

UNDERSTANDING CHINESE TOURISTS MOTIVATION TO GO AND SEE A LADYBOY SHOW
IN THAI TOURISTIC CITIES



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ลิขสิทธิ์ของจุฬาลงกรณ์มหาวิทยาลัย

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By Mr. Kang Wang

Field of Study Cultural Management

Thesis Advisor Assistant Professor PUNTHUMADEE KATAWANDEE, Ph.D.

Accepted by the Graduate School, Chulalongkorn University in Partial Fulfillment
of the Requirement for the Master of Arts

INDEPENDENT STUDY COMMITTEE

----- Chairman
(Assistant Professor DUANG-KAMOL CHARTPRASERT, Ph.D.)

----- Advisor
(Assistant Professor PUNTHUMADEE KATAWANDEE, Ph.D.)

----- Examiner
(Associate Professor RITIRONG JIWAKANON, Ph.D.)



จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

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PUNTHUMADEE KATAWANDEE, Ph.D.

Over the years, China has gradually become the most important outbound market for international tourism destinations, especially for Thailand. Meanwhile, Thailand's tourism industry is well developed with local characteristics. Tourism has already become an essential sector which has a deep impact on the development of Thailand's economy. Besides the beautiful natural scenery, Thailand is known as a dream like beautiful tourist paradise, which is closely related to Thailand's unique "Ladyboy Show". Among them, the world-famous singing and dancing performances of Ladyboy Show are more amazing and appeal to many tourists. Ladyboy is one of the highlights and characteristics of Thailand's tourism industry. Ladyboy show and performance has become a must choice for tourists. Therefore, it is more essential and important to know how Chinese tourists understand the Ladyboy Show as a Thai culture, then study Chinese tourists' motivation to go and see Ladyboy shows in Thai touristic cities as well. Based on studying and analyzing their motivation, we can get the implications for Ladyboy show biz management, and even put forward some practical suggestions for them if there is any limitation

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Student's Signature

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CHAPTER I

INTRODUCTION

1.1 Rationale and background of the Study

1.1.1 Tourists' motivation and cultural value

Tourists' motivation

Tourists are the main body of tourism. Therefore, tourists are the key targets that need to be closely watched in the development of tourism destinations. Especially in the current buyer's market situation, how to make potential tourists motive is the focus of tourism product creation and marketing. Psychology believes that the direct reason of behavior is motivation (Chen Deguang Miao Changhong, 2006). It can be seen that tourism motivation is the driving force that induces consumers to generate tourism behaviors, and it is also the direct reason of tourism destination selection and tourism consumption. It is the psychological travel of the strong tourist motives that travels to the tourist destinations to realize the transition from potential tourists with tourism needs to tourists at the destination (Gao Jun Ma Yaofeng Wu Bihu Kang Xiong, 2011).

Travel motivation is the internal driving force to promote people's tourism activities. It has the functions of activation, pointing, maintenance and adjustment. It can initiate tourism activities and make it move toward the goal (Zhang Hongmei, 2005). Horton (Andrew H, 1999) once said: "Although the investigation of tourism motivation is not new, it is still a neglected area."

The interest of tourism scholars in tourism motivation began in the 1960s (Pearce P L, 2005). The concept of motivation that causes and motivates people to produce certain behaviors to achieve a certain goal (Wang Fang Qiu Mengyuan Sha Run etc, 2015) is generally considered to be the basis for understanding the behavior of tourists. Existing research shows that the intrinsic motivation for tourists to make travel decisions is multidimensional, that is, tourists do not decide whether to travel and choose destinations because of a single motivation. At the same time, tourists from different market segments travel. There are also differences in motivation (Li M M Huang Z W Cai L A, 2009), which makes researchers try to find deeper and more general factors that influence tourism motivation. Existing research shows that the value of tourists will affect their motivation (Li M M Cai L P, 2012).

1.1.2 Thai Ladyboy show

Kathoey or katoey is a word used in Thailand to describe male-to-female transgender person or person of a third gender, or an effeminate homosexual male. They are called ladyboy in English. A significant number of Thais perceive kathoey as belonging to a third sex, including some transgender women themselves.

Obviously, ladyboy shows (also called ladyboy show, transgender” shows, drag shows, cabaret shows, etc), refer to these people dressing like girls, singing, dancing

or use other forms of performance to the tourists in the theaters or bars. Therefore, ladyboy is the most fundamental element in the ladyboy show industry.

According to the statistics of tourism in Thailand in 2018 (Thailand Tourism and Sports Minister Willasa, 2018), Thailand's tourism industry is rich in local characteristics, among which the world-famous ladyboy singing and dancing performances are even more amazing for many tourists.

Ladyboy is one of the highlights of Thailand's tourism industry (Report of Thailand Tourism Administration, 2015). Ladyboy performance is a must for many tourists. As one of Thailand's performance shows, the performance content of the ladyboy show, including national dances and representative songs of various countries, caters to the appetite of tourists from all over the world, and attracts not only foreign tourists, but also local people. The ladyboy show has become an indispensable part of Thailand's tourism and performance industry.

At present, ladyboy is a kind of culture in Thailand's tourism industry. Almost all tourists go to Thailand and have activities such as watching shows and taking photos. Thailand's most interesting ladyboy show, and cross dressing show are concentrated in Bangkok, Pattaya and Phuket. Bangkok is the capital of Thailand. At the same time, Bangkok, Pattaya and Phuket are all famous tourist destinations in Thailand, and the three places have different kinds of ladyboy shows. Different from the point of view, it will attract different tourists.

In summary, the Thai ladyboy show has brought huge income to the to Thailand's economy. As part of Thailand's tourism resources, the ladyboy show industry plays an important role in Thailand's tourism.

1.1.3 Chinese tourists visit Thailand

Over the years, China has gradually become the most important outbound market for international tourism destinations. The number of Chinese outbound tourists has exceeded 100 million since 2014, and the number continues to soar. In 2015, the number of Chinese tourists who travelled to Thailand was over 7 million. In 2018, the number of Chinese tourists who travelled to Thailand was even over 10 million with the total number 38 million. With the boom of Chinese outbound tourists, how to precisely capture Chinese tourists' preferences, interests, and evaluations of overseas tourism destinations has attracted great attention from tourism-related researchers, industries, and governments. International researchers have devoted great effort to exploring Chinese outbound tourists' demands, motivations, destination image perceptions, and travel characteristics.

Meanwhile, Thailand's tourism industry is well developed with local characteristics. In 2018, the annual tourism revenue reached US \$5.8 billion, which is the pillar industry of Thailand's economy (CEIC, 2018).

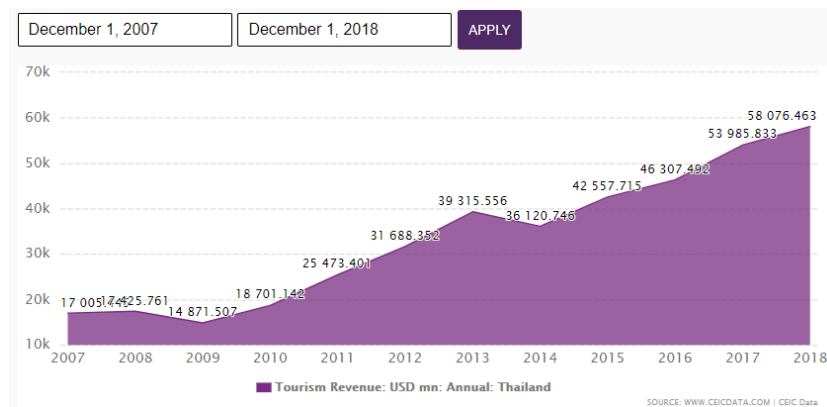


Figure 1 Tourism Revenue: Thailand

Besides the beautiful natural scenery, Thailand is known as a dream like beautiful tourist paradise, which is closely related to Thailand's unique "Ladyboy Show". Among them, the world-famous singing and dancing performances of Ladyboy Show are more amazing and appeal to many tourists. Ladyboy is one of the highlights and characteristics of Thailand's tourism industry. Ladyboy show and performance has become a must for many tourists.

As one of Thailand's performance shows, the performance content of the Ladyboy show, including national dances and representative songs of various countries, not only attracts tourists, but also local people often as well. There are also many Chinese songs and dramas in the show, catering to the tastes of tourists from all over the world. Ladyboy show has become an indispensable part of Thailand's tourism and performance industry.

