

# INFLUENCE OF TOURIST MOTIVATION AND PERSONAL CIRCUMSTANCE ON DECISION MAKING TRAVEL IN BANGKOK THAILAND

Yu NI<sup>1</sup> and Pratin KHANTONG<sup>1</sup>

<sup>1</sup> Faculty of Business Administration, Pathumthani University, Thailand;  
674946762@qq.com (Y. N.); pratin.k@ptu.ac.th (P. K.)

## ARTICLE HISTORY

**Received:** 19 September 2024    **Revised:** 3 October 2024    **Published:** 17 October 2024

## ABSTRACT

The objectives of this study were 1) to study the key motivating factors influencing Chongqing Chinese visitors making decision to select Bangkok, Thailand, and 2) to study the personal circumstance factors influencing Chongqing Chinese visitors making decision to select Bangkok, Thailand. This study was quantitative research. The population in the total population in Chongqing was 80.4 million people. The sample size was 500 employees determined by sample size determination formula. The research instrument was a 5-rating scale questionnaire. Statistics frequency, percentage, and mean. The research results revealed that 1) the key motivating factors influencing Chongqing Chinese visitors making decision are appealing publicity, pleasant local people, convenient and affordable lodging, and the presence of Buddhism. 2) there was a significant relationship between personal circumstance and destination choice, but the affordability factor, such as differences in monthly income, was less significant.

**Keywords:** Tourism Motivation, Tourism Satisfaction, Tourism Loyalty, Jiangsu Chinese tourists

**CITATION INFORMATION:** Ni, Y., & Khantong, P. (2024). Influence of Tourist Motivation and Personal Circumstance on Decision Making Travel in Bangkok Thailand. *Procedia of Multidisciplinary Research*, 2(10), 57.

## INTRODUCTION

The Introduction of the thesis examines the significant impact of tourism on Thailand's economy, with a particular emphasis on Bangkok as a major hub for international visitors. Thailand boasts a variety of natural landscapes, a deep cultural heritage, and lively tourist attractions, establishing itself as a prominent destination for global tourism. Bangkok, the capital and cultural center of the nation, is notable for its political, economic, and cultural importance, presenting a unique combination of historical sites, contemporary infrastructure, and rich Buddhist traditions.

Thailand, recognized as a leading tourist destination globally, experienced a significant downturn in international travel and tourism revenues due to the COVID-19 pandemic, resulting in a notable decrease in its contribution to the nation's Gross Domestic Product (GDP). In 2021, the tourism sector in Thailand experienced a notable decline in its economic contribution compared to prior years, largely as a result of travel restrictions imposed due to the pandemic.

As international borders started to reopen, the Tourism Authority of Thailand implemented proactive strategies to rejuvenate the industry by encouraging both international and domestic tourism. Domestic travel emerged as a crucial element in supporting the industry throughout the pandemic. Bangkok remains a focal point for both domestic and international visitors, attributed to its developed infrastructure, cultural depth, and extensive global connections.

In March 2023, the Thai government introduced a visa exemption program for Chinese tourists to enhance the influx of visitors from China. The objective set by the government is to draw in 8 million tourists from China by year-end. The elimination of visa restrictions has led to a notable rise in travel interest from China, as indicated by a surge in online searches for Thailand as a preferred travel destination. Historically, a substantial segment of Thailand's international visitors comprised Chinese tourists, who played a crucial role in bolstering the country's tourism revenues prior to the pandemic. In 2019, more than 11 million tourists from China traveled to Thailand, accounting for approximately 28% of all international arrivals. The reintroduction of visa exemptions for Chinese visitors is anticipated to boost tourism recovery and enhance economic connections between China and Thailand.

Bangkok continues to be a compelling destination for visitors from China, especially individuals from Chongqing, who are captivated by its lively markets, famous culinary offerings, and deep-rooted Buddhist cultural traditions. The city's attractiveness is further enhanced by its affordability and diverse range of accommodations, ensuring it is accessible to a wide demographic of visitors. Nevertheless, the pandemic has altered the dynamics of global tourism, as safety, health regulations, and affordability have emerged as crucial factors for travelers when selecting a destination.

