THE MOTIVATIONS OF THAILAND CRUISE CUSTOMERS

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Approval Page

This dissertation, which is an original work undertaken by Nitiya Tungkae in partial fulfillment of the requirements for the degree of Master of Business Administration, is in accordance with the regulations governing the preparation and presentation of dissertations at the Graduate School in the Korea Maritime University, Republic of Korea.

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초록

크루즈 관광 산업은 점점 그 규모가 늘어나고 있고 세계 관광 산업 중 가장 빠른 성장을 보이고 있다. 아직 주로 북미 지역의 크루즈가 지배적이고, 아시아 지역의 크루즈 시장은 상대적으로 작지만 매우 빠른 성장을 보이고 있다.

이 연구는 태국 크루즈 여행객들의 기대와 요구, 동기들을 규명하기 위해 수행되었다. 주된 목적은 태국 크루즈 여행객들의 동기와 크루즈 회사에 의해 제공되는 서비스들 사이의 관계를 파악하는 것이다. 연구 대상인 크루즈 여행자들의 행동양식에 대한 관찰은 매우 잠재력이 큰 아시아 크루즈 시장의 고객 특성을 일부 알려주는 주요 사례가 될 것이다.

이 연구는 설문조사를 토대로 하고 있다. 비록 이 연구가 태국 크루즈 여행자들의 최근 현상을 나타내는 것 이지만, 유사한 연구들을 보완하는 새로운 결과들을 담고 있다. 또한 이 연구의 범위는 태국에 거주하고 있는 전체 아시아인 여행객을 대상으로 하고 있다.

설문지는 Dann(1977)의 '미는 요인(Push factor)'과 '당기는 요인(Pull factor)'의 이론에 입각해서 태국 크루즈 여행객들의 동기를 파악하는데 맞추어져 있다. 질문은 크게 두 부분으로 구성되었는데, 첫 부분은 인구 통계학적인 정보 수집을 위해, 두 번째 부분은 욕구와 기대 분석을 위한 것이다. 오프라인 조사와 온라인 조사를 병행하였다. 오프라인 조사는 태국 현지에 위치해 있는 3 개의 여행사들을 통하여 수행되었다.

응답이 수거된 태국 크루즈 여행객의 반 이상이 여성으로 발견되었다. 응답자 나이는 21 에서 40 세 사이이고, 대부분 대학 졸업자 이상이었다. 대체로 60% 이상의 응답자가 이전에 크루즈 여행의 경험이 전혀 없는 것으로 발견되었다. 크루즈를 이용하는 가장 중요한 동기는 일상생활에서 벗어나서 새로운 경험을 즐기는 것이었다. 이러한 발견들을 포함하는 이 연구의 결과는 태국과 주변의 아시아 크루즈 여행객들을 위한 마케팅 전략, 크루즈 상품 개발에 참조할 만한 시사점을 담고 있다.

ABSTRACT

THE MOTIVATIONS OF THAILAND CRUISE CUSTOMERS

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The cruise industry has grown enormously in scale and it is considered to be the fastest tourism sector. Several researches have been done in the North America cruise industry due to its potential for cruise tourism. Nevertheless, the Asia region is an emerging market for cruise tourism.

The purpose of this thesis study is to figure out the motivations, desires and expectations of Thailand cruise customers. The main objective is to find out the relationship between the Thailand cruise travelers' motivations and the opportunities provided by the cruise companies. In this study, customers' and travelers' behaviors are mainly analyzed on the some Asian Cruises market, due to the fact that it is one of the best examples among all world-wide cruise market. Related literature and the data collection from this thesis study are used to create a general framework of Thailand cruise travelers' perceptions on cruising and cruise travel.

This study is basically based on a sample survey methodology. Although, this study gives a recent trend of Thailand cruise customers, the replicas of similar studies creates a perfect opportunity to reach a healthier results for

general trends. Population of this study covers all Asian cruise customers who reside in Thailand. However; 70% of them are participated in this thesis study regarding the availability and attainability of population. In the light of literature, a questionnaire is designed to figure out cruise customers' motivations in Thailand mostly based on the theory of push and pull factors (Dann, 1977). This questionnaire consists of two parts; part one aims to gather demographic information whereas part two intends to analyze samples' different desires and expectations. Recent popular trend, online survey method and paper survey method are applied. Paper surveys are applied by three public travel tourism agencies located in Thailand due to limitation of time and location. Online survey was used to cope with these negative parts of the study.

The results showed the demographic of Thai cruisers; over half of them were female. Ages of respondents were between 21 to 40 year olds, most of them finished at least an undergraduate level. Moreover, the result showed that more than 60% of respondents never had experienced on cruise before; cruising is a new type of travelling for them. The most important factors motivated Thai travelers to go on cruise were such as escape form routine day and work life, having a good time with family and friends, and the unique of cruise product and services.

The findings of the study can be helpful for cruise marketers and cruise providers to develop their products or marketing strategies for Thai cruise customers. In addition, this study also provided the literature in the area of cruise industry with some extents.

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CHAPTER 1 INTRODUCTION

This chapter begins with the background information of the study. Then, the reason of research gap is addressed. Research gap is followed by the objectives and questions of research. Afterwards, the research methodology and scope of research is clarified and narrowed down. At the last part, research structure is presented.

It should be noted that Asian Cruises is one of the biggest cruise company. This makes this thesis important in the cruise industry. Therefore, travelers of Asian Cruises are mainly analyzed to make inferences from the data gathered.

1.1.   Background of the Study

Tourism industry and tourist rates are increasing inbound and outbound day by day all over the world. The research of the United Nations World Tourism Organization (UNWTO, 2012) clarifies that the international tourist arrivals all over the world has increased nearly 5 percent, which is equivalent to 980 million tourists in 2011. This number is huge compare to previous years. Therefore, tourism industry has a great contribution economically to a certain country. Today, many countries put tourism in first rank as a government revenue and they provide further opportunities and facilities for tourism industry so that they could get higher revenue. These governments also improve their legislations so that more people could benefit from tourism opportunities. However, this increment in tourism industry is not steady in each year. It varies in years according to different regions, cultures, geography, and political conditions of a country. Natural disasters, wars,

security, standard of living, also influence tourism industry. The global economic crisis in 2009, earthquakes in Japan and the Philippines and tsunami in 2004 have negative factors affecting tourism industry. Disasters affected economically the people residing in those affected countries. Developed countries have higher tourist activities at outbound rather than the rest of the world. Therefore, in North American and European countries, people travel more for leisure and business activities rather than the people who reside in rest of the world. However, in tourist arrival rates European and Asian countries get the biggest portion from the pie by 73% (UNWTO, 2012). Consequently, it is possible to say that the most popular tourist destinations are Europe and Asia.

Tourism industry is the first rank of economic revenues especially for small island countries or the ones which has bounds to seas or oceans. It is so due to the marine tourism or cruise industry. International cruise travel rates are inflating similar to the tourism industry. Cruise Line International Association (2011) has stated that the average annual passenger growth rate is 7% per annum. In North American countries cruise industry is the biggest parallel to the tourism industry. There are major market providers of cruise industry by their huge amount of investments such as Carnival Cruise lines, Royal Caribbean, Star Cruise (Cruise Market Watch, 2011) from which the last company is given the most attention in this thesis study. These companies are dominating the world cruise industry and they had long-time experiences in this business. Alaska, Caribbean, Mediterranean regions are the top destinations for cruisers (CLIA, 2012). Furthermore, Asian region is also booming for cruise industry (PATA, 2011).

Consumer behavior is one of the most interesting and important viewpoints of marketing management. Indeed, all decisions are involved in marketing of

product or services. Cognizance in the behavior of consumer can help the marketers or operators anticipate the future of their marketing. It also causes the operators and marketers to rectify their product or services when necessary. Researchers believe that consumers will take into consideration such questions as "How much satisfaction they get from buying?" and "How much they have to pay to purchase?" Christopher H. (1975) stated that the decision of consumers is important and that decisions are determined by analyzing their attitude construct.

In theory of needs and drives by Hull C. (1943), it has been noted that every people have needs which force them into action. This theory divided drives into two levels: the first level is called as "Primary drives" which is related to basic survival and procreation whereas the second level, namely "secondary drives", is related to social and identity factors which are less important for survival.

David McClelland (1960) has developed another theory from the "theory need" of Maslow. In his study, he found out three motivators which are needs for achievement, affiliation and power. Researcher also stated in his study that these motivators are not inherent; we develop them through our culture and life experiences.

The study of motivation has, traditionally, been concerned with the needs and desires of the individual. It is an individual's personal and deep-rooted needs that lead to motivation and goal-oriented behavior.

The increment in cruise industry pushes companies to their limits and cruisers expect innovation and business models from cruise companies. As one of the most fertile cruise regions, Asian region requires sophisticated analysis of cruise customers as well as destinations and routes. However, the number of researches that have been done nowadays are inadequate in this

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region. As a result, cruise line companies should benefit from the researches related to cruising in Asian region so that they could improve themselves.

1.2.   Research Gap

Tourism and cruising have been studied by many researchers; however, those studies would not be able to aid current cruise companies entirely since both tourism and cruising have been changing through time. There are large communities in Asia region including Taiwan, Thailand, Singapore, Malaysia, Indonesia, China, Republic of Korea, and Japan. All of these countries have their own characteristics and their travelling standards are getting quite complex as they seek to enrich their experiences by taking trips to abroad (Josiam et al., 2011). Therefore, the purpose of thesis study is to figure out the motivations, desires and expectations of Thailand cruise customers. There is no clear data in the literature studied on Thailand cruise customers' motivations. This study aims to fill this gap by studying cruise industry of Thailand and cruise consumers' characteristics.

Cruise industry is a dynamic business and cruise lines suffer from guessing cruisers' desires and motivations to offer them perfect packages. The number of Thai cruise customers are not negligible on the contrary it has been growing rapidly in the recent years. However, Thailand is not able to establish a worldwide cruise line company which would transport both Thai cruisers and international cruisers in the Asia region itineraries. Therefore, the main objective is to find out the relationship between the Thailand cruise travelers' motivations and the opportunities provided by Asian cruises. By doing this study, Thailand domestic cruise companies would see the missing points in order to

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fulfill their customer needs. This gap is aimed to fill out by studying an Asian cruise, and getting data from customers of this huge cruise line.

1.3. Research Objectives

The main objective of the research is to find out the relationship between the improvements of a cruise liner company, in this study case focus on the Asian Cruises. Therefore, this study is to figure out framework of Thailand cruise customers motivations to travel. Thailand cruise travelers' requirements, expectations and perceptions will be outlined at the end according with the context of this thesis study.

1. To identify the push and pull factors that influence Thai cruise customers to go on a cruise vacation. The mean value of push and pull motivation factors will use to analyze to find out which motivation factors are influence and which are not.
2. To investigate whether there are any significant differences on the push and pull factor among Thai cruise customers (base on demographic characteristics of respondents for instance, Age, Gender, education and salary).
3. To investigate travel behaviors of Thai cruise customers, for instance, travel trips, travel budgets and etc.

1.4. Research Methodology and Scope

The research concentrates mainly on the motivations of Thailand cruise customers and the cruise industry in Thailand. The current state of Thailand Cruise and its position in the world market is analyzed. The main purpose is

to identify Thai cruise customer's choices and expectation as well as their desires from a cruise line company.

Sample survey method is applied in this study. This research is a cross-sectional study because it reflects the current snap-shot of the population rather than the trend of motivations. Population of this study consists of the Asian cruise customers in Thailand whereas the sample includes only 70 feedbacks Thailand cruise passengers travelled by Asian cruise. Although random selection is the main aim, attainability of samples was the first choice.

As a research instrument, there is a questionnaire consists of two parts; part one is designed to get general information of the sample whereas part two aims to identify the motivations of cruise customers. Part one has 13 questionnaires to collect demographic information about the sample. Second part includes 26 items in Likert scale format which has five different ranks from strongly disagree to strongly agree for qualitative level. All items are selected according with the objectives and research questions.

Recent popular trend, online survey method and paper survey method are applied in this study. Sample kindly asked to fill out the questionnaire generated according to the objectives of the thesis study. Three public travel agencies are contacted and paper surveys applied in their supervisions. Due to time limitation and unavailability to reach sample directly, paper surveys are decided to apply on samples. Beneath paper surveys, online survey is also used to cope with these negative parts of the study. Online survey was available on the internet with the following link: *https://do cs.google.com/ spreadsheet/viewform?formkey=dENXbXVXa1BfdjNnNmlCdEk3OEZ4YVE6 MQ*

Chapter two talks about research structure. It gives the theoretical background of thesis study. The deductive method is used to analyze theoretical background. It starts with the tourism and goes into details of cruise line business, Thailand's cruise, and consumer choice behaviors. The focus, of course, is on the consumer choice behaviors and cruise industry of Thailand.

Chapter three provides the framework of thesis study. The framework of the study is a simple analysis of information discussed in the previous chapter. Apart from the framework, in this chapter, the methodology of thesis study is introduced. Research method, data collection, data analysis, reliability and validity of the research are presented.

Chapter four consists of the finding and analysis of data. Whole empirical data and tables are presented in this chapter. Additionally, this empirical data is discussed according to the objectives of thesis study.

The last chapter is a conclusion of issues and ideas all together as well as the implications after the analysis of data. Additionally limitations of this study are discussed and suggestions for further studies are introduced.

CHAPTER 2

Theoretical Background

This chapter provides the theoretical background of the study. Literature is analyzed with in the 5 sub-titles which are given in the deductive manner. In the first section, international tourism is given an eye in broad manner, increasing tourism sectors and increasing tourist numbers are tabulated as well as the differences regarding regions. At the end of first section, the data of Southern Asia is examined deeply. Second section is constituted of cruise line industry and growing cruise line industry, major cruise line companies and their way of business understanding is outlined. Thereafter, in the section, the same issues are addressed for Thailand case by going a deeper stage in every way. The last section focuses on the consumer choice behavior and investigates literature in order to get a better understanding in the motivations of cruise customers. All sections are interrelated; however, each section is designed to get closer to the objectives of this study.

2.1. International Tourism

Before looking in to the motivations of cruise customers, in the following sections, growth of international tourism and regional differences in tourism sector is examined. These issues are vital on account of the fact that they have a great impact on travelers' wishes and desire to go on a trip. Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited (UNWTO, 2012). Furthermore,

The United Nations World Tourism Organization (2012) defines tourists as people who are traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. Duration, place or environment, and purpose are main fragments of both tourism and tourist. Therefore, in the following sections, while the data related to tourism sector is introduced; international tourism is considered as in the definition given above.

2.1.1. Growth of International Tourism

The world tourism industry has been continuously growing year after year. The research of United Nations World Tourism Organization (UNWTO, 2012) showed that the international tourist arrivals increased nearly 5 percent, 980 million tourists in 2011(Figure 1). This result is giving hope for tourism industry and, of course, for countries which need more income. However, it is possible to claim that this increment is not straight forward in each year. The turning points in Figure 1 show that tourism has seasonal trends and tourism sector needs to handle this challenge.

Figure 1: The International Tourist Arrivals 2011

Source: UNWTO World Tourism Barometer volume 10, January 2012

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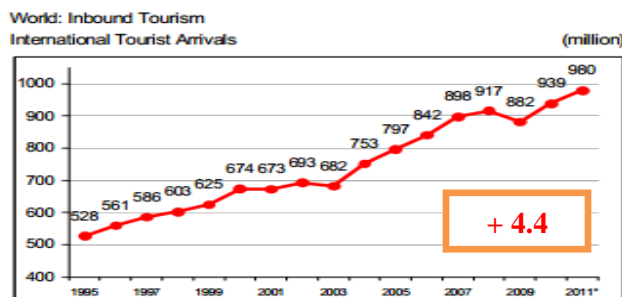
According to the Figure 1, the total number of international arrivals grew up to 980 million in 2011 after the decline in 2009. The increment since 2009 is enormous and this may trigger further investments in the tourism sector in the following years. The research of UNWTO demonstrated the result that the trend of international tourism around the world shows mostly positive manners. Moreover, the data given above consists of a total of 125 countries which shows positive manners on tourist arrivals at 83 percent, of which 52 countries are in double digits at 35 percent, meanwhile 25 countries shows negative result at 17 percent.

2.1.2. Regional Difference in Travelling

Recently, the transportations are quite convenient; by air, rail, road, and sea. All the channels that mentioned above affect people to go out and travel in the region and also abroad. As it is mentioned in the previous section, positive trends are dominating international tourism all around the world, however; it would not be true for all regions in some rates due to the varied numbers of increments in each region. Furthermore, a close look into different continents would help to understand current target markets and their future predictions for tourism as well as cruise industry.

According to the UNWTO, each country has showed different result of tourist arrivals. The Figure 2 presents the international tourist arrivals in each region for 2011. The most overwhelming international tourist arrivals is in Europe region of which 51 percent and this result surpasses the half billion tourists in 2011. The second strong result is in Asia and the Pacific regions, the total tourist arrivals were increased 11 million and it reached a total of 216 million international tourist arrivals. Both of South East Asia and South Asia has strong intraregional demand at +9 percent, on the other hand, North

– East Asia and Oceania showed subordinate result at +4 percent and +0.3 percent in order, due to the fact that Japanese outbound market has declined.