For the survey of Chinese tourists' tourism activities in Thailand, according to a 2015 report by the Thai Tourism Board, watching Thai ladyboy shows is one of the

most popular tourism activities for Chinese tourists, especially in Bangkok, Pattaya and Phuket, where ladyboy shows are held in Thailand's most beautiful and famous cities. A survey report from Tiffany Theater found that the number of Chinese tourists who watched ladyboy shows ranks the top among all of the countries compared with 2015.

Therefore, it is more essential and important to know how Chinese tourists understand the Ladyboy Show as a Thai culture, then study Chinese tourists' motivation to go and see Ladyboy shows in Thai touristic cities as well. Based on studying and analyzing their motivation, we can get the implications for Ladyboy show biz management, and even put forward some practical suggestions for them if there is any limitation.

1.2 Objective of the study

The objects of this study are to

- (1) Understand the Chinese tourists' motivations to see ladyboy shows, then know how Chinese tourists think about Thai ladyboy show.
- (2) Find the element that drives Chinese tourists to go and see a ladyboy show by using push-pull theory, and analyze the factors which influence Chinese tourists to see a ladyboy show by using questionnaire.
- (3) Then after the analysis of the data, combined with the current tourist characteristics, put forward suggestions for the development of Thai ladyboy show biz.

1.3 Scope of the study:

(1) The ladyboy show biz situation in Thailand especially in Bangkok, Pattaya and Phuket;

(2) The push and pull factors that affect and influence Chinese tourists' motivation to go and watch the ladyboy show;



CHAPTER II

LITERATURE REVIEW

2.1 Definition and Concept of Motivation and Tourism Motivation

2.1.1 Motivation

For "motivation", many researchers have proposed the following definitions:

Loudon L D & Bitta A J D (1993) believe that motivation is an unobserved internal motivation that affects the direction of human behavior and can control human response behavior. Schiffman L G & Kanuk L L (1994) pointed out "Motivation" is a great degree and intensity of in vivo drive, it encourage individual behavior or the need to reduce stress in the human body. Mowen G C & Minor M (1998) defines motivation as the intrinsic motivation of human beings. When subjected to various stimuli, it will drive human behavior and move closer to the goal. Motivations mainly include: Drives, Urges, wishes or needs desires. Sdorow L M & Rickabaugh (2002) defines motivation as a process. When a person is subjected to various stimuli, in order to achieve his goals, motivation and action are generated. Feldman R S (2005) also said that motivation as a major stimulus is used to specify the direction of individual behavior.

Generally speaking, "motivation" is the intrinsic motivation of human beings. It is caused by human needs. In order to achieve the goal, it pushes humans to engage in certain activities.

2.1.2 Tourism motivation

Regarding "tourism motivation", many foreign researchers have proposed the following definitions:

Craham M.s Dann (1981) believed that tourism motivation is a simple management of travel agencies. The single explanation is that travel agencies need to satisfy tourists before they decide to buy travel services. Alister Mathieson Geoffrey Wall (1982) pointed out that tourism motivation refers to traveling in order to meet their needs, away from daily life, including visiting relatives or friends. Thai researcher Chalongsri Pimonsompong (2007) believes that "Tourism Motivation" satisfies individual seeking by traveling to a certain place.

In short, many foreign scholars have defined the concept of tourism motivation. It is pointed out that tourism motivation is the internal driving force to promote people's tourism activities. It also pointed out that the role of tourism motivation is that once tourists have potential unmet needs, a series of behaviors to achieve satisfaction will follow.

Chinese scholar Qiu Fudong (1996) believes that tourism motivation is the internal motivation or motivation that directly promotes people's tourism behavior. Gan Chaoyou (2001) thinks that the motivation of tourism is to promote people to carry out tourism activities and make people in a positive state to achieve certain goals. Zhang Shufu (2001) believes that tourism motivation is the psychological motivation to initiate and maintain individual tourism behaviors and guide them to tourism goals.

To sum up, the definition of tourism motivation in this article is that tourism motivation refers to urging people to carry out a certain tourism activity in order to fulfill their own psychological or physical needs. It is the psychological driving force of tourism consumption behavior and the driving force of tourism behavior. Tourism motivation is the subjective desire and requirement to stimulate travel, it is an internal consideration to meet the needs of tourism, and it is an objective factor that promotes the formation of tourists.

2.2 Overview of Tourism Motivation Theory

2.2.1 Maslow's hierarchy of needs

[Content theory](#) of human motivation includes both [Abraham Maslow's hierarchy of needs](#) and [Herzberg's](#) two-factor theory. Maslow's theory is one of the most widely discussed theories of motivation. Abraham Maslow believed that man is inherently good and argued that individuals possess a constantly growing inner drive that has great potential. The needs hierarchy system, devised by Maslow (1954), is a commonly used scheme for classifying human motives.

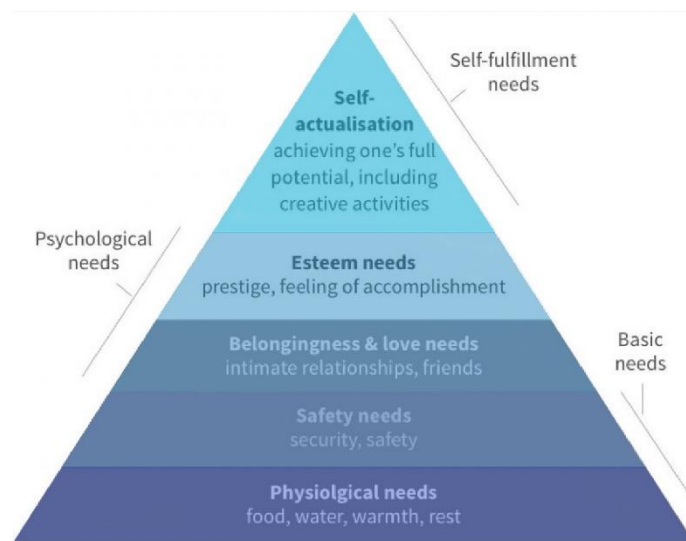


Figure 2 Maslow's hierarchy of needs

The American motivation psychologist Abraham H. Maslow developed the hierarchy of needs consisting of five hierarchic classes. According to Maslow, people are motivated by unsatisfied needs. The needs, listed from basic (lowest-earliest) to most complex (highest-latest) are as follows:

- **Physiological needs** ([Hunger](#)/[Thirst](#)/[Sleep](#), etc.)

Physiological need is a concept that was derived to explain and cultivate the foundation for motivation. This concept is the main physical requirement for human survival. This means that Physiological needs are universal human needs. Physiological needs are considered the first step in internal motivation according to Maslow's hierarchy of needs. This theory states that humans are compelled to fulfill these physiological needs first in order to pursue intrinsic satisfaction on a higher level. If these needs are not achieved, it leads to an increase in displeasure within an

individual. In return, when individuals feel this increase in displeasure, the motivation to decrease these discrepancies increases. Physiological needs can be defined as both traits and a state. Physiological needs as traits allude to long-term, unchanging demands that are required of basic human life. Physiological needs as a state allude to the unpleasant decrease in pleasure and the increase for an incentive to fulfill a necessity. In order to pursue intrinsic motivation higher up Maslow's hierarchy, Physiological needs must be met first. This means that if a human is struggling to meet their physiological needs, then they are unlikely to intrinsically pursue safety, belongingness, esteem, and self-actualization.

- **Safety needs ([Safety/Security/Shelter/Health](#))**

Once a person's physiological needs are relatively satisfied, their safety needs take precedence and dominate behavior. In the absence of physical safety – due to war, natural disaster, family violence, childhood abuse, institutional racism etc. – people may (re-)experience post-traumatic stress disorder or transgenerational trauma. In the absence of economic safety – due to an economic crisis and lack of work opportunities – these safety needs manifest themselves in ways such as a preference for job security, grievance procedures for protecting the individual from unilateral authority, savings accounts, insurance policies, disability accommodations, etc. This level is more likely to predominate in children as they generally have a greater need to feel safe. Safety and security needs are about keeping us safe from harm. These include shelter, job security, health, and safe environments. If a person

does not feel safe in an environment, they will seek to find safety before they attempt to meet any higher level of survival, but the need for safety is not as important as basic physiological needs.

- **Social belonging(Social/Love/Friendship)**

After physiological and safety needs are fulfilled, the third level of human needs are seen to be interpersonal and involves feelings of belongingness. This need is especially strong in childhood and it can override the need for safety as witnessed in children who cling to abusive parents. Deficiencies within this level of Maslow's hierarchy – due to hospitalism, neglect, shunning, ostracism, etc. – can adversely affect the individual's ability to form and maintain emotionally significant relationships in general.