The study highlights the significance of comprehending the motivational elements and individual situations that influence travel choices among tourists from Chongqing, China. This investigation aims to reveal the reasons behind Bangkok's status as a preferred destination for Chinese travelers and to identify ways the city can improve its attractiveness. This comprehension is crucial for managing destinations, marketing tourism, and formulating sustainable tourism strategies that address the evolving needs and preferences of Chinese tourists in the aftermath of the pandemic.

In summary, the introduction establishes the foundation for the study by emphasizing the pivotal role of tourism in Thailand's economic recovery initiatives and the strategic significance of drawing Chinese tourists, especially from Chongqing. The study aims to provide valuable insights by examining both tourist motivation and personal circumstances, which can assist the Thai tourism industry in customizing its offerings to align with the needs of this crucial tourist segment, ultimately enhancing visitor satisfaction and loyalty.

## LITERATURE REVIEWS

The Literature Review section of the thesis explores key theories and research related to tourist motivation, personal circumstances, and decision-making in the context of tourism. It focuses on understanding the behavior of Chongqing Chinese tourists when choosing Bangkok, Thailand, as their destination. The review is structured into several parts, examining both theoretical frameworks and previous studies relevant to the research objectives.

### 1) Theories of Motivation

The literature discusses various theories of motivation that explain why people travel and what influences their decision-making process. Motivation is defined as the driving force behind human behavior, with key theories including:

Maslow's Hierarchy of Needs, which categorizes human needs into physiological, safety, social, esteem, and self-actualization levels, all of which can influence travel motivations.

Iso-Ahola's Motivation Theory, which identifies personal and interpersonal motivations, such as the need to escape everyday life and seek novel experiences, as key factors in tourism.

Push and Pull Factors: Push factors are internal drivers (e.g., desire for relaxation, adventure, or learning) that push individuals to travel, while pull factors are external elements (e.g., destination appeal, cultural attractions, or affordability) that attract tourists to specific locations. For Chongqing Chinese tourists, push factors may include the desire to escape stress or learn about different cultures, while pull factors include Bangkok's affordability, cultural heritage, and unique experiences.

### 2) Theories of Personal Circumstances

The concept of personal circumstances encompasses various factors that influence individuals' travel decisions, including financial status, educational background, health, family responsibilities, and cultural openness. The review highlights how these factors shape tourists' ability and willingness to travel. For instance:

Economic factors, such as income level, affect tourists' ability to afford travel.

Health concerns and safety play significant roles in travel decision-making, especially in the context of the COVID-19 pandemic.

Cultural acceptance: Tourists' willingness to engage with and experience different cultures also influences their destination choices. For example, Chongqing Chinese tourists may be drawn to Thailand due to shared cultural values and Buddhist traditions.

### 3) Decision-Making Theories

Decision-making in tourism is influenced by a combination of motivational factors and personal circumstances. The dual-process theory of decision-making categorizes decisions into System 1 (fast, intuitive decisions based on emotions) and System 2 (slow, deliberate decisions based on logic). In tourism, System 1 decisions might be influenced by immediate emotional responses to a destination's appeal, while System 2 decisions consider practical factors like cost, travel logistics, and safety.

Bayesian Decision Theory is also discussed, which models decision-making as a probabilistic process, where individuals update their choices based on new information or experiences. This approach helps explain how tourists evaluate destinations based on past experiences or reviews and adjust their decisions accordingly.

### 4) About Chongqing Chinese Tourists

The literature emphasizes the specific characteristics of Chongqing Chinese tourists, noting that they come from an economically prosperous region of China with a rich cultural heritage. Chongqing, as a highly populated and developed province, contributes a significant number of outbound tourists to global destinations, including Bangkok. These tourists may have distinct preferences based on their socio-economic background, educational level, and exposure to global cultures. Understanding their motivations and behaviors is critical for targeting this market segment effectively.

