Motivation-Based Segmentation and Online Behaviors of Tourists Participating in Community-Based Tourism: A Case Study of Thailand

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Article info

Abstract

The primary purpose of this study is to classify domestic tourists visiting community-based tourism destinations in Thailand according to their travel motivation. This study employed quantitative research as a main research method to achieve the purpose. An online self-administered survey was conducted on 384 tourists and the primary data was analyzed using the cluster analysis method. The study found three tourists' clusters include 'learning tourists,' 'leisure tourists,' and 'want-it-all tourists.' These clusters were distinct from each other regarding travel motivation, socio-demographic profile, and online behavior. This knowledge contributed notable implications for academics and practitioners, allowing them to understand the differences among the tourists and to develop more appropriate marketing strategies for community-based tourism destinations and each segment. In addition, there are significant differences among the three clusters in terms of age and gender; hence, segmenting CBT tourists using age and gender should be researched in the future.

Introduction

CBT has been a key component of domestic tourism in Thailand during the last decades (Kontogeorgopoulos, Churyen, & Duangsaeng, 2014). It has been constantly developed and there are a number of CBT destinations in every region of the country. With strong support from government agencies and private organizations, CBT concept is widely acceptable and CBT destinations are recognized among domestic tourists. Moreover, tourism consumption has changed over the past forty years and varies from time to time (Wiltshier, 2017). Tourists seek more diverse and unique experience to truly immerse in tourism rather than be passive observers (Edgell, 2016; Lane & Kastenholz, 2015). Besides the new tourists' preferences, one of the most rapidly changing of tourist behavior is how the tourists use internet for travel purposes. The internet has become an important instrument for the tourists in planning their trips whether searching for information, booking accommodation, arranging transportation,

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reserving seats at a restaurant or purchasing a ticket (Bhatiasevi & Yoopetch, 2015). This leads to the rising number of Free Individual Traveler (FIT) in Thailand. This intensive internet usage of tourists compels tourism businesses to change the way they interact target tourists. CBT practitioners, as local tourism entrepreneurs, must adapt and follow this circumstance in order to successfully supply their CBT products and services to the right target tourists and accomplish their CBT development goals.

Previously, most CBT practitioners, particularly in developing countries, including Thailand, preferred to welcome international tourists rather than domestic tourists to their CBT destinations (Robinson & Murray, 2017). However, the COVID-19 pandemic has significantly impacted the tourism industry globally, causing a decrease in international tourist arrivals by 22% in the first quarter of 2020 (World Tourism Organization, 2020). Therefore, it is high time for the CBT practitioners to reconsider and pay close attention to domestic tourists who will finally turn out to be an important target market for CBT destinations in the future.

In Thailand, the majority of tourists travelling to CBT destinations are mainly tourists who work for government agencies and educational institutes, and they are mostly domestic tourists (Boonratana, 2011). These tourists are paid to travel by their organizations that often visit CBT destinations as part of their jobs. One of the key issues that tourists visiting CBT destinations are not the tourists visiting CBT destinations for their own purposes is that CBT practitioners are unable to create effective marketing strategies and reach the right target tourists (Chamnanpon, Boonkoum, & Sungragsa, 2016; Naka, Promsuwon, Wongmontha, & Thanapattarakul, 2017). This is due to a lack of marketing expertise and experience of CBT practitioners (Boontasorn, Mana, & Poltecha, 2014; Jaisamrarn & Thongdee, 2018). Hence, it is interesting to broaden the knowledge of tourists who are truly motivated to participate in CBT by understanding its real value. Besides, these tourists' characteristics and behavior, including needs and interests, are also seldomly recognized (Lane & Kastenholz, 2015). Even though CBT is a niche market, it has distinctive characteristics (Park & Yoon, 2009; Pesonen & Tuohino, 2017). Due to the differences among the tourists, market segmentation is an essential instrument that can help assemble tourists into groups by identifying common interests. (Horner & Swarbrooke,

2016).

Several CBT-related studies in Thailand have dealt with the supply side, especially CBT development and management and local participation in CBT rather than the demand side resulting in a lack of knowledge of tourist behavior and demand (Charoensit & Emphandhu, 2018; Kampangsirichai & Saiyasopon, 2019; Thuncharoean, 2017). Many empirical studies in various countries show that travel motivation, including tourist profile, behavior, and preferred tourism activity, is diverse among tourists visiting CBT destinations (Park & Yoon, 2009; Pesonen, 2015; Rid, Ezeuduji, & Pröbstl-Haider, 2014). However, there is still a lack of studies providing knowledge on identifying tourists based on travel motivation in the context of CBT in Thailand.

Therefore, this study attempts to segment domestic tourists participating in CBT. The domestic CBT tourists will be clustered into various distinct groups and each group will be clearly explained in regards of tourist motivation to visit CBT destinations including tourist socio-demographics and online behavior based on travel decision-making process which includes pre-, during- and post-trip. These will provide academics and CBT practitioners with a better understanding on the diversity of the tourists so that the academics can further broaden this knowledge and CBT practitioners can develop effective marketing strategies for each group. Notably, this market knowledge can help the CBT practitioners selecting the right target markets and manage tourist demands. By having the right target markets, negative impacts can be prevented and sustainability can contribute to the CBT destinations (Kastenholz, Eusébio, & Carneiro, 2018).

Motivation-based segmentation in community-based tourism

Community-based tourism (CBT) serves as alternative tourism to mass tourism to reduce the negative impacts caused by tourism (Dolezal, 2015; Giampiccoli & Saayman, 2016). CBT is developed on the basis of sustainable principles to contribute sustainability to the environment and socio-culture while enhancing a viable local economy, empowering local communities, and creating learning environment for visitors (Asker, Boronyak, Carrard, & Paddon, 2010; Dodds, Ali, & Galaski, 2018; Stone & Stone, 2011). It has emerged as a form of tourism that is organized, developed, implemented and managed by local people for the benefit of entire communities (Asker, Boronyak, Carrard,

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& Paddon, 2010; Giampiccoli & Saayman, 2016). In the context of developed countries, scholars often use the term 'rural tourism' interchangeably with CBT as it has a common basis (Zielinski, Jeong, Kim, & B Milanés, 2020).