- **Self-esteem (Self-esteem/Recognition/Achievement)**

Esteem needs are ego needs or status needs. People develop a concern with getting recognition, status, importance, and respect from others. Most humans have a need to feel respected; this includes the need to have self-esteem and self-respect. Esteem presents the typical human desire to be accepted and valued by others. People often engage in a profession or hobby to gain recognition. These activities give the person a sense of contribution or value. Low self-esteem or an inferiority complex may result from imbalances during this level in the hierarchy. People with low self-esteem often need respect from others; they may feel the need to seek fame or glory. However, fame or glory will not help the person to build their self-

esteem until they accept who they are internally. Psychological imbalances such as depression can distract the person from obtaining a higher level of self-esteem.

Most people have a need for stable self-respect and self-esteem. Maslow noted two versions of esteem needs: a "lower" version and a "higher" version. The "lower" version of esteem is the need for respect from others. This may include a need for status, recognition, fame, prestige, and attention. The "higher" version manifests itself as the need for self-respect. For example, the person may have a need for strength, competence, mastery, self-confidence, independence, and freedom. This "higher" version takes guidelines, the "hierarchies are interrelated rather than sharply separated". This means that esteem and the subsequent levels are not strictly separated; instead, the levels are closely related.

- **Self-actualization (Self actualization/achievement of full potential)**

"What a man can be, he must be.": This quotation forms the basis of the perceived need for self-actualization. This level of need refers to the realization of one's full potential. Maslow describes this as the desire to accomplish everything that one can, to become the most that one can be. Individuals perceive or focus on this need very specifically. People may have a strong, particular desire to become an ideal parent, succeed athletically, or create paintings, pictures, or inventions. Maslow believed that to understand this level of need, the person must not only succeed in the previous needs but master them. Self-actualization can be described as a value-based system when discussing its role in motivation; self-actualization is understood

as the goal-or explicit motive, and the previous stages in Maslow's Hierarchy fall in line to become the step-by-step process by which self-actualization is achievable; an explicit motive is the objective of a reward-based system that is used to intrinsically drive completion of certain values or goals. Individuals who are motivated to pursue this goal seek and understand how their needs, relationships, and sense of self are expressed through their behavior.

The basic requirements build upon the first step in the pyramid: physiology. If there are deficits on this level, all behavior will be oriented to satisfy this deficit. Essentially, if you have not slept or eaten adequately, you won't be interested in your self-esteem desires. Subsequently, we have the second level, which awakens a need for security. After securing those two levels, the motives shift to the social sphere, the third level. Psychological requirements comprise the fourth level, while the top of the hierarchy consists of self-realization and self-actualization.



2.2.2 ERG theory

ERG theory is a theory in psychology proposed by Clayton Alderfer.

Alderfer further developed Maslow's hierarchy of needs by categorizing the hierarchy into his ERG theory (Existence, Relatedness and Growth). The existence group is concerned with providing the basic material existence requirements of humans. They include the items that Maslow considered to be physiological and safety needs. The second group of needs is those of relatedness – the desire people

have for maintaining important interpersonal relationships. These social and status desires require interaction with others if they are to be satisfied, and they align with Maslow's social need and the external component of Maslow's esteem classification. Finally, Alderfer isolates growth needs: an intrinsic desire for personal development. These include the intrinsic component from Maslow's esteem category and the characteristics included under self-actualization. Alderfer categorized the lower order needs (Physiological and Safety) into the Existence category. He fit Maslow's interpersonal love and esteem needs into the Relatedness category. The Growth category contained the self-actualization and self-esteem needs. Alderfer also proposed a regression theory to go along with the ERG theory. He said that when needs in a higher category are not met then individuals redouble the efforts invested in a lower category need. For example if self-actualization or self-esteem is not met then individuals will invest more effort in the relatedness category in the hopes of achieving the higher need.

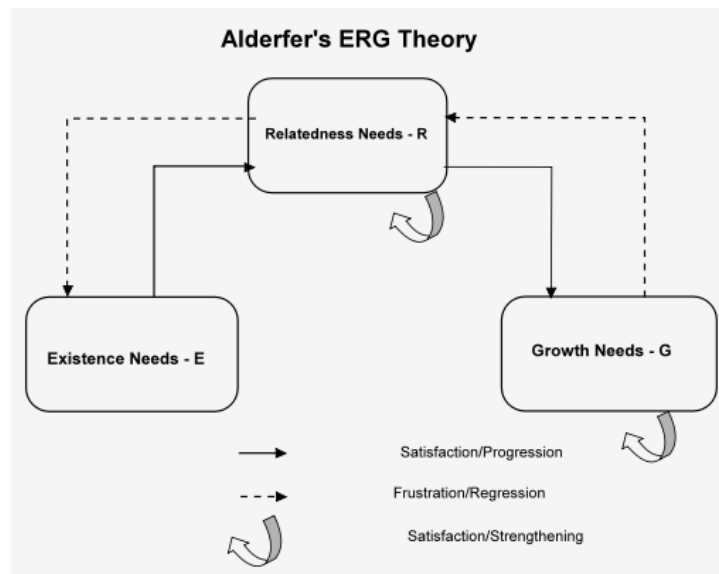


Figure 3 ERG theory

2.2.3 David McClelland's Achievement Motivation Theory

Achievement Motivation Theory was proposed by David McClelland from America and John William Atkinson and H.A. Unary.

McClelland puts forward the theory of achievement motivation through the concepts of achievement needs, rights needs and affinity needs to affect his behavior to different degrees. The following is a description of the three needs of McClelland:

- **Need for Achievement**

McClelland believes that humans with a strong need for achievement are eager to complete things and help improve work efficiency. In order to achieve greater success, the individual's need for achievement and the development of the economy, culture, society, and government There are relationships. McClelland has found that those who need high achievement will have three points: First, they like

to create challenging goals, but they don't like to succeed with luck, and they don't like to accept any task that is particularly simple or difficult. I will avoid excessive difficulty when aiming. The third is how much I like the work tasks that can give immediate feedback. McClelland also found that the stimulus of money has a very high and complex impact on high achievement demanders.

- **Need for Power**

Power demand is a driving force that influences or controls others. Power demand is one of the basic elements of management success. Different people have different levels of desire for power. People with higher power needs have greater influence on the performance of controlling or controlling others. Interests like to argue, talk, like to teach others, and so on.

- **Need for affiliation**

In general, it is the desire to be loved and accepted by others. Affinity needs also to maintain social interaction.

An important condition for interpersonal relationships and promises. People with higher affinity needs are more inclined to interact with others. This way of communicating will bring them happiness. People with higher affinity needs like cooperation and hope to communicate with each other. Understand that sometimes people with higher affinity needs also show fear of losing intimacy and avoidance of interpersonal conflicts. McClelland's affinity needs and Maslow's social needs, Alder's relationship Needs the same.

In short, although achievement motivation contributes to socio-economic development, not all achievement motivations can promote socio-economic development. In this way, McClelland not only studied the role of achievement motivation but also proposed the concept "Achievement motivation is formed in a defined social atmosphere of".

2.2.4 Hull Drive Theory

Hull Drive Theory's view is that "when an organism's physiological needs are not met, it will drive intentional behavior to correct these physical deficiencies. Therefore, it can be considered that low driving force is the main cause of behavior Cause .

Hull put forward the theory of driving force reduction through driving force theory, because he believes that certain creatures need to trigger a powerful arousal state, that is, driving force stops when the random activity reaches the goal of reducing driving tension. activity. In this way, we can understand the goal of having less nervousness as a way to strengthen the goal stimulus and effectively reflect the relationship.

Hull also believes that some driving forces come from internal needs and are called "primitive driving forces." In addition, some of the driving forces are called stimulus from the outside and it will be obtained through conditional action. "Moreover, he found that human behavior is based on Hull, which is dominated by

habits and not by biological drives. The mutual relationship can be expressed as: $P = D \times HI$ (explanation: jointly determines the effective behavioral potential (P) of the individual (P), driving force (D), habit intensity (H), and inhibition (I))

In short, Hull's theory of driving force means that when the needs of the organism are not met, a driving stimulus is generated inside the organism and then the internal driving stimulus causes a response. The final result of the final reaction will satisfy the needs.

