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Towards an Understanding of Long Stay Motivation

Case of Swedish Tourists in Thailand

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ABSTRACT

This paper provides a comprehensive understanding the Swedish long stay tourism in Thailand. The motivation approach was the main approach to this research through highlighting the major push and pull factors. The participation involved the total of 120 respondents. To enhance the analysis of the data, both qualitative and quantitative research approaches were employed. The total push factors that were identified were 16 while 17 pull factors were highlighted in the first stage of qualitative where input were later utilized to create a questionnaire to test the data empirically through quantitative approach. This resulted to the introduction of the factor analysis through which the push and pull factors were established in categories. Through this process, the major push and pull factors with the highest motivation were highlighted. The major push factors that are established by this study as the most influential include the desire of slow pace life, the desire for relax and carefree life, and the need for visiting the local people in Thailand. The research also highlights various major pull factors behind influence to the tourist activities which are inclusive of the relaxation atmosphere, Great food, the friendliness of local people together with the positiveness of the local people. This study answered the major research questions which are the push and pull factors to motivation in relation to Swedish long stay tourist, the causal relationship between motivation push and pull and how the social demographic factors attributes are affected by the push and pull factors of Swedish long stay tourism. In addition, the paper also treats the push and pulls motivations as multidimensional concept and determined correspondence of this concept with trinity motivation model.

Key words: Social demographic, Motivation, Pull, Push, long stay, tourist, tourism, trinity model

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1 INTRODUCTION

In the current focus which has been driven towards ensuring a development that is globally sustainable, the main push has been aimed at developing the tourism in three major dimensions. There is first the roaming need to ensure that the environment and natural resources is developed, there has secondly been the need to ensure that the tourism market is studied on the continuous basis and lastly the need to ensure that the human resources are developed. Based on these three major dimensions, the development that has been emphasized on is that of establishing a different type of tourism aimed at responding to the highlighted needs together with replacing the mass tourism that is already existing (Sarobon, 2004). Although the knowledge acquired in this area is respected, there has been much research with an aim of fully understanding the tourist experience nature psychologically. A set of questions that are unanswered have recently been identified by Mannell and Ahola (1987) with a major perception targeting the tourist motives. There is also a related question in regards to the type of experience by the tourist through which a similarity and difference may be promoted based on the motivation.

To enhance the tourism development, the importance of motivation cannot be undermined because without this, there would not be the travelling need or interest. Consider; Haemoon (2008) highlights that the reason for people travelling is because of the pull as well as the push motivation forces and attributed of the destination. Therefore, the factors of pull or push make people to have the travelling motivation to a specific destination. People have not started traveling just the other day based on the fact that the history has been characterized by people travelling for many years. When it comes to traveling, there is usually individual motivation in people which includes the desire to travel, shop, exploration and learning from other people's tradition and culture (Bushel and Anderson, 2009).

Long stay tourism has been perceived to be an alternative type of tourism based on its focus on various exchanges between the tourists who are the guests on visits and the people in the local area who are perceived to be the hosts (Williams & Michael, 2002; Yamashita, 2002). According to Long stay Tourism (2002), a long stay period is that which exceeds one month. In addition to this period for one to be referred to as a long stay tourist, there are also some

restrictions based on the fact that long stay is limited to a minimum of fifty years of age according to the ministry of Thailand Foreigner (2010). Thailand has for a long time remained a Swedish tourist's destination with these tourists expressing various reasons to justify their desire to this region among other global tourist destinations. This attraction to Thailand has not come from Sweden alone but also from various European leading nations resulting to tourism playing a major role in this nation's economy going on an upturn (European event, 2010). To enhance increase in competitiveness, Thailand has explored and enhanced its values which are idiosyncratic and intrinsic for maximization of tourist satisfaction (Rittichainuwat, 2007). The selection of Sweden long stay tourism for this study has mainly been due to its tread of growth in the recent years which is worth study. Sweden also possesses unique long stay tourism characteristics which this study aimed at establishing. The recent years have denoted a steady increase in the Swedish visitors to Thailand who are either paying visits to relatives or friends and retirees (Bushell & Anderson, 2009).

Thailand has been established as one of the most preferred tourism destination by the Swedish long stay tourists. The number of tourist expressing interest in Thailand is enormous, with this destination being marked as a relaxation "new heaven" (Fornell, 1992). Thailand nowadays has tourism strengths with numerous Tambons which have resources that are tourism based such as island, sea, mountains and waterfalls among many others. In addition, there are various tourism resources and other resources that are based on the culture (Thai Tourism Research, 2005). Many tourists who visit Thailand repeatedly are attracted by various types of tourist activities, natural resources, kindness and friendliness of the people in this locality. Based on the statistics, each year marks an increase in the average revenue together with the number of tourists visiting these areas (WTO, 2003).

According to the records from the Immigration Office (2008), there are numerous tourists not only from Sweden but also from other regions in the world who have expressed the interest of having their visas extended as long stay tourists with this tread being projected to have a likelihood of increasing. In the year 2006, 500 tourists expressed the interest of having their visas extended in order to become long stay tourists. During the year 2007, there was an increase in this number to 689 and during the onset of the year 2008, the number of tourists that wanted their visas extended totaled to 430 (Immigration office, 2008).

The trend in global long stay tourism has been on an increase. During the year 2007, Europe is where majority of the tourists with long stay interest came from. Sweden was among the top five countries with 5.2 % among others which were United States (9 %), England (6.9 %), Germany (8 %) and France which had 5 % (TAT, 2004). This has been based on various reasons (WTO, 2003). More employees are taking early retirement with an aim of enjoying their old age while still physically fit. This craze has not only established its roots in Thailand but also in many countries where the early retirement has taken a new dimension. The tourism destinations are also increasing. According to the WTO (2003), most of the retired people express interest in travelling at their old age and experiencing an environment that is completely different from their home country. At this age, the responsibilities are at the minimal level therefore favoring the decision to travel out of their home for a long time period. This trend has however not been perceived to have any significant impact on the level of population. Buhalis (2000) notes that this is a small proportion of the total population with the majority of the population being at the working age, which does not form part of the long stay tourists.

Long stay tourism is not a recent trend (Chantarasuwan, 2003), but rather it is a practice that has been there for a long period of time. The reason for this practice not being widely researched on is based on the fact that under the general tourism, there has not been categorization of the tourism based on the period of stay (Chantarasuwan, 2003). WTO (2003) adds to this reason by noting that most of the past studies have dwelt on general tourism. Convivially, this study examined the Swedish long stay tourism in Thailand and the conclusion was based on a comprehensive understanding of this type of tourism from various perspectives. The push and pull factors are utilized in the analysis of the travel motivation of the Swedish tourism to Thailand. One of the major challenges in this research is the limited number of researches that have earlier been conducted in this area on long stay tourism. We hope that the study findings will contribute to the already existing literature on tourism through provision of new evidence which will result to a better understanding of the motivation of the travelers and the attributes in a social demographic manner.

The disposition of the paper commences by introducing objective and four research questions that are derived from careful theoretical revision. Later, the paper throws light on the research methodology. Here, it involves discussion of data collection, research methods and

research strategies that highlights the utilization of both qualitative and quantitative approach. Next, theoretical reviews are conferred. Later, data analysis and discussion are highlighted which begins by discussion of qualitative results follows by results from quantitative research approach that answers each research questions respectively. Finally, the paper induces conclusion that includes limitations and further research recommendation.

2 OBJECTIVES

2.1 The research objective

The topic of this thesis focuses on understanding the Swedish long stay tourism in Thailand based on motivation. It pursues following objectives.

1. To study the Swedish tourism push and pull factors in Thailand in relation to long stay tourism
2. To treat push and pull motivation as multidimensional concept and determine the correspondence of push and pull motivations of Swedish long stay tourists in Thailand to the trinity motivation model.

2.2 The research questions

In response to careful theoretical reviews and research objectives, followings research questions are developed.

1. What are the push and pull factors for Swedish long stay tourism in Thailand?
2. Which are the critical push and pull factors in relation to motivation connected to the Swedish long stay tourists in Thailand?
3. Is there a causal relationship between the push and pull motivation?
4. How the social demographic attributes are affected by the push and pull factors of the Swedish long stay tourism in Thailand?

3 RESEARCH METHODOLOGY

The topic for the research is the study of the Swedish long stay tourists in Thailand. In this chapter, the methodology is described together with the study design of the procedure in the survey. This research was enhanced through gathering of both primary and secondary data within the period that was provided for this research. To enhance this, various techniques were used with an aim of achieving the objectives that formed the basis for the research. For the Swedish tourists that were targeted to provide the relevant information to the questionnaire (those that fall in the category of more than 50 years and having been long stay tourists in Thailand for a period of not less than one month within the last 24 months), the researcher used the methods of systematic random sampling and snowball sampling.

3.1 Data collection

3.1.1 The primary data collection

Data collection consisted of two stages conducted from the period of 1st August, 2010 to 30th April, 2011. The first stage is qualitative face to face interviews. In this stage, data from qualitative interviews are used as input to design questionnaire in quantitative method (Fisher, 2007). Questionnaires were distributed by the researcher together with interviews to various individuals (those that fall in the category of more than 50 years and having been long stay tourists in Thailand for a period of not less than one month within the last 24 months) . Information was requested by the researcher in relation to the long stay tourism in Thailand. For the primary data collection, there was understanding of the research population coupled with carefully selecting the methods that were appropriate.

3.1.2 Secondary data collection

The secondary data sources were examined by the researcher from other sources of documents which was inclusive of the literature review, the annual reports, the electronic media, journals, books, internet, together with other researches that were found to be of relevance in order to obtain the information on the long stay Swedish tourism in Thailand. This involved the search of detailed literature on the long stay tourism understanding from the Thailand authority, the long stay tourism components and the outcome situation as well as the current overview and

the trends of travel. Detailed literature was aimed at ensuring that the background information on Swedish long stay tourism in Thailand was capable of touching on the areas that the research questions were aimed at addressing ; information that is fully reflective of long stay tourism situation in this country.

3.2 The research methods

In consideration of the diversity in the survey sample, there is need to include various methods of sampling as it is argued to enhance the maximization of the possibility of sampled group being reflective of the whole population. However, random sampling is highly scored in terms of accuracy and therefore the researcher singled out this approach aimed at collecting the research data containing qualitative and quantitative aspect. The use of qualitative and quantitative methods of data collection is based on the fact that this is a research method that is most commonly used with the use varying in different ways of collecting and analyzing the data (Saunders et al., 2009). Hence, this research incorporated a mixed approach of the qualitative and quantitative data.

3.2.1 Qualitative research

The main reason behind collection of the qualitative data is to enhance the researcher acquire the needs and feels that are basic before proceeding with the study analysis. Through the qualitative method, there is narrative description as opposed to the statistical table use (Silverman, 2006). Therefore, the research employs the approach of qualitative research in order to understand the long stay meaning. Based on this understanding, the qualitative approach first stage is applied in understanding the concept of long stay from the tourism coming from Sweden with a restriction being to those above the age of 50 years as par the Thailand foreign ministry requirements. The long stay study is restricted to those tourists that have stayed in the foreign country as tourists for a period exceeding one month within the last 24 months. This study was aimed at understanding the in-depth approach of the people based on their perspectives. Aaker et al. (1997) highlights this as data collection on those things that cannot be directly measured and observed such as thinking, behavior and feelings. Finally, the interview data results are used to test and support additional features. According to Flick (2009), the in-depth interview to the individuals is conducted with the respondent through the approach of face to face. Veal (1997)

highlights that interviews may range from one hour to several hours in most cases. Therefore, through this interview, the freedom is to be given to what has to be said without any timing interruption since a maximum freedom is given to respondents for responding.

However, it is perceived that the qualitative approach has some limitations based on the fact that in some cases, there is a strong influence to the assumption by the individual perspectives and attributes of researcher. Although the flexible qualitative method is perceived to be innovative, it is otherwise also seen as simply insufficient structure. According to Weinreich (2010), the collection and analysis of the data may have a possibility of having labor intensity coupled with taking a lot of time. These limitations have been considered in this study.

3.2.2 Quantitative research

This is according to Saunders et al., (2009) based on the collection of the data such as the experiment, questionnaire as well as surveys in which numerical data is contained. This approach is perceived to be more “real” when compared to the qualitative approach based on the fact that more statistics study and survey is involved. This is based on the fact that through quantitative research, a random sample selection is required from the population coupled with randomly assigning the sample to various groups of study. From the random sampling results, there is a high likelihood of generalizing the whole population. However, this may have the possibility of making the random selection to consume a lot of time (Cormack, 1992;Duffy, 1985). In addition, the data can be used in calculation of the relationship that exists between more than two variables. Through the quantitative research, the operational definitions are established at the social research initial steps. The major strong point of this method is that it can be used in producing data that is reliable and quantifiable and through which there can be a possibility of a large population being generalized.

Just like the qualitative approach, the quantitative research has some limitations which have to be taken into consideration before the process is incorporated in the study. Consider first the fact that the statistics are used by the people in supporting particular viewpoints with the numbers being accepted simply on the basis of accuracy without examination of the user in the concept of “who” and “why”. According to Best (2001), if the dataset collected is too narrow, it will consequently result in even narrower definition of the results of the statistics thus failing to recognize the problem. This means that there will be a limitation of the results based on the fact

that they contain descriptions that are numerical instead of details narrative coupled with the provision of human accounts that are less elaborate. In addition, there might be a possibility of the current answers not reflecting the real feelings of the people in relation to the subject coupled with a likelihood of being just a match that is closest in some cases. However, all this depends on the size of the data and based on this, the processing effectiveness forms the basis of the limitations.

