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# The influence of push and pull motivations on tourist behavior at the full moon party in Thailand

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**Abstract:** This study was designed to study the push and pull motivational factors affecting the foreign backpackers travel behavior towards Full Moon Party in Koh Phangan District, Surat Thani Province. In the sample 300 foreign backpackers aged 18 or older were included, who came to attend the Full Moon Party solely for vacation purposes and not for any work or income generating activities. The study was executed using a structured questionnaire. The statistical tools for the analysis of the data included, but were not limited to, frequency counts, computed percentages, means, standard deviations, chi-square analysis, one-way ANOVA, and Pearson correlation at the 0.05 level of significance. The research demonstrated that with respect to the first-time foreign visitors in Thailand to attend the Full Moon Party, then, they have habitually stayed at the resorts and the bungalows. It was a general observation that such visitors preferred to seek out information on the Internet, social websites as well as tourism websites. Their activities included horse riding, general activities, seeing natural sights including waterfalls and mountains, going for mountain hikes, participating in physically hard and risky outdoors activities, and nighttime activities. Tourists are sufficiently motivated to visit Thailand for its various appealing attributes, as revealed by the analysis. Furthermore, 10 motivational components were identified with 24 variables; Push Motivation Components: (1) Escape and Novelty Seeking, (2) Feel Free, (3) Open the World, and (4) Social Need. Pull Motivation Components: (1) Party, (2) Unique, (3) Only for Myself, (4) Sea Lover, (5) Diversity, and (6) Loner. Demographic characteristics for example gender, age, marital status, education level, occupation, and place of residence were also studied. The push factors, as well as the pull factors of travel, were found to co-relate with the behavior of female foreign backpackers on the other hand where both were significant.

**Keywords:** full moon party; pull motivations; push motivations; tourist behavior; tourism industry

## 1. Introduction

Tourism, without a doubt, has been formed as one of the most important sectors of the developing service industry. In Thailand, tourism is regarded as an economic and social growth factor, as it contributes to the state by receiving significant amounts of external income. In the year 2019, the international visitors who toured Thailand earned up to 1,933,368.23 million baht on international tourism which was an increase by 3.05 percent. Such revenues from tourism have enhanced the development of the country, enhanced the economy, attracted investment, provided employment, generated income construction in regions and raised the standards of living amongst the people (Liao et al., 2024).

Thailand has become a sought-after holiday destination. According to the data collected by the Tourism Authority of Thailand (TAT) and the Department of tourism, in 2019 a sum of 39,797,406 foreign tourists visited Thailand, which was a 4.24 percent improvement from the preceding year. Of the visitors, East Asia accounted for 68.50%, Europe 16.88%, South Asia 6.02%, Americas 4.11%, Oceania 2.23%, Middle East 1.77% and Africa 0.50% (Tourism Authority of Thailand, 2020). East Asia had the most visitors with 27,259,855 travelers, while Europe also recorded constant growth in tourist influx. It's worth noting that there was an impressive growth of tourist inflows from South Asia which was over 20.79 percent. The largest grouping of tourists was from China who made 10,994,721 trips, followed by Malaysia, India, South Korea, Laos, Japan, Russia, USA, Singapore and Vietnam (Tourism Authority of Thailand, 2020).

In Thailand, visitors can be segregated into two categories based on the kind of travelling packages they can avail of. One category is by self-tourists also known as Foreign Individual Tourists and the other is by a pack of group touring the country. The data of 2019 revealed that there was a total of 29,651,918 tourists or 74.29% who were self-travelers while the rest were million tourists who participated in package tours (Department of Tourism, 2020). As illustrated in **Figure 1**, the distribution of international tourists visiting Thailand in 2019 showcases the regional breakdown, emphasizing the significance of East Asian visitors.



**Figure 1.** Distribution of international tourists visiting Thailand by region in 2019.

Continuing the development of tourism, there have been attempts to provide areas that can accommodate different types of tourism including economic/self-sufficient tourism, cultural tourism, ecotourism, sports tourism and health tourism. As further evidence, the colorful and unique background of Thailand, along with easy access by transport affects a wide spectrum of tourists. Consequently, mainstream tourists and backpackers long for Thailand due to its rich tourism potential. Earlier then, mass

tourists were the bulk of the continents hospitality business and traveled in large numbers as group tours. Package Tours and group travel are terms that involve groups of 11–15 or more travelers organized by the end of the tour, usually by a tourist agency, whose positive factors are savings and communication—fewer problems in the group. There is also another very fashionable type of leisure on the rise, wherein persons, who are called, travel independently (Foreign Individual Tourism), where the foreigner may & may not wish to use the services of a tour operator. (Song et al., 2022).

In the present context, independent travelers are usually thought of and referred to as ‘backpackers. Ordinary tourists, also referred to as ‘tourists’, are not regarded as a distinctive sort of travelers while backpackers have a special approach towards their journey and hence are rarely called conventional tourists. Thus, trekking is not only a way of movement somewhere but also a trend which is completely separated from the general way of travelling. This type of tourism has also acquired its own characteristics in the form of various infrastructure growth including transport, tourist guides, routes, communication equipment and regions. Backpacking, too, has been increasingly popular in recent years, as demonstrated in the rise in the level of backpacking sharing on the internet as a way for backpackers to record their travel experiences and gather opinions.

Surat Thani Province is another tourist-filled area located in the upper southern part of Thailand. It has avid grown in the number of guests especially for budget tourist otherwise known as backpackers. In terms of tourism visits Surat Thani province remains the third after Phuket and Krabi in the southern region. As previously stated, the geography of Surat Thani is multifarious with mountainous plateaus, low coastal lands, and many islands in the coast line of Gulf of Thailand including the island of Koh Samui. The most popular and biggest of them is Koh Samui, and the other lesser more famous are Koh Phangan and Ang Thong Islands. This is why Surat Thani occupies interest for tourists from all over the globe (Cook-Price et al., 2024).

Koh Phangan is one of the most important tourist centers, which brings in considerable revenues to Surat Thani Province. Koh Phangan enjoys a nice peaceful location along with a bountiful natural endowment with a number of attractive beaches. The most popular and most photographic beaches is Haad Rin Nok, famous for its full moon viewing for the Full Moon Party and rated among the best Locations for full moon parties. Also, worth visiting is Haad Thong Nai Pan beach, Haad Chalok Lam and Haad Mae Hat. Koh Phangan has more to offer than lovely beaches as the island is also crisscrossed with rich jungles and beautiful waterfalls. Above all is the celebrated Full Moon Party that everyone agrees is within the top 5 parties on the planet. What differentiates this party is that it happens once a month also on the full moon. besides the Full Moon Party, everyone goes to Khopangahn for many other parties, for instance, the Half Moon Festival, Black Moon Party, Sa Manora Baan Sabai, and so much more. Besides the island’s vibe of parties, the island is also filled with activities like snorkeling and scuba diving, trekking, bird watching, and interacting with the local people with their ancestors and culture still intact. These distinctive features contribute to the reasons why, Koh Phangan draws millions of visitors around the globe. In terms of its one-of-a-kind beauty, Koh Phangan’s tourism sector is indeed flourishing with the volume of local and foreign tourists raking in with every passing year (Çakmak et al., 2021).

