



Determinants of Leisure Satisfaction Among Tourists in Pattaya City, Thailand

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(Received Date : January 16, 2018, Revised Date : March 20, 2018, Accepted Date : March 30, 2018)

Abstract

Tourists all over the world visit tourist destinations because they want to enjoy and be satisfied. Their leisure satisfaction depends on the different motives they have in visiting such places. Generally, this study sought to determine the influence of socio-demographic characteristics and motivation factors of tourists in Pattaya City, Thailand on their level of leisure satisfaction. By way of conclusion, 1) the level of the motivation of the tourists, on the whole, is high; 2) the tourists are highly satisfied with their leisure activities; 3) stimulus/avoidance factors are found to be the best predictor of leisure satisfaction; 4) the attractions are wholesome and gratifying to tourists across all ages; entertaining to men and women; satisfying to single, married and separated tourists alike; acceptable to parents who have children as well as to those who do not have; affordable to all tourists across income levels, and do not require high level of education and intelligence to be enjoyed and appreciated. Moreover, desire for sex does not relate significantly with leisure satisfaction. It is recommended that 1) leisure activities that are relaxing to tourists mentally and physically should be integrated in tour packages; 2) activities that allow tourists to interact with one another should be initiated and undertaken by tourist guides; 3) tourist guides should have training along group dynamics; and 4) more wholesome entertainment activities that cater to all tourists regardless of age, sex, civil status, number of children, education status and income should be provided to tourists.

Keywords: Socio-Demographic Characteristics/ Leisure Motivation/ Leisure Satisfaction

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Introduction

Tourist destinations around the world provide leisure and varying degrees of leisure satisfaction, or want of it, to tourists. Leisure pertains to "... those activities that people do in their free time, because they want to, for their own sake, for fun, for entertainment, for goals of their own choosing, but not for payment" (Argyle, 1996). Tourists visit places on their free time because they want to be happy and to be entertained. Leisure satisfaction, on the other hand, "... is the positive perceptions or feelings that an individual forms, elicits and gains as a result of engaging in leisure activities and choices; an individual might attain positive feelings of contentment and happiness that result from the satisfaction of needs" (Beard and Ragheb, 1980, pp. 20-33). From visiting tourist sites, tourists can derive leisure satisfaction.

In Thailand, Pattaya is a popular destination for tourists to enjoy leisure activities. It is a resort city located on the east coast of the Gulf of Thailand, about 100 kilometers south-east of Bangkok, within the province of Chonburi. From a fishing town, it was transformed into an R&R destination during the Vietnam War. Popular activities include visiting different theme parks and zoos such as the Elephant Village, Nong Nooch Tropical Botanical Garden, Pattaya Crocodile Farm, Pattaya Park Beach Resort Water Park, Funny Land Amusement Park, Underwater World Pattaya, the Thai Alangkarn Theater Pattaya, the Sanctuary of Truth, among others (Wikipedia, 2015). Parenthetically, Pattaya has derived part of its reputation as a tourist destination due to the sex industry (Wong-Anan, 2006 & Marshall, 2005).

Objectives

Generally, this study aimed to determine the influence of socio-demographic characteristics and motivation factors of tourists in Pattaya City, Thailand on their level of leisure satisfaction. Specifically, it sought answers to the following:

1. What is the socio-demographic profile of the respondents in terms of the following: age, sex, education, income, occupation, and nationality?
2. What is the level of their motivation in terms of intellectual, social, stimulus/avoidance and pleasure factors?
3. What is the level of their leisure satisfaction in terms of psychological, educational, social, relaxation, physiological, and aesthetic factors?
4. Is the extent of leisure satisfaction of tourists in Pattaya City, Thailand influenced by their socio-demographic characteristics and their motivation factors?



Review of Related Literature

This section discusses the studies on leisure satisfaction and its determinants in terms of socio-economic characteristics and motivation factors.