Figure 2: International Tourist Arrivals Each Region 2011
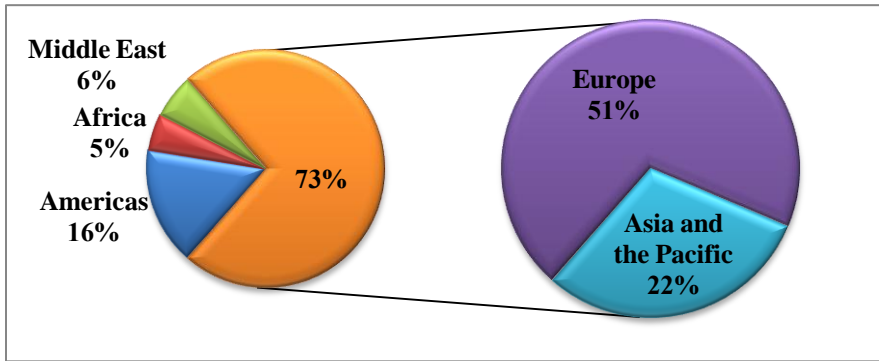
Source: UNWTO World Tourism Barometer volume 10, January 2012

Americas takes the third rank. In this region, the international tourist arrivals have resulted in an increase of 6 million. South America grew up by 10 percent in the second consecutive year, Central America and the Caribbean both added 4 percent up and the North America increased at 3 percent. Total of American region reached 156 million, which means hit the 100 million in 2011. The fourth rank is in the Middle East region. This region has international tourist arrivals at 55 million. However, some destinations namely Saudi Arabia, Oman and the United Arab Emirates sustained steady growth. The last of rank is Africa at 5 percent; the international arrivals were at 50 million.

At the end, it is possibly to say that Europe and Asia regions rule the tourism traffic over the world. Both of the regions reached the incredible tourist numbers. Therefore, the top tourism activities are made in the countries located to Europe or Asia. Consequently, this data influences Thailand, which is the focus country of this research, as an Asian country.

2.1.3. Tourism Trends in Asia

Asia is placed in the second rank among other regions in terms of the total international tourist arrivals (Figure 2). Most of popular tourism centers, which have abundant numbers of natural, historical and human made beauties, are located in Asia continent and these centers attracts a great number of tourists every day. Hence, Asia region is one of the biggest resources in the world for international tourism. China, India, Japan, Republic of Korea and Thailand guide the tourism industry from all quarters.

Figure 3: Predictions of Inbound Tourism by Region Towards 2030
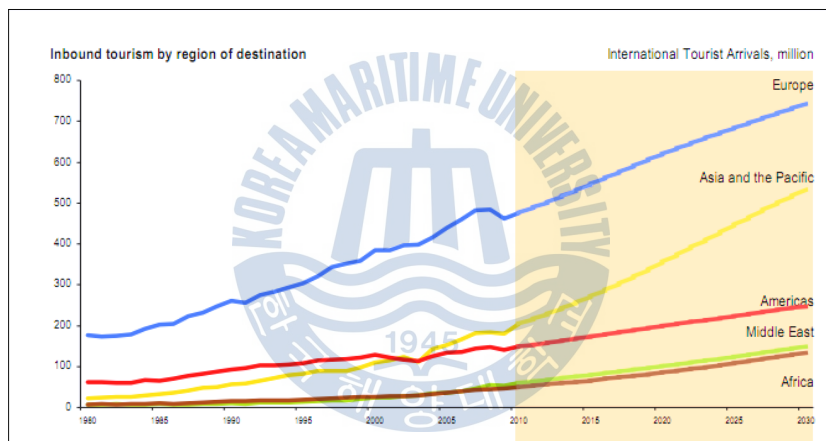
Source: World Tourism Organization: Tourism towards 2030 (Global overview)

The UNWTO, as presented in Figure 3, has predicted the inbound tourism rates towards 2030. Even in this prediction Asia is most likely growing in terms of inbound tourism rates in the near future. The international tourism arrivals will reach to 1.8 billion by 2030, the leisure and holidays segments will have a rapid increasing trend. Notably, Asia and the Pacific will gain most of the new arrivals compare to other region destinations as it is seen in the Figure 3.

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Moreover, the IBT Berlin World Travel Report (2011) supported the study of the UNWTO and it stated that Asia has a quite fruitful and interesting tourism market. The IBT Berlin has also claimed that the number of traveling in Asia regions rose by 6 percent in the first 8 month in 2011.

> *"...The Asian Markets have not only a bright present, yet a bright future too. Europe could gain from Asia's progress too."*
>
> *The IBT Berlin World Travel Report (2011)*

In addition, the study of Association of Southeast Asian Nations (ASEAN) indicated that the trend of the ASEAN tourism is in the positive manners. The international tourist arrivals performed an outstanding growth with 73 million international tourist arrivals in 2010.

Figure 4: Total International Arrivals to ASEAN Member States 1991 – 2010
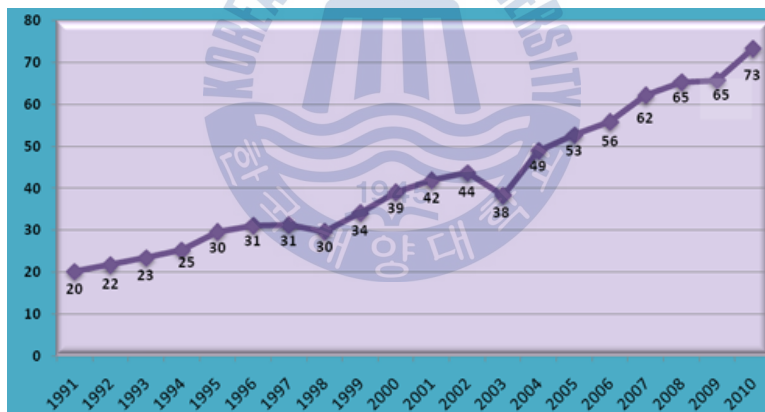
Source: The official website of the Association of Southeast Asian Nations (* millions)

Furthermore, the Association of Southeast Asian Nations has set the vision to increasing the number of international tourist visits to the region by 2015

> …*"By 2015, ASEAN will provide an increasing number of visitors to the region with authentic and diverse products, enhanced connectivity, a safe and secure environment, increased quality of services, while at the same time ensuring an increased quality of life and opportunities for residents through responsible and sustainable tourism development by working effectively with a wide range of stakeholders" (M –ATM)*

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To sum up this sub-chapter: it is possible to conclude that there are positive expectations in each aspect in tourism sector all over the World. These expectations based on the concrete data and researches mentioned above. The global economic recessions in many countries had affected the pace of the tourism all over the world; however, recreation of tourism sector adds significant weight to economic growth of countries in order to deal with current economic recession. Additionally, numerous investments and advertisements beneath the opportunities offered such as high quality of service, security, and inspirational beauties are more likely to have an increment in the numbers of tourists and visitors in both inbound and international level. Therefore, Asia region gets a huge slice from the pie and tourism industry of Asian countries continues to grow rapidly, including Thailand which is the focused country of this study.

2.2. International Cruise Industry

Cruise industry is a sub-domain of tourism industry, yet; cruise industry has its own characteristics. Pizam and Monsfeld (1999) defines cruise as a journey by sea solely for pleasure and recreation, which was originally in the form of a round trip, i.e., beginning and ending at the same place. They also stated that the principle, beginning and ending at the same place, is no longer followed by cruises and vast majority of passengers flown to and from the ship as part of the overall cruise package. Other researchers, Douglas & Douglas (2004) have understood the cruise as a type of sea voyage in which the vessel travels from and to the same place, providing leisure and recreation services to its passengers.

Cruise travels depend on passengers and it is defined as the consumer on a cruise ship, someone who paid a fare for the experience (Pizzam & Manfeld,

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1999). Consequently, definitions of cruise and passengers differ from tourism and tourist definitions. However, cruise industry has a great impact on tourism sector as well as tourist rates.

In this chapter, the ongoing growth of cruise line industry is addressed. Afterwards, major cruise market providers are analyzed. Finally, region by region cruise industry and the differences among regions are presented.

2.2.1. Growth of Cruise Line Industry

Parallel to the tourism industry, the cruise industry has dramatically grown in scale. Researchers stated that the cruise industry is the most dart segment of tourism industry (Dwyer & Frosyth, 1998; Marti, 2004). Retract ability; the ultimate goal of every worthy was to take a voyage on a great liner (Kostas E., 2004). However, the cruise industry has not always been in positive increment. For instance, in 1958, the new mode of transportation had appeared as "Jet- aircraft". At that time cruise companies faced to alter the economics of passenger (Gipson, P., 2006). The cruise segments were destroyed by the airline business. Simon & Jacques (2008) found that affected of airline cutting passenger departures from New York City for the transatlantic run by 90 percent between 1960 and 1975. The cruise industry started to recover after the airline became a prime choice for international travel. In the early 1970s, aircraft companies had to raise the ticket fees due to rise in fuel prices. Therefore, people choices had changed and luxury cruise has appeared for the first time.

Figure 5: The Growth of Passengers by CLIA 2010
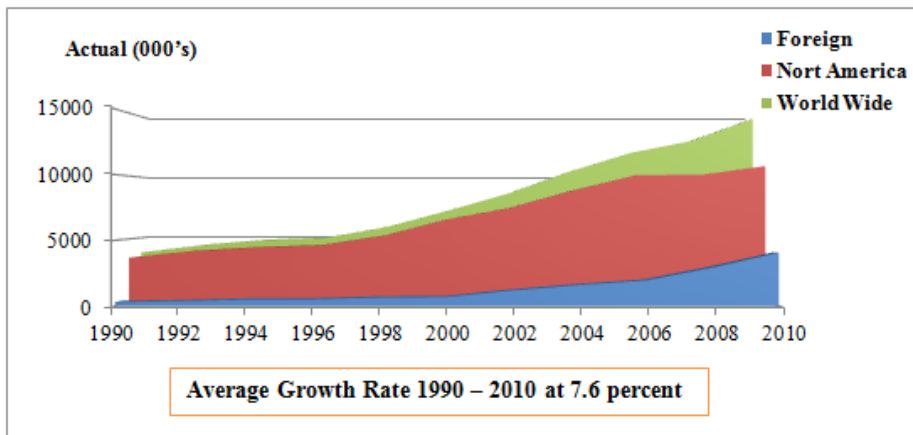
The Cruise Line International Association (CLIA, 2011) stated that average annual passenger growth rate by 7.6 percent per annum. In the Figure 5, worldwide growth rate of cruise passengers is presented. It is a recent data which proves the increment of cruise line passengers referring to the growth in the cruise line industry.

2.2.2. Major Market Providers in Cruise Industry

As previously stated, cruise industry is rapidly growing in recent years. Many proportions of investors or new cruise brands have been constituted in the last decades. Mintel (2008) has stated in his research that the top ten of cruise brands based on largest capacity namely Carnival Cruise Lines, Royal Caribbean International, Princess Cruises, Norwegian Cruise Lines, Costa Cruises, Holland America Lines, MSC Cruises, Celebrity Cruises, P&O Cruises UK and Star Cruises.

According to the Cruise Market Watch (2011), over the entire world, there are three major cruise lines which are containing 80 percent of the market share, namely; Carnival cruise lines (50 percent), Royal Caribbean International (23.8 percent) and Star Cruise (8.9 percent) (Figure 3). Apart from this, one can find the data that the worldwide cruise industry has increased over 2010 at $ 29.34 billion (9.5 percent) (Cruise Market Watch, 2011).

Figure 6: The World Cruise Market Share
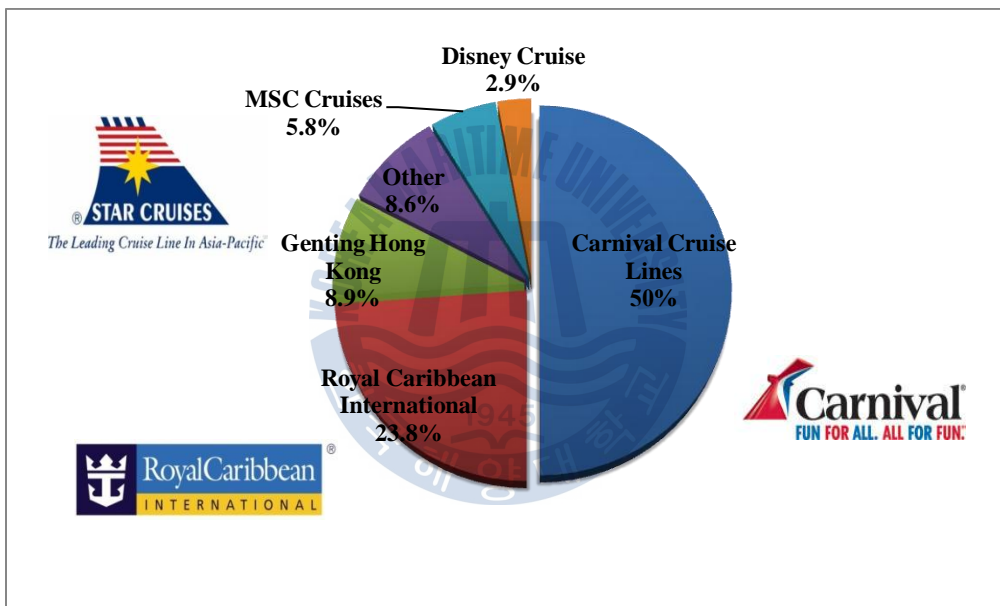
Source: Cruise Market Watch 2011

- ***Carnival Corporation & PLC***

Carnival Corporation is the world largest operator of cruise ship. CCL owns world's leading cruise lines namely, Carnival Cruise Lines, Holland America Line, Princess Cruises, Seabourn, AIDA Cruises, Costa Cruise, Cunard, Ibero Cruises, P&O Cruises (UK) and P&O Cruises (Australia). Ward (2008) stated that five of the top ten cruise industries are owned by Carnival

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Corporation & PLC. The CCL has subsidiaries in the USA, Canada, France, Germany, Italy, Spain, UK and Australia.

The CCL & PLC, all together hold of 98 cruise ships representing a total of 195,000 berths and carrying 8.52 million passengers worldwide (up by 4% compared to 2008). In 2009, CCL earned total revenues of USD 13.6 billion which net income reached USD 1.79 billion. Furthermore, during April 2012 – March 2016 ten of new ships scheduled will be delivered to the cruise market (Carnival Corporation & PLC).

- *Royal Caribbean International*

Royal Caribbean International Ltd. is the second largest cruise lines in the world. According to cruise market watch research 2012, Royal Caribbean has 23.8 percent market share behind the Carnival Corporations. The Royal Caribbean International was established in 1968, operating forty ships vacation industry with a total capacity approximately 98,000 berths and call on 400 destinations. By the end of 2012, the company will welcome four more ships to the market. The Royal Caribbean International Ltd. dominated Celebrity Cruises, Pullmantur, Azamara Club Cruises and CDF Croisières de France brands and joint venture with TUI Cruise through a fifty percent. The Royal Caribbean International operates 22 ships with approximately 62,000 berths with variety of itineraries to worldwide destinations under this brand. The length of cruise itinerary is from two to eighteen nights (ECC, 2011-2012 Report).

The Royal Caribbean is more than a cruise, the signature of Royal Caribbean is rock climbing wall; moreover onboard offer a several activities such as simulated surfing, swimming pools, sun decks, exercise and spa facilities, ice-skating rinks, in-line skating, miniature golf courses, gaming facilities and Royal Promenades, which an entertainment boulevard and etc.

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The Royal Caribbean Cruise Lines is notable as having the largest cruise ship in the world. The Oasis of the Seas has launched in 2009 with 225,282 gross tonnages. Moreover, the sister ships name "The Allure of the Seas" has launched in 2010, two of cruise ships can offer capacity more than 10,000 beds (AMEN, 2011).

The Allure of the Seas which is currently the largest cruise ship (IAPH, 2011), same capacity with The Oasis of the Seas that has launched in 2009 with 225,282 Gross Tonnage. Royal Caribbean executives are calling the Allure of the Seas the "entertainment ship", and it certainly has lots of family and adult activities and amenities.

Name: The Allure of the Seas

Owner: Royal Caribbean International

Guest Capacity: 5,400

(6,296 max)

Tonnage: 225,282 GT

Length: 1,187 ft.

Max Beam: 213 ft., Draft: 30 ft.

Source: http://www.royalcaribbean.com

- ***Star Cruise (Genting Hon Kong Ltd.)***

Star Cruises is the third largest cruise operator in the World after CCL and RCL. The Star Cruises is the leading cruise line in Asia Pacific and has found in 1993, the Star Cruises owns 50 percent of the Norwegian Cruise Line, NCL America and one hundred on Cruise Ferries.

The Genting is the leading global leisure, entertainment and hospitality enterprise, with core competence in both of land and sea business (Genting Hong Kong). The Genting Hong Kong was previously known as Star Cruise Limited. The Star Cruise has associated with the Norwegian Cruise Lines

(NCL) which has the over 200 worldwide destinations and also integrated with the Resort World Manila in Philippines, the resort offers abundant activities and leisure.

The Leading Cruise Line In Asia-Pacific

For Star Cruises, primary markets in Asian travelers as the market tags (above) that Star Cruise is the leading of cruise lines in Asia- Pacific, but also welcome for global cruisers. Moreover, ship size of Star Cruises is not big compared to another cruise lines but cover all destinations.

Under the Star Cruise Lines, have operated four cruise ships namely The SuperStar Libra, The SuperStar Virgo, The SuperStar Aquarius and the last one is The Star Pisces. The SuperStar Virgo is the largest cruise ship that belonging to Star Cruises line with 76, 8000 GT. Star Cruises is represented in more than twenty locations worldwide. The destinations in islands in Asia-Pacific, North and South America, Hawaii, Caribbean, Alaska, Europe, Mediterranean and Bermuda under the Star Cruises and Norwegian Cruise Line.