CBT is one of various types of tourism that meets the current needs of tourists (CBT, 2013). Tourist preferences have currently shifted from passive to be more active. Tourists prefer travelling to places where they can gain new knowledge, meet new people, experience different cultures as well as find new inspiration (Kutschera, 2018; Shabada, 2018). Even though tourists participate in the same type of tourism, CBT, but they can be different in regards to characteristic, preference, and travel motivation to participate in CBT (Almeida, Correia, & Pimpão, 2014; Kastenholz, Eusébio, & Carneiro, 2018; Pesonen, 2012; Rid, Ezeuduji, & Pröbstl-Haider, 2014).

To understand the differences among the tourists, market segmentation is an essential instrument that can help categorizing the heterogeneous market into homogenous groups. As a result of segmentation, members of each group are similar to each other, while members of different groups are dissimilar as much as possible (Horner & Swarbrooke, 2016; Kotler & Keller, 2016; McDonald & Dunbar, 2010). Market segmentation helps a business define potential markets and design proper market functions (Kuo, Akbaria, & Subroto, 2012). In tourism, the market segmentation is used when developing and marketing new products for particular tourism markets, including CBT (Oh & Schuett, 2010; Pesonen, 2015; Polo Peña, Frías Jamilena, Rodríguez Molina, & Rey Pino, 2016; Rid, Ezeuduji, & Pröbstl-Haider, 2014).

In the literature relevant to CBT, market segmentation has been studied in many countries using a number of variables, including socio-demographic (Rid, Ezeuduji, & Pröbstl-Haider, 2014; Xie, Costa, & Morais, 2008), geographic (Cai & Li, 2009; Cai, Liu, & Huang, 2008), benefit sought (Almeida, Correia, & Pimpão, 2014; Wu, Ho, Lam, Ip, Choy, & Tse, 2016), and tourist behavior (Eusébio, Carneiro, Kastenholz, Figueiredo, & Soares Da Silva, 2017; Kastenholz, Eusébio, & Carneiro, 2018; Pesonen & Tuohino, 2017). Travel motivation has also been used in some studies, such as the study of Dong, Wang, Morais, & Brooks (2013), Pesonen (2012), Park & Yoon (2009); Rid, Ezeuduji, & Pröbstl-Haider, (2014). Travel motivation is a predictor of tourist behavior and a key variable

affecting travel decision-making (Yoo, Yoon, & Park, 2018). It directly impacts tourists' choices of travel activities and destinations as the choices are the results of initial motivations (Yun, Hennessy, & Courtney, 2016).

Park & Yoon (2009) identified tourists in Korean rural tourism using push motivation and found four distinct segments: family togetherness seekers, passive tourists, want-it-all seekers, and learning and excitement seekers. Family togetherness seekers focus on relaxation with family. Passive tourists prefer to relax in rural villages and experience leisure activities. Want-it-all seekers are highly motivated by all motivations. Learning and excitement seekers travel to rural areas to socialize with others, learn the local way of life, and experience exciting activities. Pesonen (2012) classified tourists participating in rural tourism in Finland based on push and pull motivation into four segments: social travellers, wellbeing travellers, home region travellers, and family travellers. Social travellers are tourists who value people around them and enjoy interacting with others. Wellbeing travellers love to treat themselves well, especially psychological and physical rest. Home region travellers are highly motivated to visit places where they are originated. Family travellers enjoy spending time with their families.

Similarly, Rid, Ezeuduji, & Pröbstl-Haider (2014) categorized tourists in rural tourism of The Gambia using travel motivation, interpreted as expected experience and the importance of tourism activities, into four segments: heritage and nature seekers, multi-experiences seekers, multi-experiences and beach seekers, and sun and beach seekers. Heritage and nature seekers crave for exploring natural and cultural sites. Multi-experiences seekers value the chance to experience distinct characteristics of The Gambia. Multi-experiences and beach seekers desire sun and beach, and nature activities. Sun and beach seekers interest in activities related to sun and beach. Dong, Wang, Morais, & Brooks (2013) conducted a study in Potter County, Pennsylvania, in the United States. They found three rural tourist segments including experiential travellers (tourists with interests in exploring the local way of life and spending time with family), rural explorers (tourists who have a passion for experiencing rural life and meeting new people), and indifferent travellers (tourists who want to experience rural tourism without any expected benefit).

These studies demonstrate that heterogeneity among tourists and travel motivation is an important

factor in rural tourism segmentation. It also confirms that tourists with different travel motivations have different characteristics, behaviors, and activity preferences that are essential in defining tourism activities suited to tourist demands and preferences. However, these studies are difficult to compare as each study is conducted with different motivation factors, samples, and methodologies in diverse contexts. Extending the study on motivation-based segmentation of tourists participating in CBT, especially in developing countries such as Thailand, can possibly build intensive knowledge in this area of study.

Online behaviors of tourists

Tourist online behavior refers to how tourists use the internet for travel decision-making process; pre-, during- and post-trip. According to Laudon & Traver (2016), the stages of the consumer decision-making process are generally the same whether the customers are using traditional or online channels.

The first stage is pre-trip. In this stage, tourists realize that they need to travel, look for information and evaluate the alternatives. Chaffey & Ellis-Chadwick (2016) mentioned that reviews of actual tourists, recommendations as well as various online PR and viral marketing campaigns can influenced tourists' travel needs. After seeking all required information from numerous sources, tourists will gather more information to help them in planning their trips. The internet is an important tool for tourists to acquire travel information nowadays (Think with Google, 2014). Tourists actively seek travel information from various online channels, such as destination websites, social media websites, and blogs (No & Kim, 2015). When tourists have sufficient information, they will compare and evaluate all of the possibilities to ensure that they receive accurate information and a great value (Ho, Lin, & Chen, 2012). After all, tourists will select the options that best suit their needs and benefit them the most (Martins, Salazar, & Inversini, 2015).

