



**THE DETERMINANTS OF NORWEGIAN SENIOR TOURISTS'
INTENTION TO VISIT THAILAND**

BY

UBOLPHAN KANJANANONT KVARME



**A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR
THE DEGREE OF DOCTOR OF BUSINESS ADMINISTRATION
FACULTY OF BUSINESS ADMINISTRATION**

**GRADUATE SCHOOL, RANGSIT UNIVERSITY
ACADEMIC YEAR 2018**



ตัวกำหนดความตั้งใจในการเดินทางท่องเที่ยวประเทศไทยของ
นักท่องเที่ยวสูงอายุชาวนอร์เวย์

**THE DETERMINANTS OF NORWEGIAN SENIOR TOURISTS'
INTENTION TO VISIT THAILAND**

โดย

อุบลพันธ์ุ กาญจนานนท์ ควาร์รเมห์

มหาวิทยาลัยรังสิต Rangsit University

ดุษฎีนิพนธ์ฉบับนี้เป็นส่วนหนึ่งของการศึกษาตาม
หลักสูตรบริหารธุรกิจดุษฎีบัณฑิต
คณะบริหารธุรกิจ

บัณฑิตวิทยาลัย มหาวิทยาลัยรังสิต
ปีการศึกษา 2561

Dissertation entitled

**THE DETERMINANTS OF NORWEGIAN SENIOR TOURISTS'
INTENTION TO VISIT THAILAND**

by

UBOLPHAN KANJANANONT KVARME

was submitted in partial fulfillment of the requirements
for the degree of Doctor of Business Administration

Rangsit University
Academic Year 2018

Assoc.Prof. Chuta Thianthai, Ph.D.
Examination Committee Chairperson

Noppadol Suwannasap, D.B.A.
Member

Asst.Prof. Phat Pisitkasem, Ph.D.
Member

Sumalee Sawang, D.M.
Member

Nakamol Chansom, Ph.D.
Member and Advisor

Approved by Graduate School

(Asst.Prof.Plт.Off. Vanee Sooksatra, D.Eng.)

Dean of Graduate School

May 30, 2019

คชฎีนิพนธ์เรื่อง

ตัวกำหนดความตั้งใจในการเดินทางท่องเที่ยวประเทศไทยของนักท่องเที่ยวสูงอายุชาวอเมริกัน

โดย

อุบลพันธุ์ กาญจนานนท์ ควาร์ร์เมห์

ได้รับการพิจารณาให้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตร
ปริญญาบริหารธุรกิจคชฎีบัณฑิต

มหาวิทยาลัยรังสิต
ปีการศึกษา 2561

รศ.ดร.จุฑา เทียนไทย
ประธานกรรมการสอบ

ดร.นพปฎล สุวรรณทรัพย์
กรรมการ

ผศ.ดร.พัฒน์ พิสิษฐเกษม
กรรมการ

ดร.สุมาลี สว่าง
กรรมการ

ดร.ณกมล จันทร์สม
กรรมการและอาจารย์ที่ปรึกษา

บัณฑิตวิทยาลัยรับรองแล้ว

(ผศ.ร.ต.หญิง ดร.วรรณิ์ สุขสาตร)

คณบดีบัณฑิตวิทยาลัย

30 พฤษภาคม 2562

Acknowledgements

First of all, I would like to express my deep gratitude to my parents, two great person in my life and would like to dedicate this dissertation work to them eventhough my mother was passed away before I entered the program. She was the first one who believed in me and encouraged me to take a doctoral degree. It was my honour to carry on her wish. Also great appreciation to my family especially my aunt for the endless support, love and empowered me during the period of time.

I would like to express my sincere appreciation to dissertation chairman, co-advisor and committee members, Assoc. Prof. Dr. Chuta Thianthai, Asst. Prof. Dr. Phat Pisitkasem, Dr. Noppadol Suwannasap for their feedback, support and precious guidance. I am deeply grateful to Dr. Nakamol Chansom, my advisor and Dr. Sumalee Sawang, Director of DBA Program, Faculty of Business Administration, Rangsit University for their consistent compassion, encouragement and parent-like advice during the entire period of my dissertation work. I am truly thankful to my advisor who believed in my English ability and encouraged me to write in English. For the part of research instrument, I wish to express my thankful to Dr. Rujapa Paengkesorn, Dr. Chalernporn Yenyuak, Dr. Chanakiat Samarnbuttra, Dr. Woraluck Kiewmeesuan, Dr. Chalermrat Chantaradecha for their guidance to my survey. Special thanks to Dr. Chalermrat Chantaradecha, Aj. Penpimol Ussavasuebsakul who gave me valuable advised and coached me since I started forming the topic, Dr. Tipat Sothiwan who coached me in term of statistical analysis. For the period of time in Norway, I am grateful for my Norwegian friends who were scholars, journalists, translators and friends, Mr. Lars Kammerstad, Mr. Rolf Arne Trondhjem, Mr. Geir and Mrs. Amornsiri Strand and Ms. Kanoknapat Suksong for their great support, inspiration and kind advice.

Furthermore, I am truly grateful to Asst. Prof. Dr. Prissana Chanawat and her team in Ayudhdhaya province, Thailand together with Ms. Parichat Chalingsu for various kinds of support such as academic and accommodation support whenever I was in Thailand. I would like to thank Dr. Teera Techamaneesatith and Dr. Puripat Chankit for their meaningful advice during the coursework and special thanks to all staff at DBA

program who swiftly assist me during my academic year. Special thanks to my fellow students in DBA 56, Rangsit University, we shared our experience, support each other and express our friendship throughout the period of doctoral program until the present.

I am deeply appreciated to my spiritual teachers who empowered me to regain my inner strength to fulfil my dissertation. Finally, I am truly grateful to all of my family members and friends who had always be there for me with their continuous love and support and constant faith in me.

Ubolphan Kanjananont Kvarme
Researcher



**5608100 : MAJOR: DOCTOR OF BUSINESS ADMINISTRATION;
D.B.A.**

**KEY WORDS : NORWEGIAN SENIOR TOURISM, TRAVEL INTENTION,
ATTITUDE TOWARD TRAVELING TO THAILAND**

**UBOLPHAN KANJANANONT KVARME: THE DETERMINANTS OF
NORWEGIAN SENIOR TOURISTS' INTENTION TO VISIT THAILAND.**

DISSERTATION ADVISOR: NAKAMOL CHANSOM, Ph.D., 252 p.

The purpose of the current study is to investigate the determinants of Norwegian senior tourists' intention to visit Thailand and to determine the specific characteristics of this travel market considering the pre visitation stage. In this study travel Intention was proposed to be affected by travel motivation, expectation, travel constraints, destination image, electronics word of mouth (e-WOM) were studied as exogenous variables in the model, while Attitude toward travelling to Thailand was investigated as a mediator. A sample of 500 valid and qualified respondents was analysed. Structural Equation Model (SEM) was conducted to examine the proposed model by employing Lisrel 8.72. The effect analysis was conducted to investigate influence of research constructs. The predictors of travel intention explain around 62% of its variance. The effect size of Attitude toward travelling to Thailand presented highest significant effect to Travel Intention, while e-WOM presented highest significant positive effect to Attitude toward travelling to Thailand followed by travel constraints with the significant negative effect. This study can bridge the gap of lacking knowledge about the Norwegian senior tourists in Thailand to have a better understanding of their travel characteristics and related constructs that affect to their travel intention to Thailand for further to provide useful implications for the marketing strategic planner and tourism industry practitioners to effectively design specific marketing strategies and appropriate tourism products to the potential needs of this market.

5608100 : สาขาวิชาเอก : บริหารธุรกิจดุสิตบัณฑิต; บธ.ด.

คำสำคัญ : นักท่องเที่ยวสูงอายุชาวนอร์เวย์, ความตั้งใจท่องเที่ยว,ทัศนคติต่อการท่องเที่ยว
ประเทศไทย

อุบลพันธุ์ กาญจนานนท์ ควาร์รเมห์: ตัวกำหนดความตั้งใจในการเดินทางท่องเที่ยว
ประเทศไทยของนักท่องเที่ยวสูงอายุชาวนอร์เวย์ (THE DETERMINANTS OF NORWEGIAN
SENIOR TOURISTS' INTENTION TO VISIT THAILAND) อาจารย์ที่ปรึกษา: ดร.ณกมล
จันทร์สม, 252 หน้า.

วัตถุประสงค์ของการวิจัยเพื่อศึกษาตัวกำหนดความตั้งใจในการเดินทางท่องเที่ยวประเทศ
ไทยของนักท่องเที่ยวสูงอายุชาวนอร์เวย์และลักษณะเฉพาะในการเดินทางท่องเที่ยวต่างประเทศ
ตลอดจนตัวกำหนดการตัดสินใจเดินทางท่องเที่ยว ในการศึกษานี้ ความตั้งใจเดินทาง
ท่องเที่ยวได้รับอิทธิพลจากตัวแปรสังเกตได้ อันประกอบด้วยแรงจูงใจในการเดินทาง ความคาดหวัง
ข้อจำกัดในการเดินทางท่องเที่ยว ภาพลักษณ์ของสถานที่ท่องเที่ยวปลายทาง และการสื่อสารแบบ
ปากต่อปากผ่านทางอิเล็กทรอนิกส์ ในขณะที่ทัศนคติต่อการเดินทางเข้ามาท่องเที่ยวในประเทศไทย
จัดเป็นตัวแปรขั้นกลาง หลังจากเก็บข้อมูลเพื่อการวิจัยของกลุ่มตัวอย่าง 500 ตัวอย่างที่เป็นข้อมูล
ผ่านการสอบถามความครบถ้วนและถูกต้องแล้ว ข้อมูลทั้งหมดถูกวิเคราะห์โดยการวิเคราะห์ทาง
สถิติผ่านสมการเชิงโครงสร้าง (SEM) ด้วยโปรแกรม Lisrel 8.72 โดยใช้การวิเคราะห์เส้นทาง
ผลกระทบ ผลกระทบทางตรงและผลกระทบทางอ้อมเพื่อทดสอบความมีอิทธิพลของตัวแปรที่
ทำการศึกษา ในเบื้องต้นสรุปได้ว่าตัวแปรทั้งหมดสามารถอธิบายความแปรปรวนของความตั้งใจ
เดินทางท่องเที่ยวของนักท่องเที่ยวสูงอายุชาวนอร์เวย์ได้ถึงร้อยละ 62

ผลการวิจัยสรุปว่าทัศนคติต่อการเดินทางเข้ามาท่องเที่ยวในประเทศไทยมีอิทธิพลสูงสุดต่อ
ความมุ่งมั่นของการเดินทางท่องเที่ยว ในขณะที่การสื่อสารแบบปากต่อปากผ่านทางอิเล็กทรอนิกส์
ส่งผลเชิงบวกต่อทัศนคติต่อการเดินทางมาท่องเที่ยว อย่างไรก็ตามข้อจำกัดของการเดินทาง
ท่องเที่ยวมีอิทธิพลต่อความตั้งใจในการเดินทางท่องเที่ยวในทางตรงข้าม การศึกษานี้ช่วย
เติมเต็มช่องว่างความรู้เกี่ยวกับนักท่องเที่ยวสูงอายุชาวนอร์เวย์ เพื่อให้มีความเข้าใจเกี่ยวกับ
คุณลักษณะด้านการท่องเที่ยวและตัวแปรทั้งหลายที่เกี่ยวข้องและส่งผลต่อความมุ่งมั่นของการ
เดินทางมาท่องเที่ยวในประเทศไทย อันที่จะก่อให้เกิดคุณประโยชน์กับผู้ปฏิบัติงานในอุตสาหกรรม
การท่องเที่ยวในการออกแบบกลยุทธ์ทางการตลาดที่เฉพาะเจาะจงและสร้างสรรค์ผลิตภัณฑ์การ
ท่องเที่ยวเพื่อสนองความต้องการของตลาดที่มีศักยภาพได้อย่างมีประสิทธิภาพ

ลายมือชื่อนักศึกษา ลายมือชื่ออาจารย์ที่ปรึกษา

TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENTS	i
ABSTRACT	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	vii
LIST OF FIGURES	viii
CHAPTER 1 INTRODUCTION	1
1.1 Background	1
1.2 Significance of Study	6
1.3 Purpose of Study	8
1.4 Research Questions and Objectives	8
1.5 Contribution of Study	10
1.6 Definition of Terms	10
1.7 Research Hypothesis	13
1.8 Organization of Study	16
CHAPTER 2 LITERATURE REVIEW	17
2.1 Tourism and Tourists Behavior	17
2.2 Cultural Tourism	30
2.3 Tourists Decision Making Analysis	39
2.4 Variable Review	48
2.5 Related Researched	64

TABLE OF CONTENTS

	Page
CHAPTER 3 METHODOLOGY	78
3.1 Population, Sample size and Data Collection	79
3.1.1 Population	79
3.1.2 Sample size	80
3.1.3 Data Collection	81
3.2 Survey Instrument	81
3.2.1 Reliability and Validity	82
3.2.2 Measurement Scales	85
3.3 Statistical Methods	93
3.3.1 Descriptive Analysis	93
3.3.2 Structural Equation Model	94
CHAPTER 4 RESEARCH RESUKTS	98
4.1 Population, Sample size and Data Collection	98
4.1.1 Demographic Analysis	98
4.1.2 Variable Attribute Analysis	106
4.2 Population, Sample size and Data Collection	114
4.2.1 Overall Model Testing	114
4.2.2 Structural Model Testing	116
4.3 Statistical Methods	121

TABLE OF CONTENTS

	Page
CHAPTER 5 CONCLUSIONS DISCUSSION AND RECOMMENDATION	125
5.1 Conclusion	125
5.2 Discussions	131
5.3 Delimitations and Limitations of Study	133
5.4 Recommendation	134
LIST OF REFERENCES	138
APPENDIX	173
APPENDIX A Questionnaire English version	174
APPENDIX B Questionnaire Norwegian version	187
APPENDIX C Reliability and Discriminant testing	201
APPENDIX D Model analysis by Lisrel 8.72	210
APPENDIX E References Word	250
BIOGRAPHY	252

LIST OF TABLES

Table		Page
2.1	The Outlook of Senior Tourists from Europe Region	65
2.2	Synthesis Table from Literature	72
3.1	Structure of the survey instrument	82
3.2	Reliability Testing and Item Discrimination Indices	84
3.3	Variables and Measurement	88
3.4	Mean Interval and Corresponding Interpretation	94
3.5	Goodness-of-fit Indices Criteria	96
4.1	Demographic Profile of Respondents	99
4.2	Travel Motivation Analysis	106
4.3	Expectation Analysis	107
4.4	Travel Constraints Analysis	108
4.5	Destination Image Analysis	109
4.6	electronic Word of Mouth (e-WOM) Analysis	111
4.7	Attitude Analysis	112
4.8	Travel Intention Analysis	113
4.9	Mean Interval and Corresponding Interpretation of Research Constructs	113
4.10	Correlation Matrix of Latent Variables in the overall measurement model	114
4.11	Multicollinearity Testing	116
4.12	Multiple Goodness of Fit Indices	117

LIST OF TABLES

Table		Page
4.13	Total effect and indirect effect analysis between exogenous and endogenous variables	119
4.14	Hypothesis Testing	123
5.1	The Highest Mean Value and The Lowest Mean Value of Latent Variables	128



LIST OF FIGURES

	Page
Figure	
1.1 Hypothetical Model	15
2.1 Expectation Motivation Attitude (EMA) Model	47
2.2 A Model of Hierarchy of Need	49
2.3 Travel Career Ladder	52
2.4 Escaping and Seeking Dimensions of Leisure Motivation	54
3.1 Conceptual Model	79
4.1 Structural Model	118
4.2 The Modified Research Model	124
5.1 The Modified Research Model	131



CHAPTER 1

INTRODUCTION

1.1 Background

It is widely acknowledged that the ageing population are increasing at the rapid rate, it was estimated by United Nations in the world population prospects report, The 2017 Revision that comparatively to 2017, the number of persons aged 60 or above is expected to more than double by 2050 and to more than triple by 2100, rising from 962 million globally in 2017 to 2.1 billion in 2050 and 3.1 billion in 2100. More than 2 billion people will be aged 60 years and over by the year 2050. This will be approximate 22% of the world's population compare with only 10% in 2000. Ageing is most seriously growth in Europe, Japan and China (United Nations, 2000). One in four European population will belong to the age band 60+ by 2020, and nearly 1 in 3 by 2030. A similar proportion is projected for population in North America and in other developed countries such as Japan. In China where fertility control produced results similar to the fertility decline in advanced economies. Furthermore in United States, over one-third of all Americans were born between 1946 and 1964. According to Australian Bureau of Statistics (1999 as cited in Patterson, 2006), ageing population in Australia is also increasing, one in four Australian people will be aged 65 and older by 2050. Populations in most Asia and Latin America and the Caribbean are projected to maintain a comparatively younger profile. The population of most developed countries in most western and some eastern societies are growing older. This is because birth rates have decreased and life expectancies are increasing due to better health care system and advance medical technology, as well as greater public education with regard to diet, exercise and improves safety awareness. As a result, population projections have estimated that there will be a huge shift in the number of ageing population in the future. They will eventually demand greater power and

influence on policy and political decision in the country where they are living. Moreover it will literally influence and have a huge impact on many industries due to the demographic changes.

The ageing population market has emerged as an extremely important target for a large number of industries according to the increased purchasing power for most consumer goods and services as well as the tourism industry. In the tourism sector, changing demographics will primarily impact on the characteristics and relative importance of travel segments, with a domino effect on the types of tourism products, services and the activities they engage in while away. Along with challenges, demographic change will also bring new opportunities for the tourism sector. The researchers have long been acknowledged of the growth significant to the tourism industry senior travelers (Reece, 2004) and in the next few decades more radical solution will be required (Ryan and Trauer, 2005). In addition to a rapid growth in the numbers of older people who travel on a worldwide basis, the growth will continue and will dominate the tourism market in the future hence becoming older will not restrict the desire of people on traveling within their own country or overseas (Patterson, 2006). In fact the older people particularly those who have recently retired, are relatively healthier, better educated and more financially secure than previous generation of older people because they currently have more time for leisure and are relatively free of family obligation, they prefer to go on a trip for longer periods of time and often travel off season and have a greater concern for personal safety when traveling than the longer age groups. There are a few main characteristics of the senior tourism market. First, it is the market with unusual dynamics of growth. Second, it is the market with the greatest budget of free time, and it is a relatively affluent market. Third, seniors are not favorable targets during the tourist season as they usually go for trips in low season. All above mentioned characteristics imply that this fast-growing market has huge importance for all tourism stakeholders. The challenge for industry is to properly understand the potential and effective demand of the senior tourism market and to respond by delivering products commensurate with its needs (Ing, 1993 as cited in Patterson, 2006).

In Thailand, the tourism industry is a great economic significance when compared to most countries in the region. It accounted for 16.6% of Thailand's GDP in 2015, which surpassed most of the countries in the region and was higher than global average of 9.8%. The tourism receipts have as well been experiencing strong growth since 2011 at 15.6% p.a. In 2016, Thailand exceeded targets set for visitor numbers and revenue earning 2.52 trillion Baht (US\$71 billion), an 11 percent increase over 2015 and exceeding the set target of 2.40 trillion Baht (US\$68 billion). Of the total, some 1.65 trillion Baht (US\$46.74 billion) was raised via spending by 32.59 million international visitors, representing a 13 percent and 9 percent year-on-year increase, respectively. The Tourism Authority of Thailand (TAT) is taking responsibility for marketing, promoting Thailand tourism industry, particularly target international tourists and strategic planning. One of the marketing strategy since 2006 was to promote and develop the operation on proactive marketing strategies for increasing the new markets as well as the niche markets in order to attract more quality tourists to visit Thailand. Senior Tourists group has also been highly focused in term of promoting long term stay and high expenditure tourists. Among the factors contributing to the growth in 2016 were TAT strategies to target niche travelers; such as senior travelers, sport-people and women travelers. TAT continues to use tourism to promote sustainable development with the community as the ultimate beneficiary, which the aim is to pave Thailand as a preferred destination among international travelers and change the country image from "Value of Money" to be "Quality Leisure Destination". In addition, TAT has segmented target customers, worldwide, ranging from first-timers to repeaters, senior citizens to sports enthusiasts in the international marketing plan strategy and emphasize on niche markets including, families, weddings and honeymoons, and ladies, as well as continue to create a brand image as a high-end and luxury travel destination (TAT, The Second National Tourism Development Plan 2017-2021).

Senior tourists; the age range 55-75 are a very heterogeneous group, with needs and expectations very diversified, in relation to age, health conditions, social and familiar constraints (e.g. care duties) and economic status. They have undoubtedly different expectations when traveling: the personal preferences and tastes also matters.

Nevertheless it is possible to state that seniors appreciate and require security, clean and reliable sites and services, and better value for money, as well as they would like to be ensured that toilets, pharmacies and supermarkets are available infrastructures in their tourist destinations as reported on Senior Tourists Needs and Demands (AGE Platform Europe, 2015). CBI Report 2016 showed long outbound trip by senior citizens in European countries increased by 15% whereas long outbound trips decreased in all age groups between 2006-2011. In Europe, Germany and the United Kingdom are the largest senior domestic and international markets, while seniors in Scandinavia show the greatest propensity to travel (Patterson and Pegg, 2009). In addition, seniors in smaller European markets such as Norway, Luxembourg and Switzerland generally have higher net incomes than seniors in Eastern and Southern European markets. Tourism expenditure is also expected to be higher among seniors from these countries when Scandinavia shows the greatest propensity to travel. Scandinavian tourists are attractive target to numerous number of tourism destinations such as Netherlands, Spain, Greece, South Africa, Lithuania, Poland, Kenya and ESCAPE project (The collaboration between 5 European countries of residence: Italy, Portugal, Cyprus, Ireland and France). They have literally involved Scandinavian Market as well as senior travelers into their tourism strategy regarding to Scandinavia has strong economics, high income and high purchasing power. In fact, Scandinavian is the third largest outbound market in Europe. Despite the fact that, Norway is the only country in Scandinavia that is not a member of European Union (EU) when Norwegian people voted not to join EU in 1994. However Norwegian Denmark, Finland, and Sweden are members of the organization for Economic Cooperation and Development (OECD). Scandinavia tends to have high GDP per capita. In 2016, Scandinavian GDP per capita was \$48,335 while GDP per capita of U.S.A., European Union (EU) and Japan were \$54,353, \$37,691 and \$36,581 respectively (Nordic Statistic 2016). This is a market that has not been seriously affected by the recession and daily spending levels remain high. In 2017, Norway held the third rank of the world with \$73,450 while Denmark, Sweden and Finland held the tenth, the twelfth and the eighteenth of world rank with rate of GDP per capita \$52,871, \$49,824 and \$42,612 respectively. Scandinavian countries also have high purchasing power parity per capita (PPP) than European Union (EU) and Norway presented the highest PPP

rate among Scandinavia with \$70,666 per capita (IMF outlook Report April 2017). Travel spending per capita in Scandinavia is among the highest in the world-surpassing U.K. and Germany. Approximate 30% of Scandinavian population are in silver age (55+). According to the World Economic Forum (WEF) in 2017, the life expectancy at birth of Norway is 82.1 years while the highest life expectancy is Hong Kong with 84.3 years. Besides, the ageing people of Norway is one among the other countries that have the highest rate of exercise. Norway tends to have strongest economic than the others in Scandinavia. According to National expenditure, Norwegians' growth in tourism expenditure among the highest in the world. The spending on holidays and leisure travel has risen by 153%. over the last 13 years from NOK 50 billion in 2003 to NOK 127.7 billion in 2016. All of this growth was abroad trips because the proportion spent on domestic holidays has fallen from 43% in 2003 to 28% in 2016. In addition, UNWTO put Norway in 15th place in the ranking of market with the greatest growth in tourism expenditure between 2006 and 2014 approximately NOK 687 billion while the population in the same period were only 5 million. The average Norwegian is not worried about the economic situation, the study founded that Norwegian families plan to spend 23% more on their vacation from 2015 to 2016. It reflects the strong economy in Norway, the great desire to travel and the willingness to pay of Norwegian people in spite of their population were only 5 million in the same period (Innovation Norway Report 2016). In addition, Thailand won the Best Tourist Country for from Norway Grand Travel Award for nine consecutive years (2004 to 2012) whereas Thai airways International won the Best Intercontinental Airline Operate from Norway for 8 years consecutively (2005 to 2012). Norwegian Air Also chose Bangkok as the base of South-East Asian route to expand the Asian-Europe market by launching first direct flight from Oslo and Stockholm in June 2013. In September 2018, Norwegian Air has just launched another direct flight as another route to Thailand which reflects the increasing demand of Norwegian to travel to Thailand. However, Tourism Authority of Thailand reported the number of Norwegian arrival has been slightly decreased in the past decade as opposed to the increased outbound tourists. Moreover, Norwegian senior tourists at age 55 and over visiting Thailand in 2013 was 36,649 tourists from Norwegian tourist in Thailand which was 0.81% of total senior tourist at same age were 4,520,000

tourists. Unfortunately, the statistic of international tourists from each countries categorized by age group was no longer revealed by Tourism Authority of Thailand since 2013. While the statistic of Norway in the same year reported the number of Norwegian outbound tourists at age 65-75 was 470,000 tourists and age 45-64 was 1,330,000 tourists. However the average expenditure per person per day was increased 3.91% from 2014 to 2015 with average length of stay 15.63 days (Tourism Authority of Thailand, 2016). As is the case with other developed countries, Norway's population is ageing. The proportion of the population aged 65 and over is projected to increase from around 30% of the population aged 20-64 in 2011 to around 60% by 2050 (Organization for Economic Co-operation and Development [OECD], 2014) whereas the retirement age in Norway is 67 years old (some occupations start from 62 years old). People with full time job have an average 5 weeks of holiday a year, hence they travel abroad more frequently than other tourists in the world.

1.2 Significance of study

According to the increasing rate of ageing population, it is the profound shift in buyer behavior pattern which makes this emerging segment become a particularly attractive and lucrative consumer segment (Huang and Tsai, 2003). To understand seniors' wants and needs as well as their travel behavior is fundamental in order to be successful in this potential growth market (Crompton, 1979; Esichaikul, 2012). On the other hand, tourist behavior has become more complex and complicated regarding the choosing tourist destinations/services (Chand, Kumar, and Kaule, 2016). Besides, tourists have different expectations based on their different of selective destination (Ekanayake and Gnanapala, 2015). Aspects of tourists' behavior and decision-making were analysed in different studies (Al-Tarawneh, 2012; Baker and Crompton, 2000; Chen and Chen, 2010; Hsu, Tsai, and Wu, 2009; Moutinho, 2005; Schiffman, O'Cass, Paladino, and Carlson, 2014; Sirakaya and Woodside, 2005). Tourists' behaviors can be discussed into three stages: before the trip, during the trip and after the trip (Ryan, 1998). Before the trip, tourists' behaviors are connected with issues of travel motivation, destination image and decision making before the trip. During the trip, the issue of attitudes toward service quality is often investigated along with activity

selection and the nature of experience. Satisfaction and experience of tourists are often studied after the trip (Chen and Hsu, 2000, as cited in Zhang, 2009). Therefore, numerous researchers studied on travel motivation and behavior of senior tourists in order to understand and satisfy the needs of senior tourists. March and Woodside (2005) suggested that motivations energize actions related to travel, their relationship to behavior depends upon attitudes about travel destinations and behavior (Bright, 2009). Moreover, due to the diversified nature of tourism behavior, there is a growing interest in the cross-cultural issues especially by international marketers (Kim, 1998), and it was argued that cultural differences may challenge many established beliefs (Hall, 1960, as cited in Ferrano, 2002). However, there are differences in the tourist behavior on the basis of nationality (Miao, 2015; Yuan and McDonald, 1990). Moreover the travel decision making process leads to the choice of travel is complex, with regards to tourists decision-making or motivation research several studies collected data from travelers during or after the trips; therefore, results could not single out motivation's relative influence on tourists' decision from other determinants of behavior. Furthermore, many of previous studies focused on the senior tourists from the countries in term of large number of senior population and high expenditures. Many research project on travel motivation and behavior have been conducted in order to understand and to better satisfy the needs of senior tourists (Hsu, et al., 2009; Huang and Tsai, 2003; Jang and Wu, 2006; Wongleedee, 2012). The travel motivation of Japanese senior travelers, European senior tourists to Thailand have been examined recently (Esichaikul, 2012; Sangpikul, 2008a; Seyanont, 2017). Up to date, only few researches has been devoted to understand Senior Scandinavian market in Thailand, if any, they have been emerged with European Senior market study. Though 30 percent of their population are in silver age above than 55 years old and Scandinavian tourists hold the third biggest outbound tourists in the world and their travel spending per capita in Scandinavia is among the world highest record. Furthermore, neither specifically studied Norwegian market nor its senior market which has a high propensity in travel and high spending record. It could be remarkably benefit to Tourism industry of Thailand in order to penetrate Norwegian senior tourist market with the effective marketing strategies and appropriate tourism products.

1.3 Purpose of study

The primary purpose of this study is to understand the determinants of Norwegian senior tourists' intention to visit Thailand and to determine the specific characteristics of this travel market and focus on the pre visitation stage in order to gain insights into their expectation, attitude to travel to Thailand, what are their travel motivations, travel constraints, and how destination image and electronic Word of Mouth (e-WOM) and attitude influence their choice and intention to visit Thailand. Accordingly, the finding of this study will have significant management and theoretical implications. Moreover, this study can bridge the gap of lacking knowledge about the Norwegian senior tourists to have a better understanding of their travel characteristics, their motivation and other relevant constructs that affect to their travel intention to Thailand for further to provide useful implications for the marketing strategic planner and tourism industry practitioners to effectively design specific marketing strategies and appropriate tourism products to the potential needs of this market in order to enhance awareness and persuade Norwegian senior tourists to Thailand.

1.4 Research Questions and Objectives

Despite the records have presented the strong purchasing ability and high propensity to travel of Norwegian senior people which is about one third of the population in Norway. However, relatively less attention has been given to this emerging market as potential sources of tourists. This study seeks to gain insights into Norwegian senior tourists' and explore the characteristics of this senior market with high propensity of travel. Thus, understanding the tourist behavior and decision making is important to provide useful implications for effectively design marketing strategy and tourism products to satisfy the potential needs of this senior market.

The research questions are as follows:

- 1) What are Norwegian senior tourists' preferences when they travel abroad and what are their trip related characteristics.
- 2) What motivates them to travel, what they expect before they travel to Thailand and what are their constraints that they could not visit Thailand regarding their desires. How online communication impact to their travel intention
- 3) What are their attitudes towards travelling to Thailand and how it is related to other constructs and how it influence to their travel intention
- 4) How the factors which are considered antecedents influence their travel intention to visit Thailand

The specific research objectives are as follows:

- 1) To examine the profile of Norwegian senior outbound tourists in term of their socio-demographic and trip-related characteristics
- 2) To investigate the impact of travel motivations, expectation, travel constraints, destination image, electronic word of mouth (e-WOM) on Norwegian senior tourists' intention to visit Thailand using a multitude of theories.
- 3) To investigate the impact of travel motivations, expectation, travel constraints, destination image, electronic word of mouth (e-WOM) on Norwegian Senior Tourists' attitude towards traveling to Thailand.
- 4) To examine the effect analysis on the causal relationship among Norwegian senior tourist's motivation, their expectation, travel constraints, destination image and electronic word of mouth (e-WOM), attitude and travel intention.

The results of this study can help to improve marketing promotions and the development of more effective destination positioning strategies for Thailand tourism. Moreover, to examine the relationship among the these constructs for further to fill the gaps in tourism research by seeking to gain more understanding of this emerging market. This study attempts to answer these questions by quantitative analysis method using survey instruments. The collected data are analyzed by employing descriptive analysis and Structural Equation Modelling analysis (SEM).

1.5 Contribution of study

This research building upon previous theories extends the knowledge on tourism consumer behavior. The contribution of the study is classified as followed:

1) Contribution to nation

The government sectors can be benefit from this research finding in planning the strategy in promoting Senior Tourism especially the market with high purchasing ability and high propensity to travel, when senior tourists market has also been highly focused in term of promoting long term stay and high expenditure tourists.

2) Contribution to business and organization

This study can help improve marketing promotions and the development of more effective destination positioning strategies for tourism marketers and tourist industry practitioners to effectively design specific marketing strategies and appropriate tourism products to satisfy the needs of Norwegian senior outbound market.

3) Contribution to academic environment

The research finding will add to the tourism literature in the area of tourism behavior, senior tourist behavior especially Norwegian market and/ or emerging market.

1.6 Definition of Terms

Senior Tourists

Senior tourists in tern of the tourism research have generally referred to senior travelers as aged 55 and older (Patterson, 2006). In this study operationalized senior tourist as Norwegian senior tourists at aged 55 or over.

Travel Motivation

Motivation has been defined in the psychological literature as “an inner state that energizes, channels, and sustains human behavior to achieve goals” (Pizam, Neumann, and Reichel, 1979). Travel Motivation is defined as psychological/biological needs and wants, including integral forces that arouse, direct, and integrate a person’s behavior and activity (Iso-Ahola, 1980; Yoon and Uysal, 2005) In this study, travel motivation is regarded as senior tourists’ internal psychological motives that dispose the individual to travel force arising from an unsatisfied need, which subsequently pushes individuals to engage in a specific need-fulfilling behavior or activity.

Tourist Expectation

Expectation can be defined as prior estimations made by customers’ while receiving service (Oliver, 1981 as cited in Aksu, Icigen, and Ehtiyar, 2010). In successful destination marketing, due to the effects on tourists’ destination selections, consuming of goods and services and having the decision to revisit, expectations of tourists are important to understand. It is generally accepted that tourists have expectations after selecting a destination for a holiday and that their satisfaction levels during and after their holiday period are functions of their expectations. Understand the expectations will give important clues in developing destination attractiveness and improving tourist goods and services (Yoon and Uysal, 2005; Aksu, et al., 2010).

Travel Constraint

Edginton, Jordan, Degraaf, and Edginton (2002, as cited in Kim, 2015) defined Travel Constraints as; obstacles, barriers, limitations, impediments, restriction, and other factors placed in front of individuals either by themselves or by culture, society or environment. While Khan, Chelliah, Haron, and Ahmed (2017) defined Travel constraints as factors which inhibit either initial or further travel, constrain an individual’s ability to maintain or increase the frequency of travel and/or negatively affect their quality of travel. In this study travel constraints are regarded as many factors can prevent seniors from participation in tourism activities. According to the Theory of planned behavior (TPB) (Ajzen and Fishbein, 1980; Ajzen, 1991)

pointed out that perceived behavioral control can be considered as a form of controlling constraints that prevents individual from actual behavior. Thus, instead of using Perceived behavioral control, the concept of Travel constraints will be employed in this study.

Destination Image

Destination Image is defined as tourists overall perceptions of a specific destination. (Fakeye and Crompton, 1991 as cited in Lee, 2009). Destination image is one key component in tourists' decision-making to select the destination where they will spend their vacation and money. The importance of the destination image for the consumers allows us to think of any destination from the consumer's perspective in terms of how they sense, understand, use and connect to the place (Banyai, 2009). While destination attribute is subset of destination image and defined as the characteristics specifically to a place which attract tourists to visit (Zhang, 2009).

Electronic Word of Mouth (e-WOM)

Electronic word of mouth (e-WOM) derives from WOM and has been proven to be one of the most effective ways of marketing, and more widely accepted than other channels such as TV and radio, which is evident from previous tourism marketing studies. Day (1971) stated that WOM is nearly three times more effective than zero-cost samples and nine times more effective than advertisement in influencing customer attitude or behavior when considering a newly launched convenient product. (Miao, 2015)

Attitude

Attitudes are "A psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor" (Eagly and Chaiken, 1993). The most evident component of this definition is "evaluation". Holding an attitude toward and entity suggests that a person characterizes it as positive or negative. Attitude is also viewed as a person's behavioral beliefs and positive or negative evaluation of the behavior in question (Latimer and Martin Ginis, 2005). In this study

attitude refers to the evaluative response of Norwegian senior tourists toward travel to Thailand

Travel Intention

Travel Intention refers to the probability of what tourists feel for a certain time so it can build subjective perception that affects the behavior and the final decision (Whang, Yong and Ko, 2016) According to the Theory of Planned Behavior, behavioral intention acts as the intermediate determinant of behavior (Ajzen, 1985) Ajzen and Fishbein (1980, as cited in Jahwari, 2015) mentioned the intention has a great result on behavior when there is an opportunity to act and if the intention is measured effectively, it can be the best predictor of behavior. Most tourism research examined travel intention/ revisit intention in relation to determining antecedents and treated as dependent variable.

1.7 Research Hypothesis

In association with the research objectives, 7 sets of hypothesis are proposed based on the extensive literature review reported in Chapter 2. The main constructs in this framework included travel motivations, expectation, travel constraints, destination image, electronic word of mouth (e-WOM), attitude and intention to visit Thailand of Norwegian senior tourists. In the proposed model, travel motivations, expectation, travel constraints, destination image, and electronic word of mouth (e-WOM) are designated as exogenous variables. While attitude and travel intention are endogenous variables. The research hypothesis and proposition derived from the literature based on the theories of related constructs of travel motivation and tourism decision-making, the hypothetical model is presented in Figure 1.1 and the list of hypotheses are expressed according:

H1 : Travel motivation significantly affects Norwegian Senior Tourists' Attitude towards travelling to Thailand and Travel Intention to visit Thailand.

H1a : Travel motivation significantly affects on Norwegian Seniors Tourists' Attitude towards travelling to Thailand.

H1b : Travel motivation significantly affects Travel Intention to Thailand.

H2 : Expectation significantly affects Norwegian Senior Tourists' Attitude towards travelling to Thailand and Travel Intention to visit Thailand.

H2a : Expectation significantly affects Norwegian Senior Tourists' Attitude toward travelling to Thailand.

H2b : Expectation significantly affects Norwegian Senior Tourists' Travel Intention to visit Thailand.

H3 : Travel Constraint significantly affects Norwegian Seniors Tourists' Attitude toward travelling to Thailand and Travel Intention to visit Thailand.

H3a : Travel Constraint significantly affects Norwegian Seniors Tourists' Attitude toward travelling to Thailand.

H3b : Travel Constraint significantly affects Norwegian Seniors Tourists' Travel Intention to visit Thailand.

H4 : Destination Image significantly affects Norwegian Seniors Tourists' Attitude toward travelling to Thailand and Travel Intention to visit Thailand.

H4a : Destination Image significantly affects Norwegian Seniors Tourists' Attitude toward travelling to Thailand.

H4b : Destination Image significantly affects Norwegian Seniors Tourists' Travel Intention to visit Thailand.

H5 : Electronic Word of Mouth (e-WOM) significantly affects Norwegian Seniors Tourists' Attitude toward travelling to Thailand and Travel Intention to visit Thailand.

H5a : Electronic Word of Mouth (e-WOM) significantly affects Norwegian Seniors Tourists' Attitude toward travelling to Thailand.

H5b : Electronic Word of Mouth (e-WOM) significantly affects Norwegian Seniors Tourists' Travel Intention to visit Thailand.

H6 : Attitude significantly affects Norwegian Seniors Tourists' Travel Intention to visit Thailand.

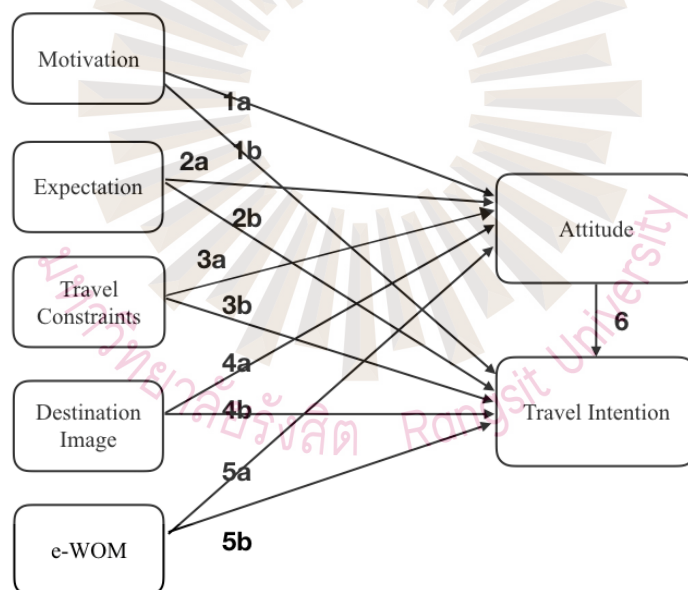


Figure 1.1 Hypothetical Model

1.8 Organization of study

The organization of the study proceeds as followed: Chapter 1 provides the general background and justification of the study. Chapter 2 reviews pertinent to the main concepts in the research as well as presents the conceptual framework. Chapter 3 introduces the methodology and procedures of the study. The research hypotheses are proposed in this chapter including the instrument design, data collection and data analysis. The finding of this study are presented in Chapter 4. Chapter 5 concludes a conclusion and further discusses the study result together with implication, research limitation, and future research directions are also provided.



CHAPTER 2

LITERATURE REVIEW

The decision making process of pleasure travelers is complicated. People are motivated to travel to meet certain needs. Meanwhile, they are constrained by several factors such as time, cost, skills, information etc. The literature reviews are presented in this chapter with the attempt to link the research questions to the wide range reviews. The first part of the chapter presents the study of tourists in Thailand, especially, senior tourist which is a main study concept, followed by explanation about cross cultural study that mentioned Norway/Norwegian people/ Norwegian tourists. Furthermore, the travel making process, the theory of planned behavior which is the profound of customer behavior and behavioral intention are presented followed by the discussion of related constructs relevant to the travel making process, travel motivation, travel constraints, attitude, expectation, destination image, electronic word of mouth (e-WOM); past experience, and intention to travel based on the comprehensive review as well as the synthesis summary from the literature of each constructs. Finally, the conceptual framework is illustrated in the last section in this chapter.

2.1 Tourism and tourist behavior

Tourist behavior involves every action done by tourists, whether tourists were aware of such actions and other people noticed their actions or not, in order to respond to something in a situation. Tourist's overt behavior is the action that the others can be observed using senses, but tourist's covert behavior is the internal working system of organs inside the body which also includes thinking and feelings that are internal controlled and they are related to each other. Or it can say that, covert behavior mostly defines overt behavior (King, 2015; Salim, Vij, and Kabiraj, 2015).

In order to study tourist behavior, Zhang (2009) accredited Chen and Hsu (2000) discussion explaining that tourist behavior can be divided into three groups: before, during and after the trip. Tourist behavior in the first stage are connected to travel motivation, destination image and decision making. During the trip, tourist behavior is highly connected to attitude toward service quality as well as activity selection and the nature of experience. In the post visit stage, tourists satisfaction received high attention from numerous studies.

2.1.1 Tourism

Csete and Szecsi (2015) explained tourism means a trip of a person from his/her regular place to other places temporally and then goes back home. Travel is not for working directly, even though some form of travel involves occupation or business such as traveling in a form of meetings, seminars, or trainings. Tourists or travelers usually have different reasons or purposes for travel and supported by component factors, or different personal motivation. These factors are income, time, family opportunity, receiving information, personal interest such as someone is interested in hill tribe story, culture, tradition, history, environment, recreation, and the need to obtain new experiences, and so on. Whether people travel with any reasons, what they expected to gain are happiness, fun, enjoyment, knowledge, and new experiences that meet with existing personal needs (Getz and Page, 2015). Besides, tourist means travelers that travel from their home more than 24 hours and stay the night somewhere, sometime it is called a night visitor (Gossling, Scott, and Hall, 2015). Moreover, Excursionist means travelers who travel and go back to their home within 24 hours without staying the night anywhere, sometime it is called a day visitor (Tekken and Kropp, 2015). Michallko, Irimias and Timothy (2015) explain about definition of visitor that visitor means tourist but it is a word that people from one country call those who travel in their country, sometime it is called foreign visitor. In addition, some countries that use the word visitor instead of the word tourist usually use defines tourist or domestic tourist as travelers who are from other countries and travel in their countries (Eagles, Coburn, and Swartman, 2014).

Places that travelers will visit should contain important related elements, Uysal, Sirgy, Woo, and Kim (2015) mentioned that tourism will be successful or not depending on the following three factors of 3As; Attractions such as natural beauty, arts and culture, or historical sites which is the most important factor of tourism resources; tourism should contain at least one attraction for tourist to visit otherwise there will be no motivation to visit such place (Sharpley, 2014). Besides, Amenities refer to services that are provided to tourists with satisfaction and conveniences and encourage them to visit again or stay longer such as accommodations, restaurants, transportation, communication, utilities, souvenirs, and tour guides, etc. (Solstrand and Gressnes, 2014). Lastly, Accessibility refers to ease of transportation for tourist attractions which should have routes or transportation network that can access to the area as well as connect between tourist attractions to the nearest areas (Pike and Page, 2014). It is obvious those tourist attractions that can be accessed by convenient transportation will be popular but if tourist attractions located far from the main area and adequate convenient transportation is not provided, such attractions will not be popular. Besides, Wearing and McGehee (2013) stated that apart from the above factors, tourism marketing element is one important factor that will help attract tourists to visit because tourism marketing means readiness to have tourists to visit and to use tourism resources available in the area including attractions, facilities, and services. Tolkach, King, and Whitelaw (2015) explain that tourism marketing can be accomplished using two methods; providing tourism information and promoting attractions using various media. However, the elements are important factors only for tourism in which concerned people should consider every aspect for the appropriateness of each tourism style as each type of tourism is different such as mass tourism, ecotourism, agro-tourism, cultural tourism, and health tourism in order to prevent the problem the impacts on tourism resources or the change of eco system and local tradition and culture, so, there should be an appropriate management (Duerden, Ward, and Freeman, 2015).

2.1.1.2 Types of tourism in Thailand

For the type of tourism in Thailand, the World Tourism Organization (Wichasin, 2011) has defined 3 forms of tourism to meet the demand of travelling by having the following types of tourism. Firstly, Natural based tourism which means travelling in the natural resources, including marine eco-tourism, geo tourism, eco-tourism, astrological tourism, and agro tourism (Cheng, Wu, and Huang, 2013). Secondly, Cultural based tourism means travelling in the history sites and local culture, including historical tourism, cultural and traditional tourism, and rural tourism or village tourism. And Lastly, Special interest tourism means the travelling that is mixed with other needs such as health tourism, edu-meditation tourism, ethnic tourism, sports tourism, adventure travel, home stay and farm stay tourism, and long-stay tourism (Wichasin, 2011).

2.1.1.3 Type of tourism based on trips

In this type, it can be divided into two main types according to the types of travelling management which are a group tour and independent tour (Dredge and Jamal, 2015). Firstly is a group tour is a type of tourism that travelers have to buy package from travel agencies by travelling in group, and travelers are often more than 11 people in the group. However, practically, the group tour may have less than 11 travelers depending on the appropriateness and possibility of the business of each travel agency (Thomas, Shaw, and Page, 2011). In this case, Wills (2015) explains the travel agency may responsible for a management on vehicle, accommodation, food, and tour guide for travelers by providing full package or may allocate some services for them. Gjerald and Lyngstad (2015) explained that if it is the type of tourism where tourist has to go in group and pay the fee in advance without any condition defined that they have to travel by the same flight for the round-trip ticket as well as times taking in the trip, we called it as Group Inclusive Tour: GIT or All Inclusive Tour: AIT. These tourists will go to various locations in group by tour bus with tour guide of the travel agency who introduces information about each travelling spot. This type of

travelling is suitable for the first visitor who has never learned about the place before (Rivera, Croes, and Lee, 2014).