The focus on the backpacker market continues in the case of Thailand. Thus, this researcher relates his interest with the study of push and pull motivations on the tourism behavior of Full Moon Party visitors in Thailand. This research is designed to assist and increase the number of backpackers in Koh Phangan and enhance local tourism business. Business operators can utilize these insights to enhance the delivery of their services to backpackers. In addition, the results of this study can also assist in the improvement and development of tourist attractions, policy design and strategies activities on tourism marketing both in Koh Phangan and Surat Thani Province.

## **2. Literature review**

### **2.1. Theories of motivation**

Motivation can be defined as the internal and/or external influences on the performance of actions objective to the satisfaction of certain needs, which often arise in different situations and at any point of time. These needs may be physical ones like a physiological urge, nourishment or discomfort, or they could originate from psychological or emotional stress such as the desire for acknowledgement or appreciation, a sense of belonging or pleasure. Motivation is a dynamic process that is ongoing. It begins with stimuli which are capable of generating individual needs. If a very high need emerges. However, this need remains unmet; then it builds stress and this stress builds an internal pressure or say motivation to work towards those needs. External stimuli which are called signals as well assist by explaining and motivating response actions. People assess the stimuli, considering the other/familiar stimuli and act to get to that stage which will satisfy them. When those needs are satisfied, stress is no more, until there is another stimulus which starts the motivation process again (Khalilzadeh et al., 2024).

### **2.2. Maslow's hierarchy of needs**

Maslow's Hierarchy of Needs Maslow's necessity stems from the work of an American psychologist, Abraham Maslow, who first introduced his concept in an article entitled: A Theory of Human Motivation published in the Psychological review in August 1943. Maslow's theory differs from those presented by other developmental psychologists in that he describes the needs of a human being across various stages of development. In total Maslow has developed five levels of the hierarchy scale, starting from the most basic of him which outlines the different basic human needs. It is, however, vital to appreciate that there are main sub structures in Maslow's hierarchy which are the basic needs and self-actualization. These categories are mainly concerned with the need for uniqueness and the rank order of the needs. But in spite of many interpretations, Ki, in his 1996 publication, dares to assert that Maslow never dropped the said purpose of the pyramid as the illustration of his theory. The hierarchy had become an all received concept in different domains like education, health care, social work as well as management training. It remains relevant in psychological engagement together with sociological and organizational levels analysis guiding to comprehend human behavior and its motivation.

1) **Physiological Needs:** In order for the human body to ensure it continues to function, there are basic needs that include the intake of food and water, the ability to breathe, the act of sleeping and the need for shelter. Maslow argued that until these fundamental needs of the person are not satisfied, the person is unlikely to seek safety or even love. Satisfying these needs enables the body to maintain a higher degree of order which allows for crucial functions.

2) **Safety Needs:** After physiological needs are achieved, an individual moves to the next hierarchy of safety needs which involve economic safety and personal security. This need could be in the form of securities in employment, legal rights, savings or even insurance and protection from injury. The elderly people are more or less dependent on children with disabilities who have a higher number of these needs. Safety needs are far more important than housing, health, and a safe environment as they provide for stability.

3) **Love and Social Needs:** After fulfilling physiological requirements and moving to safety needs, the next step towards self-actualization involves finding social ties and bonds. This explains why every person at some point will have a desire to be part of a family, friends, or a group of work colleagues and even religion. Lack of these bonds may lead to loneliness and social phobia and later depression.

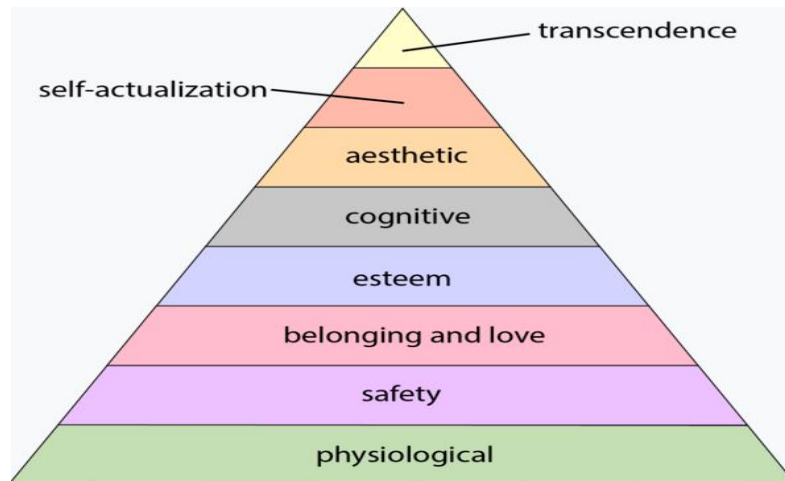
4) **Esteem Needs:** Self-esteem includes two components, the feeling of self-worth and the value placed on an individual by other people. Maslow came up with two types of esteem, lower self-esteem which is characterized by status and recognition, and higher self-esteem which comprised independence and self-confidence. Self-recognition needs tend to be self-satisfying meaning child development is affected, as to recognition, because children's self-worth is shaped by recognition.

5) **Cognitive and Aesthetic Needs:** In addition to esteem, Maslow distinguished two more categories: cognitive needs (the need for knowledge, for creativity) and aesthetic needs (the appreciation of beauty, of harmony). To honor the psychological perspective, people aspire to reach their fullest potential through intellectual engagement and aesthetic pursuits.

6) **Self-Actualization:** Self-Actualization is the embodiment of the most optimal position in the variation of the hierarchy. This is the concept where one achieves his or her complete potential. According to Maslow, individuals set their personal selves as a goal, whether in a role of a parent, an athlete or a creator of things. Self-Actualization as a term, encompasses the direction towards personal goals and utilization of self to the optimum potential.

7) **Self-Transcendence:** Other than what was proposed earlier, Maslow went on to expand the hierarchy to include self-transcendence, emphasizing on the spiritual aspect. This stage includes transcending one's self for a greater cause like helping others through charity or pursuing spirituality. Self-Transcendence promotes the ability to participate in fulfillment which allows the participants to in turn find something to strive for further meaning.

As illustrated in **Figure 2**, Maslow's hierarchy of needs outlines a structured approach to understanding human motivation, beginning with fundamental physiological needs and culminating in self-transcendence (Huitt, 2007).



**Figure 2.** Maslow's hierarchy of needs.

Therefore, each person's motivation arises from needs that are activated by internal and external drives, which cause behaviors that aim to satisfy such needs. Needs, motivation, and behavior are related in such a manner that the rules of relation to the whole system are basic in as far as it is someone's action; a deficiency is grammatically formulated. It is understood. There are different kinds of types of motivational processes always present in terms of behavior however an individual may not act out on each and every one of them nor does behavioral action which follows from the motivation come as a result of acquired experience or learning.