Leisure and Leisure Satisfaction. Leisure refers to activities that a person voluntarily engages in when they are free from any work, social or familial responsibilities Joudrey & Wallace (2009). Leisure satisfaction, on the other hand, "... is the positive perceptions or feelings that an individual forms, elicits and gains as a result of engaging in leisure activities and choices (Beard and Ragheb, 1980, pp. 20-33). The most cited work on leisure satisfaction is that of Beard and Ragheb (1980, pp. 20-23). Their Leisure Satisfaction Scale has six sub-scales, to wit: 1) psychological, 2) educational, 3) social, 4) relaxation, 5) physiological, and 6) aesthetic.

Determinants of Leisure Satisfaction. There are a lot of factors that influence leisure satisfaction. However, this study focuses only socio-demographic characteristics and motivation factors as determinants of leisure satisfaction. Desire for sex is included as a motivation factor.

a. **Socio-demographic factors.** Ayyildiz, & Gokyurek (2016, pp.147-155) examined the leisure satisfaction levels of individuals participating in re-creative dance activities. They found out that the highest point of leisure satisfaction was found in relaxation sub-scale and the lowest point is found in physiological sub-scale. There were no statistically significant differences between gender and leisure satisfaction level, which is similar to the finding of Lapa (2013, pp. 1985-1993) and Place & Beggs (2012, pp.1-12). However, the finding of Ayyildiz, & Gokyurek (2016, pp. 147-155) that age and education were significantly related with leisure satisfaction is similar to that Muzindutsi & Masango (2015, pp.1-15). Moreover, Ayyildiz, & Gokyurek (2016, pp.147-155) found out that income level and being single and not having a child significantly related with leisure satisfaction. When age and income level increased, leisure satisfaction levels increased accordingly. The leisure satisfaction levels were found higher when participants were single and when they had no child. Likewise, Muzindutsi & Masango (2015, pp.1-15) assessed the effect of socio-demographic characteristics on different factors of leisure satisfaction among undergraduate university students in South Africa. They found out that that students' age and level of study significantly affected their leisure satisfaction while race did not. On the other hand, the study of Riddick (1986, pp.259-265) found otherwise with respect to age. Similarly, Lapa (2013, pp. 1985-1993) determined the relationship between life satisfaction, leisure satisfaction and perceived freedom among participants in leisure of sports recreation activities and compared leisure satisfaction and perceived freedom according to certain variables. He found out that



there was no difference between leisure satisfaction according to gender. This finding is supported by Place & Beggs (2012, pp.1-12) who examined the leisure satisfaction of participants in a Gay Lesbian Bisexual and Transgender sports association. They found out that there were no differences in high level of leisure satisfaction based on gender. Parenthetically, they also found that level of education was not significantly related with leisure satisfaction, which is in contradiction to the finding of Muzindutzi and Masango (2015, pp. 1-15).

In the same vein, Badia (2013, pp.319-332) investigated the participation in, preference for and interest in leisure activities of young and adults with developmental disabilities, and to examine the factors associated with leisure activity. They found out that age like Ayyildiz & Gokyurek (2016 pp.147-155) and Muzindutzi and Masango (2015, pp. 1-15) determined participation in leisure activity. The results underscored the differences in leisure activity participation, preference and interest depending on the severity of the disability. Similarly, Ateca-Amestoy, Serrano-del-Rosal, & Vera-Toscano (2004) investigated the determinants of individual leisure satisfaction. Like Ayyildiz & Gokyurek (2016, pp.147-155), Muzindutzi and Masango (2015, pp.1-15), and Badia (2013, pp. 319-332), they found out that there was a significant relationship between age and leisure experience satisfaction. Like Place & Beggs (2012, pp.1-12), they found out no significant relationship between gender and leisure satisfaction. Also, Kabanoff (1982, pp.233-245) examined occupational and sex differences of employees and level of leisure satisfaction. Like Lapa (2013, pp. 1985-1993), the author found out that sex was positively correlated with leisure satisfaction. In this study, females were more likely to report social oriented leisure needs. Occupations, on the other hand, did not differ in leisure satisfaction, which is different from the finding of Chin-Tsao Kuo (n.d.).