However, after considering for main reasons that tourists are likely travelling in Group Inclusive Tour, Rabbiosi (2015); Wang (2014); Cheok, Hede, and Watne (2015) explains about the reasons as; It saves money. As this type of tourism is in package and there are a lot of tourists joining in the program, the travel agency can provide special price for the tourists, and the tourists will receive cheap services rather than travelling by themselves. Have fellow members: Tourists who travel alone in new place will not feel lonely, and they will feel safe when travelling in group with travel agency. Moreover, they will get new friends who have the same interest while travelling as well. Thirdly, appropriateness, especially in travel planning as travelling in group, travel agency will plan for the trip in advance as well as handling safety and critical problems that will occur to the tourists. Therefore, the tourists will not waste their times in making a decision or solve any problems during their travelling, and they will feel more comfortable with it. Fourthly, Comfortable for communication. If it is a tour to a place with different language and culture, and the tourists cannot speak such language, going with tour will reduce such barriers. Lastly, the tourists that are travelling in group will receive some privileges such as visiting some attractions which open only for some groups of tourists, or they will have a chance to travel with important person who joins the tour group.

The second type of tourism based on trips is Foreign Individual Tourism. Wong, Newton, and Newton (2014) explain Foreign Individual Tourism is a type of tourism that tourists plan for the travelling by themselves, or sometimes they may take services of travel agency for their comfortable such as flight booking, accommodation booking, etc. However, how long the travel planner will stay in each tourist attraction is a responsibility of the tourist himself. In this type of tourism, it uses fewer expenses than go with travel agency, and it is for a tourist who gets use to the place (Jordan, Vogt, and Deshon, 2015). But, if it is a first time visit, it may waste money more than you think, so this type of tourism is suitable for traveler who has studied the place before or a traveler who visits the same tourist attraction again with good understanding of such place (Wu, 2015). Besides, Singh (2015) states the main reason that the tourist choose to travel in

type of Foreign Individual Tourism are that; firstly, High privacy and flexibility. If people travel with tour group, they should strictly do everything according to the schedule, so they will have less time to visit each place thoroughly. And secondly, they need quality travel rather than quantity of visiting tourist attractions. It means that if people go with tour group, they can visit several tourist attractions; however, they will never have time to learn on the place well, or they will have no chance to get to know culture and local people there, and they will only experience sightseeing. If they are a Foreign Individual Tourist, they will have a chance to visit each place thoroughly according to their need as they will have more time, and they can place for their own trip (Maruyama and Woosnam, 2015).

2.1.2 Tourist behavior

There are 7 important elements should be considered in order to study about tourist behaviour. The 7 elements are; target, readiness, situation, interpretation, responsiveness, result, and reaction which can be explained as follows (Servidio, 2015; Kvasova, 2015);

Target refers to every of tourist's behavior should have target for such behavior; for example, conservative tourist group wants to be honored by showing that any places they have traveled to, remain as a complete ecosystem (Bellezza and Keinan, 2014). The second element is readiness, Nguyen (2015) explains that readiness refers to maturity and capability to do activities in order to respond to the need such as adventurous tourist group that likes to go hiking and do rock climbing should have both physical and mental readiness in order to do such activities. Considering the situation which is one of the tourist behavior's elements, it refers to an event of opportunity that offers activity choices in order to respond to the need such as visiting islands should do while the weather is clear and clam, not during rain or thunderstorm (Kaushik, Agrawal, and Rahman, 2015). The fourth element is interpretation which refers to thinking methods in order to respond to the most satisfaction need in an event such as at twelve o'clock is the time that tourists should take a break and have lunch (Sun, Ryan, and Pan, 2014). The fifth element is

responsiveness. Liu and Tsaur (2014) explain that, responsiveness refers to decision making to do activities that one already choose in order to meet the target such as tourists decide to travel during holidays in order to relax; therefore, tourists should make travel plan and prepare everything in advance including determining places to travel, transportation, and accommodation reservation in order to respond to their own needs. The sixth element is result which refers to the result of an action which it can be as expected or opposite from the expectation (Jeuring and Becken, 2013) such as tourists planned to travel in Thailand during holidays; however, there is a protest at the airport during that time leading to the airport shut down. So, air planes cannot land, resulting in the tourists cannot meet with their target (Tapsuwan and Rongrongmuang, 2015). And Lastly, Reaction towards disappointment which refers to feelings occur when something does not meet with the need, so a person has to interpret and consider in order to find new methods to respond to the need, or a person can give up the need because it is beyond ability (Haltman, Skarmeas, Oghazi, and Beheshti, 2015) such as the sabotage in Mumbai, India in 2008, tourists who planned to travel to the city might felt disappointed because they were concerned about safety and they might cancel their plans or change their plans to go somewhere else (Zerah and Landy, 2013). Hence, it can be summarized that tourist behavior refers to the expression of each person that is directly related to the use of products and services in tourism industry as well as decision making process that affects the expression.

2.1.3 The determination of types of tourist behavior

Tourism academicians have defined types of tourist behavior (Typology: a systematic classification or study of types) in order to explain tourist behavior. Data for most of the development of types of tourists obtained from the interview using questionnaires. The determination of types of tourist behavior can be accomplished through various methods depending on purposes and application methods (Petr, 2015). Besides, Kulcsar (2010) explains the determination of types of tourist behavior in the most basic form is to divide tourists into two groups base on traveling behavior which are; tourists, and travelers. Tourists are people who purchase tour package from tour companies while travelers are people who plan the travel by themselves such as

buy plane tickets, book hotels, or set up travel itinerary by themselves (Lee and Bai, 2015).

Breitsohl and Grrrod (2015) suggested 4 types of tourist behavior which are; Budget travelers: generally, this type of tourists has income at the moderate level but seek for low budget travel. Adventurous travelers: these people are well-educated and their income is at the moderate to high levels, they like to do adventurous activities during their holidays. Vacationers travelers: are those who travel as a small group, usually take some time to think about their next trip such as where to go, or how. This group of tourists is quite enthusiastic about their trips but they have quite low income. And Tourists who spend long time to travel of moderates travelers. They are people who love travel very much but they are not interested in traveling during weekends or playing sports. They prefer to spend longer time travel.

Besides, Haiyan, Luke, Jungi and Zhang (2015) suggested types of tourist behavior as; Recreational tourists: they are tourists who focus on activities that are related to recreation or relaxation. Diversionary tourists: tourists who try to find new ways in order to ignore boring daily basis. Experiential tourists: tourists who travel in order to seek for real experiences. They actually studied and obtained real experiences from places they visited such as when they visited Spain, they would experience ways of life of the locals or Spanish culture (Almeida, 2014). Experimental tourists: their distinctive characteristic is that they like talking with locals in order to learn and understand local ways of life as well as adjust themselves to local environment. And lastly, Existential tourists: this type of tourists wants to bury their lives or to live under local ways of life and culture. They would spend time in the tourist attraction for a long time such as tourists who came to visit Pattaya or Chiang Mai and try to live the same way as the locals live including behavior, eating, or speaking local language (Artuger, Cetinsoz, and Kilic, 2013).

Regarding the trend of world population, it is revealed that since the 21st century, world population of elders have been increased due to the population who were born during the period of Baby Boom which they are a big group of world population, have become elderly. In addition, medical science that have been

constantly advanced, resulted in the world population have higher life expectancy and are healthier, while cost of living in most of developed countries are expensive, some countries suggested the idea supporting elders in their countries live in other countries that have appropriate cost of living and remain good quality of life (Nunkoo, 2015). Furthermore, Benur and Bramwell (2015) point that the world population nowadays has lower work period; they tend to retire earlier than in the past therefore they have more time to travel. People who are retired usually receive monthly social welfare or pension from their government which is regarded as a stable income, and they also have personal savings that will allow this group of tourists a high power of spending and can stay longer or long term (Chen and Shoemaker, 2014)

2.1.4 Senior tourists

There has been a lack of consistency in defining the specific age and the specific name to describe older people's tourist behavior at different stages of the life cycle. Several names such as "baby boomers", "the senior market", "the mature market", "the grey market", "young sengies" or "young senior generation" and "woopies" or "well-off older people" have been used interchangeably in the literature to describe the older adult market. In the marketing literature, the term "muppies" (mature, upscale, post-professionals) has also been applied to the older segment, which is regarded as the fastest growing segment in the USA. Furthermore, there has been a lack of consistency in using similar age categories, particularly in the tourism and leisure research. The age groups specifically targeted when studying older people have included a range of different ages, from 50–55 to 60–65 years and older depending on the specific study. This indicates that the 'older people' in the definition used by researchers appear to be getting increasingly younger. However, the gerontological literature has been reasonably consistent in defining "older people" according to their retirement age of 65 years and older. This definition is based on the life course changes such as retirement, and government policies and programs such as the Social Security Pension and Medicare in the USA that occur at, or near, 65 years of age. On the other hand, groups such as the AARP have used the word 'senior' to denote a person who is aged 50 and older, while the tourism industry refers to senior travelers as people aged 55 and older.

Therefore, we can conclude that there is considerable confusion in the literature about what denotes an “older traveler”, and that there has been a noticeable downward shift in their chronological age, which has helped to expand the parameters of what we define as “old”. Let us now look at the different terms used in the literature that are included within the general definition of “older adults”.

1) The silent generation

The silent generation (Strauss and Howe, 1991) are people who were born between 1925 and 1943. These people have been described in fairly negative terms as cautious, indifferent, lacking adventure and imagination, and basically just “silent”. The first half of the generation were born during, or close to, the Great Depression and were therefore frugal and price-conscious, had a social conscience and believed in fair play. The second half were born before, or during, the Second World War, and many fought in the war or joined the Peace Corps. Many of the silent generation are women and because of historical influences they took on roles as helpers and humanitarians. Many were also pioneers in the civil rights, consumer activism and feminist movements. Females who grew up during the World War II tended to dominate this generation while safety was a major concern for them. Education was the next most important factor as the preference for learning while traveling is an important component of older people’s travel preference particularly women.

The silent generation have been described as a different breed of senior travelers. The majority did not travel much at all, and in fact there was a decrease in domestic travel participation between 1979 and 1989 from 69.5% to 53.7%. The researcher, Pennington-Gray and Lane (2001) found that preferences of members of the silent generation followed a traditional pattern. Their highest preferences were for environmental concerns such as standards of cleanliness, safety, weather and environmental quality of air and water. This is not surprising because females who grew up during the Second World War era tended to dominate this generation, and for them, safety was a major concern. Education was the next most important factor, suggesting

that the preference for learning while traveling is an important component of older people's (particularly women's) travel preferences.

2) Baby boomers

The term baby boomers is frequently used to describe a young-old people who were born between 1946 and 1964, and are aged between 42 and 60 in 2006 (Gillon, 2004). The term has been criticized in the traditional academic literature as a "marketing term" that has been mainly used in business reports, rather than accepted as a defined stage of the life cycle that has a strong theoretical base in the psychological literature. However, the use of this term has gained greater acceptance in wider academic circles.

Baby boomers are a large generation people who were born after the Second World War, during a time of high economic growth and prosperity, and the high fertility rates that resulted make it the largest group of any age category in countries throughout the Western world. In the USA, baby boomers produced the highest travel volume, generating 245 million trips, which was more than any other age group. They also spent on average \$479 per trip (excluding transportation to their destination). When traveling, approximately 60% of boomers stayed in hotels, and 25% used air travel as their main mode of transportation (Travel Industry Association of America, 2001).

Baby boomers do not really consider themselves as seniors. Because they are such a large segment of the population, companies are now launching a range of new products to cash in on the boomers' changing body image, as many still consider themselves younger than their chronological age, and do not want to identify or mix with other older people. Smart and Pethokoulis (2001, as cited in Patterson, 2006) mentioned baby boomers have also been described as the most highly educated and best-travelled group that the resort industry has ever encountered. This generation is generally financially better off with incomes above the average. Therefore, baby boomers have higher levels of disposable income available for leisure travelling, and enjoy travelling to learn more about other countries. Huber and Skidmore (2003)

described Britain's baby boomers as less conforming than younger age groups, ardent consumers and libertarians as they have grown up with women's lib and marijuana. They are also better educated than older age groups, and because of this, will have the skills to enjoy their leisure in retirement. Even though they are in old population rank, they are increasingly enjoying active lifestyles because many of them are increasingly healthy and affluent, they are traveling more, are more discerning and demanding, and are continually looking for special-interest travel as well as new and innovative experiences. They place a high premium on quality, courteousness and good service, yet they also require value for money.

3) New-age elderly

Shiffman and Sherman (1991) used the term new-age elderly to describe a different subsegment that does not fit the negative stereotype image of the traditional elderly population. This segment had positive values, attitudes and behaviour that differed from the traditional group. They preferred to travel as much as people in younger age groups, and to engage in adventure tourism activities such as white water rafting. Mathur et al. (1998, as cited in Patterson, 2006) studied this "new-age elderly" sub segment using a convenience sample of family members from undergraduate and graduate marketing classes and found that the value orientations of the new-age elderly were quite different from those of the traditional elderly. New-age elderly were more decisive consumers, individual decision makers, in control of their life, satisfied with their health, their social life and their life generally compared with the traditional elderly. The new-age elderly liked to learn to do new things and enjoyed being themselves more than the traditional elderly.

In regard to travel behavior, the new-age elderly spent more days on domestic airline vacations compared with the traditional elderly. They also spent more days on domestic road trips, and on international airline vacations. In regard to leisure activities, the new-age elderly showed significantly greater interest in the following activities in comparison with traditional elderly people: outdoor activities, foreign trips, financial markets and news, volunteer work/self-enrichment, learning new

things, computers and domestic travel. In regard to the sources of information used for travel, the new-age elderly used travel agents to a significantly greater extent, found travel guide books as valuable sources of information, and used pamphlets, brochures and travel videos to a greater extent in comparison with traditional elderly people. The researchers found that it is possible to identify a group of elderly people designated as new-age elderly, who were mainly selected on their value orientations. They found this approach superior to chronologically age-based segmentation for leisure travel. The new-age elderly were described as more independent and wanting more control over their travel behavior. They were less receptive to experiences in which everything was done for them, and their lack of materialism supported their demand for better experiences rather than for cheaper price packages (Patterson, 2006).

4) Seniors

Seniors are defined as people aged 55 and older, and be one of the most prominent targets for tourism marketers in the 1990s. Seniors have been described as everything from 'empty nesters' and 'third agers' to 'woopies' (well-off older people) and 'zuppies' (zestful, upscale people in their prime) (Shoemaker, 1989 as cited in Patterson, 2006). These descriptions of seniors suggest that many people who are aged 55 and older perceive themselves as feeling considerably younger than their actual chronological age (Muller and O'Cass, 2001 as cited in Patterson, 2006). This concept has been termed 'subjective age' and has been found useful in tourism marketing to help determine senior's attitudes, interests and activities, particularly in regard to leisure, recreation and tourism. Generally, researchers have found that seniors are still physically capable of traveling for pleasure, and have a desire to be physically active, as well as participating in, and still enjoying, youthful activities because these help to keep older people feeling young.

According to some confusion in the research literature about the age at which a person starts becoming 'old'. Some studies have used 50 years as their starting point, whereas other researchers have used 55, 60 and 65 years as the defining line that is used to indicate when a person is regarded as being "older". The tourism

researchers have generally referred to senior travellers as aged 55 and older (Reece, 2004; Patterson, 2006; Sangpikul, 2008a; Esichaikul, 2012), whereas older adults have been defined according to the retirement age of 65 and older, which is based on the official age of retirement and eligibility to receive the government pension. In addition, there has been a lack of consistency in defining the specific age cohort group when describing older people's tourist behavior. The most popular terms that have been used are "seniors" and "baby boomers" which have often been used interchangeably in the literature. Other terms such as "mature", "grey", "silent generation" and "new-age elderly" have also been used with conflicting results.

2.2 Cultural Tourism

2.2.1 Relationship between Hofstede model and the study on the differences between cultures of tourists

In this section, it has the aim to analyze the differences between cultures and behavior of tourists by synthesizing a research result on a relationship between the behavior of tourists compared with dimension of the culture according to the concept of Hofstede such as dimension on a power distance, dimension of individualism / collectivism, dimension on importance of man and women, dimension on uncertainty avoidance, and long-term aspects of the long-term and short-term plans in the future. For the result of the synthesis, it is found that tourists from different culture will have information-seeking behavior, and they will focus on the quality of service, gift/souvenir providing, type of tourism, type of trip, feedback of the service, brand loyalty, and satisfaction on different services (Manrai, L. A. and Manrai, A. K., 2011).

2.2.2 Cultural dimension

Each society has a different cultural context due to the geographical nature, the settlement, economic, social organization, religious, belief, value, and others which reflect in type of culture such as national culture, local culture, and organizational culture, so culture can define type of human behavior in the society (Matzler, Strobl, Stokburder,

Bobovnick, and Bauer, 2015). Leo, Bennett, and Hartel (2005) implicate the result of their study and suggest that some consumer decision-making styles differ due to consumers' cultural values. Sun, Zhang, and Ryan (2015) explain there are different levels of cultures, and there is a wide range to explain for the differences of cultures, and it has many interesting issues, especially on the study of national culture which is a culture of a group of people in the nation, or it can be called as cultural group which presents character of the nation. In this case, the study on the differences of cultures reflect aspect on multi-cultural dimension which is to study cultural dimension of Hofstede (Stylidis, Biran, Sit, and Szivas, 2014), and it is a concept that can explain the behavior and communication of people from different cultures (Woodside, Hsu, and Marshall, 2011). Such concept starts from the study of culture in each country around the world by using values survey module (VSM) to group cultural characteristics into categories according to the definition of culture which means the type of thought, feeling, and reaction of individual. From the result obtained in the period of time, it can be divided into 4 cultural dimensions which are 1) power distance: PD, 2) individualism /collectivism: IDV, 3) masculinity/femininity: MAS, and 4) uncertainty avoidance: UAI. These cultural dimensions are used as a frame to collect data from samples of 116,000 IBM employees from 66 countries around the world. Important information of each dimension can be described as follows (Hofstede, 1984):

1) 1st Dimension “Power Distance” means the action that a person considers the difference of social status and equality. Some cultures will have high discrimination between those who live in different societies such as employer and employee. In the society where there is high power of distribution, one person will feel that he differs from one another (Mussalam and Tajeddini, 2015). For example, Yang, Ryan, and Zhang (2015) explain that an executive will feel that he has more powerful than his employees. In the low power distance society, executives or people living in higher society will not quite feel that they are different than their employees.

2) 2nd Dimension “Individualism /collectivism” explains the society which has individualism, and this society will be a society that is not quite bound between person in the society. People will pay more attention on their families first,

and they will have their own thoughts and actions (Matzler et.al, 2015). For society which has collectivism, the society is firmly bound and they will focus on the group more than individual. They will have honesty and loyalty, and they will protect and help each other (Frederick and Gan, 2015).

3) 3rd Dimension "The importance of men / women" means the society that pay attention on the equality of gender. The society that focuses on men will emphasize sex discrimination clearly, and some roles will be reserved for men only such as duties depending on decision making, brave, analysis, and high-level plan making (Wang, 2014). For society of feminine, it means that women and men will be compromised and they will have the same right in all issues. Women will have equal rights as men, and she can be a leader as well (Min, 2007).

4) 4th Dimension "Uncertainty avoidance" is a cultural indicator which presents the feeling of individuals on uncertain situation. Sometimes the situation cannot be predicted (Deery, Jago, and Fredline, 2012), but some people in the society will feel that it is normal, and some people may feel that uncertain situation is a trouble. The behavior of uncertainty avoidance is reflected in the form of decision making (Gnoth and Zins, 2013). After that, Michael Bond, a cross-cultural psychology and researcher from Hong Kong and Taiwan Universities, has provided his experience when he works in Chinese culture to develop a tool named Chinese Values Survey (CVS) to find additional cultural dimension from the concept of Hofstede. Such dimension is related to the Confucian Dynamics which gives priority to the respect to seniors and obeys knowledgeable people, and they also pay attention on the perseverance, economized, and reason towards disappointment. The objective of such study is to study on the belief and value of Chinese people towards Confucian Dynamics that reflect on the concept and action. After that he analyzed it with countries that use Chinese culture such as Hong Kong, Taiwan, Japan, South Korea and Singapore. Such dimension is a symbolism of differences between Eastern culture and Western culture. This dimension is called "long-versus short-term orientation: LTO", and then Hofstede has taken this concept to do his further study on the frame of his own cultural dimension (Richards and Wilson, 2007).

5) 5th Dimension “Long-versus short-term orientation in the future”

For the importance of this dimension, it is the action to analyze the differences of people in western and eastern culture towards future oriented plan. For the result, it is found that people who come from societies that have long-term plan are mostly living in Asia (China, Hong Kong, India, South Korea, Taiwan, and Vietnam). They will look at the past, and they will set their goals in the future by using patience and perseverance as well as hard working and diligence (Lai, Li, and Harrill, 2013). They will use their resources economically; whereas, people from the short-term plan (Australia, France, Canada, Sweden, and Spain) will focus on the present lives rather than others (Ruzzier, Antoncic, and Ruzzier, 2014).

Thus, it can be seen from the cultural dimension analysis in some countries as mentioned above. Besides, Hofstede (2001) presented that many countries in Western society will have values on low power distance. It means that people believe in the equality on their duties (except some countries such as Belgium, France, Italy, Spain and the United States), and it focuses on the uncertainty avoidance in low level to medium level. It means that most of people are not concerned about the uncertainty that may happen (except some countries, including Belgium, France, Germany and Spain). Moreover, people have high individualism, and it is found that people focus more on the short-term and medium-term plans in the future. For the importance on men/women, Western society will focus more or less on the importance of men/women separately. It is found that most Asian people will focus more on collectivism and power distance as well as long-term plan in high level. For the importance of men/women's roles, it is focused more or less depending on each society as same as the dimension of uncertainty avoidance (Hofstede, 2001).

Although the study of cultural dimensions of Hofstede has been criticized as it is unable to explain the changes of cultural values, such theory is accepted by professional tour guides from several nations that they can understand more cultural differences of tourists (Liu, 2014). Meanwhile, the study on cultural dimension of Hofstede is used as an idea for research for several times. For the result, it insists such differences (Guedes and Jimenez, 2015). In addition, Hofstede's cultural

dimensions are beneficial to the application of research in tourism as it is appeared that there are several researches that used such concept to study on the understanding of different cultures and behavior of tourists as well as cross-cultural communication (Alberti and Giusti, 2012).

In addition, Cuccia and Rizzo (2011) explain that, the analysis of cultural differences and the behavior of tourists are found in many researches, and mostly, it has been studied on the relationship between the behavior of tourists from Western and Eastern societies. However, the most popular one is to study on the comparison by using individualism for the dimension. This is defined as the main variable in differences analysis which is related to the behavior in society, communication, attitude, human relation, perception, and feeling, etc. For the overall research results from each cultural dimension, it is found that individualism / collectivism influences the perception of service quality, travel information finding, destination choosing, or gift providing. The cultural dimension on uncertainty avoidance is found to influence the types of trips and types of information finding as well as criticism behavior (Hofstede, 2001). For the cultural dimension on the importance of men/women, it is found that it influences the loyalty and satisfaction of travelling, and it can be described as follows.

1) The difference between individualism and collectivism toward service quality

Jeou and Chih (2011) explain that comparing to those who come from collective culture, tourists whose culture is individual possibly tend to expect or request high quality service, the readiness of the service providers and the service which must not cause any mistake. Furthermore, the individualist customers will have higher anticipation toward service providers than the collective customers, due to the fact that the collective society trust service providers that they can guarantee their service quality because the service users are important to the providers (Yu and Ko, 2012). Besides, the individual person will keep distant with people around them and

the service providers, including avoiding interaction or intimacy with the other people (Yang, 2011).

2) The difference between individualism and collectivism toward travel research

When they try to do the research for planning a trip, the business travelers who live in the country whose society is extremely collective such as Japan and Korea, they will rely on traveling guide agency, travel offices, guidebooks and advices from their friends (Richards and Ark, 2013). At the same time, the business travelers who live in the individual society country such as Australia, like to search information from the direct sources, for example, from airlines or travel officer of their destination cities (Canavan, 2015). In addition, When Japanese tourists (collective society) and Australian tourists (individual society) have free time, their method and strategies of searching travel information are also different (Salazar, 2012).

3) The difference between individualism and collectivism toward giving presents

Most collective tourists, for instance, Koreans, give priority to presents in special occasions. To pay money for gifts or souvenirs requires quite high budget and they like to give presents in workplaces (Hofstede, 2001). In contrast, American tourists who live in individual culture do not feel any pressure to give present for returning kindness or exchange. With this reason, to give presents in special occasions for American people is not too necessary. Americans will give gifts when they intend to do and they are flexible to plan gift budget more than Korean tourists (Ganglmair and Wooliscroft, 2013). The difference between Individualism and Collectivism in traveling type and destination country.

The tourists who have a very individual characteristic (German and English) and who visit Thailand will interest in adventurous, agricultural and natural sightseeing travels (islands) more than the collective tourists while the

collective tourists (Japan) like cultural travel more (Liu, 2014). Zuzana, J. and Zuzana, L. (2015) found that tourists from individual countries (Australia, Canada, New Zealand and USA) will select the destinations countries which are similar to their own while the tourists from truly collective countries (Japan, Columbia, El Savador and Ecuador) tend to select the countries whose cultures are different. The difference between avoiding the uncertainty and type of travel Tourists from the culture which people barely avoid the uncertainty (German) and those from the culture which people willingly try to avoid the uncertainty (Japan) have different searching methods, planning duration, companion group and type of travel. In other words, Japanese tourists have the behavior to avoid the risk by searching several information from several sources, will make the payment in advance to confirm their booking, love to travel in a group and spend fewer time of spending the nights and visiting than German tourists who feel that they can deal with the risk and love to travel independently. They spend the nights and time of visiting longer than Japanese tourists (Johnson, 2014).

4) The difference between avoiding the uncertainty and travel research

According to the research processing, Japanese, South Korean, Australian and American tourists differently pay attention on information resources (Timothy and Gelbman, 2015). The tourists from the strictly uncertainty-avoidance culture (Japan and Greece) will receive travel information from friends, travel administration office and travel agency more than the another group as German and English who will search information from travel guide and receive information from marketing promotion, for example advertising or public relation via television or radio (Sinclair and Gursoy, 2015).

5) The difference between avoiding uncertainty and type of travel

The tourists from the strictly uncertainty-avoidance culture will spend a few days to plan a trip. In contrast, the other tourist group will spend longer

time to plan a trip or travel alone or a small group. Besides, the first tourist group will prefer package tour while the other like to rent a car. Moreover, the first group also spends lesser time for hotel and visiting or a short period of travel than the tourists group who rarely avoid the uncertainty (Sinclair and Gursoy, 2015).

6) The difference between avoiding the uncertainty and compliment behavior

Those who live in the culture where people try to avoid the uncertainty in medium to high levels always think that they should avoid complaint, except that that situation will cause them uncomfortable, shameful or embarrassed. The tourists who extremely try to avoid the uncertainty intend to make a compliment to the service providers if they gain good experience from good quality service. On the contrary, if they gain bad experience, they will select the other travel service providers instead and use word of mouth method or complaint (Caruana, Glozer, Crane, and McCabe, 2014). In addition, the medium to high level of uncertainty avoidance group often avoid to express their emotion, their negative views, their compliment, their criticism and their conflicts with the people they have interact with because they regard that criticism and complaint are impolite and will ruin the harmony of the group (Page, Essex, and Causevic, 2014).

7) The difference between masculinity and loyalty and travel satisfaction

The research of Zhang, Zhang, Zhang, and Cheng (2014) found that the tourists from the culture where the masculinity is low will be loyal to the service provider. According to many reports, when there is the travel service evaluation, the tourists who highly give importance to masculinity will change the service providers because they aim to receive perfect and excellent service so when they tend to feel dissatisfied toward the service easier than those who give medium or lower priority on masculinity. They expect on good living quality, welfare and the others including attention from the service providers.

As the mentioned tourists' behavior analysis regarding the cultural dimension of Hofstede, it has gained interest from researchers constantly but later, there are more researches on the different cultures and the tourists' behavior in several topics, owing to the fact that the analysis of tourists' behavior from their social characteristic and population cannot explain the behavior in general (Meleddu, Paci, and Pulina, 2015). Presently, there are, consequently, researches on tourists' behavior through psychological view by connecting with the different of cultures, for example, the analysis on motivation of tourists and destination selection, satisfaction toward travel service, travel research, destination acknowledgement, tourist spot image, social interaction between the tourists and the host, the realization of travel risk, travel behavior, type of travel, the realization of tourist's stereotype attitude, the realization of satisfaction toward service quality, the realization of comfort of the hotel and type of tourists' consumption (Chen, Peng, and Hung, 2015). Therefore, it can be concluded that to synthesize the study result about the difference between culture and tourists' behavior according to Hofstede demonstrates that the cultural characteristic is the factor influencing their behavior. There are many individual and collective cultures studies due to the ability to indicate the difference of culture between the western society and the eastern society. Regarding this analysis result, it reflects to the difference of tourist's behaviors in many aspects, for instance, the tourists from individual society often have higher expectation toward the service than those from collective society. In terms of travel information research, the tourists from collective society always pay importance to the information of their friends or relatives more than those from individual culture. In terms of souvenirs, the collective tourists give priority to souvenirs for their friends and relatives more than the individualists. Nonetheless, to understand the cultural difference which relates to tourists' behavior is necessary for people who relate to travel industry. It benefits to the cultural communication between the service provider and the tourists. Or for the entrepreneur who need to plan their service in response with the demand of tourists in each culture. Also the marketing planner is able to apply this idea for their marketing, for strategy development and for effective marketing communication.

There are differences in the tourist behavior on the basis of nationality (Yuan and McDonald, 1990). Lee, Jeon and Kim (2011) accredited Briley, Morris, and Simonson (2000) discussion that compared different countries such as America, Japan and China to understand the influence of culture on decision making. Their findings suggest that when reasons are required for decision, individuals from Eastern cultures may often choose those that support compromise while individuals from North American culture may often choose those that support pursuing a single interest.

Furthermore, Jituer and Rugchoochip (2012) studied about strategic management in motivating retired foreign tourist staying longer with full happiness and suggested the results that the tourists were impressed with peacefulness, food, weather, warm welcome from Thai people, services from hotels and resorts, tourist attractions, and products. But there were some issues that the tourists suggested them to be improved which are; traffic systems and roads which caused them a lot of problems and wasted their time of traveling, cleanliness of the road, and vehicles. In addition, there should be the improvement on communication in foreign language so that Thai people can communicate with tourists better.

2.3 Tourists Decision Making Analysis

To study tourists' decision-making process, is more than finding the answer 'Where' and 'why' to travel (Zhang, 2009) Aspects of consumer behavior and consumer decision-making were analyzed in different studies (Baker and Crompton, 2000; Moutinho, 2005; Sirakaya and Woodside, 2005; Hsu et al., 2009; Chen and Chen, 2010; Al-Tarawneh, 2012; Schiffman et al., 2014).

2.3.1 Decision making analysis

Analysis of the essence of consumer behavior showed that it concentrates on how people formulate decisions. A tourist's decision-making process is a complex, multi-faceted course influenced by different internal and external factors. The

examination fundamentally consider both factors that influence the decision-making process and the existing consider of decision-making process are complicated. In the analysis of internal and external factors that influence a decision making of tourists.

1) Internal factor

The internal factors that influence a decision making of tourist can be divided into five types as; Perception is the process by which individuals have to understand things surrounding him by selecting, arranging, and interpreting information received from the environment (Camison and Fores, 2015).

Motivation means internal or external impulsion of individual which creates enthusiastic and never gives up in doing something (Zhang and Peng, 2014).

Attitude is the feeling and expression such as things, person, and situation in kinds of satisfaction or dissatisfaction. Attitude is the result of feeling to something strongly with confidence (Chen and Cheng, 2012).

Personality means the psychological attributes within the individual which determines and reflects how individuals react to environment around them (Yang and Cai, 2015).

Lastly, learning means the changes of behavior due to past experience, so learning is a change in content and knowledge in permanent memory of human, and it is a result of information procession that is a cause of a change in memory. Such change will lead to the changes in human behavior (Chapman and Light, 2015).

2) External factor

The external factors that influence a decision making of tourist can be divided into four types as; reference group means a group which serves as a frame of

reference or as a guide for each person to make a decision to purchase goods and services (Quintal, Thomas, and Phau, 2015).

Family means two or more persons living together and they are related by blood. And, it means a marriage between man and woman or child adopted (Niemczyk, 2015).

Social class refers to the distribution of people in the society into classes clearly, and members in any society will have the same social status where as other members in other societies may have higher or lower social status (Zhang et.al, 2014).

Culture in the aspect of the consumer behavior means the total result of belief, value, and tradition from learning which serves to define the consumer behavior of members in one society (Whang, Yong, and Ko, 2015).

2.3.2 Theory of Planned Behaviour (TPB)

Icek Azjen formulated the theory of planned behavior in 1988. Theory of Planned Behavior was developed from the Theory of Reasoned Action (TRA) which is initially developed in 1967 by Martin Fishbein. Since then TRA was revised and expanded by Icek Azjen and Marti Fishbein and was applied in the human behavior studied firstly in 1980. The core idea of both theories were rooted from the idea of “intention leads to action”. The idea of the theory of reasoned action (TRA) is that individual intention of people are formed through the measuring of one attitude and subjective norm towards performing a certain behavior. The Theory of Planned Behavior integrated an exogenous factors; perceived behavioral control into the model. The theory indicates that the attitude toward behavior, subject norm and perceived behavioral control are the key constructs for individual’s behavioral intentions and behaviors. TPB theorized that perceived behavioral control, through its influence on behavioral intention, or impact directly on actual behavior (Huang, 2006). The certain attitude toward behavior is presented before and while the behavior are performed. The subject norm presents how important people in the

subject's life of one individual person would view his/her behavior. The perceived behavioral control is defined as people's perceptions of their ability to perform a given behavior. Perceived behavioral control consist of two parts; self-efficacy and control ability. Self-efficacy is the difficulty to perform the action while the control ability is the belief that one has controlled over the behavior. In the other word, it is directly related to behavioral intentions and the actual behavior.

According to TPB, Azjen explained the concept of intention to perform a given behavior is moderate to Theory of Planned Behavior. The corresponding between intention and behavior reflect the engagement in behavior that people intent to perform. Individual's intention can forecast the performance, while behavioral intention is an intention to perform the behavior. Furthermore, people's intention should be adequate to predict behavior if they have completed control over behavioral performance.

“Intentions are assumed to capture the motivational factors the influence a behavior, they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, in order to perform the behavior” Azjen, 1991 as cited in Chang, 2013)

Attitude is populated to be the first antecedent of behavioral intention. It is an individual's positive or negative belief about performing a specific behavior. These beliefs are called behavioral beliefs. An individual will intend to perform a certain behavior when he or she evaluates it positively. Attitudes are determined by the individual's beliefs about the consequences of performing the behavior (behavioral beliefs), weighted by his or her evaluation of those consequences (outcome evaluations). Those attitudes are believed to have a direct effect on behavioral intention and are linked with subjective norm and perceived behavioral control.

Subjective norms are also assumed to be a function of beliefs that specific individuals approve or disapprove of performing the behavior. Beliefs that underlie subjective norms are termed normative beliefs. An individual will intend to perform a certain behavior when he/she perceives that important others think he/she should.

Important others might be a person's, spouse, close friends, physician, etc. This is assessed by asking respondents to judge how likely it is that most people who are important to them would approve or disapprove of their performing a given behavior.

Problems arise with the TRA when the theory is applied to behavior's that are not fully under volitional control. The TPB took into account that all behavior is not under volitional control and that behaviors are located at some point along a continuum that extends from total control to a complete lack of control. The individual may have total control when there are no constraints of any type to adopting a reticular behavior. At the opposite extreme, there may be a total lack of control if adoption of a given behavior requires opportunities such as resources or skills which may be lacking. Control factors include both internal and external factors. Internal factors are such things as skills, abilities, information, emotions such as stress, etc. External factors include such things as situation or environmental factors. To overcome this limitation, Ajzen modified the Theory of Reasoned Action (TRA) by adding a third antecedent of intention called perceived behavioral control. With the addition of this third antecedent, he re-named this the Theory of Planned Behavior.

Perceived behavioral control refers to the degree to which an individual feels that performance or non-performance of the behavior in question is under his or her volitional control. People are not likely to form a strong intention to perform a behavior if they believe that they do not have any resources or opportunities to do so even if they hold positive attitudes toward the behavior and believe that important others would approve of the behavior (subjective norm). Perceived behavioral control can influence behavior directly or indirectly through behavioral intentions. A direct path from perceived behavioral control to behavior is expected to emerge when there is some agreement between perceptions of control and the person's actual control over the behavior.

A general rule of the Theory of Planned Behavior (TPB) is the stronger of these three constructs are, the stronger of an individual's intention should be to perform the behavior (Ajzen, 1991) Besides, Sheeran, Conner and Norman (2001)

confirmed that these three key constructs are reliable predictors and can influence almost 50% of the variance in the behavior study from meta-analytic reviews (Chang, 2013).

According to the Theory of Planned Behavior (TPB) (Ajzen and Fishbein, 1980; Ajzen, 1991) pointed out that perceived behavioral control can be considered as a form of controlling constraints that prevents individual from actual behavior.

The Theory of Planned Behavior is widely used in numerous number of consumer behavior researches in many academic areas. Also indicated that TPB is one of the most popular and powerful conceptual frameworks to study customer behavior. A several researchers attempted to test the effective of TPB theory and confirmed that these three conceptually independent constructs are the significant predictors of consumer behavior and intention. However, Ajzen (1991) suggested that TPB may inadequate to explain the relationship between attitude and behavior, it may be useful to involve additional constructs.

As aforementioned in the beginning of this chapter, the preference and needs of tourists constantly vary and change with different outlooks. Many countries as well as the tourism marketers and practitioners have attempted to have comprehensive understanding the tourist behaviors in order to sustain the competitiveness in tourism industry. According to Ajzen and Fishbein (1977), behavioral intention has been a predictor of a person that has formulated whether to perform some specific future behavior or not. In other words, behavioral intention has been a reasonable dimension to predict future behavior such as willingness to recommend to the others, say good thing about that experience such as publicize the tourist attraction, and willingness to visit again. From the study of Zhang et.al (2016), it is presented that if we can understand the factor which has a power to predict the intention of tourists, we can know trend of behavior which will be occurred in the future according to the intention of tourists. Moutinho (1987) defined behavioral intention as a behavior that existed before an action depending on different attributions to evaluative beliefs, social factors that deliver a set of normative beliefs, and situational factors. In this case, it provided the easy way for organization or agent to

arrange form of service according to each factor to make it meet the need of the tourists and support tourists' satisfactions. Brown, Assaker, and Reis (2015) said that if tourists have positive tourism behavior, such tourists may have intention to come back again.

In tourism research, the Theory of Planned behavior have got positive support and have been applied in numerous studies in term of tourists' behavior, behavior intention, revisit intention, recommendation intention as well as destination loyalty. Most tourism research examined travel intention/ revisit intention in relation to determine antecedents and treated as dependent variable. (Ajzen and Driver, 1991; Lam and Hsu, 2004; Han, Hsu, and Sheu, 2010; Quintal, Lee, and Soutar, 2010; Jalilvand and Samiei, 2012; Chang, 2013, Miao, 2015; Ramamonijarivelo, 2015; Li, 2016, Park, Hsieh, and Lee, 2017). Regarding to Ajzen and Driver (1991) showed that attitudes, subjective norm, and perceived behavioral control can significantly predicted leisure intentions and leisure behavior. However Sheppard et al. (1998, as cited in Huang, 2006) provided firm support for TPB model and noted that individuals' attitude and subjective norm had a weak correlation with their intention to non-choice activities than to perform choice activities, whereas Armitage and Conner (2001, as cited in Huang, 2006) showed a meta-analysis revealing subjective norm was a comparative weak predictor of intention. Lam and Hsu (2004) study the additional of past behavioral control to TPB of Mainland tourists' intention travel to Hong Kong, the finding presents subjective norm is not related to intention. While past behavioral control, attitude and perceived behavioral control are related to the study participants' travel intention and the correlation between past behavior and intention to travel is weak. It is contradictory to their latter study in 2006 showed subjective norm have a greatest direct effect on behavioral intention of Taiwan tourists to visit Hong Kong.

Furthermore Ajzen (1991) also suggested that TPB may inadequate to explain the relationship between attitude and behavior, it may be useful to involve additional constructs and in order to elaborate new constructs into the original model, the constructs should be crucial and influential on decision-making process and behaviors. The variable should be conceptually independent factors from the existing factors (Chang, 2013). Thus, several researches attempted to elaborate the additional

predictors such as past experience, motivation, perceived constraints, customer's value, activity, satisfaction, destination image, word of mouth as well as integration the extent model such as customer value theory, the expectation disconfirmation model and take advantage of this planned behavior theory in the tourism academic researches (Muller and O'Cass, 2001; Lam and Hsu, 2004; Huang, 2006; Liao, Chen, and Yen, 2007; Sommer, 2011; Chang, 2013; Karimy, Zareban, Araban, and Montazeri, 2015; Muzaffar, 2015; Miao, 2015; Ramamonijiarivelo, 2015; Li, 2016; Park et al., 2017).

2.3.3 Expectation-Motivation-Attitude Model (EMA Model)

In Tourism study, Hsu, Cai, and Li (2010) developed the model based on the preliminary theoretical model of Gnoth (1997) to study the behavioral process in the pre-visit stage of tourist in the context of Chinese outbound travelers. The model composed of expectation, motivation, and attitude. The EMA model suggested the significant relationship between these three conceptual independent constructs. The expectation to travel to destination has a direct effect on travel motivation to visit the destination, while motivation has a direct effect on attitude toward visiting the destination, The expectation to travel to destination has a direct effect on attitude toward visiting the destination; and the motivation has a mediating effect on the relationship between expectation and attitude (Hsu et al., 2010). The EMA model is presented in figure 2.1.

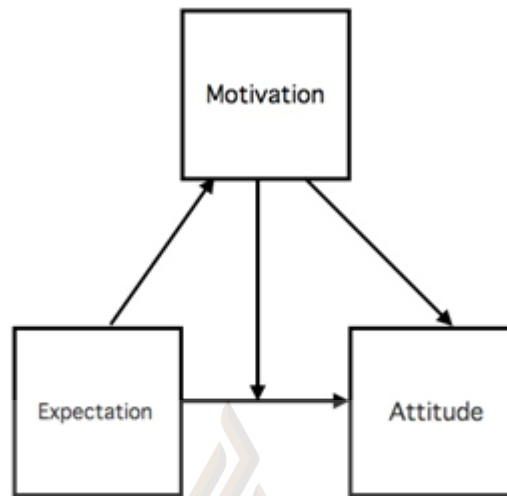


Figure 2.1 Expectation Motivation Attitude (EMA) Model

Source: Hsu et al., 2010

Although this model have been recently developed in 2010, this expectation, motivation, and attitude (EMA) model has been tested and got high supported by several researchers in tourism marketing and tourism entrepreneur. Cheng, Sin, Synn, Wen and Zie (2016) conducted the study in Malaysia to test the model and the result confirmed the proposed relation, they further suggested that a stronger influence from motivational factors towards attitude, rather than from the traveler's expectation. Moreover Wong, Cheung, and Wan (2013) for the influence in travel motivations from attitude are greater than motivations from expectation. In order to understand tourist behavior, understanding expectation, motivation, and attitude can certainly help in segmenting markets, designing promotional programs and product offerings, and decision-making about destination development. (Hsu et al., 2010; Line and Costen, 2011; Wong et al. (2013); Cheng et al., 2016; Crawford, 2017).

2.4 Variables Review

With respect to tourist behavior, Zhang (2009) accredited (Chen and Hsu, 2000) discussion explaining that tourist behavior can be divided into three groups: before, during and after the trip. Tourist behavior in the first stage are connected to travel motivation, destination image and decision making. During the trip, tourist behavior is highly connected to attitude toward service quality as well as activity selection and the nature of experience. In the post-visit stage, tourists' satisfaction received high attention from numerous studies. This study mainly focus on the pre-visit stage to examine the significant impact of the predictors to travel intention of Norwegian Senior tourists.

2.4.1 Motivation

In order to study about customer behavior and decision making, the motivation factor is one of the conditions should be considered. In numerous number of tourism studies, the travel motivation has shown to be one of the most important factor in term of tourism behavior. Besides, motives are in the beginning stage of decision making process (Crompton and McKay, 1997). Iso-Ahola (1982) also supported by identifying that motives is a key dominator and plays the significant role in understanding tourists' decision making process. With respect to the motivation definition, Pizam, et al. (1979) defined motivation in term of psychological literature as "an inner state that energies, channels, and sustains human behavior to achieve goals" (Crompton and McKay; 1997, Iso-Ahola, 1982; Patterson, 2006). According to Mill and Morrison (1985), the process of motivation starts with the "needs and wants" of an individual. It can be explained that when needs begins, wants consecutively occur when the person has an awareness of the existing needs and/ or when he or she is in an unconscious condition (Zhang, 2009).

2.4.1.1 Hierarchy of Needs by Maslow

Maslow's hierarchical theory of motivation was one of the most applied in the tourism literature (Maslow, 1970). Maslow developed the theory of motivation which has totally influenced American educational system. His theory is based on the

idea that the response of drive is the only and the most important influencer of human behavior (Sengupta, 2011). The theory was modeled as a pyramid whose base consists of the physiological needs, followed by higher levels of psychological needs and the need for self-actualization

The theory of hierarchy of needs can be used as a theory to analyze satisfaction and attitude of tourists. Abraham Maslow is the person who constitutes the structure of Humanism. Maslow's principle emphasizes on the hierarchy of needs. He believes that human tends to have new need when the basic needs have been responded, for example, safety and stability or no hunger and good sleep (Griffin, 2011). When these needs become fulfilled, they need the other and this is the motivation of their behavior, the success in life, for instance. Human motivation comes from the behavior of need which requires the response to gain satisfaction. Maslow has divided basic needs of human into 5 levels (Maslow, 1970). The following Figure 2.2 shows Maslow's Hierarchy of Need.



Figure 2.2 Model of Hierarchy of Need

Source: Maslow, 1970

Firstly, Physiological Needs mean basic needs for the body which is necessary to live. They consist of food and water, shelter and sex. Human has these needs since birth until become old. Every man wants these needs all the time (Griffin, 2011). If they lack the body to stimulate any activity, when the primary needs have not been ignored, the following needs will not occur (Thielke et al., 2012).

Secondly, Safety Needs mean physical and mental safety because human has not to face the uncertainty for living, for instance, loss of position, lack of properties, being threatened by the others (Sirgy, 1986); therefore, human needs safety and life guarantee such as stable career, money saving, life insurance, etc. (Oleson, 2004).

Thirdly, Love and belonging needs mean the need of being loved and having good relationship with the others (Yalch and Brand, 1996). Besides, they belong to a group because every man needs friends to prevent loneliness. With this reason, they need to have relationship with the others or may with any group such as family, colleagues, neighbor and entertainment groups. The attachment will exist among members in the group. They will love, care and accept each other (Goebel and Brown, 1981).

Fourthly, Esteem Needs mean the desire to see them as being honored and respected from selves and the others. It is the need they want the other people see them capable, precious, honorable and elite (Lee, Kruger, Whang, Uysal, and Sirgy, 2014). Wong and Musa (2014) explain that those who have these kinds of needs are people who are confident and feel that they are useful. If these feeling have been destroyed or has been neglected, they will feel disappointed, hopeless and pessimistic. They will want compensation (Harrison, Low, Barnett, Gresham, and Brodaty, 2014). If they overwhelm by these negative feelings, they will feel hopeless in life, neurosis and tend to suicide (Kayat, Sharif, and Karnchanan, 2013).