### **2.3. Motivation and application in tourism**

Thus, Rejón-Guardia et al. (2023) lists seven basic elements of travel-related motivation:

- 1) Tourism seen as a remedy for deficiencies: Suppose that tourism is an activity that seeks to meet the needs of people that have not been satisfied.
- 2) Tourism attraction (Pull) vs. Push motivation: Both the necessity (Push) for traveling and the attractive (Pull) features of the destination prompt potential tourists to visit a place. All tourists have two categories of motivations. These are push and pull factors. Push factors are internally based.
- 3) Motivation as imagination: Things which aren't acceptable or even condoned in the society of the traveler are expressed in terms of travel.
- 4) Needs divided into subgroups: There are various objectives or needs of the travelers, such as for visiting friends, to make contacts, to acquire knowledge etc. which motivate travel among tourists.
- 5) Studying the form of motivation: This is quite interesting, especially if one possesses motivation vis-a-vis motion. There are two basic forms in which internal motivation can become manifest, namely: behavior of people and in this case tourists marketing.
- 6) Theory of motivation and tourist experiences: This theory focuses on the interconnections between the factors that motivate a tourist to undertake a journey and the multifaceted experiences, beliefs and opinions that the tourist intends to obtain. There is a theoretical link between motivations of the tourist and the experiences sought by them.

7) **Self-defined motivation:** This approach concerns the tourists' knowledge regarding their reasons and motives for tourism. This is a useful information in terms of psychographic analysis of the behavior tourism research methods.

In the case of tourism researchers, they cite the need to study the purpose of tourism, especially the tourists' behavior, in order to arrive manifestly and forecastively at tourism behavior. A concept that has snowballed over time is the Sign-Gestalt Paradigm or Push-Pull Factors, one pioneered by Wong et al. (2024). This approach sorts motivations into two dimensions: What are the Push Factors and what are the Pull Factors, with the objective of addressing the question, "Why do people go on holiday?" It assumes that people travel in the first place because they pull themselves up from their homes (Push), and also because they want to go to some other place (Pull): some forces urge and some forces appease the people who have to travel.

(A) Push factors explain the internal tourism needs and motivations that cause the consumers/tourists to actively seek out a form of travel. Such factors arise from the need that has to be accomplished but can't be tangibly expressed as they are the inner feelings with respect to a particular tourist. For example—break the boredom, vacation, adventure, self-fulfillment, health improvement, etc. Push factors are of anthropological as well as sociopsychological nature, that reach out to the environment of the tourist who is persuaded to travel. Clearly, push factors help to encourage, both the wish, and the decision to perform, a particular tourism activity.

(B) Push factors involve tourists' external influences that explain the reasons behind one's travel choice. They mostly pertain to the material factors or features of a place of interest, e.g., weather, sand, infrastructure or cost of traveling. Relatives along with other specific furniture elements which are people, their affects, beliefs and so. play a substantial role in the tourist's choice of a specific site, as they embody a kind of imaginary picture of the worth and prospects of the place. When the attractiveness of the destination is sufficient and the disposition of the tourists towards it is very positive, the likelihood of that destination being selected for travel increases manifold.

## **2.4. Tourist behavior**

### **2.4.1. Definition of tourist behavior**

Tourist behavior includes all the deeds undertaken by the tourists regardless of their consciousness, regardless if other people visualize them or not, giving actual specific situations. External tourist behavior (overt behavior) refers to the range of actions to which they could be perceived using one of the five senses. Internal tourist behavior (covert behavior) embraces the activities of some organs of the body; i.e. thoughts emotions and feelings which cannot be seen to a naked eye but determine actions in the outer body. Internal behavior is the internal processes that act as primary and key preceptors of any external actions and behaviors (Ho et al., 2024) explained the process that follows: by traveler's we mean an individual who actively searches, acquires, uses and assesses products and or services. Similarly, Dai et al. (2024) spoke of consumer behavior as the behavior of person acquiring, or adsorbing, or purchasing a product or service, utilizing it, or engaging and expending resources towards its targets actualized needs and the intermediate actionable patterns and the unique behaviors of every person. Choi et al. (2024) further defined consumer behavior as the

activities as well as the thinking processes that are undertaken when one is choosing a product, buying it, using it or throwing it away.

#### **2.4.2. Elements of tourist behavior (de Mello et al., 2024)**

When considering tourist behavior, seven key elements come to mind:

- A. **Goals:** For any tourist action, there is an end goal. For instance, conservation tourists may seek to prove their worth to the cause by showing concern for the environment as they travel.
- B. **Readiness:** This is concerned with the level of development and the necessary competence that will enable one to carry out activities that will meet the needs. For those who are hikers and explorers with interests in mountain ranges, there is a need for physical fitness and preparation of the mind.
- C. **Situation:** This element refers to the circumstances or possibilities which enable the tourists to select actions to satisfy their needs. For instance, through the observation of weather patterns, one may note that island tourism is ideal when the sea is not rough as opposed to when the sky is pouring rain or thunder storming.
- D. **Interpretation:** This is a decision made, aimed at addressing people's needs in a given environment in the best possible way. For instance, as tourists on an excursion, midday is considered favorable for having lunch.
- E. **Response:** This, seeks to act in relation to some purposes. For instance, holidaymakers intending to rest as their main goal within a holiday season will have to prepare a schedule to govern their leave taking including traveling to different places, reserving places to sleep over and planning what one has to do in line with one's objectives.
- F. **Results:** These can be said to be the consequences of a tourist's movements, and may either be considered as the end results or deviate from what the tourists had planned. For example, tourists traveling to Thailand for relaxation may reach the country and encounter mostly unanticipated events, say, a protest at the airport, which prevents their flight from taking off, hence disrupting their plans.
- G. **Reaction to Disappointment:** Where tourists do not achieve the target goals, aspirational and other forms of parallel goals may be unmet, thereby creating a cause for reinterpretation of the picture. Where necessary, they may take more extreme measures to satisfy their needs or even give up all their plans and wishes, where the situation goes out of control. For example, after the Mumbai terrorist events in India in November 2008, a number of visitors, who had originally hoped to see the city, had to rethink their proposals because of concerns over relaxingaism due to the attack connective geared- firstly, altering Where necessary, owing to safety be more effective in taking picturesque.

#### **2.5. Related research**

According to the study conducted by Bursa et al. (2022) the travel behavior of female foreign tourists visiting Bangkok was studied regarding its influencing factors. The aims included the study of the travel motivation and barriers among female tourists, and also the travel behavior of female tourists in Bangkok, and the impact of these factors on their travel behavior. This survey was carried out using questionnaires



for 325 female tourists and the results of the analysis were described statistically and multiple regression was used to ascertain the impact of the factors.

The research determined that tourists have high internal motivation to travel with a mean score of 3.54 which is supplemented by external attraction having a mean of 3.00 and the least travel barrier of 1.34. This was because the majority of the sample group who traveled alone, or with female friends, showed boldness and lack of anxiety to the strange places. Consequently, no internal barriers were presented whereby the sample perception did not allow women to venture out to Bangkok without other female tourists for fear of not being able to manage themselves. In the same manner, practical aspects (speaking foreign languages, reading maps), or safety-related issues such as being exposed to unpleasant situations while traveling without relatives, the majority of these barriers were insignificant as well. On the other hand, the study found out that the push factors (internal motivation) were not significant in determining the travel behavior of respondents, in contrast, the pull factors (external attractions) and travel barriers were significant on the behavior of the respondents.