The second stage is during-trip, it is the stage that tourists start to travel. Tourists frequently share their current locations and activities, and look for more reviews and recommendations related to places, activities, restaurants and so on in the area near their current locations on social media sites (Amaro, Duarte, & Henriques, 2016; Pike, 2016; Preoţiuc-Pietro & Cohn, 2013). Moreover, information including real time traffic congestion, weather reports and time status of transportations is also one of the information that tourists obtain while traveling (Cook, Hsu, & Taylor, 2018; Eklund, Thom, Wray, & Dou, 2013). Besides, tourists also review their travel experience both positive and negative to others (Pike, 2016).

The last stage is post-trip. It is the stage that tourists evaluation their travel experiences (Ayeh, Leung, Au, & Law, 2012). When tourists return home from their trips, they frequently share their experiences, write reviews, and submit ratings on websites and social media sites (Pike, 2016; Wang & Pizam, 2011). Travel review and recommendation based on tourist personal experience, word-of-mouth (WOM), is an essential travel information source that can influence others to travel. However, tourists are more likely to consume others' content than contributing their own content, and the frequency of travel experience sharing varies by individual since individuals behave differently (Amaro, Duarte, & Henriques, 2016).

Due to the characteristics of CBT products that are intangible and risky, CBT practitioners should understand that tourists need sufficient travel related information in making decision. As a result, CBT practitioners must be aware of the online channels that tourists use, the information that tourists require, the approaches they search for information, online factors that influence them to travel and the ways they evaluate all information and decide to visit a destination. After deciding where to visit, tourist may also search for further information and share their travel experiences. Travel experience sharing is continued to the point where tourists are returning to their original destinations. E-WOM is extremely important to the destinations as it has a major impact on tourists' intention to visit, trust, and attitude toward a location. Therefore, it is essential to investigate online behavior of tourists throughout their travel decision-making process. However, to better understand online behavior of tourists, market segmentation helps to have deep understanding of tourists which will be thoroughly investigated.

Objective

The main objective of this study is to classify homogenous segments of Thai domestic tourists visiting community-based tourism destinations in Thailand in regards of travel motivation.
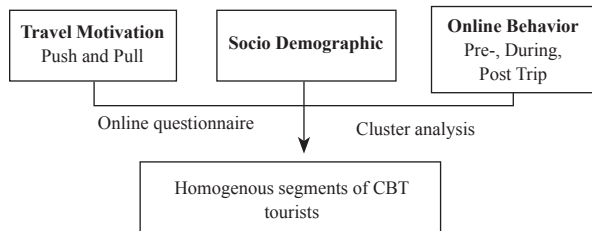
Conceptual Framework

Figure 1 Conceptual framework

Research methodology

1. Population and samples

Domestic tourists were selected as the target population for this study as the Thai government has attempted to encourage domestic tourists to travel around the country to distribute income to local communities and improve the quality of life of local people. It could be assumed that the population is unknown and considered to be an infinite population; hence, the Cochran's equation (Cochran, 1977) was applied to assure that the sample can represent the entire population at a 95% confidence level and 5% precision. A total of 384 samples was determined from the equation, which was adequate for this study (Tabachnick & Fidell, 2019). The samples were selected by a purposive sampling method to seek out samples characterized as a Free Individual Traveller (FIT) who had been visited CBT destinations in Thailand and used online mediums for travel purposes. Then, the convenient sampling method was applied to help the researcher conveniently collecting the data.

2. Research instrument

An online questionnaire was used as the main research instrument for this study. The questionnaire was thoroughly developed based on previous literature (Dong, Wang, Morais, & Brooks, 2013; Park & Yoon, 2009; Pesonen, 2015; Rid, Ezeuduji, & Pröbstl-Haider, 2014; Tsephe & Obono, 2013; Yun, Hennessy, & Courtney, 2016). There were 3 sections in the questionnaire which were travel motivation, online behavior, and socio-demographic profile of respondents. The questionnaire was created using Google Forms allowing the study to conveniently design the questionnaire, collect data, and facilitate the data analysis. Sixteen items were used to measure the travel motivation of tourists to visit CBT destinations. These items were tested validity and reliability to confirm that they are valid. The Index of Item-Objective Congruence (IOC) was used to indicate

validity. According to the experts' suggestions, the researcher made some adjustments to the items and two items were eliminated. In addition, the items were tested reliability by conducting a pilot test with 30 respondents. The results demonstrated that the items were reliable as the value of Cronbach's alpha was 0.890 (Hair, Black, Babin, & Anderson, 2019). Respondents were asked to rate the importance of travel motivation on a 7-point Likert-type scale (from 1 'extremely demotivated' to 7 'extremely motivated'). The questionnaire included questions on respondents' online behavior and their socio-demographic profile. Measurement items on the online behavior were adapted according to the three main travel decision-making stages including the pre-trip stage, the during-trip stage, and the post-trip stage. Questions on socio-demographic profile comprised of gender, age, origin, monthly income, education, occupation, travel group, and spending per visit to a CBT destination.

3. Collection of data

The data collection was conducted during March and April, 2020. The online questionnaire survey was a key data collection method. The online survey link was shared with potential respondents through various social media sites and online discussion platforms. Prior to the completion of the questionnaire, respondents were required to specify CBT destinations in Thailand that they have visited in order to determine suitability for the study. During the data collection period, the study provided respondents with a chance to win gift vouchers to visit CBT destinations in Thailand as an appreciation for their participation in the data collection. A total of 419 filled questionnaires were obtained and 384 questionnaires were usable for further analysis.