The headquarter of Star Cruises is in Hong Kong; the representatives have been set up in China, Taiwan, Thailand, Indonesia, Japan, Korea, Malaysia, Singapore, Philippines, India, United Arab Emirates, New Zealand, Australia, Sweden, the UK and the USA (Star Cruises). The Table 1 shows the destinations of the Star Cruise in Asia regions (under the Star cruise brands)

Table 1: Destinations of the Star Cruise in Asia

COUNTRY	DESTINATIONS
China	Sanya
Hong Kong	Hong Kong
Japan	IShigaki (Yaeyama Island), Naha (Okinawa Island)
Malaysia	Kuala Lumpur (Port Klang), Langawi Island Malacca, Penang, Redang Island
Singapore	Singapore
Taiwan	Hualien, Kaohsiung, Penghu
Thailand	Bangkok, Ko Samui, Krabi, Phuket Island
Vietnam	Danang, Halong Bay, Ho Chi Minh City, Hue

Source: http://www.starcruises.com/newweb/homepage.aspx

The Star Cruise offers many activities for their clients. Many entertainments could be seen on cruises such as show band, music, magic and so on. The Star Cruise is well known in leisure and great hospitality, the reward such as the Best Brand in Leisure and Hospitality, Best Cruise Operator and so on (Appendix 2) finding some brochure from star cruise. One notable activity on cruise is gambling (Casinos). Almost each cruise offers gambling opportunity in casinos. Moreover, the growth of gambling is enormous in the Asia – Pacific market. On the land based the famous destinations is namely Singapore, Macau, Australia and South Korea. The floating casino is one of the most famous activities among cruisers. Due to international gambling policies, gambling services are provided 3 miles away from the shore. Cruisers under 18 years old are not allowed to the Casino rooms.

2.2.3. Cruise Line Industry by Regions

Figure 7: Map of World's Cruise Routes 2002
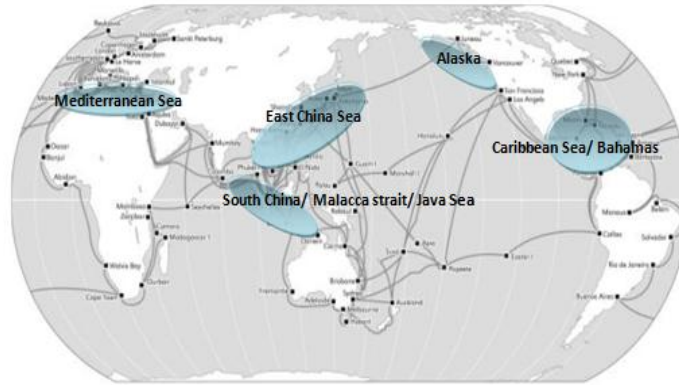
Source: ASEAN Cruise development (July, 2002)

International cruise industry is not solely based on sea activities. The itinerary of a cruise ship is directly related to a customer's choices. Therefore, cruise routes are vitally important in cruise business and cruise providers as they select perfect itinerary planning to attract more customers. Figure 7 represents a map of world's cruise routes in 2002. The physical geography of cruise routes is similar to the transportation routes; however, it differs in the locations for some cruise lines offer private island trips for their clients. A recent research of CLIA (2012) shows the top ten destinations for 2012 (Table 2).

Apart from the top 10 destinations, Catalan news agency declined a striking data in 2011. According to data shared by Catalan news agency, the top three busiest ports of the world are Miami port, Everglades and Canaveral, respectively. In 2010, the port of Miami beats the record with 4.15 million cruise passengers in Fiscal Year 2009-10. The Miami city has been known as the "Cruise Capital of the World." It is not surprising that the world's leading

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cruise lines namely Carnival Cruise Lines, Norwegian Cruise Line and Royal Caribbean International are headquartered in Miami.

Table 2: The Top 10th Destinations for 2012

Ranks	Destinations
1	Alaska
2	Caribbean
3	Mediterranean/ Greek Islands
4	European rivers
5	Panama Canal
6	Europe
7	South America
8	Hawaii
9	South Pacific
10	Baltic/ Scandinavia

Source: The Cruise Line International Association (CLIA, 2012), "Cruise Industry update"

The statistics of Miami cruise port since 1999 to 2010 is presented in Table 3.

Table 3: The Cruise Passengers through the Busiest Cruise Port
in the World – Miami

Year	Passengers
2010	4,150,000
2009	4,110,100
2008	4,137,531
2007	3,787,410
2006	3,731,459
2005	3,605,201
2004	3,499,584
2003	3,960,614
2002	3,642,990
2001	3,391,091
2000	3,364,643

Source: The port of Miami cruise guide 2011 – 2012

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Asia region is famous with the port of Singapore among cruise customers and cruise line companies. According to the survey commissioned by the Passenger Shipping Association (PSA) in 2011, Singapore was the third favorite port destination. Moreover, Singapore port also was in the top five ranks in the world, according to the local publication TODAY, Singapore was the only one port in Asian entry in the top five ports with seven percent of the votes each.

Now, all regions will be analyzed closely according to recent data in the literature.

- *North America*

The major number of cruise passengers is from the North America. In 2010, the total of passenger that declared by CLIA is at 14.82 million or 72.8 percent. Hence, this result makes the North America the strongest source of cruise industry.

Figure 8: The Top 10 Passenger Rate by States
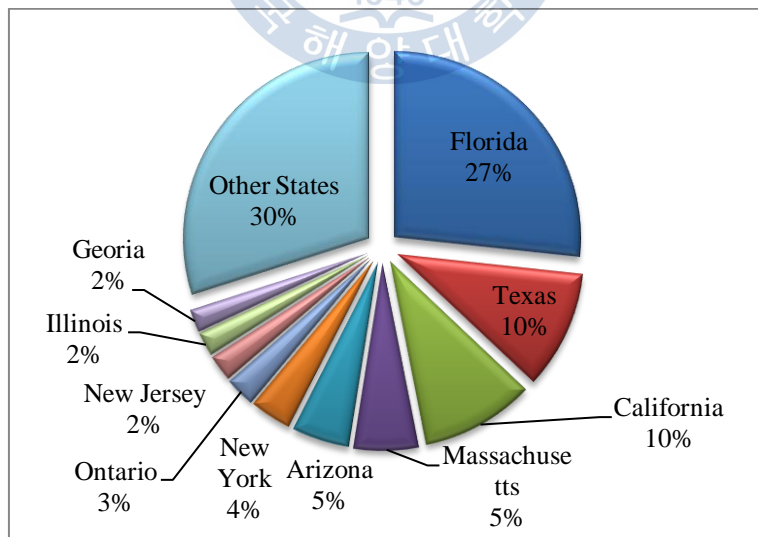
Source: 2010 – Year End CLIA passenger carrying report

Furthermore, The CLIA clearly shows that approximately 20 percent of the U.S. population has ever cruised and predicted in over next three years over 50 million U.S. people will travel by cruises. One recent research of Business Research and Economic Advisors 2011 clarified that the top ten states accounted for 78 percent of the direct expenditures of the cruise industry. The biggest expenditure is Florida (26.7 percent), Texas, California, Massachusetts, Arizona, and so on (CLIA, 2011). Additionally, it has been stated that the second source in cruise industry is the United Kingdom and Other European markets following the North America. Afterwards Asia region is in the next line (Gibson (2006), The PATA (2011)).

- *Europe*

The European cruise industry is in the second rank of cruise market after North America. Cruise Market Watch (2012) showed that the cruise industry of European has been continued to increase in market share and revenues at 26.9 percent.

Figure 9: European Cruise Market 2001 - 2010
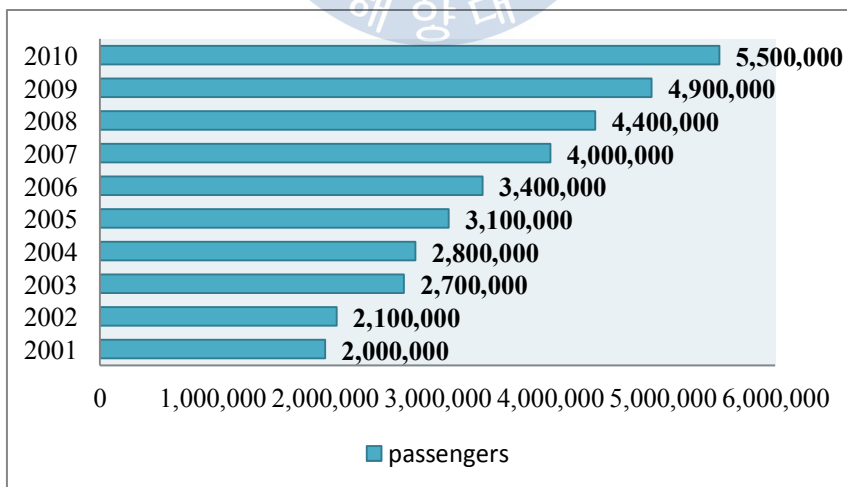
Source: European Cruise Council (ECC), 2011/2012 Report

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The European Cruise Council (ECC, 2012) claimed that the growth of European cruise is derived from the North American market and the demand of sources. In fact, the North American had been held market share of 90% in 2001 and it has declined to 73% by 2010. The CEO of MSC Cruise, Pierfrancesco Vago (CEO) said that:

> ...*"Cruise companies are moving their ships where the demand for cruises seems strongest,""That is why North American lines have moved large-scale into European waters.*

In 2010, ECC's research clarified that the number of European passengers on ocean cruises grew year on year almost 12 percent. Popularity of destination in 2008, the first in rank is Italy with 23 percent of total share, Greece 19.6 percent and Spain in the third position with 16.6 percent. Greece was the second the leading destination with 4.5 million passengers. According to European Cruise Council (ECC, 2012), in 2010, 25.20 million cruise passengers has visited European regions. Furthermore, it has been stated by ECC (2012) that the United Kingdom cruise market still remained as the largest Europe cruise market with 1.62 million passengers. In addition, Germany has made great progress year after year with 20 percent growth in direct expenditure beneath the success of the cruise shipbuilder segment.

- *Asia Regions*

> ...*"China and Asia is a fascinating continent and people are attracted to the fact it hasn't been open in the past" he says "It is untouched and there is an awful lot of see: China, Japan, Vietnam, Thailand"*
>
> *Simon Douwes, Holland America Lines*

> ...*"Asia has doubled since 2005, the current Asia Pacific market is comparable to the European Union market in 1991, and that the Asia-Pacific market is "unbelievably underpenetrated and has a phenomenal opportunity for brand segmentation in the region."*
>
> *Michael Bayley, Royal Caribbean Cruises Ltd. (2011)*
>
> *(Cruise Shipping Miami, November, 2011)*

The quotas given above are from the leading cruise line company authorities. The core idea in these speeches is that cruise industry and cruise line companies have started to pay attention on Asian cruise market. It is also indicated that they are more conscious about the importance of Asian cruise market. Continuous improvements of cruise market in Asia have resulted in increasing number of deployments of international cruise lines in this market in the last decades. In fact, Asian cruise is a new market for both of Carnival Cruise Lines and Royal Caribbean International (RCI) through the Asian Cruise Terminal Association (ACTA), Asian cruise market currently holds a 5 percent share of the world cruise market respectively after the North America and Europe. However, the Asian cruise market has a great potential as a new cruise market.

The study of the PATA (2011) has tabulated the foreign visitors' arrivals by sea or waterways for selected countries in Asia in 2008 and 2009 (Table 4). As it can be seen clearly in the Table 4, China is the most popular destinations (including Macau SAR, China Mainland, and Hong Kong SAR). Indonesia and Singapore are in the 2nd and 3rd ranks respectively.

Table 4: Foreign Visitor Arrivals by Sea in Asia 2008 - 2009

Country	Years		Market Share Sea arrivals of total arrival 2009 (%)
	2008	2009	
China	5,480,233	4,672,400	3.7%
Macau SAR	9,172,206	8,684,609	39.9%
Hong Kong SAR	3,745,217	3,342,524	19.0%
Chinese Taipei	109,638	218,242	5.0%
Indonesia	2,095,335	1,874,092	29.6%
Singapore	1,322,026	1,153,625	11.9%
Vietnam	151,651	65,934	1.7%
Cambodia	71,889	78,308	3.6%
Myanmar	2,688	1,700	0.6%
Sri Lanka	145	420	0.1%

Source: The Pacific Asia Travel Association (PATA), Volume 16, Issue II, June 2011

The United Nations World Tourism Organization (UNWTO, 2011) confirms Asia as the world's strongest growing region of the past two year. In fact, Asia is currently the world's most fertile cruise source market and it is accepted as a booming area (Cruise Shipping Asia (2011), the PATA (2011)). Bharath M.Josiam et al. (2011) asserted that Chinese travelers will be the main driver power in market. Even if only 1 percent of the Chinese population chooses the cruise travel for their vacations, it would double the growth in the world cruise industry in positive manner.

North America and Europe regions are the leaders of cruise markets for now. For instance, 3.2 percent of 330 million people, the total population of North America, and also 1 percent of 500 million, the total population of Europe, have ever travelled in a cruise ship before. However, the total population of Asia Pacific region is 3.5 billion and only 0.05 percent of the whole population has ever been in a cruise vacation yet (China Daily, 2010). Therefore, one can easily say that Asia region constitutes a great potential for the cruise industry. By its rich oriental cultures and wealthy traditions, the Asia region may attract cruisers in the entire world. The PATA (2011) claims that the main destinations for cruise travel would be China, Japan, Taipei and Korea (ROK) in the short period.

To sum up this sub-chapter: This sub-chapter focused on the cruise industry all over the world compared to the tourism industry paid attention in the previous sub-chapter. Similar to tourism industry, cruise industry is growing in numbers yearly. The data showing the growth in cruise industry has been addressed above. Furthermore, the major market providers of cruise industry are summarized as Carnival Corporation & LPC, Royal Caribbean International and Star Cruise (Genting Hong Kong). Star Cruise is the third biggest cruise line company as it is clearly shown in the charts above.

Therefore, choosing population of this study from such a huge company may create healthier results to generalize the data found from the sample. Furthermore, it is possible to conclude that Asia region might have a great impact on the cruise industry as a booming area, therefore; Thailand cruise industry, the core of the study, requires more attention among cruise line companies.

2.3. Cruise Industry in Thailand

Cruise industry in Thailand is giving hope for the future. However; due to some legislative rules, cruise line companies cannot reach their maximum capacity for Thailand cruisers. The aim of this chapter is to state cruising sector of Thailand. This chapter has four subtitles. It is started by presenting perspective of Thailand and giving general demographic information about Thailand. Tourism industry of Thailand is mentioned including inbound and outbound tourism. Afterwards, cruise travel sector in Thailand and cruise ports are analyzed. Later on, domestic and international cruise lines and their itineraries are tabulated. At the end of this sub chapter, the relation between Asian cruise and Thailand cruisers are stated.

2.3.1. The Perspective of Thailand

Thailand is situated in the heart of the Southeast Asian mainland. It was known as Siam until 1939 before the Kingdom of Thailand had established. Thailand covers an area of 513,115 sq. km and extending about 1,620 km from north to south and 775 km from East to West. Thailand has borders with Lao PDR and Myanmar to the north, Cambodia to the east, Myanmar

and the Andaman Sea to the west, and Malaysia and the Gulf of Thailand to the south. (The Tourism Authority of Thailand, 2012)

The population in Thailand is approximately 65 million, approximately 7 million of which live in the capital city, Bangkok. The majority of who are ethnically Thai, though peoples of Chinese, Indian, Malay, Mon, Khmer, Burmese, and Lao (The Tourism Authority of Thailand, 2012)

Thailand Perspective

Retrieved from http://www.thailand-maps.com/south-east-asia-map.htm

The economy of Thailand depends on mainly exports, which account for 60% of Thailand's approximately USD 200 billion GDP. Thailand's exports consist primarily of agricultural products such as rice also including fish, of which Thailand is the largest exporter in the world, as well as textiles, rubber, automobiles, computers and other electronic appliances, and jewelry. While one of the premier tourist destinations in the world, Thailand economy relies on tourism to provide only 7% of its GDP (TAT, 2012). The table 5 shows the tourism industry in Thailand from inbound and outbound of Thailand during April 2010 – June 2011. According to this data, the total outbound tourism of Thailand is around one and a half million and almost half of this number is substituted by Eastern Asia countries. It is possible to

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infer that Thailand cruise companies improve this position by applying better opportunities such as specialized cruise packages.

Table 5: Inbound – Outbound Tourism of Thailand

Regions	Inbound	Outbound	
	2011	2011	2010
East Asia	2,642,185	1,186,178	1,268,054
Europe	841,007	142,995	129,359
The Americas	207,417	19,403	18,627
South Asia	326,046	26,163	25,308
Oceania	230,610	46,725	44,283
Middle East	161,682	49,271	50,066
Africa	35,505	2,861	2,531
Grand Total	*4,444,452*	*1,474,046*	*1,553,228*

Source: Immigration Bureau, Royal Thai Police 2011

…"Tourism is now one of the world largest industries and one of its fastest growing economic sectors. For many countries tourism is seen as a main instrument for regional development, as it stimulates new economic activities." (United Nations, 2007)

Joan C. Henderson (2010) has stated that tourism had thus become a significant source of foreign exchange and revenue in an economy. Thailand is notable with abundant natural beauties such as mountains, forests and beaches, which are famous among travelers of Thailand. Therefore, Thailand government would take advantage of this situation by giving correct decisions in tourism sector.

2.3.2. Thailand Cruise Industry

Cruise industry is a brunch of tourism sector. Cruise industry in Thailand trigger tourism sector innately. Cruise industry could be seen from two different points of views; international cruisers travelling Thailand and Thailand cruisers' travels to the other countries. The maritime travels in

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Thailand would be divided into two categories; those are cruise travel and ferry. Thailand is one of the destinations for cruise travel in Asia regions. According to physical geography, Thailand has over 2,600 km of coastal lines where a variety of maritime tourism resources are scattered. There are two main cruise corridors:

1.   Gulf of Thailand Route: Vietnam/Cambodia via Thailand to Malaysia/Singapore. Laem Chabang, Bangkok and Songkhla are main ports on this route.

2.   Andaman Route: Singapore/Malaysia via Thailand to Myanmar/India. Phuket is the main port of call on this route. (ASEAN Cruise Development, 2002)

2.3.3. Port Facilities in Thailand

Klink and Van den Berg (1998) mentioned that ports are the most significant elements in maritime trade. X.J. Yang et al (2011) highlighted the significant of ports as gateways to domestic and international trade, connecting the region as well as intra-region to the world. According to the ASEAN Tourism Investment Guide (2011), there are currently 122 ports, wharves, and jetties able to accommodate sea-going vessels engaging in international trade, including eight international deep sea ports. Five major ports in Thailand namely; Bangkok Port, Leam Chabang Port, Map TaPhut port, Phuket port and Songkha port.