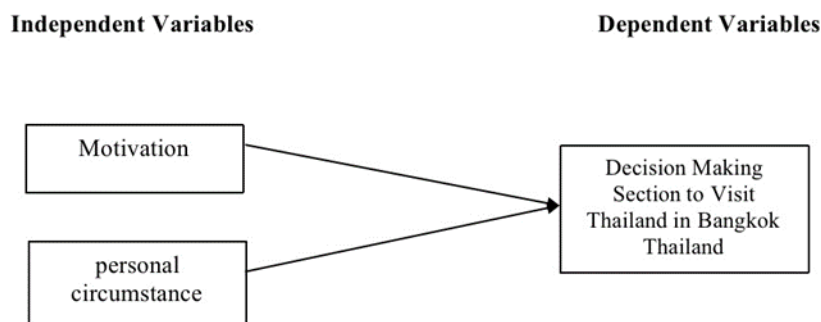
## 5) Related Research

The review includes several studies on Chinese tourists' motivations and behaviors in international tourism, particularly focusing on outbound tourism from China. Research by Zhou Huiling and Xu Chunxiao (2011) on Chinese outbound tourists' perceptions of destinations highlights that Chinese tourists often base their travel decisions on factors like cultural similarity, affordability, and destination image. Other studies, such as those by Li Biyuan (2012), have explored how government policies, visa regulations, and diplomatic relations between China and destination countries influence Chinese tourists' travel behaviors. Additionally, research on the push and pull factors in tourism highlights that tourists from different regions have varying motivations. For example, studies have shown that Chinese tourists are often motivated by cultural experiences, shopping opportunities, and affordability when choosing destinations like Bangkok. Research also shows that destination image plays a critical role in tourists' decision-making processes, as positive perceptions of safety, accessibility, and cultural attractions increase the likelihood of destination selection.

## 6) Conceptual Framework

Based on the literature, the thesis develops a conceptual framework that links tourist motivation, personal circumstances, and decision-making. The framework illustrates how push factors (e.g., desire for relaxation or cultural enrichment) and pull factors (e.g., Bangkok's affordability and unique attractions) interact with personal circumstances (e.g., income, age, health) to influence travel decisions. This framework guides the research design and analysis, focusing on how these variables shape the preferences and behaviors of Chongqing Chinese tourists when selecting Bangkok as a destination.

The literature review lays the theoretical groundwork for understanding the factors that influence tourist motivation and decision-making. It emphasizes the importance of push and pull factors, the impact of personal circumstances, and the role of destination image in shaping tourists' travel behaviors. By focusing on Chongqing Chinese tourists, the review sets the stage for exploring how these factors specifically affect their decision to visit Bangkok, Thailand, and provides insights that can help destination marketers and tourism planners better cater to this important tourist segment.



**Figure 1** Conceptual Framework

## RESEARCH METHODOLOGY

### Population and sample Group

The total population in Chongqing was 80.4 million people and this research adopts convenient method which is non-probability as sampling method. The sample size was 500 based on sample size determination formula. According to the 2023 adjustment,  $P = 0.031$ ,  $Q = 0.969$ , the 99% confidence level corresponds to  $z = 2.576$ ,  $e = 2\%$

### Research Instruments

Study, the researchers developed the questionnaire to be two parts. Part one is general information and demographic data. Part two is Measuring Variables, which researcher applied 5 Likert scale for the question.

- 1 Strongly disagree
- 2 Disagree
- 3 Neither agree nor disagree
- 4 Agree
- 5 Strongly agree

The research will use 5-point Likert scale.

The statistics were shown in the following tables in each topic, with the mean of every item. A sample is defined as the subset of the given population. Also, the sample size is denoted by  $n$ . The weighted average ( $\bar{x}$ ) is an average in which each observation in the data set is assigned or multiplied by a weight before summing to a single average value ( $\bar{x} = \text{weight} \times \text{score}$ ).

