Determinants of Tourist Expenditure in Travel Package during Travel Fair "the 23rd Discovery Thailand 2011 and Discovery World 2011" at Impact Muang thong Thani

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ABSTRACT

International tourist contributed substantially to GDP of Thailand more than domestic tourist. But, the negative events such as SARS virus affected in decrease numbers of international tourists. Hence, Thai domestic tourists can help sustain the tourism business in Thailand. This study investigated the relationship between dependent variable (tourist expenditure in travel package) and independent variables (price, income, family size, time entitlements and dummy variable which is seasonality) in travel fair.

400 questionnaires were collected from Thai domestic tourists who had bought at least once travel package in travel fair namely the 23rd Discovery Thailand 2011 and Discovery World 2011 at Impact Muangthong Thani during 3rd to 6th November 2011. Firstly, the results show that customers who bought total travel packages with high discount price will spend more money in travel package. Secondly, the customers who have high income per month will mostly choose the travel packages that have high total tourist expenditure. Thirdly, the customers who travel with high number of family size will mostly choose high total tourist expenditure. Fourthly, the customers who have higher number of time entitlements will have high total tourist expenditure in travel package.

Background of the Study

As an important driver for socio-economic development, the tourism sector of the Kingdom of Thailand. It is one of the most positive sources of economic progress today. It has become one of the primary sources of employment and income for local communities in Thailand. The revenue from the tourism industry contributed substantially to Gross Domestic Product (GDP) of Thailand at USD 30.4 billion or accounting as 8.65% of GDP in 2012. Moreover, the revenue from international tourists is the most significant source of income for Thailand, and this income is greater than other industries. This result shows the contribution of international tourism to the GDP of Thailand than domestic tourism. But there are many reasons that explain why Thai domestic tourism market has stronger and sustainable market than international tourism market. This research is interested in the composition among price, income, family size, time entitlements, seasonality (as dummy variable) in the Thailand travel fair that affects Thai domestic tourism.

Meanwhile, the negative events (SARS virus and demonstration by red and yellow shirt) implied that international tourism is sensitive to internal and external events. Hence, the

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examples above indicate that the Thai domestic tourists can help to sustain the tourism business in Thailand, when it is compared with international tourism.

The conceptual framework of this paper shows the relationships between tourism demand (tourist expenditure in travel package) and factors affecting tourism demand such as price, income, family size, time entitlements and dummy variables (seasonality). This study examines Thai consumers who bought at least once travel package in the 23rd Discovery Thailand 2011 and Discovery World 2011 at Hall 3-4, Impact Muangthong Thani during 3 to 6 November 2011. This research has objective to investigate the relationships between tourism demand (tourist expenditure in travel package) and factors affecting tourism demand. The reason that the researcher was interested in the 23rd Discovery Thailand 2011 and Discovery World 2011 is because, it is noticed as one of the marketing strategy that influences consumers decision (Herbig et al., 1997) and is also used as one of the promotional tools in increasing Thai domestic tourists' demand in Thailand (Tourism Authority of Thailand ,2009).

2.1 Theory

2.1.1 Price

The consumer demand theory explains a change in price of goods that will affect the quantity demand by consumers when income is constant (Mansfield (1991)).

2.1.2 Income

In microeconomics, an increase in income for the consumer will mean that the consumer will increase the ability to pay more for goods or services. Therefore, the increase in income will usually make the demand of goods increase, while the decrease in income will make the demand of goods decrease, these goods are called normal goods (Mansfield (1991)).

Even though, the increase in income will make the demand of goods or services increase but there are some exceptions of products which the consumer will buy less when the income goes up such as low quality clothing and second hand furniture. These goods are called inferior goods (Mansfield (1991)).

2.1.3 Time entitlements

Bull (1996) mentioned that time entitlements is considered to be one of factors that has relationship with tourism demand. The change of time entitlements such as the number of public holidays, business trip constraints and vacation leave have effect to the change of tourism demand. Normally, there are the increases of entitlements worldwide because many industries use the machine to replace human. Therefore, people have more formal leisure time. Nevertheless, there are different formal leisure time which depends on the culture and country. For example, Japan has vacation leave only for 10 days a year but Germany and Italy have vacation leave 28 days a year, with 12 -14 days a year for public holidays.

2.1.4 The family size

Boyes and Melvin (1999)**,** Hyman (1992) and Tucker (2000) mentioned that the number of buyers affect consumer demand. With more people, there are more income to

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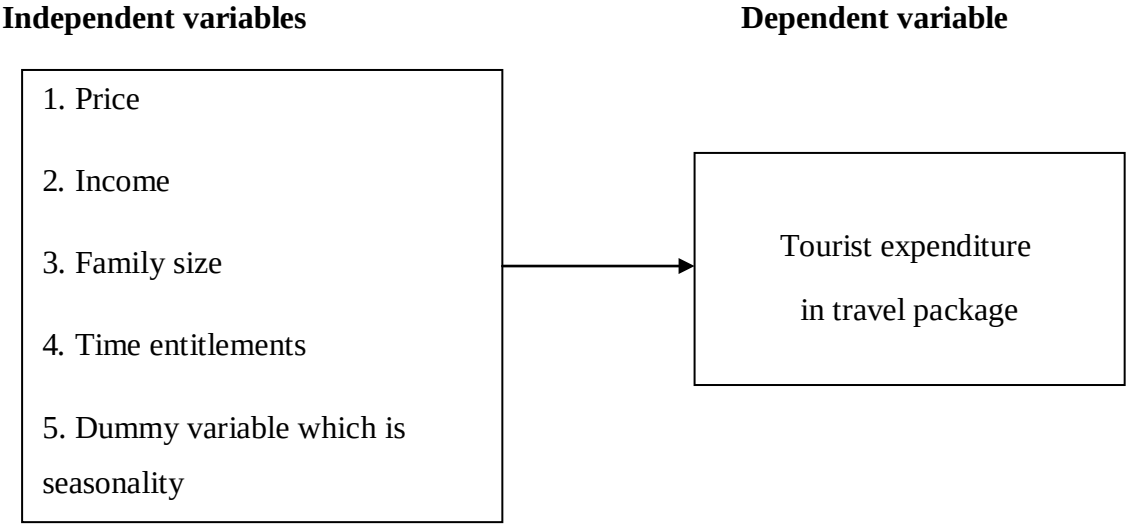
spend, and will make the demand rise. For example, the people come to Florida and Arizona in the winter more than summer. Therefore, the demand of the goods and services in Florida and Arizona will rise in the winter but decrease in the summer.