Finally, Chin-Tsao Kuo (n.d.) examined the relationship between leisure satisfaction and quality of life of badminton participants in Kaohsiun City, Taiwan. He found out that participants with higher family monthly incomes showed better social interaction and physical and mental conditions, a finding related to that of Ayyildiz & Gokyurek (2016, pp.147-155). Second, he found out that married participants showed better quality of life than single participants on social factors and physiological factors, which is contrary to that of Ayyildiz & Gokyurek (2016, pp. 147-155). Third, Chin-Tsao Kuo (n.d.) found out that participants with occupation as civil servants revealed better social interaction and physical and mental conditions than the ones in agriculture and industry.



b. Leisure Motivation: Leisure motivation has been stressed as an important predictor in understanding people's leisure satisfaction. One of the most cited work on leisure motivation is that of Beard and Ragheb (1980, pp.20-33). Their Leisure Motivation Scale is composed of four sub-scales, to wit: intellectual, social, stimulus/avoidance and mastery/competence. In the same vein, Ross & Iso-Ahola (1991) explored motivation and satisfaction dimensions of sightseeing tourists. The results indicated a considerable similarity between motivation and satisfaction dimensions. This means that if their motives were met, they were satisfied.

b.1. Desire for sex as a motivation for tourists: Tepanon (2006) discovered that sex tourists in Pattaya, Thailand were motivated by unmet sexual needs and sense of belonging. Similarly, Yates (2016) found out that middle-aged, usually overweight and deemed sexually undesirable Western women visit Jamaica and Ghana for a short vacation romance with men because this is an “easy way to feel appreciated and important and beautiful.” In like manner, Ryan & Kinder (1996) found out that tourists look for sex to satisfy their needs of social companionship and fantasy fulfilment. Moreover, Herold & Garcia (2001) proved the long-held assumption that male tourists are motivated by sex while women by romance. Further, Berdychevsky & Gibson (2015, pp.299-310) discovered that some women look at leisure travel as “transgressional space,” where sexual roles can be reversed and women feel free to “behave like men.”

Methodology

The study made use of the descriptive design. Purposive sampling was done. Around 360 tourists were considered as respondents. They were found in different parks, zoos and restaurants in Pattaya City, Thailand. The instrument used in this study comprised three components. The first section included socio-demographic information. The second section was adapted from the Motivation Scale of Beard & Ragheb (1980, pp.20-33). The sub-scale of mastery and competence factors was replaced with pleasure factors. The sub-scales of intellectual, social and stimulus/avoidance factors were retained. The third section consisted of the Leisure Satisfaction Scale of Beard & Ragheb (1980, pp.20-33) comprising the six sub-scales, to wit: 1) psychological, 2) educational, 3) social, 4) relaxation, 5) physiological, and 6) aesthetic. Since the modified motivation factors were not pre-tested, they were subjected to Factor Analysis to determine the validity of the items. The analysis was done in respect to all the items within the conceptualized constructs. It was found out that the factor loadings are greater than .5. The components and their reliabilities were as follows: intellectual, .83; social, .85; stimulus/avoidance, .80; and pleasure factors, .95. Thus, all the conceptualized items constitutive of the conceptualized constructs were invested with construct validity. Interestingly, the items constructed for pleasure



factors by the researcher attained higher reliability than those of the three scales prepared by Beard and Ragheb (1980, pp.20-33). Since the LSS was adopted from Beard and Ragheb (1980, pp. 20-33), the items were not subjected to factor analysis. According to the authors, the six components and their reliabilities were as follows: psychological, .86; educational, .90; social, .88; relaxation, .85; physiological, .92; and aesthetic, .86.

The following statistical tools were used: 1) Frequency and percentage to quantify the socio-demographic characteristics; 2) Means to measure the extent of leisure motivation and leisure satisfaction; 3) Factor Analysis to determine the validity of the items in the Motivation Scale of the instrument; and 4) Multiple Regression Analysis to determine the influence of the socio-demographic factors and motivation level on the level of leisure satisfaction.