3.3 The research strategies

3.3.1 The qualitative phase

Based on the fact that there are some limitations in both qualitative and quantitative approaches, a combination of both is utilized in this research with an aim of ensuring that they are able to complement each other coupled with overcoming these limitations. There were two stages of data collection and in the first stage in which the approach was qualitative; there were in-depth interviews that were conducted in English with sample size of 20 Swedish tourists who had in the recent period experienced long stay in Thailand. The period for each interview was scheduled at an average of 60 minutes through audio taping. There was also use of semi structured discussion guide. In order to identify the aspects of motivation, the questions that were used were open ended and these questions were based on two topics which were; (1) the motivation of long stay in Thailand in which the questions that were used included their long stay needs and the influential factors (2) the Swedish tourists satisfaction following their experience of long stay and in relation to this topic, the respondents were asked to highlight the experiences that they perceived as the best and those that were worst. There was a recording of the responses that were received from the interviews with the answers that were most frequent and uniquely approached being highlighted for the qualitative data collection results. This procedure was aimed at identifying the aspects of motivation that are fundamental coupled with having a broader understanding of the reasons why the specific answers were given by the respondents.

The respondents for the interview were selected through snowball sampling. This was carried out through first contacting a Thai girl with a husband whose origin is Sweden from the website Webbanthai-The Best Thai Community in Sweden (<http://www.thailandska.se/>). This

was followed by setting up of a face to face interview with the respondent. Many of the interviews took place through face to face interaction. However, for the respondents that could not be contacted for interview directly, interviews were set through the Skype VDO calling.

The respondents for the interview were also selected based on the profile. The respondents must be minimum of 50 years old, have long stayed in Thailand for at least one month within last 24 months and do not have jobs in Thailand. This was enhanced through first initially getting the respondents that had wives from Thailand. These respondents later referred us to other long stay colleagues who were in Thailand. These were the respondents with no wives from Thailand and with no relationship to this destination before their long stay visit. In some case, some respondents were also met at Thai temple in Eslöv, Sweden. This is based on the fact that these respondents undertake Buddhist religion and frequently visit the temple.

3.3.2 The quantitative phase

In this stage of collecting the data in which the quantitative approach was employed, there were face to face interviews and online questionnaire. Constructed questionnaire were used as the research tool. Because of the limited availability of time coupled with the need to maximize on reaching the respondents at their own convenience, the data collection took place throughout all the days of the week (week days and weekends). The data collection was anyway limited to a total of 106 respondents. To the respondents that were targeted, the qualification includes fulfilling the long stay tourist definition by the Thailand tourism authority. Based on the Thailand definition of long stay tourism, there was also restriction of the interviews to those tourists that are of more than 50 years, not employed in Thailand and who for the last 24 months have experienced a long stay in Thailand of not less than one month.

Analysis of the data

Various stages were employed in the data analysis. Firstly, there was the descriptive statistics analysis of the variables. Secondly, the factor analysis was carried out to enhance grouping the attributes from the factor results that were the result from qualitative approach. Through the incorporation of the technique of factor analysis, there is a reduction of the variables large number to set that is smaller through classification of these small variables. There was thirdly the use of the paired t-test to ensure comparison of the attributes mean groups. Finally,

the bivariate analysis was conducted to ensure that the correlation is determined between the demographic and motivation variable. Following includes the explanation of processes within quantitative approach.

Descriptive statistics: This involves the examination of the descriptive statistics such as the percentages and means in order to determine the tourist profiles information and determine the critical push and pull motivation factors in the respondents that were surveyed.

Factor analysis: Through the technique which is multivariate, the data matrix underlying structure is defined. Through the use of this approach, the number of attributes or variables is reduced into a smaller factor set.

The paired t-test: Through the use of the paired t-test, a single group two variables means are compared. Through this test, the value between two variables is compared for each case with the average differences being tested from zero. This study used the paired t-test in determining the pull and push mean differences in the Swedish tourist motivation factors.

Bivariate analysis: Through the bivariate variables, the relationships between pairs of variables are analyzed. The bivariate analysis is aimed at establishing the relationship of one variable to the other. The use of the bivariate analysis in this study was aimed at determining the motivation factors (push and pull) correlation with the Swedish tourist demographics.

The data validity: Validity is the indication of the degree to which the investigation construct is measured by an instrument. The validity of the content refers to the agreement that is substantive among the professionals that a scale appears to reflect accurately the measurement object in a logic way. Therefore in this study, the validity is contented to have been strengthened through the literature review.

4 THEORETICAL FRAMEWORK

4.1 Background of Long stay tourism

There are various areas that the literature for this research has been reviewed. However, the major area that has formed the basis for various studies is motivation to the tourists (Kozark & Rimmington, 2000). According to the World Tourism Organization (WTO, 2003), Thailand was reported to be the fourth country when it comes to the destinations that are most preferred by the tourists in Asia being headed by Malaysia, Hong Kong and China together with being the third when it comes to the benefits realization from tourism headed by Hong Kong and China. Because of the charm of Thailand, there are numerous Swedish tourists who after having paid a visit to this destination for the first time have expressed the strong desire to make another return for periods that are even longer (Yon & Uysal, 2005). This has been based the good return for their money (Laland & Bailey, 1999) which has motivated them to have the strong desire to make more visits (Bitner et al, 1990), with a strong wish to associate this destination with their home therefore referring to it as “the home away from home”. According to Urry (1990) large populations from Sweden are now living in Thailand based on the particular encouragement by the Swedish government allowing its citizens especially those that have already retired to living in Thailand where good life quality can be experienced together with good security, safety and living costs.

The experience in long stay tourism is defined by various factors amalgam characterized with complexity (Buhalis, 2000) which comprises of various components that are social (Swarbrooke, 2002), psychological, economic and emotional (Bowen, 2001). As a result of the tourist nature which has been perceived by Danaher and Mattson (1994) to be longitudinal, the redefinition of the tourist expectations has been continuous coupled with their change perception in the course of their stay (Vogt and Stewart, 1998). A process of judgment on the value has depended on the tourist responses (Parasuraman et al., 1985) which has been physical and emotional (Kozak and Ramington, 1998; Zaltman, 2003) and the factors enhancing motivation of

the tourists being influenced by the attraction to the destination (Deci, 1975; Swarbrooke, 2002; Lovelock et al, 2004).

According to the Thailand statistics on Tourism which were compiled in the year 2004, the total number of visitors that settled in Thailand for a period exceeding 30 days (not only from Sweden but from various countries) exceeded 500, 000. This denoted a 7 % increase from the previous year. Sweden was among the top markets for long stay among others which included United Kingdom, Japan, China, Germany and United states (TAT, 2004).

4.2 The motivation approach

Through the motivation, the driving force is impacted to the people therefore enabling them to have their needs satisfied (Deci, 1985). These needs include impulses, emotions and the cognitive processes whose structuring is aimed at defining the objective (Leiper, 2004; Gaesser, 2004). Motivation is noted to explain most of the behaviors of consumption in tourism (Haemoun, 2008). Based on this perception, understanding the behaviors of consumer is important in studying the variable of motivation (Dunn & Iso-Ahola, 1991). For a long time, understanding the travel importance has been recognized by the researches on tourism.

Among other interest factors that have formed the basis of studies by these researchers, Komin (1990) highlights the need to understand the attitude and motivation that drives the tourists to their destinations in order to enhance understanding and predicting the decisions of travel and tourists consumption behavior. Crompton and McKay (1997) likewise provide various explanations that are vital in understanding motivation. First, through understanding the motivations of the tourists, it will be possible to have products and services creation (Otto & Ritchie, 1996). In addition, through being satisfied with the experiences in tourism, Heung and Cheng (2000) note that there will be some influence to the tourist's initial motives. This is supported by Meng et al. (2008) who states that there is in addition the need to identify and prioritize the motives before understanding the processes of decision making by the tourists by the destination marketer.

In the context of tourism, Yoon and Uysal (2003) highlights that there are many studies in which the travel motivation is defined as the driving force through which people are pushed to

search for experiences in holiday for their need satisfaction, escaping (Clemons et al, 1992; Pizam & Milman, 1993), relaxing, changing the pace (Kotler, 1997), relationship that is social together with the self-development whereas through the destinations attractiveness (Dickman, 1999). People are hence pulled to visiting that place in particular (Pizam & Milan, 1993; Bramwell, 1998). Similarly, many studies have utilized the compendium theory of push and pull factor to explain the concept of motivation. This theory was initiated by Tolman (1959) with Dann (1977) later incorporating it. Therefore, in the tourism research realm, Herzberg et al (1959) once noted this is one of the theories was highly likely to receive the highest recognition.

According to many studies that have been conducted, the findings are based on the understanding that there are different travel motivations based on the push and pull through which a particular place is visited by the tourists (Bead & Ragheb, 1983; Lounsbury & Hoopes, 1985; Holoway, 1998). Many studies are conducted and discover that tourists with different demographic profiles have different push-and-pull travel motivations in visiting a particular place (Rittichainuwat, N., 2007). Consider for instance the age factor: According to Thomas and Butts (1998), the travel motivation primary push of the senior travelers is aimed at paying visits to the relatives and friends, the concern of health and relaxing. A study by Wahlers and Etzel (1985) highlights the major tourist pull motivation of travel in this market as being cleanliness, hygiene as well as safety of these tourists at the personal level. When it comes to the gender issue, the concern on safety is higher in women in comparison to the men with the women (Laljander & Stradrik, 1997; Carr, 2001) therefore being perceived to have a higher likelihood of searching for security and safety in their travel.

The tourism motivation push and pull concept was introduced by Dann (1977) in the research on tourism. Based on this theory, it is noted that the driving force towards people deciding to travel is due to the internal forces “push” and the external forces “pull”. Through these forces, it becomes possible to describe how the variables of motivation push people towards into making the decisions on travel and how the destination areas pulls or attracts them. The push factors are in addition highlighted to be internal to the people with the peoples travelling desire being established by them. Therefore, the reason for the people choosing to travel is based on the fact that the internal forces push them or the external forces pull them in the attributes such as the destination.

There are various studies that have been conducted in relation to the concept of push and pull. For example, a research was conducted by Dann (1996) aimed at identification of the vacation travelers motive factors. Nine motives were identified with seven being push motives and two being pull motives (Crompton, 1979). The push factors were identified as the desire to escape from the environment that these tourists perceived as ordinary, self-evaluation and exploration, relaxation, kinship relationships enhancement, regression, prestige and social relations enhancement. The motives that were highlighted as pull were education and novelty. The push and pull factors are highlighted to be characterized in general terms as relating to decisions that are separated which are made at two points separately.

According to the argument of Baloglu and Uysal (1996), the product bundle concept is used in reference to the importance that is seen in the “push” and “pull” interaction in the motivations. Based on this argument, Gartner (1993) adds that it would be possible to note that certain travel reasons may have a correspondence to various valued beliefs. In connection to the motivation which can be intrinsic and extrinsic, perceptions are built by the individual tourist with these perceptions having a likelihood of varying from the product true attribute depending with how the information is received and processed by an individual (Baloglu & Brinberg, 1997). It is possible to draw a general conclusion that the push and pull motives are involved in the determination of the perception with the motivation of the tourists being perceived to be a concept that is multidimensional and which explains the decisions of the tourists (Swan & Combs, 1976; Jurowski et al, 1996; McCabe, 2000). In the motivation study of the tourism, the push factors are represented by the demand through which the tourists are sustained with the supply relating to the characteristics of the destination – the pull factors. Bagoglu and Uysal (1996) add that these forces cannot however act independently. This denotes an existence of a fundamental relationship based on the above perception.

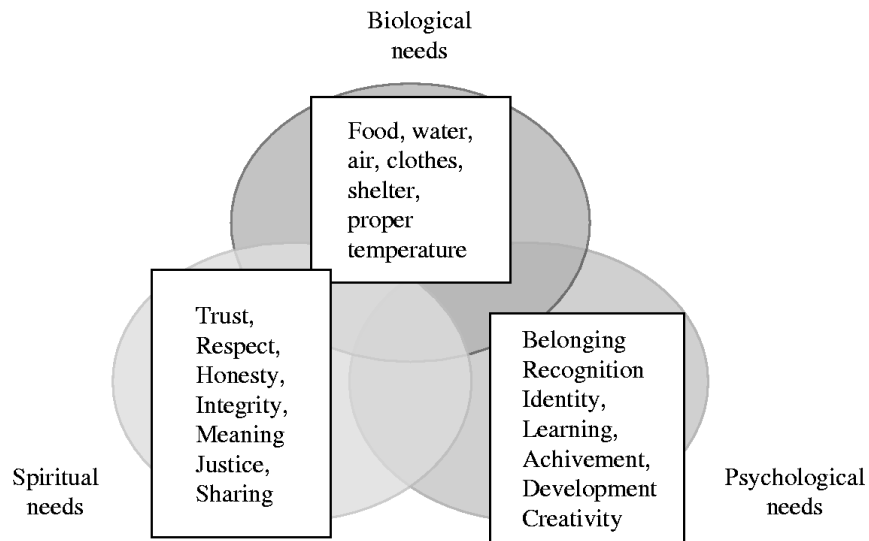
There are various frameworks that have been proposed by the researchers for representation of the tourism systems. In one view point, the explanation is based on the justification that the system of tourism is on the basis of various factors among which there is motivation. At the center of the human behavior lies motivation therefore being perceived to be the core to the behavior of the tourists. The motivation study is the center to any undertaking that is scientific based on the fact that it results in provision of an understanding, prediction and

explanation. Motivation is beyond the mere description question on “how” to the “why” causality and interpretation question. Therefore, through the motivation aspect, there is provision to the answer to various questions such as how and why the movement of the people will be enhanced from one area to the other therefore playing a role to the tourism (Crompton, 1979; Crandall, 1980).

