

The Thai Temple, Case Study of Watprayurawongsawas Bangkok, Thailand

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Abstract: This study leads in exploring the motivation of tourists visiting Thai temple, case study in Watprayurawongsawas Bangkok, Thailand motivation scale to examine motivations of non- Buddhists visiting Buddhist temples. Specifically, this investigation builds on tourism literature to explore the motivations of non-Buddhists visiting Buddhist temples in Thailand. . Motivations to Buddhist temples are of particular interest given the increasing popularity in the Buddhism spiritual activities, such as yoga and meditation, as well as the exponential growth of Buddhist-themed tourism campaigns. The main objective of this research is to highlight the temple heritage, and well-restoration in unique of architecture designed of Wat Prayurawongsawas Worawihara, Bangkok, Thailand, to attract tourist re-visit in Thai temple. In this research the researcher used secondary method to collect the data. The data is gotten from articles, journals and online resources. The theory section looks at different concepts of quality as defined and viewed by various author. The researcher find that affect to positive image which create the number of tourists had been increasing annually in visiting the temple. (Reference number of tourists) It is the result from Thailand promoted their tourism sector by using the images of Thai temple including Wat Prayurawongsawas. So its image of the temple had shown conservation of cultural architecture, and ancient heritage image with in the temple which attracted local and foreign tourists. Especially, Wat Prayurawongsawas has been restoring the main Pagoda (Chedi) by using preservation of prototypes and communicated the publics and private organization including develop the transportation system and the advertising sectors by participation with relational organization.

Keywords: Cultural Tourism, Heritage Tourism, Motivation, Thailand Characteristics, Tourism motivation, Travel to Buddhist sites, travelling motivation.

1. INTRODUCTION

Wat Prayurawongsawas Worawiharn, (pra-yu-ra-wong-sa-wat wo-ra-wi-harn) a Buddhist temple in Thonburi, Bangkok has the distinction of winning the Award of Excellence in the UNESCO Asia-Pacific Heritage Awards for Cultural Heritage Conservation on 9 September 2013. The temple is also called Wat Prayoon and locally Wat Rua Lek (rua – fence lek – iron) and we shall find out later why.

During a local festival in Thonburi in January 2014, a highlight of the festival was the presentation of this Award of Excellence for the restoration of the 60.5m-high chedi in this temple. The temple is a second class royal temple that was built by Somdej Chao Phraya Borom Maha Prayurawong (Dit Bunnag). Construction of this temple commenced in 1828 with the donation of this nobleman’s coffee garden for the temple. The temple wasn’t completed when it was presented to King Rama III who named it Wat Prayurawongsawas. It was Dit Bunnag’s son Chap Phraya Borom Maha Sri Suriyawong (Chuang Bunnag) who completed the temple in 1855 in the reign of King Rama IV.

PHRA BOROMMATHAT CHEDI:

The most striking feature of this temple is the chedi in dazzling white and which can be seen even from the Bangkok bank of the Chao Phraya. The Phra Borommthat chedi is 60.5 m high* and 50 m in diameter at the base. The base has 54

arches with a passage running around the circumference of 162 m. There are 18 smaller chedi around the base. The chedi at Wat Thammongkol in Soi Sukhumvit 101; Phra Khanong is 94.74 m with 14 stories. This is the highest chedi in Thailand. In 1871, lightning struck the Phra Borommthath chedi and the damage was only repaired in 1918. Within the crypts in this chedi, numerous old Buddha relics were stored. In 2005, the chedi was found to be tilting by a metre. After technical studies by engineers a major restoration effort was made from 2007 – 2008. Though most of the restoration work was completed during this period, the critical problem of correcting the tilt of the central pillar in the chedi was not resolved until 2010. It was during the restoration that many Buddha relics were discovered inside the chedi. On 5 November 2007 300 Buddha statues were found in the crypts and on 7 November 2007 another 1,000 statues were discovered.

OBJECTIVE AND SCOPE OF THE STUDY:

The main objective of this research is to highlight the temple heritage, and well-restoration in unique of architecture designed of Wat Prayurawongsawas Worawihara, Bangkok, Thailand, to attract tourist re-visit in Thai temple.