4. Data analysis

The data analysis was performed in three stages. First, the exploratory factor analysis (EFA) was applied to explore motivation factors using the principal component analysis (PCA) with varimax rotation. The data were tested for adequacy with the Kaiser-Meyer-Olkin (KMO) and Bartlett's test of sphericity prior to the EFA (Kaiser, 1960). The following criteria were used to identify the factors: (1) communality level $\geq$ 0.60, (2) factor loading $\geq$ 0.50, (3) eigenvalues $\geq$ 1.00, and (4) the total variances $\geq$ 61.20% (Hair, Black, Babin, & Anderson, 2019). The Cronbach's alpha (α) was computed to test the reliability of each motivation factor. Second, respondents were segmented into homogenous clusters using two clustering methods: hierarchical cluster analysis and k-means cluster analysis. The

hierarchical cluster analysis using an agglomerative method (Ward's method) with squared Euclidean distance was used to determine the number of clusters. The k-means cluster analysis was applied to segment the respondents regarding the motivation factors into homogenous clusters. The clusters were compared with ANOVA to test the differences among clusters. The clusters were then tested to assure validity using discriminant analysis (Hair, Black, Babin, & Anderson, 2019). Lastly, chi-square and ANOVA tests were used to delineate cluster characteristics and analyze differences among the clusters according to respondents' socio-demographic profiles and their online behaviors.

Results

1. Sample profile

An overall socio-demographic profile of the tourists is shown in Table 1. Most tourists were female (68.49%) and between 26 to 40 years of age (53.39%). They lived in southern Thailand (49.74%), followed by central Thailand (28.91%) and northern Thailand (10.42%). Their annual income ranged from US$ 6,000 to US$ 10,000 (31.77%), followed by more than US$ 18,000 (20.83%) and from US$ 10,000 to US$ 14,000 (20.05%). They were well educated, with 47.66% of them obtaining a bachelor's degree and 39.84% of them receiving a degree higher than a bachelor's degree. Most of the tourists worked as a government official (29.69%), a private employee (22.92%) and a business owner (25.00%). Their spending per visit to a CBT destination was quite high, as most of them were willing to spend between US$ 84 and US$ 117 (23.18%), followed by US$ 50 to US$ 83 (20.57%) and more than US$ 183 (19.28%).

2. Identification of motivation factors

The exploratory factor analysis (EFA) using the principal components analysis (PCA) with varimax rotation was applied to identify motivation factors based on 16 items describing travel motivation of the Thai domestic tourists to visit a CBT destination. The Kaiser-Meyer-Olkin measure (KMO) value was 0.866, and the Bartlett's Test of Sphericity was significant ($p < 0.05$) indicating that the data set was adequate to perform the EFA (Kaiser, 1960). Table 2 presents the results of the EFA. One item was removed as the item's communality was below 0.60. A total of four motivation factors were identified. These factors had eigenvalues greater than 1.00 and explained 69.332% of the total variance. The Cronbach's alpha (α) of all items was 0.881

Table 1 Socio-demographic profile of the samples (N = 384)

	Frequency (%)		Frequency (%)
Gender		**Occupation**	
Female	263 (68.49%)	Government official	114 (29.69%)
Male	121 (31.51%)	Business owner	96 (25.00%)
Age		Private employee	88 (22.92%)
Below 26 years	44 (11.46%)	Student	43 (11.20%)
26 – 40 years	205 (53.39%)	Temporary worker	25 (6.51%)
41 – 56 years	109 (28.39%)	Housewife	8 (2.08%)
Over 56 years	26 (6.76%)	Retiree	4 (1.04%)
Origin		Others	4 (1.04%)
South	191 (49.74%)	Unemployed	2 (0.52%)
Central	111 (28.91%)	**Travel group**	
North	40 (10.42%)	Friend/Colleague	185 (48.18%)
North-eastern	29 (7.55%)	Family	120 (31.25%)
East	9 (2.34%)	Couple	53 (13.80%)
West	4 (1.04%)	Alone	24 (6.25%)
Annual income (US$)		Others	2 (0.52%)
Less than 6,000	39 (10.16%)	**Spending per visit (US$)**	
6,000 – 10,000	122 (31.77%)	Less than 50	33 (8.59%)
10,001 – 14,000	77 (20.05%)	50 – 83	79 (20.57%)
14,001 – 18,000	48 (12.50%)	84 – 117	89 (23.18%)
More than 18,000	80 (20.83%)	118 – 150	58 (15.10%)
No income	18 (4.69%)	151 – 183	51 (13.28%)
Education		More than 183	74 (19.28%)
Below bachelor's degree	48 (12.50%)		
Bachelor's degree	183 (47.66%)		
Above bachelor's degree	153 (39.84%)		

Notes: US$ 1 is equivalent to 30 Thai baht.

and the factor loadings for all items were higher than 0.50.

Factor 1 described 22.492% of the variance and was named 'learning.' It consisted of four items related to travel motivation, indicating that tourists liked to learn local culture and exchange experience with locals. Factor 2 accounted for 15.761% of the variance and involved three items related to a firm creation of friends and family relationships and a recall of childhood memories; hence, it was called 'family.' Factor 3 explained about 15.581% of the variance and was labelled 'nature' consisting of three items related to natural enjoyment. Furthermore, factor 4 described 15.498% of the variance and was named 'explorer' as it contained five items that reflected tourist interests in finding new inspiration and experience as well as escaping from regular life. The Cronbach's alpha of all four factors ranged from 0.810 to 0.841.