2.1.5 Seasonality

There are seasonality patterns for travel product. Baron (1975) mentioned that the seasonality is contributed by many factors such as climate, festivals and school vacations. Furthermore, Baron (1975) mentioned that climate, festivals and school vacations affect recreational tourism. In each year, the tourists and suppliers have faced the positive equilibrium more than once. He also stated that the seasonality effects directly to characteristic of travel products. Hence, climate change will affect tourism demand. Furthermore, it can be noticed that not only price or marketing inducements affect tourism demand but also the seasonality.

3.1 Conceptual Framework

Figure 3.1: Conceptual framework



Dependent variable

Tourist expenditure in travel package is the dependent variable of this study, and it represents the total money that a tourist spends to buy a package.

Independent variables

1. Price

In this study, price is one of the independent variable which represents the discount price of tourist expenditure in travel package. Therefore, price factor is expected to have a positive relationship with tourist expenditure in travel package.

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2. Income

Income is the second independent variable that represents the income level of family or individual per month. Therefore, the income factor is expected to have a positive relationship with tourist expenditure in travel package.

3. Family size

Family size is the third independent variable which represents the number of family member. Therefore, when considering the relationship between family size and tourism demand (tourist expenditure in travel package), it is logical to expect that the larger family size will spend more on holiday.

4. Time entitlements

A time entitlement is the fourth independent variable which represents the amount of leisure time available per year. Thus, it is expected that the increase in vacation hours will lead to an increase in tourist expenditure in travel package.

5. Dummy variable which is seasonality

Seasonality is the last independent variable which represents the period of month in Thailand that is peak and off peak period. Therefore, it is expected that the tourism demand at peak period will be higher than the off peak period.

3.3 Research Hypotheses

Hypothesis 1

H_{1o}: There is no relationship between price and tourist expenditure in travel package.

H_{1a}: There is a relationship between price and tourist expenditure in travel package.

Hypothesis 2

H_{2o}: There is no relationship between income and tourist expenditure in travel package.

H_{2a}: There is a relationship between income and tourist expenditure in travel package.

Hypothesis 3

H_{3o}: There is no relationship between family size and tourist expenditure in travel package.

H_{3a}: There is a relationship between family size and tourist expenditure in travel package.

Hypothesis 4

H_{4o}: There is no relationship between time entitlements and tourist expenditure in travel package.

H_{4a}: There is a relationship between time entitlements and tourist expenditure in travel package.

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Hypothesis 5

H_{5o}: There is no relationship between seasonality and tourist expenditure in travel package.

H_{5a}: There is a relationship between seasonality and tourist expenditure in travel package.

4.1 Research Methodology

This research is conducted by using the 'experimental methods and survey methods'. In this study, the researcher tested causal hypothesis by using experimental methods. The logic behind experimental methods is this: If the hypothesis is correct, then if we do this or that to participants, we should see an influence or change in their behaviors (Heiman, 1999).

4.2 Research Design

4.2.1 Target Population

The target population of this research is Thai domestic tourists who buy at least 1 travel package in travel fair called the 23rd Discovery Thailand 2011 and Discovery World 2011 at Hall 3-4, Impact Muangthong Thani, during the period 3rd to 6th November 2011.

4.2.2 Sample Size

The researcher distributed 385 questionnaire sets following the calculation's result. Nevertheless, Kuma (1998) and McClave *et al*., (2005), stated in the same way that the larger sample size will provide a more reliable and accurate estimate of the population. Therefore, the researcher used the total sample size of 400 respondents for this study.

4.2.3 Sampling Procedure

Step1: Judgment Sample

Step2: Convenience Sampling

4.3 Research Instruments / Questionnaire

In this study, the researcher distributed the questionnaire to Thai domestic tourists. Moreover, the researcher determined to use open-ended questions and closed-end questions as a survey method.

4.4 Collection of Data

The researcher used two sources of data for this research, which are primary data and secondary data.

4.5 Pretest

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The researcher conducted pretests on two sets of questionnaires, 25 for each set, to determine the flaws of the questions. The first set was handed out in travel fair name "8th Thai International Travel Fair 2011" at Queen Sirikit national convention center during 24 th - 27 th February, 2011, and once the results, were received, the flaws of the questions were exposed. This prompted the second set of questionnaires to be distributed to iron out these flaws. The second set was distributed at travel fair name "Thailand Tourism Festival 2011" at Challenger Hall 1-3, Impact Muang Thong Thani Exhibition Centre during 8 th to 12 th June 2011. This was to determine the problems of the questionnaire, whether there is way defect for distributing and to collect information for this study.

4.6 Statistical Instrument of Data

This study uses multiple regression model to test all null hypotheses through the statistical software packages.

5.1 Descriptive Analysis of Demographic Factors

In this study, the sample survey method were conducted to investigate information about the characteristics of respondents, which are gender, age levels, education levels, income levels and average income of family. The demographic factors are shown in Table 5.1

Table 5.1: The analysis of demographic factors by frequency and percentage

Factors	Number (n = 400)	Percentage (100%)
Sex		
Male	114	28.5
Female	286	71.5
Age (years old)		
20-29	116	29.0
30-39	141	35.2
40-49	81	20.3
49 up	62	15.5
Education		
Under Bachelor Degree	33	8.2
Bachelor Degree	260	65.0
Higher Bachelor Degree	107	26.8
Income (approximately Baht per month)		
<20,000	116	29.0
20,001-30,000	122	30.5
>30,000	162	40.5
Average income of family(approximately Baht per month)		
<55,000	133	31.50
55,001 – 87,000	135	33.75
>87,000	139	34.75
Number of time entitlements		
<20	136	34
21-25	131	32.75
>25	133	33.25

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Table 5.1, has shown the analysis of demographic factors by frequency and percentage. It consists of seven questions, which includes gender, age, education level, income per month, household income per month, number of annual leave per year and number of official holidays per year. Table 5.1 presents the gender of respondents of this study, and out of 400 respondents, 114 (28.5%) are male while 286 (71.5%) are female. The majority of the respondents of this study are female. Moreover, Table 5.1 presents the composition of respondents' age levels of this study. The highest percentage of all respondents aged between 30 to 39 years old is 35.3 % (141 respondents). The following percentage of respondents aged between 20 to 29 years old is 29% (116 respondents). Next, the percentage of respondents aged between 40 to 49 years old is 20.3% (81 respondents). Last, the lowest percentage of respondents aged above 49 years old is 15.5% (62 respondents).