Results and Discussion

Socio-Demographic Profile of the Respondents: About 54 percent of the respondents were males while about 46 percent were females. Majority of them were college degree holders. More than one fourth of the respondents had the lowest income bracket of B10,000 to B15,000. Most of them were employees from the private sector. Majority of them were Thais, single and did not have children.

Motivation Level: Table 1 presents the motivation level of the Tourists in Pattaya City, Thailand. There are four sub-scales that comprise motivation factors, to wit: intellectual, social, stimulus or avoidance and pleasure factors.

Along intellectual factors, the item to which the respondents agreed the most was “to discover new things” (4.09), followed by the item “to learn about things around me” (3.91). On the average, the level of these motivation factors was high (3.93). Concerning social factors, the respondents agreed the most to the item “to meet new people” (3.84) followed by the item “to build friendships with others” (3.82). On the average, the level of these motivation factors was high (3.71). In terms of stimulus /avoidance factors, the two items to which the respondents agreed the most were “to relax mentally” (4.55) and “relax physically” (4.54). The level of motivation along these factors was very high (4.29). Pertaining to pleasure factors, the respondents disagreed that the motive of their touring the place was sex. The level of motivation along these factors was low (2.12). On the whole, the level of the motivation of the tourists of Pattaya City was high.



Leisure Satisfaction Level: Presented in Table 2 are the item mean ratings of the leisure satisfaction of the tourist-respondents in Pattaya City, Thailand. There are six sub-scales of leisure satisfaction, namely: psychological, educational, social, relaxation, physiological and aesthetic factors.

The respondents were highly satisfied in respect to leisure along psychological factors. The items to which they agreed the most is “Leisure activities are very interesting to me” (3.87), followed by the item “Leisure activities give me self-confidence” (3.76). Likewise, the respondents were highly satisfied concerning leisure along educational factors. The item to which they agreed the most was “My leisure activities provide opportunities to try new things” (4.03). The respondents were also highly satisfied

**Table 1: Item Mean Ratings of the Motivation Factors of the Tourists
In Pattaya City, Thailand**

	Motivation Items	Mean	Descriptive Rating
	<i>Intellectual Factors</i>		
1	to learn about things around me	3.91	Agree
2	to satisfy my curiosity	3.85	Agree
3	to explore new ideas	3.89	Agree
4	to expand my knowledge	3.91	Agree
5	to discover new things	4.09	Agree
	Average	3.93	High
	<i>Social Factors</i>		
6	to build friendships with others	3.82	Agree
7	to interact with others	3.63	Agree
8	to meet new and different people	3.84	Agree
9	to be socially competent and skillful	3.74	Agree
10	to gain a feeling of belonging	3.54	Agree
	Average	3.71	High
	<i>Stimulus/Avoidance Factors</i>		
11	to relax physically	4.54	Strongly Agree
12	to relax mentally	4.55	Strongly Agree
13	to avoid the hustle and bustle of daily activities	4.17	Agree
14	to relieve stress and tension	4.42	Strongly Agree
15	to slow down because I sometimes like to be alone	3.79	Agree
	Average	4.29	Very High
	<i>Pleasure Factors</i>		
16	To look for sex to satisfy “unmet sexual needs”	2.11	Disagree
17	to look for sex to gain sense of freedom and excitement, and power reestablishment	2.12	Disagree
18	to look for sex to satisfy needs for social companionship and sense of belonging	2.10	Disagree



	Motivation Items	Mean	Descriptive Rating
19	to look for sex to fulfill one's fantasy	2.08	Disagree
20	to look for sex as a way to search for something new and opportunities for relaxation	2.18	Disagree
	Average	2.12	Low
	Overall	3.51	High

Range of RatingsDescriptive Rating

	Item	Overall
4.21 – 5.00	Strongly Agree (SA)	Very High (VH)
3.41 – 4.20	Agree (A)	High (H)
2.61 – 3.40	Neutral (N)	Fair (F)
1.81 – 2.60	Disagree (D)	Low (L)
1.00 – 1.80	Strongly Disagree (SD)	Very Low (VL)

with leisure along social factors (3.76). The item to which they agreed the most is “The people I meet in my leisure activities are friendly” (3.89). Moreover, the respondents were highly satisfied with leisure along relaxation factors (4.23). The item to which they agreed the most was “My leisure activities help relieve stress” (4.29). Further, the respondents were highly satisfied with leisure along physiological factors (3.67). The item to which they.