To achieve the objective of the study intend to find answer to the following question:

RQ: How the cultural heritage factor and unique of architecture designed of Wat Prayurawongsawas Worawihara, Bangkok, Thailand to motivate tourist revisit Thai temple.

2. LITERATURE REVIEW

From the study of the history of tourism in the past, it emerges that wealthy people have always traveled to distant parts of the world. From a literature review on the meanings of tourism there are many authors who have defined tourism in various ways. Tourism comprises the activities of persons traveling 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.⁵ Prosser has viewed that the central component of any definition of either tourists or tourism are as follows: movement, non-permanent stay, activities and experiences during the travel and stay, resources and facilities required and impacts resulting from the travel and stay. Tourism is multi-dimensional and can be compartmentalized in a number of ways. There are two major variables. These are the origin-destination relationship and the motivation for travel. They can be divided into the following categories: international tourism, internal tourism, domestic tourism, and national tourism. The international tourism involves overseas visitors to a destination, while domestic tourism relates to nationals of one country visiting that same country. Internal tourism can relate to a region within a country, while national tourism considers all forms of tourism within one particular nation or country.⁶ The Cultural Tourism Charter identified that tourism itself has become an increasingly complex phenomenon, with political, economic, social, cultural, educational, bio-physical, ecological and aesthetic dimensions. The achievement of a beneficial inter-action between the potentially conflicting expectations and aspirations of visitors and host or local communities, presents many challenges and opportunities. Jafari also has connoted that tourism is a study of man (sic) away from his usual habitat of the industry which responds to his need, and the impact that both he and the industry have for the host socio-cultural, economic and physical environments.⁸ According to the definitions of tourism mentioned above, it can be summarized that tourism is “a movement of an individual or a group of individuals traveling to a place or several places which leads to an awareness of other civilizations’ cultures, history, also political, economic, social, educational, bio-physical, ecological and aesthetic realities and responds to the impacts that they have on the host socio-cultural, economic and physical environments.

TOURISM is characterized as service and experience product of which destination attributes are very important in attracting international tourists to make their first time and repeat visits. Currently, more countries in Southeast Asia have an “Open Door Policy” to invite tourists into their country, in an effort to embrace tourism as a revenue- driving industry. Many countries in Southeast Asia share common characteristics in terms of geography, society and culture. Globalization and development of ICT have made the world become accessible in terms of information. Moreover, with the presence of globalization, individuals have increased demands in consumption, including tourism consumption. Each country with tourism as its main source of national income has been forced to differentiate their tourism products. Destination marketers have put extensive efforts in marketing cities and retaining tourists to maintain their position in the market place. Consumers in the tourism industry are not homogenous in their demands, resulting in different expectations. Urban tourism has brought up an issue of stereotyping demands and expectations due to an influence of capitalism and the globalized world’s mass media. Tourist places simply become products to be exchanged within the confines of advanced capitalism; the resulting process inevitably means that “tourism is the chance to go and see what has been made trite”.

Tourist attractions, as tourism products, nowadays possess a peculiar characteristic shared with theatrical productions. Uniqueness and authenticity have been fading due to mass media of the globalized world, and commoditization that changes environmental and cultural values into economic. Moreover, the tourism industry has been driven today by changes in terms of values and expectation; tourists are increasingly seeking more experiences than products. Thailand is among the countries in Southeast Asia and Greater Mekong Subregion (GMS) that has its tourism industry entering into a maturity stage. While other countries are hurriedly developing more infrastructures to welcome more tourists such as Vietnam, or those entering the tourism industry such as Myanmar, therefore Thailand requires a clearer positioning as trends are changing along with higher competitiveness. General information of travel motives is not sufficient in directing alternative ways for product development and marketing. Thus, this study aimed to identify what push and pull motives were the determinant factors of international tourists in making decision to select Thailand as their destination choice.