Next, Table 5.1 presents the frequency and percentage of education levels of respondents. Most of the respondents' education levels is Bachelor Degree or 65% (260 respondents). Moreover, the following frequency and percentage of respondents' education levels is Higher Bachelor Degree or 22.8% (107 respondents). Last, the lowest percentage of respondents' education levels is Under Bachelor Degree or 8.3% (33 respondents).

Furthermore, Table 5.1 presents the frequency and percentage of respondents' monthly income. The highest percentage of respondents who earn a monthly income of more than 30,000 Baht are 40.5% (162). 30.5% (122) respondents who have a monthly income between 20,000 and 30,000 Baht. Last, the lowest percentage of respondents who earn a monthly income of 20,000 Baht or less is 29% (116).

Furthermore, Table 5.1 presents the frequency and percentage of respondents' family monthly income. The highest percentage of respondents who have family monthly income more than Baht 87,000 is 34.75% (138). 33.75% (135) respondents have family monthly income between Baht 55,001 and Baht 87,000. Last, the lowest percentage of respondents who have family monthly income of Baht 55,000 or less is 37.5% (133).

Last, Table 5.1 presents the frequency and percentage of respondents' number of holidays per year. The majority of the respondents' number of holidays per year of 21 days or less is 34% or 136 respondents. In addition, the percentage of respondents' number of holidays per year more than 25 day is 33.25% or 139 respondents. The lowest percentage of respondents' number of holidays per year between 21 to 25 days is 32.75% or 135 respondents.

5.2 Analysis of Hypotheses Testing

This part discusses the results of hypotheses testing. There are five hypotheses in this study.

Hypothesis 1

$H1_o$: There is no relationship between price and tourist expenditure in travel package.

$H1_a$: There is a relationship between price and tourist expenditure in travel package.

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Table 5.2: The analysis of the relationship between price and tourist expenditure in travel package using Pearson Product Moment Correlation Coefficient

			Groups of tourist expenditure in the package			
			Low	**Medium**	**High**	**Total**
price	**Low**	**Count**	59 (14.8%)	43 (10.8%)	11 (2.8%)	113 (28.3%)
	Medium	**Count**	60 (15.0%)	57 (14.3%)	29 (7.3%)	146 (36.5%)
	High	**Count**	7 (1.8%)	41 (10.3%)	93 (23.3%)	141 (35.3%)
Total		**Count**	126 (31.5%)	141 (35.3%)	133 (33.3%)	400 (100.0%)

Chi-square = 125.574 df = 4 Sig = .000 Uncertainty coefficient = 0.473

Table 5.2, shows two major variables comprising groups of tourist expenditure in travel package and price. Groups of tourist expenditure in travel package are divided into three groups based on data from respondents. The researcher have ranged the data to 3 groups in Table 5.2 which are groups of Low tourist expenditure in travel package (total tourist expenditure in travel package at Baht 4,900 or less), groups of Medium tourist expenditure in travel package (total tourist expenditure in travel package between Baht 5,000 to Baht 10,000) and groups of High tourist expenditure in travel package (total tourist expenditure in travel package above Baht 10,000).

Furthermore, price (discount price in total tourist expenditure in travel package) is also divided into three groups based on data from respondents. The researcher have ranged the data to 3 groups in Table 5.2 which are low price (discount price in total tourist expenditure in travel package at Baht 1,900 or less), medium price (discount price in total tourist expenditure in travel package between Baht 1,901 to 4,930) and high price (discount price in total tourist expenditure in travel package above Baht 4,930).

Table 5.2 shows that the customers who bought the packages that have low discount price will choose the packages that have low total tourist expenditure in travel package at 14.8%, the middle total tourist expenditure in travel package at 10.8% and the high total tourist expenditure in travel package at 2.8%. Furthermore, the customers who bought the packages that have the middle discount price will choose the packages that have the low total tourist expenditure in travel package at 15%, the middle total tourist expenditure in travel package at 14.3 % and the high total tourist expenditure in travel package at 7.3%. Moreover,

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the customers who bought the packages that have the high discount price will choose the packages that have the low total tourist expenditure in travel package at 1.8 %, the middle total tourist expenditure in travel package at 10.3 % and the high total tourist expenditure in travel package at 23.3%.

From the result, Chi-square 125.574, DF = 4, Sig = .000. This means the $H1_0$ is rejected and the $H1_a$ is accepted. Therefore, there is a relationship between price and tourist expenditure in travel package at the 0.01 significant level. At Uncertainty coefficient 0.473, it means there is a moderate positive correlation between price and tourist expenditure in travel package.

Hypothesis 2

$H2_o$: There is no relationship between income and tourist expenditure in travel package.

$H2_a$: There is a relationship between income and tourist expenditure in travel package.

Table 5.3: The analysis of the relationship between income and tourist expenditure in travel package using Pearson Product Moment Correlation Coefficient

			Groups of tourist expenditure in the package			
			Low	**Medium**	**High**	**Total**
Income per month	**Low**	**Count**	56 (14.0%)	31 (7.8%)	29 (7.3%)	116 (29.0%)
	Medium	**Count**	50 (12.5%)	44 (11.0%)	28 (7.0%)	122 (30.5%)
	High	**Count**	20 (5.0%)	66 (16.5%)	76 (19.0%)	162 (40.5%)
Total		**Count**	126 (31.5%)	141 (35.3%)	133 (33.3%)	400 (100.0%)

Chi-square = 51.879 do = 4 Sig = .000 Uncertainty coefficient = .285

Table 5.3 has two major variables comprising of groups of tourist expenditure in travel package and income per month. Groups of tourist expenditure in travel package are further divided into three groups based on data from respondents. From Table 5.3, the researcher have ranged the data to 3 groups in Table 5.3 which are groups of tourist expenditure in travel Low package (total tourist expenditure in travel package at Baht 4,900 or less), groups of tourist expenditure in travel Medium package (total tourist expenditure in travel package between Baht 5,000 to Baht 10,000) and groups of tourist expenditure in travel High package (total tourist expenditure in travel package above Baht 10,000).

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Furthermore, incomes per month are also divided into three groups based on data from respondents. The researcher have ranged the data to 3 groups in Table 5.3 which are low income per month (income per month at Baht 20,000 or less), medium income per month (income per month between Baht 20,000 and 30,000) and high income per month (income per month more than Baht 30,000).