Fifthly, Self-Actualization Needs mean the need to know and understand their real condition for self-fulfillment (Maslow, 1970). They want to be accepted, talent and sincere to themselves and desire to be the best person (Gomes, 2011). They gain

consciousness to adapt selves and grab the opportunity to face the reality of life and new environments with thinking that these are challenged and excited (Morgan, 2012). The self-development process will be unlimited. All their lifetime, all humans need to develop themselves in accordance with their own capacity (Kraftchick, Byrd, Canziani, and Gladwell, 2014).

Maslow stated to the hierarchy of human needs that it will proceed step by step but also be flexible. When the fundamental needs have been responded, human will interest in the higher needs respectively. The reason that human is a world animal which requires growing and living in the society with happiness results to these needs. However, Maslow's hypotheses about human needs are as followed (Heylighen, 1992):

1) Human always needs and the needs are endless. When they are responded, human will need the others, these process operate from their birth until their death.

2) The needs which have been responded will not motivate their behavior anymore. The non-responded needs will motivate their behavior.

3) The human needs are in hierarchy in accordance with how important they are. When their basic needs have been responded, human will interest in higher or advance needs.

2.4.1.2 Travel Career Ladder (TCL) and Travel Career Patterns (TCP)

The Travel Career Ladder (TCL) was developed by Philip Pearce in his book "The Ulysses Factor" in 1988. The model is based upon Maslow's hierarch of needs and conceptualizations of psychological maturation towards self-actualization goal. In other words, It can be stated of psychological maturity or "good health" (Ryan, 1998) Similar to Maslow's model, Pearce's model specifies five different hierarchical steps affecting tourist behavior. The model emphasizes all the tourists' patterns or motives, rather than a single motive for traveling. The levels described in his model are; 1) concern with biological needs (specifically relaxation), 2) safety and security needs (or levels of stimulation), 3) relationship development and extension needs, 4) special interest and

self- development needs, and 5) fulfillment or deep involvement needs akin to self-actualization (William and McNeil, 2011) as shown in Figure 2.3.



Figure 2.3 Travel Career Ladder (Philip Pearce)

Source: Ryan, 1998

The concept of TCL has been utilized and cited by a number of researches. However, no strong empirical evidence supported TCL underlying assumptions. Ryan (1998) argued that tourists did not show an increase in the intellectual motivation based on the past visits. Moreover, the intellectual needs was significantly reduced based on the experience of similar types of holidays. Pearce and Lee then developed a new model in 2002; the Travel Career Patterns (TCP) and called this the model as an adjusted version of TCL. Pearce and Lee tested the model by conducting surveys in culturally different countries both Western and Eastern countries such as United Kingdom, Australia, Korea, etc. The results from both Western and Eastern countries presented similar motivational factors. Lee and Pearce (2003) claimed that TCP approach can be illustrated conceptually as three layers of travel motivation, where each layer consists of different travel motives. The most important common motives (e.g. novelty, escape/relax, enhancing relationships) are

embedded in the core layer. The next layer, surrounding the core, includes the moderately important travel motives, which change from inner-oriented travel motives (e.g. self-actualization) to externally oriented motives (e.g. nature and host-site involvement). The outer layer consists of common, relatively stable and less important travel motives (e.g. nostalgia, isolation, social status). Lee and Pearce (2003) further explained that pleasure travelers at all levels of the travel career pattern are influenced by the most important and central travel motives, such as novelty, escape/relax and relationship, as well as by less important motives, such as isolation, nostalgia and social status. However, as their travel career level develops. In other words, as they grow older, pass through the stages of their lifespan and gain more travel experience pleasure travelers' moderately important travel motives shift from internally oriented needs, such as self-development, to externally oriented needs, such as experiencing nature and host-site involvement.

TCP model tends to give more meaningful information and explanations concerning tourist motivation. However, the TCP, as a tourist motivation model is still under development. The question of TCP's validity requires further rigorous tests. Researchers are concerned about the TCP approach. For example, Lee and Pearce (2003) compare the lowest and highest travel career level groups, but disregard comparisons among in-between groups. Nevertheless, studies conducted by Pearce and colleagues confirm that travel motivation is multidimensional (Lee and Pearce, 2002, 2003; Pearce, 2005; Pearce and Lee, 2005 as cited in Huang, 2006). A concept that has been proposed in many motivation studies (Paris and Teye, 2010; Williams and McNeil, 2011).

2.4.1.3 The Theory of Escaping and Seeking

In 1987, Mannel and Iso-Ahola presented a 2 dimensional tourist motivation theory, Escaping-Seeking theory which is also called as Optimal Arousal theory. (Huang, 2006; Jahwari, 2015) as shown in Figure 2.4.

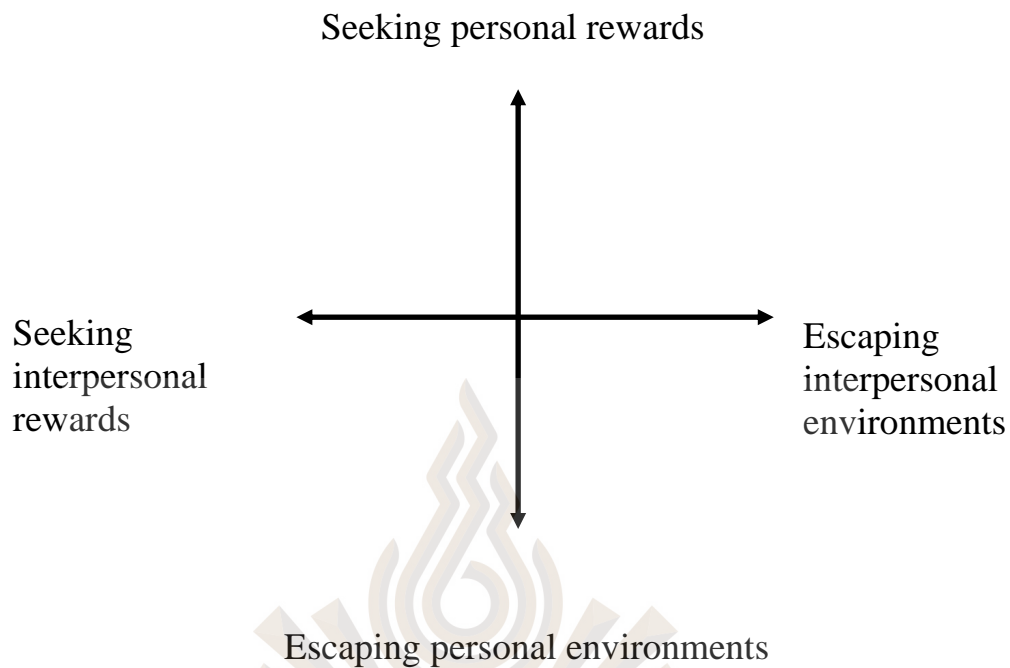


Figure 2.4 Escaping and Seeking Dimensions of Leisure Motivation,

Source: Huang, 2006

According to theory, Iso-Ahola discussed;

“Recreational travel is a process of continuous interplay of two forces: to avoid one’s daily environment and to seek novelty and other psychological rewards”. Both these elements also have personal and interpersonal components. All these factors works as a push factor for a tourist for engaging leisure and other recreational activities. Iso-Ahola (1982, as cited in Jahwari, 2015) showed two motivational forces of travel activity are involved; escaping and seeking. Escaping is “the desire to obtain psychological (intrinsic) rewards through travel in a contrasting (new or old) environment”. Figure 2.4 presents Iso-Ahola theoretical framework.

The development of Iso-Ahola’s motivational construct is quite restrained (Biswas, 2008). Very few papers explicated test Iso-Ahola’s four dimensional motivation framework (Snepenger, King, Marshall and Uysal, 2006; Biswas, 2008; Jahwari, 2015).

The finding from these two studies could not confirm Iso-Ahola theory significantly revealed that some dimension in the study failed to detect the Iso-Ahola's theory. The disadvantage of this theory is that it does not clarify why people escape from their personal and interpersonal social worlds (Jahwari, 2015). While the push and pull theory by Crompton have received vast attentions for the study related to consumer behavioral study in the context of motivation (Biswas, 2008).

2.4.1.4 Push and Pull Factors

In order to study about motivation, the concepts of the push and pull factors also should be considered. Dann (1977) was among the first to elaborate push and pull in tourism research (Zhang, 2009). The push/pull model is popular utilized by many researchers (Dann, 1977; 1981; Crompton, 1979; Lam and Zhang, 1999; Zhang and Marcussen, 2007; Hsu and Lam, 2003; Yoon and Uysal, 2005; Sangpikul, 2008a; Eisichaikul, 2012; Hosany and Prayag, 2013; Wang, 2015). Push factors are defined as internal motives or forces that cause tourists to seek activities to reduce their needs, while pull factors are destination generated forces and the knowledge that tourists hold about a destination (Gnoth, 1997 as cited in UK Essays, 2013; Wang and Leou, 2015). Stylos, Vassiliadis, Bellou, and Andronikidis (2016) have discussed about the key role of Push Factors and Pull Factors towards incentive tourism that Push and Pull Factors have influences towards the travel of tourists. The push factor is caused by personal factors and environment of tourists who want to travel. The push factor acts like the psychology of tourists, which resulted in the decision making to go and travel. It can be said that the push factor explains how that person will be pushed to make a decision to travel (Tosun, Dedeoglu, and Fyall, 2015). Moreover, the push factor is a very important aspect depending on the desire to escape from the everyday lives and go to take a rest, or it may relate to reputation, health, or the need to take adventure in new and different society (Liu and Lee, 2016). Furthermore, Crompton (1979) suggested in his study that among push and pull factors, nine motives for travel were based on unstructured interviews can they can be classified in two groups based on psychological and cultural factors. The psychological group are escape from perceived environment, exploration and self-evaluation, relaxation, prestige, regression,

enhancement of kinship relationships, and facilitation of social interaction. The cultural group are novelty and education.

Kim, Woo, and Uysal (2015) emphasized that the understanding of the push factor in tourism of the tourists helps organizations to determine the right marketing strategy for tourism. After considering the pull factor, it is found that the pull factor is the factor at the destination of the tourism that has a power to attract tourists. The pull factor such as availability to supply tourism, tourism resources, the cost of travel, laws related to tourism, and regulations related to tourism, safety tourism, and the influence derived from advertising related tourism, etc. (Khan, et al., 2017). Despite Pull factors have always been conceptualized relating to feature, attractions, or attributes of the destination itself. Several researchers attempted to study the pull factors by interchange pull factor with destination attribute (Kim, Lee, and Klenosky, 2003; Zhang, 2009)

2.4.2 Expectation

Expectation can be defined as “the prediction of outcomes of an activity before the activity takes place, often based on previous experiences.” (Ryan, 1995). Oliver (1987 as cited in Verain, 2015) also defined expectation as “the individual’s beliefs about how a product is likely to perform in the future.” (Verain, 2015). The expectancy-value models have become a dominant theory in this context. According to expectancy-value theory, the concept refers to degree of belief that some act will be followed by some consequence and expectations are considered as the variations of beliefs. These two terms are often interchanged to apply in the study. (Feature, 1990 as cited in Li, 2007). Based on the character of the theory, the individual’s motivation to perform any action is a function of expectancy that one will be able to perform the action and obtained the desired outcomes (Li, 2007). Thus, one can influence motivations by manipulating cues which define an individual expectation concerning the consequences of action and/or incentive value in term of action.

Rodriguez, San Martin, Collado, and Salmones (2009) mentioned expectations management is a key element to the destination’s success. Regarding to the assimilation

theory (Sherif and Hovland, 1961 as cited in Rodriguez et al., 2009), tourists tends to adjust the perception of destination to their expectations for further to make justify their predictions or beliefs by removing their psychological conflicts. While the contrast theory (Hovland et al., 1957 as cited in Rodriguez et al., 2009) claimed that tourists would magnify their evaluative responses in the direction of the discrepancy between perception and expectations. From these two circumstances, expectations would influence tourists' satisfaction and value-creation. The empirical study of Rodriguez et al (2009) showed tourist expectations are a second-order factor based on inter-correlations among several first-order factors such as external communication, word-of-mouth communication, past experience and destination image can be considered as the main factor generating expectations.

The determinant of expectation are considered in various studies of theorists and researchers to develop the Expectancy-value theory (Wigfield and Cambria, 2010). Swarbrooke and Horner (2001) show that knowledge of consumer psychology is important if one is determining the success of a product. This could be referred to as tourist expectations being an important factor for the success of a tourism destination or activity.

2.4.3 Travel Constraints

Edginton et al. (2002, as cited in Kim, 2015) defined travel constraints as; obstacles, barriers, limitations, impediments, restriction, and other factors placed in front of individuals either by themselves or by culture, society or environment. While Khan et al. (2017) defined travel constraints as factors which inhibit either initial or further travel, constrain an individual's ability to maintain or increase the frequency of travel and/or negatively affect their quality of travel. Apart from what Dann (1977) identified the motivation to be the answer of the psychological question "Why do people travel?", another question has also become highly focused is "Why do some people not participate in travel which they desire?" (Zhang, 2009).

Crawford and Godbey (1987) firstly attempted to present the leisure constraints model which was later modified by Crawford, Jackson and Godbey in 1987 by identified three main stages of constraints dimensions; interpersonal constraints, interpersonal constraints, and structural constraints (Kim, 2015). Intrapersonal constraints or intrinsic constraints are an individual inner states that influence the preference such as lack of money, lack of interest, etc. Interpersonal constraints or environment constraints relate to more external factors which prevents and individual from travel participation such as family disapproval. Finally, the structural constraints or interactive constraints present the intervening features between the preference and participation. Examples of structural constraints include lack of time, money, opportunity, information and access, and bad weather (Walker and Virden 2005; Nyaupane and Andereck, 2008). A numerous researches were conducted to study the impact of travel constraints to the decision making and further discussed that motivation is only one variables among others which can explain the tourist preference to destination. Alexandris, Funk, and Pritchard (2011) conducted the study to examine the impact of constraints on motivation, activity attachment and Skiers' future intention, the result were discussed with reference to the negotiation of leisure constraints proposition. Rose and Graesser (1981, as cited in Kim, 2015) conducted the study in travel constraints of senior tourists, the finding presented their travel constraints as "lack of appropriate time", "financial difficulties" and "family responsibilities" and "health condition". Moreover, the findings from recent studies have found the major travel constraints include "lack of information", "lack of social networks", "physical and emotional costs", "disability", "low energy" and "insufficient money" (Fleisher and Pizam, 2002; Lee and Tidewell, 2005).

Many studies of the Asian senior, especially Chinese, indicated the lack of spare time to travel and their relatives' attitude concerning are the travel constraints (Li and Luo, 2006; Hsu, Cai, and Wong, 2007). While the lack of spare time to travel and worry about their relatives' attitudes are two other major barriers for Chinese seniors to travel. (Li and Luo, 2006; Hsu, Cai, and Wong, 2007), Lee and Tidewell's (2005) indicated that Korean senior travelers are in fact physically healthy enough to travel. According to these finding from different countries of travelers, it can be implied that the different culture or nationality reflect the different constraints. In

addition, Huang (2006) indicated that no evidence found relationship between constraints and tourist attitude and his finding confirmed this notification. Despite the fact that leisure constraints as reducing the amount of freedom available, Jackson (1993 as cited in Al-Tell, Allan, and Al-Zboun, 2017) argued that constraints can lead to other desirable possibilities and further suggested five categories of benefit result of constraints; 1) enhanced resilience and deepened commitment 2) attention to other existing goals, 3) The discovery of previously unattended capacities, 4) Changes in attitude toward life and leisure, and 5) Intentional self-constraint for goal achievement. However most studies presented negatively relationship between travel constraints and decision making (Fleisher and Pizam, 2002; Lee and Tidewell, 2005, Huang, 2006; Nyaupane and Andereck, 2008; Zhang, 2009; Alexandris et al., 2011; Kim, 2015; Al-tell et al., 2017, Khan et al., 2017).

2.4.4 Destination Image

Destination Image is defined as tourists overall perceptions of a specific destination. (Fakeye and Crompton, 1991 cited in Lee, 2009). Destination image is one key component in tourists' decision-making to select the destination where they will spend their vacation and money. The importance of the destination image for the consumers allows us to think of any destination from the consumer's perspective in terms of how they sense, understand, use and connect to the place (Banyai, 2009). Besides, due to three stages of decision making stages in tourism: pre-visitation, during-visitation and post-visitation, destination image plays important role in every stages (Sirakaya, Sonmez, and Choi, 2001; Chen and Funk, 2010). A destination marketing organization is charged with the task of convincingly appealing to potential visitors and so attracting them to their destination (Dolnicar and Huyber, 2010).

Baloglu and McCleary (1999, as cited in Banyai, 2009) created a framework of destination image formation based on the interactive relationship between the destination image and the personal and stimulus factors. The personal and stimulus factors act as forces upon the destination image. The personal factors include the psychological factors, represented by consumers' values, motivations, and personality;

and the sociological factors which are age, marital status and others. The stimulus factors are being represented by the information sources, previous experience and the distribution channels such as word of mouth. When these two different factors are applied to the destination image, it creates different evaluations of the image. Moreover destination image can positively affect on-site recreation experience, satisfaction and future behavior. In cultural tourism, certain perceptions of attractiveness can lead tourists to develop destination loyalty (Lee, 2009). The study of results found that destination image is a multi-dimensional concept formed by cognitive and affective evaluations of a place. In addition, results provide support for the influence of psychological factors, i.e. motivations and cultural values, on image that individuals have of a tourist destination before visiting Dann (1996) suggested destination image were created by cognitive, affective and conative. Cognitive component made up of the sum of beliefs, impressions, ideas and perceptions that people hold of an object. The affective component deals with how a person feels about the objects (Rajesh, 2013). While conative is the intent or action component which can be understood as the probability of the visit to a destination within certain time period, which is equivalent to the intentions to visit as also stated in Pike (2004, as cited in Madden, Rashid, and Zainol, 2016)

San Martin and Rodriguez del Bosque (2008) conducted the study to explore the relationship of perceived image of a tourist destination between psychological factors and perceived image of a tourist destination. The results found that destination image is formed by cognitive and affective evaluations of destination with a multi-dimensional concept. In addition, results provide support for the influence of psychological factors, i.e. motivations and cultural values, on image that individuals have of a tourist destination before visiting the destination. Numerous researches attempted to study the comparative difference of destination image between two different groups; pre-trip and post trip visitors and first time and repeat visitors. The results presented the significant differences between two groups. (Wang and Davidson, 2010; Lim, Chew, Lim, and Liu, 2013; Jani and Nguni, 2016). Chetthamrongchai (2017) also developed a destination image theoretical model by using tourists' travel motivation, information and crisis perception. The finding indicated that the model identifies the influence of travel motivation, tourist

destination image, sources of information and crises in tourism. Moreover, attitude towards Thailand's travel motivation, travel motivation, crises, information sources in the normal situation, and in an unusual occurrence, tended to influence on Thailand's destination image. Li, Cai, Lehto, and Huang (2010) have examined the relationships among destination image, travel motivation, and leisure tourism intention in a rural tourism context through path analysis. The desire and trends of consumer's demand is determined by the images formed from the information of different channels. On this occasion, only such a kind of tourism destination can attract tourists which can arouse the good impression.

As the destination image plays an important role in this process and the effect of destination image on destination choice decisions has been well established in the tourism literature (Lee, 2009; Zhang, 2009; Dolnicar and Huyber, 2010; Chen and Funk 2010; Li, et al., 2010; Zhang, Zhang, Zhang and Cheng, 2014; Ali, Omar, and Amin, 2016, Khan et al., 2017).

2.4.5 Electronic Word of mouth (e-WOM)

Information sources have been used as marketing communication tools to reach tourists and as a means of controlling destination image in positive ways to target groups (Chetthamrongchai, 2017). Word of Mouth is acknowledged to play a remarkable role in influencing and forming consumer attitudes and behavioral intentions (Jalivand, Ebrahimi, and Samiei, 2013). Day (1971 as cited in Miao, 2015) stated that WOM is nearly three times more effective than zero-cost samples and nine times more effective than advertisement in influencing customer attitude or behavior when considering a newly launched convenient product

Based on the concept of word of mouth. Family and friends as well as the people who share the interest have a great influence on prospect from awareness to interest and decision making at the end. A word-of-mouth recommendation is behind 20% to 50% of purchases, and customers referred by loyal customers have a 37% higher retention rate (Frech, 2014). A number of research attempted to examine the

impact of online communication on consumers' buying intentions as well as tourist intention. (Prebensen, Skallerud, and Chen, 2010; Jalilvand, Samiei, Dini, and Manzari, 2012; Miao, 2015; Wang, 2015). It has been proven that electronic word of mouth is one of the most effective ways of marketing, and more widely accepted than TV and radio, which is evident from previous tourism marketing studies. e-WOM has become an increasingly popular way of obtaining competitive advantage over the last decade. e-WOM is especially relevant with regard to tourism, specifically tourists' attitudes toward such destinations. (Albarg, 2013)

Wang (2015) examined the influence of electronic word-of-mouth (e-WOM) on outbound tourists' intention to visit a destination through a dual-process perspective: the central route of argument quality (AQ) and the peripheral route of source credibility (SC). The finding showed outbound tourists' intention to visit a destination was positively determined by AQ, attitude toward destination and WOM intention.

Miao (2015) studied the relationship between e-WOM and Chinese tourists' decision-making influence factors to visit Thailand, and to investigate how e-WOM affects Chinese tourists' intention to travel in Thailand. The results show that e-WOM significantly affects tourists' behavioral intention toward visiting Thailand by affecting their attitude, subjective norms and perceived behavioral control of the Theory of Planned Behavior (TPB).

Jalilvand, et al. (2012) examined the inter-relationships among electronic word of mouth (e-WOM), destination image, tourist attitude, and travel intention in the tourism industry. The empirical results from the structural model suggest that: (1) e-WOM positively influences the destination image, tourist attitude and travel intention; (2) destination image and tourist attitude have a significant relationship with intention to travel; (3) destination image positively affects tourist attitude, and (4) the socio-demographic characteristics influence using e-WOM, destination image, tourist attitude, and travel intention.

Prebensen, et al. (2010) proposed causal relationships for important constructs in the consumption process: between motivations to travel, tourists' satisfaction, and intentions to communicate with others by word-of-mouth (WOM). A review of current tourism and marketing literature suggests two body-related dimensions (i.e., sun and warmth, fitness and health) and two mind-related dimensions (i.e., culture and nature, escapism). The results confirm that body and mind are useful as a framework to assess tourist motivations. People have many motives for visiting sun and sand destinations. Satisfaction was, as expected, found to impact WOM. However, only mind-related motives affect satisfaction with the destination, and tourists prefer to talk about culture and nature motivations, in particular, to others.

In addition, Internetlivestats (2016 as cited in NBTC, Holland Marketing, 2016) reported the internet penetration in Norway is among the highest in Europe and Scandinavian with rates of 98% while the European average penetration rate is 79%, Sweden is 93% and Denmark is 96%.

2.4.6 Attitude

Attitude is one of the critical constructs in understanding tourist motivation and behavior. Gnoth (1997) proposed that a tourist's attitude toward an object is determined by his or her felt needs and value system, highlighting the relationship between motivation and attitude (Cheng et al., 2016). According to Fishbein and Ajzen (1975 as cited in Ajzen, 1991), attitude is "a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object. Attitude is also defined as "a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor" (Eagly and Chaiken, 1993). The most evident component of this definition is "evaluation". Holding an attitude toward an entity suggests that a person characterizes it as positive or negative. Attitude is also viewed as a person's behavioural beliefs and positive or negative evaluation of the behavior in question (Latimer and Martin Ginis, 2005). Attitude is a core concept in psychology (Huang, 2006). Tourist attitudes comprise cognitive, affective and behavioral components (Lee, 2009).

Tourist Attitude is an effective predictor of tourist participation and satisfaction (Rafheb and Tate, 1993 cited in Lee, 2009) According to the Theory of Planned Behavior (TPB) formulated in 1988 by Icek Ajzen, behavioral intention is influenced by subjective norm, attitude and perceived behavioral control toward behavior. In tourism research, TPB is often applied to study tourist attitudes, examine tourist behavior and predict destination choice (Lam and Hsu, 2004, Lam and Hsu, 2006; Lee, 2009). Both of the study of Lam and Hsu in 2004 and 2006 showed attitudes, perceived behavioral control, and past behavior are significantly related to their travel intention. Lee (2009) supported the significant correlation between attitude and satisfaction, motivation and destination image. The strongest effect of attitude to satisfaction is highest following by the motivation and destination image. As well as Park, Hsieh, and Lee (2017) conducted the study to examine Chinese students' intention to travel to Japan using the extended Theory of Planned Behavior. Attitude is found to have the greatest impact on intention to travel to Japan.

2.5 Related Researches

2.5.1 The current state of literature on senior tourists in Thailand

Chumyen (2012) conducted a study about tourism behavior of senior Japanese tourists in Thailand, a case study of Japanese tourists in Chiang Mai province, the researcher discussed reasons for choosing Thailand as the destination, the Japanese tourists chose Thailand because they were interested in culture and tradition as the top first reason. The main purpose of visiting Thailand was to visit historical tourist attractions as well as to relax. The study showed that senior Japanese tourists were satisfied with their trips at the highest level which was 5 percent and the standard deviation was at 8.148 which its distribution of opinions was regarded as the high level of satisfaction. However, the satisfaction toward services, cleanliness, and price negotiation were in moderate level which was lower than 4 scores. In addition, most of senior Japanese tourists who visited Thailand planned their own trips and they expected to revisit, which the high score for this aspect was 77 percent. While 23 percent mentioned

that if they have a chance they will revisit Thailand but they will use tour service rather than planning their own trips.

Chamchan and Soparat (2012) conducted a study on the topic of Long-stay of the Japanese in Chiang Mai: Analysis of the Determining Factors in the Pre- and Post-Period of the Visit, the study revealed that “determining factors” that were lined by priority levels of long-stay decision in Chiang Mai included cost of living (when compared with life standard), locals (friendliness and generosity), safety and stability, beauty and tourist attractions, food and culture, language, having relatives or friends to stay with, and supporting campaign for long-stay. According to the point of view of experiences, every factor gave the tourist a better experience than they expected, except for the factor of safety and stability regarding living environment, especially in the issue of the enforcement of and compliance with traffic rules in Chiang Mai which affected their feelings. However, having relatives or friends to stay with and the ability of using Thai language were found to be the factors that gained higher satisfaction scores from Japanese tourists, which the experience they received was at the higher level than they expected before visiting Thailand.

Esichaikul (2012) conducted a research on a topic of tourism promotion for European seniors to Thailand which presented the research results related to the outlook of senior tourism market from Europe region in the following Table 2.1.

Table 2.1 The outlook of senior tourists from Europe region

Interview group	The outlook of senior tourists from Europe region in Thailand
Tour business	The market of senior tourists from Europe in Thailand included both male and female. Most of them have moderate level of income, have purchasing power, like to travel abroad 1-2 times a year in order to relax and escape from the cold weather, like visiting beaches and revisit. There are 3 groups;

Table 2.1 The outlook of senior tourists from Europe region (Cont.)

Interview group	The outlook of senior tourists from Europe region in Thailand
	<p>(1) 55-65 years old, still working, not retired, visit for 2 weeks during winter.</p> <p>(2) 65+ years old, already retired, stay for about 1-2 months.</p> <p>(3) Long stay or property group, tend to buy or rent houses/condos that provide full on kitchen, usually in Chiang Mai or Hua Hin, stay around 2-3 months.</p>
Hotel	Most of senior tourists from Europe usually come to visit Thailand as a couple, like peacefulness, service-mind, warm weather, beaches and local culture and tradition.
TAT	The market of senior tourists from Nordic countries and Baltic countries contains 55 percent of males, age between 55-70 years old, married, good health, still employed, most of them are business men and medium to high level of employees, receive income from business and government pension.
Professional Association	Senior tourists have moderate income, come to relax, like cultural tourism, some still employed and some retired.
Interview group	The outlook of senior tourists from Europe region in Thailand
Hospital	Most of senior tourists from Europe are retired and like traveling in Thailand, wealthy, can afford hospital fee, they expect to receive excellent medical care and services such as accurate disease diagnosis, and expect it to be fast and effective.

Table 2.1 The outlook of senior tourists from Europe region (Cont.)

Interview group	The outlook of senior tourists from Europe region in Thailand
Spa Business	Senior tourists from Europe like nature, outdoor weather, can afford expensive hotel, like using spa services, most of them are not picky but they cannot lay down more than 2 hours because their body will be soared.

Source: Esichaikul, 2012

2.5.1 The current state of literature on Scandinavian tourists

As aforementioned in Chapter 1 Scandinavian is the third biggest tourists in the world due to their strong economic and high purchasing power. Many destination Marketers especially in tourism countries have made attempts to study the characteristic of their markets by focusing on group or each countries. Some tourism reports focused mainly on Scandinavian market which represents Denmark, Norway and Sweden while some studied Nordic countries is used unambiguously for Denmark, Norway, Sweden, Finland, and Iceland, excluding their associated territories (Greenland, the Faroe Islands, and the Åland Islands) and some destination marketers studios Nordic group which represented only four countries; Denmark, Finland, Norway and Sweden due to these four countries have high rate of outbound tourists and also have strong purchasing ability.

According to the outbound markets for tourists in Generalitat de Catalunya report (2013) showed Nordic countries which referred to Denmark, Finland, Norway and Sweden, is a market that has not been seriously affected by the recession and daily spending levels remain high. Nordic families have an average of 5 weeks' holidays a year with great flexibility in the choice of dates. There are very few public holidays. School holidays begin in the first half of July and end at the beginning of August. Schools have a one-week holiday in October and another in February and July is the most important holiday month. In 2013 the number of tourists in Catalonia rose by

16.6%, while spending increased by 24.6%, Nordic is the second most important market to Catalonia. People from the Nordic countries travel throughout the year and are well-read travelers. The most important product in the Nordic market is sun and beach, as tourists want to be sure of good weather during their summer holidays. They are looking for sun and beach holidays and 75% stay in hotels, often opting for all-inclusive accommodation at 3 and 4 star establishments. They have clear preferences for hotels which are specifically suitable for families with children or adults travelling on their own. Those looking for more active holidays often choose golf and stay in 4 star hotels. According to Figueroa (2018), Business travelers prefer to choose 4 or 5 star hotels as well as the group of MICE while visitors coming for city breaks usually stay at 4 star hotels. Nordic countries, followed by the UK, have the highest level of online sales (55% in 2012). 54% of travel agency bookings were made online in 2012. Sales via OTAs rose by 22%, while there was a 15% increase in sales via the portals of conventional tour operators. The main social networks are Facebook and Twitter. Travelers from Nordic countries want Internet access in their place of accommodation. Business travel is also largely booked online (47% for the Nordic countries as a whole). Use of social networks in Sweden; Facebook: 66% Twitter: 17% Instagram: 15%

Trends and competitive positioning the number of regular flights to classic sun and beach destinations has increased. Consequently, despite the strength of the tour operators, Nordic travelers in search of sun and beach holidays are increasingly using regular flights and booking hotel accommodation via OTAs. There has been an increase in all-inclusive and business trips, luxury travel and unique experiences. Smartphones are becoming important tools for finding information when people make bookings and the use of travel portals and Internet search facilities has also grown. Classic sun and beach destinations continue to attract more visitors (Antalya, Gran Canaria Palma, Costa del Sol). Greece continues in top position for the summer months. Long distance travel for sun and beach holidays and city breaks is increasing in popularity. For the golf product, Portugal and the Costa del Sol are our main competitors.

However the report of Scandinavian Market (CBI, 2015) showed about 80 - 90% of Scandinavian are internet user, they have high education level with good

communication in English. Their economics are strong with high purchasing power. The report also presented 30% of tourists from Scandinavian is in silver age group (above than 55 year old). They like to escape from Scandinavian in winter. The commonalities of Scandinavian tourist are growing in usage of internet for travels. The number of long haul travel is increasing remarkably as well as their demand for all-inclusive is growing.

In term of cultural study, Konttinen (2017) has studied to determine behavioral and cultural traits for the tourist from the Northern European countries; Denmark, Finland, Norway, Sweden and Iceland compare to other regions such as Belgium, Russia and the United States of America. The cultural study in his research was divided into four different sections; financial, type of vacation, entry barriers and quality of hotels which are supported by the cultural theory of Hofstede. For the price consciousness and budgeting, the Nordics were considered as a higher budget community, with more spending money and higher quality of vacation. The holiday type for the countries was clear, but it falls to agents more than countries. Each country has specific agents for touring, as well as city stays. The Nordic countries tend to do significantly more city stays. According to the entry barrier, no visa is needed for Nordic countries. The final core difference between the markets is the quality and location of the hotel the group stays in. As mentioned in the interviews, the core hotel quality can be defined by country, but there are some agents who offer higher or lower quality hotels to provide luxury travel or to cut costs for the tour. Nordic countries tend to move forward on city center 3-star hotels. Moreover in term of destination management, the research found the Nordic tourists tend to be disloyal in the tourism market, and needs to be won each time a new quotation is made. Konttinen suggested the communication to win Nordic market should be professional and responsive.

In 2016, NBTC Holland Marketing summarized about Scandinavian tourist in Marketscan Scandinavian 2016 presented overview of the travel market as well as an insight into trends and developments. The report showed the population of this market is slightly increased in the past few years. Sweden has the highest number of population while population of Scandinavia is aging. The number of proportion of

older people is growing. Almost 20% of Scandinavian are 65 years or above. The growth rate of economics will be 2.1% in 2021 from the forecast of IMF and OECD (2016, as cited in NBTC Holland Marketing, 2016). The unemployment rate of Norway is the lowest with 4.3% in 2015 while Denmark and Sweden are 6.2% and 7.4% respectively which is below than the European average of 9%. The report showed approximately 34 million trips were undertaken by Scandinavian in 2015 when the total population of these three countries are about 20.9 million. Swedish, Danes and Norwegian took 15.5 million trips, 9.8 million trips and 8.8 million trips respectively. English is the most popular destination for Swedish and Norwegian and New Zealand is the most attractive destination for Danes. Generally Scandinavian above the age 50 spend most holidays abroad and most of their holidays are long holidays and they are expected to spend more vacation abroad in the future. The interest and travel needs of this group depends on their age and family / travel partner. Basically climate, cleanliness and price level are the most important factors when choosing a holiday destination. The exciting cities, beach access and tasty for are also important factors. Moreover the report showed Scandinavian prefer package holidays, follow by city breaks and self-drive holidays. They like to stay in a hotel, while hostels and renting accommodations are less popular. Most holidays happen in summer time especially long holidays while short holidays are often undertaken throughout the year. In holiday expenditure, Norwegian spend the most on travel with the average about 1,500 euro per person when travelling abroad while the average of the others is 1,300 euro per person. Above than 90% of the population in Scandinavian countries are using internet. The highest internet penetration rate is Norway with 98% of the population. Danes and Swedish rate are 96% and 93% of population respectively. Almost of 80% of Scandinavian use internet to inspire their holiday trips, followed by friends and family. Older people use internet as their second sources, they prefer brochures and other printed media. Most of their trips were booked online due to the flexibility as they prefer to adjust the trip to their needs and preferences themselves. Apart from that, 20% of online booring should be on mobile devices.

In comparison to the report of NBTC Holland (2016), Tourism Authority of Thailand (2016) report presented the number of tourists from Scandinavia without age

distinguishing. The record showed the number of tourists from Sweden, Denmark and Norway in 2015 are 321,663, 159,425, and 135,347 tourists respectively which obviously be seen the number of Scandinavian tourists is Thailand is about 1-2% of outbound tourists from this group. However Norwegian tourists showed the highest amount of expenditure per person amount the group with 5,345.79 baht/day/person while Danes spent 5,271.75 baht/day/person and Swedish spent 4,544.44 baht/day/ person, while are still higher than European tourists with the average amount of 4,258.42 baht/day/person on average. The longest average length of stay is led by Sweden and followed by Denmark and Norway by 19.14 days, 16.45 days and 16.11 days when European tourists have the average length of stay at 17.22 days when the global tourists have 9.52 days on average (Tourism Authority of Thailand, 2017).

The decision making process of tourists is complicated. People are motivated to travel to meet certain needs. Meanwhile, they are constrained by several factors such as time, cost, skills, information, etc. This chapter connects the research questions with a wide-range of literature reviews relevant to the travel making process, travel motivations, expectation, travel constraints, destination image, electronic word of mouth, travel experience, attitude and travel intention. Table 2.2 presents the studied factors on travel decision making and travel intention from the preview of previous researches.

To finally conclude, the overview of the literatures indicates research gaps and opportunities associated with Norwegian senior's travel intention, travel motivations, travel constraints, and other major constructs. It is expected that the examining the travel motivations and other constructs on intention to travel to Thailand would help to extend the existing knowledge by fulfilling the gaps in the literature, and gain more understanding of this Norwegian senior market with high propensity to travel and high purchasing ability. Moreover, the result would provide tourism industry practitioners with useful information to develop appropriate marketing strategy and tourism products to satisfy the needs and expectation of this potential market.

Table 2.2 Synthesis table from literature review

	Li, 2007	Alen, Dominguez and Losada, 2012	Hsu and Lam, 2003	Ho and Mckercher, 2014	Li, Cai, Lehto, and Huang, 2010	Zhang and Marcussen, 2007	Prayag, 2012	Ryan, 1998	Ramkissoon, Uysal and Brown, 2011	Jahwari, 2015	Meng, 2010	Serre, Legohérel and Weber, 2013	Lee, Jeon and Kim, 2011	Cohen, Duncan and Thulemark, 2013	Patterson, 2006	Huang and Hsu, 2009	Huang, Shen and Choi, 2015	Acadevo and Nohara, 2004	Choi and Sirakaya, 2016	Qi, Gibson and Zhang, 2009
Travel Motivation	x	x	x		x	x	x	x	x	x	x	x	x		x	x	x			
Expectation	x													x						
Travel Constraints			x						x											
Destination Image				x	x				x	x	x			x	x	x		x		
Sources of information incl. e-WOM									x						x			x		
Past experience	x							x		x					x					x
Attitude	x									x				x		x			x	
Perceived Value	x																x			

Table 2.2 Synthesis table from literature review (Cont.)

	Li, 2007	Alen, Dominguez and Losada, 2012	Hsu and Lam, 2003	Ho and Mckercher, 2014	Li, Cai, Lehto, and Huang, 2010	Zhang and Marcussen, 2007	Prayag, 2012	Ryan, 1998	Ramkissoon, Uysal and Brown, 2011	Jahwari, 2015	Meng, 2010	Serre, Legohérel and Weber, 2013	Lee, Jeon and Kim, 2011	Cohen, Duncan and Thulemark, 2013	Patterson, 2006	Huang and Hsu, 2009	Huang, Shen and Choi, 2015	Acadevo and Nohara, 2004	Choi and Sirakaya, 2016	Qi, Gibson and Zhang, 2009	
Satisfaction	x			x		x		x						x							
Subjective Norm																x					
Self-Efficacy/concept									x					x							
Activities				x		x															x
Perceived Risk												x									x
Life Style																					x
Travel Pattern		x		x																	
Type of pleasure trip																					x
Distance to destination				x																	

Table 2.2 Synthesis table from literature review (Cont.)

	Li, 2007	Alen, Dominguez and Losada, 2012	Hsu and Lam, 2003	Ho and Mckercher, 2014	Li, Cai, Lehto, and Huang, 2010	Zhang and Marcussen, 2007	Prayag, 2012	Ryan, 1998	Ramkissoon, Uysal and Brown, 2011	Jahwari, 2015	Meng, 2010	Serre, Legohérel and Weber, 2013	Lee, Jeon and Kim, 2011	Cohen, Duncan and Thulemark, 2013	Patterson, 2006	Huang and Hsu, 2009	Huang, Shen and Choi, 2015	Acadevo and Nohara, 2004	Choi and Sirakaya, 2016	Qi, Gibson and Zhang, 2009
Cross-cultural					X			X	X	X	X	X	X							
Perceived Authenticity / Perception								X						X						
Personal background									X											
Social Economic factors											X									
Perceived behavioral control																X				
Travel Motivation	X	X	X	X	X	X	X	X	X	X	X	X	X	X			X	X		X

Table 2.2 Synthesis table from literature review (Cont.)

	Li, 2007	Alen, Dominguez and Losada, 2012	Hsu and Lam, 2003	Ho and Mckercher, 2014	Li, Cai, Lehto, and Huang, 2010	Zhang and Marcussen, 2007	Prayag, 2012	Ryan, 1998	Ramkissoon, Uysal and Brown, 2011	Jahwari, 2015	Meng, 2010	Serre, Legohérel and Weber, 2013	Lee, Jeon and Kim, 2011	Cohen, Duncan and Thulemark, 2013	Patterson, 2006	Huang and Hsu, 2009	Huang, Shen and Choi, 2015	Acadevo and Nohara, 2004	Choi and Sirakaya, 2016	Qi, Gibson and Zhang, 2009
Expectation														x						
Travel Constraints					x			x					x							x
source of information incl. eWOM		x							x											
Past experience	x		x														x			
Attitude						x		x								x		x	x	
Perceived Value		x													x					
Satisfaction		x	x	x	x						x		x		x			x		
Subjective Norm								x								x			x	

Table 2.2 Synthesis table from literature review (Cont.)

	Li, 2007	Alen, Dominguez and Losada, 2012	Hsu and Lam, 2003	Ho and Mckercher, 2014	Li, Cai, Lehto, and Huang, 2010	Zhang and Marcussen, 2007	Prayag, 2012	Ryan, 1998	Ramkissoon, Uysal and Brown, 2011	Jahwari, 2015	Meng, 2010	Serre, Legohérel and Weber, 2013	Lee, Jeon and Kim, 2011	Cohen, Duncan and Thulemark, 2013	Patterson, 2006	Huang and Hsu, 2009	Huang, Shen and Choi, 2015	Acadevo and Nohara, 2004	Choi and Sirakaya, 2016	Qi, Gibson and Zhang, 2009	
Self-Efficacy/ concept			x																		
Activities		x		x									x			x					
Perceived Risk									x				x								
Life Style/ preferences																x					
Travel Pattern				x		x	x									x					
Type of pleasure trip																					
Distance to destination												x									
Cross-cultural																					

Table 2.2 Synthesis table from literature review (Cont.)

	Li, 2007						
	Alen, Dominguez and Losada, 2012						
	Hsu and Lam, 2003						
	Ho and Mckercher, 2014						
	Li, Cai, Lehto, and Huang, 2010						
	Zhang and Marcussen, 2007						
	Prayag, 2012						
	Ryan, 1998						x
	Ramkissoon, Uysal and Brown, 2011						
	Jahwari, 2015						
	Meng, 2010						
	Serre, Legohérel and Weber, 2013						
	Lee, Jeon and Kim, 2011						
Perceived Authenticity / Perception	Cohen, Duncan and Thulemark, 2013					x	
Personal background	Patterson, 2006						x
Social Economic factors	Huang and Hsu, 2009						
Perceived behavioral control	Huang, Shen and Choi, 2015						
	Acadevo and Nohara, 2004						x
	Choi and Sirakaya, 2016						
	Qi, Gibson and Zhang, 2009						

CHAPTER 3

METHODOLOGY

This chapter explains the methodology and research design used to examine the theoretical model of senior tourists motivation and the relationship among constructs of their travel intention to Thailand. The research framework and specific hypotheses are proposed, followed by a discussion of research design, research population, data collection, a development of survey instrument and the measurement scales. The final section provides a discussion of statistical methods, a Structural Equation Model is employed in this study to reflect the confirmed factor of Norwegian Senior's travel intention to Thailand.

Drawing on empirical studies as well as concepts and theories, a conceptual model is proposed as shown in figure 3.1 The constructs in this conceptual model include: travel motivations, expectation, travel constraints, destination image, electronic word of mouth (e-WOM), past experience, attitude and travel intention. The proposed conceptual model illustrates the logical relationship of the above constructs by indicating the directions of the cause and effects of the antecedents and consequences of senior tourists behavior. Based on the principles of structural equation modelling (SEM), it was hypothesized that each exogenous variance may have direct or indirect effects on endogenous variables, and no causal relationships except free correlations exist among the exogenous variables.

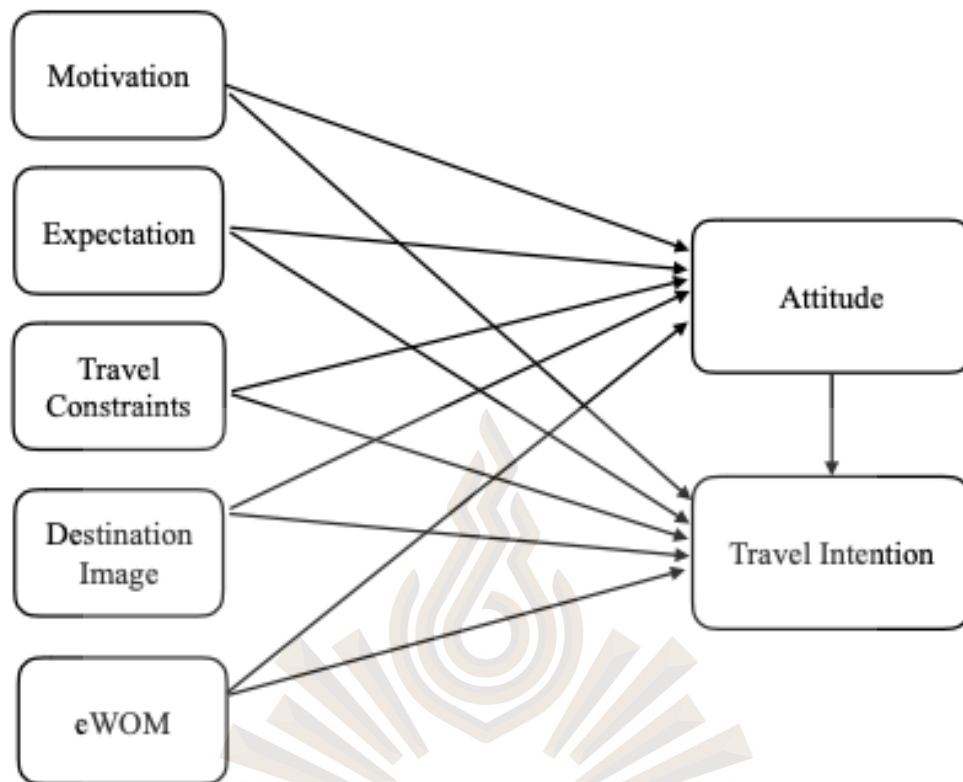


Figure 3.1 Conceptual Model

3.1 Population, Sample Size and Data Collection

3.1.1 Population

This research aims to further insights about the Norwegian senior market and to fill the gaps in tourism research as discussed in Chapter 2 by seeking to gain more understanding of this market and address more knowledge about the senior tourists from Norway, what motivates them to travel, what the factors influence their behavior intention to visit Thailand and what are their constraints that they could not visit Thailand regarding their desire. Even though there have been several research on European senior tourists, there are differences on the basis of culture and nationality (Yuan and McDonald, 1990; Miao, 2015). Thus, the population of the study is comprised of Norwegian senior tourist at age 55 and over who have some awareness about Thailand or have been traveled to Thailand at least one time. Since the

population amount of this study is unknown in term of exact number of Norwegian senior outbound tourists at age 55 and over and the elements in the population have no probabilities for being equally selected as the samples, non-probability sampling by purposive sampling method is appropriate for this study. The Statistics Norway (2016) present the outbound tourist in year 2016 from age group 65-79 years old was 500,000 and age group 45-64 years old was 1,200,000 (www.ssb.no).

3.1.2 Sample Size

Sample size determination is a crucial issue for any statistical analysis. In this study, a sample is Norwegian senior tourist at age 55 and over who have some awareness about Thailand or have been traveled to Thailand at least one time. This study also excluded those who decides not to travel to Thailand as a particular destination.

