bangkok, Thailand. The result were as follow:

Table 1. Demographic Profile of Respondents

Variables	Description	Percentage
Gender	Male	41.2
	Female	58.8
Age	15-24	29.4
	25-34	39.3
	35-44	25.5
	45-54	5.8
Status	Single	70.6
	Married	29.4
Nationality	Austrian	3
	Belgium	3.9
	British	1
	French	18.5
	German	6.9
	Italian	5.9
	Dutch	4.9
	Polish	3.9
	Spanish	10.8
	Sweden	5.9
	Swiss	9.8
	USA	23.5
	Brazilian	2
Visit	First time	80.4
	Second time	17.6
	More than 3 time	2
Companion	Families	49
	Friends	39.2
	Colleagues	2
	Relatives	4
Again	Alone	5.8
	Yes	33.3
	Not sure	56.9
	No	9.8
Recommend	Yes	100

The descriptive analysis of the demographic of participant is presented in Table 1. The gender distribution of foreign tourists was quite uneven, with 41.2 percent male and 58.8 percent female. They are mostly between the ages of 25-34 and 70.6 percent are single. The most respondents are American (23.5%), follow by French (18.5%), Spanish (10%), German (6.9%), and British (1%). 80.4 percent in first time visiting, 17.6 percent in second time, and 2 percent in more than 3 time.

The respondents came with families (49%), with friend (39.2%), and alone (5.8%). 56.9 percent they are not sure to visit again, 33.3 percent will visit again, and 9.8 percent will not visit again. 100 percent of respondents will recommend to others.

Table 2. Mean Values and Standard Deviation of Push Motive Items

Push Factors	Mean	S D	Rank
To visit a place that I have not visited before	4.50	0.65	3
To experience new and different lifestyles or culture	4.60	0.61	1
To explore cultural resources	4.56	0.50	2
To increase knowledge about history of Wat Arun	4.32	0.74	5
To exchange culture	4.28	0.67	6
To be away from home	3.94	1.06	4
To relax physically	4.12	0.82	7
To participate in new activities	4.04	0.78	9
To satisfy the desire to be somewhere else	4.04	0.90	9
To sightsee touristic spots	4.06	0.89	8
To enhance communication with local community	4.00	0.93	10
To meet new people	3.76	1.00	12
To relax spiritually	3.68	0.82	13
To have enjoyable time with my travel companion(s)	3.98	0.87	11
To visit a place that my friends have been to	3.26	1.24	14
To worship the golden Buddha image	3.20	1.13	15
Total	4.02	0.85	

Push motivation

Table 2. Illustrates the results of 16 items analysis on push motivation of foreign tourists. As a result the main push motivation why foreign tourists attend Wat Arun is 'to experience new and different lifestyles or culture' obtained the highest main scores of 4.60, follow 'to explore cultural resources' (4.56), and 'to visit the place that have not visited before' (4.50). The lowest mean score is 'to worship the golden Buddha image' (3.20).

Table 3. Mean Values and Standard Deviation of Pull Motive Items

Pull Factors	Mean	S D	Rank
Cultural sites	4.36	0.66	1
Safe Destination	3.96	0.93	12
Culture, Arts around Wat Arun	4.14	0.64	6
Outstanding Architecture, different from other temples	4.32	0.65	2
The best known Thailand's landmarks	4.08	0.80	8
Close to other famous temples	3.98	1.02	11
Outstanding Scenery	4.16	0.71	5
Good weather	3.84	1.00	12
Value for Money	4.06	0.79	9
History of Wat Arun	3.96	0.83	12
Attractions along Chao Phraya River	3.8	0.86	13
Thai are friendly people	4.24	0.72	4
Convenience of transportation	4.04	0.76	10
Affordable Tourist Destination	4.16	0.65	5
Peaceful area	4.26	0.66	3
Admission-fees are not high	4.1	0.68	7
Total	4.09	0.77	

Pull motivation

Table 3. Illustrates the descriptive 16 items analysis on pull motivation. The foreign tourists realized to 'cultural sites' is the most important pull motivation which was reflected by the highest mean score of 4.36, follow 'outstanding Architecture, different from other temples' (4.32), 'peaceful area' (4.26), and Thai are friendly

people '(4.24). And the least important is ' Attractions along Chao Phraya River' with the lowest mean score of 3.80.

Conclusion

The foreign tourists visited the temple with family (49%), Most of foreign tourists are female (58.8%), male (41.2%). They are mostly between the ages of 25-34 and 70.6 percent are single. The most respondents are American (23.5%), follow by French (18.5%), Spanish (10%), German (6.9%), and British (1%). 80.4 percent in first time visiting, 17.6 percent in second time, and 2 percent in more than 3 time. They will recommend others (100%), and in the future the most are not sure to visit again of 56.9 percent. The results of this study revealed that the gender has a small influence on cultural travel. The age is influenced to cultural travel. The most of cultural tourists are between 25-34 years old.

In conclusion the statistical finding showed the push and pull motivation. Most of them perceived on push motivation that 'they want to experience new and different lifestyles or culture' as the first rank, along with 'to explore cultural resources' and 'visit a place that have not visited before' in the second and third ranks, while the lowest rank was 'to worship the golden Buddha image'. For pull motivation, foreign tourists perceived 'There are culture sites' as the top rank, along with the second rank 'There are outstanding Architecture, different from other temples' then 'There are peaceful area' and in Thailand people are very friendly' in the third and fourth rank. But ' the attraction along Chao Phraya River' was in the lowest rank.

Discussion and Recommendations

The study offers an attempt to understand tourist motivation divided between push and pull motivation. As a result the main push motivation why foreign tourists attend Wat Arun is 'to experience new and different lifestyles or culture'. The foreign tourists realized to ' cultural sites ' is the most important pull motivation. Compared the research of Pailin Klinkesorn, found that society and culture factors are comment in high level to make foreign tourists visiting Bangkok. The study reconfirms that the main push and pull factors affecting to tourists' travel behavior in visiting temple is 'they want to experience new and different lifestyles or culture'.¹¹

The data was collected only in Wat Arun and only 100 respondents within 2 weeks, the data may be insufficient. However, this study found interesting findings which inspired the future research to conduct an in-depth interview in order to get more accurate results and high-quality information.

¹¹ Klinkesorn, P. (2014). Factor Affecting the Japanese Tourist Behavior towards Tourism in Bangkok; Proceedings of Academics World 28th International Conference, Tokyo, Japan, 28th March 2016

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