From the study, the researcher found that the customers who have low income will choose the packages that have the low total tourist expenditure in travel package at 14%, the middle total tourist expenditure in travel package at 7.8% and the high total tourist expenditure in travel package at 7.3%. Furthermore, the customers who have middle income will choose the packages that have the low total tourist expenditure in travel package at 12.5%, the middle total tourist expenditure in travel package at 11 % and the high total tourist expenditure in travel package at 7%. Moreover, the customers who have high income will choose the packages that have the low total tourist expenditure in travel package at 5 %, the middle total tourist expenditure at 16.5 % and the high total tourist expenditure in travel package at 19%.

From the result, Chi-square 51.879, df = 4, Sig = .000. This means reject $H2_0$ and accept $H2_a$. .Therefore, there is a relationship between income and tourist expenditure in travel package at the 0.01 significant level. At uncertainty coefficient 0. 285, it means there is a low positive correlation between income and tourist expenditure in travel package.

Hypothesis 3

$H3_o$: There is no relationship between family size and tourist expenditure in travel package.

$H3_a$: There is a relationship between family size and tourist expenditure in travel package.

Table 5.4 : The analysis of the relationship between family size and tourist expenditure in travel package using Pearson Product Moment Correlation Coefficient

			Groups of tourist expenditure in the package			
			Low	**Medium**	**High**	**Total**
Number people in family	**Low**	**Count**	42 (13.5%)	52 (16.7%)	15 (4.8%)	109 34.9%
	Medium	**Count**	32 (10.3%)	43 (13.8%)	36 (11.5%)	111 35.6%
	High	**Count**	14 (4.5%)	22 (7.1%)	56 (17.9%)	92 29.5%
Total		**Count**	88	117	107	312

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			Groups of tourist expenditure in the package			
			Low	Medium	High	Total
Number people in family	Low	Count	42 (13.5%)	52 (16.7%)	15 (4.8%)	109 34.9%
	Medium	Count	32 (10.3%)	43 (13.8%)	36 (11.5%)	111 35.6%
	High	Count	14 (4.5%)	22 (7.1%)	56 (17.9%)	92 29.5%
Total		Count	88 (28.2%)	117 (37.5%)	107 (34.3%)	312 100.0%

Chi-square = 49.699 df = 4 Sig =0.000 Uncertainty coefficient = 0.320

Table 5.4 shows two major variables comprising of groups of tourist expenditure in travel package and number of people in the family. Groups of tourist expenditure in travel package are divided into three groups based on data from respondents. The researcher have ranged the data to 3 groups in Table 5.4 which are groups of Low tourist expenditure in travel package (total tourist expenditure in travel package at Baht 4,900 or less), groups of Medium tourist expenditure in travel package (total tourist expenditure in travel package between Baht 5,000 to Baht 10,000) and groups of High tourist expenditure in travel package (total tourist expenditure in travel package above Baht 10,000).

Furthermore, number people in family are also divided into three groups based on data from respondents. The researcher have ranged the data to 3 groups in Table 5.4 which are low number people in family (household size in family at 3 people or less,), medium number people in family (household size in family between 4 to 5 people), and high number people in family (household size in family above 5 people).

From the study, the researcher found that the customers who travel with lower number of family size will choose the packages that have low total tourist expenditure in travel package at 13.5%, the middle total tourist expenditure in travel package at 16.7% and the high total tourist expenditure in travel package at 4.8%. Furthermore, the customers who travel with middle number of family size will choose the packages that have the low total tourist expenditure in travel package at 10.3%, the middle total tourist expenditure in travel package at 13.8 % and the high total tourist expenditure in travel package at 11.5%. Moreover, the customers who have high number of family size will choose the packages that have the low total tourist expenditure in travel package at 4.5 %, the middle total tourist expenditure at 7.1 % and the high total tourist expenditure in travel package at 17.9%.

From the result, Chi-square 49.699, df = 4, Sig = .000. This mean reject $H3_0$ and accept $H3_a$. Therefore, there is a relationship between family size and tourist expenditure in

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travel package at the 0.01 significant level. At Uncertainty coefficient 0.32, it means there is a middle positive correlation between family size and tourist expenditure in travel package.

Hypothesis 4

$H4_o$: There is no relationship between time entitlements and tourist expenditure in travel package.

$H4_a$: There is a relationship between time entitlements and tourist expenditure in travel package.

Table 5.5: The analysis of the relationship between time entitlements and tourist expenditure in travel package using Pearson Product Moment Correlation Coefficient

			Groups of tourist expenditure in the package			
			Low	**Medium**	**High**	**Total**
Number of time entitlements	**Low**	**Count**	115 (28.8%)	21 (5.3%)	0 (.0%)	136 (34.0%)
	Medium	**Count**	11 (2.8%)	99 (24.8%)	21 (5.3%)	131 (32.8%)
	High	**Count**	0 (.0%)	21 (5.3%)	112 (28.0%)	133 (33.3%)
Total		**Count**	126 (31.5%)	141 (35.3%)	133 (33.3%)	400 (100.0%)

Chi-square = 436.272 df = 4 Sig = .000 Uncertainty coefficient = .821

Table 5.5 shows two major variables comprising of groups of tourist expenditure in travel package and number of time entitlements. Groups of tourist expenditure in travel package are divided into three groups based on data from respondents. The researcher have ranged the data to 3 groups in Table 5.5 which are groups of Low tourist expenditure in travel package (total tourist expenditure in travel package at Baht 4,900 or less), groups of Medium tourist expenditure in travel package (total tourist expenditure in travel package between Baht 5,000 to Baht 10,000) and groups of High tourist expenditure in travel package (total tourist expenditure in travel package above Baht 10,000).

Furthermore, numbers of time entitlements are also divided into three groups based on data from respondents. The researcher have ranged the data to 3 groups in Table 5.5 which are low number of time entitlements (number of time entitlements at 20 day or less), medium number of time entitlements (number of time entitlements between 21 to 25 day), and high number of time entitlements (number of time entitlements above 25 day).

From the study, the researcher found that the customers who have lower number of time entitlements will choose the packages that have low total tourist expenditure in travel package at 28.8 %, the middle total tourist expenditure in travel package at 5.3 % and the high total tourist expenditure in travel package at 0%. Furthermore, the customers who have middle number of time entitlements will choose the packages that have the low total tourist expenditure in travel package at 2.8%, the middle total tourist expenditure in travel package

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at 24.8% and the high total tourist expenditure in travel package at 5.3%. Moreover, the customers who have higher number of time entitlements will choose the packages that have the low total tourist expenditure in travel package at 0%, the middle total tourist expenditure at 5.3 % and the high total tourist expenditure in travel package at 28 %.