**Table 2: Item Mean Ratings of the Leisure Satisfaction of the Tourists
In Pattaya City, Thailand**

	Leisure Satisfaction	Means	SD
	Psychological		
1	My leisure activities are very interesting to me	3.87	Agree
2	My leisure activities give me self confidence	3.76	Agree
3	My leisure activities give me a sense of accomplishment	3.75	Agree
4	I use many different skills and abilities in my leisure activities	3.58	Agree
	Average	3.74	High
	Educational		
5	My leisure activities increase my knowledge about things around me	3.99	Agree
6	My leisure activities provide opportunities to try new things	4.03	Agree
7	My leisure activities help me to learn about myself	3.84	Agree
8	My leisure activities help me to learn about other people	3.89	Agree
	Average	3.94	High
	Social		
9	I have social interaction with others through leisure activities	3.81	Agree
10	My leisure activities have helped me to develop close relationships	3.69	Agree
11	The people I meet in my leisure activities are friendly	3.89	Agree



	Leisure Satisfaction	Means	SD
12	I associate with people in my free time who enjoy doing leisure activities	3.65	Agree
	Average	3.76	High
	Relaxation		
13	My leisure activities help me to relax	4.25	Agree
14	My leisure activities help relieve stress	4.29	Agree
15	My leisure activities contribute to me emotional well being	4.19	Agree
16	I engage in leisure activities simply because I like doing them	4.17	Agree
	Average	4.23	High
	Physiological		
17	My leisure activities are physically challenging	3.60	Agree
18	I do leisure activities which develop my physical fitness	3.66	Agree
19	I participate in my leisure to restore me physically	3.63	Agree
20	My leisure activities help me to stay healthy	3.80	Agree
	Average	3.67	High
	Aesthetic		
21	The areas or places where I engage in my leisure activities are fresh and clean	3.86	Agree
22	The areas or places where I engage in my leisure activities are interesting	4.01	Agree
23	The areas or places where I engage in my leisure activities are beautiful	4.02	Agree
24	The areas or places where I engage in my leisure activities are well designed	3.84	Agree
	Average	3.93	High
	Overall	3.87	High

Range of RatingsDescriptive Rating

	<u>Item</u>	<u>Overall</u>
4.21 – 5.00	Strongly Agree (SA)	Very High (VH)
3.41 – 4.20	Agree (A)	High (H)
2.61 – 3.40	Neutral (N)	Fair (F)
1.81 – 2.60	Disagree (D)	Low (L)
1.00 – 1.80	Strongly Disagree (SD)	Very Low (VL)

agreed the most was “My leisure activities help relieve stress” (4.29).” Finally, the respondents were highly satisfied with leisure along aesthetic factors (3.67). The item to which they agreed the most was “My leisure activities help relieve stress” (4.29).

On the whole, the tourists were highly satisfied with their leisure activities. According to the level of satisfaction, the respondents were most satisfied along relaxation, followed by educational, aesthetic, social factors, psychological and physiological factors. The finding is very similar to that of Ayyildiz & Gokyurek (2016, pp.147-155) who examined the leisure satisfaction levels of individuals participating in re-creative dance activities, and found out that the highest point of leisure satisfaction was found in relaxation sub-dimension and the lowest point is found in physiological sub-dimension.



The strongest motivational factors were the stimulus/avoidance factors which include the need for mental and physical relaxation. Interestingly, the respondents were most satisfied along relaxation. This means that their strongest motive determined the sub-scale of their leisure satisfaction. This finding is similar to that of Ross & Iso-Ahola (1991) who explored motivation and satisfaction dimensions of sightseeing tourists. The results of their study indicated a considerable similarity between motivation and satisfaction dimensions. This means that if their motives were met, they were satisfied.