### Data Collection

This research takes Chongqing Chinese tourists in Bangkok as the investigation object, invites tourists to take the questionnaire by using the random interception method. At the same time, in order to facilitate the communication with the interviewees, I asked Chinese friends to be my research assistants, and we sent out these questionnaires in three main tourist attractions of Chongqing Chinese tourists. The questionnaires were distributed between September and December 2023. The period covered a time when holiday was scheduled. A total of 500 questionnaires were sent out and 194 valid questionnaires were completed (Some of the respondents did not fill out the basic information). The response rate of this questionnaire is 97%, which is quite reasonable for this type of survey. The profile of respondents is detailed in the results section.

### Data Analysis and Statistics

The weighted average ( $\bar{x}$ ) is an average in which each observation in the data set is assigned or multiplied by a weight before summing to a single average value ( $\bar{x} = \text{weight} \times \text{score}$ ).

## RESEARCH RESULTS

The Research Results section of the thesis provides a detailed analysis of the findings from the study on the tourism motivations and personal circumstances of Chongqing Chinese tourists visiting Bangkok, Thailand. The results are presented in several parts, including demographic analysis, an examination of push and pull factors influencing travel motivations, and the role of personal circumstances in travel decision-making.

### 1) Demographic Analysis

The demographic characteristics of the 500 respondents highlight key trends among Chongqing Chinese tourists visiting Bangkok. The majority of respondents were female (58.24%), and nearly half (48.45%) were aged 25-34, indicating that younger travelers dominate this market. A significant portion (54.64%) had undergraduate degrees, and most had a monthly income of 8,001 Yuan or more (36.60%).

Most tourists visited Bangkok 1-3 times (91.24%), and the majority stayed for 4-6 days (46.39%). These demographic trends suggest that the typical Chongqing tourist in Bangkok is a young, educated individual with a mid-to-high income, visiting the city for short leisure trips.

### 2) Tourism Motivation: Push and Pull Factors

The study used a 5-point Likert scale to measure push (internal) and pull (external) motivation factors that influence tourists' decisions to visit Bangkok.

Push Factors

The highest-rated push factor was “Desire to learn about the site’s folk customs” with a mean score of 4.16, indicating strong interest among Chongqing Chinese tourists in experiencing Thailand's local culture.

Other key push factors included “Need a break and relax” ( $M = 4.08$ ) and “Experiencing new or different lifestyles” ( $M = 4.08$ ), showing that many tourists seek relaxation and new cultural experiences in Bangkok.

The lowest-rated push factor was “Visiting relatives or friends” ( $M = 2.36$ ), which reflects that most tourists do not travel to Bangkok for social connections or family visits.

#### **Pull Factors**

The most significant pull factors were “Delicious food” ( $M = 3.85$ ), “Friendly local people” ( $M = 3.83$ ), and “Buddhism” ( $M = 3.79$ ). These factors suggest that Chinese tourists are highly attracted to Bangkok’s culinary offerings, the hospitality of the locals, and the presence of Buddhist culture.

The “Developed metropolis” factor received the lowest score ( $M = 3.16$ ), indicating that Chongqing tourists do not view Bangkok as a highly developed urban center, likely due to issues like traffic congestion and inadequate infrastructure.

### **3) Personal Circumstances**

The study explored how personal circumstances, such as gender, age, education level, and income, affect tourists' decision-making.

**Gender:** Female tourists were more likely to have visited Bangkok than male tourists, possibly due to women being more attracted to the natural beauty, shopping, and relaxing atmosphere of the city.

**Age:** Tourists aged 25-34 were the most likely to visit Bangkok, while older tourists (45-54) and younger ones (18-24) were less inclined to visit, possibly due to health concerns for older travelers and different preferences for younger ones.

**Education Level:** Respondents with undergraduate degrees showed a higher likelihood of visiting Bangkok, likely due to their openness to exploring different cultures.