4.3 The trinity motivation model

The push and pull motives are involved in the determination of the perception with the motivation of the tourists being perceived to be a concept that is multidimensional and which explains the decisions of the tourists (Swan & Combs, 1976; Jurowski et al, 1996; McCabe, 2000). While there are many theories that aim to explain motivation, most of them are represented in terms of biological and mental factors (Dahlgaard and Dahlgaard, 2003). However, recently, the study shows that motivation can be explained in terms of spiritual needs. The model is called trinity motivation model. This model is based on the understanding that there is a high interrelation between providing satisfaction to the needs that are psychological /mental to enhancing satisfaction to the biological needs, especially in the Western countries more enhanced industrial establishment. The basic biological needs have generally been met by the people in these industrial countries that are well established. Therefore, Dahlgaard and Dahlgaard (2003) highlight that the reason behind the work done by these people is not aimed at providing the materials that are required to enhance maintenance of their existence biologically. The purchase of houses by these people is not mainly aimed at provision of shelter that is necessary through which they can be protected from the environment, but instead, the main reason of purchasing these houses is to enhance their social status, identity and well- being. This implies that the motive behind the house purchase may be aimed at satisfying the mental needs rather than enhancing satisfaction to the biological needs. This shows a trend in which the people consider the material things as a means through which they can satisfy their mental needs instead of being a means through which their biological needs can be satisfied. Unlike the safety factor which is perceived to fall under the biological factors, the push and pull motivation factors behind adoption of long stay tourism are based on the mental/ Physiological needs. These factors are friends' visitation (mental love), desire to seek different experience, creativity, visiting the family among others.

Figure 1: The human needs trinity model

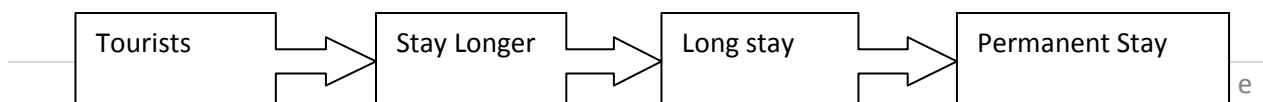


Source: Dahlgaard-Park (2003, 2006)

4.4 The long stay market characteristics

For a long time, the long stay tourism has been experienced in various countries. There is always high level of income by the people from the countries that are developed. This money is used in traveling just for the sake of pleasure. More time is taken for staying. There are some unique requirements in the long stay tourism which have been highlighted to differ from the general tourism. When a general tourist experiences a good pleasure during their first visit, there is a high likelihood of them coming back again with an aim of even staying for a longer period of time. Chantarasuwan (2003) notes that as a result of being impressed, there is a high likelihood of these tourists coming back again to be tourists that are more established on the long term basis.

Figure 2: The long stay model



Charantarasuwan, (2003)

Charantarasuwan (2003) carried out a research in which there were various summaries on the long stay model. On the concept of Tourists, the conclusion perceived that leisure is one of the driving forces behind the tourists devoting to their trips. On the stay longer; the tourists are mostly perceived to be using this group. The destination often impressed them and after some time, they usually come back for longer stay. Two to three weeks longer would be spent by them. The programs of tour may be arranged by themselves or they may decide to incorporate the help from the tour operator. Because the leisure time is longer spent by this kind of tourists, packages that are of more interest may be provided by the tour operator in the holiday package to ensure that they are able to get new experiences which may be inclusive of the tour adventure in the rural areas, the Thai cooking class and class for the flower decoration among others. Long stay: following their becoming stay longer, if the destination impresses these tourists, there will be a high likelihood of coming back again and becoming long stay tourists. During this time, the period of time that may be spent will range from at least a month up to six months. This group will have a variation in its characteristics based on the fact that the tour programs will be arranged by themselves. Decisions are made through their own arrangements when it comes to the transport, accommodation and meals among other things. Permanent stay; as a result of the tourists having a very high level of contentment from their previous stay, the move is towards adopting a permanent stay. One year may be spent at that place. However, there may be a high likelihood of them being back to their country of origin together with moving to other destinations found in other countries. This group has a characteristic that is similar to the long stay based on the fact that the arrangements of the tour programs may be done by themselves.

5 DATA ANALYSIS

5.1 Qualitative results

5.1.1 What are the push and pull motivation factors?

The data collected was targeted for best results through employing various elimination criteria which enabled the accurate results and reflective of the population that was targeted in this study. To prove this, all the individuals that were interviewed were more than 50 years, not employees in Thailand and had stayed in this foreign land for more than 4 weeks. The interviews were strictly based on the assumption that in order to proceed with the interview, these qualifications had to be met.

During the interview process 2 questions were asked. The first was based on motivation to long stay in Thailand and the second was their satisfaction after the stay. For the first question that asked about influence factors, the top of mind for majority of respondents were sunshine, warm weather and relax atmosphere. In other word, general answers were being mentioned. By general we mean answers we often come across in other study. But because we aimed at gaining deeper understanding, further probing was conducted. Often we challenged the respondents by asking if weather is the only factors then why not long stay in other tropical south East Asia countries like Malaysia, Indonesia or Lao? It's only when we probed further that we got deeper understanding of what really motivate people to long stay in Thailand. The answer like desire to learn more about Thai culture and religion were mentioned.

There were different expressions in terms of words and action. For instance desire warm weather or sunshine experience were sometimes mentioned as desire summer personality – wearing fewer clothes, wearing shorts all the time and hang out outdoor. One respondents showed us the paper with Thai alphabet writing as he has enrolled in Thai language class and been practicing Thai writings. This shows his high interest in Thai culture. One reason to this is that they feel by learning Thai language, he could fit in the Thai society better, for instance bargain when buying grocery. So, this needs goes beyond the short stay needs since they express the needs to fit in and get acceptance from locals not just only sightseeing around.

Although the interviews were conducted in English, some of the words were expressed in Swedish. For instance, “måste det samma” which means “you must do this too” was expressed to reflect Swedish inflexible lifestyle which was perceived by majority of respondents to opposed to relaxed and carefree life in Thailand.

During the analysis, it was noticed that most of the answers were similar; therefore, we decided to include answer that were mentioned by more than half of the respondents which in this case 10 respondents into the result. Exception was made on the uniquely mentioned answers. This includes things like “desire to have interaction with other Swedish living in area”. This was mentioned by 4 respondents who said that the community they live in must have some Swedish. The concept might further be linked to previously mentioned “home away from home”. Minority also show very high interest in culture learning as mentioned above.

Finally, the qualitative stage involved the identification of 16 push forces through which the respondents are motivated to Thailand long stay. There was in addition the identification of 17 forces that are external in which the pull factors are included. It was possible to make a conclusion at this stage that the motivational pull factor number was more than the factors of push.

In addition, the push and pull factors of motivation in Thailand long stay tourism by the Swedish tourists can be expressed in terms of factors in the trinity motivation model. Figure 3 highlighted below shows that majority of both push and pull factors fall under the psychological/mental needs. Under the push factor, there is only one biological need, that is, desire for sunshine. In addition, some push and pull factors can be found in correspondent to spiritual needs which is mainly under respect, openness and integrity factors. This is in line with the study by Dahlgaard and Dahlgaard, 2003 that shows the motivation especially in the Western countries the basic biological needs have generally been met and hence behaviors is geared towards satisfying mental and spiritual needs. Figure 3 highlights the interrelation between push and pull motivation and factors in trinity motivation model.

Figure 3: The Swedish long stay tourists in Thailand motivation pull and push factors

Swedish motivation to long stay travel

	Trinity motivation		
	Biological/ Physical needs	Psychological/ Metal needs	Core values/ Spiritual needs
"Push" Motivation factors	Desire for sunshine	Slow life pace Desire for being outdoor Desire for relax and carefree life Desire to be active Need to visit friends Need for family members visitation Desire to have interaction with other Swedish living in area Need for leaning new culture Curiosity in Thailand Desire for seeking an experience that is different Desire to get to know local people Desire for experiencing the activities in the locality	Desire for respect in the way the locals treats them Desire to receive good attention from the local people Desire to receive special treatment from the local people
"Pull" Motivation factors	Warm weather all year round Variety of restaurants Variety of beautiful places Safe environment Quality hotels, resorts, guesthouses, Long stay house World-class medical care and spas	Relaxing atmosphere New travel experience Interesting culture Beauty of nature Great food Low price Easy domestic travel (Transportation) Easy international travel (transportation and visa) Variety of outdoor activities	Friendliness of the local people Positiveness of the local people

5.2 Quantitative results

5.2.1 Which are the critical push and pull factors in relation to motivation connected to the Swedish long stay tourists in Thailand?

Through the use of the quantitative method, the fact finding and qualitative results criteria was evaluated. In the part of the quantitative, the analysis of the data was through the method of descriptive statistics, the variance analysis as well as the techniques of bivariate using the version 17.0 of the SPSS. The structured questionnaire was the quantitative method unit in which there were four sections which were the screening, the long stay travel motivation, general behaviors of travel information, and demographic profile. In the initial part of the questionnaire, the interviewer was supposed to screen the respondents that were targeted. This ensured that these respondents were 50 years and more, not employees in Thailand and having stayed in area of Study for a period of not less than 30 days within the last twenty four months. In the second part, the respondents were asked questions related to the travel motivation for Thailand long stay. The respondents were required to indicate the agreement level with the attribute of motivation through using the likert five points scale with a ranking from 1 to 5. That is from; not important to a very important. In the third part of the questionnaire, the information that was contained was general in relation to the travel behavior such as the times that the tourist had frequented Thailand. In the last part, there were demographic questions through which the profile of the respondent could be identified. After the questionnaire designing was completed, there was a conducting of the pilot test aimed at examination of any problem occurrence in the process of the interview.

The mean score were used to identify the critical push and pull factors. The push and pull factors towards motivation are from this study perceived to have varying influences. In terms relaxation, desire slow pace life and desire for relax and carefree life were the top two mean scores with 4.19 and 4.18 respectively. Follows by 4.16 mean score for pay visit to family members confirmed that this factor played a role in motivating them towards long stay tourism, agreeing with Thomas and Butts (1998) in which the primary push factors were identified to be the desire to pay visit to the friends, the health concern together with relaxation. As for the pull

factors, relax atmosphere, great food and friendliness of local people were the top three factors that influence Swedish tourists to long stay in Thailand. For details, please refer to Table 1 and Table 2

"Push" Motivation factors	Mean
Desire slow pace life	4.19
Desire for relax and carefree life	4.18
Need to visit family members	4.16
Desire to be treated with respect by local people	4.10
Desire sunshine	3.96
Desire to learn new culture	3.92
Desire to get to know local people	3.90
Desire to receive special treatment from the local people	3.87
Curious about Thailand	3.85
Desire to seek different experience	3.83
Desire to be active	3.82
Desire to be outdoor	3.79
Desire to receive good attention from local people	3.77
Desire to experience local activities	3.77
Need to visit friends	3.65
Desire to have interaction with other Swedish living in area	3.26

Table 1: Swedish tourist travel "Push" motivation factors (n= 106)

"Pull" Motivation factors	Mean
Relax atmosphere	4.31
Great food	4.25
Friendliness of local people	4.17
Positiveness of local people	4.07
Warm weather year round	4.03
New travel experience	4.00
Interesting culture	3.99
A variety of restaurants	3.98
Beauty of nature	3.87
A variety of beautiful places	3.85
Low price	3.78
Easy international travel (transportation and Visa)	3.77
A variety of outdoor activities	3.75
Safe environment	3.72
Quality hotels, resorts, guesthouses, LongStay house	3.61
World-class medical care and spas	3.61
Easy domestic travel (transportation)	3.58

Table 2: Swedish tourist travel "Pull" motivation factors (n= 106)

5.2.2 How the social demographic attributes are affected by the push and pull factors of the Swedish long stay tourism in Thailand?

The profile of the respondents

For the purpose of the tourist classification, the most frequently used techniques are the demographic elements. In the total of the respondents that qualified for the interviews, the percentages of the males versus females were 81.13 % versus 18.87 % respectively. In relation to the distribution of the respondent's age, the survey established the age bracket of 65 to 69 years accounting to the majority of the respondents (41.51 %) with the age group of 55 to 59 years accounting to 24.53 %. This is based on the fact that there is an effective pension fund agreement at the age of less than 60 years which is also the standard age of retirement (Williams et al., 2000; Ackers & Peter, 2002). Technically, there is a possibility of having an earlier retirement although this would trigger a reduction in the pension. However, the respondents that ranged between 70 to 75 years accounted to only 1.89 %. The figure below shows the respondents demographic as it was established in this study. The marital status was another finding that was made on the profile of the respondents and according to the survey, 45.8 percent of those that were interviewed were in the marital category, having children.

