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Master's Thesis

Market Segmentation
in Laos Ecotourism Sites
: a survey on visitors
at Kuang Si Waterfall and Konglor Cave

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Abstract

In Lao PDR, ecotourism business is a major source of acquiring foreign currency and thus, providing an opportunity for poverty reduction. The Lao government has recognized importance of building knowledge base on tourists' characteristics and developing appropriate marketing strategy for sustainable tourism development, yet only handful of ecotourism studies has been carried out in the country.

This research conducted market segmentation of ecotourism in Lao PDR based on tourist motivation to help planners as well as marketers to understand tourist characteristics. This research also used tourist responsible attitude measure to investigate whether the segment of 'responsible tourists', who are considered as relatively high level of desirable contributors to both local communities and environment, are managerially useful targets for selective marketing. This approach addressed limitation of previous researches on responsible attitude based tourist segmentation that considered only environmental attitude of tourists.

To meet the objectives, this research used following methods and processes. Visitors to Kuang Si Waterfall and Konglor Cave, where community based ecotourism development project funded by the government were implemented were sampled as they were entering the sites on total 14

sampling days during May, October, and November in 2015. Sampling was carried out from 9:00 a.m. to 5:00 p.m. according to the parks' opening hours. After securing reliability and validity of the survey, randomly chosen respondents were asked to answer to self-administered questionnaire. A total of 591 completed questionnaires were obtained at the Kuang Si Waterfall site during the period, while 301 at the Konglor Cave site. With these data, the four segments of tourists were identified based on their scores of tourist responsible attitudes and motivations, and then the socio economic profiles of the segment groups were developed.

The results provided general understanding of tourist characteristics and showed that the segments defined by having different levels of tourist motivations and responsible attitudes are distinct segments of the population. Each segment differs in a range of socio demographic and travel-related characteristics requiring different destination programs.

Based on the result, it is concluded that segmentation based on tourist motivation and responsible attitude is useful for selective marketing approach aiming at attracting relatively more responsible tourists.

Keyword: Ecotourism, Laos, Luang Prabang Province, Khammouan Province, market segmentation, tourist motivation, tourist responsible attitude

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Chapter 1. Introduction

1.1. Background

International tourism to ASEAN member countries has been rapidly increasing for a decade now and it is forecasted to grow further in the future (ASEAN, 2015). The industry has been recognized as an important source of foreign capital and an opportunity for growth foreseen by less developed regions. To foster tourism development and to reduce disparities between the new and old ASEAN members, mutual cooperation policies and bilateral agreements have been developed and implemented (Wong, Mistilis, & Dwyer, 2011). Nonetheless, there is a significant gap between the old and new ASEAN member countries in terms of tourism infrastructure development and facilities, entry-exit regulations, accommodation, and service quality (LNTA, 2006).

Laos has been one of the new ASEAN member countries that have seen a steady growth of tourism since 1986, when an open door policy was introduced (Wong, Mistilis, & Dwyer, 2010). In the early days of Lao tourism the emphasis was on small, tightly-controlled groups of package tourists (Harrison & Schipani, 2007). Since then, the government policy has been centered in development and promotion of cultural, natural and historical tourism that shows an average growth rate of 27.6% per annum

(LNTA, 2006). In 1990 Lao PDR received only 14,400 tourists, but this number grew to 737,208 in 2000, 1,1 million in 2005 and 3,7 million in 2013 (LNTA, 2014). Estimations show that this number will further increase to reach 4.6 million by 2020. Currently, the contribution of travel and tourism to the national GDP is around 10%, which sets it as the main export industry in the country (LNTA, 2014).

Despite this steady growth, Laos is one of the least developed countries (LDC) in the world and it is still in very early stage of tourism development. The government recognized community based pro-poor tourism as a viable strategy to alleviate poverty and increase integration of remote areas of Laos into the national market economy (Suntikul, Bauer, & Song, 2009). This is also reflected by scarcity of tourism studies that has been carried out in the country. A quick search in the major online databases (Science Direct, Taylor & Francis Online, SAGE Journals and Wiley Online) using ‘Laos’ and ‘tourism’ keywords produced only few results showing that there is little known to the international community about the state of the industry. This paper contributes to the increasing body of knowledge on Lao tourism by providing an insight into visitor characteristics in two natural sites in Luang Prabang and Khammuane province. The prospect for Lao tourism is positive and the industry is currently working towards meeting a number of challenging demand-side targets. According to the Lao Tourism Strategy

2006-2020 (LNTA, 2006), one of the key areas for tourism development in Laos is marketing and knowledge about tourists' characteristics.

1.1.1. Tourist market segmentation based on tourist motivation

Market segmentation allows travel marketers to understand the needs and wants of different tourist groups and to efficiently communicate with them. According to Kotler (1999), market segmentation is based on a subdivision of a market into distinct subsets, where any subset may possibly be selected as a completely separated market that can be targeted with a specific marketing mix. In other words, market segmentation helps marketers to identify marketing opportunities and to develop products and services aimed at specific groups of customers. Additionally, Knowledge about expected benefits may assist managers in providing facilities and services that are not only appropriate to the area, but also contribute to fulfillment of visitors' motivations to visit that particular; thus segmentation offer practical managerial insights (Wight, 1996; Park & Yoon, 2009) for destination development and assessment of socioeconomic and environmental impacts (Gunn, 1998).

Many alternative segmentation criteria have been employed in the tourism literature such as geographic characteristics, demographics, benefits,

psychographics, activities, expenditure, and communication channels (Jang, Morrison, & O’Leary, 2002). Although all of them are valuable in helping to understand characteristics of tourists, motivation is considered to be one of the most effective segmentation approaches (Morrison, 1996; Loker & Perdue, 1992) and a crucial indicator to explain why tourists behave in certain ways (Crompton, 1979). Nonetheless, as every approach, motivation has its limitations. According to Frochot and Morrison (2001), it requires periodic updating and presents difficulty when comparing results across different studies as motivations are destination specific.

Tourist motivation is regarded as ‘the combination of needs and desires that affect the propensity to travel in a general sense’ (O’Leary & Deegan, 2005: 247). Other scholars define motivations as ‘a state of need, a condition that serves as a driving force to display different kinds of behavior toward certain types of activities, developing preferences, arriving at some expected satisfactory outcome’ (Backman, Backman, Uysal, & Sunshine, 1995: 17). Since the early studies of Lundberg (1971 cited in Sarigollu, 2005), who defined 18 motivations that influence travel, the list of factors changed from study to study and additional destination specific motivations were added. However, as noted by Pearce and Lee (2005), the core motivation factors can be grouped in four categories: escape, relaxation, relationship enhancement, and self-development. It is in line with Matheson, Rimmer

and Tinsley (2014), in which the most common motivation ‘themes’ used by researchers are cultural exploration, family togetherness, socialization, escape/equilibrium recovery, excitement and novelty research.