2.2.5 Push and pull

In tourism, push-pull theory is an effective research method to study tourism motivation. Therefore, push-pull theory is one of the most important tourism motivation theories in the world. Craham MS Dann or Dan (1981) proposed the push-pull theory of tourism motivation.

Dan believes that the main reason for tourists to go out is affected by a combination of thrust and pull. Dan proposed the concept of thrust and pulling force. Pushing force is generated by the internal psychological factors. It triggers the desire of travel. However, pulling force is generated by the attributes of tourist destinations. It plays an important role in destination selection. Dan's push-pull theory is a combination of tourism motivation and destination attributes and characteristics, which bridges the demand for tourism products and the supply of tourism products. All activities that affect tourism destinations can be carried out

around the needs of tourists. From the perspective of demand for tourism products, "the importance of various supply factors in the development of tourism destinations is of great significance to improving the quality of tourism products, business performance, and tourist satisfaction".

● Push

Push motivations are those where people push themselves towards their goals or to achieve something, such as the desire for escape, rest and relaxation, prestige, health and fitness, adventure, and social interaction.

Additionally, a study has been conducted on social networking and its push and pull effects. One thing that is mentioned is "Regret and dissatisfaction correspond to push factors because regret and dissatisfaction are the negative factors that compel users to leave their current service provider." So from reading this, we now know that Push motivations can also be a negative force. In this case, that negative force is regret and dissatisfaction.

● Pull

Pull motivation is the opposite of push. It is a type of motivation that is much stronger. "Some of the factors are those that emerge as a result of the attractiveness of a destination as it is perceived by those with the propensity to travel. They include both tangible resources, such as beaches, recreation facilities, and cultural attractions, and traveler's perceptions and expectation, such as novelty, benefit expectation, and marketing image." Pull motivation can be seen as the desire to

achieve a goal so badly that it seems that the goal is pulling us toward it. That is why pull motivation is stronger than push motivation. It is easier to be drawn to something rather than to push yourself for something you desire. It can also be an alternative force when compared to negative force. From the same study as previously mentioned, "Regret and dissatisfaction with an existing SNS service provider may trigger a heightened interest toward switching service providers, but such a motive will likely translate into reality in the presence of a good alternative. Therefore, alternative attractiveness can moderate the effects of regret and dissatisfaction with switching intention". And so, pull motivation can be an attracting desire when negative influences come into the picture.

The above five motivation theories in this study are the theoretical basis for learning from Maslows' hierarchy of needs, Aldfer's BGR needs theory (EGR Theory) and McClelland Achievement Motivation Theory. The three theories classify and name the tourism motivations of this study, and understand the process of tourism motivation generation through Hull Drive Theory and Dan's Push-Pull Theory. ladyboy watch research is more effective.

Regarding the study of tourism motivation classification, many researchers at home and abroad have studied from different perspectives, and have added a variety of tourism motivation types, as shown in the table 1:

Scholar		Year	Motivation Classification
China Domestic	Qiu Fudong	1996	physical and mental health motivation; aesthetic motivation; cultural motivation; nostalgic motivation; communicative motivation; herd motivation;
	Liu Chun	2000	social, respect and self-improvement motivation; basic intellectual motivation; motivation for exploration; motivation for adventure; motivation for consistency; motivation for complexity;
	Yang Yan	2002	internal needs (psychological); external stimulus (target);
	Guo Yajun and Zhang Hongfang	2003	social motivation; relaxation motivation; knowledge motivation; social motivation;
	Liu Lvxue	2005	facilities and service quality; cultural and tourism resources; novelty and excitement; pursuit of leisure; family and prestige; distinctive tourism image, culture and knowledge, consumption and entertainment activities;
	Gao Jun, Ma Yaofeng and Wu Bihu	2011	relaxation and entertainment; social and reputation; knowledge-seeking; stimulation and self-pursuit;
	Wang Chunyang, Qu	2013	knowledge prestige;

	Hailin		shopping and entertainment; relaxation; innovation; enhanced relationships;
Overseas	Crompton	1979	The seven main push factors are violation of the secular environment, discussion and evaluation of themselves. relax, pursue prestige, restore, promote kinship, and promote interpersonal interaction. The two main pull factors are novelty and education.
	Dan	1981	Push and pull
	Fondness	1994	self-improvement, knowledge function, maximizing profit, minimizing loss, and self-esteem
	Pearce	1998	relaxation needs, stimulation needs, interpersonal communication needs, self-esteem and development needs, and self-actualization needs
	Suporn Serrat	2001	Generic motivations; Physiological motivations and urgency motivations; Primary motives & Secondary motives; conscious and unconscious motives
	Kok	2002	cultures, pursuit of happiness, relaxation, fitness
	Lee	2004	culture, family harmony, novelty, evasion, attracting festivals, and socializing
	Kim	2005	enjoying various resources,

			violating daily life, and social status , Social, cultural and historical.
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Table 1 Situation of Domestic and Overseas Motivation factors Study

For Table 1, Yang Yan divides tourism motivation into two broad categories. The first is Classification based on the reasons for the formation of tourism motivations: one is internal needs (psychological); the other is external stimulus (target); the second is based on different tourism purposes: divided into education and cultural motivations, and ethnic Motivation and other motivations, a total of 16 motivations are divided into, for example: visiting special scenic spots, living a relaxed and enjoyable life, the desire to understand the world, investigating history, etc.; the third is based on the category of the companion, including natural motivation , Mental motivation and social motivation;

Based on the above categories of tourism motivation, we can find that the types of tourism motivation are more complex and diversified, including more and more researchers on tourism motivation.

2.3 Research Status of Tourism Motivation at Home and Abroad

According to Liu Chun (1999), the earliest studies on tourism motivation in foreign countries can be traced back to the 1930s. Germany's R. Glucksmann (1935) first studied tourism motivation and pointed out that tourism motivation can be divided into four categories, namely Physical, mental and psychological motivations.

Regarding tourism motivation so far, the research in this area has been very in-depth; in China, the related research article was first seen in Shen Yuqing on tourism in 1985. But the relative theories and methods adopted by Chinese scholars compared with foreign countries have lagged behind.

2.3.1 Study on the relationship between demographic characteristics and tourism motivation

Heung V Qu H Chu R (2001) conducted a study on the Japanese leisure tourist group. The results of the study showed that, compared with male tourists, women attach more importance to the pursuit of profit motive; in terms of exploration, novelty and stimulation motivation, the younger tourists paid more attention to it than older tourists; while the two demographic characteristics of income and occupation do not significantly affect any of the motivations for travel, like experiencing culture.

Zhang Hongmei Lu Lin (2004) studied the tourism motivation of urban residents in Wanjiang and its relationship with demographic characteristics, and summed up six main tourism motivations, namely, broaden horizons, promote the relationship between family and friends, relax, appreciate natural scenery, and increase knowledge. The results of ANOVA showed five motivational factors (novelty, status, and external) of different demographic characteristics There are significant differences in social, internal social and knowledge.

Meanwhile, some scholars have found that China's post-90s are easy to accept new things, are willing to explore and take risks, have more time, richer resources, and more sufficient sources of consumer information than previous generations. For example, they prefer more stimulating tourism experiences or projects, and they prefer personal travel.

Accordingly, the following hypothesizes are raised:

H1: Tourists of different ages have different motivations towards novelty and stimulation.

H2: Tourists of different monthly income have different motivations towards experiencing culture.

Chen Yehong Liu Huiguo Zhang Guowei Zhong Zhengquan (2008) analyzed the tourism motivation of tourists with different characteristics and backgrounds in Guanling area of Taiwan and pointed out that the research results showed that:

There are significant differences in the motivation factors of "coming to fame" among tourists with different education level, occupation, living area and main information sources; there are significant differences in the motivation factors of "relieving pressure" among tourists with different age, occupation, living area and main information sources; and there are different motivation factors of "going out with pleasure" among tourists with different age, living area, traffic and main information sources There was a significant difference between them.

Wang Yuewei Chen Hang (2011) investigated the influence of different demographic characteristics on the tourism motivation of urban residents in Shenyang, and found that men showed stronger preference in novelty motivation, status motivation and external social motivation than women; there are significant differences in the motivation of reputation and achievement among people of different ages, educational levels and occupational types.

Accordingly, the following hypothesize are raised:

H3: Tourists of different education backgrounds have different motivations for reputation and achievement.

