

A Study of Tourists' Motivations to Indulge in Stopover in Bangkok

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Abstract: Transit traffic represents a huge and potential tourism market. Stopover tourism is a new type of tourism based on partnerships between airlines, airports, and tourism organizations. This study focuses on the mutual influences between the aviation industry and stopover tourism, the motivation of stopover tourists in Bangkok, the constraints and challenges of development of stopover in Bangkok, and the tourism opportunities and attractiveness of stopover to better understand the importance and determine the development prospects of it by qualitative analysis methods, semi-structured in-depth interviews with specific four groups of 19 people highly relevant to stopover during February-March 2020, then applied content analysis methods to encode, identify, filter, logically transform, summarize, analyze, and draw conclusions. This study finds that the rapid development of Bangkok's air transport industry and outbound tourism of developing countries have laid a solid foundation for the establishment of stopover tourism.

Keywords: Stopover Tourism; Tourist Transit; Tourism Motivation; Stopover Visa

1. Introduction

This chapter details the background of stopover tourism and the scope of the study, its limitations, the meaning of the study, the definition of terms, the problem statement, the purpose of the study, and the research questions.

1.1 Research background

Tourism is currently developing rapidly in developing countries in Southeast Asia, such as Thailand, Singapore, Malaysia, Brunei and Indonesia. In particular, Thailand has gained many advantages from tourism, including income generation, employment creation, inbound development, poverty reduction and economic stimulation.

Since 1990, Thailand has been one of the first overseas countries to win the favor of tourists all over the world.

According to a 2018 report from the Airports of Thailand Public Company Limited [AOT], air traffic in Thailand ends with aircraft takeoffs and landings, passenger and air cargo growth.

As a result, the number of takeoffs and landings, passenger numbers and air cargo volumes at the six AOT airports increased by 6.54%, 5.53%, and 2.65%, respectively. The number of aircraft movements increased from 833,084 to 887,602. The number of passengers increased from 13312 million to 1404.7 million, and the volume of freight and mail also increased slightly from 1.6 million tons to 1.64 million tons. (AOT, 2019).

Among them, the indicators of Suvarnabhumi International Airport are ranked first in Thailand, showing strong air transport capabilities.

Table 1.1 Related air transport industry data of Air Traffic Year 2018 (AOT, 2019)

International Passengers (2018)			
Passenger Movements	Passengers		Share of Grand Total
Disembarked	7,923,731		49.59%
Embarked	8,014,544		50.16%
Transit	40,617		0.25%
Type of flights	PAX	Transit	Total
Scheduled	15,767,915	38,803	15,806,718
Extra, Charter & VIP Flight	158,931	240	159,171
Technical Landing	261	1,522	1,783
Business & VIP Air transport	11,168	52	11,220
Total international flights	15,938,275	40,617	15,978,892

1.2 Statement of the problem

Tourism is an important and relatively open industry. Researcher need to have a deep understanding of the tourism system so that destinations and transit points can optimize the resulting economic, environmental and socio-cultural impacts. However, the

current extensive research is not deep into the factors of transit in the tourism industry. This is obviously not enough attention to the transit point that connects the origin and destination. The pursuit of others is therefore often taken for granted and ignored. Leiper (2004), in his widely adopted simple overall tourism system, recognized the key functions of transit areas and minimally imposed five requirements on the tourism system:

- (1) At least one tourist (2) A tourist generating area (3) A transit route area (4) A tourist destination (5) A tourism industry

1.3 Research questions

RQ1: How does the air transport industry affect the development of stopover tourism? RQ2: What attracts tourists for a stopover tour in Bangkok, Thailand? RQ3: What prevents tourists from making stopover tours in Bangkok, Thailand? RQ4: How to encourage the development of stopover tourism in Thailand?

1.4 Research objectives

RO1: To understand the opinion and stand of Thai based air transport industry representative on stopover tourism. RO2: To explore inbound international tourists' available opportunities for a stopover tour in Bangkok, Thailand. RO3: To understand the constraints and challenges of development of stopover tourism in Bangkok, Thailand. RO4: To explore efforts, strategies and strengthening measures to develop stopover tourism in Bangkok Thailand.

1.5 Scope and limitations

The focus of this research is stopover tourism in Bangkok, Thailand, including the mutual influences between stopover tourism and the development of the air transport industry, the motivations and preferences of tourists choosing to stopover tourism in Bangkok, and the transition from stopover tourism to entry destination tourism, as well as the transformability and possibility, bottlenecks and planning directions for developing stopover tourism in Thailand. The main target audience are agencies and individuals who have long-term business cooperation with visa centers and tourism bureaus, Bangkok airport and airline stakeholders, tourism agencies, associations, guides engaged in tourism business in Bangkok, and inbound tourists of different nationalities and backgrounds, especially added group of international students living in Thailand for longtime.

1.6 Significance of the study

The motivation of tourists for stopover tourism in Bangkok directly determines and reflects the advantages and disadvantages of Bangkok in tourism attraction, which is the decisive factor of journey planning, the precondition for tourists to come to Thailand repeatedly, and the necessary condition for the sustainable development of Thailand's tourism. Therefore, it is of great significance to make clear the travel motivation and choice motivation of stopover tourists, to analyze and identify this kind of tourists, to make clear their different positions and attitudes towards stopover and final destination, and to study the factors that affect the stopover of tourists to Thailand. These studies can also provide direction suggestions for the development of Thailand's stopover tourism in the future and improve the sustainability of Thailand's tourism industry, which also provides conditions for the formulation and promotion of tourism policies and planning.

2. Related literature and research reviews

The purpose of this chapter is to determine and analyze the relevant concepts of stopover tourism, the attributes of the destination of the transit place, the motivation of tourists, the mutual influence with the air transport industry, and visa policies. This chapter cites articles for information and analysis. The study will provide a summary of previous findings.

2.1 The Mutual Influences between the Tourism Industry and the Airline Industry

Many studies have pointed out that the passenger industry and tourism are closely related, interacting and interdependent, which has laid the foundation for studying the impact of the rapid development of the air transport industry on the specific type of tourism, stopover tourism. Lumsdon (2007) confirmed the existence of a highly positive correlation between the rapid development of tourism and air transport in Southeast Asia through detailed and objective data. In many research articles on the impact of the growth of air transport business on specific tourism types, it has been verified that good passenger accessibility is essential for the development of tourism origins, destinations, and transit destinations. At the same time, the air transport industry can also benefit from large-scale, additional tourism demand. Tang, C., Weaver, D., & Lawton, L. (2017). Can stopovers be induced to revisit transit hubs as stayovers? A new perspective on the relationship between air transportation and tourism. *Journal of Air Transport Management*, 62, 54-64.

2.2 Leiper's basic whole tourism system.

The transit route area of the Leiper (2004) model summarizes the different routes connecting the starting point and the destination as the transit route area of the Leiper model, and some kind of mobility between the destination and the transit defines the transit route area as physical space, including Attractions, airports, lounge areas and places that can be changed or cancelled at any time.

Tang, C. (2014). Exploring the potential of hub airports and airlines to convert stopover passengers into stayover visitors: Evidence from Singapore. Griffith University.

This report defines specific locations that are paused or changed as hubs and adds them to Leiper's model to emphasize its importance and uniqueness in the transportation process. Therefore, with this upgrade, it is easier to distinguish and identify transit areas. The transit and radiating parts moving throughout the area can be analyzed independently as special parts of the entire trip.

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