3. Segmenting thai domestic tourists for CBT

Segments of thai domestic tourists were identified using a cluster analysis based on the composite motivation factors. Since the number of clusters was unknown, hierarchy cluster analysis was conducted, and a three-cluster solution was developed

Table 2 Exploratory factor analysis (EFA) of travel motivation of Thai domestic tourists

Motivation factors	Mean	S.D.	Factor Loading	Eigenvalue	Variance explained	α
Learning	**5.48**	**1.088**		**3.599**	**22.492%**	**0.832**
Learn local culture, tradition and way of life	5.78	1.251	0.785			
Exchange experience with the local	5.59	1.326	0.736			
Learn how to cook local food	5.36	1.405	0.748			
Learn how to make local products (Ex. agricultural and fishery products)	5.20	1.350	0.801			
Family	**4.99**	**1.402**		**2.522**	**15.761%**	**0.841**
Spend time with family	5.41	1.446	0.788			
Recall childhood memories	4.92	1.657	0.854			
Visit friends and family	4.66	1.715	0.835			
Nature	**6.30**	**0.814**		**2.493**	**15.581%**	**0.818**
Observe the scenic beauty of the nature and landscape in the local area	6.40	0.906	0.841			
Experience local nice weather and atmosphere	6.38	0.895	0.829			
Experience local natural activities	6.11	1.045	0.654			
Explorer	**5.93**	**0.891**		**2.480**	**15.498%**	**0.810**
Gain new experience	6.26	0.966	0.552			
Relax and release some tension	6.11	1.104	0.552			
Find new inspirations	5.89	1.220	0.734			
Escape from boring and busy life	5.82	1.340	0.687			
Create self-worth by being part of the local	5.60	1.242	0.614			
Total variance extracted					**69.332%**	
Cronbach's alpha of all items						**0.881**

Note: All items were measured on a 7-point Likert-type scale (1 = extremely demotivated and 7 = extremely motivated). KMO = 0.866, Bartlett's Test of Sphericity $(x^2) = 3274.651$, $p = 0.000$.

with the criterion of the relative increase of the agglomeration coefficient. The k-means cluster analysis was then performed to segment domestic tourists into three homogeneous clusters based on motivation factors that best identified them. The ANOVA results demonstrated that the three clusters were significantly different ($p < 0.05$). Regarding the motivational factor means, the three clusters were named the 'learning tourists,' 'leisure tourists,' and 'want-it-all tourists' (Table 3).

differences ($p < 0.05$) among the clusters (Table 4). The discriminant analysis results in Table 5 demonstrate that the derived discriminant functions were statistically significant, explaining that there was a significant relationship between the functions and clusters. The classification results (Table 6) show that the clusters were correctly classified by about 96.90% of all respondents, suggesting that the three clusters were relatively stable. In particular, learning (96.15%), leisure (97.14%), and want-it-all (97.01%) were correctly classified.

Table 3 Mean values of motivational factor clusters and ANOVA results

Motivational factors	Mean value of the clusters			Total mean (± S.D.)	F	Sig.
	Learning (n=78/ 20.32%)	Leisure (n=105/ 27.34%)	Want-it-all (n=201/ 52.34%)			
Learning	5.77H	4.10M	6.03H	5.48 (± 1.088)	220.146	0.000
Family	2.91L	4.67M	5.76H	4.99 (± 1.402)	286.783	0.000
Nature	6.14H	5.61H	6.66H	6.30 (± 0.814)	98.986	0.000
Explorer	5.47H	5.11M	6.45H	5.93 (± 0.891)	147.658	0.000

Note: Mean value of each motivational factor for each cluster is a combined mean. 'H', 'M' and 'L' indicate high, medium and low level of combined means for each cluster.

To assure that these three clusters were adequate, discriminant analysis was conducted. The results of the Wilk' lambda test and F-test indicated that all motivational factors contributed to the statistically significant

Table 4 Wilks' lamda and F test for motivational factors

Factors	Wilks' lambda	F	Sig.
Learning	0.464	220.146	0.000
Family	0.399	286.783	0.000
Nature	0.658	98.986	0.000
Explorer	0.563	147.658	0.000

Table 5 Results of discriminant analysis

Function	Eigenvalue	Variance explained	Canonical correlation	Wilks' lambda	Chi-square	Sig.
1	1.853	56.089	0.806	0.143	737.903	0.000
2	1.450	43.911	0.769	0.408	340.111	0.000
Discriminant loading			Function 1	Function 2		
Learning			0.762	-0.236		
Family			0.641	0.097		
Nature			0.529	0.014		
Explorer			0.476	0.865		

Table 6 Results of classification

Cluster cases	Predicted group membership			Total
	Learning	**Leisure**	**Want-it-all**	
Learning	75 (96.15%)	0 (0.00%)	3 (3.85%)	78 (100.00%)
Leisure	0 (0.00%)	102 (97.14%)	3 (2.86%)	105 (100.00%)
Want-it-all	2 (1.00%)	4 (1.99%)	195 (97.01%)	201 (100.00%)

Note: 96.90% of original grouped cases correctly classified; 96.40% of cross-validated grouped cases were correctly classified.

All clusters were further characterized using the chi-square and ANOVA tests with the respondents' socio-demographic profile and online behavior. The results indicated that all clusters were significantly different according to respondents' socio-demographic profiles and online behaviors (Tables 7 and 8).

3.1 Learning tourists

The 'learning tourists' cluster was the smallest cluster comprising of 20.32% of the sample. Tourists in this cluster showed high motivation in all factors except the 'family' factor. They desired to participate in CBT for the prospect that they could gain new experience, especially observing scenic beauty and nice weather in local areas, learning local culture, and sharing the experience with locals. The majority were predominantly female and aged 26 to 40 years (the same gender and age group as the 'leisure tourists' and 'want-it-all tourists' clusters). This cluster presented the highest percentage of tourists in this age group among the three clusters. Most of the tourists lived in central Thailand and worked as a private employee. They were wealthier (i.e., with annual income higher than US$ 18,000), had higher education (i.e., possessing higher education than a bachelor's degree), and contributed higher spending per visit (i.e., more than US$ 183) than tourists in other clusters. This cluster also showed the largest proportion of tourists preferring to travel with friends or colleagues.

Regarding the online behavior of tourists, during a trip planning process, most tourists read travel reviews from discussion boards and social media, and searched for travel information via destination websites and search engines. They also checked the location, weather or traffic status, contacted service providers, and reserve tourism products and services. This cluster had the largest proportion of tourists performing most of these online activities among all the clusters. While taking a trip, the tourists posted travel experience on social media and searched for more information about tourism products and services in the nearby locations, checked-in

at destinations, and reserved more tourism products and services. After returning home from a trip, they continued sharing their travel experience on social media, but they were not interested in writing travel reviews. Tourists in this cluster tended to be more active in preparing a trip using information from online sources; however, they were less involved in using online mediums than tourists in other clusters, especially in writing travel reviews while travelling and after a trip.