From the result, Chi-square 436.272 ,df = 4 ,Sig = .000. This mean reject $H4_0$ and accept $H4_a$.. Therefore, there is a relationship between time entitlements and tourist expenditure in travel package at the 0.01 significant levels. At uncertainty coefficient .821, it means there is a high positive correlation between time entitlements and tourist expenditure in travel package.

Hypothesis 5

$H5_o$: There is no relationship between seasonality and tourist expenditure in travel package.

$H5_a$: There is a relationship between seasonality and tourist expenditure in travel package.

From the result, Chi-square 3.501,df = 2 ,Sig = .174. This means the $H5_0$ is accepted and the $H5_a$. is rejected. Therefore, there is no relationship between seasonality and tourist expenditure in travel package at the 0.05 significant level.

Table 5.6 : The analysis of the relationship between seasonality and tourist expenditure in travel package using Pearson Product Moment Correlation Coefficient

			Groups of tourist expenditure in the package			
			Low	Medium	High	Total
Seasonality	Peak	Count	72 (25.6%)	76 (27.0%)	59 (21.0%)	207 (73.7%)
	Peak off	Count	25 (8.9%)	20 (7.1%)	29 (10.3%)	74 (26.3%)
Total		Count	97 (34.5%)	96 (34.2%)	88 (31.3%)	281 (100.0%)

Chi-square = 3.501 df = 2 Sig = .174

Table 5.6 shows two major variables comprising groups of tourist expenditure in travel package and seasonality. Groups of tourist expenditure in travel package are divided into three groups based on data from respondents. The researcher have ranged the data to 3 groups in Table 5.6 which are groups of Low tourist expenditure in travel package (total tourist expenditure in travel package at Baht 4,900 or less), groups of Medium tourist expenditure in travel package (total tourist expenditure in travel package between Baht 5,000 to Baht 10,000) and groups of High tourist expenditure in travel package (total tourist expenditure in travel package above Baht 10,000).

Furthermore, seasonality is also divided into two groups based on data from respondents. The researcher have ranged the data to 2 groups which are peak period – October to March (summer and winter season) and off peak period – April to September (autumn season).

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6.1 Summary of Findings

This study was conducted to find out the relationship between dependent variable (tourist expenditure in travel package) and independent variables, (price; income; family size; time entitlements and dummy variable which is seasonality) in travel fair "The 23rd Discovery Thailand 2011 and Discovery World 2011" at Impact Muang thong Thani.

The researcher analyzed data by using multiple regression models. The results of this study will help government (TAT) and private sectors such as tour operators to understand more the factors affecting tourism demand in travel fair. Therefore, the results of this study can be used to set the strategies to motivate people to travel.

To complete the objectives of this study, the researcher distributed questionnaires to 400 Thai respondents who bought at least 1 travel package in the travel fair of the 23rd Discovery Thailand 2011 and Discovery World 2011 at Hall 3-4, Impact Muangthong Thani during 3rd to 6th November, 2011.

6.1.1 Summary of Demographic Factors

There are five demographic characteristics in this study such as: gender, age levels, education levels, income levels and average income of family. The sample size consisted of more female (n=286, 71.5%) than male (n=114, 28.5%). The main range of age level is between 30 to 39 years old (n=141, 35.3%), and the majority of highest education level was bachelor's degree (n=260, 65%). Moreover, the results indicated that most respondents' monthly income level was more than 30,000 THB (n=162, 40.5%). At last, the majority of average income of family was more than 87,000 THB (n=139, 34.75%).

6.1.2 Summary of Hypotheses Testing

The hypotheses testing results of the relationship between dependent variable (tourist expenditure in travel package) and independent variables (price, income, family size, time entitlements and dummy variable which is seasonality). All of the five hypotheses were tested by using multiple regression models, but when H5o failed to reject, multiple regression model was not use for hypotheses testing. Thus, it explained that tourist expenditure in travel package is related to price, income, family size and time entitlements.

6.2 Conclusions and Implications

Firstly, the results of this study indicated that there is a positive relationship between tourist expenditure in travel package and price. At Uncertainty coefficient 0.473, it means there is a moderate positive correlation between price and tourist expenditure in travel package. It means that tourist will spend more money when there are more discounts.

Secondly, there is a positive relationship between tourist expenditure in travel package and income. At Uncertainty coefficient 0.285, it means there is a low positive correlation between income and tourist expenditure in travel package. It means, those tourists who have greater levels of income will buy more travel packages.

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Thirdly, there is a positive relationship between tourist expenditure in travel package and family size. At Uncertainty coefficient 0.32, it means there is a middle positive correlation between family size and tourist expenditure in travel package. This means that, larger family size will spend more money for holidays.

Fourthly, there is a positive relationship between tourist expenditure in travel package and time entitlements. At uncertainty coefficient .821, it means there is a high positive correlation between time entitlements and tourist expenditure in travel package. It means that, those people who have more vacation hours will spend more money in travel packages.

Finally, the results showed that there is no relationship between tourist expenditure in travel package and seasonality. From the study, the researcher found that most of respondents choose to travel in peak season (October to March or summer and winter season).

6.3 Recommendations

For the government sectors, the researcher would like to recommend to motivate domestic tourists to travel by considering in the results of this study. For examples, government sectors should try to motivate domestic tourists' plans or increase official holiday's plans. In order to motivate domestic tourists plans, the researcher would recommend the government sectors to set the plan such as "Family Travel Year, More people, More Discount" (It means that government sectors should support family sectors to travel by give 10% of money back from total tourist expenditures or reduce tax as same as total tourist expenditures). For increase official holidays plans, government sectors should increase some of the official holidays each year such as increase the number of New Year holidays in order to give domestic tourists to plan their trip each year.

For the exhibition organizers, the researcher's recommend action is that they have to advertise the best offer discount to visitors in order to persuade them to come. Moreover, the study found that most of the visitors plan to travel in peak season. Therefore, exhibition organizers should hold the travel fair before October in order to increase the opportunity to the visitors.

The researcher would recommend to the sellers to analyze the position of the products first. Then, the seller should set the strategy that is appropriate with the group of tourist such as the seller should give more price discounts to motivate tourists who have less income but should put more value added such as free spa in the package for tourists who have higher income. The researcher suggest that the seller should set the strategy to motivate family groups such as give more discount or more service for family. Besides, the researcher recommends that the sellers must try to set the family package, different from individual package. The seller should create winter packages to motivate people to buy travel packages. Furthermore, the seller should promote travel package such as set of New Year travel package to motivate people who does not have any plan to go anywhere.