Leisure Satisfaction with Socio-demographic Characteristics and Motivation Factors

The result of the regression of leisure satisfaction on socio-demographic characteristics and motivation factors is shown in Table 3. The collective effect of the socio-demographic and motivation factors on leisure satisfaction was highly significant (.000). It attained an F value of 30.521. As indicated by the Adjusted R Square, a high 49.7 percent of the variance of leisure satisfaction was accounted for by the independent variables. In this present study, when the items were taken singly, stimulus and avoidance factors, were found to be the best predictor of leisure satisfaction as indicated by their beta coefficient, followed by social factors, nationality, intellectual factors and occupation.

Table 3: Regression of Leisure Satisfaction on Socio-Demographic Characteristics and Motivation Factors

Variable	Standardized Beta Coefficient	Sig
Age	-.025	.336
Gender	.075	.172
Civil Status	.058	.322
Number of Children	-.060	.258
Education	.001	.258
Income	-.088	.460
Occupation	-.031	.006**
Nationality	-.231	.003**
Intellectual Factors	.167	.000**
Social Factors	.268	.000**
Stimulus/Avoidance Factors	.277	.000**
Pleasure Factors	.010	.641

F Value = 30.521

Significance Level = .000

Adjusted R Square = .497



Stimulus/avoidance factors comprise the need to relax physically and mentally, to avoid the hustle and bustle of daily activities, to relieve stress and tension, and to slow down because of the desire to be alone sometimes. Because such motivational desires were met, leisure activities were made more interesting (*psychological*). Moreover, tourists were provided opportunities to try new things (*educational*) and develop closer relationships with the people they met (*social*). They were able to relax physically and mentally and became more satisfied even if their leisure activities were physically challenging (*physiological*). Finally, they were satisfied with fresh, clean, beautiful and well-designed leisure activities (*aesthetic*).

Social factors include the desire to build friendship, interact with and to meet new and different people, and the need to gain a feeling of belonging. Because such motivational needs were met, leisure activities gave the tourists sense of self-accomplishment (*psychological*). The tourists became more knowledgeable of the different people around them (*educational*) and developed friendships with the people they met (*social*) and became more satisfied even if their leisure activities were physically challenging (*physiological*). They were satisfied with clean and beautiful leisure activities (*aesthetic*).

The negative beta coefficient of nationality indicates that non-Thai respondents appeared to be more satisfied. This means that they found greater satisfaction because the activities were interesting (*psychological*), provided opportunity to be more knowledgeable of the different people around them (*educational*) and to develop friendships with the people they met (*social*).

Intellectual factors consist of the desire to learn about the things around, satisfy one's curiosity, explore new ideas, expand knowledge and discover new things. Because such motivational desires were met, leisure activities were made more interesting (*psychological*). The tourists increased their knowledge about the people and things around them (*educational*) and developed friendships with the people they met (*social*) and became more satisfied even if their leisure activities were physically challenging (*physiological*). They were satisfied with fresh, clean, beautiful and well-designed leisure activities (*aesthetic*).

The negative beta coefficient of occupation shows that civil servants, employees in private sector and retirees were more satisfied. This suggests that civil servants and employees in the private sector are used to meeting new and different people (*social factor*) and enjoyed such, and that retirees visit tourist spots to relax physically and mentally (*stimulus/avoidance factor*) and likewise enjoyed such. The finding is similar to that of Chin-Tsao Kuo (n.d.) who found out that civil servants who were participants in leisure activities showed better social interaction and



physical and mental conditions than the ones in agriculture. It is, however, different from that of Kabanoff (1982, pp.233-245) who found out that occupations did not differ in leisure satisfaction.

Age was also found out not to relate significantly with leisure satisfaction. Young and old tourists alike enjoyed the tourist spots. This suggests that the attractions were wholesome and gratifying to tourists across ages. The finding is different from that of Ayyildiz & Gokyurek (2016, pp.147-155), Muzindutsi & Masango (2015, pp. 1-15) and Ateca-Amestoy et al. (2004) who found out that age was significantly related with leisure satisfaction, that is, as age increased leisure satisfaction levels increased accordingly. The finding is also different from that of Riddick (1986, pp.259-265) who also found out that age related significantly with leisure satisfaction.