Variable	Frequency	Percentage
Total Sample size N= 106		
Gender		
Male	86	81.13%
Female	20	18.87%
Total	106	100.00%
Age		
50 - 54 years old	10	9.43%
55 - 59 years old	26	24.53%
60 - 64 years old	24	22.64%
65 - 69 years old	44	41.51%
70 years old or above	2	1.89%
Total	106	100.00%
Marital Status		
Single	2	1.89%
Married with Children	66	62.26%
Married without Children	24	22.64%
Stay with boyfriend or partner (with children)	4	3.77%
Stay with boyfriend or partner (without children)	6	5.66%
Divorced with children	4	3.77%
Divorced/ Widowed (without children)	0	0.00%
Total	106	100.00%

Table 3: The respondents demographic characteristics (n= 106)

5.2.3 Is there a causal relationship between the pull and push motivation?

This section presents the results of the motivation factors coupled with an indication of each attributes importance in tourist attraction to Thailand long stay travel. The attribute list from the part of the qualitative was perceived to be the motivation factor attribute. All the 32 attributes on the questionnaire of the destination were answered by all the respondents using the 5 point likert scale rank from 1 to 5 (very important to very unimportant).

Long stay Travel Motivation of Swedish

Long stay Travel Motivation of Swedish					
"Push" Motivation factors		Mean	"Pull" Motivation factors		Mean
	Desire slow pace life	4.19		Relax atmosphere	4.31
	Desire for relax and carefree life	4.18		Great food	4.25
	Need to visit family members	4.16		Friendliness of local people	4.17
	Desire to be treated with respect by local people	4.10		Positiveness of local people	4.07
	Desire sunshine	3.96		Warm weather year round	4.03
	Desire to learn new culture	3.92		New travel experience	4.00
	Desire to get to know local people	3.90		Interesting culture	3.99
	Desire to receive special treatment from the local people	3.87		A variety of restaurants	3.98
	Curious about Thailand	3.85		Beauty of nature	3.87
	Desire to seek different experience	3.83		A variety of beautiful places	3.85
	Desire to be active	3.82		Low price	3.78
	Desire to be outdoor	3.79		Easy international travel (transportation and Visa)	3.77
	Desire to receive good attention from local people	3.77		A variety of outdoor activities	3.75
	Desire to experience local activities	3.77		Safe environment	3.72
	Need to visit friends	3.65		Quality hotels, resorts, guesthouses, LongStay house	3.61
	Desire to have interaction with other Swedish living in area	3.26		World-class medical care and spas	3.61
				Easy domestic travel (transportation)	3.58

Table 4: The Swedish tourist travel motivation pull and push factors (n= 106)

The motivations of travel of the Swedish tourists are based on the push and pull factors as the table 4 above illustrates. The major push factors which are ranked at the top three through which the Swedish long stay tourism is motivated are; the desire of slow pace of life, desire for relax and carefree, and need to visit family. The “pull” factors which are perceived to have a strong influence and which the tourist scored as “very important” are the relaxation of atmosphere, great food, friendliness and positiveness of local people, and the warm weather through the year.

In terms of the desire of the partners to travel, the travelling patterns are summarized in the chart 1. There are an interesting finding which is the desire of the parents to travel with their children, the study established that majority of the tourists had a high preference for travelling with their spouses (82.1%) rather than others.

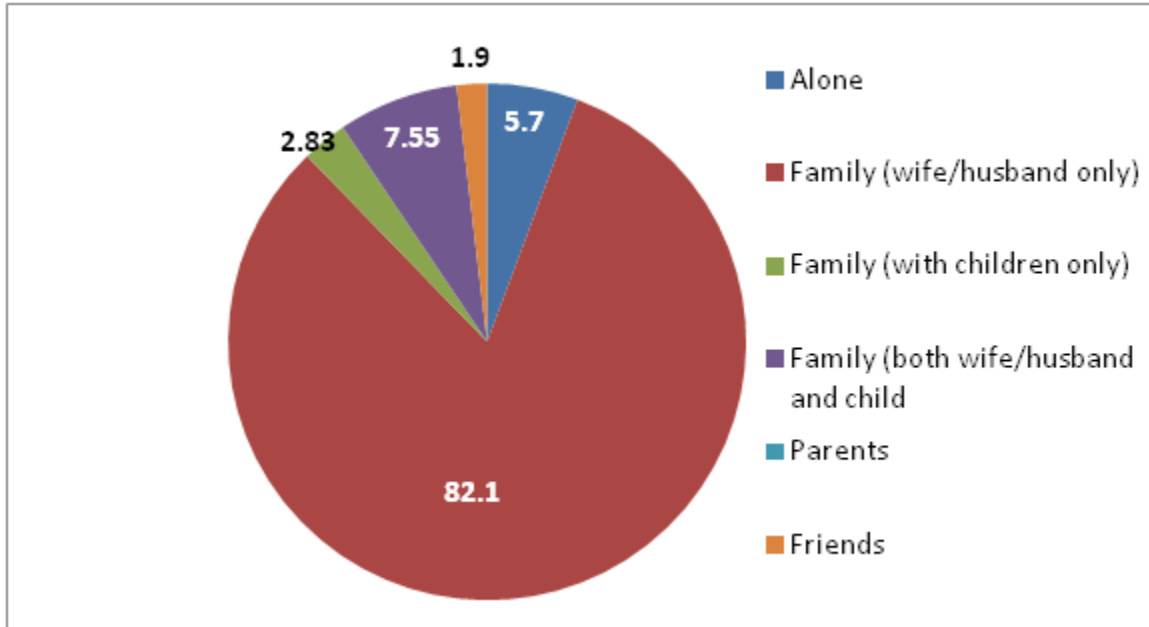


Chart 1: Number of travelling partners

However, based on the travelling decisions, the long stay tourists cited various reasons why they are not travel with their children. The results are summarized in the chart 2 below:

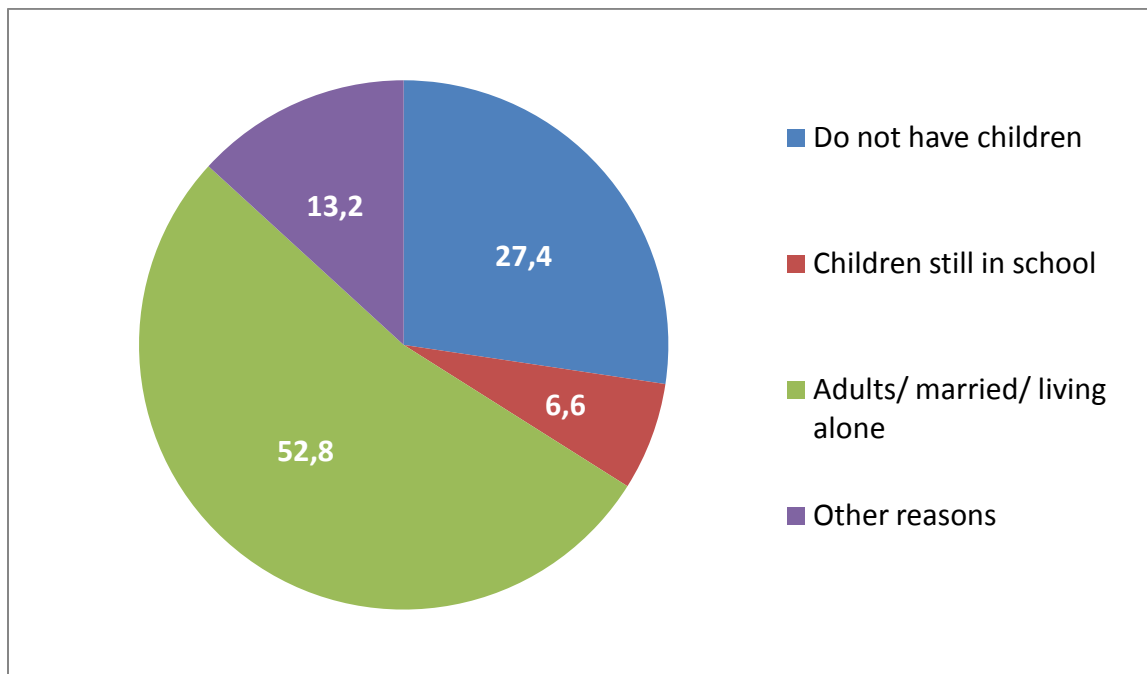


Figure 2: Reasons for not travelling with the children

In this study, the result established that the main reason for not travelling with their children because their child already grown up or have their own family. It enhanced with the result that most of the target respondents are retired.

Tourist origin

This study establishes that the Swedish Long stay tourists come from various regions of this country. Most of the tourists are from Malmo province which accounted to 17.92 percent of the total number of Swedish tourists in Thailand followed by Helsingborg (14.58%). Some of the areas that contributed to the least number of Swedish long stay tourists in Thailand are Kristianland (4.2 %) and Angelholm (3.77 %).

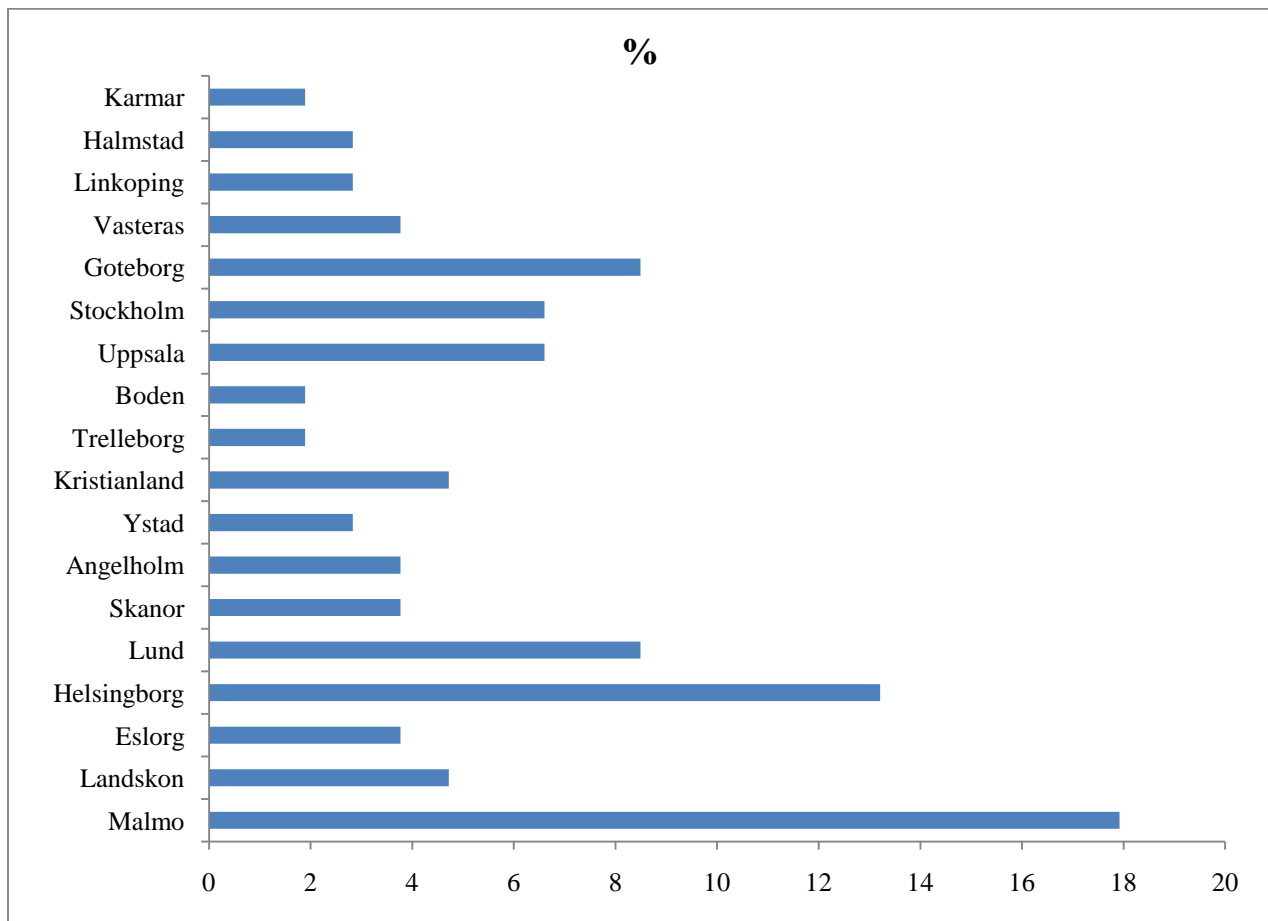


Table 5: The long stay tourist origin

Other areas that the long stay tourists originated from are Helsingborg (13.21 %), Lund (8.49 %), Kristianland (4.72 %), Stockholm and Uppsala (6.60 %), Eslovs (3.77 %), Landskrona (4.72 %), Ystad (3.83 %), Trelleborg (1.89 %) and Skanor (3.77 %).

Factor analysis

To the fundamental motivation of travel, summarizing and description of the attributes of motivation was enhanced through the factor analysis in which the correlated attributes were grouped. Through this process, it is also possible to obtain dimensions of a number that is relatively smaller through which most of the variation in the motivation attributes of travel are explained. In relation to the study theoretical framework, the push factors of motivation and pull factors groups were used. The push motivation four factors were; socialization, escape, self-esteem and experience. The motivation pull factors are; money value, nature, activity and living standards. The table 6 and 7 reports the four push and pull factors.