2.3.2 Research on destination image

Many scholars describe and study the motivations of Chinese outbound tourism. Most of the researches are based on the push-pull theory, and identify the thrust and pull factors of Chinese outbound tourists' motivation, such as acquiring new knowledge, relaxing, improving social status or popularity (push factors). Factors: unique landscapes, festival interactions, outdoor sports, etc. (pull factors), most of the earlier studies were of this type.

Baloglu S McCleaiy K W (1999) shows that the three dimensions of cognitive image are experience quality, attraction and value / environment; the cognitive image is determined by tourism motivation; and the three dimensions of age and tourism motivation are positively affected by relaxation / escape motivation.

Accordingly, the following hypothesizes are raised:

H4: Tourists of different ages have different motivations towards escape and relaxation.

Wang Chunyang Qu Hailin (2013) took mainland tourists to Hong Kong as the research object and found that tourism motivation has a direct positive impact on the cognitive image of tourism destinations.

Guo Anxi Huang Fucai sun Xuefei (2014) took Xiamen as an example to study the impact of different tourism motivations on the cognitive image, emotional image and overall image of tourism destinations.

Zhang Ziqiong Rob Law Liu Ting (2012) based on a large-scale telephone survey of Hong Kong residents, using the optimal scale regression model, studied how travel motivation and demographic characteristics affect Hong Kong residents' perception of tourism importance and how demographic characteristics affect Hong Kong residents' travel motivation. It is found that relaxing and exploring new things are the main motivations of tourism importance perception. Family monthly income and education level are the main demographic characteristics of tourism importance perception.

Accordingly, the following hypothesizes are raised:

H5: Tourists of different occupations have different understanding of the ladyboy shows' internal aspects (content, performance and atmosphere).

All the hypothesizes are summarized as followed:

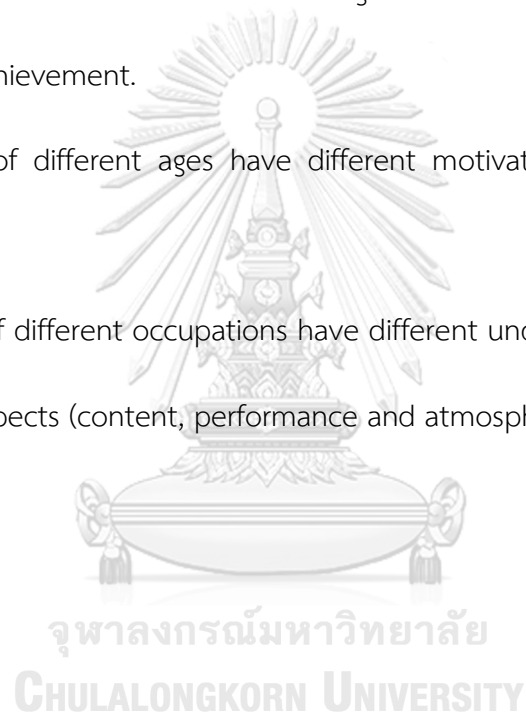
H1: Tourists of different ages have different motivations towards novelty and stimulation.

H2: Tourists of different monthly income have different motivations towards experiencing culture.

H3: Tourists of different education backgrounds have different motivations for reputation and achievement.

H4: Tourists of different ages have different motivations towards escape and relaxation.

H5: Tourists of different occupations have different understanding of the ladyboy shows' internal aspects (content, performance and atmosphere).



CHAPTER III

RESEARCH METHODOLOGY

3.1 Literature induction research method

The previous research results have important value for the research of this paper. The author mainly obtains the relevant literature and research results of scholars at home and abroad through the network database of the school's library, the China Knowledge Network, and the Science Direct. Through collating and reading a large number of literature on tourism motivation and cultural values, and then analyzing, collating, and summarizing these materials, we can find general problems and valuable perspectives from them, and lay the foundation for the theoretical framework and hypotheses of this research.

In terms of what I found, put forward the research topic and questions. Focus on the aspects as followed but not limited

- Relevant statistics on motivation theories

There are lots of motivation theories like Maslow's hierarchy of needs, Herzberg's two-factor theory, Push-pull theory, Alderfer's ERG theory, "16 basic desires" theory, etc. Find that In terms of tourism, the push-pull theory is an effective research method for studying tourism motivation.

- Travel motivations of Chinese outbound tourists
- Specific the pull and push factors affect and influence Chinese tourists'

motivation to go and watch the ladyboy show

3.2 Combination of theoretical and empirical research

Research on the motivation of travelling to Thailand to watch a ladyboy show is still lacking. Therefore, in this article, through literature reading, the related research of the predecessors is mainly aimed at the research literature of tourism motivation and Chinese cultural values, and the theoretical model and research hypothesis of this research are proposed. Therefore, empirical research must be made up to make up for the shortcomings of the theoretical model and verify the research model and theoretical assumptions, so that the research results are more convincing.

3.3 Combination of viewing comments and questionnaires

The empirical research in this article is mainly carried out through a questionnaire survey in combination with browsing website reviews. The target audience is the four major travel websites and apps in China (qyer.com, mafengwo.com, and Ctrip.com.) And Then collect online travel reviews. The purpose of this survey is to summarize and summarize the evaluation of Chinese tourists after watching the ladyboy show In order to screen and supplement the motivation factors of this research, improve the validity and reliability of the designed research questionnaire, and make the entire evaluation system more scientific and effective. The questionnaire survey is based on Chinese tourists who are currently in different social classes and backgrounds. The purpose of the survey is to further clearly analyze the winter of Chinese tourists watching the ladyboy show in different

backgrounds, so as to verify and draw the research Conclusion.

Duration: the latest three years from 1 Jan, 2016 to 31 Oct, 2019.

3.4 Questionnaire design

The study will ask Chinese tourists as much as we can find to fill the questionnaire. To examine the relationships between Chinese cultural values and tourist motivations, the study mainly focused on a quantitative research design supplemented by qualitative data.

In order to evaluate the relationship between the variables, the researcher uses the 5-point Likert scale to design questions to test what do the respondents think about how the push, pull, and understanding factors motive Chinese tourists to go and see ladyboy shows.

Survey time was from 16th to 18th in November. Eventually, 204 questionnaires are received, and 190 are valid. The respondents were the Chinese tourists who ever visited Thailand. The aspects of the questionnaire are as followed:

- The information of the participants

Social demographic characteristics includes age, marital status, education background, occupation, monthly income, and means of traveling.

- Push factors

Questions about Tourists' internal forces and desires:

Escape/ Relax	Relieve pressure from work or study; be relax
---------------	---

Novelty/ Stimulation	Experience Thai night life Looking for new feelings, new stimulation See and experience different things and broaden horizons
Experience culture	Learn and understand different living environment, including cultural aspects Increase knowledge and enrich the experience of traveling abroad
Reputation/ Achievement	Visit places that people appreciate and recommend
Social communication	Show experience of traveling abroad to friends Recommended by friends or people around us Watch with others to enhance mutual feelings

Table 2 Push factors and items

● Pull factors

Questions about destination attributions as it is perceived by the travelers

Thai own features	Ladyboy Show is one of Thailand's tourism features, and the show theater is world-renowned and recognized by tourists from all over the world Thailand is world-renowned for ladyboy beauty contests There is hardly ladyboy shows in China Tickets are not expensive and reasonable
Information/ Service	Facilities and environment of the theaters and nightclubs are safe and clean Improved information consulting services Promotions and advertising appeal tourists

Transportation	Convenient transportation
Ladyboy show aspects	<p>Thai ladyboy show is very beautiful, and the content is diverse and colorful, which is impressive.</p> <p>Ladyboy perform professionally and reach the international standards</p> <p>The atmosphere of ladyboy show is strong, and the appreciation value is high</p>

Table 2 Pull factors and items

3.5 Data analysis tools

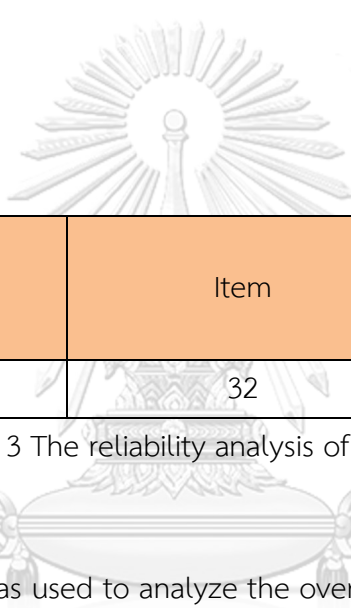
In this study, SPSS was used to process the questionnaire data. Quantitative in-depth analysis research was performed by variance, chi-square test, factor and ANOVA analysis.