This investigation contributes to an understanding of tourism as a social and psychological phenomenon (Cohen, 1974; Poria et al., 2006; Young, 1999) and it 'highlights conceptual issues that guide scholarly understanding of' the sacred cape visitor experience (Timothy & Olsen, 2006, p. xiii). Motives for Buddhist temple visitation offer a unique opportunity for investigation because the tourism motivation literature has not addressed travel to religious sites, and research on travel to religious sites has developed separately from the tourism perspective. Thus, while motivations to visit religious sites have been discussed, our study contributes a psychological measurement of these motivations to the literature. Additionally, we offer practical managerial insights (Poria et al., 2006; Wight, 1996), particularly for destinations exploring ways to market Buddhist temples.

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2.1 Cultural Tourism:

The term "cultural tourism" can be seen as an aspect of heritage tourism. There are many definitions of cultural tourism from various sources. Cultural tourism is defined by the World Tourism Organization as movement of persons essentially for a cultural motivation such as study tours, performing arts and cultural tours, travel to festivals and other events, visits to sites and monuments, travel to study nature, folklore or arts, and pilgrimages. Holloway has mentioned cultural tourism as one of the fastest growing areas of tourism. It encompasses both 'high' and 'low' culture: visits to museums and art galleries and to football matches; performances of music, both popular and classical; pilgrimages to literary sites ranging from the Brontes Haworth and the bridge in Sussex identified as that from which 'Pooh-sticks' were played in A.A. Milne's Winnie-the-Pooh stories. The tourism industry has become adept at packaging and popularizing culture in all its forms. Richard has also provided a technical definition of cultural tourism that includes all movement of persons to specific cultural attractions, such as heritage sites, artistic and cultural manifestations, arts and drama, outside their normal place of residence. However, Tighe has mentioned that the components of cultural tourism consist of three parts namely travel, the tourist and the sites. He observes that "cultural tourism is traveling undertaken with historic sites, museums, the visual arts, and/or the performing arts as significant elements". In relation to the cultural tourist, Tighe has mentioned that he [sic] is "one who experiences historic sites, monuments, and buildings; visits museums and galleries; attends concerts and the performing arts; and is interested in experiencing the culture of the destination". Cultural tourism is an important way to celebrate, preserve and promote a state's unique heritage, increase opportunities for artists, promote public arts participation and boost economic development. State arts agencies contribute to cultural tourism by leading statewide planning, offering training and information resources, providing funding for local initiatives and conducting research on the impact of cultural tourism.¹³ To understand the definition of cultural tourism, one can conclude that is the movement of people traveling to experience, celebrate, and participate in the stories and peoples of the past and present, to preserve and promote a state's unique heritage, thereby providing funding for local initiatives and conducting research on the impact of cultural tourism.

2.2 Tourism motivation:

Tourism motivation has been of interest to tourism scholars for nearly four decades. Crompton and McKay (1997) defined tourism motivation as 'a dynamic process of internal psychological factors (needs and wants) that generate a state of tension or disequilibrium within individuals' (p. 427). Broad agreement in the tourism literature on a psychological approach to motivation has supported a wide variety of tourism motivation research. This body of knowledge may be loosely categorized into three theoretical perspectives, discussed here in the order in which they developed: push and pull theory, seeking escape dichotomy, and optimal arousal theory. While offering somewhat different accounts of specific reasons for tourists to travel, all three perspectives build on the same psychological foundation.

Dann's (1977, 1981) push and pull theory is one of the oldest and still most popular accounts of tourism motivation (e.g. Correia, Valle, & Moco, 2007; Crompton, 1979; Dann, 1977; Klenosky, 2002; Oh, Uysal, & Weaver, 1995; Wu, Xu, & Ekiz, 2009; Yuan & McDonald, 1990). Push and pull theory provides 'a simple and intuitive approach for explaining the motivations underlying tourist behavior' (Klenosky, 2002, p. 385). Push and pull theory divides tourism motivation into two separate components. Push factors refer to people's internal forces that drive them to travel, whereas pull factors are external forces that explain why a particular destination is chosen over other locations. Some examples of push factors are 'escape from a perceived mundane environment and evaluation of self, relaxation, prestige, regression, and enhancement of kinship relationships and facilitation of social interaction' (Dann, 1981, p. 191). Pull factors, in contrast, stem from the features and attributes of the designated destination, such as sunshine, relaxed tempo, friendly natives, etc., which 'respond to and reinforce "push" factor motivation' (Dann, 1981, p. 191).