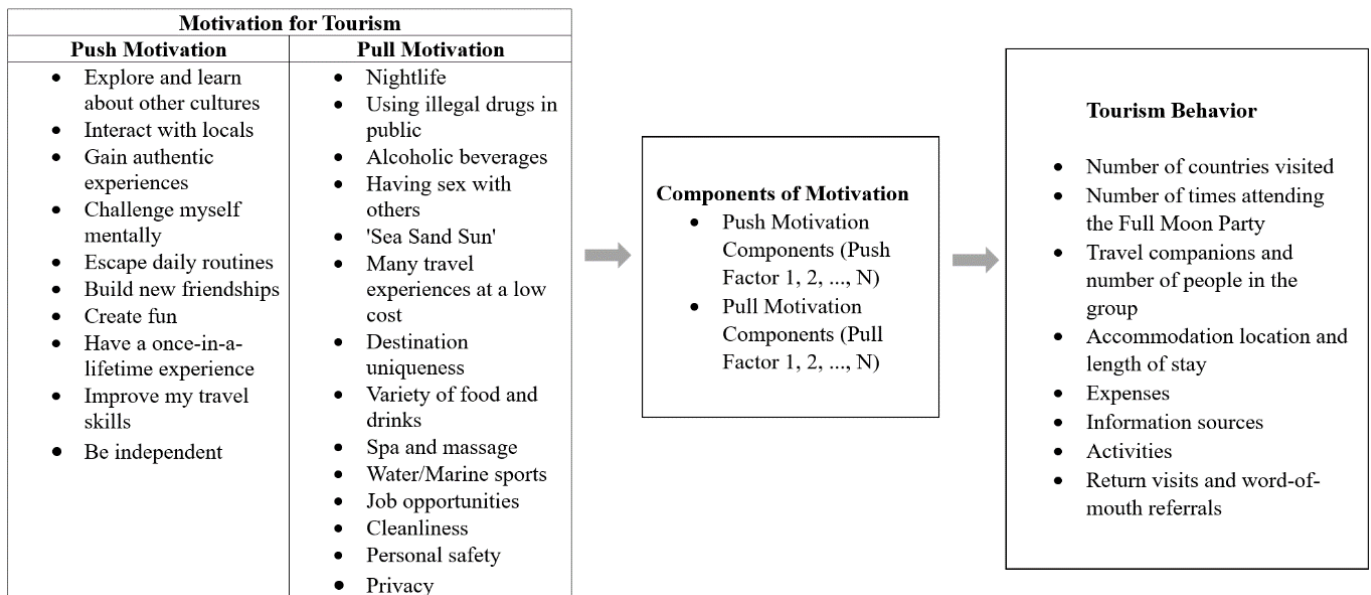
In the article written by Stuhldreier et al. (2015) on Koh Phangan, it was stated that the Full Moon Party is one of the best ten things to do while on that island. A month later, on the occasion of Full Moon, Koh Phangan in Thailand attracts 30000 backpackers. Located on Hadrin beach, this particular Party has become one of the most celebrated beach parties across the globe. Besides the windy party atmosphere, the island of Koh Phangan also attracts many visitors who are interested in scuba diving and snorkeling. Sail rock (known as Whaleshark city) which is considered the best diving site in the Gulf of Thailand is just about a mile off the islands, and the western coastline has a wonderful coral reef on the ocean side. For those who feel they need to recover from a tough day, Koh Phangan features deserted beaches, beautiful views and hikes, and a nice place to see the evening sun weltering while having a cocktail or Kombucha. Considering the above-mentioned facts, the visitors of this captivating island would probably feel hesitant to leave the place with such a variety of interests. As summarized in **Table 1**, previous research on tourism demand forecasting and motivational factors has highlighted key influences on tourist behavior and decision-making, supporting the analytical approach of this study.

**Table 1.** Summary of related research.

Author (s)	Year	Topic/focus	Key findings
Liao, Ren, Sun, Tao, & Li	2024	Tourism Demand Forecasting	EMD-based model with cooperative training mechanism increases accuracy.
Cakmak et al.	2021	Informal Tourism	Identified adaptation mechanisms used by informal entrepreneurs.
Choi et al.	2024	Entrepreneurs in Thailand	Found that information provision influences evacuation behavior among tourists.
Khalilzadeh et al.	2024	Tsunami Evacuation Behavior	Explored tourism motivation as a complex adaptive system.

Cook-Price et al. (2024) employed Generalized Maximum Entropy (GME) method in this research to examine the factors which affect tourists demand for revisiting Koh Phangan. The objective of the study was worth identifying the factors which enable tourists to make the decision to revisit Koh Phangan of Surat Thani region, Thailand. Information was drawn from island tourists and a binary logistic

regression buttressed the model. Econometric model evaluation was conducted by using the GME method by undertaking mean square error (MSE) model correction. It was discovered that the GME method for projecting the number of tourist returnees to Koh Phangan was more accurate relative to the Maximum Likelihood (ML) method especially in minimal sample conditions. The research experimented with sample sizes of  $N = 100$ ,  $N = 200$  and  $N = 400$  all produced the same findings. It was demonstrated that GME was able to estimate the parameters of the logistic regression model with less variability, compared to ML. As for the predictive performance assessment, the criterion of MSE was employed, where GME has been able to outperform ML. The research also noted the influence of particular policies on increasing the number of returning visitors to Koh Phangan: two crucial factors have been named - price and promotion. Promotion of the island using advertising through several media and promotional activities along with direct selling of tour packages were suggested as effective means to attract tourists back to Koh Phangan.



**Figure 3.** Research conceptual framework.

The research further focuses on showing in **Figure 3** the relationship of push and pull motivation factor in relation to the behavior of a tourist. This framework describes four push motivation components, that is, escape and novelty seeking; feel free; open the world; and social need and six pull motivation components, of party, unique, only for myself, sea lover, diversity and loner. Help these demographic characteristics are analyzed in regards to the gender, age and level of education. The framework is based on the motivation theories, and explains that push factors e.g. internal drivers are those such as, novelty seeking and freedom etc., while pull factors are those such as the appeal of the destination itself. This framework also enables in understanding how these motivations impact on the behavior of tourists particularly for the case of backpackers targeting the Full Moon Party in Thailand. It also underpins the complex relationship between personal motivations and tourism attributes to appreciate how tourists make their choices.

### **3. Research methodology**

The research entitled “Push and Pull Factors and Tourist Behavior: The Case of Full Moon Party in Thailand” explains the methodology of research in five aspects as follows:

- Population and Sample
- Research Instruments
- Instrument Quality Control
- Data Collection
- Data Analysis and Statistical Methods

#### **3.1. Population and sample**

Backpacker foreign tourists aged 18 and above, participating in the current research, are foreign tourists who visited the Full Moon Party in Koh Phangan District, Surat Thani Province, stayed on the Koh Phangan Island for a duration from 1 to 90 days and involved in activities which do not attract any payment or compensation. The sample population matches this population in that they are adult foreign backpacker tourists who attended the full moon party in Koh Phangan District and stayed in the island for the same duration and participated in unpaid activities.