In fact, the ports that are able to handle the cruise ships are Bangkok port, Leam Chabang Port and Phuket port;

- *Bangkok Port*

Bangkok Port or Klongtoey Port is located on the Chao Phraya River. This port divided into two area, East quay for modern container berths and West quay for conventional multi-purpose berths. The exclusive berth for cruise ship and passenger ships is located at West quay. According to the ship size limitation, only ships with draught at 8.2 meters and length less than 172 meters is allow to call in this port, that is to say, the cruise ships that have capacity more than 30,000 ton gross cannot entry to this port. However, the port authority has planned to improvement the cruise faculties and services to promote maritime tourism (Bangkok Port). According to the research of Port Authority of Thailand (2009), the cruise ships through Bangkok ports at 13 cruises, the exactly amount of tourists through Bangkok port is not mentions in any research.

- *Laem Chabang Port*

Laem Chabang port is located in the eastern part of Thailand, Chonburi province. This port is promoted by government to be the hub main port for Thailand, take the place of the Bangkok port since 1996. An area of Leam Chabang Port is cover of 2,575 acres and known as the main deep sea port of Thailand. The Laem Chabang Port's services include cargo handling, distribution and handling, and through a cooperative venture between the Port Authority of Thailand and the Customs Department. Leam Chabang Port can also handle extra large ships (Super Post Panamax). Laem Chabang Port has one of the highest trading growth rates in the world; rated World Top Container Port by the world's leading magazine such as Loylld List etc. Leam Chabang Ports at Terminal A1 is a cruise terminal and Ro/Ro terminal. This port is able to handle passenger cruise ship up to 70,000 DWT.

The Aida.de cruise (November 23, 2009) at Leam Chabang Port
Retrieved from http://www.manager.co.th

The port passenger traffic increased from 11 ship calls with 15,763 passengers in 1995 to 162 ship calls with 178,609 passengers in 2000. This was mainly due to the regular cruise tours which Star Cruises started to operate from Laem Chabang Port.

Recent day, the Star Cruises is not frequently call at Leam Chabang terminals even though this port able to handle the big cruise ships, the capacity of this cruise terminal showed in declined figures. In 2011, from January to September the cruise ships through the Leam Chabang Port at twenty-eight cruise ships.

- *Phuket Port*

The most popular cruise port is in the southern of Thailand namely Phuket Port. This port is not big capacity as Leam Chabang Port, thus the cruise ships that has capacity more than 20,000 GRT. cannot gain entry into the port. The cruise ships have to anchor offshore with transfer the passengers to ports by tender boat. According to the ASEAN Cruise Industry (2002), the number of cruise ships call at Phuket port is decreases. For Instance, in 1995 called at 445 and in 1999 called in 138 while the average ship size becomes larger. For that reason, the passenger volume is kept abreast of passengers in

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the same level, which is over 100,000 passengers per year. The cruise lines that come to phuket port frequently is Star Cruises, two times per weeks from Malaysia and Singapore. According to the Phuketcustoms.net, the cruise passengers through Phuket port at 165,274 passengers for inbound and outbound at 166,722 passengers.

From the information of the Royal Thai Police (Immigration Bureau from January to June 2011) the Figures 10 below showed the international tourist's arrivals to Thailand by sea.

Figure 10: International Tourist Arrivals by Sea (January – June, 2011)
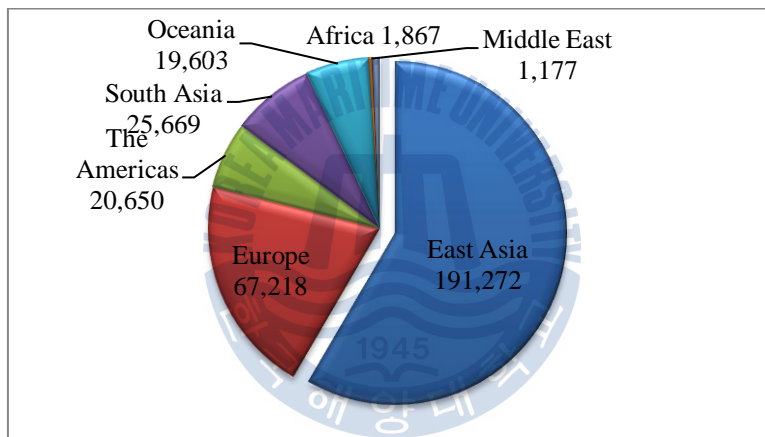
Source: Immigration Bureau, Police department 2011

2.3.4. Market Providers and Their Destinations for Thai Customers

- *Domestic cruise providers*

The only domestic cruise provider was Siam Cruise company carrying Thailand flag. The name of cruise ship of Siam Cruise is "The Andaman Princess" with 4,898 GRT. Passenger capacity of this cruise ship is 330. The

itinerary of this cruise was in domestic area, the Gulf of Thailand and Andaman Sea. Today, the Andaman cruise stopped carrying domain passengers and it has not been working since 2005. The mega tsunami in 2004 at the south of Thailand and high fuel costs pushed the company to go to rack. After this natural disaster and economical hassles, the vessel calls has declined enormously. Siam Cruise was not able to compete with Star Cruise and it is closed down at the end.

- *International Cruise providers*

Several international cruise lines are called in Thailand, especially in Phuket port. Cruise lines that embarked from Thailand such as the Princess Cruises, Silversea, Oceania Cruises. International cruises that called to Thailand namely, Costa Cruises, Azamara Club Cruises, Holland America (HAL) and Royal Caribbean International (RCL) and Star Cruise Ltd.

Table 6: Star Cruise Vessels and their Destinations

Name	Destinations
SuperStar Aquarius	Japan: Naha (Okinawa Islands), Ishigaki (Yaeyama Islands) Taiwan: Hualien, Matsu Islands, Keelung, Kaohsiung, Hualien. China: Hong Kong
SuperStar Libra	Malaysia: Penang Thailand: Phuket Island, Krabi
Star Pisces	Cruise daily departure from the Hong Kong to international waters
SuperStar Virgo	Malaysia: Penang, Langkawi, Redang, Malacca, Kuala Lumpur (Port Klang) Singapore Thailand: Phuket Island,

In addition, major cruise line that frequently called to Thailand (Phuket port) is Star Cruises Lines. Following the slogan of Star Cruises Ltd. "*The leading cruise Lines in Asia-Pacific",* the table above shows the cruise vessel and destinations of each cruise under the Star Cruises trademark**.** The Star Cruises play significant role for Thai cruise industry, due to the cruise itineraries of the SuperStar Libra and SuperStar Virgo. In fact, the SuperStar Libra is embarkation at Malaysia and the SuperStar Virgo is start at Singapore. The figure 11 below is a schedule of the SuperStar Libra that will call to Phuket port and Krabi.

Figure 11: The Itinerary Map of Star Libra to Thailand
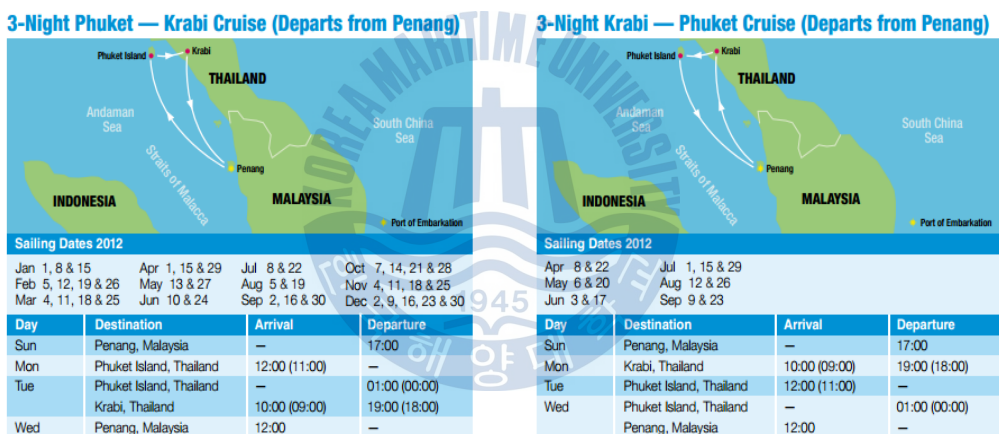
Source: SuperStar Libra Itineray Guide, during 1 January to 31 December 2012

According to Thailand Laws, in one year period international cruise lines may embark in Thailand at most two times. Therefore, cruise lines created special itinerary planning for Thailand Cruisers. The embarkations of the Star Cruise are all in different country ports. Thailand cruise customers use the following embarkation ports; Ocean Terminal (Hong Kong), Sanya Phoenix Island International Cruise Terminal (China), Penang International Cruise Terminal (PICT), Singapore Terminal (Singapore), Keelung Port and Kaohsiung Port (Taiwan)

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Figure 12: Nearby Embarkation Points for Thailand Cruisers
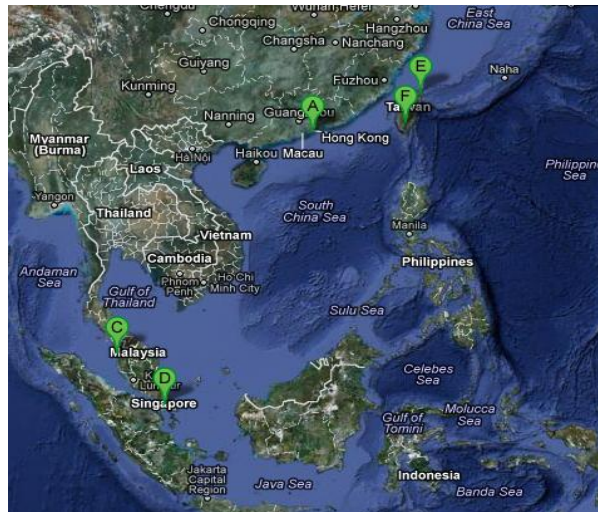
However, passengers need to go to the embarkation points by using other transportation methods. Most of them benefits from airplane whereas some cruisers choose the option of transferring from Thailand to nearest country by car. For instance, cruisers might go to the south of Thailand and transfer by ferry to Malaysia in order to reach a Star cruise ship at Penang Port.

This situation has also some undesired side-effects. The most significant side-effect is that the percentage of Thailand' cruisers had decreased compared to last ten years before this legislation of Thailand government. Due to this situation, the Star Cruises used fly & cruises packages as a strategy to attracted people to travel with the Star Cruises.

2.4. Consumer Choice Behavior

Consumer behavior is one of the most interesting and important viewpoints of marketing management. Indeed, all decisions are involved in marketing of product or services. Cognizance in the behavior of

consumer can help the marketers or operators anticipate in that business or rectify of product or services. Researchers believe that consumers will take into consideration such questions as "How much satisfaction I get from buying?" and "How much do I have to pay?" Christopher H. (1975) stated that the decision of consumers is important, consumer decisions are determined by some if attitude construct.

In theory of needs and drives by Hull C. (1943), it has been declared that every people have needs which lead to force into action. Moreover, this theory divided drives into two levels; the first level is called as "Primary drives" which is related to basic survival and procreation whereas the second level, namely "secondary drives", is related to social and identity factors which are less important for survival.

David McClelland (1960) has developed another theory from the theory need of Maslow. In his study, he found three motivators that we all have. Three main driving motivators are needs for achievement, affiliation and power. Researcher also stated in his study that these motivators are not inherent; we develop them through our culture and life experiences.

The study of motivation has, traditionally, been concerned with the needs and desires of the individual. It is an individual's personal and deep-rooted needs that lead to motivated, goal-orientated behavior, the goal being to satisfy those needs.

2.4.1. Definitions of Motivations

This study is focused on the motivation of cruisers in the broad sense. A simple study of textbooks, researches, and news upon motivation and cruising would possibly bring about the relations of cruising and motivation

in the tourism fields and consequently it would be the answer of the question: "What are the factors that motivate people to travel by cruises?"

The motivation of people is an interesting issue to explore, especially for understanding travel motivation. However; first of all, there is a need to define motivation. To do this, the main definitions of motivations are presented through Table 7. Afterwards, motivation of people to consume is discussed.

Table 7: Definitions of Motivation

Author	Meaning
Domjan (1996)	Behavior or a person's activities that intent to do, or act in behaviors to meet the goals or aims.
Berkman &Gibson (1978)	A fundamental force behind all human behavior.
Anita E. Woolfolk (1995)	A condition in a person's behavior, this condition will encouraged people to do, and may continues.
Seaton (1997)	A state of arousal of a drive or need which impels people to activity in pursuit of goals.
Solomon (2004)	A driving force that leads people to behave. The process started when a need arises.
Romando (2008)	The basic and important to push or stimulate human into actions with their attempt in order to obtain what they want.
Phan Thị Kim Liên (2010)	Simply the processes that answer the question about why and how people's behavior is activated and directed.
Oxford Dictionary	The Motivations defined as a reason or reasons for acting or behaving in a particular way.

In fact, the most influential motivation theory is the theory of Maslow (Hierarchy of needs, 1943) (Figure 13). It starts from physiological needs of human to self actualization of an individual consisting of 5 main stages. In the lowest level, namely physiological needs, people attempt to behave in the light of basic drives such as food, water, breathing, sex, sleep, excretion. The next level is related to safety of people. In this level, people act in the security of body, family, morality, property and

resources. The third level, belonging, is related to our thesis study due to the fact that it is consists of friendship and family needs. In the fourth level people aim to meet their needs of self esteem, confidence, achievement, respect to others, and respected by others. In the top level, people generally compete with their needs such as morality, creativity, problem solving, lack of prejudice, and acceptance of facts. In each level people's needs become more complex and constraint. In addition, people generally could not be able to get higher levels before they complete their needs in the lower levels. Consequently, according to Maslow's hierarchy of needs, it is possible to conclude that cruise consumers motivations are mostly related to higher levels. The basic need of consumer may due to one or more than one reason.

Figure 13: Maslow's Hierarchy of Needs

Ref: http://www.mapleday.com/pordee/maslow-hierachy-needs
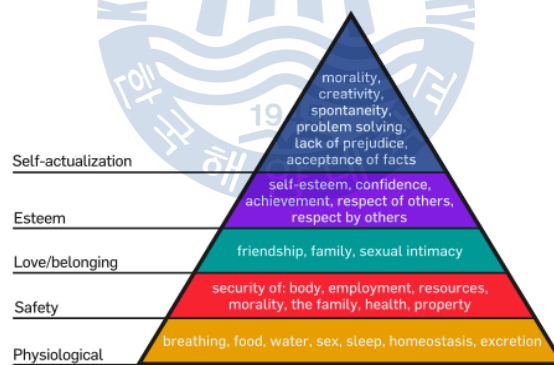
The factor that influence consumer's motivations are numerous. Kotler (1997, p.105) pointed out the significance of analysis of consumer's motivation by stating that an explorer of consumer is helping operator or marketer to understand on characteristics and consumer behavior (Kotler, 1997, p.105, Dann, 1981).

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2.4.2. Push and Pull Motivations

The theory of tourist's motivations has been developed and improved by many researchers. However, the push and pull factor is one of the most popular theory mentioned in almost all of the tourists' motivation research. Therefore, push and pull factor has to be explained in this thesis study. Undoubtedly, the theory of push and pull is the most appropriate way to study tourism motivations (Crompton, 1979; H. Qu and E.Y.W. Ping, 1999: Uysal & Juroaski, 1994, Teye & Leclerc, 2003, Bharath M. Josiam et al, 2010) In short, there are some factors which force travelers to act on meeting their some needs. These factors, that lead travelers to go on a vocation might be external or internal.

Morrison & Rutledge (1998) has defined tourism motivations such that the global integrating network of biological and cultural forces which gives value and direction to travel choices, behavior and experience. Most of the discussions related to tourism motivations have tended to revolve around concept of the push and pull factors (Crompton, 1979). The push motivations have been useful in explaining the desire to travel (internal issues) (Bharath M. et al., 2010); whereas, pull factors are focus on the external issues and affect the destination choice (Balogu & Uysal, 1996; Jang & Cai, 2002).

- *Push Factors*

The key to understanding tourist motivation is to see vacation travel as a satisfier of needs and wants. Numerous researchers have studied about push motivations for travelling. Push factors refer to needs, wants or emotional factors (internal desires). Push motivations for travel can be seen as the desire for escape, rest and relaxation, prestige, health, adventure and social interaction, family togetherness, and excitement (Crompton, 1979). Tourists may travel to escape from the daily routines or to search for authentic

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experiences. Some new of push factors identified in this research are adventure, learning new things, desire for pampering/comfort, social interaction (Cook, Yale et al, 2006). One interesting push factor is known as "Do it today", which is originated from the concept of "life is too short". This push factor encourages people to do what they want and do it as soon as possible. People, who think in this way, do not want to wait until tomorrow (Lei Shi, Shu Cole et al, 2012).

- *Pull Factors*

Pull factors are more likely the physical attributes of a destination. Similar to the study of Bharath M. Joaiam and et al, other studies also found that people are pulled by external or tangible factors such as beaches, recreation facilities, cultural attractions, entertainment, natural scenery, shopping, and parks. Several studies have been conducted using these perspectives (Iso-Ahloa, 1982; Pyo, Mihalik, & Uysal, 1989; Yuan & McDonald, 1990).

The study of L.Shi et al (2011) mentioned that "novelty and education" are also related to destination. Novelty is defined as the excitement of new experiences through travel and seeing the beauty of different cultures. Second factor of L. Shi et al (2012) is education factor. In this study, it has been declared that people desire to learn with the concepts of "I will learn to the last day that I have breath." Furthermore, it has been stated that the common topics that people want to participate are local people, language, food and traditional.