Echoing Dann's (1977) two-component tourism motivation structure, Iso-Ahola (1982) posted two basic motivational dimensions in leisure behavior, including tourism, that involve escaping and seeking (e.g. Crompton & McKay, 1997; Kim, Broges, & Chon, 2006; Mannell & Iso-Ahola, 1987; Ross & Iso-Ahola, 1991; Snepenger, King, Marshall, & Uysal, 2006; Wolfe & Hsu, 2008). Escaping means 'the desire to leave the everyday environment behind oneself', and seeking indicates 'the desire to obtain psychological (intrinsic) rewards through travel in a contrasting (new or old) environment' (Iso-Ahola, 1982, p. 259). Iso-Ahola concluded that 'tourism is a dialectical process because it provides an outlet for avoiding something and for simultaneously seeking something' (p. 261).

Building on Dann (1977) and Iso-Ahola (1982), Fridgen (1991) conceptualized tourism motivation as a seeking optimal arousal. According to optimal arousal theory, people seek out a level of stimulation that is best for them as individuals (Fridgen, 1991). In other words, 'if a person's life is too quiet, the person may seek out stimulation through activity. If too much is happening in a person's world, then the person seeks to cut off stimulation and find a quieter environment' (Fridgen, p. 57). To reach an intermediate level, 'an organism may try either to increase or decrease stimulation, depending on which would achieve the optimal level' (Beck, p. 109). Fridgen (1991) emphasized that tourism provides a good opportunity for people to fulfill their need for an optimal level of stimulation. Echoing examples from Dann (1977) and Iso-Ahola (1982), Fridgen indicated that tourists are primarily motivated by the need to get away from stress, excessive stimulation, or the mundane. In other words, when travelling, people seek the stimulation or the peace they may not have in their everyday life.

Subsequent research has distinguished between different types of motivations for different groups of tourists. Utilising Cohen's tourist taxonomy, Yiannakis and Gibson (1992) explored the motives of organized mass tourists; they questioned the search for lower stimulation characteristics typically associated with this group, resulting in a suggestion that these individuals are motivated by lower risk experiences due to lack of cultural self confidence that would permit them to venture out alone. Additionally, in their claim that mass tourists are motivated by a desire for structure, they surmised they need tranquil or stimulating environments and attitudes towards strong or familiar circumstances. Unfortunately, tourism motivation research has not been extended to the context of tourism to religious sites. Therefore, it is unclear if tourists who visit religious sites fit with established accounts of tourism motivation.

2.3 Travel to Buddhist sites:

Increasing numbers of Westerners have been visiting Buddhist temples in the past few decades. Across the Pacific, DMOs literally have opened doors to Buddhist culture through campaigns aimed at Western markets promoting Buddhist tourism in Thailand, Myanmar, and Korea (James, 2008; Los Angeles Times, 2006; Philp & Mercer, 1999; The Myanmar Times, 2009). In fact, despite economic stagnation and political crises, the number of Western visitors participating in Buddhist-themed tours in Thailand has shown steady growth of 10–20% annually (Chinmaneevong, 2008). Some established sites, such as Borobudur's largest Buddhist monument, located in Indonesia, have in fact become flagship tourist attractions

(James, 2008). Although different in their product offerings, the above sites are similar in their cognisance of the fact that their continued success, particularly in terms of fulfilling tourists' needs, lies in understanding why tourists are motivated to travel to Buddhist sites. This is a question that has been posed by religious scholars, as well as researchers specializing in travel motivations; both groups have devised numerous taxonomies designed to explicate travel motives, yet none address motivations to visit Buddhist spiritual sites.

2.4 Travelling motivation:

Components of the push and pull factor. Push factors are the psychological needs that motivate tourists to travel. Pull factors are unique attributes of the travel destination that motivate the tourists to visit (Raktida, 2009).

3. METHODOLOGY

A detailed outline of how an investigation will take place. A research design will typically include how data is to be collected, what instruments will be employed, how the instruments will be used and the intended means for analyzing data collected.