Using a strategic sample size comprising at least 100 observations, the most common and recommended rule such as the one by (Hair et al., 2009), which proposes a multiplication factor of 5 to 10 for the number of observed variables. In addition, it has been suggested by Nazaruddin (2020) that a sample size of 300 is good, and 500 is very good. This sequence makes it possible to avoid inattentiveness towards the factor’s defects. In the present case, with the scope of 24 observed variables, and considering the advice of Hair et al on the sample size estimates, the range would be 120—240. However, Nazaruddin recommend sample sizes of 300 and more. This is why the researcher settled for 300 in this study.

#### **3.2. Research instruments**

The data collection instrument used in this research was a questionnaire constructed through a review of relevant concepts, theories, literature and previous research. The first questionnaire was in Thai. Later it was rendered into the English version. To limit the external factors that may alter or negate the results, the questionnaire administered was subjected to a review from experts. After making amendments to the questionnaire based on their suggestions and actual testing of the questionnaire using foreign backpacker tourists visiting Koh Phangan for the Full Moon Party was done. A summary of the variables and their measurement used in this study is presented in **Table 2**.

The key motivational variables and their measurements, as summarized in **Table 2**, provide insight into the push and pull factors that drive tourism behavior. These factors are instrumental in understanding the motivations behind tourists’ choices and can guide effective strategy development for tourism managers.

**Table 2.** Summary of variables and measurement of push and pull motivation.

Variable	Observed variable	Source		
<b>Section: Motivation for Tourism</b>				
1. Push Motivation	<ul style="list-style-type: none"> <li>• Explore and learn about other cultures</li> <li>• Interact with locals</li> <li>• Gain authentic experiences</li> <li>• Challenge myself mentally</li> <li>• Escape daily routines</li> <li>• Build new friendships</li> <li>• Create fun</li> <li>• Have a once-in-a-lifetime experience</li> <li>• Improve travel skills</li> <li>• Be independent</li> </ul>	Rejon-Guardia et al. (2023). The role of motivations and satisfaction in repeat participation in cycling tourism events. <i>Journal of Outdoor Recreation and Tourism</i> , 43, 100664.		
	2. Pull Motivation		<ul style="list-style-type: none"> <li>• Nightlife</li> <li>• Using illegal drugs in public</li> <li>• Alcoholic beverages</li> <li>• Having sex with others</li> <li>• ‘Sea Sand Sun’</li> <li>• Many travel experiences at a low cost</li> <li>• Destination uniqueness</li> <li>• Variety of food and drinks</li> <li>• Spa and massage</li> <li>• Water/Marine sports</li> <li>• Job opportunities</li> <li>• Cleanliness</li> <li>• Personal safety</li> <li>• Privacy</li> </ul>	Khalilzadeh et al. (2024). Tourism motivation: A complex adaptive system. <i>Journal of Destination Marketing &amp; Management</i> , 31, 100861.

### 3.3. Instrument quality control

The researcher sought the quality of the questionnaire by determining the reliability as below:

Reliability:

In order to evaluate the testing instrument, the modified questionnaire was administered to people who were not included in the sample of the study. The results were analyzed in terms of reliability by the application of Cronbach’s Alpha Coefficient (Pinto et al., 2014). In reliability analysis Cronbach’s alphas were calculated using the following formula active.

$$\alpha = \frac{n}{n - 1} \left\{ 1 - \frac{\sum s_i^2}{s_t^2} \right\}$$

### 3.4. Data collection

#### 3.4.1. Primary data

Through this questionnaire designed and validated for this study, data were collected as well. Collection occurred in three waves during the period following the Full Moon Party, from 31 October to 31 December 2022. The study target population comprised foreign backpackers, because, the research incorporated questions concerning use of illicit drugs. Since it was necessary to observe the law, the respondents were only 18 years and above. For example, non-probability sampling was adopted with the accidental sampling method in use. Data were gathered from foreign backpackers in Koh Phangan in hotels, hostels, at the beach, waterfalls, shops and restaurants for a

duration of three months. Because of COVID 19 restrictions, there were less tourists thus it was difficult to carry out face to face data collection. Therefore, the researcher also employed online questionnaires as another method of data collection.

### **3.4.2. Secondary data**

Various types of tourism data with a broad focus on Thailand were obtained from the Tourism Authority of Thailand, the Department of Tourism, the United Nations World Tourism Organization, and other tourism studies, reports, dissertations, papers, literature and the internet.

### **3.5. Data analysis**

The respondents' questionnaires were collected and all the results were computed through Statistical Package for Social Science. The aim of analysis was to investigate and compare the motivations and behaviors of foreign backpackers in the Full Moon Party in Koh Phangan District, Surat Thani Province. The analysis was carried out using Chi Square, One Way ANOVA and Pearson's coefficient of correlation.

## **4. Research results**

Foreigner Backpackers' Motivational Aspects and Travel Behavior: Analysis of Their Relationship Dynamics.

### 1) Push motivation components:

Specific Component 1 of the Push Motivation: Escape and Novelty Seeking. 04) was positively correlated at 0.05 level with the number of travelers (Sig = 0.012), duration of stay (Sig = 0.016), internet information sources (Sig = 0.036), and some leisure activities namely during the tour to such natural attractions as waterfalls and mountains as well as hiking (Sig = 0.011), and no activity during the tour, idle at the accommodation (Sig = 0.002).

Specific Component 2 of Push Motivation: Feeling Free. It also had significant relationship at 0.05 level with social media information sources (Sig = 0.033), tourism website information sources (Sig = 0.004), internet information sources (Sig = 0.001), water activities (Sig = 0.047) and without undertaking any tasks, resting in the accommodation (Sig = 0.008).

Specific Component 3 of the Push Motivation: Opening the World. There was a significant correlation at 0.05 level with the number of times attended the Full Moon Party (Sig = 0.012), average expenditure per day in Thai baht (Sig = 0.041). Information sources included friends and/or relatives (Sig = 0.032), prior engagements (Sig = 0.000), and information sources of tourism website (Sig = 0.003). In examining the relationship between the motivations of foreign backpackers and their travel behaviors, particularly for those visiting the Full Moon Party, findings indicate that specific push and pull factors correlate with distinct behaviors and preferences as summarized in **Table 3** (e.g., frequency of attendance, types of accommodation, and chosen activities).

**Table 3.** The analysis of the relationship between push motivation components: escape and novelty seeking tourists and the travel behavior of foreign backpackers.