**Income:** Higher-income tourists (earning more than 8,001 Yuan per month) were more likely to visit Bangkok, demonstrating that affordability and disposable income play important roles in travel decisions.

### **4) Tourism Decision-Making**

The study also analyzed decision-making variables based on three key factors:

Bangkok as a cost-effective destination ( $M = 3.98$ ) was highly rated, suggesting that the city’s affordability is a major attraction.

Variety of Thai and international food ( $M = 3.87$ ) was another significant factor, highlighting the appeal of Bangkok’s diverse culinary scene.

Quality of infrastructure ( $M = 3.67$ ) was rated lower, indicating that while tourists appreciate the city’s offerings, there are concerns about the infrastructure, such as traffic and public transport issues.

## **DISCUSSION & CONCLUSION**

### **Discussion**

The study revealed several important insights into the travel behaviors of Chongqing Chinese tourists, particularly their motivations and personal circumstances. The key findings highlight the following points:

#### **1) Push and Pull Factors in Tourist Motivation**

The research demonstrated that both push (internal motivations) and pull (external destination factors) significantly influence tourists’ decision-making. The top push factors include the desire to learn about local customs, experience new lifestyles, and relax. This suggests that

Chongqing tourists are particularly drawn to cultural immersion and novel experiences when choosing a destination like Bangkok.

On the other hand, the main pull factors were the appeal of delicious food, friendly local people, and Buddhism. Bangkok's vibrant street food culture, affordability, and its status as a Buddhist cultural hub make it especially attractive to Chinese tourists. These pull factors reinforce the notion that tourists are motivated by both tangible experiences (such as food and cultural attractions) and intangible factors (like the warmth and hospitality of the locals).

## 2) Influence of Personal Circumstances

The study found that personal circumstances, including age, income, and education, significantly shape the decision-making process. Younger tourists (aged 25-34) and those with higher levels of education (undergraduates and above) are more likely to visit Bangkok, as they are open to cultural exploration and new experiences. Income also plays a crucial role, as tourists with higher income levels are more inclined to travel, while those with lower income may not consider international travel to Bangkok as affordable.

This underscores the importance of economic factors in shaping travel behaviors. However, the study also noted that affordability of Bangkok as a travel destination was a key driver for many tourists, indicating that budget-conscious travelers still find the city accessible.

## 3) Tourism Satisfaction and Decision-Making

The research further showed that tourism satisfaction is closely linked to loyalty and decision-making. Tourists who are satisfied with their experiences in Bangkok—particularly in terms of cultural attractions, food, and affordability—are more likely to return and recommend the destination to others. Despite some concerns over infrastructure and traffic congestion, the overall satisfaction levels were high, which enhances the likelihood of repeat visits and positive word-of-mouth promotion.

This finding is consistent with previous research that shows tourist satisfaction is a strong predictor of destination loyalty. Satisfied tourists are more likely to become loyal visitors, and they play a vital role in promoting the destination within their social circles.

## 4) Strategic Insights for Tourism Marketing

The study provides important insights for tourism marketers and policymakers in Thailand. Given that cultural attractions, food experiences, and affordability are key motivators, tourism campaigns should focus on promoting Bangkok's unique cultural identity, its affordable offerings, and its welcoming atmosphere. Enhancing destination marketing to better communicate these pull factors can increase Bangkok's appeal to potential Chinese tourists, particularly those from Chongqing.

Additionally, addressing some of the challenges tourists face, such as infrastructure issues and the availability of services in Mandarin, would further improve visitor satisfaction and boost repeat visits. By catering to the specific needs and preferences of Chinese tourists, Bangkok can strengthen its position as a leading destination for Chinese travelers.

## Conclusion

The Conclusion summarizes the key findings of the research and highlights their broader implications for tourism development in Bangkok.

### 1) Key Findings

The study confirms that both tourist motivation (push and pull factors) and personal circumstances significantly influence the decision-making process for Chongqing Chinese tourists visiting Bangkok.