There are some rule of thumbs to determine sample size when apply Structural Equation Model (SEM) analysis in research methodology for further to ensure an appropriate use of maximum likelihood estimator (ML) (Hair, Black, Babin, and Anderson, 2010). The minimum of sample size must be required to reduce the chance of having an exaggerated goodness-of-fit indices (Anderson and Gerbing, 1988 as cited in Kim, 2015). Hair et al.(2010) suggested minimum sample size should be at least 100 when considering models containing five or fewer constructs, each with more than three items with high item communalities (0.6 or higher); 150 when models contain seven or fewer constructs and modest communalities (0.5); 300 when models contain seven or fewer constructs and low communalities (0.45), and/or multiple under identified (fewer than three items) constructs; and 500 when models contain a large number of constructs, some with lower communalities, and/or having fewer than three measured items. However Kline (2011) also suggest a sample size of 10 to 20 respondents per estimated parameter to be sufficient sample size. Thus, the sample size of 500 or greater in this study is sufficient and appropriate to ensure the Structural Equation Modeling (SEM) analysis with 31 variables (15 times).

3.1.3 Data Collection

According to study tourists' motivation and behavior as aforementioned in chapter 1, several studies have collected data from tourists during or after the trips, therefore the results could not single out motivations relative influence on tourists' decision for other determinants of behavior. (Hsu and Lam, 2003). In order to reflect actual data from respondents, the survey was conducted in Norway in a three-month period from December 2018 to February 2019. The qualified respondents needed to be 55 years old or over, who have some awareness about Thailand or have been traveled to Thailand at least one time. This study also excluded those who decides not to travel to Thailand as a particular destination.

3.2 Survey Instrument

The questionnaire was designed as a research instrument based on the comprehensive review of relevant literature focusing on travel motivation and tourist travel intention. A wide range of information consisting of socio-demographics, trip-related characteristics, travel motivation, expectation, travel constraints, destination image, electronic word of mouth (e-WOM), attitude and travel intention are collected. Most of the questions are based on previous research, only some questions particularly regarding to income level and expenditure are modified to suit with Norwegian standard and presented in Norwegian currency. The draft questionnaire is also viewed by tourism and academic scholars who provide helpful comments and feedback to revise and develop appropriate instrument for this research. The questionnaire is originally developed in English and then translated into Norwegian. A back-translation is carefully translated and checked the correspondent of meaning between the two versions by an academic scholars to ensure that both English and Norwegian versions are comparable. The equivalence of the translation must be verified. According to Beaton, Bombardier, Guillemin and Ferraz (2000), a Back-translation is a very helpful tool for a cross cultural study, the items of the original instrument must be translated into the language of the target and adjusted for cultural differences to maintain content validity. The electronic survey is utilized to collect data of this study and the result is

reported in English. The data collected from electronic survey. The questionnaire consists of 9 sections as shown in Table 3.1

Table 3.1 Structure of the survey instrument

Section	Questionnaire Included
1	Demographic Characteristics; gender, age, marital status, educational level and income level, trip-related behavior, information source, expenditure and other preferences.
2	Travel motivations of traveling to Thailand
3	Expectation of traveling to Thailand
4	Travel constraints of traveling to Thailand
5	Destination image
6	Electronic word of mouth (e-WOM)
7	Attitude
8	Travel intention

All of the sections consist of items that utilize a 5-point Likert scale which the scale from 1 to 5 define a) Strongly Disagree to Strongly Agree b) No Importance to Extremely Important.

3.2.1 Reliability and Validity

The four academic scholars and teachers in the department of Business Administration, Rangsit University and one from Rajabhat Phranakorn University were requested to review the content reliability and validity of the indicators and evaluate indicators of each construct and also give the useful suggestion to organize the appropriate instrument for this research. The research instrument is corrected and

adjusted in accordance with the recommendations and comments. The Index of Item-Objective Congruence (IOC) is applied to find the content validity. The Item-Objective Congruence (IOC) is used to evaluate the items of the questionnaire based on the score range from -1 to +1. Congruent = + 1 Questionable = 0 Incongruent = -1. The items that had scores lower than 0.5 were revised. On the other hand, the items that had scores higher than or equal to 0.5 were reserved.

After the items of the measurement scales are adjusted and developed, the pre-testing of the scales were conducted in order to evaluate the reliability and validity of this research before the gathering data (Hinkin, Tracey, and Enz, 1997). According to the determine pilot sample size using the confidence interval approach, a sample with 80% accuracy at the 95% confidence level is calculated as $n = 1.96^2 (0.5*0.5)/ 0.2^2$, The result based on this formula is 25 (Chi, 2005). Thus, the first version of questionnaire is conducted and distributed in a small scale preliminary testing to 30 Norwegian Senior tourists in order to ensure the reliability and validity of the construct before the main research.

The scale in this study is adapted from established existing measures that have been applied and validated in a number of tourism research. In order to ensure that the measurement scale is reliable, the reliability of measurement is examined by Cronbach's alpha test which is frequently used in various researches. The reliability coefficients score is generally agreed upon limit for Cronbach's Alpha is 0.70 which is defined as adequate, while 0.80 and 0.90 are defined as good and excellent respectively (Chang, 2013; Kim, 2015). The discrimination indices of the research instrument are analyzed to measure how well an item is able to distinguish by using Pearson product moment coefficient between the item's scores and the total test scores with the pilot survey data, the total test scores are derived partly from that item's scores. The correlational indices, so values can range from -1.00 to 1.00 and more than 0.20 is defined as acceptable (Ebel, and Frisbie, 1986).

According to the survey from pilot study of 30 respondents, the reliability of research instrument is examined by Cronbach's alpha test together with the discrimination

indices of each research construct from analyzing the result from the survey in section 2 to section 8. The Table 3.2 presents Cronbach's alpha coefficient and item discrimination index from the reliability testing.

Table 3.2 Reliability testing and Discrimination Index

Item	Cronbach's Alpha Coefficient	Item Discrimination Indices
Travel Motivation	0.935	0.584-0.784
Expectation	0.704	0.612-0.706
Travel Constraints	0.900	0.221-0.659
Destination Image	0.741	0.203-0.527
Electronic Word of Mouth (e-WOM)	0.862	0.532-0.773
Attitude	0.857	0.614-0.799
Travel Intention	0.661	0.227-0.620

The reliability indicators as shown in Table 3.2, Cronbach's alpha coefficient of travel motivation value = 0.935, expectation = 0.704, travel constraints = 0.900, destination image = 0.741, electronic word of mouth (e-WOM) = 0.862, attitude toward travelling to Thailand = 0.857 and travel intention = 0.661. Despite the decision criteria of Cronbach's alpha coefficient as aforementioned is 0.70, however the study of Greithuijsen et al. (2014) suggested that Cronbach's alpha values were described as excellent (0.93–0.94), strong (0.91–0.93), reliable (0.84–0.90), robust (0.81), fairly high (0.76–0.95), high (0.73–0.95), good (0.71–0.91), relatively high (0.70–0.77), slightly low (0.68), reasonable (0.67–0.87), adequate (0.64–0.85), moderate (0.61–0.65), satisfactory (0.58–0.97), acceptable (0.45–0.98), sufficient (0.45–0.96), not

satisfactory (0.4–0.55) and low (0.11). Thus, the Cronbach's alpha coefficient of travel intention = 0.661 is adequate and acceptable.

According to item discrimination indices presented in Table 3.2, the value of discrimination indices of travel motivation items are between 0.584-0.784, the discrimination indices of expectation items are between 0.612-0.706, the discrimination indices of travel constraint items are between 0.221-0.659, the value of discrimination indices of destination image items are between 0.203-0.52. The discrimination indices of electronic word of mouth (e-WOM) present between 0.532-0.773, while the discrimination indices of attitude items are between 0.614-0.799 and the discrimination indices of travel intention are between 0.227-0.620. Thus the discrimination indices of each research construct are acceptable as all indices show value higher than 0.20 according to Ebel and Frisbie (1986).

3.2.2 Measurement scales

According to the hypothetical sized model (Figure 3.1), seven major constructs: Travel Motivations, Expectation, Travel Constraints, Destination Image, electronic Word of Mouth (e-WOM), Attitude and Travel Intention. Each constructs includes several measurement indicators. Table 3.2 presents the measurement of each construct.

1) Travel Motivation

In many tourism studies on motivation, to measure the motivation to travel respondents are to rate the importance of several types of motivation from five dimensions: Novelty, Entertainment, Relaxation, Socialization and Internal Motivation. Past research establishes that individuals are guided by socio-psychological motivations variables into making travel decisions (Sirakaya and Woodside, 2005). This study employed the 13 items of motivation measurement scale developed by Serre, Legoh  rel, and Weber (2013) to study French senior tourists' motivation as followed; Be with others, Have a good time with friends, Build friendships with others Develop close

friendships, Gain a feeling of belonging, Relax mentally, Be in a calm atmosphere, Relax physically, Avoid the hustle and bustle of daily life, Using physical abilities in sport, Challenge abilities, Increase knowledge, Discover new places and things. The items of scale are measured using five-point rating scale 1-5 ranking from “No Importance” to “Extremely Important”. The scale had Cronbach’s alpha coefficient of 0.935 and discrimination indices are between 0.584- 0.784.

2) Expectation

The measurement scale of expectation is developed by Hsu, Cai, and Li (2010), Li (2007) and Wong et al., (2013) then adjusted to be suitable in term of Norwegian context. The measurement scales of expectation are presented in 5 items; Experience something different, Shop for value for money items, Learn about history and culture, Have a good time with family/ relative/friends, and see some beautiful scenery. The items of scale are measured using five-point rating scale 1-5 ranking from “Strongly Disagree” to “Strongly Agree”. The scale had Cronbach’s alpha coefficient of 0.704 and discrimination indices are between 0.612-0.706.

3) Travel Constraints

Based on comprehensive review from prior studies, a total of 4 main travel constraints for senior tourists are measured. These measurement items are employed in several studies to measure travel constraints (Rose and Graesser, 1981; Blazey, 1987; Huang and Tsai, 2003; Gladwell and Bedini, 2004; Lee and Tideswell, 2005; Spasojevic and Bozic, 2016). The 4 items as presented namely; constraint of external resources, constraints of time, constraint of approval and social condition and constraint of physical condition. The items of scale are measured using five-point rating scale 1-5 ranking from “No Importance” to “Extremely Important” as shown in Table 3.2, hence they were appropriate for the purpose of this study. The scale had Cronbach’s alpha coefficient of 0.900 and discrimination indices are between 0.221- 0.659.

4) Destination Image

The construct of destination image is presented with 19 items. The cognitive image and affective images of the destination have been employed. The cognitive measurement composed of activities, facilities, cultural attraction and natural attraction. While affective image composed of 2 items; exciting and security/ relaxing. These measurement items have been employed in many studies (Rittichainuwat, Qu, and Brown, 2001; Baloglu and Mangaloglu, 2001; Kim and Yoon, 2003; Jeong, Holland, Jun and Gibson, 2012). The items of scale are measured using five-point rating scale 1-5 ranking from “No Importance” to “Extremely Important” as shown in Table 3.2. The scale had Cronbach’s alpha coefficient of 0.741 and discrimination indices are between 0.203-0.527.

5) Electronic Word of Mouth (e-WOM)

Electronic word of mouth is measured by employing 6 items developed by Jalilvand and Samiei (2012) and Jalilvand, Samieri, Dini and Manzari (2012). The following items are as followed; “I often read tourists’ online travel reviews to know what destinations make good impressions on others”, “To make sure I choose the right destination, I often read other tourists’ online travel reviews”, “I often consult other tourists’ online travel reviews to help choose an attractive destination”, “I frequently gather information from tourists’ online travel reviews before I travel to a certain destination”, “If I do not read tourists’ online travel reviews when I travel to a destination, I worry about my destination”, and “when I travel to a destination, tourist’s online travel reviews make me confident in travelling to the destination”. The items of scale are measured using five-point rating scale 1-5 ranking from “Strongly Disagree” to “Strongly Agree” as shown in Table 3.2. The scale had Cronbach’s alpha coefficient of 0.862 and discrimination indices are between 0.532-0.773.

6) Attitude

The construct of attitude is presented with 5 adjectives presenting the tourists' feeling of their visit to destinations: satisfaction, happiness, enjoyment,

worthiness and attractiveness by using the scale developed by Wong, Cheung, and Wan (2013) and it was also applied in Li (2007). The items of scale are measured using five-point rating scale 1-5 ranking from “Strongly Disagree” to “Strongly Agree” The five constructs are presented in Table 3.2. The scale had Cronbach’s alpha coefficient of 0.857 and discrimination indices are between 0.614-0.799.

7) Travel Intention

The travel intention can be measured by the intention of Norwegian senior tourist to travel to Thailand. The measurement items applied from Lam and Hsu, 2006 and Jahwari, 2015. These four items are; “I would recommend a trip to Thailand”, “I intend to go on a trip to Thailand in next 12 months”, “I intend to go on a trip to Thailand within 24 months” and “I want to go to Thailand at some point in my lifetime”. The items of scale are measured using five-point rating scale 1-5 ranking from “Strongly Disagree” to “Strongly Agree”. The scale had Cronbach’s alpha coefficient of 0.661 which is considered as acceptable and discrimination indices are between 0.227-0.620.

Table 3.3 Variable and Measurement

Construct	Survey Question	Measurement
Travel Motivation	Be with others.	5 point Likert Scale
	Have a good time with friends	(5 = Extremely
	Build friendships with others	Important, 1 = No
	Develop close friendships	Importance)
	Gain a feeling of belonging	
	Relax mentally	
	Be in a clam atmosphere	
	Relax physically	

Table 3.3 Variable and Measurement (cont.)

Construct	Survey Question	Measurement
	Avoid the hustle and bustle of daily life	
	Using physical abilities in sport	
	Challenge abilities	
	Increase knowledge	
	Discover new places and things.	
Expectation	Experience something different	5 point Likert Scale
	Shop for value for money items	(5 = Strongly Agree
	Learn about history and culture	1= Strongly Disagree
	Have a good time with family/ relative/friends, See some beautiful scenery	
Travel	I have difficulty getting information	5 point Likert Scale
Constraints	I have no information about the destination	(5 = Extremely Important, 1= No
	The trip requires me to do too much planning	Importance
	I cannot afford to spend money overseas	
	I have more important thing to do than travel	
	I have no time to talk a trip	
	Travelling would interrupt my normal life	
	My spouse dislike travel	
	My family doesn't allow me to travel	

Table 3.3 Variable and Measurement (cont.)

Construct	Survey Question	Measurement
	I would feel guilty about travelling	
	I am fear of leaving home unattended I don't have companion to travel with	
	My family and friends are not interested in travelling I don't have the energy to travel	
	My health prevent me from travelling	
	I have dietary consideration that limits my travel	
	I am fear of travel on certain forms of transportation	
	I am too old to travel	
	I have a disability which makes travel difficult	
Destination Image	Comfortable and convenient transport	5 point Likert Scale
	Nice weather	(5 = Extremely
	Outdoor activities	Important, 1 = No
	Adventure activities such as hiking , rock climbing	Importance)
	Outstanding natural scenery	
	A place that is not too touristic spot	
	Availability of comprehensive tourist information	
	Good ocean beaches	

Table 3.3 Variable and Measurement (cont.)

Construct	Survey Question	Measurement
	Close to other destinations	
	Historical building and places	
	Friendly locals	
	Shopping areas	
	Good coffee shops and restaurants	
	Variety of local foods	
	Arts and cultural attractions Historical place	
	Comfortable and clean accommodation	
	The best deal I could get	
	Tour guide who can speak Norwegian Feel safe at destination	
	Exciting nightlife	
	Have a Scandinavian community	
e-WOM	I often read tourists' online travel reviews to know what destinations make good impressions on others To make sure I choose the right destination, I often read other tourists' online travel reviews	5 point Likert Scale (5 = Strongly Agree, 1=Strongly Disagree)
	I often consult other tourists' online travel reviews to help choose an attractive destination	

Table 3.3 Variable and Measurement (cont.)

Construct	Survey Question	Measurement
	I frequently gather information from tourists' online travel reviews before I travel to a certain destination	
	If I don't read tourists' online travel reviews when I travel to a destination, I worry about my destination	
	When I travel to a destination, tourist's online travel reviews make me confident in travelling to the destination	
Attitude	Satisfaction	5 point Likert Scale
	Happiness	5 = Strongly Agree
	enjoyment	1 = Strongly Disagree
	worthiness	
	attractiveness	
Travel Intention	I would recommend a trip to Thailand	5 point Likert Scale (5 = Strongly Agree,
	I intend to go on a trip to Thailand in next 12 months	1 = Strongly Disagree)
	I intend to go on a trip to Thailand within 24 months	
	I want to go to Thailand at some point in my lifetime	

Thus, the empirical model of this study consists of 6 endogenous variables; travel motivations, expectation, travel constraints, destination image, electronic word

of mouth and past experience and 2 endogenous variables: attitude and travel intention with the total 31 observed variables.

3.3 Statistical Methods

This section explain the statistical methods used in this research. Structural Equation Modeling (SEM) by using LISREL version 8.72 to simultaneously test the conceptual model and a series of hypothesis and answer the research questions. The data analysis of this study consists of three stages as followed;

3.3.1 Descriptive analysis

Descriptive statistics involves summarizing and organizing the data for further the analysis that can be easily understood. In this study, the preliminary data analysis using the univariate analysis method was employed to describe the key characteristics of the observations. The distribution, the central tendency and the dispersion statistical analysis including frequency, percentage, mean, and standard deviation were used to describe the demographic information of the Norwegian senior tourists participated in the study such as gender, age, marital status, educational level and income level, trip-related behavior, information source, expenditure and other preferences. While mean and standard deviation are also employed to describe the constructs of this study which are interval scales; motivation, expectation, travel constraints, destination image, electronic words of mouth, attitude and travel intention. The interpretation of mean interval and corresponding according to Best and Kahn (1993) suggested the mean interval is considered as best when the mean value is between 4.51 – 5.00, good when the mean interval is between 3.51 – 4.50 and moderate when the mean interval is between 2.51 – 3.50, poor when the mean interval is between 1.51 – 2.50 and bad when its value is between 1.01 – 1.50 as shown in Table 3.3.

Table 3.4 Mean interval and corresponding interpretation

Mean Value	Interpretation
4.51 - 5.00	Best
3.51 - 4.50	Good
2.51 - 3.50	Moderate
1.51 - 2.50	Poor
1.00 - 1.50	Bad

Source: Applied from Best and Kahn, 1993

3.3.2 Structural Equation Model

The Structural Equation Model (SEM) is employed to estimate the causal relationship model in order to confirm a relationship between observed variables and corresponding latent variables. The analysis of Structural Equation Model (SEM) was developed by Karl G. Joreskog in 1960 which is the integration of measurement of factor analysis and structural path analysis models and parametric estimation method of econometrics. Thus, the structural equation modeling analysis is regarded as high analyzed statistic that was redeveloped but remains original statistical basics (Joreskog, 1969) Therefore, it can be said that the study of structural equation modeling analysis does not only help learners to be able to analyze data that contains various factors for researches that are supported by theoretical basics, but also helps learners to understand the basics of all analytical statistics so that they have direct experiences of understanding the role of analytical statistics toward the research. Furthermore, analytical statistics of SEM has the potential to analyze multi-level causal model, longitudinal factor analysis model, multiple population model, and latent growth curve model and many more (Joreskog and Sorbom, 1979) as well as analyze SEM models of non-linear relationship factors (Jorekog and Moustaki, 2001). SEM analytical statistics is perfect for social science and behavioral science works in the age of knowledge societies according to the following summary.

1) Has the potential to analyze data in a broader view because of its analytical basics that can analyze data same as an easiest analytical statistics as T-Test to advanced statistics as mentioned above (Butcher, Kretschmar, Singer, and Flannery, 2015).

2) Able to use the analytical statistics as an outlook according to the research models and contains validity statistics of the research models.

3) Statistical primary relaxation of assumption; normally advanced analytical statistics contain more statistical primary of assumptions, but SEM analytical statistics contain less statistical primary assumption (Jomnonkwao and Ratanavaraha, 2015). SEM analytical statistics applied error terms into the analysis in order to be able to analyze data in case terms of errors are related resulting in variables of the model that lead to errors or obtaining the model that contains latent and predictor variables that might be related to each other (Kozan and Richardson, 2014). Tarnanidis, Owusu, Nwankwo, and Omar (2015) point that analysis models are not required to be a positive influence model that has one-way influence but can be a multiple model and has reverse influences. In addition, it can be used to analyze in the case there are many variables in the research model and has nominal scale.

4) Regarding experimental research, when variables are created according to measurement model and extraneous variables are in the form of latent variables, the analysis using SEM analytical statistics will give accurate results better than the analysis using original ANOVA and MANOVA (Kine, 2011; William, and O'Boyle, 2015).

Before the process of Structural Equation Model analysis, the correlation coefficients must be estimated whether the exogenous variables have linear regression correlation which is one condition of SEM analysis. The correlation coefficient is also known as the Pearson product-moment correlation coefficient. Subsequently, the exogenous variables in the research model must be examined that there is no multicollinearity problem and homoscedasticity variance in the measurement error.

Multiple goodness of fit indices are applied to evaluate the correspondence of proposed model. According to Kline (2004,2005), a set of fit indices must be applied to check overall fit for the measurement. Using different the goodness-of-fit statistics;

the goodness-of-fit index (GFI) including the adjusted goodness-of-fit index (AGFI), the normed fit index (NFI), the comparative fit index (CFI), the root mean square residual (RMR) and the root mean square error of approximation (RMSEA) to measure the overall model. Moreover Kline (2004) also suggested that a model demonstrates reasonable fit if the relative chi-square which is the statistic adjusted by its degrees of freedom or so called as (χ^2/df) is considered satisfactory when its value is less than 3 in large samples ($N > 200$), less than 2.5 in medium-sized samples ($100 < N < 200$), and less than 2 in small samples ($N < 100$). However the sample size of this study is more than 200, thus the research model is considered a reasonable fit when χ^2/df is less than 3. Table 3.4 presents acceptable level of multiple types of Goodness-of-fit indices used in SEM (Kline, 2005).

Table 3.5 Goodness-of-fit indices Criteria

Fit Index	Criteria
Goodness-of-fit Index (GFI)	> .90
Adjusted Goodness-of-fit Index (AGFI)	> .90
Normed Fit Index (NFI)	> .90
Comparative Fit Index (CFI)	> .90
Root Mean Square Residual (RMR)	< .50
Root Mean Square Error of Approximation (RMSEA)	< .08
Relative Chi Square (χ^2 / df)	< 3.0

Source: Applied from Kline, 2004, 2005

Furthermore, the effect analysis is conducted by employing path analysis using Lisrel 8.72 in order to understand comparative strengths of direct and indirect relationships among a set of variables. The estimated coefficient of effect analysis among the research constructs can identify the significance of hypotheses testing in this study.

In summary, the purpose of the study is to address more knowledge about the senior tourists from Norway, what motivates them to travel, what the factors influence their behavior intention to visit Thailand and what are their constraints to travel to Thailand. The results of this study can help improve marketing promotions and the development of more effective destination positioning strategies for Thailand tourism. Moreover, to examine the relationship among these constructs for further to fill the gaps in tourism research by seeking to gain more understanding of this emerging market.



CHAPTER 4

RESEARCH RESULTS

This chapter consists of four sections, the first section describes the profile of respondents and then followed by the individual measurement of each constructs; travel motivation, expectation, travel constraints, destination image, electronic word of mouth (e-WOM), attitude and travel intention. Subsequently, results of the overall measurement model are reported. Finally, structural model testing results are presented together with results of effect analysis and hypothesis testing.

4.1 Descriptive Analysis

4.1.1 Demographic analysis

The sampling procedure described in Chapter 3 yielded a total of 533 responses. It is hard to compare responses rates with the different studies regarding to the nature of online panel survey as there are various kinds of lengths, topics and incentive supported (Huang, 2009). According to the responses, 19 out of this 533 respondents (3.56%) of 533 were eliminated as the respondents have never been to Thailand and no intention to travel to Thailand. The remaining 514 responses were screened and 14 respondents (2.62%) finished the questionnaire only half way or not complete the full questionnaire. The profile of respondents is shown in Table 4.1

Table 4.1 Demographic Profile of Respondents

(n=500)

Characteristics	Frequency	Percentage
Have you been to Thailand for Holidays?		
Yes	351	70.2
No	149	29.8
Gender		
Male	262	52.4
Female	238	47.6
Age		
55-60	161	32.2
61 -65	173	34.6
66-70	90	18.0
71-75	65	13.0
76-80	11	2.2
Above than 80	-	-
Marital Status		
Single	73	14.6
Married / In relationship	343	68.6
Divorced	52	10.4
Separated	4	0.8
Widow	28	5.6

Table 4.1 Demographic Profile of Respondents (cont.)

(n=500)

Characteristics	Frequency	Percent- age
Annual Household Income		
Under 250000 NOK	37	7.4
250001-500000 NOK	179	35.8
500001-750000 NOK	160	32.0
750001-1000000 NOK	61	12.2
Over than 1 million NOK	63	12.6
Are you still employed?		
Yes, Self-employed / own business	19	3.8
Yes, full time job	59	11.8
Yes, part time job	179	35.8
No, I am fully retired	243	48.6
Educational Background		
Secondary	19	3.8
Diploma / Vocational	79	15.8
Bachelor Degree	118	23.6
Master Degree or Higher Degree	284	56.8
Planning before Holidays		
less than a week	31	6.2
1-3 weeks	95	19.0
1 month	182	36.4

Table 4.1 Demographic Profile of Respondents (cont.)

(n=500)

Characteristics	Frequency	Percentage
2-3 months	165	33.0
4-6 months	26	5.2
6-12 months	1	0.2
Over a year	-	-
Budget Spending		
Under 10000 NOK	34	6.8
10001 - 20000 NOK	85	17.0
20001 - 30000 NOK	219	43.8
30001 - 40000 NOK	131	26.2
40001 - 50000 NOK	20	4.0
Over 50000 NOK	11	2.2
Type of travelling		
Travel Agency	63	12.6
Independent Travel	179	35.8
Basic tour package	258	51.6
Season of travelling		
Spring	452	90.4
Summer	462	92.4
Autumn / Fall	479	95.8
Winter	483	96.6

Table 4.1 Demographic Profile of Respondents (cont.)

(n=500)

Characteristics	Frequency	Percentage
How long would you prefer to spend holidays?		
2-6 nights	27	5.4
1 week	92	18.4
2-3 weeks	215	43.0
3 weeks - 1 month	136	27.2
over 1 month	30	6.0
Type of Accommodation		
1-2 Star Hotel	97	19.4
3 Star Hotel	152	30.4
4 Star Hotel	152	30.4
5 Star Deluxe Hotel	65	13.0
Hostel / Bed and Breakfast	21	4.2
Rent a house / apartment	13	2.6
What is the factor affecting your choice?		
Brand	6	1.2
Price	35	7.0
Customer Service	155	31.0
Promotion	250	50.0
Products	43	8.6
Other	5	1.0

Table 4.1 Demographic Profile of Respondents (cont.)

(n=500)

Characteristics	Frequency	Percentage
No Opinion	6	1.2
What are the information sources?		
TV or Radio	452	90.4
Internet	497	99.4
Travel Agencies	450	90.0
Travel forum and Blog	448	89.6
Newspaper and Magazine	453	94.6
Internet advertising	449	89.8
Guidebook	448	89.6
Outdoor advertising	453	94.6
By recommendation from friends and family	469	93.8
Group or Association	448	89.6
Internet Source		
Google	175	35.0
Facebook	144	28.8
Travelling Blog	140	28.0
Trip advisor	32	6.4
Review on Travel agency website	9	1.8
Other	-	-

Table 4.1 Demographic Profile of Respondents (cont.)

(n=500)

Characteristics	Frequency	Percentage
Who do you usually travel overseas with?		
Alone	197	39.4
With partner / spouse	122	24.4
Own child / children	134	26.8
Own grandchild / grandchildren	37	7.4
Other relative (s)	8	1.6
Friend (s)	2	0.4
Group Travel with people you know	-	-
Group Travel with people you have not met before	-	-
Other	-	-

According to part 1 from the research instrument, respondents demographic data of effective sample from 500 respondents were analyzed by descriptive statistics using the SPSS. Table 4.1 presents the demographic profile of respondents. About 351 respondents (70.2%) have been to Thailand for holidays at least one time, while 149 respondents (29.8%) have never been to Thailand but they are interested to go for holiday in Thailand. Male respondents (52.4%) slightly outnumbered their female counterparts (47.6%). About two-third (66.8%) of the respondents are under the age of 65, the slightly different number between age 55-60 and 61-65 represented by 32.2% and 34.5% respectively. Almost one -fifth of the respondents (18%) are 66 -70 years old. There is no record of respondents over 80 years old responded to online survey while 2.2% are in the age between 76-80 years old and 13% are in the age between 71-75 years old. In term of marital status, 68.6% of the respondents are married, while 14.6% stay single, 10.4% of respondents are divorced and 5.6% are widow.

Additionally, annual household income was asked, above than two third of respondents (67.8%) have annual household income more than 250,000 to 750,000 NOK, while 35.8% have annual household income above 250,000 to 500,000 NOK and the respondents about 32.0% have annual household income above 500,000 to 750,000 NOK. Moreover about 12.6% of respondents have annual household income more than one million NOK and 12.2% have their annual household income between 750,001 to one million NOK. The least group of respondents (7.4%) have annual household income under 250,000 NOK.

Respondents were asked about the current employment or retirement situation. Nearly half of the sample (48.6%) are fully retired, while 11.8% of respondents still work full time and 3.8% are self-employed or have own business. About one third of respondents (35.8%) work partially not full time employment. Nearly 80% of the respondents had a university education; Bachelor degree (23.6%) and Master degree or higher (56.8%), while only 3.8% of respondents were educated from secondary school. Most of respondents plan their trips 1-3 months ahead before travelling which is 69.4% and the largest group budget for travelling is between 20001-30000 NOK which is 43.8% of respondents.

Moreover, respondents were also asked about their preferences of traveling abroad. About 51.6% of respondents prefer to choose basic tour package and there are slightly difference of the traveling season as they likely travel abroad in every season. The traveling period of most respondents is during 2 weeks up to one month (70.2%) and the largest group of accommodation (60.8%) is 3 - 4 Star Hotel.

About half of the respondents (50.0%) pointed out promotion as a factor that affecting their choice and the use of the information source are slightly different when all information sources are applied, mostly on internet (99.4%). Google is the most popular internet searching sources for the respondents (35.0%) and almost two-fifth (39.4%) of the respondents travel alone. When travelling with their own child / children are the second-largest group (26.8%), travelling with their spouse or partner

is about one-fourth of respondents (24.4%) and travelling with their friends is in the least group (0.4%)

4.1.2 Variable Attribute Analysis

According to the conceptual model in chapter 3. Descriptive statistics were conducted to examine the mean value of each research constructs: travel motivations, expectation, travel constraints, destination image, electronic word of mouth (e-WOM), attitude and travel intention are tested. Each constructs presents the measurement indicators; Mean value and Standard Deviation (S.D.) from the collective data in the research instrument from part 2 to part 8.

1) Travel Motivation

Table 4.2 Travel Motivation Analysis

Item	Mean	S.D.	Interpretation
Be with others.	2.15	1.075	Poor
Have a good time with friends	2.30	1.170	Poor
Build friendships with others	1.90	1.089	Poor
Develop close friendships	2.04	1.093	Poor
Gain a feeling of belonging	1.88	1.018	Poor
Relax mentally	2.39	1.344	Poor
Be in a clam atmosphere	2.37	1.236	Poor
Relax physically	2.40	1.240	Poor
Avoid the hustle and bustle of daily life	2.46	1.334	Poor
Using physical abilities in sport	1.90	1.109	Poor

Table 4.2 Travel Motivation Analysis (cont.)

Item	Mean	S.D.	Interpretation
Challenge abilities	1.89	1.044	Poor
Increase knowledge	1.96	1.187	Poor
Discover new places and things.	1.98	1.244	Poor

From Table 4.2, Mean value and Standard Deviation (S.D.) indicators of Travel Motivation from all items is slightly low value ($\bar{x} = 2.13$, S.D.= 0.879). The record found that the measurement which presents highest mean values is “Avoid the hustle and bustle if daily life” ($\bar{x} = 2.46$, S.D.= 1.334). The item with second highest mean value is “Relax physically” ($\bar{x} = 2.40$, S.D.= 1.240). When “Gain a feeling of belonging” shows a lowest mean value ($\bar{x} = 1.88$, S.D.= 1.018)

2) Expectation

Table 4.3 Expectation

Item	Mean	S.D.	Interpretation
Experience something different	3.91	.811	Good
Shop for value for money items	4.07	.710	Good
Learn about history and culture	3.41	.914	Moderate
Have a good time with family/ relative/friends,	2.83	1.177	Moderate
See some beautiful scenery	3.89	.806	Good

Table 4.3 presents the indicators of Expectation, Mean value and Standard Deviation (S.D.) overall is in good level ($\bar{x} = 3.62$, S.D.= 0.608). The record shows “Shop for value for money items” presents a highest mean value ($\bar{x} = 4.07$, S.D.= 0.710),

follows by “Experience something different” ($\bar{x} = 3.91$, S.D.= 0.811). However “Gain a feeling of belonging” shows a lowest mean value ($\bar{x} = 1.88$, S.D.= 1.018).

3) Travel Constraints

Table 4.4 presents the indicators of Travel Constraints, Mean and Standard Deviation (S.D.) overall is in good level ($\bar{x} = 3.62$, S.D.= 0.613). The record shows “I don’t have companion to travel with” presents a highest mean value ($\bar{x} = 3.23$, S.D.= 0.613). The item with second highest mean value is “I have no time to take a trip” ($\bar{x} = 3.89$, S.D.= 1.005), when the item “I don’t have energy to travel” shows a lowest mean value ($\bar{x} = 2.27$, S.D.= 1.087).

Table 4.4 Travel Constraints

Item	Mean	S.D.	Interpretation
I have difficulty getting information	2.99	.969	Moderate
I have no information about the destination	3.09	.985	Moderate
The trip requires me to do too much planning	3.80	.956	Good
I cannot afford to spend money overseas	3.32	.903	Moderate
I have more important thing to do than travel	3.19	1.041	Moderate
I have no time to take a trip	3.89	1.005	Good
Travelling would interrupt my normal life	2.87	1.116	Moderate
My spouse dislike travel	3.57	.914	Good
My family doesn’t allow me to travel	3.72	.946	Good
I would feel guilty about travelling	3.18	.996	Moderate
I am fear of leaving home unattended	3.23	1.050	Moderate

Table 4.4 Travel Constraints (cont.)

Item	Mean	S.D.	Interpretation
I don't have companion to travel with	4.06	1.000	Good
My family and friends are not interested in travel	3.55	.997	Good
I don't have the energy to travel	2.27	1.087	Poor
My health prevent me from travelling	3.43	1.136	Moderate
I have dietary consideration that limits my travel	2.57	1.041	Moderate
I am fear of travel on certain forms of transportation	2.28	1.076	Poor
I am too old to travel	3.51	1.085	Good
I have a disability which makes travel difficult	3.31	1.120	Moderate

4) Destination Image

Table 4.5 presents the indicators of Destination Image, Mean and Standard Deviation (S.D.) overall is in good level ($\bar{x} = 3.60$, S.D.= 0.360). The record shows "Good coffee shops and restaurants" presents a highest mean value ($\bar{x} = 4.51$, S.D.= 0.777), follows by "Outstanding natural scenery" ($\bar{x} = 4.32$, S.D.= 0.684). However "Tour guide who can speak Norwegian" shows a lowest mean value ($\bar{x} = 2.42$, S.D.= 1.065).

Table 4.5 Destination Image

Item	Mean	S.D.	Interpretation
Comfortable and convenient transport	3.36	1.047	Moderate
Nice weather	3.14	1.011	Moderate

Table 4.5 Destination Image (cont.)

Item	Mean	S.D.	Interpretation
Outdoor activities	2.63	1.128	Moderate
Adventure activities such as hiking, rock climbing	2.97	.953	Moderate
Outstanding natural scenery	4.32	.684	Good
A place that is not too touristic spot	3.99	.817	Good
Availability of comprehensive tourist information	4.28	.796	Good
Good ocean beaches	4.21	.687	Good
Close to other destinations	4.19	.898	Good
Historical building and places	4.20	.800	Good
Friendly locals	3.88	1.095	Good
Shopping areas	3.87	1.063	Good
Good coffee shops and restaurants	4.51	.777	Best
Variety of local foods	3.88	.756	Good
Arts and cultural attractions	3.31	.944	Moderate
Historical place	3.25	.957	Moderate
Comfortable and clean accommodation	4.27	.667	Good
The best deal I could get	3.77	.794	Good
Tour guide who can speak Norwegian	2.42	1.065	Poor
Feel safe at destination	3.62	.923	Good
Exciting nightlife	2.64	.959	Moderate
Have a Scandinavian community	2.48	1.039	Poor

5) Electronic Word of Mouth (e-WOM)

Table 4.6 presents the indicators of electronic Word of Mouth (e-WOM) Travel, Mean and Standard Deviation (S.D.) overall is in acceptable level (\bar{x} = 3.32, S.D.= 0.729). The record shows “I often read tourists’ online travel reviews to know what destinations make good impression on others” presents a highest mean value (\bar{x} = 3.76, S.D.= 0.854). The item with second highest mean value is “To make sure I choose the right destination, I often read other tourists’ online travel reviews” (\bar{x} = 3.57, S.D.= 0.898), when the item “If I don’t read tourists’ online travel reviews when I travel to a destination, I worry about my destination” shows a lowest mean value (\bar{x} = 2.79, S.D.= 0.895).

Table 4.6 Electronic Word of Mouth (e-WOM)

Item	Mean	S.D.	Interpretation
I often read tourists’ online travel reviews to know what destinations make good impressions on others	3.76	.854	Good
To make sure I choose the right destination, I often read other tourists’ online travel reviews	3.57	.898	Good
I often consult other tourists’ online travel reviews to help choose an attractive destination	3.37	.994	Moderate
I frequently gather information from tourists’ online travel reviews before I travel to a certain destination	3.31	.960	Moderate
If I don’t read tourists’ online travel reviews when I travel to a destination, I worry about my destination	2.79	1.068	Moderate
When I travel to a destination, tourist’s online travel reviews make me confident in travelling to the destination	3.13	.895	Moderate

6) Attitude toward travelling to Thailand

Table 4.7 presents the indicators of Norwegian Senior tourists' Attitude toward travelling to Thailand, Mean and Standard Deviation (S.D.) overall is in very good level ($\bar{x} = 4.17$, S.D.= 0.579). The record shows their attitude from all of their knowledge about Thailand, "visiting Thailand would bring them worthiness" presents a highest mean value ($\bar{x} = 4.26$, S.D.= 0.723), follows by "visiting Thailand would bring them happiness" ($\bar{x} = 4.25$, S.D.= 0.647). However "visiting Thailand would bring them enjoyment" from all of their knowledge about Thailand shows a lowest mean value ($\bar{x} = 3.97$, S.D.= 0.750).

Table 4.7 Attitude toward travelling to Thailand

Item	Mean	S.D.	Interpretation
From all of your knowledge about Thailand, you thinks visiting Thailand would bring you happiness	4.25	.647	Good
From all of your knowledge about Thailand, you thinks visiting Thailand would bring you enjoyment	3.97	.750	Good
From all of your knowledge about Thailand, you thinks visiting Thailand would bring you worthiness	4.26	.723	Good
From all of your knowledge about Thailand, you thinks visiting Thailand would bring you attractiveness	4.16	.739	Good
From all of your knowledge about Thailand, you thinks visiting Thailand would bring you satisfaction	4.21	.762	Good

7) Travel Intention

Table 4.8 presents the indicators of travel intention of Norwegian Senior Tourists to Thailand Mean and Standard Deviation (S.D.) overall is good ($\bar{x} = 3.89$, S.D.= 0.659). The record shows the measurement "I want to go to Thailand at some point of my

lifetime” presents highest mean ($\bar{x} = 4.30$, S.D.= 0.777). The item with second highest mean value is “I would recommend a trip to Thailand” ($\bar{x} = 4.12$, S.D.= 0.732). However, the measurement “I intend to go on a trip to Thailand within next 12 months” shows a lowest mean value ($\bar{x} = 3.55$, S.D.= 1.118).

Table 4.8 Travel Intention

Item	Mean	S.D.	Interpretation
I would recommend a trip to Thailand	4.12	.732	Good
I intend to go on a trip to Thailand in next 12 months	3.55	1.118	Good
I intend to go on a trip to Thailand within 24 months	3.57	1.053	Good
I want to go to Thailand at some point in my lifetime	4.30	.777	Good

In summary the interpretation of Mean interval and corresponding of this research constructs is presented in Table 4.9

Table 4.9 Mean interval and corresponding interpretation of research constructs

Item	Mean	S.D.	Interpretation
Travel Motivation	2.13	.879	Poor
Expectation	3.62	.608	Good
Travel Constraints	3.62	.613	Good
Destination Image	3.60	.360	Good
Electronic Word of Mouth (e-WOM)	3.32	.729	Moderate
Attitude	4.17	.579	Good
Travel Intention	3.89	.659	Good

4.2 Statistic Analysis

In this part presents measurement model testing in this research model by employing Lisrel version 8.72. The model composes of 7 latent variables when five are exogenous variables; Travel Motivation, Expectation, Travel Constraints, Destination Image and electronic Word of Mouth (e-WOM) and two are endogenous variables; Attitude toward travelling to Thailand and Travel Intention to Thailand.

4.2.1 Overall Model Testing

The Table 4.10 presents the correlation matrix among the later variables in the overall measurement model. Of the 21 elements in the matrix, eight were significant at the 0.01 level while four were significant at the 0.05 level and the other 9 were not significant. They were mainly between exogenous variable and endogenous variable. First group are between exogenous variables and endogenous, Expectation, Travel Constraints and Destination Image to Endogenous Variable Attitude toward travelling to Thailand and exogenous variables; Travel Constraints, Destination Image, electronic Word of Mouth (e-WOM) and Travel intention to Thailand. It was also found that the correlation between exogenous variables and exogenous variables such as destination image and travel motivation, electronic Word of Mouth (e-WOM) and travel motivation as well as electronic Word of Mouth (e-WOM) and Expectation were insignificant. However correlation between travel constraints and travel motivation was significantly negative. This can be assumed that with travel motivation will be less with travel constraints.

Table 4.10 Correlation Matrix of Latent Variables in the overall measurement model

Latent Variable	TravMot	Expect	TravCon	Destina	e-WOM	Attitude	Train
TravMot	1.000						
Expect	0.167**	1.000					

Table 4.10 Correlation Matrix of Latent Variables in the overall measurement model
(Cont.)

Latent Variable	TravMot	Expect	TravCon	Destina	e-WOM	Attitude	Train
TravCon	-0.236**	0.247**	1.000				
Destina	-0.015	0.227**	0.405**	1.000			
e-WOM	0.046	0.066	0.088*	0.322**	1.000		
Attitude	0.111*	-0.030	-0.059	0.050	0.204**	1.000	
Train	0.101*	0.092*	-0.003	0.023	0.033	0.487***	1.000

**p<0.01, *p<0.05

Discriminant validity was performed to test statistically of the values of the correlation coefficients in the matrix. Low correlations among latent variables would suggest sufficient discriminant validity of the measurement model. The result showed that all latent variables in correlation matrix had a value of correlation between -0.236 - 0.487 which are under 0.50 indicating that the measurement model had discriminant validity in general. The relationship between Attitude toward travelling to Thailand and Travel Intention presents highest correlation coefficient value 0.487, while the second highest relationship are between Travel constraints and Destination Image 0.405. Most latent variables has positive relationship in the same direction.

According to the correlation matrix between later variables, the variables correlation coefficient between late variables are not over than 0.90. After testing the multicollinearity problem between latent variables; Travel Motivation, Expectation, Travel Constraints, Destination Image, electronic Word of Mouth (e-WOM) and Attitude toward travelling to Thailand. All of these latent variables in this research present Tolerance value are over than 0.10 and Variance inflation factors (VIF) value are less than 10 as presented in Table 4.11. Therefore there is no multicollinearity

between exogenous variables. The measurement error was also tested whether there is homoscedasticity variance in this model by examining the residual diagrams between Regression Studentized Residual and Regression Standardized Predicted Value. The regression from diagram is analyzed in Null Plot. Thus, it can be summarized that the variance of each latent variables in the correlation matrix is different from identical matrix.

Table 4.11 Multicollinearity Testing

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
Travel Intention	(Constant)	1.249	.331		3.779	.000		
	e-WOM	-.070	.038	-.077	-1.839	.066	.859	1.164
	Travel	.020	.049	.019	.422	.673	.739	1.353
	Dest	-.014	.083	-.008	-.167	.867	.738	1.355
	Expect	.112	.045	.104	2.483	.013	.869	1.151
	Motiv	.027	.031	.036	.872	.384	.877	1.141
	Attitude	.572	.046	.503	12.564	.000	.942	1.061

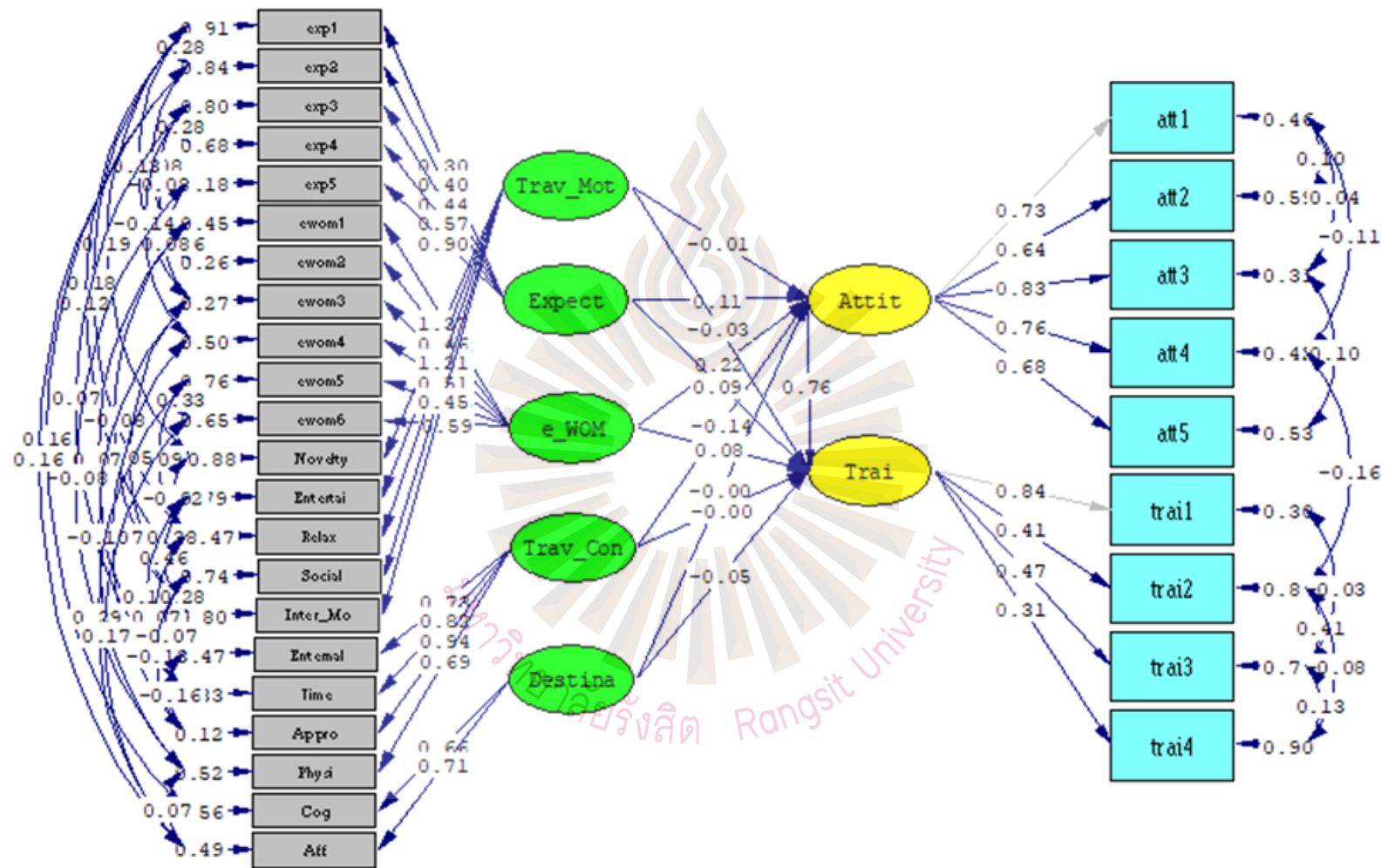
4.2.2 Structural Model Testing

After the overall measurement model was found acceptable, the structural model was tested with the collective data (n=500). Structural relations between exogenous and endogenous variables were estimated by testing the structural model. By running Lisrel 8.72 as shown in the figure 4.1, all parameters were estimated. Those

parameter included path coefficients between exogenous and endogenous variables, variances of the latent variables, disturbance terms of the endogenous variables, loading coefficient. A set of statistics indicated that the proposed model in figure 4.1 showed a good fit of empirical data when chi-square = 847.07, degree of freedom = 339, $\chi^2 / df = 2.50$ which is less than 3 and signified as acceptable when $n > 200$ (Kline, 2004). The goodness of fit index (GFI) = 0.90, the adjusted goodness-of-fit index (AGFI) = 0.86 which is close to 0.90 and it is defined as acceptable fit when AGFI is great than 0.85 (Schermelleh-Engel et al., 2003), the normed fit index (NFI) = 0.92 which is more than 0.90 and the comparative fit index (CFI) = 0.96 which is over than 0.90. Subsequently, the root mean square residual (RMR) = 0.46 which is less than 0.50 and the root mean square error of approximation (RMSEA) = 0.055 which is less than 0.08 as presented in Table 4.12. Therefore the proposed model is fitted to an empirical data according to aforementioned goodness of fit indices.