Motivation for travel has been a research topic in a variety of academic fields such as anthropology, sociology, psychology and finally tourism and recreation (e.g. Cohen, 1972; Dann, 1977; Gnoth, 1997;; Crompton, 1979). Scholars have employed different approaches to find out either general tourists’ motivations (e.g. Bogari, Crowther, & Marr, 2004; Correia & Crouch, 2004; Palacio & McCool, 1997; Huang & Sarigollu, 2007; Sarigollu, 2005) or destination-specific motivations (e.g. Andereck & Caldwell, 1994; Andreu, Kozak, Avci, & Cifter, 2005; Formica & Uysal, 1998; Li, Huang, & Cai, 2009; McCool & Reilly, 1993). Various researchers used ‘push’ and ‘pull’ factors to express full motivational dimension. The ‘push’ factors are based on individuals’ needs to escape the routine in order to encounter new places, meet people, and experience new things (Dann, 1977; Sirakaya, McLellan, & Uysal, 1996). On the other hand, the ‘pull factors’ are related to visitors’ attraction by destination specific features and seek for comfort/satisfaction (Awaritefe, 2004; Mannell & Iso-Ahola, 1987). While ‘push’ factors are driven by tourists’ own internal forces, the ‘pull’ factors are external forces exerted by destination attributes (Kamata & Misui, 2015). Integration of both the abstract ‘push’ and tangible ‘pull’ factors have

been used in motivation research as it was thought to provide a more complete overview of motivational characteristics (Bogari, Crowther, Marr, & al, 2004; Dann, 1996; Oh, Uysal, & Weaver, 1995; Pearce, 1993; Uysal & Jurowski, 1994).

Effective use of the natural and cultural resources for tourism requires understanding of visitors and their expectations and benefits derived from participating in recreational engagements. Because of this, many studies employed benefit segmentation approach that uses motivational ‘push’ and ‘pull’ characteristics presented in terms of perceived benefits of recreation that provide the motivation to participate in certain activities or to visit a specific destination (Gitelson & Kerstetter, 1990; Yannopoulos & Rotenberg, 2000). These benefits can range from amenities and activities (Tian, Crompton, & Witt, 1996) to favorable location/accessibility, safety/security, destination comfort/satisfaction, and quality services (Mill & Morrison, 1985).

1.1.2. Tourist market segmentation based on tourist responsible attitude

The Lao government also puts emphasis on ‘sustainable’ use of destinations’ natural and cultural resources while they consider ‘effective’ use of the resources important. This reflected in the fact that Lao National Tourism

Administration set up National Ecotourism Strategy and Action Plan 2006-2020 aiming at socio-economic development of local communities through sustainable use of local resources (LNTA, 2006). The government believes that ecotourism offers potentials to generate foreign exchange earnings, employment, and other economic and social benefits while it also conserves natural and cultural resources, particularly in regional areas (LNTA, 2006). Unless properly managed, however, tourism can result in damage to, even loss of its cultural and natural resources on which it depends (Australian Commonwealth Department of Tourism, 1994).

Selective targeting of tourists that attracts tourists who are interested in protecting local resources has been proposed as an approach to sustainable destination management (e.g. Inskip, 1991). Dolnicar (2006) has argued that such approaches complement current sustainable tourism management tools which have usually worked with the tourists at the destination rather than selectively inviting them to the destination. Few authors have conducted empirical studies on segmenting tourists based on their environmental attitudes or behaviors and have suggested that the segment of environmentally friendly tourists are managerially useful targets to sustainable management (e.g. Laroche et al, 2001; Dolnicar, 2008; Barber et al, 2010; Lee et al, 2010).

All these studies concluded that the environmentally responsible tourists differed significantly in a number of characteristics from less environmentally responsible tourists. Although these studies have contributed to knowledge about possible market segments that could be targeted to attract more environmentally friendly tourists, the implications resulting from these studies are limited by the fact that tourists' attitudes or behaviors on provision of benefits for local residents were not considered. Tourists' behaviors responsible to host communities plays a significant part in sustainable tourism management of the destinations as the local communities are involved in tourism.

1.2. Research Objectives

The objectives of this research are as follows:

- 1) Literature review on tourist motivation suggests that tourist motivation is considered as one of the most effective segmentation approaches helping marketers to understand tourist characteristics. In this research, a set of statements rating motivations was used as a basis for the segmentation. This research thus provided an insight into visitor characteristics in two representative ecotourism sites in Luang Prabang and Khammuane province.

2) Literature review on tourist responsible attitude suggests that few recent studies have contributed to knowledge about possible market segments that could be targeted to attract more environmentally friendly tourists. However, the implications resulting from these studies are limited by the fact that tourists' attitudes on benefits for local residents were not considered. In order to address this limitation, this research used a set of statements measuring attitudes towards responsible behaviors regarding not only environment but also local communities. This study thus investigated whether the segment of 'responsible tourists', who are considered as relatively high level of desirable contributors to both local communities and environment, are managerially useful targets for selective marketing.

Chapter 2. Methodology

2.1. Research Sites

Currently, Lao PDR has limited tourism infrastructure, and tourism development is concentrated in the Municipality and Province of Vientiane, at the UNESCO World Heritage Sites Luang Prabang Town and Vat Phou in Champassak, and in Savannakhet City (Lao PDR's second largest), with Savannakhet province serving as a major entry point for visitors from Viet Nam and Thailand.

Two research sites, Kuang Si Waterfall and Kongore Cave, were selected through several discussions with professors of the National University of Laos and the Souphanouvong University. Both sites are representative ecotourism sites where community based ecotourism development project funded by the government were implemented and many tourists visit every year, yet research on the tourists is scarce.

2.1.1. Kuang Si Waterfall in Luang Prabang Province

In 1982, the Lao PDR's government adopted a new forestry policy emphasizing land use of forest area, reforestation, protection of forest

resources, and sustainable livelihoods. With this movement, Kuang Si Waterfall Forest Park, a Lao PDR's first protected area, has been declared as a park in 1984 and first opened to the public in 1987.

Kuang Si Waterfall Forest Park is located approximately 30 km south of Luang Prabang town in the Muangkhai area. Under the Mekong Tourism Development Project (MTDP) loan agreement between the Asian Development Bank (ADB) and Lao National Tourism Administration (LNTA), the road to the park has been upgraded starting in January 2006 and completed in June 2007 area. Today, it is within easy access of the town and about 30 minutes by car.

Kuang Si Waterfall Forest Park includes a part of headwater of the Xi river that forms the river water catchment area. From early 1980s, the area was under conservation for its water supply and catchment values. The Nam Xi catchment has played a significant role in ensuring irrigation water to agriculture land for the communities in the nearby area (Rattavong, 2007).

Since its public opening, Kuangxi Waterfalls Forest Park has gradually developed and became one of the province's most prized natural assets with the establishment of the national biodiversity and conservation areas network in 1993. Now, the park is one of the province's major tourism

attractions, along with Ting Caves, Phousi Mountain, and Xiengthong Temple area (Rattanaovong, 2007). The site features a large and picturesque natural three-tier waterfall that drops over limestone formation. With this great scenery of the waterfalls, visitors can appreciate different types of beauty from the area. The moist evergreen forest and the water source of Kuang Si Waterfalls attract diverse and rare wildlife including various species of snake, the lesser mouse deer, squirrels and birds (Earth Systems Lao, 2007). Visitors can also have a chance to see Asiatic Black Bear at Tat Kuang Si Bear Rescue Center located at the entrance of the park.

As a part of the government policy, the park management has been in collaboration with the local residents of the Thaphene village that is composed of predominantly Khmmu Rok ethnic group. Direct community tourism participation is limited to them, being the village right on the edge of the park. The community provides tourism services on site (e.g. local foods, handicrafts, and local guides).