3.2 Leisure tourists

The 'leisure tourists' cluster (27.34% of the sample) exhibited high motivation on the 'nature' factor. Tourists in this cluster were interested in enjoying the scenic beauty and pleasant weather in local areas, experiencing local natural activities as well as gaining new experience and relaxing. Most tourists were female and aged 26 to 40 years with a bachelor's degree and annual income of US$6,000 – 10,000. This cluster had the largest number of young tourists, as 18.10% of the clusters were under 26 years old. Government officials and business owners were the main occupations in this cluster. Travelling with friends and colleagues was preferable by most tourists; however, travelling with family was also crucial for this cluster as it has the highest share among all clusters. A quarter of the cluster spent about US$ 84 – 117 per visit at a CBT destination.

Before taking a trip, most tourists preferred to read travel reviews from social media and discussion boards. Interestingly, reading travel reviews from blogs and review websites were only found in this cluster even though there were just a small proportion of tourists presented. Nearly half of the cluster searched for travel information from search engines, and 28.57% used destination websites. After deciding where to visit, the tourists contacted service providers for more information and reserved tourism products and services. While travelling, most tourists posted travel experience on social media, checked-in at destinations as well as searched for more travel information in the nearby locations. After returning home from travelling, they also endured to share travel experience on social media, and they were less likely to write travel reviews. Tourists in this cluster were the least active online users among the three clusters.

3.3 Want-it-all tourists

The 'want-it-all tourists' cluster was the largest (52.34% of the sample) among all clusters. Tourists valued high motivation in all motivational factors showing an interest in exploring nature while

gaining new experience, learning the culture and tradition of others, and building a strong family relationship. In terms of socio-demographic profile, the majority were quite similar to the tourists in the 'leisure tourists' cluster, except for the occupation. They mainly worked for government agencies. Remarkably, this cluster showed the largest share of female tourists and tourists aged above 56 years old.

When planning a trip, most tourists preferred to read travel reviews from social media, which was the highest proportion of tourists compared to other clusters. Discussion boards were also used as sources for travel reviews of tourists in this cluster. They received travel information and promotion through e-mails more than other clusters. They mainly searched for travel information via destination websites and search engines. Contacting service providers, reserving tourism products

and services as well as checking the status of location, weather, or traffic through websites were other online activities performed by the tourists before taking a trip. While travelling, they shared travel experience on social media, checked-in at destinations, live broadcasted showing their experience, and searched for more travel information in the nearby locations. After the trip, tourists also continued posting travel experience on social media and sharing a video clip on YouTube. It was notable that the tourists in this cluster were interested in writing travel reviews on destination websites, blogs, review websites, and discussion boards more than other clusters. These showed that most tourists in this cluster were more active in using online while travelling and after returning home from a trip than those tourists of other clusters Table 8.

Table 7 Respondents' socio-demographic profiles of each cluster

Profile	Learning (*n*=78/20.32%)	Leisure (*n*=105/27.34%)	Want-it-all (*n*=201/52.34%)	Total (*n*=384/100%)	χ^2	Sig.
Gender					7.710	0.021
Female	50 (64.10%)	63 (60.00%)	150 (74.63%)	263 (68.49%)		
Male	28 (35.90%)	42 (40.00%)	51 (25.37%)	121 (31.51%)		
Age					16.166	0.013
Below 26 years	3 (3.85%)	19 (18.10%)	22 (10.95%)	44 (11.46%)		
26 – 40 years	47 (60.26%)	46 (43.81%)	112 (55.72%)	205 (53.39%)		
41 – 56 years	25 (32.05%)	35 (33.33%)	49 (24.38%)	109 (28.39%)		
Over 56 years	3 (3.84%)	5 (4.76%)	18 (8.95%)	26 (6.76%)		
Origin					41.350	0.000
South	20 (25.64%)	69 (65.72%)	102 (50.73%)	191 (49.74%)		
Central	34 (43.60%)	24 (22.86%)	53 (26.37%)	111 (28.91%)		
North	7 (8.97%)	8 (7.62%)	25 (12.44%)	40 (10.42%)		
North-eastern	14 (17.95%)	1 (0.95%)	14 (6.97%)	29 (7.55%)		
East	2 (2.56%)	2 (1.90%)	5 (2.49%)	9 (2.34%)		
West	1 (1.28%)	1 (0.95%)	2 (1.00%)	4 (1.04%)		
Annual income (US$)					21.763	0.016
Less than 6,000	3 (3.85%)	10 (9.52%)	26 (12.94%)	39 (10.16%)		
6,000 – 10,000	16 (20.51%)	36 (34.29%)	70 (34.83%)	122 (31.77%)		
10,001 – 14,000	15 (19.23%)	21 (20.00%)	41 (20.40%)	77 (20.05%)		
14,001 – 18,000	13 (16.67%)	15 (14.29%)	20 (9.95%)	48 (12.50%)		
More than 18,000	27 (34.62%)	16 (15.24%)	37 (18.41%)	80 (20.83%)		
No income	4 (5.12%)	7 (6.66%)	7 (3.47%)	18 (4.69%)		
Education					25.327	0.000
Below bachelor's degree	2 (2.56%)	22 (20.95%)	24 (11.94%)	48 (12.50%)		
Bachelor's degree	30 (38.46%)	44 (41.90%)	109 (54.23%)	183 (47.66%)		
Above bachelor's degree	46 (58.98%)	39 (37.15%)	68 (33.83%)	153 (39.84%)		
Occupation					28.637	0.027
Government official	23 (29.49%)	29 (27.62%)	62 (30.85%)	114 (29.69%)		
Business owner	21 (26.92%)	29 (27.62%)	46 (22.89%)	96 (25.00%)		
Private employee	26 (33.33%)	21 (20.00%)	41 (20.40%)	88 (22.92%)		
Student	4 (5.13%)	19 (18.10%)	20 (9.95%)	43 (11.20%)		
Temporary worker	4 (5.13%)	5 (4.76%)	16 (7.96%)	25 (6.51%)		
Housewife	0 (0.00%)	0 (0.00%)	8 (3.98%)	8 (2.08%)		
Retiree	0 (0.00%)	2 (1.90%)	2 (1.00%)	4 (1.04%)		