Tourism Behavior	Push Factor1		Push3		Push5		Push7	
	$\chi^2$	Sig.	$\chi^2$	Sig.	$\chi^2$	Sig.	$\chi^2$	Sig.
Number of countries visited	5.988	0.816	12.815	<b>0.012*</b>	15.780	<b>0.003*</b>	1.375	0.849
Number of times attending the Full Moon Party	6.888	0.736	7.111	0.130	0.497	0.974	11.463	<b>0.022*</b>
Travel companions	30.805	0.425	11.077	0.522	20.953	0.051	9.381	0.670
Number of travel companions	63.029	<b>0.012*</b>	19.255	0.256	16.560	0.415	40.753	<b>0.001*</b>
Average daily expenses (Baht)	52.619	0.373	19.255	0.256	26.420	0.152	19.080	0.517
<b>Types of Accommodation</b>								
- Hotel	11.926	0.290	4.045	0.400	16.390	<b>0.003*</b>	7.977	0.092
- Guesthouse	8.425	0.989	3.469	0.902	4.817	0.777	2.361	0.968
- Resort	19.057	0.518	4.605	0.799	4.582	0.801	3.059	0.931
- Hostel	29.078	0.086	3.315	0.913	7.517	0.482	9.118	0.332
- Bungalow	20.556	0.424	4.763	0.783	2.132	0.977	7.238	0.511
- Rental house	31.142	0.503	4.138	0.844	7.925	441	10.532	0.230
Length of Stay	61.483	<b>0.016*</b>	24.268	0.084	9.220	0.904	20.674	0.191
<b>Sources of Information</b>								
- Already known by oneself	11.162	0.345	4.334	0.363	0.597	0.963	3.951	0.413
- Recommendations from friends/relatives	3.886	0.952	4.799	0.309	2.366	0.669	2.556	0.635
- Past experiences	11.598	0.313	5.990	0.200	0.686	0.953	3.332	0.504
- Travel magazines	5.420	0.861	3.601	0.463	4.242	0.374	0.315	0.989
- Social media	16.345	0.090	11.544	<b>0.021*</b>	5.294	0.258	6.984	0.137
- Travel websites	13.346	0.205	4.482	0.345	3.687	0.450	10.373	<b>0.035*</b>
- Internet	19.371	<b>0.036*</b>	12.822	<b>0.012*</b>	10.038	<b>0.040*</b>	2.297	0.681
- Travel guidebooks	8.408	0.989	1.000	0.998	2.065	0.979	1.777	0.987
<b>Activities</b>								
- General activities	11.336	332	2.404	0.662	7.076	0.132	3.879	0.423
- Nightlife activities	15.798	0.106	0.431	0.980	0.035	0.986	7.800	0.099
- Outdoor adventure and challenging activities	14.182	0.165	1.044	0.903	0.941	0.919	10.422	<b>0.034*</b>
- Visiting natural attractions (waterfalls, mountains, hiking)	23.001	<b>0.011*</b>	5.552	0.235	0.522	0.971	2.141	0.710
- Visiting historical, cultural, and religious sites	6.102	0.807	1.967	0.742	2.177	0.703	3.902	0.419
- Water activities, diving	13.140	0.216	4.624	0.328	5.945	0.203	5.609	0.230
- Massage, spa	12.017	0.284	0.629	0.960	2.466	0.651	8.222	0.084
- No activities, just relaxing at the accommodation	27.884	<b>0.002*</b>	11.151	<b>0.025*</b>	10.760	<b>0.029*</b>	5.583	0.233

\*Significant relationship at the 0.05 level.

The fourth motivational component: Social Need was found in this study to be significantly related at 0.05 level with travel companions (Sig. = 0.001), number of travel companions (Sig. = 0.000), hostel accommodation (Sig. = 0.004), length of stay (Sig. = 0.003), information obviously, information from friends or relatives (Sig. = 0.045), social media (Sig. = 0.010), websites about tourism (Sig. = 0.003) and information from the Internet (Sig. = 0.012).

## 2) Pull motivation components:

**Table 4.** Results of the analysis of the relationship between motivation component 6: Loner and the travel behavior foreign backpackers.

Tourism Behavior	Push Factor6		Push4		Push12		Push14	
	$\chi^2$	Sig.	$\chi^2$	Sig.	$\chi^2$	Sig.	$\chi^2$	Sig.
Number of countries visited	12.135	0.354	7.946	0.094	7.910	0.095	16.001	<b>0.003*</b>
Number of times attending the Full Moon Party	6.381	0.847	1.822	0.768	5.724	0.221	5.632	0.228
Travel companions	28.456	0.693	7.977	0.787	14.832	0.251	27.060	<b>0.008*</b>
Number of travel companions	56.798	0.093	71.681	<b>0.000*</b>	14.172	0.586	54.718	<b>0.000*</b>
Average daily expenses (Baht)	50.928	0.631	31.800	<b>0.045*</b>	21.093	0.392	15.397	0.753
<b>Types of Accommodation</b>								
- Hotel	14.849	0.190	5.672	0.225	2.693	0.610	3.732	0.443
- Guesthouse	15.598	0.835	4.671	0.792	11.740	0.163	6.547	0.586
- Resort	15.394	0.845	2.441	0.964	9.336	0.315	4.703	0.789
- Hostel	22.413	0.435	2.863	0.943	19.381	<b>0.013*</b>	12.500	0.130
- Bungalow	16.978	0.765	9.667	0.289	8.027	0.431	15.288	0.054
- Rental house	25.999	0.252	4.464	0.813	12.017	0.150	10.166	0.254
Length of Stay	68.496	<b>0.010*</b>	18.592	0.290	30.962	<b>0.014*</b>	41.056	<b>0.001*</b>
<b>Sources of Information</b>								
- Already known by oneself	18.307	0.075	2.931	0.569	1.639	0.802	0.849	0.932
- Recommendations from friends/relatives	13.660	0.252	1.345	0.854	8.115	0.086	3.100	0.541
- Past experiences	10.847	0.46	8.353	0.079	2.505	0.664	3.203	0.524
- Travel magazines	7.374	0.768	0.674	0.955	1.802	0.772	3.306	0.508
- Social media	21.039	<b>0.033*</b>	19.834	<b>0.001*</b>	13.716	<b>0.008*</b>	2.889	0.577
- Travel websites	15.241	0.172	9.839	<b>0.043*</b>	8.392	0.078	17.644	<b>0.001*</b>
- Internet	14.818	0.191	9.658	<b>0.047*</b>	4.778	0.311	16.061	<b>0.003*</b>
- Travel guidebooks	14.067	0.899	2.844	0.944	5.042	0.753	4.336	0.826
<b>Activities</b>								
- General activities	7.516	0.756	9.490	<b>0.050*</b>	0.929	0.920	7.382	0.117
- Nightlife activities	10.875	0.454	4.944	0.293	12.166	<b>0.016*</b>	11.114	<b>0.025*</b>
- Outdoor adventure and challenging activities	10.523	0.484	2.812	0.590	17.910	<b>0.001*</b>	9.253	0.055
- Visiting natural attractions (waterfalls, mountains, hiking)	9.287	0.595	4.446	0.349	17.185	<b>0.002*</b>	4.717	0.318
- Visiting historical, cultural, and religious sites	8.886	0.632	2.865	0.581	74.212	<b>0.007*</b>	5.339	0.254
- Water activities, diving	26.029	<b>0.006*</b>	17.260	<b>0.002*</b>	2.918	0.572	5.343	0.254
- Massage, spa	8.542	0.664	6.422	0.170	7.051	0.133	11.474	<b>0.022*</b>
- No activities, just relaxing at the accommodation	21.364	<b>0.030*</b>	4.428	0.351	32.885	<b>0.000*</b>	27.116	<b>0.000*</b>

\*Significant relationship at the 0.05 level.