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6.4 Further Study

In this study, the respondents are Thai domestic tourists who bought travel package in travel fair called the 23rd Discovery Thailand 2011 and Discovery World 2011. Even though, there are some limitation for this study that may not be applicable to all travel fairs. In further studies, the researcher suggests to distribute more questionnaires to the visitors of travel fairs for the better results.

Moreover, the researcher studied only Thai domestic tourists who bought travel package in travel fair. Therefore, the researcher suggests the further researches to study more specific target population such as family group, international tourist or business group in order to get a different result. The researcher distributed questionnaires in the travel fair only in Bangkok area. Hence, the researcher recommends further studies to collect out from other provinces as well.

There are a lot of dependent variables tourism demands such as number of tourist arrivals, number of nights etc. Thus, the researcher recommends further studies to use different dependent variables. Similarly, there are more independent variables to investigate tourism demand such as exchange rate, travel cost etc. Therefore, the researcher suggests the further researchers to use other independent variables for the different results.

APPENDIX A
QUESTIONNAIRE IN ENGLISH

Questionnaire

This questionnaire has been designed to collect data for research on "Determinants of tourist expenditure in travel package during travel fair "the 23rd Discovery Thailand 2011 and Discovery World 2011" at Impact Muang thong Thani. This research is a part of the requirements for the degree of Master of Business Administration, at Assumption University in Thailand. Your cooperation by filling in the questionnaire will be greatly appreciated. All information you provide will remain anonymous and confidential.

Please fully answer all of the questions that require a written response and check (√) all the other appropriate ones.

Gender: ☐ Male ☐ Female

Age: ☐ 20 - 29 ☐ 30 - 39

☐ 40 - 49 ☐ More than 49

Education Level: ☐ Lower than Bachelor's Degree

☐ Bachelor's

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☐ Higher than Bachelor's

Income: ☐ Less than 20,000 Baht

☐ 20,001 – 30,000 Baht

☐ More than 30,000 Baht

Household income per month: ..... Baht

Average of Annual Leave per year..... Baht

1. How many times have you visited a travel fair?

( ) First time ( ) 2 times ( ) More than 3 times

2. How did you come to hear about this event? (Can answer more than 1 answer)

( ) Television ( ) TAT Web site

( ) Radio ( ) TAT officials

( ) Newspapers ( ) Friend or Family

( ) Bill board

3. What is your main purpose of visiting this event?

( ) To receive information of travel product.

( ) To buy travel product in this sale event. (Such as travel package, accommodation, air ticket etc.)

( ) Don't have the main purpose

( ) Other.....

4. Have you purchased travel products from this sale event?

4.1 ( ) No (end of questionnaire)

4.2 ( ) Yes, please give details below; (Please give only one detail)

4.2.1 Total tourist expenditure in travel package that you purchased in this travel fair…… Baht

4.2.2 Discount price of this total tourist expenditure in travel package that you purchased in this travel fair…… Baht

4.2.3 Month of travel.....

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5. Did you purchase a certain travel product because of an occurring festival in your destination?

( ) Yes, name of festival..... ( ) No

6. For this travel product, will you travel with your family?

( ) Yes ( ) No (Go to question No.8)

7. Household size in your family.....

- Number of people in your family that will travel for this destination.....

8. Who influenced you to purchase travel products?

( ) None ( ) relatives ( ) friends ( ) boy/girl friend ( ) other.....

9. Purpose of traveling

( ) For a holiday to relax

( ) For health and sports

( ) For additional knowledge on religion/culture

( ) To visit friend and relatives

( ) For business purpose

10. What factors influenced your purchase of travel products in this event?

(Please range from 1-5, 1 being the most important and 5 being the less important)

( ) Tourism price in package

( ) Income (Individual or Household income)

( ) Family size

( ) Time entitlements

( ) Seasonality

APPENDIX B
QUESTIONNAIRE IN THAI

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แบบสอบถาม

สำหรับงานวิจัย เรื่องปัจจัยที่ส่งผลกระทบต่อค่าใช้จ่ายในแพคเกจท่องเที่ยว ที่ซื้อในงานไทยเที่ยวไทย ครั้งที่ 23 และ เที่ยวทั่วโลก 2011 ระดับปริญญาโท มหาวิทยาลัยอัสสัมชัญ

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1. คำชี้แจง

งานวิจัยเรื่อง "ปัจจัยที่ส่งผลกระทบต่อค่าใช้จ่ายในแพคเกจท่องเที่ยว ที่ซื้อในงานไทยเที่ยวไทย ครั้งที่ 23 และ เที่ยวทั่วโลก 2011 ระดับปริญญาโท มหาวิทยาลัยอัสสัมชัญ" มีจุดมุ่งหมายในการสอบถามถึงปัจจัยที่มีผลต่อค่าใช้จ่ายในแพคเกจท่องเที่ยว ที่ซื้อในงานไทยเที่ยวไทย ครั้งที่ 23 และ เที่ยวทั่วโล ก 2011 เพื่อ เป็นแนวทางเพื่อให้ผู้ที่เกี่ยวข้อง สามารถนำผลการวิจัยที่ได้ไปปรับปรุงในการพัฒนากลยุทธ์เกี่ยวกับแพคเกจการท่องเที่ยวต่อไป ให้ดีมากยิ่งขึ้น

ผู้วิจัยขอขอบพระคุณเป็นอย่างสูงที่ท่านได้กรุณาให้ความร่วมมือในการวิจัยครั้งนี้ ซึ่งการทำแบบสอบถามนี้จะใช้เวลาประมาณ 7 นาทีในการตอบแบบสอบถามโดยแบบสอบถามชุดนี้แบ่งเป็น 2 ส่วนคือ

ส่วนที่ 1 คำถามเกี่ยวกับข้อมูลส่วนบุคคล

ส่วนที่ 2 คำถามเกี่ยวกับข้อมูลการใช้บริการแพคเกจการท่องเที่ยว

โปรดตอบแบบสอบถามทั้งหมด โดยเติมคำตอบ และทำเครื่องหมาย (√) ลงในช่องที่ตรงกับความเป็นจริงของท่าน

เพศ: ☐ ชาย ☐ หญิง

อายุ: ☐ 20 - 29 ☐ 30 - 39
☐ 40 - 49 ☐ มากกว่า 49

ระดับการศึกษา: ☐ ต่ำกว่าปริญญาตรี
☐ ปริญญาตรี
☐ สูงกว่าปริญญาตรี

รายได้ต่อเดือน : ☐ น้อยกว่า 20,000 บาท
☐ 20,001 – 30,000 บาท
☐ มากกว่า 30,000 บาท

รายได้โดยเฉลี่ยต่อเดือนของครอบครัว : .....บาท

วันหยุดโดยเฉลี่ยต่อปี มีจำนวน.....วัน

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1. ท่านเคยเข้าร่วมงานส่งเสริมการขาย ลักษณะนี้มาแล้วกี่ครั้ง

( ) ครั้งแรก ( ) ครั้งที่ 2 ( ) มากกว่า 3 ครั้ง

2. ท่านรับรู้การจัดงานส่งเสริมการขายในครั้งนี้ มาจากช่องทางใด (ตอบได้มากกว่า 1 ช่องทาง)

( ) โฆษณาทางโทรทัศน์ ( ) Web site ของ ททท.