Long stay Travel Motivation of Swedish		
"Push" Motivation factors		Factor Loading
Factor 1: Need to Escape	Desire slow pace life	0.81
	Desire sunshine	0.78
	Desire to be outdoor	0.63
	Desire for relax and carefree life	0.62
	Desire to be active	0.61
Factor 2: Socialization	Need to visit friends	0.79
	Need to visit family members	0.77
	Desire to have interaction with other Swedish living in area	0.76
Factor 3: New Experience	Desire to learn new culture	0.81
	Curious about Thailand	0.74
	Desire to seek different experience	0.74
	Desire to get to know local people	0.66
	Desire to experience local activities	0.55
Factor 4: Self Esteem	Desire to be treated with respect by local people	0.78
	Desire to receive good attention from local people	0.74
	Desire to receive special treatment from the local people	0.68
		Eigenvalue 6.9 5.2 3.6 1.5
		Variance (%) 38.3 26.2 17.6 11.5
		Reliability (%) 87 81 76 71

Table 6: The "Push" motivation factor analysis

Long stay Travel Motivation of Swedish			
	"Pull" Motivation factors	Factor Loading	
Factor 1: Nature	Relax atmosphere	0.87	
	Warm weather year round	0.85	
	New travel experience	0.81	
	Interesting culture	0.75	
	Beauty of nature	0.61	
	Great food	0.6	
Factor 2: Value of money/Hospitality	Low price	0.79	
	Friendliness of the local people	0.73	
	Positiveness of the local people	0.69	
	Easy domestic travel (transportation)	0.64	
	Easy international travel (transportation and Visa)	0.61	
Factor 3: Activity	A variety of outdoor activities	0.78	
	A variety of restaurants	0.78	
	A variety of beautiful places	0.65	
Factor 4: Standard of living	Safe environment	0.85	
	Quality hotels, resorts, guesthouses, Long Stay house	0.78	
	world-class medical care and spas	0.47	
	Eigen value	6.7	4.1 3.5 2.21
	Variance (%)	33.8	21.1 19.1 10.5
	Reliability (%)	85	78 74 71

Table 7: The Pull motivation factor analysis

The motivation of travel by demographic profile

For the examination of the motivation factors correlation and the demographic factors, the study performed the bivariate cross tabulation for significance difference identification in four motivation factors across the demographic profile of the tourist. Based on the fact that the data on education and income was missing, there was exclusion of these variables from the analysis. The table 8 shows the motivation correlation results

PUSH Motivation			PULL Motivation		
	Gender	Mean		Gender	Mean
Need to escape	Male	3.84	Nature	Male	4.25
	Female	3.93		Female	4.43
Socialization	Male	3.67	Value of money/ hospitality	Male	3.61
	Female	3.90		Female	3.72
New Experience	Male	3.71	Activity	Male	3.86
	Female	4.17		Female	3.91
Self esteem	Male	3.78	Standard of living	Male	3.96
	Female	3.84		Female	4.07
	Age	Mean		Age	Mean
Need to escape	50 - 54 years old	3.52	Nature	50 - 54 years old	4.07
	55 - 59 years old	3.85		55 - 59 years old	4.22
	60 - 64 years old	3.91		60 - 64 years old	4.19
	65 - 69 years old	3.97		65 - 69 years old	4.28
	70 years old or above	3.41		70 years old or above	4.22
Socialization	50 - 54 years old	3.50	Value of money/ hospitality	50 - 54 years old	3.89
	55 - 59 years old	3.93		55 - 59 years old	3.91
	60 - 64 years old	4.11		60 - 64 years old	3.95
	65 - 69 years old	3.79		65 - 69 years old	3.87
	70 years old or above	3.90		70 years old or above	3.81
New Experience	50 - 54 years old	3.97	Activity	50 - 54 years old	3.88
	55 - 59 years old	3.85		55 - 59 years old	3.93
	60 - 64 years old	3.59		60 - 64 years old	3.95
	65 - 69 years old	3.46		65 - 69 years old	3.79
	70 years old or above	3.65		70 years old or above	3.75
Self esteem	50 - 54 years old	3.77	Standard of living	50 - 54 years old	3.81
	55 - 59 years old	3.70		55 - 59 years old	3.92
	60 - 64 years old	3.81		60 - 64 years old	3.87
	65 - 69 years old	3.81		65 - 69 years old	3.85
	70 years old or above	3.51		70 years old or above	3.87

Table 8: Travel motivation mean by age and gender

On the bivariate test, significance difference was only shown by the gender. From the results, the women were found to be more motivated in the aspect of new experience and socialization in comparison to the men.

6 DISCUSSION

Motivation in connection to long stay tourism: critical factors

According to the trinity motivation model, the working by people is not aimed at provision of the elementary materials through which they can be able to maintain their existence biologically. This study targeted the long stay tourists, a category that is past seeking to meet their biological satisfaction. From this study, it is clear that this class is seeking the psychological needs which are seen through various push and pull factors that were found. Recreation which is a way of self-fulfillment was identified to be a motivation factor by 91.67 percent of all the long stay tourists in Thailand. This shows the strong desire of these tourists to seek for the satisfaction of the psychological needs. It is also clear that safety is another motivation factor which many of the tourists identified as influencing their decision to choose Thailand as a long stay tourism destination. 27.1 percent strongly agreed that safety was an important factor and out of those individuals that were interviewed, there was not strong disagreement in regards to safety as important factor in Swedish long stay tourism in Thailand. The value for safety is in most cases associated with the women. Women in most cases will consider safety as major pull motivation factor. However, most of the sampled population consisted of the men (81.13 %); therefore this explains why the percentage of those that strongly agreed on the safety as an important pull factor low relative to the expected if majority in this sample population were women.

Social relations, exploration and enhancing kinship relationships are perceived to be psychological needs. These are the needs whose satisfaction is not sought because they basically fall under the category of biological needs, and as noted by Dann (1996), they are determinants of long stay tourism and were identified as important push and pull factors in determining the long stay tourism decision.

The effects of social demographic factors on the push and pull factors

Based on the table 3 descriptive statistics, there was a clear evidence of a high preference by the respondents to traveling with their spouses when at this age of retirement instead of travelling with their children (who are mostly at the adult stage, detached and independent) there

was however an experience of the relatives and friends travelling with their friends. Various ideas were raised by these tourists for not accompanying their children in their trips which also included the fact that some of the families had their children in school (6.25%), with others saying that their children were still in schools by these times when they were taking these trips (4.16%). Well, these results can be supported by the findings of (Meng et al., 2008) based on which, a higher percentage of the tourists express more satisfaction in traveling as a couple and leaving their family behind. As a result, they have the pleasure of maximizing their satisfaction from this break far from home.

Causal relationship between the push and pull factors

The motivation factor of rest and relaxation (as one of the determinants of the tourist decision to visit this tourism destination) was not identified as important by all the tourists coming from Landskrona province. This can be based on the assumption that the tourists from this region have other more important reasons for visiting this country therefore not valuing this factor as an important one. All the respondents interviewed from this province made a similar response in regards to this question (they did not choose Thailand based on its ability to provide rest and relaxation to the tourists). The availability of many tourists coming from one region can be associated with many factors. From one perspective, it can be said that the information that these tourists receive from the friends, colleagues and other people who have previously visited this are play a key role in determining their decision to travel and to Thai destination. Through expression of satisfaction from the previous visits, these experienced long stay tourists are likely to travel back with other tourists therefore resulting to an increase in the number of tourists coming from one place of origin. For instance, the high number of long stay tourists coming from Malmo (17.92 %) and Helsingborg can be attributed to these factors.

Among those that this study surveyed, most of them highlighted that they had only travelled in Thailand for only once (87.74 %). However, in the effort to gain a more understanding to the tourism trend and the model of long stay, we also acquired from the respondent additional information relating to their previous travel experience in Thailand. Some of these tourists highlighted that they had previously visited Thailand previously but this time they were just ordinary tourists who did not stay for a long period, enough to be qualified as long stay tourists. This shows the trend of long stay tourism starting from short stay tourism towards

long stay tourism. Some of those interviewed expressed the desire to make future visits in the destination area, clearly highlighting a possibility of a trend towards permanent stay. One of the long stay tourists that were interviewed in this survey said that he had traveled to Thailand on long stay basis for two times and the experience in Thailand had enabled him become fond of this region. This long stay tourist said that he was planning of migrating to Thailand on a permanent basis. This is one of the individuals who had begun their travel in Thailand as tourists, ending up as long stay tourists.

On the issue of choosing the travelling members, majority of the long stay tourists categorized this form of travel as a vacation which has to be taken by the couple. Based on this understanding, 83.02 % of the tourists expressed their desire to travel with their wives. This makes this type of vacation to be differentiated from the general tourism which is characterized by the whole family taking the vacation together (Cooper et al., 1998). In order to explore more on the travelling decision, the study in addition sought to establish the reasons behind most of the families preferring not to travel with their children. Various reasons are cited and among them, the most common being the fact that their children are adults who are either married or already detached from the care of the parents. 56.83 % of the long stay tourists highlighted that their children were already living their separate life and therefore could not be incorporated into their long stay travelling decisions. This explains why this traveling has been reserved mainly for the old people, majority of who have few (if any) responsibilities of taking care of their children.

7 CONCLUSION

This study was aimed at understanding the Swedish long stay tourism in Thailand based on the motivation. The major objective pursued was establishment of the push and pull motivation factors in relation to long stay tourism. Through the use of the pull and push factors, the motivation was explained. While the inner force is implied by the push factor through which the tourists to travel is argued, on the other side, the focus of the pull factors is on the external factors through which the tourists are attracted to the place of destination.

To ensure that the limitations experienced in the qualitative and quantitative methods were overcome, both approaches were used to ensure there was support to each other. In the first phase, there was qualitative approach through which the in-depth interviews were used in exploring the Thailand long stay by the Swedish tourists coupled with understanding the reason behind the given answers. There was identification of 17 pull factors and 16 push factors. The pull and push factors were utilized to create questionnaire. Later, there was empirical test of the data through the quantitative approach utilization. Here, there was introduction of the factor analysis for establishing the push and pull factor categories. In the 16 factors, the study discovered that the factors of push involved the escaping need, self-esteem and socialization. In the push factors, there was inclusion of the money value, nature, living standards and activities.

In all the factors, there was identification of the various push and pull factors that had the highest motivation. The major push factors which were ranked at the top through which the Swedish long stay tourism is motivated were; the desire to receive positive treatment from the local people, the desire of getting to know the local people in Thailand and the need of visiting the people in the local area. The “pull” factors which were perceived to have a strong influence and which the tourist scored as “very important” were the friendliness of the people in the locality, the weather which is characterized as warm throughout the year, the low price level, and the positiveness of the local people.

In addition, the study has also established that long stay tourism has been restricted to the old people. This is based on various factors among which are due to the fact that at this age, there are few responsibility which these individuals have to contribute in economic development, and

unlike the young people who have to be restricted to the period of stay, these retired people are allowed to travel to foreign countries for a longer period of time. This is a social experience that these old people want to catch up with some of the experiences that they did not enjoy in the past. They want to forget their past, their country, their extended family and enjoy their old age in style. It can be assumed that probably they have a feeling that even under the company of their offspring; they would be restricted from having the best experience, resulting to them opting to travel alone. This makes this type of tourism even more unique.

From this study, it has also been surprising to note that the long stay tourism trend is leading to permanent stay. Although the long stay model was not fully captured in the questionnaire, it was realized from the additional opinion of the respondents that most of them were planning for a longer stay travel experience in Thailand. This clearly shows that tourists begin as short stay tourists but based on the experience received in the tourist destination, the trend slowly moves towards a longer stay and finally to a permanent stay.

Based on the factors that were captured in this study, it was possible to bring a clear picture of the Swedish long stay tourism in Thailand in one study. The motivation study is a cause dimension which helps the reader to understand the reason why long stay tourism has been on the rise in this country. Based on the information provided in this study, it would be possible for the future researchers to use this information on theoretical basis for their studies which will result in more understanding to the long stay tourism scenario. However, one of the major weaknesses of this study is failure to capture all the important aspects that needed to be researched on. Long stay tourism is a broad area of study and needed to limit the research to fewer factors which could have made the research to be more comprehensive within the few highlighted factors. The sampled area also had a high likelihood of not being a true representative of the whole population.

The aspect of gender was also identified as playing a role that is significant in the motivation of the tourists. The highest motivation was in the long stay Swedish female travelers whose desire is that of seeking various experiences. These findings provide the basis for carrying out further research on the study of gender perspective in the long stay consumer behavior.

Based on these push and pull factor, this paper conclusively establishes that the trend in the long stay tourism has been on the increase. Motivation has always kept these adventure seekers with the desire to seek for even more satisfaction. Therefore, it is clear that this has resulted to the popularity of this type of tourism continuing with the increase not only in Thailand but globally. As the increase continues, it would be important for more studies to be carried out on even broader dimensions of long stay tourism other than based on the motivation factor. This is based on the fact that this field of research has not been comprehensively explored in comparison to tourism. The only way that this can be unveiled is through further researches in the future exploring more on this phenomenon of long stay tourism.

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APPENDIXES

Appendix 1: Discussion guide

DISCUSSION GUIDE

Note: This guide is intended as a 'checklist' for the interviewer. He/She will treat this as a menu from which to select areas and guide the general flow of discussion. The guide will thus be a springboard for discussion; participants' responses may often lead the discussion in new directions or change the order of topics.

Requirements

Recording equipment

I. Introduction (5minutes)

Thank respondent(s) for participating in this research. Assure respondent of confidentiality

Explain today's objective -"to understand how people decide to travel to Thailand"

Explain there's no right or wrong answers, we're interested in opinion and everyone is likely to have different opinions so it doesn't matter if your opinion differs from anyone.