Table 8 is demonstrated the factors of tourist motivation to travel so that it could be considered in one look.

Table 8: The Factors of Tourist Motivation Explained by Researchers

Authors	Content
Dann, G.M. (1977)	The greatest reason for travel could be summed up in one word, and this word is "Escape". It would be considered as escape from the dull, daily routine, familiar, the common place, the ordinary place, the job, the boss, the customer, the commuting, the house, and the leaky faucets.
Crompton (1979)	The author has identified nine categories of travel motivations; those are escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, facilitation of social interaction, novelty, education
H. Qu and E.Y.W. Ping (1999)	The motivations of Hong Kong cruise traveler are escape from normal life, social gathering, beautiful environment and scenery, cultural understanding, social status, business purpose, health and exercise, self- discovery
Jang and Cai (2002)	Researchers presented 11 factors (push and pull). Push factors are novel experience, escape, knowledge seeking, fun and excitement, resting and relaxation, and family and friend togetherness. While pull factors are the natural and historic environment, cleanliness and safety, easy to access and economical deals, outdoor activities, sunny and exotic atmosphere.
Kozak, M. (2002)	Escape, relaxation, knowledge, sports, historical, enjoying national resources, sports, natural environments.
Philip L. Pearce (2005)	In this research, the motivation factors are divided into 14 categories; these are novelty escape/ relax, relationship (strengthen), autonomy nature, self-development (host-site involvement), stimulation self-development (personal development), relationship (security), self – actualization, isolation, nostalgia, romance recognition. The most important factor in travel motivations are novelty, escape/ relax and relationship.
Jang, S., & Wu, C. (2006)	Prestige, Family and friend togetherness, Knowledge, Historical
The travel career ladder (TCL)	TCL has described that tourist motivation comprise of five different levels are relaxation needs, safety/security needs, relationship needs, self –esteem and development needs and self-actualization/ fulfillment needs.

The tourist's motivations can be found in many categories by each research. Indeed, researchers all agree that "Escape" is the major

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motivation factors for travel **((**H.Qu and E.Y.W. Ping (1999)**,** Baloglu & Uysal (1996), Dan, G.M. (1977)**,** Crompton (1979)).

2.4.3. Motivations of Cruise Travel

Many researchers pay attention to cruise travels. In the same way, there are many research related to cruise motivations. However, most of these researches study the cruisers in North America and Europe region. The reason of this situation is high number of cruisers in these regions compared to rest of the world. On the other hand, Asia region has also been taking favorable steps in cruising in the recent years by its inflated population and promising improvements in economy.

Motivational theories would be applied to cruise tourism as well as each single brunch of cruise industry. In their study, A Teye V. & Paris C. (2008) stated that cruises have plenty of attributes which make them unique compared to land destinations. A same idea as Philip Gibson (2006) has mentioned about features of cruise product; "three economic features: heterogeneity (the product possesses a board mix of variable components that render the experience unique for the individual tourist), inelasticity (a cruise product is "perishable" because it cannot be stored if it is not sold) and complementarities (the cruise product is not one single service but a series of complementary services that when taken together from the cruise experience)." Motivation factors that many researchers were practically used in researches will describe in this topics.

Undoubtedly, the North America is the most significant region for cruise industry. Several researches had been made in cruise tourism field in this region. Therefore; motivations of the North American cruisers can be seen in one of The Cruise Line Association or CLIA which is a significant

organization in cruise tourism. The CLIA research (Table 9) in 2011 presents the top ten ranks of special factors that influence the North American cruisers to make their cruise choice.

Table 9: Top 10 Motivation Factors from CLIA 2011

Rank	Special Factors
1	The destination
2	Price
3	Best opportunity to relax and unwind
4	Unique experience
5	Convenience
6	The particular cruise ship
7	Sightseeing opportunities
8	Activities available
9	Suitable vacation schedule/ days available
10	Good programs for children and family

Source: Cruise Lines International Association (CLIA). (2011): An Overview.

According to the table above, *destination* is in the first place in top ten ranks of motivations for the North America cruisers. Most probably, it would be due to successful itinerary planning of cruise lines in consideration of beautiful scenery views of the Caribbean regions. The study of Teye & Paris (2008) also supported same data and one more time *destination* is in the first rank among all other motivation factors in their study.

Escape and relaxation is another popular factor which motivate most of cruisers. "*Escape from routine days*" is a common slogan among advertisement strategy of cruise line companies. These companies, including Star Cruise, also make use of such effective slogans as get away from everyday life, have a chance and scenery, get away from demands of work and relax, or rest a lot and do a little. Escape appeared to be strong motivation that leads people to travel (Crompton, 1979; Jang & Cai, 2002;

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Teye & Leclerc, 2003; Philip L. Pearce, 2005; Lei Shi & Shu Cole and et al, 2011).

According to one research of Barth M. Josiam and et al. (2010), it has been conducted that Taiwanese cruisers are attracted to gamble onboard by cruise lines. The slogan of "*To enjoy the casinos experience*" was successful to reach more cruisers among Taiwanese population.

Social or so called "kinship relationships" consists of such motivations as having fun and good time with family, spouse, partner or making new friends (Teye & Paris,2008). A quite convincing data given by CLIA (2008) is that cruisers traveled with the reason of visiting friends and relatives at 83 percent. On the other hand, social also refers to the culture on cruise such as "To make up at formal dinner". Chiang-Chun L. & Yuan-An L. (2000), in their study, declared that this motivation might be derived from the feeling or sense of advertisements or movies such as Titanic and Love Boat.

The *cruise itself* motivates people to go on a cruise vacation as well. Gibson P (2006) claimed that the cruise product possesses a board mix of variable components that render the experience unique for the individual tourist. A series of complementary services would be taken together from the cruise experience. These services consist of activities, facilities, prestige, luxurious experiences, different cuisines, shows and entertainments, kid-clubs and many others. The *reputation and band name of cruise* is also a significant factor that motivates cruisers (Chiang-Chun L. & Yuan-An L., 2000; Teye & Paris, 2008). Therefore; it is possible to say that cruise covers many attractions in itself.

Climate is also one of most important factors that influence people to go on cruises. Each region has its own climate characteristics. Water temperature and environmental images are different according to the climate of a region.

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It would be too hot or too cold. People are more likely to choose warm weathers to go to cruise travel. The Caribbean Sea, where cruisers escape from extreme weather (temperatures, humidity, snowstorms, or thunderstorms) and enjoy mild tropical weather, would be the best example to identify importance of climate factor. Most of cruise companies take Caribbean Sea into consideration while they are planning itinerary.

CHAPTER 3

Research Framework and Methodology

In this chapter the research framework is introduced and thereafter the methodology of the researched is discussed. The framework's main aim is to illustrate the main issues and factors that were derived from the literature and show how these will be used in the empirical part. It is also an effective way to demonstrate the chronology of the rest of the research. The methodology section considers research methods, data collection and analysis and the reliability and validity of the study. The objective is to illustrate which sources of evidence are used in each part of the empirical study.

3.1. Research Framework

The theoretical background was divided into four different sections, which presented several aspects of tourism industry and cruise lines. International tourism, increasing tourism sectors and increasing tourist numbers; cruise line industry and growing cruise line industry, major cruise line companies and their way of business understanding; Thailand case and Thailand cruise industry were examined as well as consumer choice behavior; motivations of cruise customers on account of the fact that they are the key factors influencing empirical part of the study.

From the previous literature on the topic, it is evident that cruise line organizations take cruisers' motivations into consideration. There is a need of analyzing future trends, market growth, economical situation, and

destinations in order to create an itinerary planning for a cruise line company.

3.2. Methodology

The main purpose in the methodology part of this research is to clarify the research methods, data sampling and collection as well as the reasoning why this method was chosen. In addition, data analysis and forms used in the research are significant parts of the methodology chapter.

3.2.1. Research Methods

This study is basically based on a sample survey methodology. Although, this study gives a recent trend of Thailand cruise customers, the replicas of similar studies creates a perfect opportunity to reach a healthier results for general trends. Survey research involves collecting data to test hypothesis or to answer questions about people's opinions on motivations of Thailand cruise travelers. A survey is an instrument to collect data that describes characteristics of Thailand cruise travelers. Structured items are used in the questionnaire which requires a respondent to choose among provided options. This is a quantitative study derived from empirical data gathered from the sample. The study is further conducted as a case study, which can be understood as an empirical study, in which some phenomenon is examined in its natural setting taking advantage of several different empirical information.

3.2.2. Research Hypotheses

This study is included of five hypotheses as follow:

1) Hypothesis 1

   $H1_0$: Thai customers with different demographic characteristics may have no different motivation in push and pull factors

   $H1_a$: Thai customers with different demographic characteristics may have different motivation in push and pull factors

2) Hypothesis 2

   $H2_0$: Thai customers with different gender may have no different motivation in push and pull factors

   $H2_a$: Thai customers with different gender may have different motivation in push and pull factors

3) Hypothesis 3

   $H3_0$: Thai customers with different Income may have no different motivation in push and pull factors

   $H3_a$: Thai customers with different Income may have different motivation in push and pull factors

4) Hypothesis 4

   $H4_0$: Thai customers with different Education level may have no different motivation in push and pull factors

   $H4_a$: Thai customers with different Education level may have different motivation in push and pull factors

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3.2.3. Data Collection

The study is focused on Thailand cruise travelers who have experienced the Asian Cruises travels in Asia regions. The motivation items were analyzed from valuable researches relating cruise motivations. Afterward a survey questionnaire was prepared depending on the literature review and research questions of this study. The survey questionnaire had been originally designed in English language and then it was translated into Thai language for Thailand cruise travelers. This questionnaire is divided into two separated parts as stated in the following:

Part 1: This part of questionnaire consists of checklists so that it would gather the general background of the respondents such as gender, age, occupation, salary, and education level.

Part 2: This part of questionnaire is composed of 5 levels Likert Scale in order to get empirical data about the motivations of respondents for cruising. The twenty-six items were analyzed from the push and pull theory of Dann (1977). Push motivational factors included 7 items and pull motivational factors included 19 items

To find out a reliability of questionnaires, 30 cruise tourists were answered a questionnaires. The reliability of one questionnaires is .9039 (n = 30, N of Items = 35).

The rating and interpretation of average

- Part 1: Information and general background of respondents are analyzed as frequency distribution and percentage.
- Part 2: The motivation factors rating are based on the criteria below.

Criteria	Point	Average or Mean
Strongly disagree	1	1.10 – 1.80
Disagree	2	1.81 – 2.60
Undecided	3	2.61 – 3.40
Agree	4	3.41 – 4.20
Strongly Agree	5	4.21 – 5.00

The population for this study was Thai cruisers who had experienced on the Star Cruises. The data was collected in the following ways;

1) Three public travel agencies were established a connection and paper surveys applied in their supervisions. Due to time limitation and unavailability to reach sample directly, paper surveys are decided to apply on samples.

2) The questionnaire survey (online survey) was sent through e-mail to Star Cruises cruiser's blogs in which attendant might share their experiences about cruise trips *(https://docs.google.com/spreadsheet/viewform?formkey=dENXb XVXa1BfdjNnNmlCdEk3OEZ4YVE6MQ)*

The total of 60 questionnaires was sent to the tour agencies as a result of the number of departing tours between the dates from February 2012 to April 2012. Only 50 of them were able to be used in this study. The completed questionnaires were on basis of proportion between population and sample conformed to Krejcie and Morgan table.

3.2.4. Data Analysis

The data was concluded into English language after checking error. Collected data were analyzed by the Statistic Package for the Social Sciences (SPSS statistics, windows 20.0) The SPSS is a comprehensive and flexible statistical analysis and data management solution.

In this study, descriptive statistics, including frequencies and percentages were calculated so as to reach an understanding of responses. The 26 motivation items were used for analyzing to find out Means, Standard deviations (SD), chi-square and ANOVA (one – way ANOVA).

CHAPTER 4

Research Analysis and Findings

The purpose of this study is to figure out the motivations, desires of Thailand cruise customers. The main objective is to find out the relationship between the Thailand cruise travelers' motivations and the opportunities provided by the cruise companies. In this study, customers' and travelers' behaviors are mainly analyzed on the Asian cruises due to the fact that it is one of the best examples among all world-wide cruise companies.

4.1. Demographic Profile of Thai Cruise Customers

This study was conducted in February to April 2012 which help from three of Thai tour agency by surveys to the cruise passengers who departed within this 3 month with the Star Cruises. The questionnaire surveys 60 sets were sent to tour agencies. A total of 50 surveys were completed, giving a response rate of 83.33% of sixty respondents. Other 36 surveys were received from Blog's Thai cruisers (This channel was collected data by online surveys).

The table 10 below presents the demographic profile of Thai cruise travelers. On half of respondents were female (58.6%) and male at 41.4%. Majority of respondents were adults ranking age from under 20 to 70 in age. The largest age group was 20 -30 year old (55.7%), followed by the 31 – 40 year olds at 24.3%. A majority of respondents were students at 45.7% and the company staff at 37.1%, following the government official at 11.4% and self employed at 5.7%. A monthly income of respondents more than half reported at $300 -

$500, while 41.4% were at $501 - $1,000. Approximately 43% of respondents had undergraduate level; the second groups were graduate level (35.7%) and lower than Bachelor's degree at 21.4%. A 42.9% of respondents were in undergraduate level while graduate level at 35.7% and lower than Bachelor's degree at 21.4%.

Table 10 Demographic Characteristic of Thai Respondents

Characteristics	Descriptions	Number (N=70)	Percent (100%)
Gender	Male	29	41.4%
	Female	41	58.6%
Age	under 20	10	14.3%
	21 - 30	39	55.7%
	31 - 40	17	24.3%
	41 and over	4	5.7%
Occupation	government official	8	11.4%
	student	32	45.7%
	staff company and officers	26	37.1%
	self employed	4	5.7%
Average of Salary/Month	$300 -$500	34	48.6%
	$501 - $1,000	29	41.4%
	more than $1,001	7	10.0%
Educational Level	lower than Bachelor's Degree	15	21.4%
	Undergraduate level	30	42.9%
	Graduate level	25	35.7%

The table 11 below is to find out behaviors of Thai travelers. The questions were asked to respondents about experience on cruise travels or trips and how they plan for cruise trips, information are in the questionnaire part one. According to result of Table 11, over the 60 percents of respondents have no experience on the cruise travel and for their first time travel by cruise (68.6%), the second groups experienced two times on cruises at 18.6%, the

third groups traveled four times on cruises, and the last ones traveled on cruise three times (4.3%).

Table 11 Behavior and Trip Characteristics of Thai Cruisers

Behavior and Trip Characteristics	Descriptions	Number (N=70)	Percent (100%)
Experience on Cruise	Never, this is my first time	48	68.6%
	two times	13	18.6%
	three times or more	9	12.9%
Duration of cruise travelling	one - two days	32	45.7%
	two - four days	27	38.6%
	four - seven days	11	15.7%
Type of room	interior stateroom	16	22.9%
	outside stateroom	17	24.3%
	ocean view stateroom	19	27.1%
	balcony stateroom	18	25.7%
Pocket money for cruise travel	$500	31	44.3%
	$501 - $1,000	33	47.1%
	$1,001 or more	6	8.6%

However, it should be noted that cruise travels is a new travel types for Thai people not similar as the North America and some of other country in Asia region (Taiwan, Malaysia, Chinese). Approximately 50% traveled on cruises within 1 – 2 days while 38.6 % were traveled in length of 2 – 4 days and length of trip at 4 – 7 days at 15.7%. The result of room types were dispersed which mean respondents were interested in all of the room types as follows: an interior stateroom types at 22.9%, an outside staterooms at 24.3%, an ocean view staterooms at 27.1% and the last types of room, a balcony staterooms at 25.7%. If examines in each type of rooms the highest percentage was an ocean view stateroom. Approximately 50% of

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respondents have money to spend in one trips around $500 - $1,000 while 44.3% were have a pocket money around $500, a few of them have money to spend $1,001 and above at 8.6%.

4.2. Analysis of Push and Pull Motivations of Thai Cruise Customers

The table 12 and 13 below presents the motivation factors in this study of Thai Cruisers. The motivations factors were analyzed accordingly the push and pull theory which is mostly used in cruise motivations researches. There was twenty-six items related to motivations.

In this part of the survey, samples were asked to give rating of their motivations for cruise travels on each item determined from the literature of cruise motivations. Ratings were included 5 point of scale are: (1) = Strongly Disagree, (2) = Disagree (3) = Undecided, (4) = Agree, (5) = Strong Agree. Each item was analyzed by using the SPSS program to find out a Mean and Standard Deviation.

The table 12 shows the mean ranking of push motivation by respondents. The result showed that the motivated Thai cruisers to travel on cruise were "Get away from demands of work life and get relax" ($\overline{X}$ = 4.36). It should be noted that the extremely important factor is get away from routine day such as work life, daily life and desire to get relax. (Score above 4.20 with mean all of cruisers were strongly agreed with this item). Follow by "Would like to spend the time in a cruise travel with family and friends" ($\overline{X}$ = 4.11), "Having a good time on cruise travel along" ($\overline{X}$ = 4.10), "I would rather celebrate a holiday in a cruise vacation." ($\overline{X}$ = 3.99), "My friends/ family/ travel experts are quite convincing for my cruise travel decision" ($\overline{X}$ = 3.87), "My previous experiences with cruise lines have a great impact on my cruise

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travel decision" ($\overline{X}$ = 3.77), and the last items of push motivational is "Cruise travels increase my mental state of mind" ($\overline{X}$ = 3.73)

Table 12 Mean Ranking of Push Motivational Items of Respondents

Number of Factors	Push Motivational Items	Mean (S.D)	Rank
Push Factors 1	I have fun and have a good time all cruise travel long.	4.10 (.935)	3
Push Factor 2	During cruise travel, it is nice to get away from the demands of work life and get relax.	4.36 (.703)	1
Push Factor 3	I would like to spend my time in a cruise travel with my spouse/ friends/ partner/ family.	4.11 (1.071)	2
Push Factor 4	Cruise travels increase my mental state of mind.	3.73 (1.076)	7
Push Factor 5	I would rather celebrate a holiday in a cruise vacation.	3.99 (.893)	4
Push Factor 6	My previous experiences with cruise lines have a great impact on my cruise travel decision.	3.77 (1.038)	6
Push Factor 7	My friends/ family/ travel experts are quite convincing for my cruise travel decision.	3.87(.947)	5

All of the items are between 4.11 – 3.73 in the "Agree" scale, this suggests that these factors are seemed important motive to the respondents after the internal desires namely "escape from routine days".