To enter the park, visitors ought to pay admission fee which is used for maintaining and operating the park (20,000 Kip/international tourist & 10,000 Kip/domestic tourist).

2.1.2. Konglor Cave in Khammouane Province

Khammouane province is located in central Laos, having three national protected areas (NPAs) that cover a huge area approximately 6,285 km². With the purpose of poverty reduction and conservation of natural and cultural resources in the NPAs, the ecotourism project was initiated in 2002 under the Lao National Tourism Administration and the Khammouane Provincial Tourism Department (LNTA & ADB, 2006). One of the remarkable projects has been done in Konglor village located in Phou Hinboun National Protected Area, 310 kilometers southeast of Vientiane. Visitors can reach the village by car from Vientiane in 6 hours.

The ecotourism project involves villagers' participation. The local residents provide the following services to visitors (LNTA & ADB, 2006):

- working as village-based guides
- providing transportation services (boats & tractors)
- maintaining and proudly displaying their culture & traditions
- cooking and selling authentic food and drinks
- from home-stay and village lodging fees
- selling handicrafts and locally made products to visitors

Between Konglor village and Natan village, there is a Konglor Cave which is the largest cave in the country. Hinboun River flows through a 7.5 km long cave tunnel that is about 30 m wide and from 20 m to 100 m high

(LNTA & ADB, 2006). Inside the cave, there are stalactites, cool breezes, some rapids and sandbars. In front of the cave where visitors can reach from the village, there are swimming hole and sandy beach. The site features a large and picturesque swimming hole that is surrounded by limestone forest. With this great scenery, visitors can appreciate different types of beauty from the area such as boating, trekking, swimming, picnic, local foods, and homestay.

2.2. Data Collection¹

A preliminary survey was conducted before collecting data. The objective was to estimate reliability and validity of the questionnaire. For that purpose, the survey took several steps. Firstly, a draft of the questionnaire was reviewed by graduate students of the Department of Forestry of the Seoul National University. Its focus was to examine the errors such as biased and loaded questionnaire with inappropriate terms. With the revised questionnaire, the preliminary survey was conducted to twenty undergraduate and graduate students of the department. With additional reviews from professors and experts, the questionnaire was finally set to secure its reliability and validity.

¹ Data collection was partly supported by Korea International Cooperation Agency (KOICA): Empowerment and Capacity Building Project of Souphanouvong University, Lao PDR, 2014-2016.

The questionnaires were printed into six languages such as English, Korean, Chinese, Japanese, Thai, and Lao. These languages were chosen based on preliminary information about frequency of visitors from these Asian countries, USA and Europe (Laos Tourism Development Department, 2013). It was assumed that European visitors were able to speak and understand the questions provided in English. Professional translators firstly translated the questionnaires. In order to minimize errors in translations that may occur, ecotourism experts and professors who speak each language carefully reviewed the initially translated questionnaire and fixed the errors.

Visitors to Kuang Si Waterfall were sampled as they were entering the sites on 3 sampling days during May and November in 2015. Visitors to Konglor Cave were sampled as they were entering the sites on 11 sampling days during May and October in 2015. Sampling was carried out from 9:00 a.m. to 5:00 p.m. according to the parks' opening hours. Surveyors, made up of professors and undergraduate students from the National University of Laos and the Suphanouvong University, had orientations prior to the survey to understand the contents and the method of it. To increase reliability and validity of the survey, the surveyors conducted face-to-face survey and randomly chosen respondents were asked to answer the self-answering questions. Nearly all visitors sampled cooperated. Based on the research result from Sim & Kim (1998) study, people under age 19 were excluded

from the survey target as it is hard to see that they voluntarily make their own decisions on the tour. A total of 591 completed questionnaires were obtained at the Kuang Si Waterfall site during the period, while 301 at the Konglor Cave site.

2.3. Composition of the Questionnaire

The questionnaire that is composed of 45 items is categorized into following four different parts.

The first part consists of 18 questions asking respondents to rate their motivations to visit the sites using 5-point Likert scale (see Table 1). The motivation factors were based on Palacio and McCool's (1997), who used motivation items derived from Driver (1997) and applied them in Belize. The decision to use only 'push' factors in assessing motivations was supported with finding of Muzaffer and Hagan (1993) who noted that 'pull' factors are believed to be the most suited in motivating visitors to cultural events and historic sites and they tend to be affected by newness, local customs and traditions and facilities/amenities. Moreover, Eftichiadou (2001), Lubbe (1998) and Moscardo (2001) discovered that there is a difference between national and foreign tourists in terms of the 'push/pull' factors; foreign tourist were shown to be more 'push' orientated and more

interested in learning or experiencing the environment. Kamata and Misui (2015) also noted that 'push' factors are more suitable for motivation segmentation than 'pull' factors. Considering the aforementioned and due to the fact that both sample sites were located in natural areas and the visitors were foreigners, this approach was considered to be more suitable.

Box 1 Tourist motivations (Palacio and McCool, 1997)

For the solitude
My mind could move at a slower pace
Get away from other people
Experience the tranquility
Be in a natural setting
Observe the scenic beauty
Enjoy the noise and smell of nature
Understand the natural world better
Learn more about nature
The adventure
Help keep me in shape
Improve my physical health
Develop my skills and ability
I could do something creative such as photography
I thought it would be a challenge
I could do things with my companion
I could be with friends
To be with others who enjoy the same

The second part consists of 14 statements measuring aspects of responsible tourist behavior (see Table 2), and the respondents were asked to indicate their agreement on a 5-point Likert scale. Kang (1999) developed this attitude scale and conducted a series of surveys in Korea to test it. She initially selected a total of 23 items from various guidelines and codes for ecotourism and responsible tourist behavior (e.g. The Ecotourism Society, 1991; and Korean National Commission for UNESCO, Korean Ministry of Environment, and Kang-hwa Citizens' Coalition, 1998), then modified and revised them into statements measuring attitudes towards responsible tourist behavior. After a series of surveys and reliability analysis conducted in Korea, the final 14-item scale was suggested as a reliable scale for further use, giving a Cronbach's alpha score of 0.85.

Box 2 Responsible tourist attitudes (Kang, 1999)

Before I travel I like to study or collect information

- about the natural environment of the destination
- about the lifestyle of the local residents
- about environmentally friendly tours and places to stay

While I am travelling I try to

- learn about and understand the local culture
- meet local residents and learn about their way of life
- respect the local culture and customs
- follow the social rules that apply at the places I visit
- obey the nature conservation rules that apply at the places I visit

- learn about and understand the environment
- participate in environmental education programmes
- not visit sites where the environment can be damaged
- use restaurants and accommodation run by local people
- make sure that some of the money I spend goes into funds for nature conservation
- make sure that some of the money I spend goes into funds for the welfare of local residents

It is important to note that the scale was developed only with Korean population, but has been applied to not only Korean, but British and Australian tourists by Kang et al (2007) who thus contributed to offering an alternative approach to examining tourist attitudes. The decision to use this scale in assessing tourist responsible attitudes was supported with finding of Sin et al (1999) who noted that a limitation in many sustainable tourism studies is the use of scales and survey instruments developed only with a western population. This study thus also contributes to offering an alternative approach to exploring tourist attitudes.