Table 4.12 Multiple Goodness of Fit Indices

Fit Index	Value	Criteria
Goodness-of-fit Index (GFI)	0.90	> .90
Adjusted Goodness-of-fit Index (AGFI)	0.86**	> .90
Normed Fit Index (NFI)	0.92	> .90
Comparative Fit Index (CFI)	0.96	> .90
Root Mean Square Residual (RMR)	0.46	< .50
Root Mean Square Error of Approximation (RMSEA)	0.055	< .08
Relative Chi-square (χ^2 / df)	2.50	< 3.00



Chi-Square=847.07, df=339, P-value=0.00000, RMSEA=0.055

Figure 4.1 Structural Model

In order to obtain holistic view of the effects among the constructs study and the causal relationship model between exogenous and endogenous variables, it was necessary to conduct and effect analysis, which direct effect, indirect effect and total effect can be examined by employing SEM. The table 4.13 presents total effect and indirect effect analysis between exogenous and endogenous variables in this research model.

Table 4.13 Total effect and indirect effect analysis between exogenous and endogenous variables

Endogenous Var Exogenous Var	Attitude			Travel Intention		
	TE	IE	DE	TE	IE	DE
Travel Motivation	-0.010	-	-0.01	-0.041	-0.008	-0.033
Expectation	0.110	-	0.110	0.173	0.083	0.09
Travel Constraints	-0.140*	-	-0.140	-0.110	-0.11	0.00
Destination Image	-0.003	-	-0.003	-0.054	-0.002	-0.052
e_WOM	0.220*	-	0.220*	0.246	0.167	0.079
Attitude	-	-	-	0.760*	-	0.76
Goodness of fit indices	Chi-square = 847.07 GFI = 0.90 AGFI = 0.82 NFI = 0.92 CFI = 0.96 RMR=0.046 RMSEA=0.055 $\chi^2 / df = 2.50$					
Structural Model Variable		Attitude	Travel Intention			
R-SQUARE		0.063	0.62			

*p< 0.05

When examine the effect parameter between five exogenous variables; travel motivation, expectation, travel constraints, destination image, electronic word of mouth (e-WOM) and two endogenous variables; attitude and travel intention of Norwegian Senior tourists to Thailand. All effects are shown in Table 4.10, along with the square multiple correlation (R^2) associated with Attitude and Travel Intention. Concerning the relations between Attitude and Travel Motivation, Expectation, Travel

Constraints, Destination Image and electronic Word of Mouth (E-WOM), there were only direct effects existed. Thus, the total effects were exactly the same as the direct effects. The effect size of Travel Motivation, Expectation, Travel Constraints, Destination Image and electronic Word of Mouth (e-WOM) on Attitude toward travel to Thailand are -0.01, 0.110, -0.140, -0.003, 0.220 respectively. Meanwhile the effect from electronic Word of Mouth (e-WOM) on Attitude is highest at 0.220 significant direct effect.

According to the direct effect between Travel Intention and Travel Motivation, Expectation, Travel Constraints, Destination Image, electronic Word of Mouth (e-WOM) and Attitude toward travelling to Thailand. The effect size can be presented -0.041, 0.173, -0.110, -0.054, 0.246 and 0.760 respectively when the effect from Attitude toward traveling to Thailand is highest at 0.760 direct effect.

Regarding the indirect effect, Attitude was the only mediating variable between exogenous and endogenous variables, Travel Intention. Therefore the indirect effect existed only between exogenous variables and Travel Intention. The indirect effect size of Travel Motivation, Expectation, Travel Constraints, Destination Image and electronic Word of Mouth are -0.08, 0.083, -0.11, -0.002 and 0.167 respectively

The squared multiple correlation (R^2) coefficient of determination (R-Square) of Attitude is at 0.063 which is defined that the exogenous variables; Travel Motivation, Expectation, Travel Constraints, Destination Image and electronic Word of Mouth (e-WOM) can explain the integrated effect size of of Attitude 6.3%.

However the coefficient of determination (R-Square) of Travel Intention is at 0.62 which can be defined that Travel Motivation, Expectation and Travel Constraints, Destination Image, electronic Word of Mouth (e-WOM) and Attitude can explain the integrated effect size of Attitude 62.0%.

4.3 Hypothesis Testing

As proposed in the conceptual framework of this study, the structural relations included: 1) the effects of Travel motivation on Attitude toward travelling to Thailand and Travel intention, 2) the effects of Expectation on Attitude toward travelling to Thailand and Travel intention, 3) the effects of Travel constraints on Attitude toward travelling to Thailand and Travel intention, 4) the effects of Destination image on Attitude toward travelling to Thailand and Travel intention, 5) the effects of electronic Word of Mouth (e-WOM) on Attitude toward travelling to Thailand and Travel intention and 6) the effect of Attitude toward travelling to Thailand on Travel intention to Thailand. After the final structural model was found to fit the collective data and the path coefficients were examined for the statistical significance, the hypothesis proposed in Chapter 1 were determined whether they were supported by the model testing results or not.

Hypothesis 1 is tested whether Travel Motivation significantly affects Norwegian Senior Tourists' Attitude towards travelling to Thailand and Travel Intention to visit Thailand. As the result of path coefficient, Travel Motivation affects Norwegian Senior Tourists' Attitude towards travelling to Thailand and Travel Intention to visit Thailand insignificantly though this exogenous variable is suitable to the model. Thus, Hypothesis 1a and Hypothesis 1b are only partially supported in this study.

Hypothesis 2 is dealt with a relationship between Expectation and Norwegian Senior Tourists' Attitude towards travelling to Thailand and Travel Intention to visit Thailand. As the result of path coefficient, Expectation affects Norwegian Senior Tourists' Attitude towards travelling to Thailand and Travel Intention to visit Thailand insignificantly though this exogenous variable is suitable to the model. Thus, Hypothesis 2a and Hypothesis 2b are only partially supported in this study.

Hypothesis 3 is tested whether Travel Constraints significantly affects Norwegian Senior Tourists' Attitude towards travelling to Thailand and Travel

Intention to visit Thailand. As the result of path coefficient, Travel Constraints affects Norwegian Senior Tourists' Attitude towards travelling to Thailand significantly while insignificantly affects Travel Intention to visit Thailand. Thus, Hypothesis 3a is fully supported and Hypothesis 3b is only partially supported in this study.

Hypothesis 4 is dealt with a relationship between Destination Image and Norwegian Senior Tourists' Attitude towards travelling to Thailand and Travel Intention to visit Thailand. As the result of path coefficient, Destination Image affects Norwegian Senior Tourists' Attitude towards travelling to Thailand and Travel Intention to visit Thailand insignificantly though this exogenous variable is suitable to the model. Thus, Hypothesis 4a and Hypothesis 4b are only partially supported in this study.

Hypothesis 5 is tested whether electronic Word of Mouth (e-WOM) significantly affects Norwegian Senior Tourists' Attitude towards travelling to Thailand and Travel Intention to visit Thailand. As the result of path coefficient, electronic Word of Mouth (e-WOM) affects Norwegian Senior Tourists' Attitude towards travelling to Thailand significantly while insignificantly affects Travel Intention to visit Thailand. Thus, Hypothesis 5a is fully supported and Hypothesis 5b is only partially supported in this study.

Hypothesis 6 is dealt whether Norwegian Senior Tourists' Attitude towards travelling to Thailand significantly affects their Travel Intention to visit Thailand. As the result of path coefficient, Attitude towards travelling to Thailand affects Norwegian Senior Tourists' Travel Intention to visit Thailand significantly. Therefore, Hypothesis 6 is fully supported.

The result of hypothesis testing is presented in table 4.14.

Table 4.14 Hypothesis Testing

Hypothesis	Standardized Coefficient	Result
H1 Travel Motivation		
H1a: Effect of Travel Motivation on Attitude	-0.010	Rejected
H1b: Effect of Travel Motivation on Travel Intention	-0.041	Rejected
H2 Expectation		
H2a: Effect of Expectation on Attitude	0.110	Rejected
H2b: Effect of Expectation on Travel Intention	0.173	Rejected
H3 Travel Constraints		
H3a: Effect of Travel Constraints on Attitude	-0.140*	Accepted
H3b: Effect of Travel Constraints on Travel Intention	-0.110	Rejected
H4 Destination Image		
H4a: Effect of Destination Image on Attitude	-0.003	Rejected
H4b: Effect of Destination Image on Travel Intention	-0.054	Rejected
H5 electronic Word of Mouth (e-WOM)		
H5a: Effect of e-WOM on Attitude	0.220*	Accepted
H5b: Effect of e-WOM on Travel Intention	0.246	Rejected
H6 Attitude		
H6: Effect of Attitude on Travel Intention	0.760*	Accepted

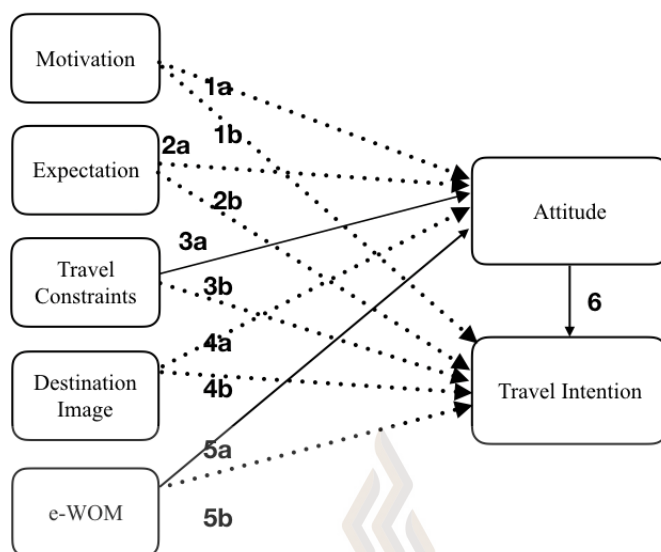


Figure 4.2 The modified Research Model

In summary, it was found that Hypothesis 3a, 5a and 6 are significantly supported while Hypothesis 1a, 1b, 2a, 2b, 3b, 4a, 4b, 5b was insignificantly supported. Most of the hypothesis developed on the basis literature review. The modified research model is presented in figure 4.2. The consistency of findings regarding pairwise relationship among the constructs with the modified research model past studies further collaborated the validity of the final structural model.

CHAPTER 5

CONCLUSION DISCUSSION AND RECOMMENDATION

This chapter summarizes to conclude the entire study. The first part presents the research summary, the study objectives are examined to ensure the purpose of study. Secondly, the research discussion is presented. Then the recommendation for future study are implicated as the final part based on the results of this study together with the delimitation and limitation of this study.

5.1 Conclusion

This study aimed to examine the determinants of Norwegian senior tourists' Travel intention to visit Thailand and to determine the specific characteristics of this travel market and focus on the pre visitation stage. The Theory of Planned behavior (TPB) was applied as the theoretical base in this study. However, Ajzen (1991) also suggested that TPB may inadequate to explain the relationship between attitude and behavior, it may be useful to involve additional constructs. Thus, the other relevant constructs such as Expectation, Destination Image and electronic Word of Mouth were employed in order to have better understand the determinants of Norwegian senior tourists' Travel Intention to visit Thailand based on an extensive review especially on pre-visit stage. Regarding to the proposed model, travel motivation, expectation, travel constraints, destination image and electronic word of mouth (e-WOM) were hypothesized to significantly affect both attitude toward traveling to Thailand and travel intention to visit Thailand. Subsequently, attitude was hypothesized to significantly affect travel intention. This study employed quantitative analysis method using survey as a research instrument consisting of items that utilize a 5-point Likert scale. Data were analyzed using SPSS and Lisrel 8.72 in descriptive statistical method and inferential statistic method. Structural Equation Modeling (SEM) is also

employed. The path analysis was examined by conducting Structural Equation Modelling (SEM) to simultaneously test a series of hypotheses. The population of the study were comprised of Norwegian senior tourist at age 55 and over who have some awareness about Thailand or have been traveled to Thailand at least one time and also excluded those who decides not to travel to Thailand as a particular destination. The questionnaire was originally developed in English and then translated into Norwegian with a back-translation process. The questionnaire consists of 8 sections, the first section is related to respondents profiles followed by seven measurement of the research constructs; travel motivation, expectation, travel constraints, destination image, electronic word of mouth (e-WOM), attitude toward travelling to Thailand and travel intention to Thailand of individual respondent. The survey was conducted in Norway in a three-month period from December 2018 to February 2019. The 500 qualified responses from online survey were recorded and subjected to data analysis which is sufficient and appropriate to ensure the Structural Equation Modeling (SEM) analysis with 15 respondents per parameters variables of total 31 estimated parameters in this research (Kline, 2011).

According to the descriptive analysis in this research, the record showed that approximately two-third of respondents have been to Thailand for holidays at least one time while the remaining are interested to visit Thailand for holidays. Male respondents are slightly outnumbered their female counterparts. Almost 70% of the respondents are in the group of age between 55-65 years, when no record showed the respondent over 80 years responded to online survey. In term of marital status, about two-third of respondents are married, while 14.6% remain single. Almost 70% of respondents have their annual household income 250,000 to 750,000 NOK, while another 25% have annual household income over than 750,000 NOK. In term of working status, nearly half of the sample (48.6%) are fully retired and about one-third respondents (35.8%) work partially but not full time employment, when 11.8% of respondents still work full time. Nearly 80% of the respondents had a university education; Bachelor degree (23.6%) and Master degree or higher (56.8%).

In term of their trip-related of Norwegian senior tourists, most of respondents plan their trips 1-3 months ahead before travelling. Nearly half of respondents have a budget for traveling between 20001-30000 NOK. In term of their preferences of travelling abroad, above than half of respondents prefer to choose basic tour package which consists of air ticket and accommodation. Subsequently, there are slightly differences of their traveling season as they likely travel abroad in every season. The traveling period of most respondents is during 2 weeks up to one month which is 70.2%, when 60.8% choose to stay in the accommodation of 3-4 Star hotel. About half of the respondents (50.0%) pointed out promotion as a factor that affecting their choice and the use of the information source are slightly different when all information sources are applied in searching for travel information and mostly on internet (99.4%) when Google is the most popular internet searching sources for the respondents (35.0%). The study also found that almost 40% of Norwegian senior tourists like to travel alone followed by traveling with their own child / children. However the record showed traveling with spouse about 25% which is contradicted to the record of marital status as marriage / in relationship presented the highest score about 70%.

This study explored variable attribute analysis of each research constructs regarding to the proposed model; travel motivation, expectation, travel constraints, destination image and electronic word of mouth (e-WOM), attitude toward traveling to Thailand and travel intention of Norwegian senior tourists to visit Thailand. Travel motivation was measured by five dimensions: Novelty, Entertainment, Relaxation, Socialization and Internal Motivation. Expectation was measured by five factors. Travel Constraints were measured by four dimensions: External resources, Time, Approval and Social condition and Physical condition. While destination image were measured by cognitive and affective dimensions. Electronic word of mouth (e-WOM) was measured by six factors and attitude toward traveling to Thailand was proposed as mediator in the proposed model and measured by five factors. According to the variables attributes analysis to have in-depth understanding of Norwegian senior tourists, the items of each research constructs which represented the highest mean values and the lowest mean value should be considered in order to understand their

concerning of the relevant latent variables in travel motivations, expectation, travel constraints, destination image, electronic Word of Mouth (e-WOM), and attitude toward traveling to Thailand. The highest mean value and the lowest mean is presented in Table 5.1

Table 5.1 The Highest Mean Value and The Lowest Mean Value of Latent Variables

Item	Highest mean value	Lowest mean value
Travel Motivation	Avoid hustle and bustle of life	Gain a feeling of belonging
	Relax Physically	
	Relax Mentally	
Expectation	Shop for value for money items	Have a good time with family/relative/friends
	Experience something different	
	See some beautiful scenery	
Travel Constraint	No companion to travel with	No energy to travel
	No time to take a trip	
	Traveling takes too much planning	
Destination Image	Good coffee shops and restaurants	Tour guide who can speak Norwegian
	Outstanding natural scenery	
	Availability of comprehensive tourist information	

Table 5.1 The Highest Mean Value and The Lowest Mean Value of Latent Variables
(cont.)

Item	Highest mean value	Lowest mean value
	Comfortable and clean accommodation	
Electronic Word of Mouth (e-WOM)	Know what destination make good impressions on others	To have less worry about destination
	Choose the right destination	
	Choose an attractive destination	
Attitude	Worthiness	Enjoyment
	Happiness	
	Satisfaction	

The effects analysis were conducted to examine direct effect, indirect effect and total effect among the research constructs in the proposed model by employing SEM. The result of effect analysis between five exogenous variables: travel motivation, expectation, travel constraints, destination image and electronics word of mouth (e-WOM) with two endogenous variables; attitude and travel intention. The effect parameter between five exogenous variables with Attitude toward traveling to Thailand presented only direct effect and effect coefficients of electronics word of mouth (e-WOM) and travel constraints significantly affected Attitude toward travelling to Thailand. According to the effect analysis between five exogenous variables and Attitude as and endogenous variables in the proposed model with Travel Intention, it was founded that the effect parameter between attitude toward traveling to Thailand is highest and only direct effect was presented. In term of indirect effect of five exogenous variables toward travel intention. None of them significantly affect Travel intention though the result showed indirect effect parameter. However travel motivation, expectation and travel constraints, destination image, electronic word of

mouth (e-WOM) and attitude can explain the integrated effect size toward travel intention 62.0%. Subsequently, travel motivation, expectation, travel constraints, destination image and electronic word of mouth (e-WOM) can explain the integrated effect size toward attitude 6.3%.

As aforementioned in Chapter 1, 11 hypothesis were proposed for this study. After confirmation of the validity and reliability and discrimination index of research instrument, all hypotheses were examined. Three of those 11 proposed hypotheses were supported by data as shown in Table 4.14. According to the result of path coefficient related to hypotheses testing, the result presented travel motivation insignificantly affects Norwegian senior tourists' attitude towards traveling to Thailand and travel intention to visit Thailand. In term of expectation, expectation also insignificantly affects both Norwegian senior tourists' attitude towards traveling to Thailand and travel intention to visit Thailand insignificantly. However travel constraints significantly affect attitude towards traveling to Thailand, while insignificantly affects travel intention. In addition, destination image insignificantly affects Norwegian senior tourists' attitude towards traveling to Thailand and their travel intention. Moreover electronic word of mouth (e-WOM) significantly affects Norwegian senior tourists' attitude towards traveling to Thailand significantly but insignificantly affects their travel intention. Lastly, attitude towards traveling to Thailand significantly affects Norwegian senior tourists' travel intention to visit Thailand. Thus, the research objective could be summarized as a modified research model presenting in figure 5.1. The consistency of findings regarding interrelationship among the constructs with the modified research model previous studies further collaborated the validity of the final structural model.

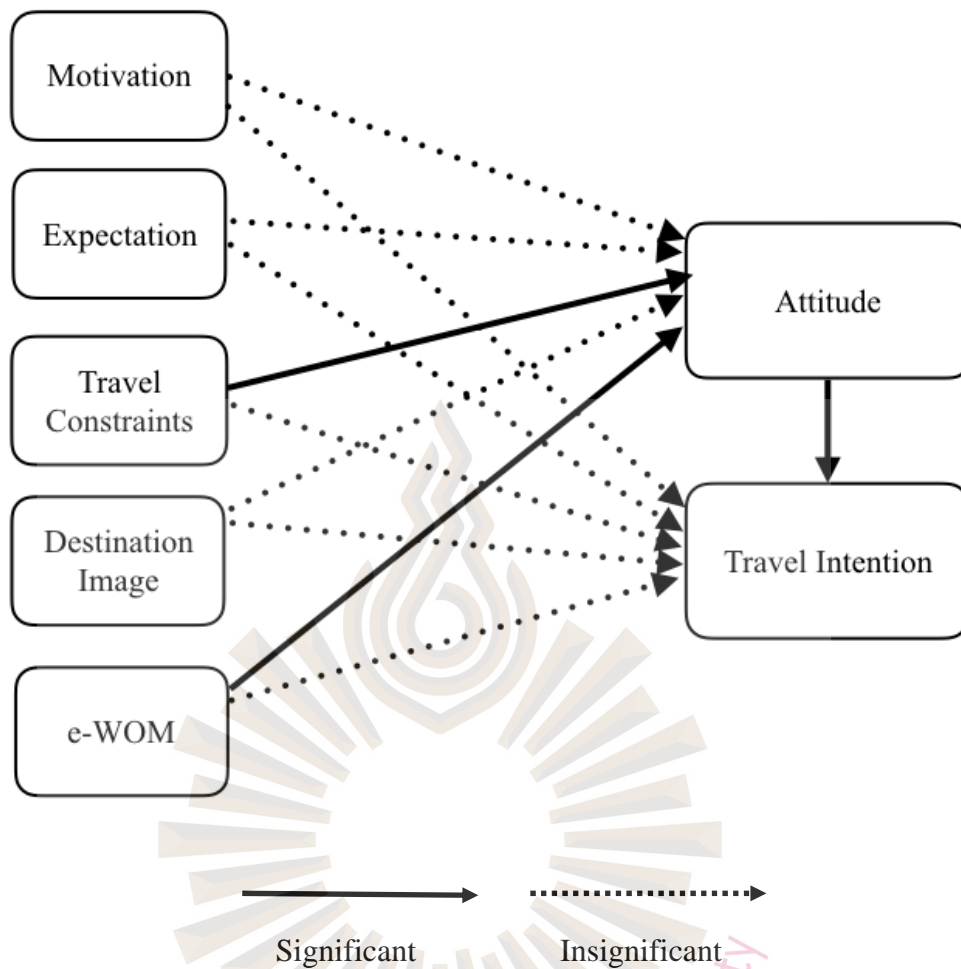


Figure 5.1 The modified Research Model

5.2 Discussion

This study attempted to determine various factors which affect Travel Intention of Norwegian senior tourists. The proposed model of this study was formed and tested empirically based on the Theory of Planned Behavior (TPB). Several critical behavioral constructs were included in the proposed model; travel motivation, expectation, travel constraints, destination image, electronics word of mouth (e-WOM) and attitude to examine the effect on travel intention.

According to the finding, travel constraints significantly affect to attitude toward traveling to Thailand which is complied to the study of Huang (2009) while

the study of Huang (2006) found no relationship between Travel Constraints. According to the finding of Rose and Graesser (1981, as cited in Kim, 2015) presented that constraints as “lack of appropriate time”, “financial difficulties” and “family responsibilities” and “health condition” was high mean rating while lacking of time is complied to this study while health condition presented low mean rating in this study. Moreover, the findings from this study showed lacking of energy was the least concern while the finding from Lee and Tidewell (2005) found low energy as one of major travel constraints. In term of financial constraints, it was not shown as high rating for Norwegian senior tourists. It is complied to the Norwegian commonality that they have high purchasing ability and high propensity.

The research finding also present that electronic Word of Mouth (e-WOM) significantly affect to Norwegian senior tourists’ attitude and attitude significantly affect to their travel intention which is complied with the study of Miao (2015) as the relationship between e-WOM and Chinese tourists’ decision-making influence factors to visit Thailand, the results show that e-WOM significantly affects tourists’ behavioral intention toward visiting Thailand by affecting their attitude. As the finding of Jallivand et al. (2012) showing that e-WOM positively influences the destination image, tourist attitude and travel intention together with destination image and tourist attitude have a significant relationship with intention to travel when examining the inter-relationships among electronic word of mouth (e-WOM), destination image, tourist attitude, and travel intention in the tourism industry. However, the result from this study presented significant influence neither between destination image and attitude toward travelling to Thailand nor between destination image and travel intention.

Moreover, attitude toward traveling to Thailand in this study presented the strong relationship and highest effect on Travel Intention which is complied with the studies of Park et al. (2017), their result found that attitude had the greatest impact on intention to travel to Japan as well as the study in potential travelers from China by Lam and Hsu (2004). However, tourist attitude as a behavioral construct, has not received

sufficient research attention on Travel Intention / Tourism behavior from previous researches.

In addition, Bosque et al. (2009) mentioned expectations management is a key element to the destination's success but the finding in this research presented expectation insignificantly influences to Norwegian senior tourists' attitude toward traveling to Thailand and their travel intention. Subsequently, numerous researchers studied on travel motivation and behavior of senior tourism in order to understand and satisfy the needs of senior tourists. The finding from this study found that travel motivation have insignificant effect on travel intention and attitude toward traveling to Thailand. As Travel Motivation in this study insignificantly affects Travel Intention. Therefore, focusing on senior tourist motivation as several prior studies about senior tourist in Thailand (Esichaikul, 2012; Sangpikul, 2008a; Seyanont, 2017) might not be adequate to gain insight of senior tourist behavior.

5.3 Delimitations and Limitations of study

5.3.1 Delimitations of study

In this research, the population of the study is comprised of Norwegian senior outbound tourists over the age of 55 by using purposive sampling. An original questionnaire is developed and constructed in English and then translated into Norwegian. A back-translation is done and checked the correspondent of meaning between the two versions by an academic scholar specialization in Norwegian and English languages to ensure that both English and Norwegian versions are comparable. The equivalence of the translation are verified. The electronic survey is utilized to collect data of this study and the result is reported in English. The data collected from electronic survey are analyzed by using Structural Equation Model to reflect the confirmed factor of Norwegian Senior tourists' intention to visit Thailand.

5.3.2 Limitations of study

The electronic survey is employed for data collection in this study. It is hard to compare responses rates with the different studies regarding to the nature of online panel survey as there are various kinds of lengths, topics and incentive supported (Huang and Hsu, 2009). In this study, a rate of return is a potential limitation in survey research, thus the incentive for completion is offered. In addition, surveys can be leading or biased. In order to ensure that questions are clear and objective, content validation is measured with a pilot study. Another limitation is in the SEM methodology, SEM assumes free correlations among all exogenous variables in a structural model. Thus the directional relationship between each pair of exogenous variables cannot be tested even though causal relationships were existed among them. Besides, this study examine only one single market, the Norwegian senior travel market, the results obtained may not be directly generalizable to individuals from different cultures or nations according to different countries have their own characteristics and cultures, and the results or conclusions of this study cannot be applied to other countries.

5.4 Recommendation

This research building upon previous theories extends the knowledge on tourism consumer behavior. The benefit of this study can be integrated to various sectors such as nation / government sector, business and organization and academic area.

In term of contribution to Nation, government sector especially those who take responsibility for marketing, promoting Thailand tourism industry, particularly target international tourists and strategic planning such Tourism Authority of Thailand. This can be benefit in term of planning the strategy in promoting Senior Tourism especially the market with high purchasing ability and high propensity to travel such as Norwegian senior tourists with high propensity and spending record but it is difficult to have a comparative analysis with Norwegian senior tourists group in

Thailand as neither Norwegian senior tourists nor Scandinavian senior tourists have been studied in Thailand. The research finding presented attitude toward traveling to Thailand significantly affect to Norwegian senior tourists' intention. In their attitude, traveling to Thailand would bring them worthiness, happiness and satisfaction. Thus increasing tourists' attitude toward to Thailand is a key factor to attract more senior tourists. Additionally, the finding also showed an access tourist information is important to Norwegian senior tourists as the availability of comprehensive information is in the rank of high score. According to the demographic profile reported that 99.4% of them using internet to search for information. Thus it is useful to develop the tourist information availability in various media especially online or electronic media. Moreover as other local government sector have promoted each own areas to induce more tourists. The dual language presentation might be useful to attract international tourist as well as domestic tourists.

In term of contribution to business sector, this study can help improve marketing promotions and the development of more effective destination positioning strategies for tourism marketers and tourist industry practitioners to effectively design specific marketing strategies and appropriate tourism products to satisfy the needs of Norwegian senior outbound market. As the finding suggest that e-WOM is positively related to travel intention, when e-WOM is positively related attitude and attitude is positively related to travel intention. Thus, tourists' review and recommendation could be focused to increase attitude toward traveling to Thailand and travel intention for Norwegian senior tourists. Moreover, the finding present lacking of companion and time to travel and too much planning in travel are their constraints. It might be useful for those in hospitality sector in term of creating products or strategies and find collaborate the relevant sector to eliminate theses constraints for example a full board tour package or half board tour package and reduce the process in planning the trip.

The statistical analysis of this study could be applied as a basis for further research into senior tourism behavior especially Norwegian market and other emerging market. However many of previous studies focused on the senior tourists from the countries in term of large number of senior population and high expenditures.

In Thailand, the study of senior tourists travel motivation of Japanese senior travelers, European senior tourists. Have been examined recently (Esichaikul, 2012; Sangpikul, 2008a; Seyanont, 2017). Up to date, only few researches has been devoted to understand Senior Scandinavian market in Thailand. If any, they have been emerged with European Senior market study. Though 30 percent of their population are in silver age above than 55 years old and Scandinavian tourists hold the third biggest outbound tourists in the world and their travel spending per capita in Scandinavia is among the world highest record. Furthermore, neither specifically studied Norwegian market nor its senior market which has a high propensity in travel and high spending record. This study can bridge the gap and contribute to the tourism literature in the area of senior tourist behavior especially Norwegian market and / or emerging market. Moreover numerous researchers studied on travel motivation and behavior of senior tourism in order to understand and satisfy the needs of senior tourists. The finding from this study found that travel motivation have insignificant effect on travel intention and attitude toward traveling to Thailand.

The recommendation for future study, this research only focused on the pre-visit stage of Senior Norwegian Tourists. Future study, during visit and post visit stage should be considered for future study to gain insights of Senior Norwegian tourism market in all aspects. With respect to tourist behavior, Zhang et al. (2016), the more understanding in factors which has a power to predict the intention of tourists, the better to realize a trend of their behavior. Thus, more reliable factors should be added in future study for during visit stage and post visit stage. In term of during visit stage, tourist behavior is highly connected to attitude toward service quality as well as activity selection and the nature of experience. While tourist satisfaction and past experiences received high attention (Chen and Hsu, 2000 as cited in Zhang, 2009). Moreover, in order to have better understand Norwegian senior tourists, other variables such as their preferences and their specific behaviors should be also considered. In addition, the relationships between exogenous variables have not studied in this research. In the future, the relationships should be further discussed. Finally, the present study tested a proposed model on pre-visit stage including the respondents who have been to Thailand at least once and those who have never been to Thailand but have an interest

to visit Thailand. It would be useful to compare the model with respondents who have been to Thailand with those who have never been to Thailand but tend to visit Thailand. This study might initially studied and explored this high potential senior market. The other Scandinavian countries should be considered for future research.



REFERENCES

- Acadevo, C. R. and Nohara, J. (2004). Consumer Behavior in Tourism: A Study with Senior Tourists. *Construções Teóricas no Campo do Turismo*, 10(11), 1-12.
- AGE Platform Europe. (2015). *Senior Tourism: in a nutshell*. Retrieved October 31, 2017, from <http://agepla.accept.upcom.eu/policy-work/senior-tourism>
- Ajzen, I. (1985). *From Intentions to Actions: A Theory of Planned Behavior*. Berlin, Heidelberg: Springer Book Archive.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. [http://dx.doi.org/10.1016/0749-5978\(91\)90020-T](http://dx.doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I. (2002). Perceived behavioral control, Self-Efficacy, locus of control, and the theory of planned Behavior. *Journal of Applied Social Psychology*, 32(4), 665-683.
- Ajzen, I. and Fishbein, M. (1977). Attitude-Behavior Relations: A Theoretical Analysis and Review of Empirical Research. *Psychological Bulletin*, 84(5), 888-918.
- Ajzen, I. and Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Englewood Cliffs, NJ: Prentice-Hall.
- Ajzen, I. and Driver, B. (1991). Prediction of leisure participation from behavioral, normative, and control beliefs: An application of the theory of planned behavior. *Leisure Sciences*, 13(3), 185-204.
- Akhoondnejad, A. (2015). Tourist loyalty to a local cultural event: The case of Turkmen handicrafts festival. *Tourism Management*, 52(1), 468-477.
- Aksu, A., Icigen, E. T. and Ehtiyar, R. (2010). A Comparison of Tourist Expectations and Satisfaction: A Case Study From Antalya Region Of Turkey. *Turizam*, 14(2), 66-77.
- Albarg, A. N. (2013). Measuring the Impacts of Online Word-of-Mouth on Tourists' Attitude and Intentions to Visit Jordan: An Empirical Study. *International Business Research*; 7(1), 14-22.

REFERENCES (Cont.)

- Alberti, F. G. and Giusti, J. D. (2012). Cultural heritage, tourism and regional competitiveness: The Motor Valley cluster. *The societal function of Cultural Heritage, City, Culture and Society*, 3(4), 261-273.
- Alen, E., Dominguez, T. and Losada, N. (2012). *New Opportunities for the Tourism Market: Senior Tourism and Accessible Tourism. Visions for Global Tourism Industry-Creating and Sustaining Competitive*. Retrieved from <https://www.intechopen.com/books/visions-for-global-tourism-industry-creating-and-sustaining-competitive-strategies/new-opportunities-for-the-tourism-market-senior-tourism-and-accessible-tourism>
- Alexandris, K., Funk, D. C. and Pritchard, M., (2011). The impact of Constraints on Motivation, Activity Attachment and Skier Intention to continue. *Journal of Leisure Research*, 43(1), 56-79.
- Ali F., Omar, R. and Amin, M. (2016). An examination of the relationships between physical environment, perceived value, image and behavioural Intentions:A SEM approach towards Malaysian resort hotels. *Journal of Hotel and Tourism Management*, 27(2), 9-26.
- Almeida, G. F. (2014). Reviews in tourism: A comparative study of the evolution of tourism policy in Spain and Portugal. *Tourism Management Perspectives*, 11(1), 34-50.
- Al-Tarawneh, K. A. (2012). Measuring E-service quality from the customers' perspective: An empirical study on banking services. *International Research Journal of Finance and Economics*, 91(1), 123-137.
- Al-Tell, Y., Allan, M. and Al-Zboun, N. (2017). Investigating perceived leisure constraints for senior tourists in Jordan, *Australian Journal of Basic and Applied Sciences*, 11(2), 67-75
- Armitage, C. J. and Conner, M. (2001). Efficacy of the Theory of Planned Behaviour A Meta-Analytic Review. *British Journal of Social Psychology*, 31(1), 1431-1457. <https://doi.org/10.1348/014466601164939>

REFERENCES (Cont.)

- Artuger, S. and Centinsoz, B. C. (2017). The Impact of Destination Image and the Intention to Revisit: A Study Regarding Arab Tourists, *European Scientific Journal February 2017 edition*, 13(5), 82-98.
- Artuger, S., Cetinsoz, C. B. and Kilic, I. (2013). The Effect of Destination Image on Destination Loyalty: An Application In Alanya. *European Journal of Business and Management*, 5(13), 124-136.
- Asakura, Y. and Iryo, T. (2015). Analysis of tourist behaviour based on the tracking data collected using a mobile communication instrument. *Success and Failure of Travel Demand Management: Is Congestion Charging the Way Forward?*, *Transportation Research Part A*, 41(7), 684-690.
- Baber, A., Thurasamy, R., Malik, M. I., Sadig, B., Islam, S. and Sajjad, M. (2016). Online word-of-mouth antecedents, attitude and intention-to-purchase electronic products in Pakistan. *Telematics and Informatics*, 33(2), 388-400.
- Baker, D. A. and Crompton, J. L. (2000). Quality, Satisfaction and Behavioral Intentions. *Annals of Tourism Research*, 27(1), 785-804.
- Baloglu, S. and Mangaloglu, M. (2001). Tourism Destination Images of Turkey, Egypt, Greece, and Italy as Perceived by US-Based Tour Operators and Travel Agents. *Tourism Management*, 22(1), 1-9.
- Baloglu, S. and McCleary, K. W. (1999). A Model of Destination Image Formation. *Annals of Tourism Research*, 26(1), 868-897.
- Banyai, Maria (2009). *The Image of Tourism Destinations: A Case of Dracula Tourism*. Retrieved from <http://hdl.handle.net/10012/4600>
- Beaton, D. E., Bombardier, C., Guillemin, F., and Ferraz, M. B. (2000). Guidelines for the Process of Cross-Cultural Adaptation of Self-Report Measures. *SPINE*, 25(24), 3186–3191.
- Bellezza, S., and Keinan, A. (2014). Brand Tourists: How Non-Core Users Enhance the Brand Image by Eliciting Pride. *Journal of Consumer Research*, 41(2), 397-417.
- Benur, A. M. and Bramwell, B. (2015). Tourism product development and product diversification in destinations. *Tourism Management*, 50(1), 213-224.

REFERENCES (Cont.)

- Berg, B. L. (2001). *Qualitative research methods for the social sciences* (4th ed.). Boston: Allyn & Bacon.
- Best, J. W. and Kahn, J. V. (1993). *Research in education*. Boston: Allyn and Bacon.
- Biswas, M. (2008). Confirmatory Factor Analysis of Iso Ahola's Motivational Theory An application of Structural Equation Modeling. *Conference on Tourism in India Challenges Ahead*, 15-17 May 2008, 177-188.
- Blazey, M. A. (1987). The Differences Between Participants and Non-participants in a senior Travel Program. *Journal of Travel Research*, 26(1), 7-12.
- Breitsohl, J. and Garrod, B. (2015). Assessing tourists' cognitive, emotional and behavioural reactions to an unethical destination incident. *Tourism Management*, 54(1), 209-220.
- Brida, J., Disegna, M. and Scuderi, R. (2014). The behaviour of repeat visitors to museums: review and empirical findings. *Quality & Quantity*, 48(5), 2817-2840.
- Bright, A. D. (2009). *Motivations, Attitudes, and Beliefs*. UK: Elsevier.
- Briley, D., Morris, M. W. and Simonson, I. (2000). Reasons as Carriers of Culture: Dynamic versus Dispositional Models of Cultural Influence on Decision Making. *Journal of Consumer Research*, 27(2), 157-78.
- Brown, G., Assaker, G. and Reis, A.C. (2015). Visiting Fortaleza: motivation, satisfaction and revisit intentions of spectators at the Brazil 2014 FIFA World Cup. *Journal of Sport Tourism*, 22(1), 1-19. DOI: 10.1080/14775085.2017.1417889.
- Budeanu, A. (2007). Sustainable tourist behaviour – a discussion of opportunities for change. *International Journal of Consumer Studies*, 31(5), 499-508.
- Butcher, F., Kretschmar, J. M., Singer, M. I. and Flannery, D. J. (2015). Confirmatory Factor Analysis of the Trauma Symptom Checklist for Children in an At-Risk Sample of Youth. *Journal of the Society for Social Work & Research*, 6(2), 251-268.

REFERENCES (Cont.)

- Camison, C. and Fores, B. (2015). Is tourism firm competitiveness driven by different internal or external specific factors?: New empirical evidence from Spain. *Tourism Management*, 48(1), 477-499.
- Canavan, B. (2015). Tourism culture: Nexus, characteristics, context and sustainability. *Tourism Management*, 53(1), 229-243.
- Carr, N. (1998). Gendered Differences In Young Tourists' Leisure Spaces and Times. *Journal of Youth Studies*, 1(3), 279-293.
- Caruana, R., Glozer, S., Crane, A. and McCabe, S. (2014). Tourists' accounts of responsible tourism. *Annals of Tourism Research*, 46(1), 115-129.
- CBI. (2015). *Scandinavian Market*. Retrieved from <https://www.slideshare.net/curre/the-scandinavian-tourism-market>
- Centre for the Promotion of Imports from developing countries (CBI). (2015). *CBI Products Factsheet: Senior Travel from Europe*. Retrieved from https://www.cbi.eu/sites/default/files/market_information/researches/product-factsheet-europe-dried-ginger-2015.pdf.
- Cevdet, A. and Mustafa, E. B. (2014). Cultural tourism in Istanbul: The mediation effect of tourist experience and satisfaction on the relationship between involvement and recommendation intention. *Journal of Destination Marketing & Management*, 4(4), 213–221. DOI: 10.1016/j.jdmm.2015.06.003.
- Chamchan, C. and Soparat, O. (2012). Long-stay of the Japanese in Chiangmai: Analysis of the Determining Factors in the Pre- and Post-Period of the Visit. *Japanese Studies Journal*, 29(1), 26-34.
- Chand, M., Kumar, A. and Kaule, H. (2016). Association between tourist satisfaction dimensions and nationality: An empirical investigation. *International Journal of Hospitality & Tourism Systems*, 9(2), 74-82.
- Chang, L. (2013). *Influencing Factors on Creative Tourists' Revisiting Intentions: The Roles of Motivation, Experience and Perceived Value* (Unpublished Doctoral dissertation). Clemson University, South Carolina.

REFERENCES (Cont.)

- Chapman, A. and Light, D. (2015). Exploring the tourist destination as a mosaic: The alternative lifecycles of the seaside amusement arcade sector in Britain. *Tourism Management*, 63(1), 254-263.
- Chen, A., Peng, N. and Hung, K. (2015). Research Note: Examining tourists' loyalty toward cultural quarters. *Annals of Tourism Research*, 51(1), 59-63.
- Chen, C. F. and Chen, F. S. (2010) Experience Quality, Perceived Value, Satisfaction and Behavioral Intentions for Heritage Tourists. *Tourism Management*, 31(1), 29-35. <http://dx.doi.org/10.1016/j.tourman.2009.02.008>
- Chen, J. S. and Hsu, C. H. C. (2000). Measurement of Korean tourists' perceived images of overseas destinations. *Journal of Travel Research*, 38(4), 411-416.
- Chen, N. and Funk, D. C. (2010). Exploring Destination Image, Experience and Revisit Intention: A Comparison of sport and Non-sport Tourist Perceptions, *Journal of Sport and Tourism*, 15(3), 239-259.
- Chen, S. C. and Shoemaker, S. (2014). Age and cohort effects: The American senior tourism market. *Annals of Tourism Research*, 48(1), 58-75.
- Chen, W. and Cheng, H. (2012). Factors affecting the knowledge sharing attitude of hotel service personal. *International Journal of Hospitality Management*, 31(2), 468-476.
- Cheng, L. C., Sin, F. P., Synn, H. M., Wen, T. H. and Zie T. H., (2016). *Expectation, Motivation and Attitude (Ema) Model*. Retrieved December 10, 2017, from <https://prezi.com/mmfkhu72dmfv/expectation-motivation-and-attitude-ema-model/>
- Cheng, T.C., Wu, H., and Huang, L. (2013). The influence of place attachment on the relationship between destination attractiveness and environmentally responsible behavior for island tourism in Penghu, Taiwan. *Journal of Sustainable Tourism*, 21(8), 1166-1187.
- Cheok, J., Hede, A. and Watne, T. A. (2015). Explaining cross-cultural service interactions in tourism with Shenkar's cultural friction. *Current Issues in Tourism*, 18(6), 539-560.

REFERENCES (Cont.)

- Chetthamrongchai, P. (2017). The Influence of Travel Motivation, Information Sources and Tourism Crisis on Tourists' Destination Image. *Journal of Tourism and Hospitality*, 6(2), 1-6. DOI: 10.4172/2167-0269.1000278.
- Chi, Gengqing. (2005), *A study of Developing Destination Loyalty Model* (Unpublished Doctoral dissertation). University of Oklahoma, United States.
- Choi, S. C. and Sirakaya, E. (2016). Measuring Residents' Attitude toward Sustainable Tourism: Development of Sustainable Tourism Attitude Scale. *Journal of Travel Research*, 43(4), 380-394.
- Chumyen, K. A. (2012). *The tourism behavior of senior tourists in Thailand, a case study of Japanese tourists in Chiang Mai* (Unpublished Master's thesis). Chiang Mai University, Thailand.
- Cohen, S.A., Duncan, T. and Thulemark, M. (2013). Lifestyle mobilities: The crossroads of travel, leisure and migration. *Journal Mobilities*, 10(1), 155-172. doi: 10.1080/17450101.2013.826481.
- Crawford, A. (2017). Application of the EMA Model to Tourism Entrepreneurs: Motivation as a Mediator. *Journal of Hospitality and Tourism research*, 42(8). <https://doi.org/10.1177/1096348017731129>
- Crawford, D. W. and Godbey, G. (1987). Reconceptualizing Barriers to Family Leisure. *Leisure Sciences*, 9(1), 119-127.
- Crompton, J. and McKay, S. L. (1997). Motives of visitors attending festival events. *Annals of Tourism Research*, 24(2), 425-439. DOI: 10.1016/S0160-7383(97)80010-2
- Crompton, J. L. (1979). Motivations for Pleasure Vacations. *Annals of Tourism Research*, VI(4), 408-424.
- Csete, M. and Szecei, N. (2015). The role of tourism management in adaptation to climate change – a study of a European inland area with a diversified tourism supply. *Journal of Sustainable Tourism*, 23(3), 477-496.
- Cuccia, T. and Rizzo, I. (2011). Tourism seasonality in cultural destinations: Empirical evidence from Sicily. *Tourism Management*, 32(3), 589-595.

REFERENCES (Cont.)