Table 13 Mean Ranking of Pull Motivational Items of Respondents

Number of Factors	Pull Motivational Items	Mean (S.D.)	Rank
Pull Factor 1	Cruising in Southern Asia is perfect way of spending a vacation.	3.97 (.780)	4*
Pull Factor 2	I have got the opportunity to see beautiful scenery thanks to cruise travel.	4.03 (.947)	2
Pull Factor 3	I enjoy mild tropical weather in my cruise vacation.	3.76 (.999)	16
Pull Factor 4	Exploring new sights in countries on each itinerary is magnificent.	3.90 (1.009)	9
Pull Factor 5	I love to experience something entirely new and different thanks to my cruise plan.	4.06 (.866)	1
Pull Factor 6	I can find abundant numbers of entertainments on board in my cruise ship.	3.97 (.932)	4*
Pull Factor 7	Ship life is quite interesting and alive. It takes people inside and let them forget the time.	3.91(.989)	7*
Pull Factor 8	Quality of service, luxury of the ship itself amazes me.	3.99 (.940)	3
Pull Factor 9	Playing some games of chances (e.g. card games, table games) help me and let me enjoy my time.	3.59 (1.136)	17
Pull Factor 10	The option of the cruise line's organized guided tours makes me enjoy my cruise travel.	3.89 (.910)	10
Pull Factor 11	Engage in physical activities let me exercise and it gives me energy along with the beauty of itineraries.	3.86 (.921)	12
Pull Factor 12	My cruise company totally provides a comfortable and secure environment for every customer.	3.91 (.864)	7*
Pull Factor 13	Built-in facilities, such as kids program or game stations, are inevitable for me on a cruise vacation.	3.81 (.937)	14
Pull Factor 14	This cruise vacation gives me an opportunity to meet new people and to have new friends.	3.80 (.957)	15
Pull Factor 15	I love shopping on the board as well as I love shopping during the ports-of-call.	3.56 (.927)	18
Pull Factor 16	Trying new cuisines, exotic foods and beverages on board and in each itinerary is my favorite part of the cruise travel.	3.83 (1.021)	13
Pull Factor 17	It is nice to be free to decide and select from many affordable packages offered by the cruise company.	3.87 (.815)	11
Pull Factor 18	I love to spend time in casinos during my cruise travel.	*3.37 (1.194)	19
Pull Factor 19	I prefer different activities for adults and kids and I expect my cruise company offer such nice preferences for the customers.	3.94 (1.020)	6

The value of mean is same within the ranks.

The table 13 presents the mean ranking of 19 pull motivational items. The results showed the unique characteristics of cruise travel that are different from other types of travel, through the pull motivational items: "I love to

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experience something entirely new and different thanks to my cruise plan ($\overline{X}$ = 4.06)", "I have got the opportunity to see beautiful scenery thanks to cruise travel ($\overline{X}$ = 4.03)", "Quality of service, luxury of the ship itself amazes me ($\overline{X}$ = 3.99)", "Abundant numbers of entertainments on board ($\overline{X}$ = 3.97)", and "Cruising in Southern Asia is perfect way of spending a vacation($\overline{X}$ = 3.97)". These are pull motivational items in the top five from nineteen items that pay significant to pull Thai cruisers to have experience in cruise travels.

In the "Agree" scale ($\overline{X} = 3.41 - 4.20$) included "separate activities for adults and kids ($\overline{X}$ = 4.03)", abundant of activities on cruise ship, "Ship life is quite interesting and alive, it takes people inside and let them forget the time ($\overline{X}$ = 3.91)", "My cruise company totally provides a comfortable and secure environment for every customer ($\overline{X}$ = 3.91)", "Exploring new sights in countries on each itinerary is magnificent ($\overline{X}$ = 3.90)", "The option of the cruise line's organized guided tours makes me enjoy my cruise travel ($\overline{X}$ = 3.89)", "It is nice to be free to decide and select from many affordable packages offered by the cruise company ($\overline{X}$ = 3.87)". "Engage in physical activities let me exercise and it gives me energy along with the beauty of itineraries ($\overline{X}$ = 3.86)", "Trying new cuisines, exotic foods and beverages on board and in each itinerary is my favorite part of the cruise travel ($\overline{X}$ = 3.83)", "Built-in facilities, such as kids program or game stations, are inevitable for me on a cruise vacation ($\overline{X}$ = 3.81)", "This cruise vacation gives me an opportunity to meet new people and to have new friends ($\overline{X}$ = 3.80)", "I enjoy mild tropical weather in my cruise vacation ($\overline{X}$ = 3.76)", "Playing some games of chances (e.g. card games, table games) help me and let me enjoy my time ($\overline{X}$ = 3.59) and "I love shopping on the board as well as I love shopping during the ports-of-call ($\overline{X}$ = 3.56)". Surprisingly, only one

items that in the "Undecided" scale", the items is "I love to spend time in casinos during my cruise travel ($\overline{X}$ = 3.37).

To sum up the analysis of push and pull motivation factors, the radar graph figure 14 and 15 below clearly shows the touch point of push and pull motivation factors that influenced Thai customers to travel by cruises.

Figure 14: Radar Graph of Push Motivation Factors (7 factors)
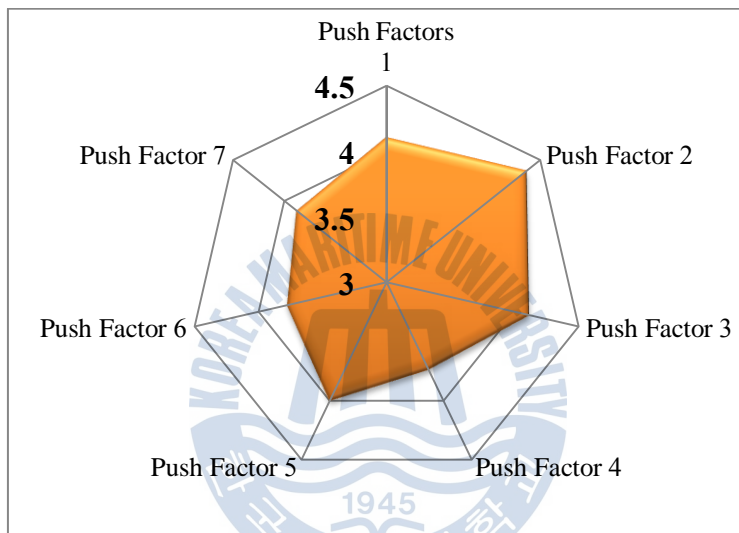
By ranking the mean of push and pull motivation of Thai customers, the highest motivation factor that influenced Thai customers was push factor 2. The touch point (figure 14) is at 4.36 "During cruise travel, it is nice to get away from the demands of work life and get relax".

On the contrary, the lowest motivation (figure 15) factor was pull factor 18 "Gambling/casinos". The result showed that the gambling/casinos were motivated the Thai cruisers, however, this motivation factor were undecided rating which mean Thai people are not interested in this activities that the ship provided on the cruises.

Figure 15: Radar Graph of Pull Motivation Factors (19 factors)
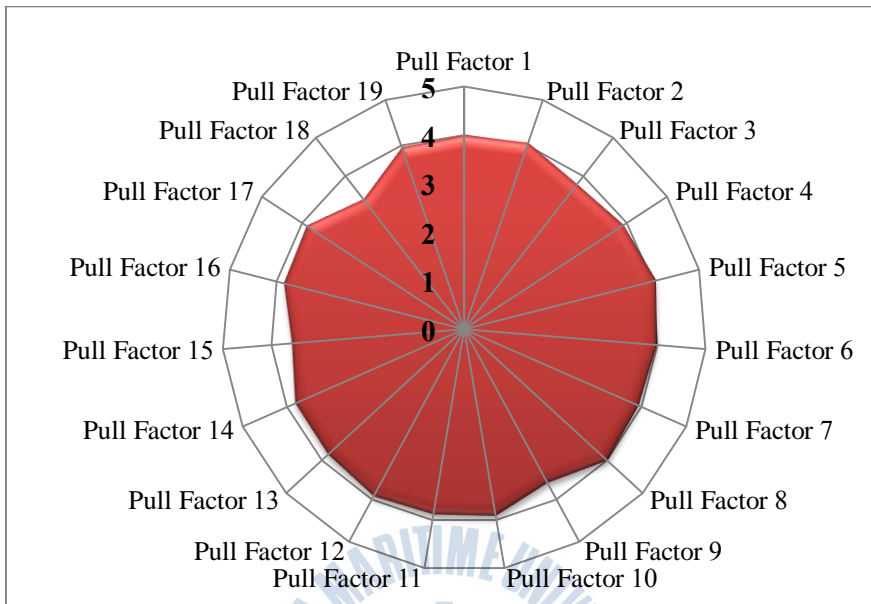
4.3. Analysis of Differences in Travel Behaviors and Trip Characteristics

This section presents analysis of differences in travel behaviors and trip characteristics by using Chi – square tests(X^2). Among five demographic variables namely, gender, age, occupation, average of salary and education level, the study found some statistical differences which are gender, salary and education level.

According to the principle of using Chi-square test, this study was improved rank of some items as follows:

Table 14: Data Representation for Chi-square Test

Characteristics	Descriptions	Number (n=70)
Age	under 20	10
	21 - 30	39
	31 and over*	21
Occupation	Working life**	38
	Student	32
Average of Salary/Month	$300 -$500	34
	$501 - $1,000+***	36
Educational Level	lower than Bachelor's Degree	15
	Undergraduate level	30
	Graduate level	25
Travel Behaviors and Trip Characteristics		
Experience on Cruise	Never, this is my first time	48
	Have ever been on cruises****	22
Duration of cruise travelling	one - two days	32
	two - four days or more*****	38
Type of room	Interior or outside stateroom******	33
	Ocean view or balcony stateroom*******	37
Pocket money for cruise travel	$500	31
	$501 - $1,000+********	39

*Age 31 and over (31 – 40 and 41 and over), **Working life (government official, staff company or officers, self- employed), ***$500 - $1,000+ ($501 - $1,000, more than $1.000), ****Have ever been on cruises (have experienced two and three time or more), *****Two-four days or more (two-four, four day or more), ******Interior or outside stateroom (Interior and outside stateroom), ******* Ocean view or balcony stateroom (Ocean view and balcony room), ********$5001 - $1,000 ($501-$1,000 , more than $1,000)*

The table 15 shows that significant differences were found only number of length of trips. According to the results, it appears that female prefer to spend time on cruise within one or two days (56.1%) while male shows only

31.0% which mean, male preferred to cruise in length of two and more (69.0%).

Table 15: Cross – Tabulation of Travel Behaviors/ Trip Characteristics and Gender

Behaviors and Trip Characteristics	Male	Female	(X^2)	Sig.
Number of travel by cruises			2.275	.131
Never, this is first time	58.6%	75.6%		
Have ever been on cruises	41.4%	24.4%		
Length of trips			4.299	.038*
1-2 days	31.0%	56.1%		
2 -4+ days	69.0%	43.9%		
Type of Room			.026	.873
Interior or Outside stateroom	48.3%	46.3%		
Ocean view or Balcony	51.7%	53.7%		
Pocket Money			.810	.369
$500	37.9%	48.8%		
$501 - $1,000+	62.1%	51.2%		

Note: the value of statistics is significant at the 0.05 level.

Table 16: Cross – Tabulation of Travel Behaviors/ Trip Characteristics and Salary

Behaviors and Trip Characteristics	$300 - $500	$501 - $1,000+	(X^2)	Sig.
Number of travel by cruises			0.026	.871
Never, this is first time	67.6%	69.4%		
Have ever been on cruises	32.4%	30.6%		
Length of trips			6.863	.009*
1-2 days	61.8%	30.6%		
2 -4+ days	38.2%	69.4%		
Type of Room			8.184	.004*
Interior or Outside stateroom	64.7%	30.6%		
Ocean view or Balcony	35.3%	69.4%		
Pocket Money			5.663	.017*
$500	58.8%	30.6%		
$501 - $1,000+	41.2%	69.4%		

Note: the value of statistics is significant at the 0.05 level.

Refers to the cross – tabulation of travel behaviors/trip characteristics and salary (table 16) were found significant differences on length of trips, type of rooms and pocket money. The result shows that respondents who have income around $300 - $500 prefer to travel on cruise around 1 – 2 days (61.8%) while some of them preferred the 2 to 4 days cruises (38.2%). Similarly, respondents who have salary at $ 300 - $500 have preferred the interior stateroom (64.7%) while higher income rank preferred to book the ocean view or balcony (69.4%). Last significantly differences were salary with pocket money, approximately 60% of respondents who have salary between $300 - $500 were likely to spend around $500 (58.82%) while some of them likely to spend around $500 - $1,000+ (41.2%). Respondents who have incomes in higher ranks ($501 -$1,000+) likely to spend similar to their incomes and only 30.6% were spent less than their incomes.

Table 17: Cross – Tabulation of Travel Behaviors/ Trip Characteristics and Education

Behaviors and Trip Characteristics	Education 1	Education 2	Education 3	(X^2)	Sig.
Number of travel by cruises				.212	.899
Never, this is first time	66.7%	66.7%	72.0%		
Have ever been on cruises	33.3%	33.3%	28.0%		
Length of trips				10.765	.005*
1-2 days	66.7%	56.7%	20.0%		
2 -4+ days	33.3%	43.3%	80.0%		
Type of Room				.199	.905
Interior or Outside stateroom	46.7%	50.0%	44.0%		
Ocean view or Balcony	53.3%	50.0%	56.0%		
Pocket Money				1.127	.569
$500	46.7%	50.0%	44.3%		
$501 - $1,000+	53.3%	50.0%	55.7%		

Note: the value of statistics is significant at the 0.05 level, Education 1 = lower than Bachelor's degree level, Education 2 = Undergraduate level, Education 3 = Graduate level.

Table 17 above shows that significant differences were found on the length of trips. According to the result, it appears that the majority of group lower than Bachelor's degree level (Education 1) preferred to travel on cruises within one to two days while 33.33% in the same rank likely to take long trips within two – four days or more. Similar portion of undergraduate level, over half of them preferred cruise trips within one – two day trips. For the graduate level (Education 3), the majority of this level preferred the cruise trips within two – four days (80%), only 20% in this level preferred one – two days cruises.

Text box 1: Hypothesis 1

$H1_0$: Thai customers with different demographic characteristics may have no different motivation in push and pull factors

$H1_a$: Thai customers with different demographic characteristics may have different motivation in push and pull factors

To test of the hypothesis 1, chi – square test were used to examine if there were differences in travel behaviors and trip characteristics. According to the result (table 15, 16, 17) there were some statistical differences of travel behaviors and trip characteristics base on Gender, Salary (income) and Education level ($p < 0.05$).

Base on the table 15 (gender), significant differences were found on length of cruise trips. Male preferred to have trips within two – four days or more while female preferred to cruise within one – two day trips. The table 16 (salary) illustrates significant differences of number of travel by cruises. While table 17 shows significant difference of length of cruise trips, type of rooms and pocket money for spend on trips. Respondents who have salary within $300 - $500 preferred to go on cruise one – two day tours with

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interior stateroom and also have pocket money similar amount of their salary ($500). On the other hand, respondents who have higher salary likely to spend more days on cruises with great accommodation (overview/balcony stateroom) and also have pocket money to spend on cruise more than $500.

These findings indicates that Thai cruise customers with different demographic characteristics have differences travel behaviors and trip characteristics. Therefore, the findings support the alternative hypothesis 1 (H1$_a$).

4.4.   Analysis of Differences in Push and Pull Factors

This section aims to analyze the differences in push and pull factors among differences of variables namely, gender, age, occupation, income and education level. The statistical significant difference is at 0.05 levels. The results of statistical are present as follows.

4.4.1.   Comparison of Push and Pull Factors by Gender

This section aims to analyze the difference in push and pull factors among differences of variables namely, gender, age, occupation, income and education level. The statistical significant difference is at 0.05 levels. The results of statistical are present as follows;

Text box2: Hypothesis 2

> H2$_0$: Thai customers with different gender may have no different motivation in push and pull factors
>
> H2$_a$: Thai customers with different gender may have different motivation in push and pull factors

To verify a hypothesis 2, the independent –sample t-test have been used in this sections. According to the table 18 below, the t-test revealed that the Thai cruise travelers have difference on motivation in push and pull factors (sig <0.05). Therefore, the result after verified found two items in push factors and four pull factors that have significant differences for Thai cruiser's motivation.

According to the table 18, push motivation "to travel with family or friends", female showed higher score than male respondents. Moreover family/friends and travel experts were affected the decision to cruise travel on female more than male. For other push factors, their non- significant differences for Thai cruise customers.

On the pull factors side, these were five items found that have significant differences to motivate Thai cruise customers to cruise travel. The result found out that female respondents likely to be attracted by pull factors rather more than male. The tropical weather were attracted or motivated to female ($\bar{x}$ =3.45) more than male ($\bar{x}$ =3.98), the different experiences that cannot find on another travel were more likely to motivated female ($\bar{x}$ =4.27) more than male ($\bar{x}$=3.76) respondents. Female were interested in entertainment on board more than male. Similar portions that quality of service and luxuries of cruises were attracted female ($\bar{x}$=3.59) more than male ($\bar{x}$=4.27). The last

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factor which has significant differences was gym/ fitness on cruises, female (3.59) respondents showed higher scores than male ($\bar{x}$=4.05).