The third part consists of 6 items measuring travel-related characteristics such as visitors' duration of stay at the sites, types of their companions, number of their companions, activities they participated in, expenditures they spent at the sites per person per day, and information sources they used to visit the sites.

The last part consists of 7 items related to social-demographic characteristics such as nationality, gender, age, education level, occupation, and income.

Chapter 3. Results

3.1. Validation of Tourist Motivation Measurement

To define different segments, cluster analysis was chosen as one of the most popular methods of identifying segments. The combination of factor and cluster analysis has been adopted in many tourist segmentation studies (Calantone & Johar, 1984; Shoemaker, 1994; Cha, Mcclery, & Uysal, 1995; Dolničar, 2004; Jang et. al, 2002) and proven to be effective yielding viable market segments (Arimond & Elfessi, 2001).

3.1.1. Kuang Si Waterfall

Exploratory factor analysis was conducted as a validity verification of the motivation items. The scores on each of the importance scales were subjected to a principal components analysis followed by varimax orthogonal rotation, yielding four major motivation domains, which equals to Palacio and McCool's (1997). Variables with eigen value under 0.9 and factor loading under 0.4 are eliminated. Two out of the eighteen measuring items were eliminated through this process. Item loading the highest on each of the factors were used to construct a simple additive scale to assess the importance of each factor – tourists motivation – to the individual.

The items, their factor loadings, and the reliability coefficient of the resulting scales are shown in <Table 1>.

Table 1 Refining motivation measuring items – Kuang Si Waterfall

Item	Factor			
	1	2	3	4
Improve my physical health	0.737			
Develop my skills and ability	0.721			
I thought it would be a challenge	0.682			
Help keep me in shape	0.625			
I could do something creative such as a photography	0.552			
Observe the scenic beauty		0.772		
Be in natural setting		0.727		
Enjoy the sound and smell of nature		0.647		
Understand the natural world better		0.590		
Learn more about nature		0.553		
For the solitude			0.705	
My mind could move at a slower pace			0.668	
Get away from other people			0.613	
Experience the tranquility			0.532	
I could do things with my companion				0.800
I could be with friends/family				0.763
eigen value	5.260	1.955	1.295	.923
% of variance	19.268	16.887	12.286	10.518
Cronbach alpha	.790	.761	.655	.637

According to Palacio and McCool's (1997), each factor measures as follows:

Factor 1 expected benefit domain measures the importance to enhance the respondent's health and maintain themselves in good physical condition.

Factor 2 measures the importance of appreciating and learning about the natural environment. Factor 3 represents the desire to escape from the pressures of everyday life. Factor 4 is labelled cohesiveness and measures

the importance of sharing recreational experiences with friends and family.

3.1.2. Konglor Cave

As it was done with the data of Kuang Si Waterfall, exploratory factor analysis were conducted as a validity verification of the motivation items. The scores on each of the importance scales were subjected to a principal components analysis followed by varimax orthogonal rotation, yielding four major motivation domains, which equals to Palacio and McCool's (1997). Variables with eigen value under 0.9 and factor loading under 0.4 are eliminated. Five out of the 18 measuring items were eliminated through this process. Item loading the highest on each of the factors were used construct a simple additive scale to assess the importance of each factor – tourists motivation – to the individual. The items, their factor loadings, and the reliability coefficient of the resulting scales are shown in <Table 3>.

Table 2 Refining motivation measuring items – Konglor Cave

Item	Factor			
	1	2	3	4
Observe the scenic beauty	.826			
Be in natural setting	.794			
Enjoy the sound and smell of nature	.722			
Learn more about nature	.698			
Understand the natural world better	.665			
I thought it would be a challenge		.781		
Develop my skills and ability		.680		
Improve my physical health		.650		
I could do things with my companion			.821	
I could be with friends/family			.748	
To be with others who enjoy the same			.538	
Get away from other people				.798
For the solitude				.767
eigen value	2.991	2.006	1.973	1.591
% of variance	23.011	15.432	15.180	12.241
Cronbach alpha	.823	.732	.705	.575

According to Palacio and McCool's (1997), each factor measures as follows:

Factor 1 expected benefit domain measures the importance to enhance the respondent's health and maintain themselves in good physical condition.

Factor 2 measures the importance of appreciating and learning about the natural environment. Factor 3 represents the desire to escape from the pressures of everyday life. Factor 4 is labelled cohesiveness and measures the importance of sharing recreational experiences with friends and family.

3.2. Clusters of tourists by motivation and attitude

3.2.1. Kuang Si Waterfall

A non-hierarchical cluster analysis was performed to segment the sampled respondents on these four tourist's motivation domains and tourist responsible attitudes. Cluster analysis grouped people rather than variables, and thus results in segments of people that show similar patterns of scoring on the four motivation domains and tourist responsible attitudes². The K-means cluster analysis that has been widely used in non-hierarchical cluster analysis was performed with two, three, four, and five cluster solutions requested. Ultimately, four of clusters were accepted as the most appropriate solution providing an effective differentiation of the overall sample. In addition, in order to confirm that the clusters are significantly different, one-way analysis of variance (ANOVA) test was employed. The result of this procedure is motivation-attitude segmentation. <Table 2> shows how the four groups scored on each of the domains and how they were labelled.

² Despite Kang et al (2007) took averages of each statement and used them respectively, averages of all 14 statements were calculated and used in this research for the purpose of rating each respondent's overall tourist responsible attitude.

Table 3 Four segments – Kuang Si Waterfall

Factor name	segments				F-value	P-value	
	1 (n=89)	2 (n=121)	3 (n=231)	4 (n=85)			
motivation	health	2.49	2.48	4.02	3.28	219.946	.000
	nature	3.95	4.01	4.60	3.48	91.768	.000
	escape	3.20	2.97	4.16	3.19	117.475	.000
	cohesive	2.01	4.29	4.33	3.16	372.646	.000
tourist responsible attitude	4.51	4.41	4.43	3.73	54.065	.000	
labels	Nature/ Attitudes: 4.51	Nature/ Cohesive/ Attitudes: 4.41	Nature/ Health/ Cohesive/ Escape/ Attitudes: 4.43	Attitudes: 3.73			

The first segment's scores on the appreciating and learning about nature were moderate (lower than group 2 and 3, but higher than group 4). Its scores on the other three motivation domains were mostly lower than other groups, suggesting a relatively narrow set of tourist motivations. Its scores on tourist responsible attitudes were the highest. This group totaled 16.9% of the sample.

The second group's scores on two factors of cohesive and nature were relatively high, but its scores on the other factors were the lowest. This suggests that they are interested in nature and cohesive. Its scores of tourist responsible attitudes were moderate as 4.41. This group comprises 23% of the sample.

The third group's average scores were the highest of the four segments on each of the expected benefits. They were strongly motivated by a desire to learn about nature, they were interested in physical fitness and adventure, they wanted to escape their home surroundings, and they were strongly interested in being with others. Regarding tourist responsible attitudes, this group scored the second highest. About 43.9% of the sample were classified as this segment.

The final segment, comprising 33.2% of the sample, is kind of a passive

group because their scores were relatively low on all the motivation measured here as well as the tourist responsible attitudes.

3.2.2. Konglor Cave

As it was done with the data of Kuang Si Waterfall, a non-hierarchical cluster analysis was performed to segment the sampled respondents based on the tourist's motivation domains and tourist responsible attitudes. <Table 4> shows how the four groups scored on each of the domains and how they were labelled.