CHAPTER IV

DATA ANALYSIS

In total, 204 questionnaires was collected during November 2019, 14 invalid questionnaires were removed, the final number of valid questionnaires was 190. To analyze collected data, IBM SPSS statistic version 25 were used in this research.

4.1 Reliability analysis



	Item	Cronbach α
Questionnaire	32	0.912

Table 3 The reliability analysis of questionnaire

In this paper, SPSS was used to analyze the overall reliability of 32 measurement items of 190 valid samples. The analysis results(See Table 4) showed that the Cronbach alpha was 0.912 over 0.8, indicating that the item shows that the internal consistency of the questionnaire is quite good, and the overall reliability of the questionnaire is also high.

4.2 Demographic information

Variables	Descriptions	Proportion	Percentage	
Gender	Male	106	55.79%	
	Female	84	44.21%	
	Total	190	100%	
Age	Under 20	6	3.16%	
	20-29	135	71.05%	
	30-39	39	20.53%	
	40-49	6	3.16%	
	50-59	4	2.11%	
	Over 59	0		
	Total	190	100%	
Marital status	Single	115	60.53%	
	Married	73	38.42%	
	Other	2	1.05%	
	Total	190	100%	
Education Background	Junior high school or below	2	1.05%	
	Technical secondary school or high school	7	3.68%	
	College	30	15.79%	
	Undergraduate	100	52.63%	
	Master degree or above	51	26.84%	
	Total	190	100%	
	Occupation	Full-time student	35	18.42%
		civil servant	2	1.05%
		Government Institute	13	6.84%

	Education	Industry	49	25.79%
	Staff			
	Company employee		52	27.37%
	Freelance		29	15.26%
	Other		10	5.27%
	Retired		0	
	Total		190	100%
Monthly	No		28	14.74%
Income	3,000 or below		14	7.37%
(RMB)	3,001 - 6,000		49	25.79%
	6,001-9,000		39	20.53%
	9,001-14,000		25	13.16%
	14,001-20,000		19	10%
	Over 20,000		16	8.42%
	Total		190	100%
Means	of			
traveling	Group tour		49	25.79%
	Self-guided tour		141	74.21%
	Total		190	100%

Table 4 Demographic information of respondents

From the perspective of gender, table 5 shows that 55.79% of respondents were males while the remaining were females. For the age of respondents, the majority are 20-29 years old, accounting for 71.05%. In terms of the education background, undergraduate accounts for 52.63%, and then is master degree and over, accounting for 26.84%. The majority of respondents are company employees, accounting for 27.37%, followed by education industry staffs and freelance, accounting for 25.79%

and 15.26% respectively. According to monthly income, 25.79% of the respondents have a monthly income of 3001-6000 RMB. When asked about the means of traveling, 74.21% of respondents chose self-guided tour while the remaining travel by group tour.

4.3 Analysis of importance of push/ pull/understanding factors

Tables 6-7, respectively, rank the mean values of 10 push items, 8 pull items and 5 understanding items from the highest to the lowest.

For pull items (See Table 6), according to the average ranking of respondents' perceptions of various factors, it can be seen that "Increase knowledge and enrich the experience of traveling abroad", "Learn and understand different living environment, including cultural aspects" and "See and experience different things and broaden horizons" are the top three push indicators with the highest mean value of 3.911, 3.858 and 3.847.

Push Items	Ranking	Mean	S D	Median	Variance
Increase knowledge and enrich the experience of traveling abroad	1	3.911	1.012	4	1.024
Learn and understand different living environment, including cultural aspects	2	3.858	1.027	4	1.054
See and experience different things and broaden horizons	3	3.847	1.061	4	1.125

Visit places that people appreciate and recommend	4	3.647	1.077	4	1.161
Experience Thai night life	5	3.632	1.141	4	1.303
Looking for new feelings, new stimulation	6	3.442	1.157	4	1.338
Recommended by friends or people around us	7	3.363	1.074	3	1.153
Show experience of traveling abroad to friends	8	3.274	1.217	3	1.48
Relieve pressure from work or study; be relax	9	3.179	1.127	3	1.269
Watch with others to enhance mutual feelings	10	2.984	1.224	3	1.497

Table 5 Mean Values and S D of Push Motive Items

For push items (See Table 7), “Ladyboy Show is one of Thailand's tourism features, and the show theater is world-renowned and recognized by tourists from all over the world”, “Thai ladyboy show is very beautiful, and the content is diverse and colorful, which is impressive.”, and “There is hardly ladyboy shows in China” are the top three of the pull items with the highest mean value of 3.921, 3.784 and 3.742.

Pull Items	Ranking	Mean	S D	Median	Variance
Ladyboy Show is one of Thailand's tourism features, and the show theater is world-renowned and recognized by tourists from all over the world	1	3.921	0.896	4	0.803
Thai ladyboy show is very beautiful, and the content is diverse and colorful, which is impressive.	2	3.753	0.958	4	0.917
There is hardly ladyboy shows in China	3	3.742	1.05	4	1.102
The atmosphere of ladyboy show is strong, and the appreciation value is high	4	3.6	0.986	4	0.971
Promotions and advertising appeal tourists	5	3.616	0.882	4	0.778
The atmosphere of ladyboy show is strong, and the appreciation value is high	6	3.6	0.986	4	0.971
Convenient transportation	7	3.468	0.877	3	0.769
Improved information consulting services	8	3.453	0.9	3	0.81
Tickets are not expensive and reasonable	9	3.437	0.869	3	0.755
Facilities and environment of the theaters and nightclubs are safe and clean	10	3.416	0.861	3	0.742

Table 6 Mean Values and S D of Pull Motive Items

4.4 Factor analysis of push, pull and understanding items

To identify motivational dimensions, principal component factor analysis was used to group the push, pull and understanding items with common characteristics. Eight push motivational factors were analyzed using Varimax Rotation procedure to delineate the underlying dimensions associated with travel motivations.

The criterion for determining the factor is that the Eigen Value is greater than 1.0 and the factor load is greater than 0.4. When factor analysis was performed on the push items, the factors of "Relieve pressure from work or study; be relax" was removed because the factor load was less than 0.4. From the remaining 9 items, Eigen Value greater than 1 were extracted. The gradual variance contribution rate from the three aspects are over 60%. The KMO coefficient was 0.887, indicating that the sample size met the requirements of factor analysis (See Table 7).

Meanwhile, when factor analysis was performed on the pull items, the factors of "There is hardly ladyboy shows in China" was removed. From the remaining 10 items were extracted. The gradual variance contribution rate from the three aspects are over 60%. The KMO coefficient was 0.916, also indicating that the sample size met the requirements of factor analysis (See Table 10). Therefore, so do the understanding items (See Table 8).

Push Factors	Factor loading	Eigen Value	Variance contribution rate (%)
Relieve pressure from work or study; be relax	0.397	5.591	55.908
Experience Thai night life	0.649	4.246	68.364
Looking for new feelings, new stimulation	0.535	3.841	76.775
See and experience different things and broaden horizons	0.790	3.552	82.297
Learn and understand different living environment, including cultural aspects	0.785	3.476	87.055
Increase knowledge and enrich the experience of traveling abroad	0.832	3.380	90.857
Visit places that people appreciate and recommend	0.641	3.299	93.845
Show experience of traveling abroad to friends	0.731	3.238	96.224
Recommended by friends or people around us	0.749	2.216	98.380
Watch with others to enhance mutual feelings	0.727	2.162	100.00
KMO	0.887	Bartlett's Test	0.00

Table 7 Factor analysis result of push items

Pull Factors	Factor loading	Eigen Value	Variance contribution rate (%)
Ladyboy Show is one of Thailand's tourism features, and the show theater is world-renowned and recognized by tourists from all over the world	0.730	7.586	58.350
Thailand is world-renowned for ladyboy beauty contests	0.668	6.375	68.926
There is hardly ladyboy shows in China	0.308	5.802	75.092
Tickets are not expensive and reasonable	0.621	5.724	80.663
Facilities and environment of the theaters and nightclubs are safe and clean	0.777	5.564	85.001
Convenient transportation	0.814	4.461	88.544
Improved information consulting services	0.832	3.349	91.229
Promotions and advertising appeal tourists	0.675	3.267	93.283
Thai ladyboy show is very beautiful, and the content is diverse and colorful, which is impressive.	0.774	2.177	97.872
Ladyboy perform professionally and reach the international standards	0.707	2.143	98.969
The atmosphere of ladyboy show is strong, and the appreciation value is high	0.663	2.134	100.000
KMO	0.916	Bartlett's Test	0.00

Table 8 Factor analysis result of pull items

4.5 Different ages towards novelty and stimulation

To test H1: In order to explore whether there is a significant difference between respondents' ages towards novelty and stimulation. The one Cross (Chi-Square) Test was conducted for each questions. At the age of birth, there is only a 0.01 level of significance (Chi = 35.174, P = 0.004 <0.01) for “Looking for new feelings, new stimulation” (See Table 10). According to the percentage comparison, we can know that age 50-59, the proportion of disagreement is 75.00%. Significantly higher than the average of 13.16%. Age 40-49, the general ratio is 83.33%, which is significantly higher than the average level of 29.47%. Age under 19, the ratio of 50.00% that is more agreeable will be significantly higher than the average level of 30.00%.