Likewise, sex did not to relate significantly with leisure satisfaction. This means that the attractions catered to both men and women alike. The finding is similar to that of Ayyildiz & Gokyurek (2016, pp.147-155) and Place & Beggs (2012, pp.1-12). However, it is different from that of Kabanoff (1982, pp. 233-245) and Lapa (2013, pp. 1985-1993) who found out that sex was correlated significantly with leisure satisfaction.

Civil status was also found out not to relate significantly with leisure satisfaction. This means that the attractions were entertaining to single, married and separated tourists alike. The finding is different from that of Chin-Tsao Kuo (n.d.) who found out that married participants in leisure activities showed greater satisfaction than single participants along social and physiological factors. The finding is also different from that of Ayyildiz & Gokyurek (2016, pp.147-155) who found out that being single significantly related with leisure satisfaction.

Moreover, number of children did not relate significantly with leisure satisfaction. This means that parents who had children enjoyed the attractions even if they tagged along their children as much as parents who did not have children. This is different from that of Ayyildiz & Gokyurek (2016, pp.147-155) who found out that not having a child significantly related with leisure satisfaction, that is, they enjoyed their leisure better if there were no children to look after.

Education was also found not to relate significantly with leisure satisfaction. This means that the attractions did not require high level of education to be enjoyed and appreciated. It is different from the finding of Muzindutsi & Masango (2015, pp. 1-15).



Further, income was not a significant predictor of leisure satisfaction. This suggests that the tours were affordable to all the tourists across income levels. The finding is different from that of Chin-Tsao Kuo (n.d.) and that of Ayyildiz & Gokyürek (2016, pp.147-155) who found out that those with more family income showed better social interaction and physical and mental conditions than the ones with less income.

Finally, pleasure factors, particularly the desire for sex, were found not to significantly relate with leisure satisfaction. The reason could be that the tourists interviewed were those found in parks, zoos, and restaurants and not those found in bars and nightclubs. The second reason could be that they were hesitant to tell the truth. The finding is different from that of Tepanon (2006) who discovered that sex tourists in Pattaya City, Thailand were motivated by unmet sexual needs; that of Yates (2016) who found out that deemed sexually undesirable Western women visit Jamaica and Ghana for a short vacation romance with men who can make them feel appreciated and beautiful; that of Ryan & Kinder (1996) who found out that tourists look for sex to satisfy their needs of social companionship; that of Herold & Garcia (2001) who validated the long held assumption that male tourists are motivated by sex while women by romance; and that of Berdychevsky & Gibson (2015) who found out that some women looked at leisure travel as “transgressional space,” where women feel free to “behave like men.”

Conclusions

1. The strongest motivational factors are the stimulus/avoidance factors while the weakest are pleasure factors. On the whole, the level of the motivation of the tourists of Pattaya City is high.
2. On the whole, the tourists are highly satisfied with their leisure activities.
3. Stimulus/avoidance factors are found to be the best predictor of leisure satisfaction.
4. Social factors are the second best predictor of leisure satisfaction.
5. The attractions are wholesome and gratifying to tourists across ages; entertaining to men and women; satisfying to single, married and separated tourists alike; acceptable to parents who have children as well as those who do not have; affordable to all tourists across income levels; and do not require high level of education and intelligence to be enjoyed and appreciated.
6. Desire for sex does not relate significantly with leisure satisfaction probably because the respondents were those encountered only in parks, zoos, and restaurants and/or they were hesitant to tell truth.



Recommendations

1. Leisure activities that are relaxing to tourists mentally and physically should be integrated in tour packages.
2. Activities that allow tourists to interact with one another should be initiated and undertaken by tourist guides.
3. Tourist guides should have training along group dynamics.
4. Tourist guides should have training on the different tourist destinations around the world. Their basic knowledge will allow them to compare the tourist spots in the countries of the tourists with the destinations they are going to.
5. More wholesome entertainment activities that cater to all tourists regardless of age, gender, civil status, number of children, education status and income should be provided to tourists.

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