Table 4 Four segments – Konlgor Cave

factor name	segments				F-ratio	P-value	
	1 (n=51)	2 (n=94)	3 (n=112)	4 (n=20)			
motivation	nature	3.78	4.15	4.56	2.71	75.636	.000
	health	2.21	3.16	4.17	3.32	130.783	.000
	cohesive	2.28	3.59	4.29	2.97	137.898	.000
	escape	2.38	3.19	4.34	3.70	103.760	.000
tourist responsible attitudes	4.1	4.2	4.3	2.7	77.056	.000	
	Nature/ Attitudes 4.1	Nature/ Cohesive/ Attitudes 4.2	Nature/ Health/ Cohesive/ Escape/ Attitudes 4.3	Escape/ Attitudes 2.7			

The respondents were divided into four segments that is similar to the result of Kuang Si Waterfall. The first segment's scores on the appreciating and learning about nature were moderate (lower than group 2 and 3, but higher than group 4). Its scores on the other three motivation domains were mostly lower than other groups, suggesting a relatively narrow set of tourism motivations. Its scores on ecotourism attitudes were also moderate. This group totaled 18.4% of the sample.

The second group's scores on two factors of cohesive and nature were relatively high, but its scores on the other factors were the lowest. This suggests that they are interested in nature and cohesive. Its ecotourism attitudes' score were moderate as it scored 4.2. This group comprises 33.9% of the sample.

The third group's average scores were the highest of the four segments on each of the expected benefits. They were strongly motivated by a desire to learn about nature, they were interested in physical fitness and adventure, they wanted to escape their home surroundings, and they were strongly interested in being with others. Regarding ecotourism attitudes, this group scored the second highest. About 40.4% of the sample were classified as this segment.

The final segment, comprising 7.0% of the sample, is a kind of escapists. This group scored the lowest ecotourism attitudes.

3.3. Market Segmentation Based on Demographic and Travel-related Factors

Multiple chi-square tests and ANOVA tests were conducted to determine if there were any statistically significant differences among the segments in social demographic and travel-related characteristics.

3.3.1. Kuang Si Waterfall

<Table 5> shows social demographic characteristics of the four groups of visitors to Kuang Si Waterfall and demonstrates important differences among them. As shown at the table, average age of respondents was 36 years old. It showed no statistically significant differences among the groups. Regarding the genders, there were statistically significant differences among the groups. Group 3 and 4 had more male respondents than female respondents. The continents of visitors' nationalities³ were also significantly different. Group 1 and 2

³ The continents of visitors' nationalities were classified into Laos, ASEAN, Non-ASEAN, Europe, North America, and others. This criterion followed '2013 Statistical Report on Tourism (The Tourism Development Department (TDD), Ministry of Information, Culture and Tourism, 2013).'

had less than 20% of respondents from ASEAN including Laos, but nearly half or more than a half of respondents of group 3 and 4 were from ASEAN. Particularly, nearly 70 % of respondents of group 3 and 4 were from Asia (Laos, ASEAN, Non-ASEAN). For group 1 and 2, about 40 % of respondents were from European countries. When it comes to education level, there were no statistically significant differences. About 50% of total respondents' education level were technical/vocational school graduated or college/university graduated. In terms of occupations⁴, there were statistically significant differences. Nearly 30% of respondents of group 2 were working at private companies. More than 40% of respondents of group 3 were working for governments.

⁴ The visitors' occupations were classified into government, private company, student, housewife, retired, self-employed, and others. This criterion followed '2013 Statistical Report on Tourism (The Tourism Development Department (TDD), Ministry of Information, Culture and Tourism, 2013).'

Table 5 Social demographic characteristics – Kuang Si Waterfall

Variables	All parties in Analysis	Segments				Sig/Chi-Square or F-Ratio
		1	2	3	4	
Ave. age	N=505 36.0	N=87 34.9	N=120 35.6	N=215 37	N=83 35.4	.602/.621
Sex	N=519	N=87	N=121	N=228	N=83	.011/11.171
male (%)	52.8	46.0	43.0	57.0	62.7	
female (%)	47.2	54.0	57.0	43.0	37.3	
Total (%)	100	100	100	100	100	
Nationality by continents	N=519	N=87	N=121	N=228	N=83	.000/125.177
Laos (%)	20.15	8.99	3.31	34.20	17.65	
ASEAN (%)	15.78	5.62	4.96	22.51	23.53	
Non-ASEAN (%)	26.43	26.97	33.88	22.08	27.06	
Europe (%)	23.76	37.08	41.32	10.39	21.18	
North America (%)	6.27	8.99	8.26	5.19	3.53	
Others (%)	6.27	8.99	8.26	4.33	5.88	
Total (%)	100	100	100	100	100	
Education	N=509	N=87	N=120	N=221	N=81	.293/17.437
primary/secondary graduated or less (%)	7.1	5.7	7.5	7.2	7.4	
in technical/vocational school (%)	13.8	9.2	11.7	14.9	18.5	
technical/vocational school graduated (%)	25.9	21.8	23.3	27.1	30.9	
in college/university (%)	14.7	20.7	15.8	11.8	14.8	
college/university graduated (%)	24.2	21.8	28.3	26.7	13.6	
master's degree or higher degree (%)	14.3	20.7	13.3	12.2	14.8	
Total (%)	100	100	100	100	100	
Occupation	N=507	N=85	N=118	N=224	N=80	.001/43.826
government (%)	33.7	29.4	18.6	43.8	32.5	
private company (%)	22.5	19.1	30.5	16.5	26.3	
student (%)	12.8	10.9	12.7	14.7	7.5	
housewife (%)	10.3	8.7	11.9	8.5	12.5	
retired (%)	6.3	5.4	5.1	6.7	5.0	
self-employed (%)	5.7	4.9	5.9	5.8	8.8	
others (%)	8.7	7.4	15.3	4.0	7.5	
Total (%)	100	100	100	100	100	

<Table 6> shows travel-related characteristics of the four groups and demonstrates important differences among the groups. Group 1 was most likely to be visiting the Kuang Si Waterfall alone. They spent relatively less time compared to the other groups. Their average expenditures were the lowest among the groups. Group 1 with the smallest numbers of the party members spent the least on personal expenditure at the site, though average personal expenditures per day at the site did not go exactly along with the number of the party member. Group 2, showing the second smallest numbers of the party, reported relatively lower expenditures at the site. Group 3 reported the largest party size and showed the highest level of average expenditures. Over 20% of them visited the site as package tours. Around 40 % of respondents of group 4, visited the sites with their family or friends. They spent relatively great amounts of money at the sites.