Cross (Chi-Square) Test Results								
Item	Degree	Age(%)					Total	X ² /P
		50-59	40-49	30-39	20-29	Under 19		
Looking for new feelings, new stimulation	Strongly disagree	0(0.00)	0(0.00)	7(17.95)	6(4.44)	0(0.00)	13(6.84)	35.174/ 0.004**
	Disagree	3(75.00)	0(0.00)	5(12.82)	17(12.59)	0(0.00)	25(13.16)	
	General	0(0.00)	5(83.33)	10(25.64)	39(28.89)	2(33.33)	56(29.47)	
	Agree	1(25.00)	0(0.00)	12(30.77)	41(30.37)	3(50.00)	57(30.00)	
	Strongly agree	0(0.00)	1(16.67)	5(12.82)	32(23.70)	1(16.67)	39(20.53)	
Total		4	6	39	135	6	190	
* p<0.05 ** p<0.01								

Table 9 Cross (Chi-Square) Test Results of H1

Therefore, H1 can be partly proved that “Tourists of different ages have different motivations towards looking for new feelings, new stimulation.” The younger the Chinese tourists, the more Chinese tourists like to looking for new feelings, new stimulation.

4.6 Different monthly income towards experiencing culture

To test H2 “Tourists of different monthly income have different motivations towards experiencing culture”, the ANOVA analysis was conducted for each item (See Table 12).

Monthly income (yuan) has a significant level of 0.05 for experiencing culture. For learning and understanding different living environment, including cultural aspects, the highest is 4.36 ± 0.78 from monthly income 6001-9000 RMB, while the lowest is 3.13 ± 1.31 from monthly income over 20000 RMB, which indicates that tourists of different monthly income have different motivations towards Learn and understand different living environment, including cultural aspects. From table10, what we can see is that after the highest point, the value shows a downward trend. The higher the income, the higher demand for “learn and understand different living environment, including cultural aspects”.

For increasing knowledge and enrich the experience of traveling abroad, the highest is 4.24 ± 0.78 from monthly income 9001-14001 RMB, while the lowest is 3.31 ± 1.20 , which indicates that tourists of different monthly income have different

motivations towards experiencing culture. The higher the income, the higher demand for increasing and enrich the experience.

ANOVA analysis results								
	Monthly Income ((Mean±S D))							F/P <input type="checkbox"/>
	No (N=28)	Under 3000 (N=14)	3001- 6000 (N=49)	6001- 9000 (N=39)	9001- 14000 (N=25)	14001- 20000 (N=19)	Over 20000 (N=16)	
Learn and understand different living environment, including cultural aspects	3.61±0.96	3.79±0.80	3.92±0.89	4.36±0.78	3.92±0.95	3.63±1.42	3.13±1.31	3.685 /0.002 **
Increase knowledge and enrich the experience of traveling abroad	3.39±0.99	3.93±1.07	4.02±0.85	4.23±0.84	4.24±0.78	3.79±1.36	3.31±1.20	3.677 /0.002 **

Table 10 ANOVA analysis results of H2

4.7 Different education backgrounds for reputation and achievement

To test H3 “Tourists of different education backgrounds have different motivations for reputation and achievement”, the ANOVA analysis was conducted for each item (See Table 12).

Educational level showed 0.01 level of significance to “visit places that people appreciate and recommend” and “show friends their foreign travel experience”. For

the two questions, the highest is 4.54 ± 0.90 and 4.43 ± 0.98 from technical secondary school or high school, which indicates that tourists of different monthly income have different motivations towards experiencing culture. From table 11, what we can see is that after the highest point, the value shows a downward trend. The higher the education level, the lower the pursuit of reputation and achievement.

ANOVA analysis results						
	Education background (Mean±S D)					F/P□
	Junior high school or below (N=2)	Technical secondary school or high school (N=7)	College (N=30)	Undergraduate (N=100)	Master degree or above (N=51)	
Visit places that people appreciate and recommend	3.00±0.00	4.54±0.90	3.90±0.99	3.60±1.12	3.55±1.06	1.121 /0.034
Show experience of traveling abroad to friends	3.00±0.00	4.43±0.98	3.77±0.97	3.17±1.25	3.04±1.20	3.687 /0.006**

Table 11 ANOVA analysis results of H3

4.8 Different ages towards escape/ relaxation

To test H4 “Tourists of different ages have different motivations towards escape and relaxation”, the criterion for determining the factor is that the Eigen Value is greater than 1.0 and the factor load is greater than 0.4. When factor analysis was

performed on the push items, the factors of "Relieve pressure from work or study; be relax" was removed because the factor load was less than 0.4, which indicates that H1 "Tourists of different ages have different motivations towards novelty and stimulation." is invalid.

4.9 Different occupations towards understanding of the ladyboy shows' content

To test H5 "Tourists of different occupations have different understanding of the ladyboy shows' internal aspects (content, performance and atmosphere)", the one Cross (Chi-Square) Test was conducted for each item (See Table 13).

Currently engaged in the profession: Thai ladyboy shows are beautiful, and the content is diverse and colorful, which is impressive and shows a level of significance of 0.05 (Chi = 38.868, P = 0.028 < 0.05). It can be seen from the percentage comparison that the tourists working at government institution choose general ratio is 47.15%, which is significantly higher than the average level of 28.24%. The proportion of full-time students choosing to agree is 51.43%, which is significantly higher than the average level of 44.21%. The percentage of freelancers who strongly agree to the choice is 41.38%, which is significantly higher than the average of 21.58%. The other choices strongly agree with 30.00%, which will be significantly higher than the average of 21.58%.

Currently engaged in the profession: "Ladyboy perform professionally and reach the international standards" shows a level of significance of 0.05 (Chi = 37.398, P =

0.033 <0.05). It can be seen from the percentage comparison that the tourists working at the government institution choose general ratio is 46.59%, which is significantly higher than the average level of 23.14%. The proportion of full-time students choosing to agree is 44.59%, which is significantly higher than the average level of 40.31%. The percentage of freelancers who strongly agree to the choice is 48.28%, which is significantly higher than the average of 29.58%. The other choices strongly agree with 40.00%, which will be significantly higher than the average of 23.47%.

Currently engaged in occupations: For “the atmosphere of ladyboy show is strong, and the appreciation value is high”, the value of appreciation shows a level of significance of 0.05 (Chi = 37.470, P = 0.039 <0.05). It can be seen from the percentage comparison that the general unit chooses a general ratio of 53.85%. Will be significantly higher than the average water 33.68%. The general percentage of full-time students choosing 42.86% will be significantly higher than the average of 33.68%. The proportion of civil servants who choose to agree is 100.00%, which will be significantly higher than the average of 35.26%. The proportion of freelance choices that strongly agree with 41.38% will be significantly higher than the average 19.47%. The other choices strongly agree with 30.00%, which will be significantly higher than the average 19.47%.

Among all of the respondents, there are only 2 working as civil servants, therefore, data is not representative. Hope it can contribute to for other scholars' further research.

Because the factor “ladyboy shows' internal aspects” includes the above three items, H5 can be proved that “Tourists of different occupations have different understanding of the ladyboy shows' internal aspects (content, performance and atmosphere).”