3.1 Research Design:

A research design is the document of the study. The design of a study defines the study type (descriptive, correlational, semi-experimental, experimental, review, meta-analytic) and sub-type (e.g., descriptive-longitudinal case study), research question, hypotheses, independent and dependent variables, experimental design, and, if applicable, data collection methods and a statistical analysis plan. Research design is the framework that has been created to seek answers to research questions.

Burns and Grove (2003:195) define a research design as "a blueprint for conducting a study with maximum control over factors that may interfere with the validity of the findings". Parahoo (1997:142) describes a research design as "a plan that describes how, when and where data are to be collected and analyses". Polit et al (2001:167) define a research design as "the researcher's overall for answering the research question or testing the research hypothesis".

This study focuses on the relationship between service quality and customer satisfaction in ambassador hotel Bangkok. The research approach for the research study is "Descriptive Research". Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

Descriptive research can be explained as a statement of affairs as they are at present with the researcher having no control over variable. Moreover, "descriptive research may be characterized as simply the attempt to determine, describe or identify what is, while analytical research attempts to establish why it is that way or how it came to be" (Ethridge, 2004, p.24).

Descriptive studies can contain the elements of both, qualitative and quantitative methods within a single research. In descriptive studies data collection is facilitated without changing the environment.

An important distinctive trait of descriptive research compared to alternative types of studies relates to the fact that while descriptive research can employ a number of variables, only one variable is required to conduct a descriptive study. Three main purposes of descriptive studies can be explained as describing, explaining and validating research findings.

There are three basic types of Descriptive research. These are -

1. Observational Method

2. Case Study Method

3. Survey Method

3.2 Observation:

Observation, as the name implies, is a way of collecting data through observing. Observation can be structured or unstructured. In structured or systematic observation data collection is conducted using specific variables and according to a pre-defined schedule. Unstructured observation, on the other hand, is conducted in an open and free manner in a sense that there would be no pre-determined variables or objectives. Advantages of observation primary data collection method include direct access to research phenomena, high levels of flexibility in terms of application and generating a permanent record of phenomena to be referred to later if a need arises.

3.3 Case Studies:

Case studies are a popular research method in business area. Case studies aim to analyze specific issues within the boundaries of a specific environment, situation or organization. According to its design, case study research method can be divided into three categories: explanatory, descriptive and exploratory.

1. Explanatory case studies aim to answer 'how' or 'why' questions with little control on behalf of researcher over occurrence of events. This type of case studies focus on phenomena within the contexts of real-life situations. Example: "An investigation into the reasons of the global financial and economic crisis of 2008 – 2010".

2. Descriptive case studies aim to analyze the sequence of interpersonal events after a certain amount of time has passed. Case studies belonging to this category usually describe culture or sub-culture, and they attempt to discover the key phenomena. Example: "Impact of increasing levels of multiculturalism on marketing practices: A case study of McDonald's Indonesia".

3. Exploratory case studies aim to find answers to the questions of 'what' or 'who'. Exploratory case study data collection method is often accompanied by additional data collection method(s) such as interviews, questionnaires, experiments etc. Example: "A study into differences of leadership practices between private and public sector organizations in Atlanta, USA".

Advantages of case study method include data collection and analysis within the context of phenomenon, integration of qualitative and quantitative data in data analysis, and the ability to capture complexities of real-life situations so that the phenomenon can be studied in greater levels of depth.

3.4 Survey Method:

The essence of survey method can be explained as "questioning individuals on a topic or topics and then describing their responses" (Jackson, 2011, p.17).

In business studies survey method of primary data collection is used in order to test concepts, reflect attitude of people, establish the level of customer satisfaction, and conduct segmentation research and a set of other purposes.

Survey method pursues two main purposes:

1. Describing certain aspects or characteristics of population and/or
2. Testing hypotheses about nature of relationships within a population.

Survey method can be broadly divided into three categories: mail survey, telephone survey and personal interview. The descriptions of each of these methods are briefly explained on the following table as proposed by Jackson (2011).