Table 18: T-test for comparison of push factors by Gender

Push and Pull Factors	Male		Female		t	Sig.
	$\bar{x}$	S.D.	$\bar{x}$	S.D.		
Push Factor						
Push factor 1	3.93	1.163	4.22	.725	-1.183	.243
Push factor 2	4.17	.805	4.49	.597	-1.791	.080
Push factor 3	3.52	1.353	4.54	.505	-4.420	.000*
Push factor 4	3.48	1.271	3.90	.889	-1.627	.108
Push factor 5	3.76	1.091	4.15	.691	-1.820	.073
Push factor 6	3.66	1.143	3.58	.963	-.763	.449
Push factor 7	3.59	1.211	4.07	.648	-2.177	.033*
Pull Factor						
Pull Factor 1	3.93	.884	4.00	.707	-.349	.729
Pull Factor 2	3.79	1.236	4.20	.641	-1.776	.080
Pull Factor 3	3.45	1.242	3.98	.724	-2.238	.029*
Pull Factor 4	3.69	1.137	4.05	.893	-1.419	.162
Pull Factor 5	3.76	1.023	4.27	.672	-2.348	.023*
Pull Factor 6	3.62	1.083	4.22	.725	-2.595	.007*
Pull Factor 7	3.72	1.131	4.05	.865	-1.301	.199
Pull Factor 8	3.59	1.211	4.27	.549	-3.182	.002*
Pull Factor 9	3.41	1.376	3.71	.929	-.999	.323
Pull Factor 10	3.72	1.192	4.00	.632	-1.255	.214
Pull Factor 11	3.59	1.086	4.05	.740	-.2.121	.038*
Pull Factor 12	3.72	1.032	4.05	.705	-1.469	.149
Pull Factor 13	3.72	1.099	3.88	.812	-.641	525
Pull Factor 14	3.69	1.168	3.88	.781	-.809	.421
Pull Factor 15	3.34	1.045	3.71	.814	-1.563	.124
Pull Factor 16	3.59	1.240	4.00	.806	-1.693	.095
Pull Factor 17	3.72	.996	3.98	.651	-1.277	.206
Pull Factor 18	3.24	1.215	3.46	1.185	-.761	.450
Pull Factor 19	3.72	1.306	4.10	.735	-1.523	.132
Total	3.66	.9178	4.040	.375	-2.397	.019*

Note: the value of statistics is significant at the 0.05 level

Based on these finding, this indicates that among gender (male, female) has different in motivation aspects. Therefore, the findings support the alternative hypothesis 2 (H2$_a$).

4.4.2. Comparison of Push and Pull Factors by Income

Text box 3: Hypothesis 3

H3₀: Thai customers with different Income may have no different motivation in push and pull factors

H3ₐ: Thai customers with different Income may have different motivation in push and pull factors

Table 19: Mean and Standard deviation of push and pull factors analyzed by income

Push and Pull factors	$300 - $500		$501 - $1,000		$1,001 - $2,000		More than $2,000	
	$\bar{x}$	S.D.	$\bar{x}$	S.D.	$\bar{x}$	S.D.	$\bar{x}$	S.D.
Push Factors								
Push factor 1	4.12	1.038	4.03	.906	4.50	.577	4.00	.000
Push factor 2	4.38	.779	4.24	.636	4.75	.500	4.67	.577
Push factor 3	4.18	1.167	4.03	1.052	4.50	.577	3.67	.577
Push factor 4	3.38	1.231	3.97	.823	4.25	.500	4.67	.577
Push factor 5	3.79	1.008	4.14	.743	4.50	.577	4.00	1.00
Push factor 6	3.65	1.178	3.83	.928	4.25	.500	4.00	1.00
Push factor 7	3.79	1.067	3.93	.842	4.25	.957	3.67	.577
Pull Factors								
Pull Factor 1	4.00	.778	3.90	.817	4.50	.577	3.67	.577
Pull Factor 2	3.97	1.058	4.07	.884	4.50	.577	3.67	.577
Pull Factor 3	3.76	1.075	3.72	1.032	4.00	.000	3.67	.577
Pull Factor 4	3.74	1.189	4.03	.823	4.00	.816	4.33	.577
Pull Factor 5	3.91	1.055	4.14	.693	4.50	.577	4.33	.577
Pull Factor 6	3.65	1.178	3.83	.928	4.25	.500	4.00	1.00
Pull Factor 7	3.82	1.029	3.93	.961	4.50	1.00	4.00	1.00
Pull Factor 8	3.85	1.019	4.03	.906	4.50	.577	4.33	.577
Pull Factor 9	3.50	1.080	3.59	1.296	4.25	.500	3.67	.577
Pull Factor 10	3.79	1.008	3.93	.842	4.00	.816	4.33	.577
Pull Factor 11	3.79	1.095	3.83	.759	4.25	.500	4.33	.577
Pull Factor 12	3.85	.892	3.93	.884	4.25	.500	4.00	1.00
Pull Factor 13	3.79	.880	3.76	1.057	4.25	.500	4.00	1.00
Pull Factor 14	3.65	.981	4.00	.802	3.50	1.915	4.00	.000
Pull Factor 15	3.44	.991	3.66	.857	3.75	1.285	3.67	.577

Pull Factor 16	3.63	1.093	4.00	.926	4.00	1.414	3.67	.577
Pull Factor 17	3.82	.936	3.93	.753	3.75	.500	4.00	.000
Pull Factor 18	3.26	1.163	3.55	1.298	2.75	.957	3.67	.577
Pull Factor 19	3.79	1.122	4.00	.964	4.75	.500	3.94	1.020
Total of Motivations	3.80	.750	3.92	.637	4.20	.396	4.01	.481

Table 19-1: A comparison of push and pull factors by income

Push and Pull Factors		SS	df.	MS	F	Sig.
Push Factor						
Push Factor 1	Between Groups	.805	3	.268	.298	.827
	Within Groups	59.495	66	.901		
	Total	60.300	69			
Push Factor 2	Between Groups	1.315	3	.438	.883	.454
	Within Groups	32.756	66	.496		
	Total	34.071	69			
Push Factor 3	Between Groups	1.512	3	.504	.429	.733
	Within Groups	77.573	66	1.175		
	Total	79.086	69			
Push Factor 4	Between Groups	9.431	3	3.144	2.947	.039*
	Within Groups	70.412	66	1.067		
	Total	79.843	69			
Push Factor 5	Between Groups	2.979	3	.993	1.260	.295
	Within Groups	52.007	66	.788		
	Total	54.986	69			
Push Factor 6	Between Groups	1.690	3	.563	.512	.676
	Within Groups	72.653	66	1.101		
	Total	74.343	69			
Push Factor7	Between Groups	1.005	3	.335	.364	.780
	Within Groups	60.838	66	.922		
	Total	61.843	69			
Pull Factor						
Pull Factor 1	Between Groups	1.587	3	.529	.865	.464
	Within Groups	40.356	66	.611		
	Total	41.943	69			
Pull Factor 2	Between Groups	1.444	3	.481	.525	.667
	Within Groups	60.499	66	.917		

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	Total	61.943	69			
Pull Factor 3	Between Groups	.294	3	.098	.094	.963
	Within Groups	68.577	66	1.039		
	Total	68.871	69			
Pull Factor 4	Between Groups	2.050	3	.683	.661	.579
	Within Groups	68.250	66	1.034		
	Total	70.300	69			
Pull Factor 5	Between Groups	1.921	3	.640	.848	.473
	Within Groups	49.850	66	.755		
	Total	51.771	69			
Pull Factor 6	Between Groups	.866	3	.289	.322	.809
	Within Groups	59.077	66	.895		
	Total	59.943	69			
Pull Factor 7	Between Groups	1.682	3	.561	.562	.642
	Within Groups	65.803	66	.997		
	Total	67.486	69			
Pull Factor 8	Between Groups	2.089	3	.696	.780	.509
	Within Groups	58.897	66	.892		
	Total	60.986	69			
Pull Factor 9	Between Groups	2.035	3	.678	.515	.674
	Within Groups	86.951	66	1.317		
	Total	88.986	69			
Pull Factor 10	Between Groups	.998	3	.333	.392	.759
	Within Groups	56.088	66	.850		
	Total	57.086	69			
Pull Factor 11	Between Groups	1.458	3	.486	.562	.642
	Within Groups	57.113	66	.865		
	Total	58.571	69			
Pull Factor 12	Between Groups	.609	3	.203	.263	.852
	Within Groups	50.877	66	.771		
	Total	51.486	69			
Pull Factor 13	Between Groups	.967	3	.322	.357	.784
	Within Groups	59.619	66	.903		
	Total	60.586	69			
Pull Factor 14	Between Groups	2.435	3	.812	.882	.455
	Within Groups	60.765	66	.921		
	Total	63.200	69			

Pull Factor 15	Between Groups	.921	3	.307	.347	.791
	Within Groups	58.351	66	.884		
	Total	59.271	69			
Pull Factor 16	Between Groups	1.835	3	.612	.576	.633
	Within Groups	70.108	66	1.062		
	Total	71.943	69			
Pull Factor 17	Between Groups	.290	3	.097	.140	.936
	Within Groups	45.553	66	.690		
	Total	45.843	69			
Pull Factor 18	Between Groups	3.136	3	1.045	.725	.541
	Within Groups	95.207	66	1.443		
	Total	98.343	69			
Pull Factor 19	Between Groups	3.463	3	1.154	1.115	.349
	Within Groups	68.309	66	1.035		
	Total	71.771	69			
Total of motivations	Between Groups	.765	3	.255	.545	.653
	Within Groups	30.903	66	.468		
	Total	31.668	69			

Note: the value of statistics is significant at the 0.05 level

Refer to table 19: Mean and Standard deviation of push and pull factors by income, in this study was examined the hypothesis by ANOVA (one – way Anova) as follows,

According to table 19 and 19 -1, the result of hypothesis found that in the total of motivations of respondents who have an income in different rank have no significant differences (P = 0.545, Sig =.653). Therefore, in this study, each factor was examined and found that the ANOVA showed statistically significant (Sig < 0.05) differences in each income groups among push factors. The factor is push factor 4 (P= 2.947, Sig = .039*) "The cruise travel increase mental start of mind".

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Table 19 -2: Fisher's LSD of Income

(N= 70)

Average of Income			$300 - $500	$501 - $1,000	$1,001 - $2,000	More than $2,000
		$\overline{X}$	3.38	3.97	4.25	4.67
Push Factor 4	$300 - $500	3.38		*		*
	$501 - $1,000	3.97				
	$1,001 - $2,000	4.25				
	More than $2,000	4.67				

Note: the value of statistics is significant at the 0.05 level

According to table 19 -2, Thai customers who have average incomes at $300 - $500 have motivation to travel on cruises in aspect of affection different from customers who have income per month $5001 - $1,000 and more than $2,000 at the 0.05 level.

The motivations of Thai customers who have income $501 - $1,000 have in aspect of affection different from customers who have income $300 - $500. It is statistically significant at the 0.05 level.

The motivations of Thai customers who have income more than $2,000 have in aspect of affection different from customers who have income $300 - $50. It is statistically significant at the 0.05 level.

The test of hypothesis 5 in terms of different income has different motivation among the push and pull motivational factors. Refer to the research findings, Thai customers from different income have different motivation in all push and pull factors. Therefore, the findings support the alternative hypothesis 3 ($H3_a$).

4.4.3. Comparison of Push and Pull Factors by Education

Text box 4: Hypothesis 4

H4$_0$: Thai customers with different Education level may have no different motivation in push and pull factors

H4$_a$: Thai customers with different Education level may have different motivation in push and pull factors

This hypothesis aims to find out the differences between Thai customers who have different education level. The education levels are lower than Bachelor's degree, undergraduate and graduate level.

Table 20 shows mean and standard deviation of push and pull factors by education. The study was examined the hypothesis by ANOVA (one – way ANOVA) as follows:

Table 20: Mean and Standard deviation of push and pull factors analyzed by education

Push and Pull factors	Lower than Bachelor' degree (n = 15)		Undergraduate level (n = 30)		Graduate level (n = 25)	
	$\bar{x}$	S.D.	$\bar{x}$	S.D.	$\bar{x}$	S.D.
Push Factor						
Push factor 1	4.53	.516	3.97	1.217	4.00	.645
Push factor 2	4.80	.414	4.17	.791	4.32	.627
Push factor 3	4.40	.632	4.00	1.339	4.08	.909
Push factor 4	4.13	.743	3.73	1.048	4.20	.707
Push factor 5	4.27	.458	3.77	1.104	4.28	.614
Push factor 6	4.00	.845	3.60	1.276	3.84	.800
Push factor 7	4.00	.845	3.83	1.206	3.84	.800
Pull Factor						
Pull Factor 1	4.13	.516	3.90	.995	3.96	.611
Pull Factor 2	4.47	.516	3.80	1.215	4.04	.676
Pull Factor 3	4.40	.632	4.00	1.339	4.08	.909

Pull Factor 4	4.27	.594	3.57	1.251	4.08	.759
Pull Factor 5	4.27	.458	3.77	1.104	4.28	.614
Pull Factor 6	4.20	.676	3.83	1.177	4.00	.707
Pull Factor 7	4.20	.561	3.57	1.165	4.16	.850
Pull Factor 8	4.07	.594	3.73	1.172	4.24	.723
Pull Factor 9	3.67	.976	3.57	1.331	3.56	1.003
Pull Factor 10	4.20	.676	3.63	1.159	4.00	.577
Pull Factor 11	4.13	.743	3.60	1.163	4.00	.577
Pull Factor 12	4.27	.704	3.70	1.022	3.96	.676
Pull Factor 13	4.07	.704	3.53	1.074	4.00	.816
Pull Factor 14	3.60	.632	3.83	1.117	3.88	.927
Pull Factor 15	3.73	.799	3.40	1.133	3.64	.700
Pull Factor 16	3.87	.743	3.73	1.230	3.92	.909
Pull Factor 17	4.07	.704	3.73	1.015	3.92	.572
Pull Factor 18	3.20	1.265	3.47	1.252	3.36	1.114
Pull Factor 19	3.87	.834	4.00	1.313	3.92	.702
Total of Motivations	4.074	.276	3.720	.922	3.96	.428

Table 20 -1: A comparison of push and pull factors by education

Push and Pull Factors		SS	df	MS	F.	Sig.
Push Factor 1	Between Groups	3.600	2	1.800	2.127	.127
	Within Groups	56.700	67	.846		
	Total	60.300	69			
Push Factor 2	Between Groups	4.065	2	2.032	4.538	.014*
	Within Groups	30.007	67	.448		
	Total	34.071	69			
Push Factor 3	Between Groups	1.646	2	.823	.712	.494
	Within Groups	77.440	67	1.156		
	Total	79.086	69			
Push Factor 4	Between Groups	3.410	2	1.705	1.494	.232
	Within Groups	76.433	67	1.141		
	Total	79.843	69			
Push Factor 5	Between Groups	3.386	2	1.693	2.198	.119
	Within Groups	51.600	67	.770		
	Total	54.986	69			
Push Factor 6	Between Groups	1.783	2	.891	.823	.443
	Within Groups	72.560	67	1.083		
	Total	74.343	69			
Push Factor7	Between Groups	.316	2	.158	.172	.842
	Within Groups	61.527	67	.918		
	Total	61.843	69			
Pull Factor 1	Between Groups	.550	2	.275	.445	.643
	Within Groups	41.393	67	.618		
	Total	41.943	69			

Pull Factor 2	Between Groups	4.450	2	2.225	2.593	.082
	Within Groups	57.493	67	.858		
	Total	61.943	69			
Pull Factor 3	Between Groups	3.111	2	1.556	1.585	.213
	Within Groups	65.760	67	.981		
	Total	68.871	69			
Pull Factor 4	Between Groups	6.160	2	3.080	3.217	.046*
	Within Groups	64.140	67	.957		
	Total	70.300	69			
Pull Factor 5	Between Groups	4.431	2	2.216	3.136	.050
	Within Groups	47.340	67	.707		
	Total	51.771	69			
Pull Factor 6	Between Groups	1.376	2	.688	.787	.459
	Within Groups	58.567	67	.874		
	Total	59.943	69			
Pull Factor 7	Between Groups	6.359	2	3.180	3.485	.036*
	Within Groups	61.127	67	.912		
	Total	67.486	69			
Pull Factor 8	Between Groups	3.626	2	1.813	2.118	.128
	Within Groups	57.360	67	.856		
	Total	60.986	69			
Pull Factor 9	Between Groups	.126	2	.063	.047	.954
	Within Groups	88.860	67	1.326		
	Total	88.986	69			
Pull Factor 10	Between Groups	3.719	2	1.860	2.335	.105
	Within Groups	53.367	67	.797		
	Total	57.086	69			
Pull Factor 11	Between Groups	3.638	2	1.819	2.219	.117
	Within Groups	54.933	67	.820		
	Total	58.571	69			
Pull Factor 12	Between Groups	3.292	2	1.646	2.289	.109
	Within Groups	48.193	67	.719		
	Total	51.486	69			
Pull Factor 13	Between Groups	4.186	2	2.093	2.486	.091
	Within Groups	56.400	67	.842		
	Total	60.586	69			
Pull Factor 14	Between Groups	.793	2	.397	.426	.655
	Within Groups	62.407	67	.931		
	Total	63.200	69			
Pull Factor 15	Between Groups	1.378	2	.689	.797	.455
	Within Groups	57.893	67	.864		
	Total	59.271	69			
Pull Factor 16	Between Groups	.503	2	.251	.236	.791
	Within Groups	71.440	67	1.066		
	Total	71.943	69			
Pull Factor 17	Between Groups	1.203	2	.601	.903	.410
	Within Groups	44.640	67	.666		
	Total	45.843	69			
Pull Factor 18	Between Groups	.716	2	.358	.246	.783

	Within Groups	97.627	67	1.457		
	Total	98.343	69			
Pull Factor 19	Between Groups	.198	2	.099	.093	.912
	Within Groups	71.573	67	1.068		
	Total	71.771	69			
Total of motivations	Between Groups	1.514	2	.757	1.682	.194
	Within Groups	30.154	67	.450		
	Total	31.668	69			

Note: the value of statistics is significant at the 0.05 level

Refer to the table 20-1, the result of hypothesis found that in the total of motivations of respondents who have different education have no significant differences (P = 1.682, Sig =.194). Therefore, in this study were examined in each factors found that the ANOVA showed statistically significant (Sig < 0.05) differences in each income groups among push factors.