Table 6 Travel-related characteristics – Kuang Si Waterfall

Variables	All parties in Analysis	segments				Sig/Chi-Square or F-Ratio
		1	2	3	4	
Staying time at the study site	N=526	N=89	N=121	N=231	N=85	
3hours or less	57.6	63.6	65.5	53.8	49.4	
3hours – 6hours	31.0	28.4	30.3	29.0	40.7	
more than 6hours	6.9	4.5	2.5	11.3	3.7	
2days or more	4.5	3.4	1.7	5.9	6.2	.010/21.586
Total (%)	100	100	100	100	100	
Type of companions	N=515	N=89	N=120	N=228	N=78	
alone (%)	6.2	23.6	1.7	1.3	7.7	
spouse/partner (%)	18.8	21.3	25.0	16.7	12.8	
family with children (%)	34.5	19.1	30.0	39.9	43.6	
relatives/friends (%)	18.3	13.5	24.2	15.4	23.1	
group (%)	6.6	10.1	9.2	4.8	3.8	
package tour (%)	15.5	12.4	10.0	21.9	9.0	.000/93.146
Total (%)	100	100	100	100	100	
Ave. no. of persons per party	N=503	N=87	N=119	N=221	N=76	
	14.3	6.6	7.1	23.6	7.5	.000/30.755
Ave. personal expenditures per day at the site	N=431	N=71	N=108	N=185	N=67	
meals	\$9.2	\$5.5	\$6.5	\$12.0	\$9.5	.000/8.903
activity participation	\$6.9	\$3.5	\$5.2	\$7.8	\$10.6	.021/3.287
others	\$5.9	\$0.9	\$2.0	\$10.0	\$6.10	.014/3.571
Total	\$22.0	\$10.0	\$13.8	\$29.9	\$26.2	.000/7.915

<Table 7> shows percentages participating in activities. As shown at the table, there were no statistically significant differences among the groups except local guide tour. Respondents of group 3 were more likely to do local guide tour compared to the other groups.

<Table 8> shows percentages using information sources. As shown at the table, there were no statistically significant differences among the groups except TV or radio. Respondents of group 1 and 2 were less likely to get information from TV or radio compared to the other groups.

Table 7 Percentage participating in activity – Kuang Si Waterfall

Activity	Percentage participating in activity					Sig/Chi-Square
	All parties in Analysis (N=514)	group 1 (N=85)	group 2 (N=118)	group 3 (N=228)	group 4 (N=83)	
none (%)	13.4	18.8	14.4	12.3	9.6	.319/3.510
trekking (%)	27.2	29.4	32.2	24.1	26.5	.422/2.809
sightseeing (%)	63.6	67.1	63.6	60.1	69.9	.381/3.069
local guide tour (%)	14.2	8.2	11.0	18.9	12.0	.047/7.955
others (%)	11.3	14.1	20.3	7.9	4.8	.001/16.428

Table 8 Percentage using information source – Kuang Si Waterfall

Information source	Percentage using information source					Sig/Chi-Square
	All parties in Analysis (N=510)	group 1 (N=89)	group 2 (N=120)	group 3 (N=219)	group 4 (N=82)	
none (%)	3.9	0	15.0	65.0	20.0	0.077/6.834
book or magazine (%)	25.5	33.7	26.7	21.9	24.4	.189/4.776
TV or radio (%)	8.6	3.4	2.5	12.8	12.2	.002/14.962
friends (%)	32.0	36.0	29.2	32.9	29.3	.696/1.442
travel agency/tour operator (%)	28.2	30.3	30.0	26.5	28.0	.871/.711
internet (%)	39.6	41.6	44.2	37.9	35.4	.558/2.070
others (%)	5.9	6.7	8.3	4.1	6.1	.445/2.671

3.3.2. Konglor Cave

<Table 9> shows social demographic characteristics of the four groups of visitors to Konglor Cave and demonstrates important differences among them. As shown at the table, average age of respondents were about 29 years old. It showed no statistically significant differences among the groups. Regarding the genders, there were also no statistically significant differences among the groups. Results showed that 58.5 % of total respondents were male. The continents of visitors' nationalities⁵ were significantly different. Group 1 had less than 30% of respondents from ASEAN including Laos, but nearly half or more than a half of respondents of group 3 and 4 were from ASEAN including Laos. Particularly, over 90% of respondents of group 3 and 4 were from Asia (Laos, ASEAN, Non-ASEAN). For group 1 and 2, more than 40 % of respondents were from European countries. When it comes to education level, there were also statistically significant differences. Less than 5 % of respondents of group 3 had at least bachelor's degree while more than 15% of respondents of the other groups. In terms of occupations⁶, there were statistically significant

⁵ The continents of visitors' nationalities were classified into Laos, ASEAN, Non-ASEAN, Europe, North America, and others. This criterion followed '2013 Statistical Report on Tourism (The Tourism Development Department (TDD), Ministry of Information, Culture and Tourism, 2013).'

⁶ The visitors' occupations were classified into government, private company,

differences. Over 30 % of respondents of group 1, 2, and 3 were working for government while 5% of respondents of group 4. In case of group 4, the results showed relatively high proportions of respondents that were students or retired persons. Except Group 4, less than 5% of respondents were retired.

student, housewife, retired, self-employed, and others. This criterion followed ‘2013 Statistical Report on Tourism (The Tourism Development Department (TDD), Ministry of Information, Culture and Tourism, 2013).’

Table 9 Social demographic characteristics – Konglor Cave

Variables	All parties in Analysis	Segments				Sig/Chi-Square or F-Ratio
		1	2	3	4	
Ave. age	N=272 28.98	N=50 29.48	N=92 29.39	N=111 28.47	N=19 28.63	.896/.201
Sex	N=275	N=51	N=94	N=110	N=20	.413/2.862
male (%)	58.5	62.7	52.1	62.7	55.0	
female (%)	41.5	37.3	47.9	37.3	45.0	
Total (%)	100	100	100	100	100	
Nationality by continents	N=275	N=51	N=93	N=111	N=20	.001/38.305
Laos (%)	38.5	21.6	32.3	53.2	30.0	
ASEAN (%)	10.5	5.9	8.6	13.5	15.0	
Non-ASEAN (%)	12.4	15.7	10.8	12.6	10.0	
Europe (%)	30.5	45.1	41.9	12.6	40.0	
North America (%)	4.4	3.9	4.3	4.5	5.0	
Others (%)	3.6	7.8	2.2	3.6	0.0	
Total (%)	100	100	100	100	100	
Education	N=275	N=51	N=94	N=110	N=20	.000/41.230
primary/secondary graduated or less (%)	11.3	5.9	12.8	13.6	5.0	
in technical/vocational school (%)	15.6	15.7	23.4	9.1	15.0	
technical/vocational school graduated (%)	42.9	35.3	29.8	60.0	30.0	
in college/university (%)	16.4	21.6	13.8	12.7	35.0	
college/university graduated (%)	8.7	11.8	13.8	2.7	10.0	
master's degree or higher degree (%)	5.1	9.8	6.4	1.8	5.0	
Total (%)	100	100	100	100	100	
Occupation	N=269	N=50	N=92	N=107	N=20	.000/77.773
government (%)	36.8	36.0	35.9	43.9	5.0	
private company (%)	13.8	22.0	17.4	7.5	10.0	
student (%)	29.7	20.0	29.3	35.5	25.0	
housewife (%)	10.4	14.0	8.7	11.2	5.0	
retired (%)	3.7	4.0	1.1	0.9	30.0	
self-employed (%)	5.6	4.0	7.6	0.9	25.0	
others (%)	36.8	36.0	35.9	43.9	5.0	
Total (%)	100	100	100	100	100	

<Table 10> shows travel-related characteristics of the four groups and demonstrates important differences among the groups.