Respondent introduction their name / nick name/ Age / family status / occupation/hobby

II. Long stay Motivation (20 minutes)

What are the factors that influence you to long stay in Thailand? (If not cover, probe for Push (needs) and Pull (Thailand's attributes)

III. Long stay Satisfaction (30 minutes)

Ask respondent to think back in time to the moment they first started thinking about going to long stay ...

- What was your expectation when you decide to long stay in Thailand?

Ask respondent to think back in time to the moment they long stay in Thailand

- What do you like about long stay in Thailand?
- What do you dislike about Long stay in Thailand?
- What are the complains /constrains to Long stay in Thailand?

IV. Conclusion (5minutes)

Do you wish to add anything to the topic that we discussed?

Thanks and Close

Appendix 2: Questionnaire

Long stay travel in Thailand

Travelling has long been considered as part of human life. Some people travel locally and some prefer to travel abroad. People often have their own reasons to travel. As for destination, Thailand is one of the well known tourist destination. Hence, the objective of this questionnaire is to understand why Swedish choose Thailand as their Long stay destination. By Long stay, we mean staying in Thailand for more than 3 weeks without doing any job.

We hope to achieve honest opinions, so the information can be shared to related bodies for improvement to gain better quality. Please note that because this is opinion based questionnaire, there'll be no right or wrong answer. Also, please be assured that the confidentiality measure shall be encouraged in this research.

***Instruction: Please mark (X) in the box**

Section 1: Screening

S1. May I know your age please?

_____ Years

***If your age is below 50 years, please stop and end the interview (Thank you for your participation)**

S2 At present, do you have any job in Thailand? **(Please provide single answer)**

Yes, I have

No, I don't have

***If you have a job(s) in Thailand, please stop and end the interview (Thank you for your participation)**

S3 In past 2 years, have you ever stay in Thailand at least 1month weeks? **(Please provide single answer)**

Yes, I have been stay in Thailand at least 1 month

No, I never

*** If you've never stayed in Thailand at least 1 month, please stop and end the interview (Thank you for your participation)**

S4 Please help identify the current province in Sweden you currently live in? (Ex. Helsingborg, Stockholm)

Please specify your province _____

Section 2: Motivation

Q1 What are the main reasons for you to visit Thailand? **(Please provide multiple answers)**

- | | |
|--|---|
| <input type="checkbox"/> Rest and relaxation | <input type="checkbox"/> Fun |
| <input type="checkbox"/> Visiting relatives and friends | <input type="checkbox"/> Sport and recreation |
| <input type="checkbox"/> Business reasons | <input type="checkbox"/> Health |
| <input type="checkbox"/> Attending a conference, seminar | <input type="checkbox"/> Religious reasons |
| <input type="checkbox"/> Culture | <input type="checkbox"/> Sigh seeing |
| <input type="checkbox"/> Other, please specify _____ | |

Q2 The following statements are the "push" motivation that influences people to long stay in Thailand. Could you please tell me how do you agree or disagree in each statement? Please use 5 point scale point scale by 5 is "Very important" and 1 is "Not important".

Note: "Push" motivation is internal to individuals, and establishes a desire for people to want to travel (internal forces) **(Please provide single answer for each attribute)**

	Not important			Very important	
Desire slow pace life	1	2	3	4	5
Desire sunshine	1	2	3	4	5
Desire to be outdoor	1	2	3	4	5
Desire for relax and carefree life	1	2	3	4	5
Desire to be active	1	2	3	4	5
Need to visit friends	1	2	3	4	5
Need to visit family members	1	2	3	4	5
Desire to have interaction with other Swedish living in area	1	2	3	4	5
Desire to learn new culture	1	2	3	4	5

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Curious about Thailand	1	2	3	4	5
Desire to seek different experience	1	2	3	4	5
Desire to get to know local people	1	2	3	4	5
Desire to experience local activities	1	2	3	4	5
Desire to be treated with respect by local people	1	2	3	4	5
Desire to receive good attention from local people	1	2	3	4	5
Desire to receive special treatment from the local people	1	2	3	4	5

Q3 The following statements are the "pull" motivation that influences people to choose long stay in Thailand. Could you please tell me how do you agree or disagree in each statement? Please use 5 point scale point scale by 5 is "Very important" and 1 is "Not important".

Note: "Pull" motivation is external reinforcement that affect where, when, and how people travel, given the initial desire to travel (external forces). **(Please provide single answer for each attribute)**

	Not important		Very important		
Relax atmosphere	1	2	3	4	5
Warm weather year round	1	2	3	4	5
New travel experience	1	2	3	4	5
Interesting culture	1	2	3	4	5
Beauty of nature	1	2	3	4	5
Great food	1	2	3	4	5
Low price	1	2	3	4	5
Friendliness of local people	1	2	3	4	5
Positiveness of local people	1	2	3	4	5
Easy domestic travel (transportation)	1	2	3	4	5
Easy international travel (transportation and Visa)	1	2	3	4	5
A variety of outdoor activities	1	2	3	4	5
A variety of restaurants	1	2	3	4	5
A variety of beautiful places	1	2	3	4	5
Safe environment	1	2	3	4	5
Quality hotels, resorts, guesthouses, Long stay house	1	2	3	4	5

World-class medical care and spas

1	2	3	4	5
---	---	---	---	---

Q4 In overall tourism experienced, how would you rate your satisfaction in Long stay in Thailand?
(Please provide single answer)

Very dissatisfied

Very satisfied

1	2	3	4	5
---	---	---	---	---

Section 3: travel information

Q5 How many time(s) have you ever long stay (stay in Thailand at least 1 month) in Thailand?

Please indicate _____ time(s)

Q6 In a year, how many times do you travel to Thailand on average?

Please indicate _____ time(s)

Q7 On average, how long do you long stay in Thailand? **(Please provide single answer)**

- | | |
|--|---|
| <input type="checkbox"/> Less than 3 weeks | <input type="checkbox"/> 3 weeks |
| <input type="checkbox"/> 1 – 2 months | <input type="checkbox"/> 3 – 4 months |
| <input type="checkbox"/> 5 – 6 months | <input type="checkbox"/> More than 6 months |

Q8 Could you please tell me which period of the year that you usually long stay in Thailand?

(Please provide single answer)

- | | | |
|----------------------------------|-----------------------------------|------------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> February | <input type="checkbox"/> March |
| <input type="checkbox"/> April | <input type="checkbox"/> May | <input type="checkbox"/> June |
| <input type="checkbox"/> July | <input type="checkbox"/> August | <input type="checkbox"/> September |
| <input type="checkbox"/> October | <input type="checkbox"/> November | <input type="checkbox"/> December |

Q9 Which type of accommodation that you usually used when you travel aboard?

(Please provide multiple answers)

- | | | |
|---|---|--------------------------------------|
| <input type="checkbox"/> Hotel | <input type="checkbox"/> Hostel | <input type="checkbox"/> Resort |
| <input type="checkbox"/> House/Villa | <input type="checkbox"/> Apartment | <input type="checkbox"/> Guest house |
| <input type="checkbox"/> Owned/relative house | <input type="checkbox"/> other, please specify_____ | |

Q10 Could you please tell me which is/are the person that you usually travel abroad with?

(Please provide single answer)

- | | |
|--|--|
| <input type="checkbox"/> Family (wife/husband only) | <input type="checkbox"/> Family (with children only) |
| <input type="checkbox"/> Family (wife/husband with children) | <input type="checkbox"/> Parents |
| <input type="checkbox"/> Friends | <input type="checkbox"/> Colleagues |
| <input type="checkbox"/> Others (Please specify.....) | |

Q11 If you usually don't travel with your child, could you please explain why?

Section 4: Demographic

D1 What is your gender?

(Please provide single answer)

- | | |
|-------------------------------|---------------------------------|
| <input type="checkbox"/> Male | <input type="checkbox"/> Female |
|-------------------------------|---------------------------------|

D2 Which of the following ranges best describe your monthly income? (After tax)

(Please provide single answer)

- | | |
|---|--|
| <input type="checkbox"/> Less than 10.000 SEK | <input type="checkbox"/> 10.000 - 14.999 SEK |
| <input type="checkbox"/> 15.000 - 19.999 SEK | <input type="checkbox"/> 20,000-24.999 SEK |
| <input type="checkbox"/> 25.000-29.999 SEK | <input type="checkbox"/> 30.000-34.999 SEK |
| <input type="checkbox"/> 35.000-39.999 SEK | <input type="checkbox"/> 40.000-44.999 SEK |

45.000-49.999 SEK

50,000 SEK and above

D3 Could you please tell me which one of the following categories best describes your marital status at present? **(Please provide single answer)**

Single

Married (with child)

Married (without children)

Stay with partner/girl/boyfriend (with child)

Stay with partner/girl/boyfriend (without child)

Divorced/Widowed (with child)

Divorced/Widowed (without children)

D4 If you have children, how many children do you have?

Please indicate number of your child(s) _____

D5 If you have children, could you please identify their age

1st child _____ year(s)

2nd child _____ year(s)

3rd child _____ year(s)

4th child _____ year(s)

5th child _____ year(s)

D5 What is the highest level of education you have attained?**(Please provide single answer)**

Below high School or College

High School or College

Diploma

Bachelor degree

Master degree or higher

D6 What is your latest job title, position or rank in your company? **(Please provide single answer)**

CEO/Chairman/Managing Director/President

- Director/General Manager/Vice President
- CFO/Treasurer/Company Secretary/Controller
- Owner/Partnership
- Manager/Executive/Supervisor/Officer
- Others (Please specify.....)

Appendix 3: Questionnaire Results

RD number	S1	S2	S3	S4	Q1A1	Q1A2	Q1A3	Q1A4	Q1A5	Q1A6	Q1A7	Q1A8	Q1A9	Q1A10	Q2A1	Q2A2	Q2A3	Q2A4	Q2A5	Q2A6	Q2A7
1	50	2	1	Malmö		2	3			6					4	4	4	4	3	4	4
2	57	2	1	Landskrona			3						9		4	4	4	4	3	5	5
3	60	2	1	Eslövs	1	2	3						9		4	5	3	4	3	4	4
4	56	2	1	Helsingborg	1		3			6				10	5	4	4	5	4	4	4
5	65	2	1	Malmö	1	2	3			6			9	10	5	4	4	5	4	4	4
6	58	2	1	Malmö	1		3						9		4	3	4	4	4	4	5
7	56	2	1	Malmö			3								4	1	1	4	3	5	5
8	75	2	1	Helsingborg	1	2									3	3	5	5	4	4	5
9	66	2	1	Helsingborg	1		3			6					3	3	4	5	4	3	4
10	56	2	1	Malmö	1	2	3						9		3	4	4	4	4	3	4
11	55	2	1	Lund	1		3								4	3	4	3	3	4	4
12	57	2	1	Lund	1										5	5	5	4	4	1	1
13	57	2	1	Eslövs	1								9		4	3	4	4	4	4	4
14	54	2	1	Skanör	1		3								3	4	4	5	3	3	4
15	60	2	1	Ängelholm	1	2							9		3	4	4	4	4	3	4
16	60	2	1	Ystad	1		3	4							4	5	5	5	4	3	5
17	56	2	1	Ystad	1	2	3						9		5	5	1	1	5	5	5
18	53	2	1	Kristianstad	1	2	3			6			9	10	3	3	3	3	4	4	4
19	52	2	1	Skanör			3								3	3	4	4	3	4	3
20	61	2	1	Malmö	1	2	3	4					9		1	5	5	4	5	4	4
21	58	2	1	Ängelholm	1		3								3	4	4	4	5	3	4
22	58	2	1	Ängelholm	1		3	4							3	4	4	4	5	3	3
23	50	2	1	Trelleborg		2							9	10	4	4	5	3	4	3	4
24	58	2	1	Lund	1		3	4							3	3	3	4	4	4	4
25	60	2	1	Boden	1		3						9	10	5	5	5	5	3	4	5
26	67	2	1	Landskrona	1		3						9		4	3	4	4	3	4	5
27	62	2	1	Lund	1					6				10	4	5	4	4	5	4	4
28	61	2	1	Uppsala	1	2	3						9	10	5	4	5	5	5	4	5
29	68	2	1	Uppsala	1		3								5	4	3	5	4	4	5
30	63	2	1	Uppsala	1	2							9	10	5	4	4	5	4	3	3
31	68	2	1	Uppsala	1		3			6					5	4	4	4	4	4	5
32	57	2	1	Stockholm	1	2	3							10	5	4	5	5	4	4	5
33	59	2	1	Stockholm	1		3						9	10	5	5	3	4	4	5	5
34	62	2	1	Stockholm	1	2	3						9	10	5	4	3	5	3	4	4
35	67	2	1	Göteborg	1	2	3								4	4	5	5	5	4	5
36	66	2	1	Uppsala	1	2	3							10	5	4	3	5	3	4	5
37	65	2	1	Göteborg	1	2	3							10	5	5	4	5	4	4	5
38	61	2	1	Göteborg	1	2	3			6					4	4	3	4	4	4	4
39	68	2	1	Halmstad	1	2	3							10	5	4	5	5	4	3	4
40	58	2	1	Göteborg	1	2	3							10	5	5	5	5	4	3	5
41	66	2	1	Göteborg	1		3								4	4	3	4	3	3	4
42	68	2	1	Helsingborg	1	2	3			6					5	4	3	4	4	4	4
43	68	2	1	Helsingborg	1	2	3							10	5	4	4	5	4	3	4
44	69	2	1	Helsingborg	1	2	3							10	4	4	4	4	4	4	3
45	67	2	1	Malmö	1	2	3							10	5	4	3	4	3	3	4
46	60	2	1	Västerås	1	2	3								5	5	5	5	5	3	5
47	65	2	1	Västerås	1	2	3								5	4	4	5	4	4	3
48	67	2	1	Kristianstad	1	2	3						9	10	5	4	5	4	4	3	4
49	65	2	1	Linköping	1	2	3								5	4	3	5	4	3	5
50	68	2	1	Landskrona	1	2	3								5	4	3	4	4	3	4
51	60	2	1	Lund	1	2	3						9	10	4	4	4	4	4	4	4
52	67	2	1	Malmö	1	2	3							10	4	4	4	4	3	3	4
53	67	2	1	Malmö	1	2	3			6				10	4	4	3	3	4	4	3
54	68	2	1	Malmö	1	2	3								4	3	3	3	3	3	3
55	68	2	1	Malmö	1	2	3			6					4	3	4	3	3	3	4