- Dann, G. (1977). Anomie, ego-enhancement and tourism. *Annals of Tourism Research*, 4(4), 184-194.
- Dann, G. (1981). Tourist motivation- an appraisal. *Annals of Tourism Research*, 8(2), 187 – 219.
- Dann, G. (1996). Tourist Images of a Destination: An Alternative Analysis. In: Fesenmaier, D., O’Leary, J. T. and Usysal, M.(editors), *Recent Advances in Tourism Marketing Research* (pp. 45–55). New York: The Haworth Press.
- Deery, M., Jago, L. and Fredline, L. (2012). Rethinking social impacts of tourism research: A new research agenda. *Tourism Management*, 33(1), 64-73.
- Dolnicar, S. and Huyber, T. (2010). Different Tourists, Different Perceptions of Different Cities Consequences for Destination Image Measurement and Strategic Destination Marketing. *Analysing International City Tourism*, 127-146, Vienna/New York: Springer.
- Dredge, D. and Jamal, T. (2015). Progress in tourism planning and policy: A post-structural perspective on knowledge production. *Tourism Management*, 51(1), 285-297.
- Duerden, M. D., Ward, P. J. and Freeman, P. A. (2015). Conceptualizing Structured Experiences. *Journal of Leisure Research*, 47(5), 601-620.
- Eagles, P. F., Coburn, J. and Swartman, B. (2014). Plan quality and plan detail of visitor and tourism policies in Ontario Provincial Park management plans. *Journal of Outdoor Recreation and Tourism*, 7(1), 44-54.
- Eagly, A. H. and Chaiken, S. (1993). *The psychology of attitudes*. Orlando, FL, US: Harcourt Brace Jovanovich College Publishers.
- Ebel, R. L. and Frisbie, D. A. (1986). *Essentials of education measurement*. Englewood Cliffs, NJ: Prentice Hall.
- Edginton, C. R., Jordan, D. J., DeGraaf, D. G. and Edginton, S. (2002). *Leisure and Life Satisfaction: Foundational Perspectives* (3rd ed.). New York: McGraw-Hill.

REFERENCES (Cont.)

- Eid, R. and Gohary, H. (2015). The role of Islamic religiosity on the relationship between perceived value and tourist satisfaction. *Tourism Management*, 46(1), 477-488.
- Ekanayake, I. A. and Gnanapala, A. C. (2015). Travel Experiences and Behavioral Intentions of the tourists: A study on Eastern Province of Sri Lanka. *Tourism, Leisure and Global Change*, 3(2016), 50-61.
- Esichaikul, R. (2009). *Tourism promotion for senior tourists from Europe to Thailand*. Nonthaburi: Sukhothai Thammathirat Open University.
- Esichaikul, R. (2012). Travel motivations, behavior and requirements of European senior tourists to Thailand. *Sukhothai Thammathirat Open University (Thailand)*, 10(2), 47-58.
- Fakaye, P. C. and Crompton, J. L. (1991). Image differences between prospective, first-time and repeat visitors to the lower Rio Grande valley. *Journal of Travel Research*, 30(2), 10-16.
- Fakaye, P. C., & Crompton, J. L. (1991). Image differences between prospective, first-time and repeat visitors to the lower Rio Grande valley. *Journal of Travel Research*, 30(2), 10-16.
- Fassinger, R. and Morrow, S. L. (2013). Toward Best Practices in Quantitative, Qualitative, and Mixed Method Research: A Social Justice Perspective. *Journal for Social Action in Counselling & Psychology*, 5(2), 69-83.
- Feinstein, E. (2018). *OTA's vs. direct hotel bookings: Which is the leading trend for 2018?* Retrieved from <https://www.traveldailynews.com/post/otas-vs-direct-hotel-bookings-which-is-the-leading-trend-for-2018>
- Ferraro, G. P. (2002). *The cultural dimension of international business*. New Jersey: Pearson Education, Inc.
- Figuroa, A. (2018). *MICE: Meetings, Incentives, Conferences, and Exhibitions: A Big Moneymaker in Travel Industry*. Retrieved from <https://www.tripsavvy.com/what-is-mice-in-the-travel-industry-3252496>
- Fleischer, A. and Pizam, A. (2002). Tourism Constraints among Israeli Seniors. *Annals of Tourism Research*, 29(1), 106-123.

REFERENCES (Cont.)

- Fleischer, A. and Pizam, A. (2002). Tourism Constraints among Israeli Seniors. *Annals of Tourism Research*, 29(1), 106-123.
- Frech, suzan. (2014). *Hey Brand Managers: your "Community" doesn't love you like mom does: Time for Marketers to Take Back Their Online Communities*.
Retrieve December 13, 2017, from <http://adage.com/article/digitalnext/time-marketers-back-communities/293074/>
- Frederick, J. R. and Gan, L. L. (2015). Research Paper: East–West differences among medical tourism facilitators' websites. *Journal of Destination Marketing & Management*, 4(2), 98-109.
- Ganglmair, A. and Wooliscroft, B. (2013). A cross-cultural application of the Affective Response to Consumption scale: Investigating US-American and Austrian passengers on long-haul flights. *International Tourism Behavior in Turbulent Times, Journal of Business Research*, 66(6), 765-770.
- Ganglmair, A. and Wooliscroft, B. (2014). Diffusion of innovation: The case of ethical tourism behavior. *Journal of Business Research*, 69(8), 2711-2720. DOI: 10.1016/j.jbusres.2015.11.006
- Generalitat de Catalunya report. (2013). *Strategic Tourism Plan for Catalonia 2013-2016 and Catalan Tourism Directives 2020*. Retrieved from http://empresa.gencat.cat/web/.content/20_-_turisme/coneixement_i_planificacio/recerca_i_estudis/documents/arxiu/plan_en.pdf
- Getz, D. and Page, S.J. (2015). Progress in Tourism Management: Progress and prospects for event tourism research. *Tourism Management*, 52(1), 593-631.
- Gillon, G. T. (2004). *Phonological awareness From research to practice*. New York: NY Guilford Press.
- Gjerald, O. and Lyngstad, H. (2015). Service risk perceptions and risk management strategies in business-to-business tourism partnerships. *Tourism Management Perspectives*, 13(1), 7-17.
- Gladwell, N. J., and Bedini, L. A. (2004). The impact of caregiving on leisure travel. *Tourism Management*, 25(6), 685-693.

REFERENCES (Cont.)

- Gnoth, J. (1997). Tourism Motivation and Expectation Formation. *Annals of Tourism Research*, 24(1), 283-304. [http://dx.doi.org/10.1016/S0160-7383\(97\)80002-3](http://dx.doi.org/10.1016/S0160-7383(97)80002-3)
- Gnoth, J. and Zins, A. H. (2013). Developing a tourism cultural contact scale. *International Tourism Behavior in Turbulent Times, Journal of Business Research*, 66(6), 738-744.
- Goebel, B. L. and Brown, D. R. (1981). Age differences in motivation related to Maslow's need hierarchy. *Developmental Psychology*, 17(6), 809-815.
- Gomes, O. (2011). The hierarchy of human needs and their social valuation. *International Journal of Social Economics*, 38(3), 237-259.
- Gossling, S., Scott, D. and Hall, C. (2015). Inter-market variability in CO2 emission-intensities in tourism: Implications for destination marketing and carbon management. *Tourism Management*, 46(1), 203-212.
- Griethuijzen, R. A. L. F., Eijck, M. W., Haste, H., Brok, P. J., Skinner, N. C., Mansour, N.,...BouJaoude, S. (2014). Global patterns in students' views of science and interest in science. *Research in Science Education*, 45(4), 581-603. doi:10.1007/s11165-014-9438-6
- Griffin, E. (2011). *A First Look at Communication Theory* (8th ed.). New York: McGraw-Hill.
- Guedes, A. S. and Jimenez, M. I. (2015). Spatial patterns of cultural tourism in Portugal. *Tourism Management Perspectives*, 16(1), 107-115.
- Gupta, G. and Chopra, P. (2014). Eco-tourists and Environment Protection: A Pro-Environment Behavioural Segmentation Approach. *Amity Global Business Review*, 9(1), 90-95.
- Hair, J. F., Black, W. C., Babin, B. J. and Anderson, R. E. (2010). *Multivariate Data Analysis* (7th ed.). New Jersey: Prentice Hall, Upper Saddle River, New Jersey.
- Haiyan, H., Luke, L. M., Junqi, W. and Zhang, J. J. (2015). Assessing the relationships between image congruence, tourist satisfaction and intention to revisit in marathon tourism: the Shanghai International Marathon. *International Journal of Sports Marketing & Sponsorship*, 16(4), 285-237.

REFERENCES (Cont.)

- Hall, J. (1960). *General Principle of Criminal Law* (2nd ed.). Indianapolis: The Bobbs Merrill Company
- Haltman, M., Skarmeas, D., Oghazi, P. and Beheshti, H. M. (2015). Achieving tourist loyalty through destination personality, satisfaction, and identification. *Journal of Business Research*, 68(11), 2227-2231.
- Han, L., Hsu, L. T. and Sheu, C. (2010) Application of the Theory of Planned Behavior to green hotel choice: Testing the effect of environmental friendly activities. *Tourism Management*, 31(3), 325-334.
- Harrison, F., Low, L., Barnett, A., Gresham, M. and Brodaty, H. (2014). What do clients expect of community care and what are their needs? The Community care for the Elderly: Needs and Service Use Study. *Australasian Journal on Ageing*, 33(3), 206-213.
- Hasegawa, H. (2010). Analyzing tourists' satisfaction: A multivariate ordered probit approach. *Tourism Management*, 31(1), 86-97.
- Heylighen, F. (1992). A cognitive-systemic reconstruction of Maslow's theory of self-actualization. *Behavioral Science*, 37(1), 39-57.
- Hinkin, T. R., Tracey, J. B. and Enz, C. A. (1997). Scale construction: Developing reliable and valid measurement instruments. *Journal of Hospitality & Tourism Research*, 21(1), 100-120. DOI:10.1177/109634809702100108
- Ho, G. K. S. and McKercher, B. (2014). A Comparison of Long-Haul and Short-Haul Business Tourists of Hong Kong. *Asia Pacific journal of tourism research*, 19(3), 342-355.
- Hofstede, G. (1984). The cultural relativity of the quality of life concept. *Academy of Management Review*, 9(1), 389-398.
- Hofstede, G. (2001). *Culture's consequences: Comparing values, behaviors, institutions, and organizations across nations*. Thousand Oaks, CA: Sage.
- Hosany, S. and Prayag, G. (2013). Patterns of tourists' emotional responses, satisfaction, and intention to recommend. *International Tourism Behavior in Turbulent Times, Journal of Business Research*, 66(6), 730-737.

REFERENCES (Cont.)

- Hovland, C. I., Harvey, O. J. and Sherif, M. (1957). Assimilation and Contrast Effects in Communication and Attitude Change. *Journal of Abnormal Psychology*, 55(2), 244-52.
- HST Group. (2017). *The Scandinavian market: similarities and differences*. Retrieved October 30, 2017, from <https://www.hst.nl/en/blog/the-scandinavian-market-similarities-and-differences/>
- Hsu, C. and Crotts, J. C. (2006). Segmenting Mainland Chinese Residents Based on Experience, Intention and Desire to visit Hong Kong. *International Journal of Tourism Research*, 8(1), 279-287. doi:10.1002/jtr.575
- Hsu, C. and Lam, T. (2003). Mainland Chinese Travelers' Motivations and Barriers of Visiting Hong Kong. *Journal of Academy of Business and Economics*, 2(1), 60-67.
- Hsu, C. H. C., Cai, H. L. A. and Li, M. (2010). Expectation, motivation, and attitude: A tourist behavioral model. *Journal of Travel Research*, 49(3), 282-296.
- Hsu, C., Cai, L. and Wong, K. (2007). A Model of Senior Tourism Motivation-Anecdotes from Beijing and Shanghai. *Tourism Management*, 28(5), 1262-73.
- Hsu, T. K., Tsai, Y. F. and Wu, H. H. (2009). The preference analysis for tourist choice of destination: A case study of Taiwan. *Tourism Management*, 30(1), 288-297.
- Huang, L. and Tsai, H. T. (2003). The study of senior traveler behavior in Taiwan. *Tourism and Management*, 24(5), 561-574.
- Huang, S. S. (2006). *The effects of Motivation, Past Experience, Perceived Constraint, and Attitude on Tourist Revisit Intention* (Unpublished Doctoral dissertation). The Hong Kong Polytechnic University, Hong Kong.
- Huang, S. S. and Hsu, C., (2009). Travel motivation: linking theory to practice. *International Journal of Culture, Tourism and Hospitality Research*, 3(4), 287-295. <https://doi.org/10.1108/17506180910994505>

REFERENCES (Cont.)

- Huang, S., Shen, Y. and Choi, C., (2015). *The effect of Motivation, Satisfaction and Perceived Value on Tourist Recommendation. Tourism Travel and Research Association: Advancing Tourism Research Globally*. Retrieved from <http://scholarworks.umass.edu/ttra>.
- Huber, J. and Skidmore, P. (2003). *The New Old*. London: Demos.
- Innovation Norway. (2017). *Key Figures for Norwegian Travel and Tourism 2016*. Retrieved October 30, 2017, from <http://www.innovasjon Norge.no/contentassets/0d32e3231c0a4367a96838ee3bb5b294/key-figures-2016.pdf>.
- Iso-Ahola, S. E. (1982). Toward a Social Psychological Theory of Tourism Motivation: A Rejoinder. *Annals of Tourism Research*, 9(1), 256-262.
- Iso-Ahola, S. E. (1980). *The Social Psychology of Leisure and Recreation*. Dubuque, Iowa, W.C.: Brown Co. Publishers.
- Jahwari, D. S. (2015). *An Integrative Model of Muslim Students' Religiosity and Travelling Behavior to Gaming Destinations* (Unpublished Doctoral dissertation). College of Hospitality, Retail and Sport Management, University of South Carolina, United States.
- Jalilvand, M. R., Ebrahimi, A. and Samiei, N. (2013). Electronic Word of Mouth Effects on Tourists' Attitudes Toward Islamic Destinations and Travel Intention: An Empirical Study in Iran. *Procedia - Social and Behavioral Sciences*, 81(1), 484-489.
- Jalilvand M. R. and Samiei, N. (2012). The impact of electronic word of mouth on a tourism destination choice: Testing the theory of planned behavior (TPB). *Internet Research, Electronics Networking Applications and Policy*, 22(5), 591-612.
- Jalilvand M. R., Samiei, N., Dini, B. and Manzari, P. Y. (2012). Examining the structural relationships of electronic word of mouth, destination image, tourist attitude toward destination and travel intention: An integrated approach. *Journal of Destination Marketing and Management*, 1(1-2), 134-143.
- Jang, S. C. and Wu, C. (2006). Senior travel motivation and the influential factors: an examination of Taiwanese seniors. *Tourism Management*, 27(1), 306-316.

REFERENCES (Cont.)

- Jani, D. and Nguni, W. (2016). Pre-trip vs. post-trip destination image variations: A case of inbound tourists to Tanzania. *Tourism Original scientific Paper*, 64(1), 27-40.
- Jarvis, D., Stoeckl, N. and Liu, H. (2015). The impact of economic, social and environmental factors on trip satisfaction and the likelihood of visitors returning. *Tourism Management*, 52(1), 1-18.
- Jeong, C., Holland, S., Jun, S. H. and Gibson, H. (2012). Enhancing destination image through travel website information. *International Journal of Tourism Research*, 14(1), 16-27.
- Jeou, H. and Chih, T. (2011). Cross-cultural quality measurement of undergraduate hospitality, tourism and leisure programmes: Comparisons between Taiwan and the USA. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 10(1), 49-57.
- Jearing, J. and Becken, S. (2013). Tourists and severe weather – An exploration of the role of ‘Locus of Responsibility’ in protective behaviour decisions. *Tourism Management*, 37(1), 193-202.
- Jituear, N. and Rugchoochip, K. (2012). Strategic Management in Motivating Retired Foreign Tourist Staying longer with full Happiness. *RMUTT Global Business and Economics Review*, 7(2), 66-75.
- Johnson, P. C. (2014). Cultural literacy, cosmopolitanism and tourism research. *Annals of Tourism Research*, 44(1), 255-269.
- Jomnonkwao, S. and Ratanavaraha, V. (2015). Measurement modelling of the perceived service quality of a sightseeing bus service: An application of hierarchical confirmatory factor analysis. *Transport Policy*, 45(1), 240-252.
- Jordan, E. J., Vogt, C. A. and DeShon, R. P. (2015). A stress and coping framework for understanding resident responses to tourism development. *Tourism Management*, 48(1), 500-512.
- Jorekog, K. G. and Moustaki, I. (2001). Factor analysis of ordinal variables: A comparison of three approaches. *Multivariate Behavioral Research*, 36(1), 347-387.

REFERENCES (Cont.)

- Joreskog, K. G. (1969). A general approach to confirmatory maximum likelihood factor analysis. *Psychometrika*, 34(1), 183-202.
- Joreskog, K. G. and Sorbom, D. (1979). *Advances in factor analysis and structural equation models*. New York: University Press of America.
- Karimy, M., Zareban, I., Araban, M. and Montazeri, A. (2015). An Extended Theory of Planned Behavior (TPB) Used to Predict Smoking Behavior Among a Sample of Iranian Medical Students. *International Journal of High Risk Behaviors & Addiction*, 4(3), 1-7. <http://doi.org/10.5812/ijhrba.24715>
- Kaushik, A. K., Agrawal, A. K. and Rahman, Z. (2015). Research paper: Tourist behaviour towards self-service hotel technology adoption: Trust and subjective norm as key antecedents. *Tourism Management Perspectives*, 16(1), 278-289.
- Kayat, K., Sharif, N. M. and Karnchanan, P. (2013). Individual and Collective Impacts and Residents' Perceptions of Tourism. *Tourism Geographies*, 15(4), 640-653.
- Khan, M. J., Chelliah, S., Haron, M. S. and Ahmed, S. (2017). Role of Travel Motivations, Perceived Risks and Travel Constraints on Destination Image and Visit Intention in Medical Tourism. *Sultan Qaboos University medical journal*, 17(1), 11-17. <https://doi.org/10.18295/squmj.2016.17.01.003>
- Kim, A. K. J. and Weiler, B. (2013). Visitors' attitudes towards responsible fossil collecting behaviour: An environmental attitude-based segmentation approach. *Tourism Management*, 36(1), 602-612.
- Kim, H. L., (2015). *An Examination of Salient Dimensions of Senior Tourist Behavior: Relationships among Personal Values, Travel Constraints, Travel Motivation, and Quality of Life (QoL)* (Unpublished Doctoral dissertation). The Virginia Polytechnic Institute and State University, Blackburg, United States.
- Kim, H., Woo, E. and Uysal, M. (2015). Tourism experience and quality of life among elderly tourists. *Tourism Management*, 46(1), 465-476.

REFERENCES (Cont.)

- Kim, Kakyom. (2006). *Travel Behaviors of U.S. University Students: Travel Involvement, Push Motivations, Pull Motivations, Satisfaction and Destination Loyalty* (Unpublished Doctoral dissertation). Michigan State University, United States.
- Kim, S. S., Lee, C. and Klenosky, D. B. (2003). The influence of push and pull factors at Korean National Parks. *Tourism Management*, 24(2), 169-180.
- Kim, S. and Yoon, Y. (2003). The hierarchical effects of affective and cognitive components on tourism destination image. *Journal of Travel & Tourism Marketing*, 14(2), 1-22.
- Kim, Seong-Seop and Lee, Choong-Ki. (2002). Push and Pull Relationships. *Annals of Tourism Research*, 29(1), 257-260.
- Kim, Yongkyu. (1998). A study on marketing channel satisfaction in international markets. *Logistics Information Management*, 11(4), 224-231.
- King, V. T. (2015). Encounters and Mobilities: Conceptual Issues in Tourism Studies in Southeast Asia. *Journal of Social Issues in Southeast Asia*, 30(2), 497-527.
- Kline, R. B. (2004). *Beyond significance testing: Reforming data analysis methods in behavioral research*. Washington, DC: American Psychological Association.
- Kline, R. B. (2005). *Principles and Practice of Structural Equation Modeling* (2nd ed.). New York, US: Guilford Press.
- Kline, R. B. (2011). *Principles and practice of structural equation modeling* (3rd ed.). New York, US: Guilford Press.
- Konttinen, L. (2017). *The nordic Market versus the International Market in Business-to-Business tourism in Ireland* (Unpublished Master's thesis). Vaasa University of Applied Sciences, Ireland.
- Kozan, K. and Richardson, J. C. (2014). New exploratory and confirmatory factor analysis insights into the community of inquiry survey. *The Internet and Higher Education*, 23(1), 39-47.
- Kraftchick, J. F., Byrd, E. T., Canziani, B. and Gladwell, N. J. (2014). Understanding beer tourist motivation. *Tourism Management Perspectives*, 12(1), 41-47.

REFERENCES (Cont.)

- Kulcsar, E. (2010). Marketing Research on Tourist Consumer Opinions and Behavior in the Center Development Region. *Theoretical & Applied Economics*, 17(6), 75-88.
- Kvasova, O. (2015). The Big Five personality traits as antecedents of eco-friendly tourist behavior. *Personality and Individual Differences*, 83(1), 111-116.
- Lai, C., Li, X. and Harrill, R. (2013). Chinese outbound tourists' perceived constraints to visiting the United States. *Tourism Management*, 37(1), 136-146.
- Lam, T and Hsu, C. (2006). Predicting behavioral intention of choosing a travel destination. *Tourism Management*, 27(4), 589-599.
- Lam, T and Hsu, C., (2004). Theory of Planned Behavior: Potential Travelers from China. *Journal of Hospitality and Tourism Management*, 28(4), 463-482.
- Lam, T. and Zhang, H. (1999.). Service quality of travel agents: the case of travel agents in Hong Kong. *Tourism Management*, 20(1), 341-349.
- Latimer, A. E. and Martin Ginis, K. A. (2005). The theory of planned behavior in prediction of leisure time physical activity among individuals with spinal cord injury. *Rehabilitation Psychology*, 50(1), 389-396.
- Lee, D., Kruger, S., Whang, M., Uysal, M. and Sirgy, M. J. (2014). Validating a customer well-being index related to natural wildlife tourism. *Tourism Management*, 45(1), 171-180.
- Lee, S. H. (2005). Understanding attitudes towards leisure travel and the constraints faced by senior Koreans. *Journal of Vacation Marketing*, 11(3), 249-263.
- Lee, S. H. and Tidewell, C. (2005). Understanding attitudes towards leisure travel and the constraints faced by senior Koreans. *Journal of Vacation Marketing*, 11(3), 249-263.
- Lee, S. J. and Bai, B. (2015). Influence of popular culture on special interest tourists' destination image. *Tourism Management*, 52(1), 161-169.
- Lee, S., Jeon, S. and Kim, D. (2011). The Impact of Tour Quality and Tourist Satisfaction on Tourist Loyalty: The Case of Chinese Tourists in Korea. *Tourism Management*, 32(5), 1115-1124.

REFERENCES (Cont.)

- Lee, T. H., (2009). A structural Model to Examine How Destination Image, Attitude, and Motivation Affect the future Behavior of Tourists. *Leisure Science*, 31(1), 215-236. DOI.10.1080/01490400902837787.
- Lee, U-I. and Pearce, P. L. (2002). Travel motivation and travel career patterns. In *Proceedings of First Asia Pacific Forum for Graduate Students Research in Tourism*, 22 May, Macao (pp. 17-35). Hong Kong: The Hong Kong Polytechnic University.
- Lee, U-I. and Pearce, P. L. (2003). Travel career patterns: Further conceptual adjustment of Travel Career Ladder. In J. Jun (Ed.), *Second Asia Pacific Forum for Graduate Students Research in Tourism*, 2-4 October Busan, Korea (pp. 65-78). Korea: The Korea Academic Society of Tourism and Leisure.
- Lee, Y., Chang, C. and Chen, Y. (2013). The influence of novelty, flexibility, and synergy of package tours on tourist satisfaction: an analysis of structural equation modeling (SEM). *Quality & Quantity*, 47(4), 1869-1882.
- Leo, C., Bennett, R. and Hartel, C. E. J. (2005). Cross-Cultural Differences in Consumer Decision-Making Styles. *Cross Cultural Management*, 12(3), 32-62.
- Li, G. and Luo, Z-X. (2006). A Cretaceous symmetrodont therian with some monotreme-like postcranial features. *Nature*, 439(1), 195–200
- Li, H. (2016). A study of Factors of Leisure Tourism Intention: based on the Theory of Planned Behavior. *Journal of Residuals Science and Technology*, 13(8), 61-67.
- Li, M. (2007). *Modeling the travel motivation of Mainland Chinese Outbound Tourists* (Unpublished Doctoral dissertation). Purdue University, United States.
- Li, M., Cai, L.A., Lehto, X. Y. and Huang, J. Z. (2010). A Missing Link in Understanding Revisit Intention: The Role of Motivation and Image. *Journal of Travel & Tourism Marketing*, 27(4), 335-348.
- Liao, C., Chen, J. L. and Yen D. C., (2007), Theory of planning behavior (TPB) and customer satisfaction in the continued use of e-service: An integrated model. *Journal computer in human behaviour*, 23(6), 2804-2822.

REFERENCES (Cont.)

- Lim, C., Chew, S. L., Lim, Z. Y. and Liu, W. (2013). Pre- and post-visit perceptions of youth tourists to China. *Journal of China Tourism Research*, 10(2), 236-255. DOI: <http://dx.doi.org/10.1080/19388160.2013.849637>.
- Line, N. and Costen, W. (2011). Environmental attitudes, motivation, and attachment: Toward a model of nature-based tourism. *International CHRIE Conference-Refereed Track*. 5. Retrieved from: http://scholarworks.umass.edu/refereed/ICHRIE_2011/Wednesday/5
- Liu, C. H. S. and Lee, T. (2016). Service quality and price perception of service: Influence on word-of-mouth and revisit intention. *Journal of Air Transport Management*, 52(1), 42-54.
- Liu, J. S. and Tsaur, S. (2014). We are in the same boat: Tourist citizenship behaviors. *Tourism Management*, 42(1), 88-100.
- Liu, Y. (2014). Cultural Events and Cultural Tourism Development: Lessons from the European Capitals of Culture. *European Planning Studies*, 22(3), 498-514.
- Lo, A. and Qu, H. (2015). A theoretical model of the impact of a bundle of determinants on tourists' visiting and shopping intentions: A case of mainland Chinese tourists. *Journal of Retailing and Consumer Services*, 22(1), 231-243.
- Lyu, S. O. (2015). Travel selfies on social media as objectified self-presentation. *Tourism Management*, 54(1), 185-195.
- Madde, K., Rashid, B. and Zainol, N. A. (2016). Beyond the motivation theory of destination image. *Tourism and Hospitality Management*, 22(2), 247-264. doi: 10.20867/thm.22.2.1
- Mahadevan, R. (2014). Understanding senior self-drive tourism in Australia using a contingency behavior model. *Journal of Travel Research*, 53(2), 252-259.
- Manrai, L. A. and Manrai, A. K. (2011). Hofstede's Cultural Dimensions and Tourist Behaviors: A Review and Conceptual Framework. *Journal of Economics, Finance & Administrative Science*, 16(31), 23-48.

REFERENCES (Cont.)

- Mapes, T. (2017). *The difference between Scandinavian and Nordic*. Retrieved from <https://www.tripsavvy.com/difference-between-scandinavian-and-nordic-1626695>.
- March, R. and Woodside, A. G. (2005). *Tourism behaviour: Travellers decisions and actions*. Wallingford: CABI Publishing.
- Marrocu, E., Paci, R. and Zara, A. (2015). Micro-economic determinants of tourist expenditure: A quantile regression approach. *Tourism Management*, 50(1), 13-30.
- Marshall, C. and Rossman, B. G. (1999). *Designing Qualitative Research* (3rd ed.). New York: Sage publication.
- Maruyama, N. and Woosnam, K. M. (2015). Residents' ethnic attitudes and support for ethnic neighbourhood tourism: The case of a Brazilian town in Japan. *Tourism Management*, 50(1), 225-237.
- Maslow, A. (1970). *Motivation and Personality* (2nd ed.). New York: Harper& Row.
- Mathur, J. et al. (1998). Transcription of the Arabidopsis CPD gene, encoding a steroidogenic cytochrome P450, is negatively controlled by brassinosteroids. *The Plant Journal*, 14(5), 593-602.
- Matzler, K., Strobl, A., Stokburder, N., Bobovnick, A. and Bauer, F. (2015). Brand personality and culture: The role of cultural differences on the impact of brand personality perceptions on tourists' visit intentions. *Tourism Management*, 52(1), 507-520.
- Meleddu, M., Paci, R. and Pulina, M. (2015). Repeated behaviour and destination loyalty. *Tourism Management*, 50(1), 159-171.
- Meng, F. (2010). Individualism/collectivism and group travel behavior: a cross-cultural perspective. *International Journal of Culture, Tourism and Hospitality Research*, 4(4), 340-351.
- Miao, Y. (2015). The Influence of Electronic-WOM on Tourists' Behavioral Intention to Choose a Destination: A case of Chinese Tourists Visiting Thailand. *AU GSB e-Journal*, 8(1), 13-31.

REFERENCES (Cont.)

- Michallko, G., Irimias, A. and Timothy, D. J. (2015). Disappointment in tourism: Perspectives on tourism destination management. *Tourism Management Perspectives*, 16(1), 85-91.
- Mill, R. C. and Morrison, A. M. (1985). *The tourism system: An introductory text*. New Jersey: Prentice-Hall.
- Min, J. C. H. (2007). Tourism behavior toward disasters: A cross-cultural comparison. *Social Behavior & Personality: an international journal*, 35(8), 1031-1038.
- Morgan, J. H. (2012). The Personal Meaning of Social Values in the Work of Abraham Maslow. *Interpersona*, 6(1), 75-93.
- Moutinho, L. (1987). Consumer behaviour in tourism. *European journal of marketing*, 21(10), 5-44.
- Moutinho, L. (2005). *Strategic management in Tourism*. New York: Cambridge, Mass., CABI Publishing
- Muller, T. E. and O’Cass, A., (2001). Targeting the Young Heart: Seeing Senior Vacationers the Way They See Themselves. *Journal of Vacation Marketing*, 7(4), 285-301.
- Mussalam, G. Q. and Tajeddini, K. (2015). Tourism in Switzerland: How perceptions of place attributes for short and long holiday can influence destination choice. *Journal of Hospitality and Tourism Management*, 26(1), 18-26.
- Muzaffar, N. (2015). Developing an Extended Model of Theory of Planned Behavior to Explore Green Purchase Behavior of Pakistani Consumers. *American Journal of Business and Management*, 4(2), 85-101.
- NBTC Holland Marketing (2016). *MarketScan Scandinavia 2016, NBTC Holland Marketing*. Retrieved September 25, 2017, from <http://www.nbtc.nl%2Fweb%2Ffile%3Fuuid%3D6a45dcca-5c8c-4fd7-8991-3f0da7c940ab%26owner%3D388ad020-d235-4624-86a4d899f855a216%26contentid%3D42857&usg=AOvVaw3vywjWazd1ICHwzUUyUeYf>
- Nguyen, Q. (2015). Linking loss aversion and present bias with overspending behavior of tourists: Insights from a lab-in-the-field experiment. *Tourism Management*, 54(1), 152-159.

REFERENCES (Cont.)

- Niemczyk, A. (2015). Family decisions on the tourist market. *Economics & Sociology*, 8(3), 272-283.
- Nunkoo, R. (2015). Tourism development and trust in local government. *Tourism Management*, 46(1), 623-634.
- Nyaupane G. P. and Andereck, K. L., (2008). Understanding travel constraints: Application and extension of a leisure constraints model. *Journal of Travel Research*. 46(4), 433-439.
- Oleson, M. (2004). Exploring the relationship between money attitudes and Maslow's hierarchy of needs. *International Journal of Consumer Studies*, 28(1), 83-92.
- Oliver, R. (1981). Measurement and Evaluation of Satisfaction Process in Retail Settings. *Journal of Retailing*, 57(1), 25-48.
- Organisation for Economic Co-operation and Development (OECD). (2014). *Working Better with Age NORWAY Assessment and main recommendations*. Retrieved from https://www.oecd.org/els/emp/NORWAY_Assessment%20and%20recommendations%20WEBPAGE.pdf
- Outbound Markets for Tourism (2015). *Market for Tourism, Catalonia*. Retrieved December 15, 2017, from https://ecitydoc.com/download/markets-for-tourism_pdf.
- Page, S.J., Essex, S. and Causevic, S. (2014). Tourist attitudes towards water use in the developing world: A comparative analysis. *Tourism Management Perspectives*, 10(1), 57-67.
- Paris, C. M. and Teye, V., (2010). Backpacker Motivation: A travel Career Approach. *Journal of Hospitality Marketing & Management*, 19(3), 244-259.
- Park, S. H., Hsieh, C. M. and Lee. C. K., (2017). Examining Chinese College Students' Intention to Travel to Japan Using the Extended Theory of Planned Behavior: Testing Destination Image and the Mediating Role of Travel Constraints. *Journal of Travel & Tourism Marketing*, 34(1), 113-131.
- Patterson, I. (2006). *Growing Older: Tourism and Leisure Behaviour of Older Adults*. Trowbridge: Cromwell Press.

REFERENCES (Cont.)

- Patterson, I. and Pegg, S. (2009). Marketing the leisure experience to baby boomers and older tourists. *Journal of Hospitality Marketing & Management*, 18(2 & 3), 254-272. <https://doi.org/10.1080/19368620802594136>.
- Pearce, P. L. (2005). *Aspects of Tourism: Tourism Behavior, Themes and Conceptual Schemes*. Trowbridge: Cromwell Press.
- Pearce, P. L. and Lee, U. (2005). Developing the Travel Career Approach to Tourist Motivation. *Journal of Travel Research*, 43(3), 226-237.
- Pennington-Gray, L. and Lane, C. W. (2001). Profiling the silent generation: Preferences for travel. *Journal of Hospitality and Leisure Marketing*, 9(1/2), 73-93
- Petr, C. (2015). How heritage site tourists may become monument visitors. *Tourism Management*, 51(1), 247-262.
- Pike, S. (2004). Destination brand positioning slogans e towards the development of a set of accountability criteria. *Acta Turistica*, 16(2), 102-124.
- Pike, S. and Page, S. J. (2014). Progress in Tourism Management: Destination Marketing Organizations and destination marketing: A narrative analysis of the literature. *Tourism Management*, 41(1), 202-227.
- Pizam, A., Neumann, Y. and Reichel, A. (1979). Dimensions of tourist satisfaction with a destination area. *Annals of Tourism Research*, 5(3), 314-322.
- Prayag, G. (2012). Senior Travelers' Motivations and Future Behavioral Intentions: THE CASE OF NICE. *Journal of Travel & Tourism Marketing*, 29(7), 665-681.
- Prebensen, N. K. (2002). *Tourist Satisfaction with a Destination: Antecedents and Consequences*. Research, Department of Hospitality and Tourism, Finmark College, Norway.
- Prebensen, N. K. (2006). *A grammar of motives for understanding individual tourist behavior* (Unpublished Doctoral dissertation). Norwegian School of Economics and Business Administration, United States.
- Prebensen, N., Chen, J. S. and Uysal, M. S. (2014). *Creating Experience Value in Tourism*. Croydon: CPI Group (UK) Ltd.

REFERENCES (Cont.)

- Prebensen, N., Skallerud, K. and Chen, J. S. (2010). Tourist Motivation with Sun and Sand Destinations: Satisfaction and the Wom-Effect. *Journal of Travel & Tourism Marketing*, 27(8), 858-873.
- Qi, C. X., Gibson, H. J. and Zhang, J. J. (2009). Perceptions of risk and travel intentions: The case of china and the Beijing olympic games. *Journal of Sport & Tourism*, 14(1), 43–67.
- Quintal, V. A., Lee, J. A. and Soutar, G. N., (2010). Risk, uncertainty and the theory of planned behavior: A tourism example. *Tourism Management*, 31(6), 797-805.
- Quintal, V. A., Thomas, B. and Phau, I. (2015). Incorporating the winescape into the theory of planned behaviour: Examining ‘new world’ wineries. *Tourism Management*, 46(1), 596-609.
- Rabbiosi, C. (2015). Renewing a historical legacy: Tourism, leisure shopping and urban branding in Paris. *Cities*, 42(1), 195-203.
- Rajesh, R. (2013) Impact of Tourist Perceptions, Destination Image and Tourist Satisfaction on Destination Loyalty: A Conceptual Model. *Revista de Turismo Patrimonio Cultural*, 11(3), 67-78.
- Ramamonijiarivelo, Z. (2015). The determinants of Medical Tourism Intention: Applying the theory of Planned Behavior. *Health Marketing Quarterly*, 32(1), 165-179. DOI: 10.1080/07359683.2015.1033934.
- Ramkissoon, H., Uysal, M. and Brown, K. G. (2011). Relationship Between Destination Image and Behavioral Intentions of Tourists to Consume Cultural Attractions. *Journal of Hospitality Marketing & Management*, 20(5), 575-595.
- Reece, W. S. (2004). Are Senior Leisure Travelers Different? *Journal of Travel Research*, 43(1), 11-18. DOI: 10.1177/0047287504265507
- Richards, G. and Ark, L. A. (2013). Dimensions of cultural consumption among tourists: Multiple correspondence analysis. *Tourism Management*, 37(1), 71-76.
- Richards, G. and Wilson, J. (2007). *Tourism, Creativity, and Development*. New York: Routledge.

REFERENCES (Cont.)

- Rittichainuwat, B. N., Qu, H. and Brown, T. J. (2001). Thailand international travel image. *Cornell Hotel and Restaurant Administration Quarterly*, 42(1), 82-95.
- Rivera, M., Croes, R. and Lee, S. H. (2014). Research Paper: Tourism development and happiness: A residents' perspective. *Journal of Destination Marketing & Management*, 5(1), 5-15. DOI: 10.1016/j.jdmm.2015.04.002
- Rizky R. M., Kusdi, R. and Yusri, A., (2017). The Impact of E-WOM on Destination Image, Attitude Toward Destination and Travel Intention. *RJOAS*, 1(61), 94-104. DOI <http://doi.org/10.18551/rjoas.2017-01.09>.
- Rodriguez, del Bosque, I., San Martin, H., Collado, J. and Salmones, M. M., (2009). A Framework of Tourist Expectations. *International Journal of Culture, Tourism and Hospitality Research*, 3(2), 139-147.
- Rose, C. and Graesser, C.C. (1981). *Adult participation in life-long learning activities in California*. Technical Report, Evaluation and Training Institute, Los Angeles, CA.
- Ruzzier, M. K., Antonicic, B. and Ruzzier, M. (2014). Cross-Cultural Model of Customer-Based Brand Equity for a Tourism Destination. *IUP Journal of Brand Management*, 11(1), 7-29.
- Ryan, C. (1998). The travel career ladder An Appraisal. *Annals of Tourism Research*, 25(4), 936-957.
- Ryan, C. and Trauer, B. (2005). *Sport Tourist Behaviour: The Example of the Masters Games*. London: Routledge.
- Ryan, R. M. (1995). Psychological needs and the facilitation of integrative processes. *Journal of Personality*, 63(1), 397-427.
- Salazar, N. B. (2012). Community-based cultural tourism: issues, threats and opportunities. *Journal of Sustainable Tourism*, 20(1), 9-22.
- Salim, S. B., Vij, M. and Kabiraj, S. (2015). Selection of Tourism Destination as a Representation of Human Values. *Business Perspectives & Research*, 3(2), 95-108.

REFERENCES (Cont.)

- San Martin, H. and Rodriguez del Bosque, I. A. (2008). Exploring the cognitive– affective nature of destination image and the role of psychological factors in its formation. *Tourism Management*, 29(2), 263-277.
- Sangpikul, A. (2008a). Travel Motivations of Japanese Senior Travellers to Thailand. *International Journal of Tourism Research*, 10, 81-94. DOI:10.1002/jtr.643
- Sangpikul, A. (2008b). *Travel Motivations and Tourist Behaviors: A case of Korean Travellers to Thailand*. Bangkok: Dhurakij Pundit University.
- Sarra, A., Di, Z. S. and Cappucci, M. (2015). A quantitative valuation of tourist experience in Lisbon. *Annals of Tourism Research*, 53(1), 1-16.
- Schermelleh-Engel, K., Moosbrugger, H. and Müller, H. (2003). Evaluating the fit of structural equation models: Test of significance and descriptive goodness-of-fit measures. *Methods of Psychological Research - Online*, 8(2), 23-74.
- Schiffman, L. G. and Sherman, E. (1991). Value orientations of new-age elderly: The coming of an ageless market. *Journal of Business Research*, 22(2), 187-194.
- Schiffman, L., O’Cass, A., Paladino, A. and Carlson, J. (2014). *Consumer Behaviour* (6th edition). French's Forest, NSW : Pearson Australia.
- Sengupta, S. S. (2011). Growth in Human Motivation: Beyond Maslow. *Indian Journal of Industrial Relations*, 47(1), 102-116.
- Serre, D., Legohérel, P. and Weber, K. (2013). Seniors’ Motivations and Perceived Risks: A Cross-Cultural Study. *Journal of International Consumer Marketing*, 25(2), 61-79. DOI: 10.1080/08961530.2013.759040
- Servidio, R. (2015). Images, affective evaluation and personality traits in tourist behaviour: An exploratory study with Italian postcards. *Tourism Management Perspectives*, 16(1), 237-246.
- Seyayont, A. (2017). Travel Motivation and Intention to Revisit of European Senior Tourists to Thailand. *Universal Journal of Management*, 5(8), 365-372.
- Shah, K. B. M. (2011). Destination Attributes that Attract International Tourist to visit Pangkor Island (Unpublished Doctoral dissertation).Universiti Teknologi Malaysia, Malaysia.

REFERENCES (Cont.)

- Sharpley, R. (2014). Progress in Tourist Management: Host perceptions of tourism: A review of the research. *Tourism Management*, 42(1), 32-49.
- Sheeran, P., Conner, M. and Norman, P. (2001). Can the theory of planned behavior explain patterns of health behavior change?. *Health Psychology*, 20(1), 12 –19.
- Sherif, M. and Hovland, C. I. (1961). *Social judgment: Assimilation and contrast effects in communication and attitude change*. Oxford, England: Yale Univer.
- Shoemaker, B. (1989). *Integrative Education: A Curriculum for the twenty-first century*. Eugene, OR: Oregon School Study Council.
- Sinclair, G. and Gursoy, D. (2015). Imperialism and tourism: The case of developing island countries. *Annals of Tourism Research*, 50(1), 143-158.
- Singh, R. (2015). The state of Indian tourism and hospitality research: A review and analysis of journal publications. *Tourism Management Perspectives*, 17(1), 90-99. DOI: 10.1016/j.tmp.2015.07.002
- Sirakaya, E. and Woodside, A. G. (2005). Building and Testing Theories of Decision Making by Travellers. *Tourism Management*, 26(1), 813-832.
- Sirakaya, E., Sonmez, S.F. and Choi, H.S. (2001). Do destination images really matter? Predicting destination choices of student travellers. *Journal of Vacation Marketing*, 7(2), 125-142.
- Sirgy, M. J. (1986). A Quality-of-Life Theory Derived from Maslow's Developmental Perspective: 'Quality Is Related to Progressive Satisfaction of a Hierarchy of Needs, Lower Order and Higher. *American Journal of Economics & Sociology*, 45(3), 329-342.
- Smart, T. and Pethokoulis, J.M. (2001). Not acting their age: baby boomers doing retirement their own way. *US News and World Report*, 130(4 June), 55–58.
- Snepenger, D., King, J., Marshall, E. and Uysal, M. (2006). Modeling Iso-Ahola's motivation theory in the tourism context. *Journal of Travel Research*, 45(2), 140-149.
- Solstrand, M., and Gressnes, T. (2014). Current issue in tourism: Marine angling tourist behavior, non-compliance, and implications for natural resource management. *Tourism Management*, 45(1), 59-70.

REFERENCES (Cont.)

- Sommer, L. (2011). The Theory of Planned Behaviour and The Impact of Past Behaviour. *International Business and Economics Research Journal*, 10(1), 91-110.
- Spasojevic, B. and Bozic, S. (2016). Senior tourists' preferences in the developing countries-measuring perceptions of Serbian potential senior market. *EJIHR*, 7(2), 74-83. DOI:10.1515/ejthr-2016-0009.
- Statistics Norway. (2016). *Travel survey*. Retrieved from <https://www.ssb.no/en/statbank/table/04464/>, 215.12.2017.
- Strauss, W. and Howe, N. (1991). *Generations: The History of America's Future 1584 to 2069*. New York: William morrow and Company.
- Stylidis., D., Biran, A., Sit, J. and Szivas, E.M. (2014). Residents' support for tourism development: The role of residents' place image and perceived tourism impacts. *Tourism Management*, 45(1), 260-247.
- Stylos, N., Vassiliadis, A. C., Bellou, V. and Andronikidis, A. (2016). Destination images, holistic images and personal normative beliefs: Predictors of intention to revisit a destination. *Tourism Management*, 53(1), 40-60. <https://doi.org/10.1016/j.tourman.2015.09.006>.
- Sun, M., Ryan, C. and Pan, S. (2014). Assessing tourists' perceptions and behaviour through photographic and blog analysis: The case of Chinese bloggers and New Zealand holidays. *Tourism Management Perspectives*, 12(1), 125-133.
- Sun, M., Zhang, X. and Ryan, C. (2015). Perceiving tourist destination landscapes through Chinese eyes: The case of South Island, New Zealand. *Tourism Management*, 46(1), 582-595.
- Swarbrooke, J. and Horner, S. (2001). *Business travel and tourism*. Oxford : Butterworth Heinemann.
- Tan, K-W. and Wu, E-C. (2016). An investigation of the relationships among destination familiarity, destination image and future visit intention. *Journal of Destination Marketing&Management*, 5(3), 214–226.

REFERENCES (Cont.)

- Tapsuwan, S. and Rongrongmuang, W. (2015). Climate change perception of the dive tourism industry in Koh Tao island, Thailand. *Climate Change, Journal of Outdoor Recreation and Tourism*, 11(1), 58-63.
- Tarnanidis, T., Owusu, N., Nwankwo, S. and Omar, M. (2015). A confirmatory factor analysis of consumer styles inventory: Evidence from Greece. *Journal of Retailing and Consumer Services*, 22(1), 164-177.
- Tekken, V. and Kropp, J. P. (2015). Sustainable water management - perspectives for tourism development in north-eastern Morocco. *Tourism Management Perspectives*, 16(1), 325-334.
- Thielke, S., Harniss, M., Thompson, H., Patel, S., Demiris, G. and Johnson, K. (2012). Maslow's Hierarchy of Human Needs and the Adoption of Health-Related Technologies for Older Adults. *Ageing International*, 37(4), 470-488.
- Thomas, R., Shaw, G. and Page, S. J. (2011). Progress in Tourism Management: Understanding small firms in tourism: A perspective on research trends and challenges. *Tourism Management*, 32(5), 963-976.
- Timothy, D. J. and Gelbman, A. (2015). Tourist lodging, spatial relations, and the cultural heritage of borderlands. *Journal of Heritage Tourism*, 10(2), 202-212.
- Tolkach, D., King, B. and Whitelaw, P.A. (2015). Creating Australia's National Landscapes: Issues of collaborative destination management. *Journal of Destination Marketing & Management*, 5(2), 117-132. DOI: 10.1016/j.jdmm.2015.11.006
- Tong, Ji. (2012). *A study of Chinese Senior Citizens' Attitude Toward Travel Attributes* (Unpublished Master's thesis). Purdue University, United States.
- Tosun, C., Dedeoglu, B. and Fyall, A. (2015). Destination Service Quality, Affective Image and Revisit Intention: The Moderating Role of Past Experience. *Journal of Destination Marketing & Management*, 4(4), 222-234.
- Tourism Authority of Thailand. (2015). *Annual Report 2015*. (Retrieved from <https://www.tourismthailand.org/About-Thailand/About-TAT/TAT-Informative>)

REFERENCES (Cont.)