Regarding staying time at the site, most respondents tend to stay less than 6 hours. Except Group 4, nearly 80 to 90% of respondents left the site within 6 hours. Another tendency of staying at the site can be found with the table. For every group, there are more visitors who stayed 2 days or more than visitors stayed more than 6 hours but less than 2 days. It can be interpreted as people tend to stay more than 2 days or more once they stay longer than 6 hours. Regarding type of companions, package tour was apparently not popular. With a majority of family with children, Group 2 and 3 were a bigger sized group. Therefore, Group 1 and 4 relatively tend to be consisted of people who travel alone or with spouse or partner only. Even though average personal expenditures per day in the site did not go exactly along with the number of the party member, group 3 with largest numbers of the party members spent the most on personal expenditure at the site.

Table 10 Travel-related characteristics – Konglor Cave

Variables	All parties in Analysis	Segments				Sig/Chi-Square or F-Ratio
		1	2	3	4	
Staying time at the study site	N=272	N=51	N=91	N=110	N=20	
3hours or less	45.6	33.3	47.3	56.4	10.0	
3hours – 6hours	42.6	56.9	41.8	39.1	30.0	
more than 6hours	3.3	0.0	3.3	1.8	20.0	
2days or more	8.5	9.8	7.7	2.7	40.0	.000/60.845
Total (%)	100	100	100	100	100	
Type of companions	N=277	N=51	N=94	N=112	N=20	
alone (%)	14.1	29.4	9.6	8.9	25.0	
spouse/partner (%)	16.6	15.7	19.1	11.6	35.0	
family with children (%)	53.4	37.3	52.1	67.0	25.0	
relatives/friends (%)	9.0	7.8	11.7	8.0	5.0	
group (%)	6.5	7.8	7.4	4.5	10.0	
package tour (%)	0.4	2.0	0.0	0.0	0.0	.002/36.319
Total (%)	100	100	100	100	100	
Ave. no. of persons per party	N=267	N=49	N=91	N=107	N=20	
	5.75	3.08	5.08	7.88	3.95	.002/4.910
Ave. personal expenditures per day in the site	N=259	N=47	N=82	N=102	N=13	
meals	\$12.6	\$8.9	\$12.1	\$15.3	\$6.9	.040/4.910
activity participation	\$13.32	\$11.22	\$12.34	\$14.92	\$14.2	.350/1.098
lodgings	\$9.23	\$6.67	\$8.75	\$10.87	\$8.33	.121/1.956
Total	\$22.0	\$10.0	\$13.8	\$29.9	\$26.2	.047/2.683

<Table 11> shows percentages participating in activities. As shown at the table, there were no statistically significant differences among the groups except boat services and local guide tour. Respondents of group 1 were more likely to receive boat services compared to the other groups. Respondents of group 3 were more likely to do local guide tour compared to the other groups.

<Table 12> shows percentages using information sources. As shown at the table, there were no statistically significant differences among the groups except book/magazine and friends. Respondents of group 1 were more likely to get information from books or magazines compared to the other groups. Respondents of group 3 were more likely to get information from friends compared to the other groups.

Table 11 Percentage participating in activity – Konglor Cave

Activity	Percentage participating in activity					Sig/Chi-Square
	All parties in Analysis (N=277)	group 1 (N=51)	group 2 (N=94)	group 3 (N=112)	group 4 (N=20)	
none (%)	2.5	3.9	4.3	0.9	0.0	.319/3.510
boat services (%)	78.7	84.3	78.7	77.7	70.0	.010/11.380
trekking (%)	19.9	21.6	18.1	19.6	25.0	.422/2.809
sightseeing (%)	46.9	47.1	42.6	51.8	40.0	.381/3.069
local guide tour (%)	9.7	2.0	8.5	14.3	10.0	.047/7.955
others (%)	5.1	5.9	4.3	5.4	5.0	.001/16.428

Table 12 Percentage using information sources – Konglor Cave

Information source	Percentage using information source					Sig/Chi-Square
	All parties in Analysis (N=277)	group 1 (N=51)	group 2 (N=94)	group 3 (N=112)	group 4 (N=20)	
none (%)	2.5	3.9	2.1	0.9	10.0	.102/6.212
book or magazine (%)	37.2	51.0	41.5	27.7	35.0	.026/9.275
TV or radio (%)	5.8	5.9	3.2	8.0	5.0	.527/2.228
friends (%)	55.6	45.1	53.2	65.2	40.0	.035/8.633
travel agency/tour operator (%)	9.0	9.8	8.5	9.8	5.0	.908/.549
internet (%)	41.9	43.1	46.8	41.1	20.0	.177/4.935
others (%)	2.9	2.0	4.3	2.7	0.0	.707/1.395

Chapter 4. Discussions & Conclusions

In this research, the sets of statements measuring tourist motivation and responsible attitude were used 1) to gain knowledge of visitor characteristics to two representative ecotourism sites in Laos, and 2) to investigate whether the segment of ‘responsible tourists’, who are considered as relatively high level of desirable contributors to both local communities and environment, are managerially useful targets for selective marketing.

In order to gain insight into visitor characteristics, this study identified the four segments of tourists who visit the two study sites based on their scores of tourist motivation and responsible attitude. Then the profiles of the segments were developed, showing that these segments vary in social demographic and travel related characteristics. The activities participated and information sources were also varied with different relative frequencies, requiring different programs and facilities of the destinations.

Based on the results of this research, it can be concluded that the ecotourist segments which are defined by having different levels of tourist motivation and responsible attitude are distinct in terms of sociodemographic and travel related characteristics. They can consequently be used to implement selective marketing approaches for attracting relatively more responsible

tourists. Such findings would help destination marketing on improving sustainable management with suitable promotional strategies.

The promotional strategies should differ according to the four segments, focusing on their travel behavior and information sources they assess. In case of Kuang Si Waterfall, the segment showing the highest scores on all motivation scales would remain an important part of tourism marketing program because of their high level of responsible attitudes. This segment was significantly distinguishable from the other segments on the basis of their travel related characteristics such as their larger amount of expenditures at the destination per day per person, larger party size, and longer length of stay. This segment was also distinguishable from the other segments on the basis of some of their social demographic characteristics (e.g. nationalities) and information sources. These differences have implications for improving marketing strategies for sustainable destination management. Ecotourism managers of the destination who want to attract more responsible tourists are encouraged to focus on the provision of travel information of the sites targeting TV or radio channels broadcasted in Laos and ASEAN countries.

In order to set up appropriate management plans as well as marketing strategies, however, more information is needed. A number of studies has

argued that heavy spenders would be beneficial to the tourism regions and suggested ways of encouraging them to visit the regions more and stay longer (e.g. Spotts et al, 1991; Mok et al, 2000; Díaz-Pérez et al, 2005), yet it could be controversial in ecotourism context for the following reasons. First, in order to fully understand whether or how the visitors' expenditures are beneficial to the regions, further investigations on their expenditure patterns, levels, and how it would flow into the local communities is required. Second, although Lao government is focusing on attracting more tourists, it should not be ignored the negative impacts of tourists that would bring to the regions especially in terms of deteriorating natural and cultural resources. Thus, research on mitigating such negative consequences is required to set up appropriate management strategies as well as marketing strategies.

In order to increase the viability of segmentation techniques, further research is needed to secure the generalizability of the findings to other ecotourism seasons and regions.

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Appendix

Laos Ecotourism Market Study

: the case of visitors in two representative ecotourism sites in Lao PDR.