Table 7 (Continue)

Profile	Learning (*n*=78/20.32%)	Leisure (*n*=105/27.34%)	Want-it-all (*n*=201/52.34%)	Total (*n*=384/100%)	χ^2	Sig.
Others	0 (0.00%)	0 (0.00%)	4 (1.97%)	4 (1.04%)		
Unemployed	0 (0.00%)	0 (0.00%)	2 (1.00%)	2 (0.52%)		
Travel group					12.420	0.133
Friend/Colleague	43 (55.13%)	48 (45.71%)	94 (46.77%)	185 (48.18%)		
Family	14 (17.95%)	38 (36.19%)	68 (33.83%)	120 (31.25%)		
Couple	13 (16.67%)	12 (11.43%)	28 (13.93%)	53 (13.80%)		
Alone	8 (10.25%)	7 (6.67%)	9 (4.48%)	24 (6.25%)		
Others	0 (0.00%)	0 (0.00%)	2 (0.99%)	2 (0.52%)		
Spending per visit (US$)					20.599	0.024
Less than 50	4 (5.13%)	15 (14.29%)	14 (6.97%)	33 (8.59%)		
50 – 83	11 (14.10%)	25 (23.81%)	43 (21.39%)	79 (20.57%)		
84 – 117	18 (23.08%)	27 (25.71%)	44 (21.89%)	89 (23.18%)		
118 – 150	15 (19.23%)	10 (9.52%)	33 (16.42%)	58 (15.10%)		
151 – 183	7 (8.97%)	16 (15.24%)	28 (13.93%)	51 (13.28%)		
More than 183	23 (29.49%)	12 (11.43%)	39 (19.40%)	74 (19.28%)		

Notes: US$ 1 is equivalent to 30 Thai baht.

Table 8 Respondents' online behaviors of each cluster

Online behavior	Learning *n*=78 (20.32%)	Leisure *n*=105 (27.34%)	Want-it-all *n*=201 (52.34%)	Total *n*=384 (100%)	χ^2	Sig.
What online activities do you perform before taking a trip?						
Read travel reviews from social media	44 (56.41%)	69 (65.71%)	156 (77.61%)	269 (70.05%)	13.337	0.001
Read travel reviews from discussion boards	50 (64.10%)	45 (42.86%)	96 (47.76%)	191 (49.74%)	8.741	0.013
Search for travel information from destination websites	42 (53.85%)	30 (28.57%)	101 (50.25%)	173 (45.05%)	16.150	0.000
Search for travel information from search engine	36 (46.15%)	48 (45.71%)	80 (39.80%)	164 (42.71%)	1.461	0.482
Contact service providers	36 (46.15%)	27 (25.71%)	94 (46.77%)	157 (40.89%)	13.771	0.001
Reserve tourism products and services	40 (51.28%)	30 (28.57%)	61 (30.35%)	131 (34.11%)	12.932	0.002
Check location/weather/traffic from websites	31 (39.74%)	21 (20.00%)	49 (27.38%)	101 (26.30%)	9.805	0.007
Search for travel information from travel agents' website	19 (24.36%)	14 (13.33%)	36 (17.91%)	69 (17.97%)	3.692	0.158
Receive travel information and promotions via e-mail	2 (2.56%)	6 (5.71%)	27 (13.43%)	35 (9.11%)	10.030	0.007
Create a topic about tourism on discussion boards	8 (10.26%)	6 (5.71%)	20 (9.95%)	34 (8.85%)	1.772	0.412
Read travel reviews from blogs	0 (0.00%)	3 (2.86%)	0 (0.00%)	3 (0.78%)	8.034	0.018
Read travel reviews from review websites	0 (0.00%)	1 (0.95%)	0 (0.00%)	1 (0.26%)	2.664	0.264
What online activities do you perform while taking a trip?						
Post information/image/video on social media	63 (80.77%)	79 (75.24%)	172 (85.57%)	314 (81.77%)	5.007	0.082
Check-in at destinations	53 (67.95%)	74 (70.48%)	163 (81.09%)	290 (75.52%)	7.242	0.027
Search for tourism products and services in the nearby location	58 (74.36%)	54 (51.43%)	130 (64.68%)	242 (63.02%)	10.594	0.005
Reserve tourism products and services	27 (34.62%)	23 (21.90%)	79 (39.30%)	129 (33.59%)	9.405	0.009
Live broadcast about tourism products and services	12 (15.38%)	12 (11.43%)	46 (22.89%)	70 (18.23%)	6.605	0.037
Check location/weather/traffic from websites	0 (0.00%)	1 (0.95%)	0 (0.00%)	1 (0.26%)	2.664	0.264
What online activities do you perform after taking a trip?						
Post information/image/video on social media	74 (94.87%)	94 (89.52%)	197 (98.01%)	365 (95.05%)	10.568	0.005
Write travel reviews sharing on destination websites	9 (11.54%)	6 (5.71%)	37 (18.41%)	52 (13.54%)	9.828	0.007
Make a short video clip and share via Youtube	11 (14.10%)	13 (12.38%)	25 (12.44%)	49 (12.76%)	0.159	0.924
Write travel reviews sharing on review websites	4 (5.13%)	15 (14.29%)	27 (13.43%)	46 (11.98%)	4.405	0.111
Write travel reviews sharing on blogs	7 (8.97%)	4 (3.81%)	34 (16.92%)	45 (11.72%)	12.164	0.002
Write travel reviews sharing on discussion boards	3 (3.85%)	10 (9.52%)	17 (8.46%)	30 (7.81%)	2.247	0.325

Discussion

This study identifies domestic tourists participating in CBT in Thailand and shows that travel motivation can be used as a measurement to segment the tourists into homogenous clusters supporting the study of Park & Yoon (2009); Pesonen (2012); Rid, Ezeuduji, & Pröbstl-Haider, (2014). The tourists are well motivated to visit a CBT destination by the 'nature' factor and are less

likely to be motivated by the 'family' factor, which are consistent with the study of Almeida, Correia, & Pimpão, (2014) in Portugal, Park & Yoon (2009) in Korea, Pesonen (2012) in Finland, and Yun, Hennessy, & Courtney, (2016) in Canada. Although the primary purposes of visiting a CBT destination are to experience different cultures, gain new knowledge and experience, and obtain new inspiration (Kutschera, 2018; Shabada, 2018), but natural enjoyment also remains a key travel motivation for the tourists.