Table 1. Survey Methods

Survey method	Description
Mail survey	A written survey that is self-administered
Telephone survey	A survey conducted by telephone in which the questions are read to the respondents
Personal interview	A face-to-face interview of the respondent

Source: Jackson (2011)

Alternatively, According to Neuman (2005) from the viewpoint of practicality the most popular variations of surveys include questionnaires, interviews and documentation review.

Mainly, the researcher was chosen this technique for two reasons because it is least reliable design but normally the cheapest and easiest to conduct.

In survey method research, participants answer questions administered through interviews or questionnaires. After participants answer the questions, researchers describe the responses given. In order for the survey to be both reliable and valid it is important that the questions are constructed properly. Questions should be written so they are clear and easy to comprehend.

Another consideration when designing questions is whether to include open-ended, closed-ended, partially open-ended, or rating-scale questions (for a detailed discussion refers to Jackson, 2009). Advantages and disadvantages can be found with each type:

Open-ended questions allow for a greater variety of responses from participants but are difficult to analyze statistically because the data must be coded or reduced in some manner. Closed-ended questions are easy to analyze statistically, but they seriously limit the responses that participants can give. Many researchers prefer to use a Likert-type scale because it's very easy to analyze statistically. (Jackson, 2009, p. 89).

It also provides the need to explain the causal relationship between service quality and customer satisfaction in the hotel industry and also required the collection of quantitative data as well. This involves testing the theories that already exists and these tests will be carried out through questionnaires.

3.5 Data Collection:

Data collection is the process of gathering and measuring information on targeted variables in an established systematic fashion, which then enables one to answer relevant questions and evaluate outcomes. The data collection component of research is common to all fields of study including physical and social sciences, humanities and business. While methods vary by discipline, the emphasis on ensuring accurate and honest collection remains the same. The goal for all data collection is to capture quality evidence that then translates to rich data analysis and allows the building of a convincing and credible answer to questions that have been posed.

Generally there are three types of data collection and they are

1. Surveys: Standardized paper-and -pencil or phone questionnaires that ask predetermined questions.
2. Interviews: Structured or unstructured one-on-one directed conversations with key individuals or leaders in a community.
3. Focus groups: Structured interviews with small groups of like individuals using standardized questions, follow-up questions, and exploration of other topics that arise to better understand participants.

Both primary and secondary data source were used to ask research questions.

3.6 Secondary Data:

Secondary data is information collected by others for purposes, which can be different than those of the researcher. It is a synthesis of published and unpublished documents related to the research and it is of highly importance, as it comprises the logical framework of the research (Sekaran, 2003, Fink, 1995).

The collection of secondary data has both advantages and disadvantages, one of the foremost advantages of using secondary data is that it helps the researcher formulate and understand better the research problem, broadening at the same time the base for scientific conclusions to be drawn. Nevertheless, it should be taken under consideration that other researchers, organization or government departments for studies with different objectives and purposes collected the data; therefore, it might not be suitable for the current research.

For the purpose of this study, the collected secondary data included: textbooks, academic articles and journals related to the service quality and customer satisfaction. This type of data collection was mainly used for the literature review since it was unable to meet the research objectives.

4. CONCLUSION

Thailand has been uniquely successful in bringing together a diversity of ethnic and religious groups into a society characterized by tolerance and harmony. This research finds that tourist' motivations to visit buddhist temples and may be useful to tourism officials promoting buddhist temples. Our findings suggest the importance of potential visitors' psychological needs, for example, 'escape' or 'off the beaten path'. In the current study, these reasons entail travel motivated by cerebrally enriching purposes, as well as the need to seek tranquil and serene environment that induce relaxation. The findings provide insight to those who market sacred capes, providing them with information on how to allocate their advertising resources in a manner that effectively targets potential tourists. For instance, marketers can emphasize the learning about new things, tranquil, and serene aspects of visiting a buddhist temple. Further opportunities

for addressing visitors' intellectual development and relaxation include programmes, such as tea meditation and zen classes and workshops in buddhism, martial arts, and traditional games. Lee, Petrick, and Crompton (2007) pointed out that tourists are not motivated by the specific qualities of the destination, but rather by the match of a des.

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