- Tourism Authority of Thailand. (2016). *Annual Report 2016*. Retrieved from [https://www.tourismthailand.org/About-Thailand/About-TAT/TAT- Informative](https://www.tourismthailand.org/About-Thailand/About-TAT/TAT-Informative)
- Tourism Authority of Thailand. (2017). *Annual Report 2017*. (Retrieved from <https://www.tourismthailand.org/About-Thailand/About-TAT/TAT- Informative>)
- Travel Industry Association of America. (2001). *How Americans Use the Travel Media*. Retrieved 19 April, 2018, from <http://www.tia.org>
- UK Essays. (November 2013). Push And Pull Factor In Tourism Tourism Essay. Retrieved from <https://www.ukessays.com/essays/tourism/push-and-pull-factor-in-tourism-tourism-essay.php?cref=1>
- United Nation. (2000). *World population projected to reach 9.8 billion in 2050, and 11.2 billion in 2100*. Retrieved 7 January, 2018, from <https://www.un.org/development/desa/en/news/population/world-population-prospects-2017.html>
- Uysal, M., Sirgy, M. J., Woo, E. and Kim, H. (2015). Progress in Touris Management: Quality of life (QOL) and well-being research in tourism. *Tourism Management*, 53(1), 244-261.
- Verain, L. (2015). *Tourist Motives, Expectations and Satisfaction*. Unpublished Manuscript. Retrieved November 1, 2017, from <http://edepot.wur.nl/343833>
- Viant, A. (1993). Enticing the elderly to travel. An exercise in Euro-management. *Tourism Management*, 14(1), 52–60.
- Vieregge, M., Phetkaew, P., Beldona, S., Lumsden, S. and Demicco F. J. (2007). Mature travellers to Thailand: A study of preferences and attributes. *Journal of Vacation Market*, 3(2), 165-179.
- Vu, H. Q., Li, G., Law, R. and Ye, B. H. (2015). Exploring the travel behaviors of inbound tourists to Hong Kong using geotagged photos. *Tourism Management*, 46(1), 222-232.
- Walker, G. J., and R. J. Virden. (2005). Constraints on outdoor recreation. In *Constraints to Leisure*, ed. E. L. Jackson (pp. 201–19). State College, PA: Venture Publishing.

REFERENCES (Cont.)

- Wang, P. (2015). Exploring the influence of electronic word-of-mouth on tourists' visit intention: A dual process approach. *Journal of system and information technology, 17*(4), 381-395.
- Wang, X. and Leou, C. H. (2015). A Study of Tourism Motivation, Perceived Value and Destination Loyalty for Macao Cultural and Heritage Tourists. *International Journal of Marketing Studies, 7*(6), 83-91.
- Wang, Y. S. (2014). Effects of budgetary constraints on international tourism expenditures. *Tourism Management, 41*(1), 9-18.
- Wang, Y., and Davidson, M. (2010). A Review of Micro-analyses of Tourist Expenditure. *Current Issues in Tourism, 13*(6). 507-524. DOI: 10.1080/13683500903406359
- Wearing, S. and McGehee, N. G. (2013). Progress in Tourism Management: Volunteer tourism: A review. *Tourism Management, 38*(1), 120-130.
- Whang, H., Yong, S. and Ko, E. (2015). Pop culture, destination images, and visit intentions: Theory and research on travel motivations of Chinese and Russian tourists. *Journal of Business Research, 69*(1), 631-41. DOI: 10.1016/j.jbusres.2015.06.020.
- Whang, H., Yong, S. and Ko, E. (2016). Pop culture, destination images, and visit intentions: Theory and research on travel motivations of Chinese and Russian tourists. *Journal of Business Research, 69*(2), 631-641.
- Wichasin, P. (2011). A Study of Risk Perception and Prevention of International Backpackers in Thailand. *International Journal of Management Cases, 13*(3), 515-523.
- Wigfield, A. and Cambria, J. (2010). Expectancy-value theory: retrospective and prospective. In Timothy C. Urdan, Stuart A. Karabenick (ed.) *The Decade Ahead: Theoretical Perspectives on Motivation and Achievement (Advances in Motivation and Achievement, Volume 16 Part A)*. Emerald Group Publishing Limited, 35 - 70.

REFERENCES (Cont.)

- William, J. A. and McNeil, K. R. (2011). A modified travel career ladder model for understanding academic travel behaviors. *Journal of Behavioral Studies in Business*, 4(1), 1-10.
- Williams, L. J. and O'Boyle, E. H. (2015). Ideal, nonideal, and no-marker variables: The confirmatory factor analysis (CFA) marker technique works when it matters. *Journal of Applied Psychology*, 100(5), 1579-1602.
- Wills, C. I. (2015). The contribution of cultural ecosystem services to understanding the tourism–nature–wellbeing nexus. *Health and Well-being, Journal of Outdoor Recreation and Tourism*, 10(1), 38-43.
- Wong, J., Newton, J. D. and Newton, F. J. (2014). Effects of power and individual-level cultural orientation on preferences for volunteer tourism. *Tourism Management*, 42(1), 132-140.
- Wong, K. M. and Musa, G. (2014). Retirement motivation among 'Malaysia My Second Home' participants. *Tourism Management*, 40(1), 141-154.
- Wong, M., Cheung, C. T. and Wan, C. (2013). A Study on Traveler Expectation, Motivation and Attitude. *Contemporary Management Research*, 9(2), 169-186.
- Wongleedee, K., (2012). *Satisfaction Senior Tourists in Thailand*. Unpublished Manuscript.
- Woodside, A. G. and Martin, D. (2007). (Compiler), *Tourism management: analysis, behaviour and strategy*. UK: AMA Dataset Ltd.
- Woodside, A.G., Hsu, S. and Marshall, R. (2011). General theory of cultures' consequences on international tourism behavior. *Journal of Business Research*, 64(8), 785-799.
- World Economic Forum Report. (2017). *Life Expectancy*. Retrieved 15 December, 2018, from <http://reports.weforum.org/global-competitiveness-index-2017-2018/competitiveness-rankings/#series=LIFEEXPECT>
- Wu, C. (2015). Foreign tourists' intentions in visiting leisure farms. *Special Issue on Global entrepreneurship and innovation in management, Journal of Business Research*, 68(4), 757-762.

REFERENCES (Cont.)

- Wu, L., Zhang, L. and Chikaraishi, M. (2013). Representing the influence of multiple social interactions on monthly tourism participation behavior. *Tourism Management*, 36(1), 480-489.
- Yalch, R. and Brand, F. (1996). Need Hierarchies in Consumer Judgments of Product Designs: Is It Time to Reconsider Maslow's Theory? *Advances in Consumer Research*, 23(1), 405-410.
- Yang, J., Ryan, C. and Zhang, L. (2015). Impersonation in ethnic tourism – The presentation of culture by other ethnic groups. *Annals of Tourism Research*, 56(1), 16-31.
- Yang, L. (2011). Ethnic tourism and cultural representation. *Annals of Tourism Research*, 38(2), 561-585.
- Yang, Z. and Cai, J. (2015). Do regional factors matter? Determinants of hotel industry performance in China. *Tourism Management*, 52(1), 242-253.
- Yoon, Y. and Uysal, M. (2005). An Examination of the Effects of Motivation and Satisfaction on Destination Loyalty: A Structural Model. *Tourism Management*, 26(1), 45-56. <https://doi.org/10.1016/j.tourman.2003.08.016>
- Yu, J. Y. and Ko, T. G. (2012). A cross-cultural study of perceptions of medical tourism among Chinese, Japanese and Korean tourists in Korea. *Tourism Management*, 33(1), 80-88.
- Yuan, S. and McDonald, C. (1990). Motivational determinates of international pleasure time. *Journal of Travel Research*, 29(1), 42–44. <https://doi.org/10.1177/004728759002900109>
- Yuksel, A. and Yuksel, F. (2002). Measurement of Tourist Satisfaction with Restaurant Services: A Segment-based Approach. *Journal of Vacation Marketing*, 9(1), 52-68
- Zerah, M. and Landy, F. (2013). Nature and urban citizenship redefined: The case of the National Park in Mumbai. *Geoforum*, 46(1), 25-33.
- Zhang, H., Fu, X., Cai, L. A. and Lu, L. (2014). Destination image and tourist loyalty: A meta-analysis. *Tourism Management*, 40(1), 213-223.

REFERENCES (Cont.)

- Zhang, J. and Marcussen, C. (2007). Tourist motivation, market segmentation and marketing strategies. *5th Bi-Annual Symposium of the International Society of Culture, Tourism, and Hospitality Research*. South Carolina.
- Zhang, P. and Meng, F. (2015). Examination of an Extended Theory of Planned Behavior Model on Overseas Tourism Shopping. *Tourism Travel and Research Association: Advancing Tourism Research Globally*, 23(1).
- Zhang, Pei. (2013). *Examining Long-Haul Chinese Outbound Tourists' Shopping Intentions* (Unpublished Master's thesis). University of South Carolina, United States.
- Zhang, Wei. (2009). *The Motivation, Constraints and Decision-making of Beijing Outbound Tourists* (Unpublished Doctoral dissertation). University of Waikato, United Kingdom.
- Zhang, Y. and Peng, Y. (2014). Understanding travel motivations of Chinese tourists visiting Cairns, Australia. *Journal of Hospitality and Tourism Management*, 21(1), 44-53.
- Zhang, Y., Zhang, H., Zhang, J. and Cheng, S. (2014). Predicting residents' pro-environmental behaviors at tourist sites: The role of awareness of disaster's consequences, values, and place attachment. *Journal of Environmental Psychology*, 40(1), 131-146.
- Zuzana, J. and Zuzana, L. (2015). Monitoring System of Sustainable Development in Cultural and Mountain Tourism Destinations. *Journal of Competitiveness*, 7(1), 35-52.





Appendix A

Questionnaire English version

มหาวิทยาลัยรังสิต

Rangsit University



Faculty of Business Administration
Rangsit University (RSU), Thailand

**A Survey on The elements of Norwegian Senior Tourists' Intention to
visit Thailand**

Dear Respondents,

I am a final year graduate student pursuing a dissertation in Doctor of Business Administration (DBA) at Rangsit University (RSU) in Thailand. The purpose of this survey is to explore your intention to visit Thailand. This survey is conducted as a partial fulfilment of the requirements for the degree of Doctor of Business Administration (DBA).

Your input will assist me in understanding the elements of Norwegian Tourists' Intention to visit Thailand. I am truly thankful in your corporation and precious time on fulfilling this questionnaires. Your effort will help me to achieve a better analysis for my dissertation project. Please accept my sincere gratitude for your participation in this survey.

Researcher

Ubolphan Kanjananont Kvarme

Part 1 : Background information, trip related characters and plan

1. Have you been to Thailand for holidays?

- Yes I have been to Thailand at least one time (please continue question 2)
- No I have never been to Thailand but I am interested to visit Thailand at least one time (please continue question 2)
- No I have never been to Thailand and I will never go to Thailand
(Thank you for your participation)

2. What is your gender?

- Male
- Female

3. What is your age group?

- 55 - 60 years
- 61 - 65 years
- 66 - 70 years
- 71 - 75 years
- 76 - 80 years
- over 80 years

4. What is your marital status?

- Single
- Married / In relationship
- Divorced
- Separated
- Widow (er)

5. What is your monthly household income per annum?

- Under 250000 NOK
- 250001-500000 NOK
- 500001-750000 NOK
- 750001-1000000 NOK
- Over than 1 million NOK

6. Are you still employed?

- Yes, Self-employed / own business
- Yes, full time job
- Yes, part time job
- No, I am fully retired

7. Which of the following best described your highest education?

- Secondary school level
- Diploma / Vocational
- Bachelor's degree
- Master's or higher degree

8. If you make a plan for travelling overseas, how long do you tend to plan before you travel?
- less than a week
 - 1-3 weeks
 - 1 months
 - 2-3 months
 - 4-6 months
 - 6-12 months
 - over a year
9. How much would you expect to spend on an overseas trip per person including airline ticket?
- Under NOK 10,000
 - NOK 10,001- 20,000
 - NOK 20,001 - 30,000
 - NOK 30,001 - 40,000
 - NOK 40,001-50,000
 - over NOK 50,000
10. Which type of overseas travel do you prefer?
- Organized tour by travel agency
 - Independent travel / organized by myself
 - Basic tour package (including air ticket and accommodation)
11. Which season do you plan to travel overseas?
(Can choose more than 1)
- Spring
 - Summer
 - Autumn / Fall
 - Winter holiday
12. How long would you prefer to spend on an overseas travel if there were no constraints/ barriers?
- 2 - 6 nights
 - 1 week
 - 2 - 3 weeks
 - 3 weeks - 1 month
 - over 1 month
13. Which type of accommodation would you prefer in an overseas destination?
- 1-2 Star Hotel
 - 3 Star Hotel
 - 4 Star Hotel
 - 5 Star Deluxe Hotel
 - Hostel / Bed and Breakfast
 - Rent a house / apartment

14. When you plan for a trip, what is the factor affecting your choice of choosing travel agency or online travel agency?

- Brand Price Customer Service
 Promotion Products (such as air-ticket, hotel, etc.)
 Other (please specify)..... No opinion

15. What are the information sources that you may use when planning overseas travel? (Can choose more than 1)

- TV or radio advertising Internet search engine
 Travel agencies Travel forum and blog
 Newspaper and magazine Internet advertising
 Guidebook Outdoor advertising
 By recommendation from friends and family
 Group or Association
 Other (please specify).....

16. What are the internet source that you may use to review as an information source?

- Google Facebook Travelling blog
 Trip Advisor Review on Travel Agency website
 Other (please specify).....

17. Who do you usually travel overseas with?

- Alone With a partner/ spouse
 Own child/children Own grandchild/grandchildren
 Other relative (s) Friend (s)
 Group Travel with people you know
 Group Travel with people you have not met before
 Other (please specify).....

Part 2 Travel Motivation

If you are able to travel Thailand, how important of each following reasons might be for your individual reasons? Please evaluate by checking the number that best represents your opinion by using a following scale (1 - 5), where 1=No Importance and 5=Extremely Important

	No Importance	Not Very Important	Neutral	Important	Extremely Important
Be with others.					
Have a good time with friends					
Build friendships with others					
Develop close friendships					
Gain a feeling of belonging					
Relax mentally					
Be in a clam atmosphere					
Relax physically					
Avoid the hustle and bustle of daily life					
Using physical abilities in sport					
Challenge abilities					
Increase knowledge					
Discover new places and things.					

Part 3 Expectation

Please consider your expectation to get from traveling to Thailand. Please evaluate by checking the number that best represents your opinion by using a following scale (1 - 5), where 1=Strongly Disagree and 5=Strongly Agree

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Experience something different					
Shop for value for money items					
Learn about history and culture					
Have a good time with family/ relative/friends,					
See some beautiful scenery					

Part 4 Travel Constraints

If you want to go Thailand, how important of each following reasons might be your individual reasons for not able to travel to Thailand? Please evaluate by checking the number that best represents your opinion by using a following scale (1 - 5), where 1=No Importance and 5=Extremely Important

	No Importance	Not very important	Neutral	Important	No Importance
I have difficulty getting information					
I have no information about the destination					
The trip requires me to do too much planning					
I cannot afford to spend money overseas					
I have more important thing to do than travel					
I have no time to talk a trip					
Travelling would interrupt my normal life					
My spouse dislike travel					
My family doesn't allow me to travel					
I would feel guilty about travelling					
I am fear of leaving home unattended					
I don't have companion to travel with					
My family and friends are not interested in travelling					
I don't have the energy to travel					
My health prevent me from travelling					
I have dietary consideration that limits my travel					
I am fear of travel on certain forms of transportation					
I am too old to travel					
I have a disability which makes travel difficult					

Part 5 Destination Image

Can you please indicate how important of each following reasons might be for your own individual reasons? Please evaluate by checking the number that best represents your opinion by using a following scale (1 - 5), where 1=No Importance and 5=Extremely Important

	No Importance	Not Very Important	Neutral	Important	Extremely Important
Comfortable and convenient transport					
Nice weather					
Outdoor activities					
Adventure activities such as hiking , rock climbing					
Outstanding natural scenery					
A place that is not too touristic spot					
Availability of comprehensive tourist information					
Good ocean beaches					
Close to other destinations					
Historical building and places					
Friendly locals					

	No Importance	Not Very Important	Neutral	Important	Extremely Important
Shopping areas					
Good coffee shops and restaurants					
Variety of local foods					
Arts and cultural attractions					
Historical place					
Comfortable and clean accommodation					
The best deal I could get					
Tour guide who can speak Norwegian					
Feel safe at destination					
Exciting nightlife					
Have a Scandinavian community					

Part 6 Electronic Word of Mouth (E-WOM)

If you want to travel overseas, what is the following description explain you information searching about the destination from internet? Please evaluate by checking the number that best represents your opinion by using a following scale (1 - 5), where 1=Strongly Disagree and 5=Strongly Agree

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I often read tourists' online travel reviews to know what destinations make good impressions on others					
To make sure I choose the right destination, I often read other tourists' online travel reviews					
I often consult other tourists' online travel reviews to help choose an attractive destination					
I frequently gather information from tourists' online travel reviews before I travel to a certain destination					
If I don't read tourists' online travel reviews when I travel to a destination, I worry about my destination					
When I travel to a destination, tourist's online travel reviews make me confident in travelling to the destination					

Part 7 Attitude toward traveling to Thailand

Please consider these following adjective that describe your opinion toward travelling to Thailand from all of your knowledge about Thailand. Please evaluate by checking the number that best represents your opinion by using a following scale (1 - 5), where 1=Strongly Disagree and 5=Strongly Agree

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
From all of your knowledge about Thailand, you thinks visiting Thailand would bring you satisfaction					
From all of your knowledge about Thailand, you thinks visiting Thailand would bring you happiness					
From all of your knowledge about Thailand, you thinks visiting Thailand would bring you enjoyment					
From all of your knowledge about Thailand, you thinks visiting Thailand would bring you worthiness					
From all of your knowledge about Thailand, you thinks visiting Thailand would bring you attractiveness					

Part 8 Travel Intention

These following statement ask about your future decision to visit Thailand. Please evaluate by checking the number that best represents your opinion by using a following scale (1 - 5), where 1= strongly disagree and 5 = strongly agree

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I would recommend a trip to Thailand					
I intend to go on a trip to Thailand in next 12 months					
I intend to go on a trip to Thailand within 24 months					
I want to go to Thailand at some point in my lifetime					



Appendix B

Questionnaire Norwegian version

มหาวิทยาลัยรังสิต Rangsit University



Faculty of Business Administration
Rangsit University (RSU), Thailand

En undersøkelse om bakgrunnen(e) for at norske senior-turister besøker
Thailand

Kjære deltaker (Respondent),

Jeg er en sisteårs-student som skriver en doktoravhandling i bedriftsøkonomi (DBA) på Rangsit University (RSU) i Thailand. Formålet med denne undersøkelsen er å utforske dine ønsker og intensjoner ved å besøke Thailand. Denne undersøkelsen gjennomføres som en delvis oppfyllelse av kravene til graden av doktor i bedriftsøkonomi (DBA).

Din innsats vil hjelpe meg med å forstå elementene i norske turisternes beslutning om å besøke akkurat Thailand. Jeg er virkelig takknemlig for ditt bidrag og bruk av din dyrebare tid på å fylle ut disse spørreskjemaene.

Din innsats vil hjelpe meg å oppnå en bedre analyse for mitt avhandlingsprosjekt. Igjen tusen takk for din hjelp i denne undersøkelsen.

Forsker

Ubolphan Kanjananont Kvarme

Del 1: Bakgrunnsinformasjon på reisende og planer

1. Har du vært på ferie i Thailand?

- Ja, jeg har vært på ferie i Thailand minst én gang (i så fall, vennligst gå videre til spørsmål 2)
- Nei, jeg har aldri vært på ferie i Thailand, men jeg er interessert i å reise dit (i så fall, vennligst gå videre til spørsmål 2)
- Nei, jeg har aldri vært i Thailand og har ingen planer om å reise dit (i så fall, takk for deltakelsen)

2. Hvilken kjønn er du?

- Mann
- Kvinne

3. Hva er din alder?

- 55 - 60 år
- 61 - 65 år
- 66 - 70 år
- 71 - 75 år
- 76 - 80 år
- over 80 år

4. Hva er din sivilstatus?

- Enslig
- Gift / Samboer
- Skilt
- Separert
- Enke / Enkemann

5. Hva er husholdningsinntekten pr. år?

- Under 250000 NOK
- 250001-500000 NOK
- 500001-750000 NOK
- 750001-1000000 NOK
- Over 1 million NOK

6. Er du over pensjonsalder og fortsatt i arbeid?

- Ja, selvstendig næringsdrivende
- Ja, heltidsansatt
- Ja, deltidsansatt
- Nei, jeg er ikke i arbeid
- Ikke relevant

7. Hva er ditt utdanningsnivå?

- Grunnskole Videregående Skole
 Universitet /Høgskole (Bachelorgrad) Mastergrad eller høyere nivå

8. Dersom du planlegger en utenlandstur, hvor lang tid i forveien starter du planleggingen?

- mindre enn en uke 1-3 uker 1 måned 2-3 måneder
 4-6 måneder 6-12 måneder over ett år

9. Hva er budsjettet for reisen, inklusiv flybillett?

- Under NOK 10,000 NOK 10,001- 20,000 NOK 20,001 - 30,000
 NOK 30,001 - 40,000 NOK 40,001-50,000 over NOK 50,000

10. Hva slags reiseopplegg foretrekker du?

- Reise organisert av turoperatør, inkludert flybillett, hotel og aktiviteter
 Jeg gjør alle bestillinger på egenhånd
 Turpakke gjennom reisebyrå, men begrenset til flybillett og hotell

11. Hvilke årstider foretrekker du å reise utlands?

(Du kan velge flere enn 1 alternativ)

- Vår Sommer
 Høst Vinter

12. Hvor lang tid planlegger du å tilbringe i utlandet på din neste reise?

- 2 - 5 overnattinger 1 uke 2 - 3 uker
 3 uker – 1 måned mer enn 1 måned

13. Hvilken standard foretrekker du på reise i utlandet?

- 1-2 stjerners hotell 3 stjerners hotell 4 Stjerners hotell
 5 Star Deluxe Hotel Hostel / B & B Leie hus / leilighet

14. Hva er viktigst når du velger reisebyrå?

- Merkevare Pris Kundeservice
 Tilbud Produkt (som fly-billetter, hotell, etc.)
 Andre (vennligst spesifiser)..... Ingen formening

15. Hvilke kilder bruker du når du planlegger en utenlandsreise? (kryss av for alle alternativer som passer)

(Du kan velge flere enn 1 alternativ)

- TV eller radioreklame Internettsøk
 Reisebyrå Relevante internettforum og blogger
 Aviser og blader Reklame på internett
 Reisehåndbøker Reklame utendørs
 Anbefalinger fra familie og venner
 Lag eller forening
 Annet (Vennligst spesifiser).....

16. Hvilke kilder på internett bruker du for å skaffe informasjon?

- Google Facebook Reiseblogger
 Trip Advisor Tilbakemeldinger på reisebyråets hjemmeside
 Annet (Vennligst spesifiser).....

17. Hvem reiser du vanligvis utenlands med?

- Alene Med en partner/ ektefelle
 Med egne barn Med barnebarn
 Andre slektninger 1 eller flere venner
 Gruppereise med folk jeg kjenner
 Gruppereise med folk jeg aldri har truffet før
 Annet (Vennligst spesifiser).....

Del 2 Viktigste grunner for å reise (Motivasjon)

Dersom du har muligheten for å dra til Thailand, hvor representative er disse utsagnene for hvorfor du reiser? Vennligst ranger fra 1-5 hvor 1 er Uviktig og 5 er Meget viktig

	Uviktig	Ikke viktig	Nøytral	Viktig	Meget viktig
Være sammen med andre					
Hygge meg med venner					
Få nye venner					
Knytte nære vennskap					
Få en følelse av tilhørighet					
Mental avslapning					
Opplive En avslappet atmosfære					
Fysisk avslapning					
Unngå hverdagens stress					
Være fysisk aktiv (sport e.l.)					
Ekstreme opplevelser					
Øke kunnskap					
Oppdage nye steder					

Del 3 Forventninger

Hva er dine forventninger når du skal besøke Thailand? Vennligst ranger fra 1-5 hvor 1 er Sterkt uenig og 5 er Helt enig.

	Sterkt uenig	Uenig	Nøytral	Enig	Helt enig
Oppleve noe nytt					
Mye for pengene					
Lære historie og kultur					
Hyggelig samvær med familie/ venner					
Vakre naturopplevelser					

Del 4 Begrensninger

Dersom du ønsker å reise til Thailand, men synes det er vanskelig å ta en beslutning hvorvidt du skal dra, hvilke utsagn er representative for deg? Vennligst ranger fra 1-5 hvor 1 er Uviktig og 5 er Meget viktig

	U viktig	Ikke viktig	Nøytral	Viktig	Meget viktig
Det er vanskelig å finne informasjon					
Jeg har ikke nok informasjon om reisemålet					
Turen krever for mye planlegging					
Det er for dyrt å reise utlands					
Jeg har viktigere ting enn reise					
Jeg har ikke tid til å reise					
Det passer ikke inn i hverdagen					
Min ektefelle/partner liker ikke å reise					
Familien min gir ikke tillatelse					
Jeg vil få dårlig samvittighet					
Jeg er redd for å forlate boligen min uten tilsyn					
Jeg har ingen å reise sammen med					
Familie/venner er ikke interessert i å reise					

	U viktig	Ikke viktig	Nøytral	Viktig	Meget viktig
Jeg har ikke nok energi til å reise					
Helsen min tåler ikke reise					
Jeg har matallergier/dietter som vanskeliggjør en reise					
Jeg liker ikke å fly					
Jeg er for gammel til å reise					
Jeg har handikap som gjør det vanskelig å reise					

Del 5 Reisemålets renommé

Vennligst ranger hvor viktige disse grunnene er for ditt valg av reisemål fra 1-5, hvor 1 er Uviktig og 5 er Meget viktig.

	Uviktig	Ikke viktig	Nøytral	Viktig	Meget viktig
Komfortabel og lett tilgjengelig transport					
Varmt klima					
Flere utendørsaktiviteter					
Opplevelsesreise med mulighet for vandring, fjellklatring, dykking etc.					
Vakkert naturlandskap					
Et sted med begrenset turisme					
Tilgang på omfattende turistinformasjon					
Vakre strender					
Nærhet til andre destinasjoner jeg planlegger å besøke					
Historiske bygninger og steder					
Vennlig lokalbefolkning					
Gode shopping-muligheter, kjøpesentre					
Spennende kafeer og restauranter					
Godt utvalg av lokale matretter					

	Uviktig	Ikke viktig	Nøytral	Viktig	Meget viktig
Mulighet for å oppleve kunst og kultur					
Templer, kjente landemerker					
Komfortabel og ren innkvartering					
Der jeg får mest igjen for pengene					
Norsktalende turistguide					
Sikkerhetssystem på destinasjon					
Spennende natteliv					
Har et skandinavisk fellesskap					

Del 6 Bruk av elektroniske medier / omtaler på internett

Dersom du planlegger å reise utenlands, i hvor stor grad bruker du internett for å finne informasjon om ditt reisemål? Vennligst ranger fra 1-5 hvor 1 er Sterkt uenig og 5 er Helt enig.

	Sterkt uenig	Uenig	Nøytral	Enig	Helt enig
Jeg leser ofte om andre sine erfaringer for å finne gode destinasjoner					
For å være sikker på at jeg velger riktig reisemål, leser jeg ofte andre turistets anbefalinger					
Jeg konsulterer ofte andre turistets reiseanbefalinger på internett for hjelp til å velge et attraktivt reisemål					
Jeg søker etter informasjon online fra andre reisende før jeg velger reisemål					
Jeg er bekymret for å velge feil destinasjon dersom jeg ikke har undersøkt andres erfaringer på forhånd					
Jeg stoler på at andre sine erfaringer jeg leser om på internett er relevante for meg når jeg skal velge reisemål					

Del 7 Holdninger til Thailand som reisemål

Vennligst ranger følgende utsagn som beskriver din oppfatning om å velge Thailand som reisemål etter det du vet om Thailand. Vennligst ranger fra 1-5 hvor 1 er Sterkt uenig og 5 er Helt enig.

	Sterkt uenig	Uenig	Nøytral	Enig	Helt enig
Etter det du vet om Thailand, tror du en reise dit vil gjøre deg fornøyd?					
Etter det du vet om Thailand, tror du en reise dit vil gjøre deg lykkelig?					
Etter det du vet om Thailand, tror du en reise til dit vil gi deg et trivelig opphold?					
Etter det du vet om Thailand, tror du en reise dit vil gi deg valuta for pengene?					
Etter det du vet om Thailand, tror du Thailand vil være et attraktivt reisemål for deg?					

Del 8 Reisevalg

Hvilke av følgende utsagn vedrørende en fremtidig beslutning om å reise til Thailand beskriver deg best? Vennligst ranger fra 1-5 hvor 1 er sterkt uenig og 5 er Helt enig.

	Sterkt uenig	Uenig	Nøytral	Enig	Helt enig
Jeg vil anbefale andre å reise til Thailand					
Jeg planlegger å reise til Thailand de neste 12 måneder					
Jeg kommer sannsynligvis til å reise til Thailand ila 24 måneder					
Jeg ønsker å reise til Thailand en eller annen gang i livet mitt					



Appendix C

Reliability and Discriminant testing

มหาวิทยาลัยรังสิต Rangsit University

1. Reliability and Discriminant

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	500	100.0
	Excluded ^a	0	.0
	Total	500	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.864	74

Reliability Statistics

Cronbach's Alpha	N of Items
.935	13

Reliability Statistics

Cronbach's Alpha	N of Items
.704	5

Reliability Statistics

Cronbach's Alpha	N of Items
.900	19

Reliability Statistics

Cronbach's Alpha	N of Items
.741	22

Reliability Statistics

Cronbach's Alpha	N of Items
.862	6

Reliability Statistics

Cronbach's Alpha	N of Items
.857	5

Reliability Statistics

Cronbach's Alpha	N of Items
.661	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
mov1	25.48	116.002	.584	.934
mov2	25.34	112.352	.684	.931
mov3	25.73	114.060	.664	.931
mov4	25.59	113.492	.687	.931
mov5	25.75	115.978	.623	.933
mov6	25.24	107.900	.751	.928
mov7	25.27	109.647	.753	.928
mov8	25.24	109.946	.738	.929
mov9	25.17	108.292	.742	.929
mov10	25.73	112.998	.698	.930
mov11	25.74	115.782	.614	.933
mov12	25.68	109.767	.784	.927
mov13	25.66	109.099	.770	.928

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
exp1	14.20	7.169	.325	.706
exp2	14.04	7.180	.408	.678
exp3	14.71	6.102	.510	.635
exp4	15.28	5.041	.532	.633
exp5	14.22	6.250	.580	.612

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
trav1	58.86	127.895	.315	.901
trav2	58.76	124.428	.471	.897
trav3	58.05	121.596	.628	.893
trav4	58.53	125.179	.483	.897
trav5	58.66	121.498	.574	.894
trav6	57.96	121.221	.611	.893
trav7	58.98	121.567	.526	.896
trav8	58.28	123.369	.569	.895
trav9	58.13	121.131	.659	.892
trav10	58.67	122.483	.557	.895
trav11	58.62	120.652	.606	.893
trav12	57.79	119.866	.680	.891

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
trav13	58.30	119.947	.678	.892
trav14	59.58	124.259	.425	.899
trav15	58.42	118.533	.644	.892
trav16	59.28	130.548	.221	.906
trav17	59.57	124.759	.409	.899
trav18	58.34	120.004	.613	.893
trav19	58.54	118.750	.645	.892

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
dest1	75.85	58.021	.222	.738
dest2	76.06	57.972	.238	.736
dest3	76.57	58.449	.201	.743
dest4	76.23	57.253	.311	.730
dest5	74.88	57.796	.423	.725
dest6	75.21	56.201	.473	.719
dest7	74.93	55.756	.527	.716
dest8	74.99	57.491	.450	.723
dest9	75.02	57.655	.308	.730
dest10	75.00	55.840	.517	.717
dest11	75.32	57.001	.269	.734
dest12	75.34	54.084	.476	.716

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
dest13	74.69	58.531	.296	.731
dest14	75.33	59.759	.205	.737
dest15	75.90	56.839	.346	.727
dest16	75.95	57.899	.264	.734
dest17	74.94	60.156	.200	.737
dest18	75.43	57.994	.333	.729
dest19	76.78	57.935	.221	.738
dest20	75.58	59.562	.227	.741
dest21	76.56	61.116	.203	.750
dest22	76.72	58.161	.215	.738

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
ewom1	16.18	14.191	.658	.840
ewom2	16.37	13.287	.773	.819
ewom3	16.56	12.940	.731	.825
ewom4	16.62	13.642	.647	.841
ewom5	17.15	13.794	.532	.865
ewom6	16.80	14.151	.624	.845

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
att1	16.60	5.875	.664	.831
att2	16.89	5.629	.614	.843
att3	16.59	5.212	.799	.794
att4	16.70	5.642	.623	.841
att5	16.64	5.401	.676	.827

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
tra1	11.42	4.990	.432	.610
tra2	11.99	3.461	.536	.526
tra3	11.98	3.416	.620	.451
tra4	11.24	5.506	.227	.712

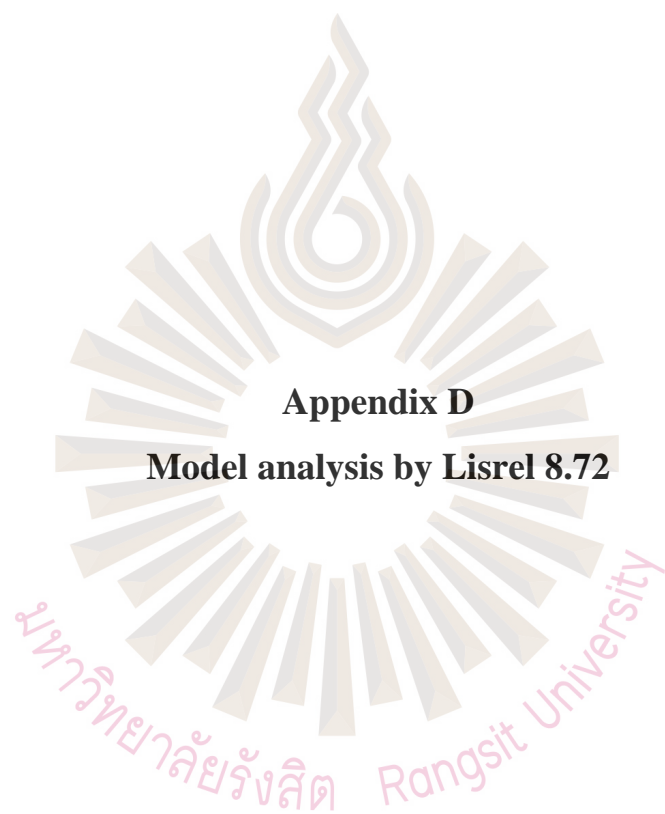
2. Tolerance and VIF

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.249	.331		3.779	.000		
eWOM	-.070	.038	-.077	-1.839	.066	.859	1.164
TRAVEL	.020	.049	.019	.422	.673	.739	1.353
DESTI	-.014	.083	-.008	-.167	.867	.738	1.355
EXPECT	.112	.045	.104	2.483	.013	.869	1.151
MOTIV	.027	.031	.036	.872	.384	.877	1.141
ATTI	.572	.046	.503	12.564	.000	.942	1.061

a. Dependent Variable: TRAV_IN





Appendix D

Model analysis by Lisrel 8.72

มหาวิทยาลัยรังสิต Rangsit University

MODEL DES.

DATE: 3/31/2019

TIME: 16:14

L I S R E L 8.72

BY

Karl G. Jöreskog & Dag Sörbom

This program is published exclusively by
Scientific Software International, Inc.

7383 N. Lincoln Avenue, Suite 100

Lincolnwood, IL 60712, U.S.A.

Phone: (800)247-6113, (847)675-0720, Fax: (847)675-2140

Copyright by Scientific Software International, Inc., 1981-2005

Use of this program is subject to the terms specified in the
Universal Copyright Convention.

Website: www.ssicentral.com

The following lines were read from file C:\Users\CHOTE\Desktop\job\feb2019\newpath.SPJ:

Raw Data from file 'C:\Users\CHOTE\Desktop\job\feb2019\forPath.psf'

Sample Size = 500

Latent Variables Attit Trai Trav_Motiv Expect Trav_Cons Destina e_WOM

Relationships

att1 = Attit

att2 = Attit

att3 = Attit

att4 = Attit

att5 = Attit

trai1 = Trai

trai2 = Trai

trai3 = Trai

trai4 = Trai

Novelty = Trav_Motiv

Entertai = Trav_Motiv

Relax = Trav_Motiv

Social = Trav_Motiv
 Inter_Mo = Trav_Motiv
 Enternal = Trav_Cons
 Time = Trav_Cons
 Appro = Trav_Cons
 Physi = Trav_Cons
 exp1 = Expect
 exp2 = Expect
 exp3 = Expect
 exp4 = Expect
 exp5 = Expect
 Cog = Destina
 Aff = Destina
 ewom1 = e_WOM
 ewom2 = e_WOM
 ewom3 = e_WOM
 ewom4 = e_WOM
 ewom5 = e_WOM
 ewom6 = e_WOM
 Trai = Attit
 Attit = Trav_Motiv Expect Trav_Cons Destina e_WOM
 Trai = Trav_Motiv Expect Trav_Cons Destina e_WOM
 Set Error Covariance of trai3 trai2
 Set Error Covariance of ewom6 ewom5
 Set Error Covariance of Inter_Mo Entertai
 Set Error Covariance of ewom2 ewom1
 Set Error Covariance of exp4 exp3
 Set Error Covariance of Aff ewom5
 Set Error Covariance of trai2 att4
 Set Error Covariance of Appro Enternal
 Set Error Covariance of Aff ewom6
 Set Error Covariance of ewom3 att1
 Set Error Covariance of Relax trai2
 Set Error Covariance of trai4 trai3
 Set Error Covariance of att2 att1
 Set Error Covariance of exp2 exp1
 Set Error Covariance of ewom1 att1
 Set Error Covariance of ewom5 trai3

Set Error Covariance of exp5 att5
 Set Error Covariance of att4 att1
 Set Error Covariance of Social trai1
 Set Error Covariance of Time Entertai
 Set Error Covariance of ewom4 exp3
 Set Error Covariance of Appro ewom4
 Set Error Covariance of Entertai trai2
 Set Error Covariance of Relax ewom5
 Set Error Covariance of Novelty trai3
 Set Error Covariance of Social att4
 Set Error Covariance of Physi exp5
 Set Error Covariance of Novelty exp1
 Set Error Covariance of Relax exp1
 Set Error Covariance of Social Entertai
 Set Error Covariance of Inter_Mo att5
 Set Error Covariance of ewom3 exp1
 Set Error Covariance of Aff att1
 Set Error Covariance of Aff att3
 Set Error Covariance of Physi ewom3
 Set Error Covariance of ewom2 trai1
 Set Error Covariance of Social exp1
 Set Error Covariance of Inter_Mo trai3
 Set Error Covariance of ewom2 exp2
 Set Error Covariance of Aff exp2
 Set Error Covariance of Cog exp2
 Set Error Covariance of Physi att1
 Set Error Covariance of att5 att3
 Set Error Covariance of ewom6 att3
 Set Error Covariance of Time Relax
 Set Error Covariance of Relax Novelty
 Set Error Covariance of Inter_Mo Social
 Set Error Covariance of Appro Social
 Set Error Covariance of ovelty trai1
 Set Error Covariance of exp1 trai1
 Set Error Covariance of ewom2 exp3
 Set Error Covariance of Novelty trai1
 Set Error Covariance of Inter_Mo ewom1
 Set Error Covariance of Time ewom1

Set Error Covariance of ewom2 att4
 Set Error Covariance of ewom1 att3
 Set Error Covariance of Cog att2
 Set Error Covariance of exp2 trai4
 Set Error Covariance of exp4 att1
 Set Error Covariance of ewom3 exp5
 Set Error Covariance of Social trai4
 Set Error Covariance of Aff Physi
 Set Error Covariance of exp4 att3
 Set Error Covariance of exp4 att4
 Set Error Covariance of Time exp3
 Set Error Covariance of Physi trai1
 Set Error Covariance of Inter_Mo ewom3
 Set Error Covariance of Time att3
 Set Error Covariance of Time Social
 Set Error Covariance of ewom6 att4
 Set Error Covariance of Cog att3
 Set Error Covariance of att1 att3
 Set Error Covariance of att3 att5
 Set Error Covariance of trai1 trai3
 Set Error Covariance of trai2 trai4
 Set Error Covariance of ewom3 trai1
 Path Diagram
 Print Residuals
 End of Problem

Sample Size = 500

Covariance Matrix

	att1	att2	att3	att4	att5	trai1
att1	0.42					
att2	0.29	0.56				
att3	0.30	0.29	0.52			
att4	0.20	0.25	0.35	0.55		

att5	0.26	0.27	0.38	0.29	0.58	
trai1	0.22	0.27	0.29	0.27	0.25	0.54
trai2	0.23	0.19	0.18	0.01	0.15	0.32
trai3	0.23	0.21	0.23	0.14	0.17	0.26
trai4	0.11	0.16	0.13	0.10	0.16	0.13
exp1	-0.02	-0.03	-0.03	-0.02	-0.03	0.04
exp2	-0.03	-0.04	-0.06	-0.04	-0.02	-0.02
exp3	0.04	0.04	0.00	-0.04	-0.04	0.03
exp4	-0.03	0.07	-0.07	-0.08	-0.04	0.06
exp5	0.03	0.08	0.00	0.01	0.08	0.04
ewom1	0.14	0.14	0.11	0.10	0.09	0.09
ewom2	0.09	0.17	0.10	0.10	0.10	0.05
ewom3	0.12	0.14	0.05	0.09	0.05	0.06
ewom4	0.03	0.13	0.07	0.10	0.06	0.13
ewom5	-0.03	0.10	0.03	0.10	-0.02	0.08
ewom6	0.02	0.11	0.12	0.15	0.04	0.10
Novelty	0.00	0.09	0.12	0.06	0.00	0.04
Entertai	-0.05	0.02	0.10	0.10	0.04	-0.04
Relax	0.02	0.07	0.13	0.07	0.00	0.02
Social	0.02	0.11	0.10	0.02	0.07	0.11
Inter_Mo	-0.04	0.00	0.07	0.06	0.07	-0.07
External	-0.02	-0.03	-0.02	0.00	0.02	0.02
Time	-0.04	-0.06	-0.10	-0.04	-0.02	-0.04
Appro	-0.02	-0.04	-0.07	0.00	-0.01	-0.03
Physi	-0.04	-0.02	-0.01	0.04	0.02	0.07
Cog	0.02	0.06	0.00	0.03	0.03	0.03
Aff	-0.07	0.00	-0.06	0.01	-0.03	0.00

Covariance Matrix

	trai2	trai3	trai4	exp1	exp2	exp3
trai2	1.25					
trai3	0.73	1.11				
trai4	0.06	0.22	0.60			
exp1	0.03	-0.01	-0.03	0.66		
exp2	0.04	0.03	-0.06	0.22	0.50	
exp3	0.05	0.09	-0.03	0.15	0.15	0.83

exp4	0.16	0.16	-0.01	0.15	0.19	0.57
exp5	0.09	0.05	0.04	0.18	0.21	0.28
ewom1	0.04	0.15	0.00	0.06	-0.01	0.04
ewom2	-0.02	0.12	0.05	0.09	-0.03	-0.03
ewom3	-0.03	0.03	-0.05	0.16	0.03	0.05
ewom4	0.02	-0.01	-0.04	0.03	0.06	-0.07
ewom5	-0.10	-0.19	0.03	0.00	0.00	0.01
ewom6	-0.08	-0.03	-0.01	0.03	0.00	0.02
Novelty	0.03	0.16	0.01	0.18	-0.04	0.13
Entertai	-0.20	0.00	0.00	0.03	-0.03	-0.01
Relax	0.13	0.07	0.08	0.20	-0.03	0.05
Social	0.08	0.07	0.08	0.11	0.02	0.08
Inter_Mo	-0.07	0.07	0.03	0.00	-0.08	-0.01
External	0.07	0.12	0.01	0.13	0.14	0.09
Time	0.00	0.04	-0.03	0.12	0.13	0.08
Appro	-0.08	-0.05	-0.03	0.09	0.11	0.00
Physi	0.03	0.01	-0.03	0.11	0.11	0.02
Cog	0.00	0.04	0.04	0.03	0.08	0.05
Aff	-0.09	-0.07	0.01	0.03	0.10	0.02

Covariance Matrix

	exp4	exp5	ewom1	ewom2	ewom3	ewom4
exp4	1.39					
exp5	0.49	0.65				
ewom1	-0.01	0.01	0.73			
ewom2	0.00	0.02	0.62	0.81		
ewom3	0.06	0.09	0.56	0.67	0.99	
ewom4	0.09	0.04	0.39	0.50	0.53	0.92
ewom5	0.09	0.06	0.26	0.36	0.42	0.47
ewom6	-0.01	-0.02	0.30	0.38	0.43	0.40
Novelty	0.27	0.07	0.02	0.14	0.09	0.11
Entertai	0.14	0.03	0.03	0.11	0.09	0.10
Relax	0.21	0.13	-0.01	0.08	0.00	0.07
Social	0.18	0.07	-0.02	0.04	-0.02	0.05
Inter_Mo	0.06	-0.03	-0.03	0.11	0.10	0.03
External	0.20	0.22	0.10	0.06	0.04	0.03

Time	0.10	0.16	0.11	0.04	0.06	0.05
Appro	0.01	0.12	0.09	0.04	0.09	0.01
Physi	0.03	0.07	0.06	0.01	-0.02	0.06
Cog	0.03	0.07	0.07	0.07	0.09	0.09
Aff	0.02	0.06	0.07	0.10	0.11	0.15

Covariance Matrix

	ewom5	ewom6	Novelty	Entertai	Relax	Social
ewom5	1.14					
ewom6	0.59	0.80				
Novelty	-0.04	0.11	1.29			
Entertai	0.02	0.05	0.79	1.23		
Relax	0.01	0.01	0.96	0.75	1.28	
Social	-0.06	0.04	0.69	0.57	0.66	0.74
Inter_Mo	0.02	0.04	0.71	0.79	0.62	0.45
Enternal	0.04	0.00	-0.12	-0.02	-0.04	-0.03
Time	0.00	-0.04	-0.25	-0.01	-0.12	-0.11
Appro	0.04	-0.02	-0.36	-0.12	-0.26	-0.20
Physi	0.10	0.01	-0.19	-0.04	-0.09	-0.05
Cog	0.03	0.04	0.01	0.02	0.00	0.03
Aff	0.22	0.14	-0.07	0.00	-0.08	-0.03

Covariance Matrix

	Inter_Mo	Enternal	Time	Appro	Physi	Cog
Inter_Mo	1.09					
Enternal	0.04	0.51				
Time	-0.01	0.32	0.52			
Appro	-0.05	0.28	0.40	0.54		
Physi	0.02	0.26	0.29	0.34	0.51	
Cog	0.01	0.05	0.07	0.09	0.08	0.15
Aff	-0.01	0.09	0.10	0.12	0.13	0.09

Covariance Matrix

Aff

Aff 0.22

Number of Iterations = 49

LISREL Estimates (Maximum Likelihood)

Measurement Equations

att1 = 0.47*Attit, Errorvar.= 0.19 , R² = 0.54

(0.018)

10.37

att2 = 0.47*Attit, Errorvar.= 0.33 , R² = 0.41

(0.032)

(0.023)

14.65

14.32

att3 = 0.59*Attit, Errorvar.= 0.15 , R² = 0.69

(0.034)

(0.016)

17.22

9.54

att4 = 0.57*Attit, Errorvar.= 0.23 , R² = 0.58

(0.040)

(0.020)

14.16

11.70

att5 = 0.52*Attit, Errorvar.= 0.31 , R² = 0.47

(0.039)

(0.023)

13.26

13.65

tra1 = 0.61*Trai, Errorvar.= 0.16 , R² = 0.70

(0.033)

4.79

tra2 = 0.45*Trai, Errorvar.= 1.01 , R² = 0.17

(0.057)

(0.064)

7.98

15.66

$$\text{tra}i3 = 0.50 * \text{Tra}i, \text{Errorvar.} = 0.88, R^2 = 0.22$$

(0.058) (0.064)

8.77 13.89

$$\text{tra}i4 = 0.24 * \text{Tra}i, \text{Errorvar.} = 0.54, R^2 = 0.097$$

(0.039) (0.035)

6.19 15.50

$$\text{exp}1 = 0.25 * \text{Expect}, \text{Errorvar.} = 0.59, R^2 = 0.093$$

(0.037) (0.037)

6.62 15.94

$$\text{exp}2 = 0.28 * \text{Expect}, \text{Errorvar.} = 0.43, R^2 = 0.16$$

(0.033) (0.028)

8.60 15.42

$$\text{exp}3 = 0.40 * \text{Expect}, \text{Errorvar.} = 0.67, R^2 = 0.20$$

(0.043) (0.045)

9.52 14.89

$$\text{exp}4 = 0.67 * \text{Expect}, \text{Errorvar.} = 0.94, R^2 = 0.32$$

(0.056) (0.071)

11.88 13.21

$$\text{exp}5 = 0.73 * \text{Expect}, \text{Errorvar.} = 0.12, R^2 = 0.82$$

(0.041) (0.047)

17.89 2.56

$$\text{ewom}1 = 0.65 * e_WOM, \text{Errorvar.} = 0.34, R^2 = 0.55$$

(0.035) (0.027)

18.67 12.82

$$\text{ewom}2 = 0.78 * e_WOM, \text{Errorvar.} = 0.21, R^2 = 0.74$$

(0.033) (0.022)

23.32 9.61

$$\text{ewom}3 = 0.85 * e_WOM, \text{Errorvar.} = 0.27, R^2 = 0.73$$

(0.036) (0.028)
23.69 9.71

ewom4 = 0.68*e_WOM, Errorvar.= 0.47 , R² = 0.50

(0.038) (0.033)
18.01 14.16

ewom5 = 0.53*e_WOM, Errorvar.= 0.87 , R² = 0.24

(0.044) (0.055)
11.84 15.70

ewom6 = 0.53*e_WOM, Errorvar.= 0.52 , R² = 0.35

(0.037) (0.034)
14.25 15.12

Novelty = 1.58*Trav_Mot, Errorvar.= -1.16 , R² = 1.88

(0.12) (0.40)
12.77 -2.93

W_A_R_N_I_N_G : Error variance is negative.