In this study, the tourists can be classified into three clusters according to travel motivation: 'learning tourists,' 'leisure tourists,' and 'want-it-all tourists.' The 'want-it-all tourists' cluster presents as the largest cluster comprising more than half of the sample, while the 'learning tourists' cluster is the smallest. Among the three clusters, they are significantly different in terms of travel motivation and socio-demographic profile, and slightly different regarding online behavior.

The 'want-it-all tourists' are motivated by all motivation factors, whether enjoying nature, obtaining new experience, learning local culture, or creating a healthy family relationship. The socio-demographic profiles of the tourists are very similar to the 'leisure tourists.' This cluster has a higher number of female tourists than the others, and it has the largest proportion of elderly tourists (above 56 years old). Similarly, Pesonen (2012) revealed that the majority of CBT tourists in Finland are relatively old (above 45 years old). Besides, they are more active in using online while travelling and after returning home from a trip than those tourists of other clusters, especially on sharing travel experience. For the 'leisure tourists,' the majority of the tourists score low on most of the motivation factors and are mainly motivated by natural enjoyment, local natural activities, and relaxation. This cluster has the largest proportion of the youngest tourists (below 26 years old). Likewise, Rid, Ezeuduji, & Pröbstl-Haider (2014) reported that most of the tourists travelling to CBT destinations in Gambia are relatively young (below 25 years old). Moreover, they are the least active online users among the three clusters, whether pre-, during-, or post-trip. It is interesting to note that the age groups of CBT tourists are vary among countries.

Besides the "learning tourists," the majority of the tourists have a high interest in learning local culture and exchanging experience with the locals as well as appreciating local nature and beautiful scenic. The 'learning tourists' are significantly different from the other two clusters on the socio-demographic profile. They have a higher education level, annual income, and more spending per visit at a CBT destination than the other two clusters. Comparably, Park & Yoon (2009) also stated that tourists who visit rural destinations to learn are generally well educated. In addition, they are also very active in planning their trips to places more than the tourists in other clusters. They search for necessary information through various online channels, especially destination websites, and they also read travel reviews to see how the actual tourists experience the destinations.

Suggestion

As previously mentioned, CBT has developed tremendously in every region of the country, but CBT practitioners are still unable to attract the right target tourists to visit their destinations due to a lack of marketing knowledge and experience. Therefore, understanding that even though tourists prefer to visit CBT destinations, they may have different motivations to visit the destinations, as well as socio-demographic and online behavior. Besides, CBT destinations are vary depending upon tourism resources of each location. It is clear that tourism resources of CBT destinations in Northern Thailand differ from those in Southern Thailand. For instance, Northern Thailand is well-known for its cultural resources; Lanna culture and hill tribe ethnic groups' way of life. Whereas Southern Thailand is famous for its natural resources such as beautiful beaches and islands. Therefore, it is important to understand that these two regions can possibly attract different groups of target tourists.

As the study shows that there are three segments and that each segment presents its niche profile and online behavior, these results can be applied to develop marketing strategies that suitable for the CBT and each segment. Suppose a CBT destination is rich with natural resources and various activities. In that case, the 'want-it-all tourists' can be the primary target market as the tourists are well motivated to visit a CBT destination by all motivations. They are very active in sharing their travel experience online; therefore, they can be an essential electronic word-of-mouth source for CBT destinations. Their reviews will have significant effects on other tourists' decision-makings. A CBT destination with abundant natural resources and beautiful scenic views with limited engaging tourism activities will be desirable for the 'leisure tourists.' The tourists travel to a CBT destination to relax in beautiful nature rather than

gain insights from the locals. Hence, these two groups are suitable with the characteristics of CBT destinations in Southern Thailand. On the other hand, in a CBT destination where learning activities are the key outstanding products, the 'learning tourists' who primarily visit a CBT destination to experience the locals and relax in beautiful nature. CBT destinations, especially in Northern Thailand, with valuable cultural resources will be the most suitable destinations for this group. Since the 'learning tourists' are mainly live in central Thailand, they might not be familiar with CBT. Therefore, they have to be well prepared by carefully searching for destination-related information and reading travel reviews before taking a trip. This will help in making sure that they choose the right destinations, especially when planning to visit unfamiliar destinations. Hence, accurate destination-related information and positive travel reviews should be available for the tourists on various online sources. Preferably, the study suggests that the most suitable target market for the CBT is the 'learning tourists.' To encourage the 'learning tourists' to visit a CBT destination according to their socio-demographic profile, the tourists would appreciate the CBT's true value and understand how to participate in the CBT appropriately. They are less likely to create negative impacts, which will potentially lead to the sustainability of the CBT destinations.

Identifying tourists' motivational factors in CBT allows practitioners and relevant sectors to understand tourists' needs better. Although they are interested in the same type of tourism, their characteristics are unique and different. The practitioners must clearly understand the tourists and select target markets to suitably deliver products and services as well as design effective marketing strategies.

Further study is recommended to identify the tourists according to other variables such as psychology, lifestyle, and level of participation in CBT. Besides, it will be beneficial to study methods on how to evaluate and select target markets. The methods that can help target the right segment and provide favorable results in CBT. This would further support the production of more appropriate CBT products, services, and successful marketing strategies.

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