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RD number	Q2A8	Q2A9	Q2A10	Q2A11	Q2A12	Q2A13	Q2A14	Q2A15	Q2A16	Q3A1	Q3A2	Q3A3	Q3A4	Q3A5	Q3A6	Q3A7	Q3A8	Q3A9
1	4	4	4	3	4	3	4	4	3	4	4	3	3	4	4	3	4	4
2	4	4	4	4	4	4	4	4	4	5	4	3	4	3	4	4	4	4
3	1	5	5	5	5	5	3	3	1	3	5	5	5	5	5	5	5	5
4	4	5	5	5	5	5	5	5	5	5	4	5	4	4	5	3	4	4
5	4	4	4	3	4	4	4	4	4	5	4	4	4	4	5	3	4	5
6	1	4	4	4	4	3	5	4	4	4	4	3	4	3	4	4	5	5
7	1	5	5	5	5	4	5	5	1	5	5	3	5	5	3	4	5	5
8	4	4	5	3	5	4	5	3	4	5	5	5	4	5	5	4	3	5
9	4	3	4	3	4	3	5	4	4	3	3	4	3	4	5	3	3	3
10	1	4	4	4	4	4	3	4	4	4	4	4	4	4	4	3	4	4
11	4	5	3	5	4	4	4	4	3	4	3	4	5	5	4	5	5	5
12	4	4	4	3	4	4	4	4	3	4	4	4	4	3	3	3	3	3
13	4	3	4	3	4	3	4	4	4	3	3	4	4	4	5	3	5	5
14	1	4	4	4	4	4	3	3	4	3	4	4	4	4	4	4	5	4
15	4	3	3	3	3	3	4	3	3	4	4	4	4	5	4	4	4	4
16	4	3	4	3	4	3	5	4	3	4	5	4	3	4	3	4	5	5
17	4	5	3	3	5	3	5	4	5	5	5	5	5	5	5	5	5	5
18	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4
19	3	3	4	3	4	3	4	3	4	3	4	3	4	4	4	3	4	4
20	1	5	4	4	5	5	5	5	5	4	5	5	5	5	3	5	5	5
21	4	5	4	4	4	4	5	5	4	4	4	4	4	5	5	4	5	5
22	3	5	5	4	5	5	4	4	4	4	4	5	5	4	5	4	4	5
23	1	5	5	5	5	5	3	3	4	3	3	5	5	5	4	4	3	3
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25	4	5	5	3	4	3	5	5	3	5	5	4	5	5	5	5	5	5
26	4	4	4	3	4	4	4	4	4	4	3	4	4	4	4	4	4	4
27	3	4	4	3	4	3	4	4	4	5	5	4	5	5	5	5	5	5
28	4	5	5	5	5	5	5	5	5	5	4	5	5	5	5	3	5	5
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30	3	5	5	5	5	5	5	5	5	5	4	5	5	5	5	3	5	5
31	4	4	4	4	4	4	4	4	4	5	4	4	3	3	5	3	4	4
32	4	4	4	4	4	4	5	5	5	5	4	4	4	4	5	3	5	4
33	3	4	3	4	4	4	5	4	5	5	4	5	4	3	4	3	5	4
34	3	4	3	4	3	4	5	3	4	5	3	3	4	3	4	3	4	4
35	3	4	4	5	4	4	5	4	5	4	5	5	4	3	5	4	5	4
36	4	3	3	4	4	4	5	4	5	5	4	4	3	3	5	3	5	4
37	4	4	4	4	4	4	4	4	4	5	4	4	5	4	5	4	5	4
38	3	4	4	4	4	3	3	3	3	5	4	4	4	3	5	4	4	4
39	3	4	4	4	4	3	4	4	4	5	4	5	4	3	5	4	4	4
40	4	4	4	5	5	5	5	3	4	5	4	5	4	3	5	3	5	4
41	3	3	3	3	3	3	3	4	4	4	3	3	3	3	4	3	3	3
42	4	3	3	3	3	3	4	3	4	5	4	3	3	3	4	3	4	4
43	4	4	3	4	4	4	5	4	4	5	4	4	4	3	5	4	4	4
44	3	4	3	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4
45	3	4	4	4	3	3	3	4	4	4	4	4	3	3	3	4	3	4
46	3	3	3	4	4	4	4	3	4	5	5	4	3	3	5	4	5	4
47	4	3	3	3	3	3	4	4	4	5	4	5	4	5	4	4	3	4
48	3	3	3	4	4	3	4	3	4	5	4	4	4	4	4	4	4	4
49	4	3	5	4	3	5	4	3	5	5	4	4	3	4	4	5	5	4
50	3	4	3	4	3	4	4	3	4	4	3	3	3	4	4	4	4	3
51	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
52	3	3	3	3	3	3	3	3	3	4	4	3	3	3	3	3	3	3
53	3	4	4	4	3	3	3	4	4	4	3	3	3	4	3	4	3	3
54	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
55	4	4	4	4	3	3	4	4	4	4	4	4	4	4	4	3	4	4

RD number	Q3A10	Q3A11	Q3A12	Q3A13	Q3A14	Q3A15	Q3A16	Q3A17	Q4	Q5	Q6	Q7	Q8	Q9	Q9	Q9	Q9	Q9	Q9	Q10		
1	4	4	4	4	4	4	4	3	4	3	2	2	7						6	1		
2	4	4	4	4	4	4	4	4	4	2	1	3	12						6	7	5	
3	5	5	4	4	5	5	4	3	5	2	1	4	6	1						7	2	
4	4	4	4	5	4	4	4	4	5	5	1	3	7	1			4			7	3	
5	3	3	4	4	4	4	4	3	5	3	1	3	7	1				5		7	3	
6	4	3	3	4	4	4	4	3	4	3	1	3	6							7	2	
7	3	5	5	3	5	5	3	5	5	2	1	3	6				4			7	1	
8	4	5	3	4	4	3	5	5	4	5	1	2	7	1							1	
9	3	4	4	4	4	3	4	4	5	5	1	4	6	1			4			7	1	
10	3	3	3	4	4	4	3	4	4	2	1	3	7	1							1	
11	5	5	4	4	5	5	3	3	5	2	1	2	6	1	2		4		6	7	1	
12	4	3	4	5	4	3	4	4	3	2	1	3	6	1							1	
13	3	5	4	4	4	4	3	3	5	6	2	3	6	1							1	
14	3	3	4	3	4	3	3	3	4	2	1	2	8	1							1	
15	4	4	4	4	4	5	4	4	4	3	1	3	12	1		3				7	1	
16	4	4	3	3	3	5	4	4	5	2	2	3	7				4				1	
17	3	5	3	5	5	3	5	3	5	3	2	2	7				4				1	
18	4	4	3	4	4	4	4	4	4	1	1	2	1	1						7	1	
19	3	4	3	4	4	3	3	3	4	1	1	2	12				4				1	
20	4	5	5	5	5	5	5	5	5	2	1	2	7	1							Alone	
21	3	5	4	4	4	4	3	5	5	2	3	2	3					5			1	
22	3	5	5	4	4	4	3	5	5	2	3	1	3					5		7	1	
23	5	5	3	3	3	3	4	4	4	1	1	2	3	1							3	
24	4	4	4	4	4	4	4	4	4	5	1	3	6	1		3					7	1
25	5	5	5	5	5	4	5	5	5	8	1	3	12				4				1	
26	4	4	4	4	4	4	4	4	4	4	1	3	7								7	1
27	5	4	3	5	5	5	3	4	5	8	1	4	12						6		Alone	
28	5	5	5	5	5	4	3	3	5	3	1	3	6				4			7	3	
29	3	3	4	4	4	4	4	3	4	5	1	3	12	1		3				7	3	
30	3	3	4	4	4	4	4	3	5	3	1	3	12	1			4				1	
31	3	3	4	4	4	4	3	3	5	5	1	3	12	1						7	1	
32	3	3	4	4	4	4	3	4	4	3	1	3	6	1							7	1
33	3	3	4	4	4	4	4	4	4	2	1	3	6	1							7	1
34	3	3	3	4	3	3	4	4	4	2	1	3	6	1							7	1
35	3	3	5	4	4	4	3	3	4	2	1	3	1	1							7	1
36	3	3	3	4	3	3	3	3	4	5	1	3	12	1				5			7	1
37	3	3	4	5	4	3	4	3	4	3	1	3	6	1							7	1
38	3	3	4	4	4	3	3	3	4	3	1	3	6	1		3					7	1
39	3	3	4	4	4	4	4	4	4	4	1	3	6	1							7	1
40	3	3	4	4	3	3	4	4	5	3	1	3	6	1		3					7	1
41	3	3	3	4	3	4	3	3	4	2	1	3	12	1							7	1
42	3	3	3	4	3	4	4	4	4	5	1	4	12	1		3	4			6		1
43	3	3	4	4	4	3	3	3	4	4	1	4	8	1					6		7	1
44	4	4	4	4	4	4	4	4	4	3	1	3	6	1		3					7	1
45	3	4	3	3	3	4	3	3	4	3	1	3	7	1		3					7	1
46	3	3	4	4	3	3	3	3	5	3	1	3	6	1	2						7	1
47	4	3	3	4	3	4	4	3	4	3	1	3	12	1	2	3					7	Alone
48	3	3	4	4	4	4	4	4	5	3	1	3	12	1		3					7	1
49	4	4	5	4	3	3	3	3	4	3	1	3	12	1		3					7	1
50	3	4	4	3	4	3	3	3	4	2	2	3	12	1		3					7	1
51	4	4	4	4	4	4	4	4	4	2	1	3	7	1	2	3					7	1
52	3	3	3	3	3	3	3	3	4	4	1	3	8	1	2						7	1
53	4	4	4	3	3	3	3	3	4	3	1	3	7	1							7	1
54	3	3	3	3	3	3	3	3	4	2	1	3	12	1		3					7	1
55	4	4	3	4	3	3	4	3	4	3	1	3	6	1	2		4				7	1

RD number	Q11	D1	D2	D3	D4	D5 1st	D5 2nd	D5 3rd	D5 4th	D6	D7
1	My children have to go to school	Male	7	4	2	13	21			2	5
2	I don't have children	Male	4	3						2	5
3		Male	3	2	4	26	25	8	2	2	5
4		Male	5	2	1	8				5	5
5		Male	5	2	1	12				4	5
6		Male	7	2	4	3	23	24	29	4	3
7	Children have class and school is still running	Male	5	3						3	4
8	They are already adult	Female	2	2	3	53	49	45		2	4
9	I don't have child	Male	1	3						1	5
10	He stay with his own	Male	5	2	1	21				2	3
11	They have school at that period	Male	4	2	1	17				2	5
12	My child has already seperate	Male	6	2	1	20				5	5
13	I don't have child	Male	5	3						1	5
14	They are grown up	Male	5	6	2	23	21			3	4
15	I don't have child	Male	4	3						4	5
16	They have to go to school at that period	Male	7	2	1	20				3	5
17	I don't have child	Male	6	5						2	2
18	I don't have	Male	4	5						2	5
19	I don't have	Male	3	3						2	5
20	My child was already grown up	Male	4	1	4	41	37	27	25	4	5
21	They have their own family	Male	10	2	3	39	35	28		2	5
22	They have there owned family	Male	10	2	3	39	35	28		2	5
23		Female	5	2	3	6	23	27		5	5
24	I don't have child	Male	5	3						4	3
25	They are adults	Female	5	2	3	40	36	34		1	5
26	I don't have child	Male	7	3						5	5
27	Have none	Male	3	3						5	5
28		Male	6	2	3	14	11	9		4	5
29		Male	5	2	2	8	5			4	5
30	They already grown up	Female	5	2	2	20	17			4	5
31	They have their family	Male	5	2	2	23	20			4	5
32	I don't have	Male	4	3						4	4
33	They already have their own family	Male	4	2	2	25	22			4	5
34	They already grown up	Male	3	2	1	20				4	5
35	They are already grown up	Male	4	2	1	24				4	5
36	They have family to take care	Female	4	2	1	27				4	5
37	They've grown up	Female	5	2	2	27	25			4	5
38	They have their owned family	Male	4	2	1	24				4	5
39	They already have their own family	Male	3	2	2	28	31			4	5
40	I don't have	Male	5	3						4	5
41	They are grown up	Female	3	2	2	25	23			3	5
42	I don't have	Male	5	3						4	5
43	They have their owned family	Female	4	2	3	25	23	20		4	5
44	They are grown up	Male	4	4	2	22	20			4	5
45	I don't have	Male	4	3						4	3
46	They have family	Male	3	2	1	24				4	4
47	They have family	Male	4	6	2	24	21			4	5
48	They already have family	Male	3	2	1	26				2	5
49	They are grown up	Male	4	2	2	25	22			4	5
50	I don't have	Female	4	3						2	5
51	They already have family	Male	4	2	2	27	24			4	5
52	I don't have	Male	4	5						4	3
53	They're already grown up	Male	3	2	2	25	22			4	5
54	They already have family	Male	5	2	2	26	23			5	2
55	They have family	Male	4	2	1	26				4	5