( ) โฆษณาทางวิทยุ ( ) เจ้าหน้าที่ ททท. แนะนำ

( ) โฆษณาทางหนังสือพิมพ์ ( ) เพื่อน หรือ ครอบครัว แนะนำ

( ) ป้ายโฆษณา

3. ท่านมีจุดประสงค์อะไร ในการเข้ามาร่วมงาน ส่งเสริมการขายในครั้งนี้

( ) เพื่อรับทราบข้อมูลทั่วไปด้านสินค้าการท่องเที่ยว

( ) เพื่อมาซื้อสินค้าด้านการท่องเที่ยวในงาน ส่งเสริมการขายในครั้งนี้ (เช่น Package การเดินทางท่องเที่ยว, ที่พัก/ โรงแรม, ตั๋วเครื่องบิน ฯลฯ)

( ) ไม่มีวัตถุประสงค์ที่แน่นอน

( ) อื่นๆ โปรดระบุ.....

4. ในการเข้าร่วมงาน ส่งเสริมการขายในครั้งนี้ ท่านได้มีการซื้อสินค้าด้านการท่องเที่ยว หรือไม่

( ) **1. ไม่ซื้อเลย (หยุดทำแบบสอบถาม)**

( ) **2. ซื้อ** (กรุณากรอกรายละเอียดด้านล่าง เพียง 1 แพคเกจ)

- ค่าใช้จ่ายของแพคเกจท่องเที่ยวที่ซื้อ ในงานส่งเสริมการขายในครั้งนี้คือ

.....บาท

- ส่วนลดแพคเกจท่องเที่ยวที่ซื้อ ในงานส่งเสริมการขายในครั้งนี้คือ

.....บาท

- เดือนที่จะเดินทางคือ.....

5. ท่านซื้อสินค้าด้านการท่องเที่ยว เพราะมีงานเทศกาลในจังหวัดที่ท่านไปหรือไม่

( ) ใช่ ตรงกับงานเทศกาล..... ( ) ไม่ใช่

6. การซื้อสินค้าด้านการท่องเที่ยวในครั้งนี้ ท่านเดินทางไปพร้อมครอบครัวหรือไม่

( ) ใช่ ( ) ไม่ใช่ (กรุณาข้ามไปตอบข้อ8)

7. จำนวนคนในครอบครัวของท่าน มีทั้งหมด.....คน และ
จำนวนคนในครอบครัวที่เดินทางไปท่องเที่ยวกับท่านครั้งนี้ มีทั้งหมดกี่คน.....คน

8. ในการตัดสินใจซื้อสินค้าด้านการท่องเที่ยวในครั้งนี้ มีใครช่วยท่านตัดสินใจบ้าง

( ) ไม่มี ( ) ครอบครัว หรือ ญาติพี่น้อง ( ) เพื่อน ( ) แฟน ( ) อื่นๆ.....

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9. ท่านมีจุดประสงค์ใด ในการเดินทางไปท่องเที่ยวครั้งนี้

( ) เพื่อการพักผ่อนในวันหยุด

( ) เพื่อสุขภาพและการกีฬา

( ) เพื่อทัศนศึกษาด้านศาสนา

( ) เพื่อพบปะเพื่อน หรือญาติพี่น้อง

( ) เพื่อธุรกิจ

10. ปัจจัยใดที่ทำให้ท่าน ซื้อแพคเกจท่องเที่ยว ในงานส่งเสริมการขายในครั้งนี้ (โปรดเรียงลำดับ จาก 1-5 โดยที่หมายเลข1 คือ ปัจจัยที่สำคัญที่สุด และหมายเลข 5 คือ ปัจจัยที่สำคัญน้อยที่สุด)

( ) ราคาของแพคเกจท่องเที่ยว

( ) รายได้ต่อเดือน ของตนเอง หรือ ครอบครัว

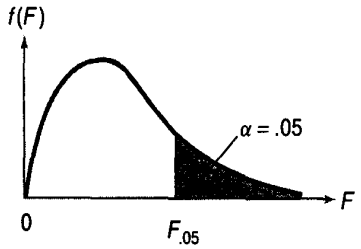
( ) จำนวนคนในครอบครัว

( ) จำนวนวันหยุด

( ) ฤดูกาลท่องเที่ยว

APPENDIX C
THE SATISTICAL TABLES, GRAPHS, etc.

Critical Values for F statistic: $F_{.05}$



ν_2 \ ν_1	NUMERATOR DEGREES OF FREEDOM								
	1	2	3	4	5	6	7	8	9
1	161.4	199.5	215.7	224.6	230.2	234.0	236.8	238.9	240.5
2	18.51	19.00	19.16	19.25	19.30	19.33	19.35	19.37	19.38
3	10.13	9.55	9.28	9.12	9.01	8.94	8.89	8.85	8.81
4	7.71	6.94	6.59	6.39	6.26	6.16	6.09	6.04	6.00
5	6.61	5.79	5.41	5.19	5.05	4.95	4.88	4.82	4.77
6	5.99	5.14	4.76	4.53	4.39	4.28	4.21	4.15	4.10
7	5.59	4.74	4.35	4.12	3.97	3.87	3.79	3.73	3.68
8	5.32	4.46	4.07	3.84	3.69	3.58	3.50	3.44	3.39
9	5.12	4.26	3.86	3.63	3.48	3.37	3.29	3.23	3.18
10	4.96	4.10	3.71	3.48	3.33	3.22	3.14	3.07	3.02
11	4.84	3.98	3.59	3.36	3.20	3.09	3.01	2.95	2.90
12	4.75	3.89	3.49	3.26	3.11	3.00	2.91	2.85	2.80
13	4.67	3.81	3.41	3.18	3.03	2.92	2.83	2.77	2.71
14	4.60	3.74	3.34	3.11	2.96	2.85	2.76	2.70	2.65
15	4.54	3.68	3.29	3.06	2.90	2.79	2.71	2.64	2.59
16	4.49	3.63	3.24	3.01	2.85	2.74	2.66	2.59	2.54
17	4.45	3.59	3.20	2.96	2.81	2.70	2.61	2.55	2.49
18	4.41	3.55	3.16	2.93	2.77	2.66	2.58	2.51	2.46
19	4.38	3.52	3.13	2.90	2.74	2.63	2.54	2.48	2.42
20	4.35	3.49	3.10	2.87	2.71	2.60	2.51	2.45	2.39
21	4.32	3.47	3.07	2.84	2.68	2.57	2.49	2.42	2.37
22	4.30	3.44	3.05	2.82	2.66	2.55	2.46	2.40	2.34