Table 20-2: Fisher's LSD of education

Motivation of Push and Pull Factors	Education level		Lower than Bachelor's degree	Undergraduate level	Graduate level
		$\overline{X}$	**4.80**	**4.17**	**4.32**
Push Factor 2	Lower than Bachelor's degree	4.80		*	*
	Undergraduate level	4.17			
	Graduate level	4.32			
Pull Factor 4	Lower than Bachelor's degree	$\overline{X}$	**4.27**	**3.57**	**4.08**
		4.27		*	
	Undergraduate level	3.57			
	Graduate level	4.08			
Pull Factor 7	Lower than Bachelor's degree	$\overline{X}$	**4.20**	**3.57**	**4.16**
		4.20		*	
	Undergraduate level	3.57			*
	Graduate level	4.16			

Note: the value of statistics is significant at the 0.05 level

According to the table 20-2, the factors which showed significant differences were push factor 2, pull factors 4 and 7. The push factor 2 is "to get away from demand of work (P=4.538, Sig = 0.014)". The second that showed significant difference is a pull factor 4 (P=3.217, Sig = 0.046) "exploring new sights on each itinerary" and third factor is a pull factor 7 (P= 3.485, Sig = 0.036) "Ship is quite interesting and make people forget the time".

Based on these results, this suggests that Thai customers with different Education level may have different motivation in push and pull factors. Therefore, the findings are supportive of alternative hypothesis 4 (H4$_a$).

4.5. Factor Analysis of Push and Pull Factors

In this section, the factor analysis was applied to reduce or make a group of related variable factors. Jang, S., & Wu, C. (2006) stated that the factor analysis is also improved the better understanding of the principal driving forces of the travelers than looking at individual motivational factors. The KMO (Kaiser – Meyer - Olkin) was greater than 0.05 and Bartlett's test of Sphericity is also significant which mean this study of factor analysis is appropriate (Table 21).

Table 21: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.895
Bartlett's Test of Sphericity	Approx. Chi-Square	1369.389
	df	300
	Sig.	.000

Figure 16 shows the eigenvalues against all the motivational factors. According to the figure representation, the first four component numbers are noticeably higher eigenvalue than the rest. The remaining component

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numbers represent as almost flat linear line, which mean, in this study only four factors number were retained

Figure 16: The Scree Plot
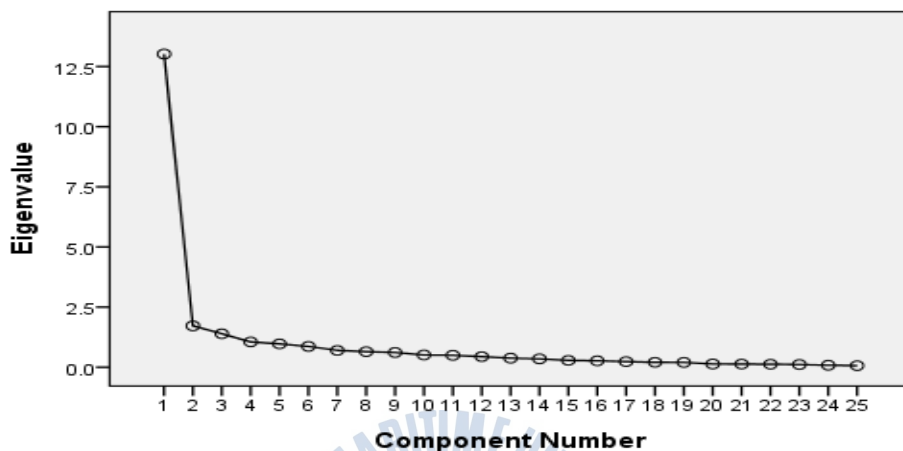
According to the principle component factor analysis with varimax rotation was used 25 motivational factors. The Push factor 2 was dropped from this analysis due to it loaded heavily on more than one of the resulting factors. The table 22 below presents the results of factor analysis, as follow,

Table 22 Factor analysis of Push and Pull Motivational Factors

Factors	Exploration and Relaxation	Convenience and Socialization	Attraction Activity and Fun	Vacation options
I love to experience something entirely new and different thanks to my cruise plan.	.844			
Exploring new sights in countries on each itinerary is magnificent.	.806			
Quality of service, luxury of the ship itself amazes me.	.737			
I have got the opportunity to see beautiful scenery thanks to cruise travel.	.679			
Cruise travels increase my mental state of mind.	.609			
I would like to spend my time in a cruise travel with my spouse/ friends/ partner/ family.	.600			

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Factors	Exploration and Relaxation	Convenience and Socialization	Attraction Activity and Fun	Vacation options
I can find abundant numbers of entertainments on board in my cruise ship.	.595			
It is nice to be free to decide and select from many affordable packages offered by the cruise company.	.550			
Ship life is quite interesting and alive. It takes people inside and let them forget the time.	.543			
I enjoy mild tropical weather in my cruise vacation.	.540			
Trying new cuisines, exotic foods and beverages on board and in each itinerary is my favorite part of the cruise travel.	.519			
My cruise company totally provides a comfortable and secure environment for every customer.		.776		
My previous experiences with cruise lines have a great impact on my cruise travel decision.		.769		
I have fun and have a good time all cruise travel long.		.741		
Engage in physical activities let me exercise and it gives me energy along with the beauty of itineraries.		.711		
I would rather celebrate a holiday in a cruise vacation.		.608		
The option of the cruise line's organized guided tours makes me enjoy my cruise travel.		.567		
My friends/ family/ travel experts are quite convincing for my cruise travel decision.		.553		
I love to spend time in casinos during my cruise travel.			.815	
Playing some games of chances (e.g. card games, table games) help me and let me enjoy my time.			.747	
I prefer different activities for adults and kids and I expect my cruise company offer such nice preferences for the customers.			.672	
This cruise vacation gives me an opportunity to meet new people and to have new friends.			.614	

Factors	Exploration and Relaxation	Convenience and Socialization	Attraction Activity and Fun	Vacation options
I love shopping on the board as well as I love shopping during the ports-of-call.			.561	
Cruising in Southern Asia is perfect way of spending a vacation.				.683
Built-in facilities, such as kids program or game stations, are inevitable for me on a cruise vacation.				.464
Eigen Value	13.019	1.720	1.392	1.052
Variance Explained	52.08	6.89	5.57	4.20
Total Variance Explained				68.734%

The findings of factor analysis were performed to group the push and pull motivational factors with similar characteristics to identify a set of push and pull dimensions. Under the factor dimension (1) "Exploration and Relaxation", There are eleven variables included namely, love to experience something new/different, exploring, quality of service, increase state of mind, spend time with family or spouse, abundant activity, interesting, cuisine and enjoy the weather. Under the factor dimension (2) "Convenience and Socialization", there are seven variables included those are comfortable and safety, previous experience, fun and good time, physical activities, celebrate, family/friends and options. In the factor dimension (3) "Attraction Activity and Fun," there are five variables such as casinos/gambling, games, shopping on board, activities and meet new people. The last dimension, the factor dimensions (4) "Vacation options" which was composed by cruise vacations and built–in facilities variables. From the table, these four factor dimensions explained at 68.73 percent of the total variance.

Base on these results, the most important motivation factors that influenced on the Thai customers to travel with cruises is a factor dimension (1) "Exploration and Relaxation".

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CHAPTER 5 CONCLUSIONS

This is the final chapter of the research. The purpose of this chapter is to summarize research findings, limitations of the study and future research.

5.1. Summary and Conclusions

The purpose of this study is to study motivations of Thai cruisers. This study concerns with the cruise tourism. Motivations factors were examined on the push and pull theory that were adapted by Dann (1977). This study included 26 factors, such as escape, relax, activities and so on. The tourist professional also needs to have information about tourist motivations in order to plan market specific destinations and design appropriate tourist packages.

This study examined the motivation of Thai tourists who went abroad by using the Asian Cruise ships. Among 70 respondents, more than half of them were male. The major group ages were between 21 – 40 year olds. 90% of respondents have monthly income range from $300 to $ 1,000. Moreover, half of them have monthly income at the range of $ 300 - $ 500, due to the occupations that one third of respondents are student. Education level results showed that the majors groups were in undergraduate level; followed the graduation level and lower than undergraduate.

Most of the respondents were new for cruise travelling. The percentage of new cruisers was close to 70% and only 30% had repeated on cruise travels. From this result, it is possible to conclude that Thai travelers paid attention on cruise tours in these days and new cruise travelers try this activity for their vacations. On the contrary, the study of cruise motivation from other

countries in Asia, Thai cruiser seems a few percentages experiences on cruise travels compared to other country cruisers.

Concerning to the test of research hypotheses, 4 alternative hypotheses were supported namely $H1_a$ (Thai customers with different demographic characteristics may have different motivation in push and pull factors), $H2_a$ (Thai customers with different gender may have different motivation in push and pull factors), $H3_a$ (Thai customers with different Income may have different motivation in push and pull factors) and $H4_a$ (Thai customers with different Education level may have different motivation in push and pull factors).

Among the push and pull factors, the result revealed that motivation to escape of routine day and work life are the most significant motivation factor for Thai travelers to go on cruises. Moreover, the unique of cruise ship itself were significant in this study, such as having fun with activities and entertainment on cruises, luxury services, destinations and activities at shore that cruise lines provided for passengers. All of activities that cruise lines provided seemed triggering Thai customers.

According to the findings of gambling/casino factor, the results showed that the mean of gambling factor was in the undecided level (lowest ranks). Therefore, one may conclude that the relationship between gambling opportunity offered from the cruise line company and the motivation level of Thailand cruise travelers to this activity is in uncertain motivation.

Futuremore, the study also revealed the travel behaviors and Trip Characteristics of Thai cruise customers. The study shows the results of different behavior between the respondents. For example, most of male respondents preferred 2- 4 day cruise trips while half of female were interested in 1-2 day and 2-4 days cruise trips. More than half of male were

experienced on cruise while female over 60 percent are new cruisers. For education level, the respondents with different education levels have differences in the length on cruise. Even through the respondents in high education levels are new experience on cruise travel, they were preferred cruise trips within 2 – 4 days while other education levels preferred to cruise 1- 2 days cruise trips.

In addition, the factor analysis was examined in this study to find out the important motivational factors. The results show that the most important motivation factors that influence the Thai customers to travel with cruise are "Exploration and Relaxation".

This study offers a great chance to see current snapshot of Thailand cruise travelers and their motivations to go on a cruise vacation. The cruise companies would take these results in to consideration and they would refer these results while they are planning to prepare a cruise package for Thailand cruisers.

5.2. Limitations and Future Researches

This study tries contributing tourism and cruising literature through the examination of the motivation of Thailand cruise travelers. Yet, it is subject to limitations similar to all studies done in history. First, this study had a low sample size due to unavailability of population. The number of sample was only 70 in total and this number is an ample limitation. Apart from this, based on the economical conditions of Thailand, both cruise industry and tourism industry is developed mostly inbound compared to outbound numbers in both sector.

The second limitation is time range for this thesis study. All data gathered from February to April 2012 and during this period, the number of Asian Cruise travels was quite low. Only a couple of cruise ships have been used by Thailand cruise travelers. This situation put stress on reaching more sample and gathering more data.

The thesis study has been conducted in Southern Korea whereas the population consists of Thailand cruisers. Consequently, during data collection procedure, three public tourism agencies were asked to hand out surveys. This situation limited the face to face interaction with the sample. Moreover, prepared items used in the surveys instead of open ended questions (dept interviews) to create a qualitative based research instead of quantitative one.

Nevertheless, the study has created a valid and reliable scale for Thailand cruise travelers' motivation for cruising. Further analysis of similar population, but higher sample size would be useful to derive accurate results and it would also help the generalization of motivations of Thailand cruisers. Also, data collection and timing would be in longer time span.

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Appendix I: Sample size research by Krejicie & Morgan

Population Size	Sample Size	Population Size	Sample Size	Population Size	Sample Size
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Appendix II: Questionnaire

Questionnaire of Cruise Travelers' Motivations

Dear attendant,

This survey has been prepared to collect data about cruisers' motivations. Please take a few minute and select one of the five different scales according to your decision on each item. Also, please make sure that you read items carefully and respond under the correct column by choosing the items.

The questionnaire divided into two parts;

Part 1: The general background of the respondents

Part 2: The general motivations of respondents for cruising

Thank you for your valuable time

Miss Nitiya Tungkae

Department of Shipping Management

Graduate School of Korea Maritime University

All information will be use just for research purpose not for business

Part 1: The General Background of the Respondents.

1. Gender ☐ Male ☐ Female

2. Age ☐ Under 20 years old ☐ 21-30 years

☐ 31-40 years ☐ 41-50 years

☐ 51-60 years ☐ over 61 years old

3. Occupation ☐ Government official ☐ Student

☐ Officers ☐ Company staff

☐ Self employed

☐ Other (please specified) ……............................

4. Average of salary per month

☐ $300-$500 ☐ $501-$1000

☐ $1001-$2000 ☐ More than $2000

5. Educational level

☐ Lower than Bachelor's Degree

☐ Undergraduate level

☐ Graduate level

6. Where do you come from? ………………...............

Which province or which country? ....

7. How many times have you travelled by cruise?

☐ Never, this is my first vacation. ☐ Two times

☐ Three times ☐ Four times

☐ Five times or more

8. The names of cruise ships you travelled ……………………………

9. What is your preferable duration of cruise travelling?

☐ One-Two days   ☐ Two-Four days

☐ Four-Seven days   ☐ One-Two weeks

☐ Two weeks and more

10. What is the main reason of your cruise travelling?

☐ Getting relax   ☐ Business

☐ Socialization   ☐ Exploring new places

☐ Other...……………………….

11. Which type of room do you prefer in your cruise travels?

☐ Interior stateroom   ☐ Outside stateroom

☐ Ocean view stateroom   ☐ Balcony stateroom

12. What does affect your cruise travelling decision mostly?

☐ It is easy to purchase a ticket   ☐ It is worthy travelling

☐ Great service   ☐ Comfortable

☐ Allow me to travel in big groups   ☐ Suits my schedule

☐ Safety   ☐ Cost

☐ Other …………………………

13. How much do you separate for your cruise travel? (Per one person)

☐ $ 500   ☐ $ 501-$1,000

☐ $1001-$ 1,500   ☐ More than $ 1,500

Part 2: The General Motivations of Respondents for Cruising.

Ideas:

(1) = Strongly Disagree, (2) = Disagree, (3) = Undecided,

(4) = Agree, (5) = Strongly Agree

Items	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
1. I have fun and have a good time all cruise travel long.	☐	☐	☐	☐	☐
2. During cruise travel, it is nice to get away from the demands of work life and get relax.	☐	☐	☐	☐	☐
3. Cruising in Southern Asia is perfect way of spending a vacation.	☐	☐	☐	☐	☐
4. I have got the opportunity to see beautiful scenery thanks to cruise travel.	☐	☐	☐	☐	☐
5. I would like to spend my time in a cruise travel with my spouse/ friends/ partner/ family.	☐	☐	☐	☐	☐
6. I enjoy mild tropical weather in my cruise vacation	☐	☐	☐	☐	☐
7. Exploring new sights in countries on each itinerary is magnificent.	☐	☐	☐	☐	☐
8. I love to experience something entirely new and different thanks to my cruise plan.	☐	☐	☐	☐	☐
9. I can find abundant numbers of entertainments on board in my cruise ship.	☐	☐	☐	☐	☐
10. Ship life is quite interesting and alive. It takes people inside and let them forget the time.	☐	☐	☐	☐	☐
11. Quality of service, luxury of the ship itself amazes me.	☐	☐	☐	☐	☐
12. Playing some games of chances (e.g. card games, table games) help me and let me enjoy my time.	☐	☐	☐	☐	☐
13. My previous experiences with cruise lines have a great impact on my cruise travel decision.	☐	☐	☐	☐	☐

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Items	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
14. Cruise travels increase my mental state of mind.	☐	☐	☐	☐	☐
15. I would rather celebrate a holiday in a cruise vacation.	☐	☐	☐	☐	☐
16. The option of the cruise line's organized guided tours makes me enjoy my cruise travel.	☐	☐	☐	☐	☐
17. Engage in physical activities let me exercise and it gives me energy along with the beauty of itineraries.	☐	☐	☐	☐	☐
18. My cruise company totally provides a comfortable and secure environment for every customer.	☐	☐	☐	☐	☐
19. Built-in facilities, such as kids program or game stations, are inevitable for me on a cruise vacation.	☐	☐	☐	☐	☐
20. This cruise vacation gives me an opportunity to meet new people and to have new friends.	☐	☐	☐	☐	☐
21. I love shopping on the board as well as I love shopping during the ports-of-call.	☐	☐	☐	☐	☐
22. My friends/ family/ travel experts are quite convincing for my cruise travel decision.	☐	☐	☐	☐	☐
23. Trying new cuisines, exotic foods and beverages on board and in each itinerary is my favorite part of the cruise travel.	☐	☐	☐	☐	☐
24. It is nice to be free to decide and select from many affordable packages offered by the cruise company.	☐	☐	☐	☐	☐
25. I love to spend time in casinos during my cruise travel.	☐	☐	☐	☐	☐
26. I prefer different activities for adults and kids and I expect my cruise company offer such nice preferences for the customers.	☐	☐	☐	☐	☐