Cross (Chi-Square) Test Results										
Item	Degree	Occupation(%)							Total	X ² /P □
		Full-time student	Civil servant	Government Institute	Education Industry Staff	Company employ ee	Freelance	Other		
Thai ladyboy show is very beautiful, and the content is diverse and colorful, which is impressive.	Strongly disagree	1(2.86)	0(0.00)	0(0.00)	0(0.00)	1(1.92)	3(10.34)	0(0.00)	5(2.63)	38.868 /0.028 *
	Disagree	5(14.29)	0(0.00)	0(0.00)	5(10.20)	1(1.92)	1(3.45)	1(10.00)	13(6.84)	
	General	9(25.71)	0(0.00)	4(43.15)	9(18.37)	14(26.92)	8(27.59)	1(10.00)	47(24.74)	
	Agree	18(51.43)	2(100.00)	7(47.15)	24(48.98)	24(46.15)	5(17.24)	5(50.00)	84(44.21)	
	Strongly agree	2(5.71)	0(0.00)	1(7.69)	11(22.45)	12(23.08)	12(41.38)	3(30.00)	41(21.58)	
Total		35	2	13	49	52	29	10	190	
Ladyboy performance is professional	Strongly disagree	1(2.86)	0(0.00)	0(0.00)	0(0.00)	1(1.92)	0(0.00)	0(0.00)	2(1.05)	37.398 /0.033
	Disagree	3(8.57)	0(0.00)	0(0.00)	5(10.20)	2(3.85)	1(3.45)	1(10.00)	12(6.32)	

nally and reach the international standards	General	13(42.86)	0(0.00)	5(46.15)	16(32.65)	17(32.69)	9(31.03)	2(20.00)	65(34.21)	*
	Agree	17(44.59)	2(100.00)	7(46.75)	17(34.69)	19(36.54)	5(17.24)	4(40.00)	68(35.79)	
	Strongly agree	1(2.86)	0(0.00)	1(7.09)	11(22.45)	13(25.00)	14(48.28)	3(30.00)	43(22.63)	
Total		35	2	13	49	52	29	10	190	
The atmosphere of ladyboy show is strong, and the appreciation value is high	Strongly disagree	2(5.71)	0(0.00)	0(0.00)	1(2.04)	0(0.00)	2(6.90)	0(0.00)	5(2.63)	37.47 /0.039 *
	Disagree	7(20.00)	0(0.00)	0(0.00)	4(8.16)	4(7.69)	1(3.45)	1(10.00)	17(8.95)	
	General	15(42.86)	0(0.00)	7(53.85)	14(28.57)	19(36.54)	7(24.14)	2(20.00)	64(33.68)	
	Agree	11(31.43)	2(100.00)	5(38.46)	19(38.78)	19(36.54)	7(24.14)	4(40.00)	67(35.26)	
	Strongly agree	0(0.00)	0(0.00)	1(7.69)	11(22.45)	10(19.23)	12(41.38)	3(30.00)	37(19.47)	
Total		35	2	13	49	52	29	10	190	
* p<0.05 ** p<0.01										

Table 12 Cross (Chi-Square) Test Results of H5

In all the data, no more significant relationships between demographic characteristics and other push-pull factors was found.

CHAPTER V

IMPLICATIONS AND CONCLUSION

The main purpose of this study is Chinese tourists' motivation to watch the ladyboy show in Thailand, and the Chinese tourists have watched the ladyboy show in Thailand as the research object. The literature review method is used to collect relevant domestic and foreign theoretical foundations and previous research results for the design of questionnaires, and then questionnaire is used to collect the required data, and factor analysis methods (exploration Sex factor analysis) conducted tourism motivation analysis, and chi-square test and cross analysis to conduct hypothesis test. Therefore, the conclusion of this research can be divided into the following sections.

5.1 Aspects of tourism motivation

After literature review, three new aspects like push, pull and understanding of Chinese tourists' motivations are obtained. Among these aspects, push factors have the highest level of significance to motive Chinese tourists to go and see a ladyboy show. And among all of the indicators, "Novelty/ Stimulation", "Experience culture", "Reputation/ Achievement" and "understanding of Ladyboy show internal aspects" are the most important tourism motivation for Chinese tourists to see a ladyboy show. Meanwhile, there are certain relationships existing between demographic characteristics and these four main factors mentioned above.

Among all of the respondents, there are only 2 working as civil servants, therefore, data is not representative. Hope it can contribute to for other scholars' further research.

5.2 Suggestion

This research is based on an in-depth analysis of Thailand's ladyboy show companies, and analyzes the results of research on the tourist motivation of Chinese tourists going to Thailand to watch the ladyboy show. Finally, the following suggestions are made for the development of Thailand's ladyboy show enterprises.

5.2.1 Product development

The product based on the ladyboy show in Thailand is the ladyboy. The results of this study reflect the cultural and social differences have the greatest impact on Chinese tourists' motivation to see ladyboy shows. In this way, the author believes that for the development of Thai ladyboy show companies, the most important thing is for entrepreneurs to develop products. Because ladyboy show is one of the highlights for Chinese tourists and a major feature of Thailand, but the development of ladyboy show is very difficult. Because it must be based on several conditions, such as the development of the society, the development strategy of Thailand's tourism industry, the tourism season, the number of tourists, and the internal income of the company, which has led to the limitation of the development of each demon theater.

However, the author believes that if entrepreneurs increase the innovation of ladyboy shows, create their own uniqueness, strengthen entertainment and tourist participation, including expanding cooperation with other countries or their peers, it will be helpful for the development of ladyboy show industry

5.2.2 Training for ladyboy

The suggestions for the development of ladyboy shows are presented above. However, according to the research results of this article, Chinese tourists with different backgrounds have different levels of understanding of ladyboy shows. With the higher education level of Chinese tourists, Chinese tourists' evaluation towards ladyboy shows reduced.

Therefore, ladyboy training is also important. In Thailand, each demon performance theater is responsible for ladyboy training and performance training. The author believes that in the training process, in addition to raising the level of the ladyboy to a higher world standard, and to enhance the ladyboy to have more wonderful art performances, she should improve her career Ethical level, providing high-level performances to tourists, thereby attracting tourists, creating a good image, and promoting publicity

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APPENDIX



จุฬาลงกรณ์มหาวิทยาลัย
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Questionnaire on Push and Pull Factors

for Chinese Tourists' Motivation to Watch Ladyboy Shows.

Thank you very much for taking our questionnaire survey on your busy schedule. The purpose of this survey is to understand Chinese tourists' motivation to go and see Ladyboy show in Thai touristic cities. Please fill in your true feelings according to the actual situation. We guarantee that all the data in this survey are only used for academic research, and all your data will be kept strictly confidential. Thank you for your support and cooperation!

Gender

Male

Female

Age

Under 19

20--29

30--39

40--49

50-59

Over 59

3. Education background

High school /technical school and below

College



- Undergraduate
- Master's degree or above

4. Occupation

- Full-time student
- Civil servant
- Government Institute
- Education Industry Staff
- Company employee
- Freelance
- Others

5. Monthly income (RMB)

- No
- Under 3000
- 3001-6000
- 6001-9000
- 9001-14000
- 14001-20000
- Over 20000

6. What extent do you agree that the following factors push you to see a ladyboy show?



Item	Strongly disagree	Disagree	General	Agree	Strongly agree
Relieve pressure from work or study; be relax					
Experience Thai night life					
Looking for new feelings, new stimulation					
See and experience different things and broaden horizons					
Learn and understand different living environment, including cultural aspects					
Increase knowledge and enrich the experience of traveling abroad					
Visit places that people appreciate and recommend					
Show experience of traveling abroad to friends					
Recommended by friends or people around us					
Watch with others to enhance mutual feelings					

7. What extent do you agree that the following factors pull you to see a ladyboy show?

Item	Strongly disagree	Disagree	General	Agree	Strongly agree
Ladyboy Show is one of Thailand's tourism features, and the show theater is world-renowned and recognized by tourists from all over the world					
Thailand is world-renowned for ladyboy beauty contests					
There is hardly ladyboy shows in China					
Tickets are not expensive and reasonable					
Facilities and environment of the theaters and nightclubs are safe and clean					
Improved information consulting services					
Promotions and advertising appeal tourists					
Convenient transportation					
Thai ladyboy show is very beautiful, and the content is diverse and colorful, which is impressive.					
Ladyboy perform professionally and reach the international standards					
The atmosphere of ladyboy show is strong, and the appreciation value is high					

VITA

NAME Kang WANG

DATE OF BIRTH 27 January 1993

PLACE OF BIRTH Hebei, China

HOME ADDRESS Junshen Village, Wurenqiao Town, Anguo City, Baoding
City, Heilbei Province, 071200, China



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CHULALONGKORN UNIVERSITY