DENOMINATOR DEGREES OF FREEDOM

Source: William and Sincich (2002), A second course in statistics: regression analysis (6th edition.) New Jersey: Pearson Education, Inc, P 765.

Table 4.1: Summary of statistical method used for hypotheses

Null Hypotheses	Statistics used
H1o: There is no relationship between price and tourist expenditure in travel package.	Multiple regression model
H2o: There is no relationship between income and tourist expenditure in travel package.	Multiple regression model
H3o: There is no relationship between family size and tourist expenditure in travel package.	Multiple regression model
H4o: There is no relationship between time entitlements and tourist expenditure in travel package.	Multiple regression model
H5o: There is no relationship between seasonality and tourist expenditure in travel package.	Multiple regression model

Table 5.1: The analysis of demographic factors by frequency and percentage

Factors	Number (n = 400)	Percentage (100%)
Sex		
Male	114	28.5
Female	286	71.5
Age (years old)		
20-29	116	29.0
30-39	141	35.3
40-49	81	20.3
49 up	62	15.5
Education		
Under Bachelor Degree	33	8.3
Bachelor Degree	260	65.0
Higher Bachelor Degree	107	26.8
Income (approximately Baht per month)		
<20,000	116	29.0
20,001-30,000	122	30.5
>30,000	162	40.5
Average income of family(approximately Baht per month)		
<55,000	133	31.50
55,001 – 87,000	135	33.75

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>87,000	139	34.75
Number of time entitlements		
<20	136	34
21-25	131	32.75
>25	133	33.25

Table 5.2: The analysis of the relationship between price and tourist expenditure in travel package using Pearson Product Moment Correlation Coefficient

			Groups of tourist expenditure in the package			
			Low	**Medium**	**High**	**Total**
price	**Low**	**Count**	59 (14.8%)	43 (10.8%)	11 (2.8%)	113 (28.3%)
	Medium	**Count**	60 (15.0%)	57 (14.3%)	29 (7.3%)	146 (36.5%)
	High	**Count**	7 (1.8%)	41 (10.3%)	93 (23.3%)	141 (35.3%)
Total		**Count**	126 (31.5%)	141 (35.3%)	133 (33.3%)	400 (100.0%)

Chi-square = 125.574 df = 4 Sig = .000 Uncertainty coefficient = 0.473

Table 5.3: The analysis of the relationship between income and tourist expenditure in travel package using Pearson Product Moment Correlation Coefficient

			Groups of tourist expenditure in the package			
			Low	**Medium**	**High**	**Total**
income per month	**Low**	**Count**	56 (14.0%)	31 (7.8%)	29 (7.3%)	116 (29.0%)
	Medium	**Count**	50 (12.5%)	44 (11.0%)	28 (7.0%)	122 (30.5%)
	High	**Count**	20 (5.0%)	66 (16.5%)	76 (19.0%)	162 (40.5%)
Total		**Count**	126	141	133	400

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			Groups of tourist expenditure in the package			
			Low	Medium	High	Total
income per month	Low	Count	56 (14.0%)	31 (7.8%)	29 (7.3%)	116 (29.0%)
	Medium	Count	50 (12.5%)	44 (11.0%)	28 (7.0%)	122 (30.5%)
	High	Count	20 (5.0%)	66 (16.5%)	76 (19.0%)	162 (40.5%)
Total		Count	126 (31.5%)	141 (35.3%)	133 (33.3%)	400 (100.0%)

Chi-square = 51.879 do = 4 Sig = .000 Uncertainty coefficient = .285

Table 5.4: The analysis of the relationship between family size and tourist expenditure in travel package using Pearson Product Moment Correlation Coefficient

			Groups of tourist expenditure in the package			
			Low	Medium	High	Total
Number people in family	Low	Count	42 (13.5%)	52 (16.7%)	15 (4.8%)	109 34.9%
	Medium	Count	32 (10.3%)	43 (13.8%)	36 (11.5%)	111 35.6%
	High	Count	14 (4.5%)	22 (7.1%)	56 (17.9%)	92 29.5%
Total		Count	88 (28.2%)	117 (37.5%)	107 (34.3%)	312 100.0%

Chi-square = 49.699 df = 4 Sig = .000 Uncertainty coefficient = .320

Table 5.5: The analysis of the relationship between time entitlements and tourist expenditure in travel package using Pearson Product Moment Correlation Coefficient

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			Groups of tourist expenditure in the package			
			Low	**Medium**	**High**	**Total**
Number of time entitlements	**Low**	**Count**	115 (28.8%)	21 (5.3%)	0 (.0%)	136 (34.0%)
	Medium	**Count**	11 (2.8%)	99 (24.8%)	21 (5.3%)	131 (32.8%)
	High	**Count**	0 (.0%)	21 (5.3%)	112 (28.0%)	133 (33.3%)
Total		**Count**	126 (31.5%)	141 (35.3%)	133 (33.3%)	400 (100.0%)

Chi-square = 436.272 df = 4 Sig = .000 Uncertainty coefficient = .821

Table 5.6: The analysis of the relationship between seasonality and tourist expenditure in travel package using Pearson Product Moment Correlation Coefficient

			Groups of tourist expenditure in the package			
			Low	Medium	High	Total
Seasonality	Peak	Count	72 (25.6%)	76 (27.0%)	59 (21.0%)	207 (73.7%)
	Peak off	Count	25 (8.9%)	20 (7.1%)	29 (10.3%)	74 (26.3%)
Total		Count	97 (34.5%)	96 (34.2%)	88 (31.3%)	281 (100.0%)

Chi-square = 3.501 df = 2 Sig = .174

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