

Study on Trend of Solo Female Travelers in Bangkok

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Abstract: With the improvement of economic income and social status, together with the praise highly of consumption, women gradually become the force that cannot be ignored in consumption economy, and show emotion change, individuation, diversification, autonomy, recreational change characteristic, from this produced “she economy” this new term. Highlighting personalized, leisure tourism consumption is becoming an important part of “her economy”. At present, women have become the main force of traveling. With more and more women traveling alone, it has also brought significant changes to the society, economy, culture and tourism.

This paper intends to use literature analysis method and quantitative method to collect data, talking about the reasons of solo women travelers want to choose to travel alone, study solo women traveler sweet and bad experience while traveling in and around Bangkok. The purpose of this article is to study the trend of single women traveling, and to see what kind of impact this trend will have on.

Keywords: Solo; Female; Traveler

1. Introduction

1.1 Introduction

Along with the economic and social progress and development, more and more people enjoy traveling time. As an important component of the tourism market, the female market has become the focus of common concern to the industry.

According to a report in 2016, George Washington university graduate school of business, in travelers two-thirds are female. That same year, according to a survey of a travel consultancy MMGY Global in high-income travelers earning more than \$250000, they accounted for 54%, much higher than 42% in 2010.

In China, the proportion of female travelers are also growing, October 30, 2018, British airways released a study alone passengers around the world, which shows that the world is on the rise, the number of women who are traveling alone among them, 46% of Chinese women choose to travel alone, and 35% of women plan to travel alone in the next 2 to 3 months, 55% of women in the age of 26-35 to travel to another country alone.

Survey data show that the number of solo female tourists continues to grow. Women are becoming more and more important to the whole tourism industry. Many travel companies are offering customized tours for female travelers only. Some companies are considering more female-friendly travel equipment and brand-new female publications. The increase of solo female tourists is bound to not bring huge profits to the tourism industry. Therefore, this paper only studies the development trend of single female tourists.

1.2 Background

In some way solo travel was and is regarded as a journey travel invoking a kind of spiritual travel. And this relation of tourism with the need to meet spiritual needs and cultural enrichment goes back to pilgrims, and the idea of trying to find meaning in their lives closely linked to the divine and religious issue (Cohen, 1979; Silva, 2011). The earliest known female travelers were primarily pilgrims, making the journey to Holy Land and Jerusalem. Since the end of the nineteen-century, there has been a set of social and political facts and changes that increase the female participation in contemporary travel (Wilson & Harris, 2006). However, this relationship of experience with tourism was not only related with religious reasons but instead with deep social transformations^[1]. The counterculture movements evident in the 1960s, more prominently in the US, profoundly affected generations around the world, introducing new mindsets and ways of facing the journey. The hippie movement had a deep impact on youth values, with new behaviors and sensory and sensorial experiences promoting the desire and feeling of freedom (Groppo, 2004). Related with the pioneering character and behavioral experimentation of the hippie counterculture, the drifter concept arises directly linked to this important sociological background. A drifter seeks adventure, faces risks and anticipates new tourist attractions (Enzensberger, 1985). In the 1990s backpacker terminology begins to be commonly used, as a variant of explorer or drifter. This tourist was recognized as young, budget tourists on extended holiday (Loker-Murphy & Pearce, 1995).

Nowadays, women are increasingly choosing to travel alone (Wilson & Little, 2008). The relationship between travel and experience is the key point of why women choose to travel alone. The goal is not the journey per se, but the involvement and the acquired competences^[2]. Solo women travelers seek adventure, social interaction, education and self-understanding (Bond, 1997).

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Even though each woman has her own reasons to travel alone, it is possible to recognize some common motivations. And the main motivations that lead women to choose to travel alone are the need to get out of their comfort zone to develop a sense of autonomy and individuality (Wilson & Little, 2008), and the challenge and personal growth (Chiang & Jongaratnam, 2006; Wilson & Little, 2005, 2008; McNamara & Prideaux, 2010). Western women in today's society have increased options, which have opened up a range of tourism and recreation choices (Wilson & Little, 2005).

1.3 Statement of Problem (SOP)

In the past few women chose to travel alone. The main reasons are social reasons and personal reasons. Social reasons are mainly due to the fact that in the past, women's social status has not been very high, influenced by traditional ideas, resulting in very few women traveling alone. Individual reasons are mainly due to possible economic reasons, possible time reasons, which lead to women cannot travel alone. However, with the continuous development of society, the status of women has gradually improved, becoming an independent individual, and enjoying equal rights with men. Women also pursue leisure and entertainment in their lives, so the number of women traveling alone has increased dramatically. In addition, more and more women have received higher education, and their incomes are increasing with the coexistence of wisdom and beauty. With the economic foundation, they have everything. Finally, women in today's fierce competition and fast pace of life, may be one of the ways to decompress, women also have a strong psychological sense of wanting to take a vacation. Therefore, this article studies the trend of single female tourists. At the same time, the increase of single female tourists benefits the tourism industry.

2. Review of related literature

The earliest known female travelers were primarily pilgrims, making the journey to Holy Land and Jerusalem. Since the end of the nineteenth-century, there has been a set of social and political facts and changes that increase the female participation in contemporary travel (Wilson & Harris, 2006).

With the increasing number of female tourists traveling alone, there are infinite business opportunities in the tourism market. Questions related to solo female tourists should include the motivation of women to travel alone and the relationship between these motivations and the experience of solo travel. There are also safety issues for women traveling alone.

3. Theoretical Framework

The theoretical basis is the focus of this chapter, and also the basis of the model construction of the fourth chapter. Through the overview of Maslow's needs theory and push-pull theory, the main content and research development are understood, which plays an important role in the research model construction and empirical research of chapter 4.

4. Methods of Research

4.1 Literature survey

This paper intends to use literature analysis method to collect, sort out and analyse relevant literature such as female tourism, solo tourism, tourism motivation and female solo tourism risk, so as to lay a more solid theoretical foundation for the writing of this paper. In literature collection, mainly through paper books and network resources two aspects. In paper books, reference books related to this paper mainly come from the school library. There are three main ways to access network resources: AU library website, Chinese database (China knowledge network), Internet search engine (Baidu, Google, etc.).

4.2 Quantitative method

This paper intends to conduct an empirical study on the trend of solo female tourists by means of questionnaire survey. Based on the theoretical basis of relevant literature, the model is constructed to design the questionnaire of female tourists' travel motivation and good or bad experience. A questionnaire survey was conducted for female tourists alone to obtain the original data and conduct processing and analysis, so as to complete the empirical part of this study.

5. Analysis data

The majority of solo female travelers are in the age range of 20-40, accounting for More than 77%. They have different occupations, and the monthly income of More than 50,000 Baht accounts for More than 60%. Most of them are Bachelor, accounting for more than 82%. They choose to travel in Bangkok mainly for Leisure and relaxation motivation. They are attracted by Bangkok's beautiful scenery, delicious food and local culture and customs. 68% female are had sweet experiences, and 34% female are had bad experiences. Most of them think the increase of female solo travelers can improve local economy.

6. Discussion on Research Objectives and Key Findings

There are many factors influencing a female to travel to Bangkok alone, among which the most important are the safety of the destination, whether there are attractions that attract her and the monthly income. Solo female travellers are reminded they are attracted by Bangkok's beautiful scenery and buddhist culture.

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