(1) Pull Factor 1: Party was significantly related at the 0.05 level with hostel accommodation (Sig. = 0.045, i.e., H2 was supported).

(2) Pull Factor 2: Unique has established a significant relationship with the length of stay within 0.05 level of significance (Sig = 0.001), with activities like visiting cultural, historical, and religious places (Sig = 0.049), and such no activity, which only includes staying inside the building for relaxation (Sig = 0.016).

(3) Pull Factor 3: Only for Myself, on average, was partially unable to measure daily expenditure in baht and was significantly associated with particulars concerning the rental house accommodation at  $\alpha = 0.035\%$ . The significant relationship at the 0.05 level with average daily expenses in baht rental house accommodation (Sig. 0.036) duration of stay (Sig. 0.021) internet information sources (Sig. 0.007) nightlife activities (Sig. 0.002) activism with extreme and challenge outdoors (Sig. 0.006) exploring old culture or temples (Sig. 0.018) and rest and don't do anything resulting inside the accommodation (Sig. 0.015). For an analysis of [relevant variable/relationship or summary findings in **Table 4**], see **Table 4**.

(4) Pull Factor 4: Sea Lover had a significant relationship at the 0.05 level with average daily expenses in baht (Sig. The average daily expenses were at Sig. 0.10 and 0.23 with known sources at Sig. 0.023 and sig. 0.05 with other sources in the internet Sig. 0.050 and activities at night time Sig. 0.013.

(5) Pull Factor 5: Chavez (3) stated that Diversity showed significant relationships at 0.05 level with the frequency of attending Full Moon Party (Sig. = 0.027), known information sources (Sig. = 0.015), and not taking part in any activities but rather resting in the accommodation (Sig. = 0.001).

(6) Pull Factor 6: The Loner factor also demonstrated statistically significant associations with the duration of stay (Sig. = 0.010), social media information sources (Sig. = 0.033), water activities (Sig. = 0.013) and simply resting at the accommodation without taking part in activities beside the water (Sig. = 0.030).

Results of the Analysis of the Relationship between Demographics, Motivating Factors' Structure and Loyalty towards the Tourist Sights of a Foreign Backpacker.

- 1) Intention to revisit Demographic Characteristics: The analysis found, and in relation to gender, a relationship significant at the 0.05 level of loyalty to tourist attractions in regard to the intention to revisit tourist sites (Sig. = 0.031).
- 2) Motivational Components: The analysis revealed a significant relationship at the 0.05 level between motivational components and loyalty to tourist attractions in terms of intention to revisit with the 2nd motivational component (Sig. = 0.039) and the 5th motivational component (Sig. = 0.001) showing significance.
- 3) Recommendation of Koh Phangan and the Full Moon Party for other persons
  - a) Demographic Characteristics; analysis found no significant relationship between demographic characteristics and loyalty to tourist attractions concerning recommending, Koh Phangan and Party to others.
  - b) Motivational Components: The analysis presented a significant relationship between motivational components and loyalty to the tourist attractions where the 3rd. motivational component (Sig. = 0.048) and 5th motivational component (Sig. = 0.038) were found to be significant in the likelihood of the respondents recommending the destination to other people.

Discussion of Results in Relation to the Problem and Overall Purpose of the



### Study.

It is recognized that the statistical techniques applied in this study allow establishing the links between the push factors and separate activities drowned in the water or practiced on the ground like for example hiking. Nonetheless, further analysis of the relationships can extend the application of the study findings in the realm of tourism management. For instance, the positive relationship between the push factor of adventure and the participation in activities like trekking illustrates the fact that there is a clear supply of such needs among tourists. It further indicates that tourism managers need to improve and invest in creating adventure-oriented services and experiences. In real practice, implementation of guides for trekking trips, development of adventure and green trekking packages would no doubt satisfy the expectations of adventurous tourists and boost the degree of visitors' satisfaction and the return rate.

Connecting and further embedding this finding is the relationship between the push factor of relaxation-seeking and participation in activities of a water-based nature or rather event based on snorkeling or other beach related events. It in turn suggests that tourists seeking for relaxation will most definitely look for water-based experiences. Finding also suggests that the tourism operators should focus on services which enhance relaxation such as beach resorts, spas and leisure water activities. It could also be facilitated by directing the marketing campaign to focus on these benefits in order to attract those who want to relax.

This study illustrates how the findings can be used to enhance marketing and service delivery in tourism by using specific case scenarios such as creating promotional campaigns for adventure tourism like hiking or marketing services for water-related activities that promote relaxation. In the end, these applications are going to affect positively tourism managers on how best to position their services to the needs their audience, hence improved services and competitiveness in the market.

## **5. Conclusion and discussion**

The disclosure analysis brought to light different significances in terms of which reasons tourist tourists have based on motivations in their travel decision. When itemized it contains discreet or separate motivations. In this manner it is possible to organize the tourism in a way that meets each individual. The analysis developed ten components: four components are push motivation. and six components are pull motivation. 1) A push motivation is an intrinsic force that is experienced by individuals due to unachieved wants, and therefore pushes them to travel in place of performing other kinds of activities. In most instances, these forces are more psychological since they are personal to each and every tourist. 2) A pull motivation encompasses those sociocultural variables which encourage adjustments in the traveling behavior of a tourist. They are centered on the physical attractiveness of a particular area (Khalilzadeh et al., 2024). All of the factors of emotion associated with each of the motivation components can be understood through theories that have been previously discussed namely Maslow's theory of needs, Pearce's theories of travel career ladder (Rejón-Guardia et al., 2023) envisaged a revision of Maslow's structure, as well as Wong et al. (2024) contemporary approach to tourism motivation.

In evaluating the tourist tendencies, de Mello et al. (2024) explain the

determinants which include: goals, readiness, interpretations among others in making a decision based on a given motivation. For instance, there are tourists whose main goal is to protect the environment, and as pointed out by de Mello et al, such tourists will demonstrate an active readiness. These facts derive the description of tourist activities, especially where the focus is on viewing environmental awareness tourism. In any case, the authors of this research consider these peculiarities of local cultural and social contexts and relate them to the determinants described by de Mello et al. For example, the authors of the study focus on how ecotourism areas are developed with respect to tradition, which is quite different from de Mello et al. who focus on the environment within which the tourist responds. This explanation helps to expand and deepen the understanding of the factors of the tourism behavior presented by de Mello et al in respect of the context within the unique tourism culture in Thailand.

If each parameter is considered separately, the analysis found the following:

Educating on the first Push motivation element in Maslow's hierarchy, Escape and Novelty Seeking is partially premised on the desire to go away from every day and dull routines and have fun and gain real world experiences. The second motivation element is the Feel Free and it corresponds to a wish to have such once in a lifetime experience and the sense of liberation. The tourists belonging to this group specifically try to get out of their everyday world, they want to add some new things to their experiences and get out of the boredom. In order to satisfy these tourists' needs and motivations, it is necessary to prepare the customers: entertain them, feed them, and present customs and traditions different from theirs, to the extent that it creates a feeling of thrill and excitement. On Koh Phangan, tourists will like such 'real' or 'savvy traveler' experience and this will probably make them feel great and push them to come back. This agrees with the results of Tang et al. (2023) which shows that backpacking offers tourists the opportunity to expand their perspective and explore new cultures, owing to the absence of a structured programme for travelling. Such travels are best suited to people who appreciate freedom, love spontaneity and adventure and most of all, enjoy trying new things, making it different from common tourism. The rise in the number of people engaging in this type of tourism is said to be caused by modern technology, better means of transport and creation of safety measures that make tourists feel comfortable (Ho et al., 2024).