Dear Sir/Madam,

In order to establish improved management strategies and provide satisfactory travel experiences to visitors, Seoul National University (SNU) in Korea, National University of Laos (NUOL), and Souphanouvong University (SU) are doing research on tourists' travel motivations and attitudes, which is funded by Korea International Cooperation Agency (KOICA). Please answer the following questions. Your answers will be used only for research purposes. Thank you very much.

Professor Seong-il Kim of SNU
Ms. Yoonjeong Jeong of SNU
Professor. Viengsy Paothor of NUOL
Professor. Thippavanh DUANGVILAYKEO of SU

■ ***What motivated you to travel to this place? Please mark on your level of agreement (1 to 5) with the following statements.***

	Strongly disagree	Strongly agree
01. The adventure	(1)-----	(2)-----
02. For the solitude	(1)-----	(2)-----
03. Help keep me in shape	(1)-----	(2)-----
04. I could do things with my companion	(1)-----	(2)-----
05. Enjoy the sound and smell of nature	(1)-----	(2)-----
06. My mind could move at a slower pace	(1)-----	(2)-----
07. I thought it would be challenge	(1)-----	(2)-----
08. I could be with friends/family	(1)-----	(2)-----
09. Learn more about nature	(1)-----	(2)-----
10. Experience the tranquility	(1)-----	(2)-----
11. Develop my skills and ability	(1)-----	(2)-----
12. To be with others who enjoy the same	(1)-----	(2)-----
13. Observe the scenic beauty	(1)-----	(2)-----
14. Get away from other people	(1)-----	(2)-----
15. I could do something creative such as photography	(1)-----	(2)-----
16. Understand the natural world better	(1)-----	(2)-----
17. Improve my physical health	(1)-----	(2)-----
18. Be in a natural setting	(1)-----	(2)-----

■ ***Please mark on your level of agreement (1 to 5) with the following statements.***

	Strongly disagree	Strongly agree
Before I travel I like to study or collect information		
01. about the natural environment of the destination.	(1)-----	(2)-----
02. about the lifestyle of the local residents.	(3)-----	(4)-----
03. about environmentally friendly tours and places to stay.	(5)-----	
While I am travelling I try to		
04. learn about and understand the local culture.	(1)-----	(2)-----
05. meet local residents and learn about their way of life.	(3)-----	(4)-----
06. respect the local culture and customs.	(5)-----	
07. follow the social rules that apply at the places I visit.	(1)-----	(2)-----
08. obey the nature conservation rules that apply at the places I visit.	(3)-----	(4)-----
09. learn about and understand the environment.	(5)-----	
10. participate in environmental education programmes.	(1)-----	(2)-----
11. not visit sites where the environment can be damaged.	(3)-----	(4)-----
12. use restaurants and accommodation run by local people.	(5)-----	
13. make sure that some of the money I spend goes into funds for nature conservation.	(1)-----	(2)-----
14. make sure that some of the money I spend goes into funds for the welfare of local residents.	(3)-----	(4)-----
	(5)-----	

■ **Please answer the following questions.**

01. How long ***in total*** are you going to stay in the Konglor Cave and/or the Konglor village?

(1) 3hours or less (2) 3hours – 6hours (3) more than 6 hours (4) 2days (5) 3days or more

01-1. If you answer (4) or (5), please answer this question also: which type of accommodation are you going to (or did) you use in Konglor Cave and/or the Konglor village?

(1) homestay (2) guest house (3) friends/relatives' house (4) hotel
(5) others ()

02. Who have you come with?

(1) alone (2) spouse/partner (3) family with children (4) relatives/friends (5) group
(6) package tour

03. How many people in total have come with you? ()

04. Which activities are you going to take during your stay in the Konglor Cave and/or the Konglor Village? (Multiple choices are allowed.)

(1) none (2) boat services (3) trekking (4) sightseeing (5) local guide tour
(6) others ()

05. What is your (expected) expenditures in the Konglor Cave and/or the Konglor Village per person per day?

Meals	US \$	/per person per day
Lodgings	US \$	/ per person per day
Activity participations	US \$	/ per person per day
Local transportation	US \$	/ per person per day
Others()	US \$	/ per person per day
Total	US \$	/ per person per day

06. When you decided to come to the Konglor Cave and/or the Konglor Village, which sources did you use to get information about the Konglor Cave and/or the Konglor Village? (Multiple choices are allowed.)

(1) none (2) book or magazine (3) TV or radio (4) friends
(5) travel agency/tour operator (6) internet (7) others ()

07. Your country of origin ()
08. Your nationality ()
09. Your gender (1) male (2) female
10. Your age ()
11. Your education
(1) primary/secondary graduated or less
(2) in technical/vocational school (3) technical/vocational school graduated
(4) in college/university (5) college/university graduated (bachelor's degree)
(6) master's degree or higher degree
12. Your occupation
(1) government (2) private company (3) student (4) housewife (5) retired
(6) self-employed (7) others ()
13. Your household income (approximately USD \$ _____ per month)

- Thank you for participating in the survey -

Abstract (in Korean)

라오스 생태관광지 시장세분화 연구 : 팡시폭포와 콩로동굴 현지 조사를 중심으로

서울대학교 산림과학부 산림환경학전공
정윤정

라오스의 생태관광은 국가의 주요 외화 수입원일 뿐 아니라 지역사회의 빈곤문제 해결의 기회를 제공한다. 라오스 정부는 지속가능한 생태관광 개발을 위해 생태관광객에 대한 시장데이터베이스 구축의 필요성을 인식하고 있으나 아직 관련 연구는 부족하다.

이 연구는 생태관광객 특성에 대한 분석적인 이해를 위하여 라오스의 대표적인 생태관광지 방문객들의 여행 동기를 바탕으로 시장세분화를 실시하였다. 지역사회와 환경에 대한 ‘책임있는 태도’를 바탕으로 시장세분화를 실시하여 ‘책임있는 여행자’ 집단 - 지역사회와 환경에 대해 바람직한 기여 수준이 높은 것으로 여겨지는 집단 - 을 분류하고, 이들을 중심으로 선택적 마케팅의 적용 가능성을 검증하였다.

연구대상지로 라오스의 대표적인 생태관광지 두 곳 - 루앙프라방 주의 팡시폭포와 캄무안주의 콩로동굴 -을 선정하고 이곳을 방문하는 여행객들을 대상으로 2015년 5월, 10월, 11월 동안 14일에 걸친 설문조사를 실시하였다. 다양한 국적의 여행객을 조사하기 위해 모두 6개 (한국어, 영어, 중국어, 일본어, 태국어, 라오스어) 언어로 작성된 설문지를 사용하여 현장에서 대면 인터뷰를 통해 각각 591개, 301개의 유효한 응답을

연었다. 이를 바탕으로 시장세분화를 실시한 결과, 방문객들은 여행동기와 ‘책임있는 태도’ 점수를 바탕으로 4개의 군집으로 나누어졌다. 이 군집들은 서로 다른 여행 특성과 사회경제적 특성을 보이는 것으로 나타났다. 이를 통해 대상지의 지속가능한 관리를 위하여 ‘책임있는 태도’가 높은 방문객을 중심으로 선택적 마케팅 적용이 가능한 것으로 확인되었다.

키워드: 생태관광, 라오스, 팡시폭포, 콩로동굴, 시장세분화, 여행 동기, 책임있는 태도

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