Cultural attractions, local customs, and affordability are strong motivators, while personal factors like income, education, and age shape the willingness to travel.

High levels of satisfaction with Bangkok's food, cultural experiences, and affordability contribute to loyalty and the likelihood of repeat visits.

### 2) Implications for Tourism Stakeholders

For tourism stakeholders in Bangkok, these findings suggest several actionable recommendations:

**Promote Cultural Experiences:** Emphasize Bangkok's rich cultural heritage, Buddhist sites, and local customs in marketing campaigns to attract culturally curious tourists from Chongqing.

**Enhance Affordability:** Maintain competitive pricing for accommodation, food, and experiences to appeal to both budget-conscious and mid-range tourists.

**Improve Infrastructure:** Address concerns related to public transportation, traffic congestion, and accessibility to enhance the overall travel experience.

**Cater to Chinese Tourists:** Provide more Mandarin-language services, including signage, guides, and digital content, to improve communication and convenience for Chinese visitors.

### 3) Recommendations for Future Research

The study opens avenues for future research, including exploring the long-term impacts of travel motivations on repeat visits and loyalty. Further studies could also investigate how emerging trends like digital marketing, influencer engagement, and social media reviews influence the travel decisions of Chinese tourists.

In conclusion, this research provides valuable insights into the motivations and circumstances influencing Chinese tourists' travel decisions to Bangkok. By understanding and catering to these factors, Bangkok's tourism sector can continue to grow and thrive, attracting a diverse range of international visitors and enhancing the overall visitor experience. The findings serve as a guide for developing strategic marketing efforts and destination management practices that align with the preferences of this key tourist segment.

## REFERENCES

- Amonhaemanon, D., & Amornhaymanon, L. (2015). Mainland Chinese tourist behavior and motivations: Evidence from two destinations in Southern Thailand. *Proceedings of 12th Asian Business Research Conference*.
- Armario, E. M. (2008). Tourist satisfaction: an analysis of its antecedents. In *Universidad, Sociedad y Mercados Globales* (pp. 367-382). Asociación Española de Dirección y Economía de la Empresa (AEDEM).
- Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of tourism research*, 27(3), 785-804.
- Correia, A., Kozak, M., & Ferradeira, J. (2013). From tourist motivations to tourist satisfaction. *International journal of culture, tourism and hospitality research*, 7(4), 411-424.
- Huang, S., Shen, Y., & Choi, C. (2015). The effects of motivation, satisfaction and perceived value on tourist recommendation. *2015 TTRA International Conference*.
- Lin, C. J. (2014). Chinese tourists in Taiwan: Motivation and satisfaction. *World Journal of Management*, 5(1), 20-35.
- Meng, F., Tepanon, Y., & Uysal, M. (2008). Measuring tourist satisfaction by attribute and motivation: The case of a nature-based resort. *Journal of vacation marketing*, 14(1), 41-56.
- Neuts, B., Romão, J., Van Leeuwen, E., & Nijkamp, P. (2013). Describing the relationships between tourist satisfaction and destination loyalty in a segmented and digitalized market. *Tourism Economics*, 19(5), 987-1004.
- Ross, E. L. D., & Iso-Ahola, S. E. (1991). Sightseeing tourists' motivation and satisfaction. *Annals of tourism research*, 18(2), 226-237.

**Data Availability Statement:** The raw data supporting the conclusions of this article will be made available by the authors, without undue reservation.



**Conflicts of Interest:** The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

**Publisher's Note:** All claims expressed in this article are solely those of the authors and do not necessarily represent those of their affiliated organizations, or those of the publisher, the editors and the reviewers. Any product that may be evaluated in this article, or claim that may be made by its manufacturer, is not guaranteed or endorsed by the publisher.



**Copyright:** © 2024 by the authors. This is a fully open-access article distributed under the terms of the Attribution-NonCommercial-NoDerivatives 4.0 International (CC BY-NC-ND 4.0).