The first Pull motivational element, Party, includes motivations such as using illegal drugs in public, going out at night and drinking alcohol. Tourists in this group mainly come to have fun and enjoy the party. The intention here is to make the Full Moon Party as unforgettable and as appealing as possible to the tourists in order for them to come back and recommend others to do so. The second motivational element, Unique, caters for the peculiar spa and massage treatments offered at the destination. To suit this group of tourists more health and wellness activities can be offered for example detox retreats, vegetarian meals and exercise classes that are all aimed at relaxation and healing. The third motivational element, Sea Lover, centers on the love for the 'sea, sand and sun' concept as well as activities that involve the use of water 'sports/marine based'. To satisfy the demand of this group, providing various kinds of water sports, as well as deep-sea training programs, and environmentally friendly projects, such as cleaning beaches, planting corals, or helping as lifeguards on famous beaches such as Haad Rin would be perfect. These activities add value to the

experience of sea lovers by combining pleasure and protection of the environment.

Dai et al. (2024) perfectly matches the picture noting that most tourists coming to Koh Phangan for the first time are mostly inclined by the Full Moon Party as they are looking for adventure and entertainment. The studies by Betteridge as well prove that the very factors that make Southeast Asia so attractive to other tourists such as European backpackers are the people, their culture, cheap travel, and the breathtaking sceneries. Also, the activities that most foreign backpackers take part in when they are on Koh Phangan include general activities first, visiting natural attractions such as waterfalls and mountains second, outdoor activities and camping, and later night parties. This is in complete agreement with research conducted by Choi et al. (2024), which supports that the appeal of Koh Phangan relates to its attractive destinations and sources of tourism that arouse interest for travel especially Haad Rin which is famous for fans of the Full Moon Party. Both the event and the organization's activities give the tourists the chance to do their leisure activities and take part in various cultural exchange activities such as painting, fire rope jumping, and fire shows of the local restaurants, which attracts many people. Haad Rin also has beautiful beaches with very fine sand where people can lie down, read books, or take walks and enjoy the scenery looking for places to rest.

**Contribution to the Literature on Backpacker and Event Tourism** The results of the research do not make the authors' contribution any less distinct to the much greater scope of literature dealing with backpackers and event tourism. Earlier studies such as Barry and Iaquinto (2023) studies have shown that the reason why backpackers travel is for the reasons of adventure, cultural aspects and simply, to be on their own. Our work is consistent with such studies, and, in particular, we would like to highlight that event-attending backpackers, such as those who participate in the Full Moon Party, are social-cultural in nature, and a rather strong prospect of audience interaction. This is in consonance with conclusions made in the past about the backpackers having exceptional zest for activities that are different from the conventional tourism practice. However, our findings do not conform with current studies in relation to the organized events' status in the backpacker's continuum. This study, while pinpointing these alignments and these deviations, explores participation in the three areas of interconnections between backpacker tourism and event-based tourism, and the elevating trends of organized events as a determinant tool of tourist behavior.

## **6. Suggestions**

Applying the Push-Pull Motivational Framework to the Full Moon Party.

Regardless of the fact that the push-pull motivational framework is one of the most discussed models within the discipline of tourism studies, application of this model to the Full Moon Party provides some perspective owing to the peculiar cultural and social aspects of such an event. The Full Moon Party in Thailand can be considered as both push and pull in a particular sense given the nature of the event, its ambience, and the characteristics of its patrons.

The event therefore appeals to the push factors as for most patrons, they tend to have an intuitive need to break away from their monotonous lifestyles and look out for something new and breathtaking. The event focuses on a young, risk-taking audience,

primarily backpackers, who are searching for new experiences and wish to explore themselves. Similar to the earlier studies of backpacker tourism, this is true as adventure and exploration of new experiences is what drives these individuals. What sets the Full Moon Party apart is the other important aspect—finding a social environment: participants seek new experiences and the festival surrounds with thousands of people hungry for interaction. That expectation, the social one which many overwhelming travelers have when they attend the event, is actually amplified due to the nature of the event which is designed to be an instant attraction for numerous people with similar ideals.

In contrast, the Full Moon cultural events pull towards it factors which are generally ecocultural. Thailand's image as a cheap stunning exotic destination with its lovely beaches and parties is huge tourism draw. The cultural side of Thailand in which tourists are regarded with kindness and social events are quite often additional factors to the attractiveness of the party. It is also the case that the event of Full Moon Party is promotion oriented as an event for the tourists which is considered the center of attention. For that reason, very strong influences are generated by the event's promotional direction. Because in traveling round Asia, going to the Full Moon Party is seen as a 'must' icon for travelers to cross.

Utilizing the push-pull model particularly for the Full Moon Party, this research examines the popularization of certain types of spectators together with the specific structural elements of the event. This contextual treatment adds to our understanding of how push and pull mechanisms operate in relation to bigger culturally oriented attractions such as the Full Moon Party.

**Incorporating Latest Data on Thailand's Tourism Traffic for 2023 and Future Business Strategy**

As it emerged in this Covid 19 the tourism space in Thailand has grown in the past, it is very interesting to note that in the year 2023 the tourism industry in Thailand managed to attract about [insert number] international tourists bringing about a [percentage increase] growth as per the previous year. There is an increase in eco-tourism events and adventure tourism as well as event tourism typified by the Full Moon Party which is quite popular among the backpackers and event seekers.

What is emerging is a demand for travel that is associated with activities such as adventure and cultural events which can be beneficial to tourism enterprises. As per the results of the survey, a few prospects can be outlined with specific proposals for future operational activity:

**Marketing strategies for tending the Niche tourists:** Because adventure travel and cultural events are now in demand, tourism marketers should promote low and high-level activities like hiking, water sports, and local events. For example, it is possible to achieve narrow market segments by posting stories that target adventurous people or event tourists on social networks.

**Push Factor Related Enhancements:** The relations established between the push factors which include adventure and relaxation on one hand and sometimes specialized tasks like hiking and engaging in water- oriented activities on the other hand, indicate that these factors should be considered in designing tourism service and facilities. It is stated that personalized products, specifically adventure or relaxing activity packages, can enhance customer satisfaction and competitive advantage.

Using Technology to Improve Business Processes: As more and more people use Internet technology to plan trips, it is important that businesses develop appropriate technologies to improve customer interaction and the effectiveness of their business processes. Modern tourists can find traditional travel agencies unappealing unless they can book through an online platform, use an app, or get an overall sense of the place via a virtual tour.

Thanks to these specific business strategies, combined with the most up-to-date information and trends regarding the recovery of Thai tourism, this research reinforces its practical contributions and provides practical guidance for tourism businesses wishing to adapt to the changing tourism environment.

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