Entertai = 0.50*Trav_Mot, Errorvar.= 0.96 , R² = 0.21

(0.057) (0.068)
8.91 14.05

Relax = 1.37*Trav_Mot, Errorvar.= -0.60 , R² = 1.47

(0.11) (0.31)
12.19 -1.97

W_A_R_N_I_N_G : Error variance is negative.

Social = 0.43*Trav_Mot, Errorvar.= 0.55 , R² = 0.26

(0.048) (0.041)
9.07 13.20

Inter_Mo = 0.47*Trav_Mot, Errorvar.= 0.88 , R² = 0.20

(0.053) (0.062)

8.86 14.20

Enternal = 0.52*Trav_Con, Errorvar.= 0.24 , R² = 0.53

(0.029) (0.019)

17.55 12.72

Time = 0.57*Trav_Con, Errorvar.= 0.17 , R² = 0.67

(0.025) (0.013)

22.75 12.93

Appro = 0.69*Trav_Con, Errorvar.= 0.067 , R² = 0.88

(0.026) (0.013)

26.83 5.18

Physi = 0.50*Trav_Con, Errorvar.= 0.26 , R² = 0.48

(0.028) (0.017)

18.01 15.18

Cog = 0.25*Destina, Errorvar.= 0.081 , R² = 0.44

(0.019) (0.0080)

13.33 10.16

Aff = 0.33*Destina, Errorvar.= 0.10 , R² = 0.51

(0.022) (0.012)

14.68 8.43

Error Covariance for att2 and att1 = 0.049

(0.014)

3.38

Error Covariance for att3 and att1 = 0.017

(0.011)

1.47

Error Covariance for att4 and att1 = -0.05

(0.012)

-4.46

Error Covariance for att5 and att3 = 0.054

(0.014)

3.96

Error Covariance for trai2 and att4 = -0.13

(0.020)

-6.56

Error Covariance for trai3 and trai1 = -0.03

(0.024)

-1.09

Error Covariance for trai3 and trai2 = 0.48

(0.050)

9.72

Error Covariance for trai4 and trai2 = -0.07

(0.032)

-2.25

Error Covariance for trai4 and trai3 = 0.11

(0.032)

3.42

Error Covariance for exp1 and trai1 = 0.066

(0.017)

3.84

Error Covariance for exp2 and trai4 = -0.07

(0.019)

-3.73

Error Covariance for exp2 and exp1 = 0.16

(0.021)

7.53

Error Covariance for exp4 and att1 = -0.08

(0.018)

-4.48

Error Covariance for exp4 and att3 = -0.07

(0.018)

-4.08

Error Covariance for exp4 and att4 = -0.07

(0.021)

-3.23

Error Covariance for exp4 and exp3 = 0.30

(0.044)

6.84

Error Covariance for exp5 and att5 = 0.086

(0.015)

5.65

Error Covariance for ewom1 and att1 = 0.062

(0.0100)

6.22

Error Covariance for ewom1 and att3 = 0.032

(0.0095)

3.35

Error Covariance for ewom2 and att4 = -0.05

(0.010)

-4.43

Error Covariance for ewom2 and trai1 = -0.08

(0.012)

-6.51

Error Covariance for ewom2 and exp2 = -0.05

(0.012)

-4.47

Error Covariance for ewom2 and exp3 = -0.06

(0.014)

-4.37

Error Covariance for ewom2 and ewom1 = 0.13

(0.020)

6.36

Error Covariance for ewom3 and att1 = 0.075

(0.012)

6.15

Error Covariance for ewom3 and trai1 = -0.03

(0.016)

-1.93

Error Covariance for ewom3 and exp1 = 0.10

(0.019)

5.42

Error Covariance for ewom3 and exp5 = 0.067

(0.017)

4.00

Error Covariance for ewom4 and exp3 = -0.13

(0.025)

-5.17

Error Covariance for ewom5 and trai3 = -0.16

(0.027)

-6.04

Error Covariance for ewom6 and att3 = 0.057

(0.012)

4.68

Error Covariance for ewom6 and att4 = 0.044

(0.015)

2.90

Error Covariance for ewom6 and ewom5 = 0.31

(0.033)

9.43

Error Covariance for Novelty and trai1 = 0.065

(0.018)

3.63

Error Covariance for Novelty and trai3 = 0.14

(0.023)

6.24

Error Covariance for Novelty and exp1 = 0.18

(0.025)

7.17

Error Covariance for Entertai and trai2 = -0.18

(0.027)

-6.95

Error Covariance for Relax and trai2 = 0.094

(0.027)

3.53

Error Covariance for Relax and exp1 = 0.17

(0.026)

6.44

Error Covariance for Relax and ewom5 = 0.11

(0.024)

4.52

Error Covariance for Relax and Novelty = -1.20

(0.34)

-3.49

Error Covariance for Social and att4 = -0.07

(0.013)

-5.02

Error Covariance for Social and trai1 = 0.082

(0.015)

5.51

Error Covariance for Social and trai4 = 0.058

(0.018)

3.27

Error Covariance for Social and exp1 = 0.084

(0.020)

4.27

Error Covariance for Social and Entertai = 0.36

(0.045)

7.93

Error Covariance for Inter_Mo and att5 = 0.070

(0.017)

4.20

Error Covariance for Inter_Mo and trai3 = 0.12

(0.025)

4.73

Error Covariance for Inter_Mo and ewom1 = -0.07

(0.015)

-4.77

Error Covariance for Inter_Mo and ewom3 = 0.055

(0.018)

3.01

Error Covariance for Inter_Mo and Entertai = 0.53

(0.057)

9.36

Error Covariance for Inter_Mo and Social = 0.26

(0.042)

6.07

Error Covariance for Time and att3 = -0.03

(0.0071)

-3.56

Error Covariance for Time and exp3 = 0.046

(0.013)

3.43

Error Covariance for Time and ewom1 = 0.042

(0.0089)

4.76

Error Covariance for Time and Entertai = 0.074

(0.013)

5.49

Error Covariance for Time and Relax = 0.055

(0.012)

4.44

Error Covariance for Time and Social = -0.04

(0.013)

-3.26

Error Covariance for Appro and ewom4 = -0.05

(0.013)

-4.05

Error Covariance for Appro and Social = -0.08

(0.013)

-6.24

Error Covariance for Appro and Enternal = -0.09

(0.011)

-7.56

Error Covariance for Physi and att1 = -0.05

(0.010)

-4.42

Error Covariance for Physi and trai1 = 0.044

(0.012)

3.69

Error Covariance for Physi and exp5 = -0.05

(0.014)

-3.53

Error Covariance for Physi and ewom3 = -0.07

(0.014)

-4.90

Error Covariance for Cog and att2 = 0.028

(0.0081)

3.44

Error Covariance for Cog and att3 = -0.02

(0.0062)

-3.24

Error Covariance for Cog and exp2 = 0.043

(0.0096)

4.44

Error Covariance for Aff and att1 = -0.05

(0.0074)

-6.35

Error Covariance for Aff and att3 = -0.04

(0.0074)

-5.56

Error Covariance for Aff and exp2 = 0.053

(0.010)

5.15

Error Covariance for Aff and ewom5 = 0.14

(0.016)

8.80

Error Covariance for Aff and ewom6 = 0.070

(0.012)

5.67

Error Covariance for Aff and Physi = 0.024

(0.0076)

3.12

Structural Equations

$$\text{Attit} = -0.0079 * \text{Trav_Mot} + 0.11 * \text{Expect} - 0.14 * \text{Trav_Con} - 0.0031 * \text{Destina} + 0.22 * e_WOM,$$
Errorvar.= 0.94 , $R^2 = 0.063$

(0.026)	(0.055)	(0.061)	(0.076)	(0.058)	(0.11)
---------	---------	---------	---------	---------	--------

-0.31	1.94	-2.28	-0.040	3.74	8.68
-------	------	-------	--------	------	------

$$\text{Trai} = 0.76 * \text{Attit} - 0.033 * \text{Trav_Mot} + 0.087 * \text{Expect} - 0.00 * \text{Trav_Con} - 0.052 * \text{Destina} + 0.079 * e_WOM, \text{ Errorvar.} = 0.38,$$
 $R^2 =$

(0.059)	(0.030)	(0.047)	(0.053)	(0.062)	(0.049)	(0.091)
---------	---------	---------	---------	---------	---------	---------

12.98	-1.12	1.85	-0.00034	-0.84	1.60	4.15
-------	-------	------	----------	-------	------	------

 $R^2 = 0.62$

Reduced Form Equations

$$\text{Attit} = -0.0079 * \text{Trav_Mot} + 0.11 * \text{Expect} - 0.14 * \text{Trav_Con} - 0.0031 * \text{Destina} + 0.22 * e_WOM,$$
Errorvar.= 0.94 , $R^2 = 0.063$

(0.026)	(0.055)	(0.061)	(0.076)	(0.058)
---------	---------	---------	---------	---------

-0.31 1.94 -2.28 -0.040 3.74

Trai = - 0.039*Trav_Mot + 0.17*Expect - 0.11*Trav_Con - 0.054*Destina + 0.24*e_WOM,
Errorvar.= 0.92, R² = 0.076

(0.034) (0.060) (0.066) (0.078) (0.061)
-1.15 2.82 -1.60 -0.69 3.97

Correlation Matrix of Independent Variables

	Trav_Mot	Expect	Trav_Con	Destina	e_WOM
Trav_Mot	1.00				
Expect	0.10 (0.03) 3.35	1.00			
Trav_Con	-0.29 (0.04) -6.82	0.33 (0.04) 7.33	1.00		
Destina	-0.06 (0.03) -2.03	0.28 (0.05) 5.24	0.48 (0.04) 11.12	1.00	
e_WOM	0.04 (0.03) 1.52	0.05 (0.05) 0.90	0.09 (0.05) 1.99	0.39 (0.05) 7.94	1.00

Covariance Matrix of Latent Variables

	Attit	Trai	Trav_Mot	Expect	Trav_Con	Destina
Attit	1.00					
Trai	0.78	1.00				
Trav_Mot	0.05	0.02	1.00			
Expect	0.07	0.13	0.10	1.00		

Trav_Con	-0.08	-0.04	-0.29	0.33	1.00	
Destina	0.05	0.04	-0.06	0.28	0.48	1.00
e_WOM	0.21	0.22	0.04	0.05	0.09	0.39

Covariance Matrix of Latent Variables

e_WOM	

e_WOM	1.00

Goodness of Fit Statistics

Degrees of Freedom = 339

Minimum Fit Function Chi-Square = 919.36 (P = 0.0)

Normal Theory Weighted Least Squares Chi-Square = 847.07 (P = 0.0)

Estimated Non-centrality Parameter (NCP) = 508.07

90 Percent Confidence Interval for NCP = (426.24 ; 597.57)

Minimum Fit Function Value = 1.84

Population Discrepancy Function Value (F0) = 1.02

90 Percent Confidence Interval for F0 = (0.85 ; 1.20)

Root Mean Square Error of Approximation (RMSEA) = 0.055

90 Percent Confidence Interval for RMSEA = (0.050 ; 0.059)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.043

Expected Cross-Validation Index (ECVI) = 2.33

90 Percent Confidence Interval for ECVI = (2.16 ; 2.51)

ECVI for Saturated Model = 1.99

ECVI for Independence Model = 23.95

Chi-Square for Independence Model with 465 Degrees of Freedom = 11887.17

Independence AIC = 11949.17

Model AIC = 1161.07

Saturated AIC = 992.00

Independence CAIC = 12110.82

Model CAIC = 1979.76

Saturated CAIC = 3578.45

Normed Fit Index (NFI) = 0.92

Non-Normed Fit Index (NNFI) = 0.93

Parsimony Normed Fit Index (PNFI) = 0.67

Comparative Fit Index (CFI) = 0.95

Incremental Fit Index (IFI) = 0.95

Relative Fit Index (RFI) = 0.89

Critical N (CN) = 219.46

Root Mean Square Residual (RMR) = 0.046

Standardized RMR = 0.062

Goodness of Fit Index (GFI) = 0.90

Adjusted Goodness of Fit Index (AGFI) = 0.86

Parsimony Goodness of Fit Index (PGFI) = 0.62

Fitted Covariance Matrix

	att1	att2	att3	att4	att5	trai1
att1	0.41					
att2	0.27	0.55				
att3	0.29	0.28	0.50			
att4	0.21	0.27	0.33	0.56		
att5	0.24	0.25	0.36	0.30	0.58	
trai1	0.22	0.23	0.28	0.27	0.25	0.53
trai2	0.17	0.17	0.21	0.07	0.18	0.27
trai3	0.19	0.19	0.23	0.22	0.20	0.28
trai4	0.09	0.09	0.11	0.11	0.10	0.15
exp1	0.01	0.01	0.01	0.01	0.01	0.08
exp2	0.01	0.01	0.01	0.01	0.01	0.02
exp3	0.01	0.01	0.02	0.02	0.01	0.03
exp4	-0.06	0.02	-0.05	-0.04	0.02	0.05
exp5	0.02	0.02	0.03	0.03	0.11	0.06
ewom1	0.12	0.06	0.11	0.08	0.07	0.09
ewom2	0.08	0.08	0.09	0.05	0.08	0.03
ewom3	0.16	0.08	0.10	0.10	0.09	0.08
ewom4	0.07	0.07	0.08	0.08	0.07	0.09
ewom5	0.05	0.05	0.06	0.06	0.06	0.07
ewom6	0.05	0.05	0.12	0.11	0.06	0.07

Novelty	0.04	0.04	0.05	0.05	0.04	0.09
Entertai	0.01	0.01	0.02	0.01	0.01	0.01
Relax	0.03	0.03	0.04	0.04	0.04	0.02
Social	0.01	0.01	0.01	-0.05	0.01	0.09
Inter_Mo	0.01	0.01	0.01	0.01	0.08	0.01
External	-0.02	-0.02	-0.02	-0.02	-0.02	-0.01
Time	-0.02	-0.02	-0.05	-0.03	-0.02	-0.01
Appro	-0.03	-0.03	-0.03	-0.03	-0.03	-0.02
Physi	-0.06	-0.02	-0.02	-0.02	-0.02	0.03
Cog	0.01	0.03	-0.01	0.01	0.01	0.01
Aff	-0.04	0.01	-0.03	0.01	0.01	0.01

Fitted Covariance Matrix

	trai2	trai3	trai4	exp1	exp2	exp3
trai2	1.21					
trai3	0.71	1.14				
trai4	0.04	0.23	0.60			
exp1	0.01	0.02	0.01	0.66		
exp2	0.02	0.02	-0.06	0.23	0.51	
exp3	0.02	0.03	0.01	0.10	0.11	0.83
exp4	0.04	0.04	0.02	0.16	0.19	0.57
exp5	0.04	0.05	0.02	0.18	0.21	0.30
ewom1	0.06	0.07	0.03	0.01	0.01	0.01
ewom2	0.08	0.09	0.04	0.01	-0.04	-0.05
ewom3	0.08	0.09	0.05	0.11	0.01	0.02
ewom4	0.07	0.08	0.04	0.01	0.01	-0.11
ewom5	0.05	-0.10	0.03	0.01	0.01	0.01
ewom6	0.05	0.06	0.03	0.01	0.01	0.01
Novelty	0.02	0.16	0.01	0.22	0.05	0.07
Entertai	-0.18	0.01	0.00	0.01	0.01	0.02
Relax	0.11	0.02	0.01	0.20	0.04	0.06
Social	0.00	0.00	0.06	0.10	0.01	0.02
Inter_Mo	0.00	0.12	0.00	0.01	0.01	0.02
External	-0.01	-0.01	-0.01	0.04	0.05	0.07
Time	-0.01	-0.01	-0.01	0.05	0.05	0.12
Appro	-0.01	-0.01	-0.01	0.06	0.06	0.09

Physi	-0.01	-0.01	-0.01	0.04	0.05	0.07
Cog	0.00	0.01	0.00	0.02	0.06	0.03
Aff	0.01	0.01	0.00	0.02	0.08	0.04

Fitted Covariance Matrix

	exp4	exp5	ewom1	ewom2	ewom3	ewom4
exp4	1.38					
exp5	0.49	0.66				
ewom1	0.02	0.02	0.76			
ewom2	0.02	0.03	0.63	0.82		
ewom3	0.03	0.10	0.55	0.66	0.99	
ewom4	0.02	0.02	0.44	0.53	0.58	0.94
ewom5	0.02	0.02	0.34	0.41	0.45	0.36
ewom6	0.02	0.02	0.34	0.41	0.45	0.36
Novelty	0.11	0.12	0.04	0.05	0.06	0.05
Entertai	0.03	0.04	0.01	0.02	0.02	0.01
Relax	0.09	0.10	0.04	0.04	0.05	0.04
Social	0.03	0.03	0.01	0.01	0.02	0.01
Inter_Mo	0.03	0.04	-0.06	0.02	0.07	0.01
External	0.11	0.12	0.03	0.04	0.04	0.03
Time	0.12	0.14	0.08	0.04	0.05	0.04
Appro	0.15	0.16	0.04	0.05	0.06	-0.01
Physi	0.11	0.07	0.03	0.04	-0.03	0.03
Cog	0.05	0.05	0.06	0.08	0.08	0.07
Aff	0.06	0.07	0.08	0.10	0.11	0.09

Fitted Covariance Matrix

	ewom5	ewom6	Novelty	Entertai	Relax	Social
ewom5	1.15					
ewom6	0.59	0.80				
Novelty	0.03	0.04	1.32			
Entertai	0.01	0.01	0.79	1.22		
Relax	0.14	0.03	0.96	0.69	1.27	
Social	0.01	0.01	0.68	0.58	0.59	0.73

Inter_Mo	0.01	0.01	0.74	0.77	0.64	0.46
Enternal	0.03	0.03	-0.23	-0.08	-0.20	-0.06
Time	0.03	0.03	-0.26	-0.01	-0.17	-0.11
Appro	0.03	0.03	-0.31	-0.10	-0.27	-0.17
Physi	0.02	0.02	-0.23	-0.07	-0.20	-0.06
Cog	0.05	0.05	-0.02	-0.01	-0.02	-0.01
Aff	0.21	0.14	-0.03	-0.01	-0.03	-0.01

Fitted Covariance Matrix

	Inter_Mo	Enternal	Time	Appro	Physi	Cog
Inter_Mo	1.09					
Enternal	-0.07	0.51				
Time	-0.08	0.30	0.49			
Appro	-0.09	0.27	0.39	0.54		
Physi	-0.07	0.26	0.28	0.34	0.51	
Cog	-0.01	0.06	0.07	0.08	0.06	0.15
Aff	-0.01	0.08	0.09	0.11	0.10	0.08

Fitted Covariance Matrix

	Aff
Aff	0.21

Fitted Residuals

	att1	att2	att3	att4	att5	tra1
att1	0.01					
att2	0.02	0.01				
att3	0.00	0.01	0.03			
att4	-0.02	-0.02	0.02	-0.01		
att5	0.02	0.02	0.02	0.00	0.00	
tra1	0.00	0.04	0.01	0.00	0.01	0.01
tra2	0.06	0.02	-0.03	-0.06	-0.03	0.04
tra3	0.05	0.03	-0.01	-0.08	-0.03	-0.02

tra14	0.02	0.07	0.02	0.00	0.06	-0.02
exp1	-0.03	-0.04	-0.04	-0.03	-0.04	-0.04
exp2	-0.04	-0.05	-0.07	-0.05	-0.03	-0.05
exp3	0.03	0.03	-0.01	-0.05	-0.06	0.00
exp4	0.03	0.05	-0.03	-0.04	-0.07	0.01
exp5	0.01	0.06	-0.03	-0.02	-0.03	-0.01
ewom1	0.01	0.08	0.00	0.02	0.02	0.00
ewom2	0.01	0.09	0.01	0.05	0.01	0.02
ewom3	-0.03	0.06	-0.06	-0.01	-0.04	-0.03
ewom4	-0.04	0.07	-0.01	0.02	-0.01	0.04
ewom5	-0.08	0.05	-0.04	0.04	-0.08	0.01
ewom6	-0.03	0.06	0.00	0.04	-0.02	0.03
Novelty	-0.04	0.05	0.07	0.02	-0.04	-0.05
Entertai	-0.06	0.00	0.08	0.09	0.03	-0.05
Relax	-0.02	0.04	0.09	0.03	-0.03	0.00
Social	0.01	0.10	0.08	0.07	0.06	0.02
Inter_Mo	-0.05	-0.01	0.06	0.04	-0.02	-0.08
External	0.00	-0.01	0.01	0.03	0.04	0.03
Time	-0.02	-0.04	-0.04	-0.01	0.00	-0.03
Appro	0.01	-0.01	-0.04	0.03	0.02	-0.01
Physi	0.02	0.00	0.01	0.07	0.04	0.04
Cog	0.01	0.02	0.02	0.03	0.03	0.02
Aff	-0.03	0.00	-0.03	0.00	-0.04	0.00

Fitted Residuals

	tra12	tra13	tra14	exp1	exp2	exp3
tra12	0.04					
tra13	0.02	-0.03				
tra14	0.03	-0.01	0.00			
exp1	0.02	-0.02	-0.03	0.00		
exp2	0.02	0.01	0.00	-0.01	-0.01	
exp3	0.03	0.06	-0.05	0.05	0.03	0.00
exp4	0.12	0.12	-0.03	-0.01	0.00	0.00
exp5	0.04	0.00	0.01	0.00	0.01	-0.01
ewom1	-0.02	0.08	-0.03	0.06	-0.02	0.03
ewom2	-0.10	0.03	0.01	0.08	0.01	0.02

ewom3	-0.11	-0.06	-0.09	0.05	0.02	0.03
ewom4	-0.05	-0.09	-0.08	0.02	0.05	0.04
ewom5	-0.15	-0.09	0.00	-0.01	0.00	0.00
ewom6	-0.13	-0.08	-0.04	0.02	-0.01	0.01
Novelty	0.02	0.00	0.00	-0.03	-0.09	0.06
Entertai	-0.02	-0.01	0.00	0.01	-0.04	-0.03
Relax	0.03	0.05	0.07	0.00	-0.07	-0.01
Social	0.08	0.06	0.02	0.01	0.00	0.06
Inter_Mo	-0.07	-0.05	0.02	-0.01	-0.09	-0.03
External	0.08	0.13	0.02	0.09	0.10	0.02
Time	0.01	0.05	-0.02	0.07	0.07	-0.04
Appro	-0.06	-0.04	-0.02	0.03	0.05	-0.09
Physi	0.04	0.02	-0.02	0.07	0.07	-0.05
Cog	-0.01	0.03	0.04	0.01	0.01	0.02
Aff	-0.10	-0.08	0.01	0.01	0.02	-0.02

Fitted Residuals

	exp4	exp5	ewom1	ewom2	ewom3	ewom4
exp4	0.00					
exp5	0.01	-0.01				
ewom1	-0.03	-0.01	-0.03			
ewom2	-0.02	0.00	-0.02	-0.01		
ewom3	0.04	-0.01	0.00	0.01	-0.01	
ewom4	0.07	0.02	-0.05	-0.03	-0.05	-0.01
ewom5	0.07	0.04	-0.08	-0.05	-0.02	0.11
ewom6	-0.03	-0.04	-0.04	-0.03	-0.02	0.04
Novelty	0.17	-0.04	-0.02	0.09	0.03	0.07
Entertai	0.10	-0.01	0.02	0.09	0.08	0.08
Relax	0.12	0.02	-0.05	0.03	-0.05	0.04
Social	0.15	0.03	-0.03	0.02	-0.04	0.04
Inter_Mo	0.03	-0.06	0.03	0.09	0.03	0.02
External	0.08	0.10	0.07	0.02	0.00	0.00
Time	-0.03	0.02	0.03	-0.01	0.02	0.01
Appro	-0.14	-0.04	0.05	-0.01	0.03	0.02
Physi	-0.07	0.00	0.03	-0.02	0.01	0.03
Cog	-0.02	0.02	0.00	-0.01	0.00	0.02

Aff -0.04 0.00 -0.01 0.00 0.00 0.06

Fitted Residuals

	ewom5	ewom6	Novelty	Entertai	Relax	Social
ewom5	0.00					
ewom6	0.00	0.00				
Novelty	-0.08	0.07	-0.03			
Entertai	0.00	0.04	-0.01	0.01		
Relax	-0.13	-0.02	-0.01	0.06	0.01	
Social	-0.07	0.03	0.01	-0.01	0.06	0.01
Inter_Mo	0.01	0.03	-0.03	0.02	-0.02	-0.01
External	0.01	-0.03	0.12	0.06	0.16	0.03
Time	-0.02	-0.07	0.01	0.00	0.05	0.00
Appro	0.01	-0.06	-0.05	-0.02	0.01	-0.03
Physi	0.07	-0.02	0.03	0.03	0.11	0.02
Cog	-0.03	-0.01	0.04	0.03	0.03	0.03
Aff	0.01	0.00	-0.04	0.01	-0.05	-0.02

Fitted Residuals

	Inter_Mo	External	Time	Appro	Physi	Cog
Inter_Mo	0.00					
External	0.11	0.00				
Time	0.07	0.03	0.02			
Appro	0.04	0.01	0.01	0.00		
Physi	0.08	0.00	0.01	0.00	0.00	
Cog	0.02	-0.01	0.00	0.01	0.02	0.01
Aff	0.00	0.01	0.01	0.01	0.03	0.00

Fitted Residuals

Aff

Aff 0.01

Summary Statistics for Fitted Residuals

Smallest Fitted Residual = -0.15

Median Fitted Residual = 0.01

Largest Fitted Residual = 0.17

Stemleaf Plot

```

-14|30
-12|52
-10|01
- 8|8421976421110
- 6|765553119643100
- 4|85532220009877777765444333222110
- 2|998887776666644443333222111000998887666666554444433221100
- 0|998888777777655554443333322211100099988877777665555544444333222+13
 0|111122222223333333334444445556667777777888899999000000011111112+36
 2|0000000111111222222344455555666677888888999990000000122233333344455+12
 4|0112333344678888900122378889
 6|0122223333456677889901113335689
 8|22333445558822257
10|4499166
12|013
14|0
16|35

```

Standardized Residuals

	att1	att2	att3	att4	att5	tra1
att1	0.90					
att2	1.93	3.55				
att3	0.56	1.15	3.27			
att4	-2.08	-1.68	2.21	-1.17		
att5	1.54	1.59	2.78	-0.43	0.39	
tra1	-0.06	3.20	0.67	-0.35	0.57	0.93
tra2	2.90	0.82	-1.27	-3.20	-1.24	2.73
tra3	2.56	1.00	-0.39	-3.84	-1.28	-1.64

trai4	1.03	3.61	1.39	-0.18	2.98	-1.50
exp1	-1.15	-1.42	-1.76	-1.08	-1.43	-2.16
exp2	-2.16	-2.07	-3.49	-2.36	-1.38	-2.20
exp3	1.14	0.92	-0.53	-1.87	-2.05	-0.02
exp4	1.26	1.36	-0.97	-1.54	-1.92	0.30
exp5	0.35	2.89	-2.28	-1.10	-2.20	-1.19
ewom1	0.65	3.29	0.23	1.02	0.78	0.19
ewom2	0.54	3.94	0.44	2.87	0.56	1.87
ewom3	-2.01	2.42	-3.04	-0.31	-1.70	-2.01
ewom4	-1.64	2.43	-0.42	0.72	-0.52	1.84
ewom5	-2.95	1.45	-1.28	1.12	-2.31	0.40
ewom6	-1.44	2.39	-0.10	1.99	-0.64	1.21
Novelty	-1.50	1.56	2.67	0.55	-1.28	-2.07
Entertai	-1.88	0.12	2.50	2.47	0.73	-1.38
Relax	-0.65	1.07	3.06	1.05	-0.99	0.07
Social	0.53	3.73	3.22	2.95	2.02	0.93
Inter_Mo	-1.78	-0.39	1.82	1.27	-0.56	-2.31
External	-0.13	-0.58	0.53	1.44	1.83	1.80
Time	-1.09	-1.94	-3.12	-0.66	0.17	-2.01
Appro	0.75	-0.67	-2.77	2.15	1.25	-1.16
Physi	1.43	0.08	0.83	3.45	1.96	2.79
Cog	1.73	3.26	2.23	2.91	2.66	2.79
Aff	-3.65	-0.33	-4.05	0.08	-3.09	-0.51

Standardized Residuals

	trai2	trai3	trai4	exp1	exp2	exp3
trai2	1.66					
trai3	0.96	-1.56				
trai4	1.86	-1.19	0.73			
exp1	0.43	-0.58	-1.18	0.21		
exp2	0.58	0.34	-0.06	-0.41	-1.13	
exp3	0.65	1.49	-1.51	1.92	1.35	0.14
exp4	2.18	2.20	-0.81	-0.41	0.15	-0.03
exp5	1.26	0.09	0.55	-0.35	0.75	-1.00
ewom1	-0.56	2.23	-1.16	1.89	-0.58	0.92
ewom2	-2.57	0.92	0.23	2.67	0.51	0.64

ewom3	-2.56	-1.51	-2.93	1.65	0.75	0.90
ewom4	-1.08	-2.11	-2.55	0.64	1.79	1.54
ewom5	-3.02	-2.24	0.01	-0.23	-0.11	0.05
ewom6	-3.25	-2.14	-1.22	0.63	-0.39	0.16
Novelty	0.30	-0.08	0.05	-1.03	-2.61	1.51
Entertai	-0.37	-0.18	0.01	0.32	-1.26	-0.63
Relax	0.59	1.03	1.83	-0.13	-2.08	-0.26
Social	1.87	1.52	0.86	0.46	0.14	1.81
Inter_Mo	-1.47	-1.17	0.67	-0.36	-2.78	-0.61
External	2.57	4.25	0.80	3.53	4.59	0.96
Time	0.30	1.59	-0.87	3.10	3.67	-2.00
Appro	-1.95	-1.21	-0.75	1.45	2.33	-3.46
Physi	1.11	0.64	-0.94	2.70	3.20	-1.78
Cog	-0.51	1.87	2.90	1.06	2.29	1.22
Aff	-4.71	-3.91	0.54	0.71	1.92	-1.11

Standardized Residuals

	exp4	exp5	ewom1	ewom2	ewom3	ewom4
exp4	0.33					
exp5	0.42	-0.64				
ewom1	-0.85	-0.40	-2.66			
ewom2	-0.54	-0.33	-1.66	-1.17		
ewom3	0.86	-0.40	0.35	0.77	-0.33	
ewom4	1.44	0.79	-2.92	-2.25	-2.99	-1.20
ewom5	1.40	1.18	-3.34	-2.40	-1.06	3.85
ewom6	-0.60	-1.39	-2.50	-2.47	-1.29	1.99
Novelty	3.22	-1.75	-0.61	2.74	0.84	1.74
Entertai	1.83	-0.27	0.36	2.14	1.59	1.75
Relax	2.30	0.86	-1.33	0.93	-1.29	0.84
Social	3.43	1.16	-0.83	0.75	-0.99	1.07
Inter_Mo	0.56	-1.76	0.90	2.25	0.70	0.37
External	2.64	5.59	3.00	1.15	0.04	-0.07
Time	-0.89	1.39	1.81	-0.36	0.84	0.46
Appro	-4.92	-3.55	2.37	-0.97	1.89	1.10
Physi	-2.31	0.37	1.23	-1.07	0.70	1.05
Cog	-1.14	2.24	0.16	-0.73	0.10	1.72

Aff -2.11 -0.25 -0.63 0.16 0.22 4.43

Standardized Residuals

	ewom5	ewom6	Novelty	Entertai	Relax	Social
ewom5	-0.25					
ewom6	0.15	0.40				
Novelty	-1.59	1.79	-1.11			
Entertai	0.09	1.01	-0.31	0.67		
Relax	-2.94	-0.60	-0.24	2.36	0.43	
Social	-1.63	0.98	0.46	-0.48	3.39	0.63
Inter_Mo	0.22	0.63	-1.42	1.06	-0.98	-0.85
Enternal	0.30	-1.03	4.66	1.96	6.08	1.46
Time	-0.81	-2.97	0.55	0.14	2.44	-0.02
Appro	0.22	-2.34	-2.39	-0.89	0.29	-1.89
Physi	2.24	-0.65	1.26	0.94	3.96	0.74
Cog	-1.69	-0.92	2.27	1.61	1.57	2.34
Aff	0.80	-0.12	-2.33	0.32	-2.78	-1.05

Standardized Residuals

	Inter_Mo	Enternal	Time	Appro	Physi	Cog
Inter_Mo	-0.24					
Enternal	3.82	--				
Time	2.48	3.05	2.34			
Appro	1.53	1.57	1.21	-0.03		
Physi	2.87	0.13	0.79	-0.24	0.49	
Cog	0.99	-1.21	-0.18	1.43	1.98	3.77
Aff	-0.16	1.11	1.28	1.46	3.42	0.99

Standardized Residuals

Aff

Aff 2.20

Summary Statistics for Standardized Residuals

Smallest Standardized Residual = -4.92

Median Standardized Residual = 0.32

Largest Standardized Residual = 6.08

Stemleaf Plot

```

- 4|971
- 3|986655322110000
- 2|999988876665554443333322222111111100000
- 1|9999888877777666665555544444443333332222222222211111111000000000
- 0|99999888877777666666666666655555444444444444333333322222222111111+11
0|1111111111111122222222233333333344444444444455555555666666666666666+39
1|000000000111111111222222223333334444444444445555555566666667777788888+14
2|0000012222222233333344444455566677777888999999
3|0001122223334444556778889
4|03467
5|6
6|1

```

Largest Negative Standardized Residuals

Residual for trai2 and att4 -3.20
 Residual for trai3 and att4 -3.84
 Residual for exp2 and att3 -3.49
 Residual for ewom1 and ewom1 -2.66
 Residual for ewom3 and att3 -3.04
 Residual for ewom3 and trai4 -2.93
 Residual for ewom4 and ewom1 -2.92
 Residual for ewom4 and ewom3 -2.99
 Residual for ewom5 and att1 -2.95
 Residual for ewom5 and trai2 -3.02
 Residual for ewom5 and ewom1 -3.34
 Residual for ewom6 and trai2 -3.25
 Residual for Novelty and exp2 -2.61
 Residual for Relax and ewom5 -2.94
 Residual for Inter_Mo and exp2 -2.78
 Residual for Time and att3 -3.12
 Residual for Time and ewom6 -2.97

Residual for Appro and att3 -2.77
 Residual for Appro and exp3 -3.46
 Residual for Appro and exp4 -4.92
 Residual for Appro and exp5 -3.55
 Residual for Aff and att1 -3.65
 Residual for Aff and att3 -4.05
 Residual for Aff and att5 -3.09
 Residual for Aff and trai2 -4.71
 Residual for Aff and trai3 -3.91
 Residual for Aff and Relax -2.78

Largest Positive Standardized Residuals

Residual for att2 and att2 3.55
 Residual for att3 and att3 3.27
 Residual for att5 and att3 2.78
 Residual for trai1 and att2 3.20
 Residual for trai2 and att1 2.90
 Residual for trai2 and trai1 2.73
 Residual for trai4 and att2 3.61
 Residual for trai4 and att5 2.98
 Residual for exp5 and att2 2.89
 Residual for ewom1 and att2 3.29
 Residual for ewom2 and att2 3.94
 Residual for ewom2 and att4 2.87
 Residual for ewom2 and exp1 2.67
 Residual for ewom5 and ewom4 3.85
 Residual for Novelty and att3 2.67
 Residual for Novelty and exp4 3.22
 Residual for Novelty and ewom2 2.74
 Residual for Relax and att3 3.06
 Residual for Social and att2 3.73
 Residual for Social and att3 3.22
 Residual for Social and att4 2.95
 Residual for Social and exp4 3.43
 Residual for Social and Relax 3.39
 Residual for Enternal and trai3 4.25
 Residual for Enternal and exp1 3.53
 Residual for Enternal and exp2 4.59
 Residual for Enternal and exp4 2.64

Residual for Enternal and exp5 5.59
 Residual for Enternal and ewom1 3.00
 Residual for Enternal and Novelty 4.66
 Residual for Enternal and Relax 6.08
 Residual for Enternal and Inter_Mo 3.82
 Residual for Time and exp1 3.10
 Residual for Time and exp2 3.67
 Residual for Time and Enternal 3.05
 Residual for Physi and att4 3.45
 Residual for Physi and trai1 2.79
 Residual for Physi and exp1 2.70
 Residual for Physi and exp2 3.20
 Residual for Physi and Relax 3.96
 Residual for Physi and Inter_Mo 2.87
 Residual for Cog and att2 3.26
 Residual for Cog and att4 2.91
 Residual for Cog and att5 2.66
 Residual for Cog and trai1 2.79
 Residual for Cog and trai4 2.90
 Residual for Cog and Cog 3.77
 Residual for Aff and ewom4 4.43
 Residual for Aff and Physi 3.42

The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
att2	Trai	8.4	0.17
exp2	Trav_Con	8.4	0.09
exp4	Destina	11.5	-0.17
ewom1	Trav_Con	15.9	0.09
Novelty	Trav_Con	8.6	-0.12
Inter_Mo	Trav_Con	9.9	0.11
Enternal	Trav_Mot	11.0	0.05
Enternal	Expect	28.1	0.15
Appro	Expect	19.7	-0.11
Cog	Trav_Mot	8.0	0.02
Aff	Trav_Mot	8.0	-0.03

Time used: 0.297 Seconds

SYNTAX

Raw Data from file 'C:\Users\CHOTE\Desktop\job\feb2019\forPath.psf'

Sample Size = 500

Latent Variables Attit Trai Trav_Motiv Expect Trav_Cons Destina e_WOM

Relationships

att1 = Attit

att2 = Attit

att3 = Attit

att4 = Attit

att5 = Attit

trai1 = Trai

trai2 = Trai

trai3 = Trai

trai4 = Trai

Novelty = Trav_Motiv

Entertai = Trav_Motiv

Relax = Trav_Motiv

Social = Trav_Motiv

Inter_Mo = Trav_Motiv

Enternal = Trav_Cons

Time = Trav_Cons

Appro = Trav_Cons

Physi = Trav_Cons

exp1 = Expect

exp2 = Expect

exp3 = Expect

exp4 = Expect

exp5 = Expect

Cog = Destina

Aff = Destina

ewom1 = e_WOM

ewom2 = e_WOM

ewom3 = e_WOM

ewom4 = e_WOM

ewom5 = e_WOM

ewom6 = e_WOM

Trai = Attit



Attit = Trav_Motiv Expect Trav_Cons Destina e_WOM

Trai = Trav_Motiv Expect Trav_Cons Destina e_WOM

Set Error Covariance of trai3 trai2

Set Error Covariance of ewom6 ewom5

Set Error Covariance of Inter_Mo Entertai

Set Error Covariance of ewom2 ewom1

Set Error Covariance of exp4 exp3

Set Error Covariance of Aff ewom5

Set Error Covariance of trai2 att4

Set Error Covariance of Appro External

Set Error Covariance of Aff ewom6

Set Error Covariance of ewom3 att1

Set Error Covariance of Relax trai2

Set Error Covariance of trai4 trai3

Set Error Covariance of att2 att1

Set Error Covariance of exp2 exp1

Set Error Covariance of ewom1 att1

Set Error Covariance of ewom5 trai3

Set Error Covariance of exp5 att5

Set Error Covariance of att4 att1

Set Error Covariance of Social trai1

Set Error Covariance of Time Entertai

Set Error Covariance of ewom4 exp3

Set Error Covariance of Appro ewom4

Set Error Covariance of Entertai trai2

Set Error Covariance of Relax ewom5

Set Error Covariance of Novelty trai3

Set Error Covariance of Social att4

Set Error Covariance of Physi exp5

Set Error Covariance of Novelty exp1

Set Error Covariance of Relax exp1

Set Error Covariance of Social Entertai

Set Error Covariance of Inter_Mo att5

Set Error Covariance of ewom3 exp1

Set Error Covariance of Aff att1

Set Error Covariance of Aff att3

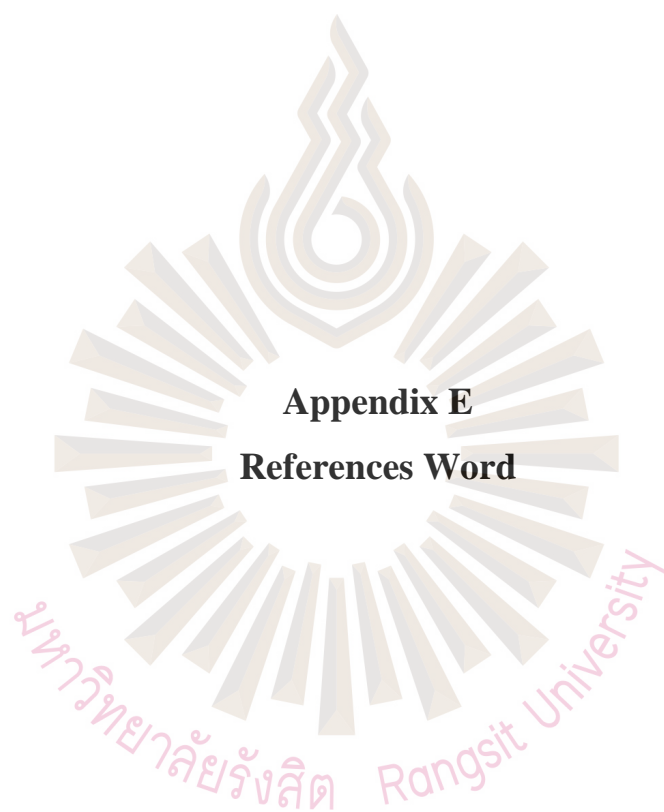
Set Error Covariance of Physi ewom3

Set Error Covariance of ewom2 trai1

Set Error Covariance of Social exp1
 Set Error Covariance of Inter_Mo trai3
 Set Error Covariance of ewom2 exp2
 Set Error Covariance of Aff exp2
 Set Error Covariance of Cog exp2
 Set Error Covariance of Physi att1
 Set Error Covariance of att5 att3
 Set Error Covariance of ewom6 att3
 Set Error Covariance of Time Relax
 Set Error Covariance of Relax Novelty
 Set Error Covariance of Inter_Mo Social
 Set Error Covariance of Appro Social
 Set Error Covariance of ovelty trai1
 Set Error Covariance of exp1 trai1
 Set Error Covariance of ewom2 exp3
 Set Error Covariance of Novelty trai1
 Set Error Covariance of Inter_Mo ewom1
 Set Error Covariance of Time ewom1
 Set Error Covariance of ewom2 att4
 Set Error Covariance of ewom1 att3
 Set Error Covariance of Cog att2
 Set Error Covariance of exp2 trai4
 Set Error Covariance of exp4 att1
 Set Error Covariance of ewom3 exp5
 Set Error Covariance of Social trai4
 Set Error Covariance of Aff Physi
 Set Error Covariance of exp4 att3
 Set Error Covariance of exp4 att4
 Set Error Covariance of Time exp3
 Set Error Covariance of Physi trai1
 Set Error Covariance of Inter_Mo ewom3
 Set Error Covariance of Time att3
 Set Error Covariance of Time Social
 Set Error Covariance of ewom6 att4
 Set Error Covariance of Cog att3
 Set Error Covariance of att1 att3
 Set Error Covariance of att3 att5
 Set Error Covariance of trai1 trai3

Set Error Covariance of trai2 trai4
Set Error Covariance of ewom3 trai1
Path Diagram
Print Residuals
End of Problem





Definition

Scandinavia¹ : ¹ The term Scandinavia is commonly used for Denmark, Norway and Sweden, while the term Nordic countries is used unambiguously for Denmark, Norway, Sweden, Finland, and Iceland, including their associated territories (Greenland, the Faroe Islands, and the Åland Islands) Scandinavia can thus be considered a subset of the Nordic countries (Mapes, 2017)

The Statistic of Norway² : ² Generally, the retirement age in Norway starts at the age of 67 except in some occupations. In term of ageing, the people with the age 65 and over are considered to be ageing population (www.ssb.no). However, "the senior" is tourism industry generally consider the people at age 55 years and over as well as the data base of senior tourists from the Tourism Authority of Thailand (TAT).

MICE³ : ³ The term "MICE" in the context of travel is an acronym for meetings, incentives, conferences, and exhibitions. The MICE market refers to a specialized niche of group tourism dedicated to planning, booking, and facilitating conferences, seminars, and other events, which is a big moneymaker in the travel industry.(Figueroa, 2018)

OTA⁴ : ⁴ Online Travel Agents (OTAs) are third party booking websites, such as Expedia and Priceline, which offer travelers an easy-to-search database of travel providers. They also offer the opportunity to book their travel arrangements directly from their sites (Feinstein, 2018).

Biography

Name	Ubolphan Kanjananont Kvarme
Date of birth	15 December 1974
Place of birth	Bangkok, Thailand
Education background	Chiang Mai University, Bachelor of Economics, 1994 Kasetsart University Master of Science in Agricultural and Resource Economics, 2006 Rangsit University Doctor of Business Administration, 2018
Address	Holmestrand, Norway
Email Address	ubolphan@anyavee.com
Place of work	Anyavee Resort Group Thailand
Work position	Nordic Overseas Sales Representative