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RD number	S1	S2	S3	S4	Q1A1	Q1A2	Q1A3	Q1A4	Q1A5	Q1A6	Q1A7	Q1A8	Q1A9	Q1A10	Q2A1	Q2A2	Q2A3	Q2A4	Q2A5	Q2A6	Q2A7
56	67	2	1	Helsingborg	1	2	3							10	4	4	4	4	4	3	4
57	65	2	1	Helsingborg	1	2	3						9	10	5	4	3	5	4	3	5
58	69	2	1	Halmstad	1		3								4	4	3	4	3	3	4
59	69	2	1	Linköping	1		3			6				10	5	4	3	4	3	3	4
60	67	2	1	Kristianstad	1		3			6				10	5	4	4	4	4	4	5
61	56	2	1	Kalmar	1	2				6				10	5	5	4	5	4	3	3
62	62	2	1	Stockholm	1	2				6		8	9		4	4	4	4	4	4	4
63	50	2	1	Malmö		2	3			6					4	4	4	4	3	4	4
64	57	2	1	Landskrona			3						9		4	4	4	4	3	5	5
65	60	2	1	Eslövs	1	2	3						9		4	5	3	4	3	4	4
66	56	2	1	Helsingborg	1		3			6				10	5	4	4	5	4	4	4
67	56	2	1	Malmö			3								4	1	1	4	3	5	5
68	75	2	1	Helsingborg	1	2									3	3	5	5	4	4	5
69	66	2	1	Helsingborg	1		3			6					3	3	4	5	4	3	4
70	56	2	1	Malmö	1	2	3						9		3	4	4	4	4	3	4
71	55	2	1	Lund	1		3								4	3	4	3	3	4	4
72	57	2	1	Eslövs	1								9		4	3	4	4	4	4	4
73	54	2	1	Skanör	1		3								3	4	4	5	3	3	4
74	60	2	1	Ängelholm	1	2							9		3	4	4	4	4	3	4
75	56	2	1	Ystad	1	2	3						9		5	5	1	1	5	5	5
76	53	2	1	Kristianstad	1	2	3			6			9	10	3	3	3	3	4	4	4
77	52	2	1	Skanör			3								3	3	4	4	3	4	3
78	61	2	1	Malmö	1	2	3	4					9		1	5	5	4	5	4	4
79	50	2	1	Trelleborg		2							9	10	4	4	5	3	4	3	4
80	58	2	1	Lund	1		3	4							3	3	3	4	4	4	4
81	60	2	1	Boden	1		3						9	10	5	5	5	5	3	4	5
82	62	2	1	Lund	1					6				10	4	5	4	4	5	4	4
83	61	2	1	Uppsala	1	2	3						9	10	5	4	5	5	5	4	5
84	68	2	1	Uppsala	1		3			6					5	4	4	4	4	4	5
85	59	2	1	Stockholm	1		3						9	10	5	5	3	4	4	5	5
86	62	2	1	Stockholm	1	2	3						9	10	5	4	3	5	3	4	4
87	67	2	1	Göteborg	1	2	3								4	4	5	5	5	4	5
88	65	2	1	Göteborg	1	2	3							10	5	5	4	5	4	4	5
89	61	2	1	Göteborg	1	2	3			6					4	4	3	4	4	4	4
90	66	2	1	Göteborg	1		3								4	4	3	4	3	3	4
91	68	2	1	Helsingborg	1	2	3							10	5	4	4	5	4	3	4
92	69	2	1	Helsingborg	1	2	3							10	4	4	4	4	4	4	3
93	67	2	1	Malmö	1	2	3							10	5	4	3	4	3	3	4
94	60	2	1	Västerås	1	2	3								5	5	5	5	5	3	5
95	65	2	1	Västerås	1	2	3								5	4	4	5	4	4	3
96	68	2	1	Landskrona	1	2	3								5	4	3	4	4	3	4
97	60	2	1	Lund	1	2	3						9	10	4	4	4	4	4	4	4
98	67	2	1	Malmö	1	2	3							10	4	4	4	4	3	3	4
99	67	2	1	Malmö	1	2	3			6				10	4	4	3	3	4	4	3
100	68	2	1	Malmö	1	2	3			6					4	3	4	3	3	3	4
101	67	2	1	Helsingborg	1	2	3							10	4	4	4	4	4	3	4
102	69	2	1	Halmstad	1		3								4	4	3	4	3	3	4
103	69	2	1	Linköping	1		3			6				10	5	4	3	4	3	3	4
104	67	2	1	Kristianstad	1		3			6				10	5	4	4	4	4	4	5
105	56	2	1	Kalmar	1	2				6				10	5	5	4	5	4	3	3
106	62	2	1	Stockholm	1	2				6		8	9		4	4	4	4	4	4	4

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RD number	Q2A8	Q2A9	Q2A10	Q2A11	Q2A12	Q2A13	Q2A14	Q2A15	Q2A16	Q3A1	Q3A2	Q3A3	Q3A4	Q3A5	Q3A6	Q3A7	Q3A8	Q3A9
56	4	3	3	4	3	4	4	3	4	4	4	4	4	3	4	4	4	3
57	4	3	5	4	3	4	5	4	5	4	4	3	4	3	4	3	4	3
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75	4	5	3	3	5	3	5	4	5	5	5	5	5	5	5	5	5	5
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81	4	5	5	3	4	3	5	5	3	5	5	4	5	5	5	5	5	5
82	3	4	4	3	4	3	4	4	4	5	5	4	5	5	5	5	5	5
83	4	5	5	5	5	5	5	5	5	5	4	5	5	5	5	3	5	5
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92	3	4	3	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4
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94	3	3	3	4	4	4	4	3	4	5	5	4	3	3	5	4	5	4
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96	3	4	3	4	3	4	4	3	4	4	3	3	3	4	4	4	4	3
97	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
98	3	3	3	3	3	3	3	3	3	4	4	3	3	3	3	3	3	3
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102	3	3	3	3	3	3	4	3	4	4	4	3	3	3	4	4	4	3
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105	3	4	4	4	4	4	4	4	4	5	5	5	5	4	5	5	4	5
106	4	5	5	5	5	5	4	4	4	5	4	5	5	4	4	4	4	5

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RD number	Q3A10	Q3A11	Q3A12	Q3A13	Q3A14	Q3A15	Q3A16	Q3A17	Q4	Q5	Q6	Q7	Q8	Q9	Q9	Q9	Q9	Q9	Q10		
56	3	3	3	4	3	3	3	3	4	5	1	3	6	1				7	1		
57	4	4	4	3	4	4	3	4	4	3	1	3	6	1	2			7	1		
58	3	3	3	4	3	3	3	3	4	2	1	3	12	1				7	1		
59	3	3	3	4	3	3	3	4	4	3	1	3	7	1	2			7	1		
60	3	3	3	4	3	4	4	4	4	2	1	3	7	1		3		7	1		
61	5	4	4	4	4	4	4	4	4	2	1	3	4	1					1		
62	4	4	4	4	4	3	4	5	4	4	2	3	11					6	1		
63	4	4	4	4	4	4	4	3	4	3	2	2	7					6	1		
64	4	4	4	4	4	4	4	4	4	2	1	3	12					6	7	5	
65	5	5	4	4	5	5	4	3	5	2	1	4	6	1					7	2	
66	4	4	4	5	4	4	4	4	5	5	1	3	7	1			4		7	3	
67	3	5	5	3	5	5	3	5	5	2	1	3	6				4		7	1	
68	4	5	3	4	4	3	5	5	4	5	1	2	7	1						1	
69	3	4	4	4	4	3	4	4	5	5	1	4	6	1			4		7	1	
70	3	3	3	4	4	4	3	4	4	2	1	3	7	1						1	
71	5	5	4	4	5	5	3	3	5	2	1	2	6	1	2		4		6	7	1
72	3	5	4	4	4	4	3	3	5	6	2	3	6	1						1	
73	3	3	4	3	4	3	3	3	4	2	1	2	8	1						1	
74	4	4	4	4	4	5	4	4	4	3	1	3	12	1		3				7	1
75	3	5	3	5	5	3	5	3	5	3	2	2	7				4			1	
76	4	4	3	4	4	4	4	4	4	1	1	2	1	1						7	1
77	3	4	3	4	4	3	3	3	4	1	1	2	12				4				1
78	4	5	5	5	5	5	5	5	5	2	1	2	7	1							Alone
79	5	5	3	3	3	3	4	4	4	1	1	2	3	1							3
80	4	4	4	4	4	4	4	4	4	5	1	3	6	1		3				7	1
81	5	5	5	5	5	4	5	5	5	8	1	3	12				4				1
82	5	4	3	5	5	5	3	4	5	8	1	4	12						6		Alone
83	5	5	5	5	5	4	3	3	5	3	1	3	6				4			7	3
84	3	3	4	4	4	4	3	3	5	5	1	3	12	1						7	1
85	3	3	4	4	4	4	4	4	4	2	1	3	6	1						7	1
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88	3	3	4	5	4	3	4	3	4	3	1	3	6	1						7	1
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92	4	4	4	4	4	4	4	4	4	3	1	3	6	1		3				7	1
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94	3	3	4	4	3	3	3	3	5	3	1	3	6	1	2					7	1
95	4	3	3	4	3	4	4	3	4	3	1	3	12	1	2	3				7	Alone
96	3	4	4	3	4	3	3	3	4	2	2	3	12	1		3				7	1
97	4	4	4	4	4	4	4	4	4	2	1	3	7	1	2	3				7	1
98	3	3	3	3	3	3	3	3	4	4	1	3	8	1	2					7	1
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100	4	4	3	4	3	3	4	3	4	3	1	3	6	1	2		4			7	1
101	3	3	3	4	3	3	3	3	4	5	1	3	6	1		3				7	1
102	3	3	3	4	3	3	3	3	4	2	1	3	12	1		3				7	1
103	3	3	3	4	3	3	3	4	4	3	1	3	7	1	2					7	1
104	3	3	3	4	3	4	4	4	4	2	1	3	7	1		3				7	1
105	5	4	4	4	4	4	4	4	4	2	1	3	4	1							1
106	4	4	4	4	4	3	4	5	4	4	2	3	11							6	1

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RD number	Q11	D1	D2	D3	D4	D5 1st	D5 2nd	D5 3rd	D5 4th	D6	D7
56	They have family to take care	Male	4	2	2	28	22			4	5
57	They've got their family	Male	4	2	2	31	28			4	5
58	They have family	Male	4	2	1	28				4	5
59	They have their own family	Male	4	2	1	28				4	5
60	They have their owned family	Male	5	2	1	27				4	5
61		Female	4	2	3	20	22	25		3	5
62	they are grown up.	Female	4	2	2	20	24			4	5
63	My children have to go to school	Male	7	4	2	13	21			2	5
64	I don't have children	Male	4	3						2	5
65		Male	3	2	4	26	25	8	2	2	5
66		Male	5	2	1	8				5	5
67	Children have class and school is still running	Male	5	3						3	4
68	They are already adult	Female	2	2	3	53	49	45		2	4
69	I don't have child	Male	1	3						1	5
70	He stay with his own	Male	5	2	1	21				2	3
71	They have school at that period	Male	4	2	1	17				2	5
72	I don't have child	Male	5	3						1	5
73	They are grown up	Male	5	6	2	23	21			3	4
74	I don't have child	Male	4	3						4	5
75	I don't have child	Male	6	5						2	2
76	I don't have	Male	4	5						2	5
77	I don't have	Male	3	3						2	5
78	My child was already grown up	Male	4	1	4	41	37	27	25	4	5
79		Female	5	2	3	6	23	27		5	5
80	I don't have child	Male	5	3						4	3
81	They are adults	Female	5	2	3	40	36	34		1	5
82	Have none	Male	3	3						5	5
83		Male	6	2	3	14	11	9		4	5
84	They have their family	Male	5	2	2	23	20			4	5
85	They already have their own family	Male	4	2	2	25	22			4	5
86	They already grown up	Male	3	2	1	20				4	5
87	They are already grown up	Male	4	2	1	24				4	5
88	They've grown up	Female	5	2	2	27	25			4	5
89	They have their owned family	Male	4	2	1	24				4	5
90	They are grown up	Female	3	2	2	25	23			3	5
91	They have their owned family	Female	4	2	3	25	23	20		4	5
92	They are grown up	Male	4	4	2	22	20			4	5
93	I don't have	Male	4	3						4	3
94	They have family	Male	3	2	1	24				4	4
95	They have family	Male	4	6	2	24	21			4	5
96	I don't have	Female	4	3						2	5
97	They already have family	Male	4	2	2	27	24			4	5
98	I don't have	Male	4	5						4	3
99	They're already grown up	Male	3	2	2	25	22			4	5
100	They have family	Male	4	2	1	26				4	5
101	They have family to take care	Male	4	2	2	28	22			4	5
102	They have family	Male	4	2	1	28				4	5
103	They have their own family	Male	4	2	1	28				4	5
104	They have their owned family	Male	5	2	1	27				4	5
105		Female	4	2	3	20	22	25		3	5
106	they are grown up.	Female	4	2	2	20	24			4	5