





Tourism is a multidimensional concept that includes activities, movement, stays, economic and service systems, and the tourist experience. Standard definitions from the UNWTO and academic literature emphasize that tourism involves temporary activities undertaken for reasons other than earning primary income in the destination. Tourism motivation generally refers to the intrinsic and extrinsic forces that drive individuals to travel, select destinations, and participate in activities. It is often defined as a meaningful psychological state that motivates travel and is associated with the expectation of psychological and social rewards, such as escape, relaxation, or self-enhancement. Maslow's Hierarchy of Needs posits that human behavior is guided by a progression of needs, from basic physical and safety needs to love/belonging, esteem, and self-fulfillment. In the context of travel, tourists typically seek experiences that align with their current priorities, such as prioritizing safety and health over cultural exploration. Theories relevant to tourist motivation include Maslow's Hierarchy of Needs and the Push and Pull Theory of Travel Motivation (Dann, 1977; Crompton, 1979).

### *Push and Pull Theory of Travel Motivation*

1. Push factors refer to intrinsic motivations within travelers, such as the desire to escape routine, relax, enhance status, foster social connections, and engage in self-exploration.

2. Pull factors are destination attributes that attract travelers through extrinsic or attribute-based qualities, including beaches, natural environments, cultural offerings, cuisine, festivals, and infrastructure.

The Push and Pull concept originated with Dann (1977), who emphasized the sociological dimension of motivation. Subsequently, Crompton (1979) systematically analyzed the motivational dimensions of leisure tourists. These foundational studies form the groundwork for the Push–Pull framework in motivation research.

Motivation is a fundamental driver of travel behavior and is commonly explained by two primary theories: Maslow's Hierarchy of Needs (1943) and Dann's Push and Pull Theory (1977). Maslow's hierarchy of needs suggests that human needs progress from basic requirements, such as safety and survival, to higher-level needs, including social acceptance and self-fulfillment. In the context of tourism, selecting pet-friendly accommodations can address both the safety needs of pets and the emotional bond between owners and their animals. The Push and Pull Theory posits that travel motivation arises from push factors, such as the desire to relax or strengthen relationships with pets, and pull factors, such as the amenities, atmosphere, and reputation of pet-friendly accommodations. Crompton's (1979) research further demonstrates the significant impact of these factors on tourist decision-making.

Table 1: Related research on Push and pull motivation and tourist behavior variables

Research factors	Tang, Ying & Yi (2022)	Veas-Gonzalez (2025)	Joo et al. (2023)	Chen (2018)	Dann (1977)	Zhang (2024)
<b>Push Factors</b>						
The relationship between the pet and the host (Tourist)	✓	✓				
Exploring new experiences	✓		✓			
Escape from the daily routine and usual place.	✓				✓	
Happiness and relaxation	✓		✓		✓	
Exotic experiences		✓		✓	✓	
New Market Demands				✓		
Pet proximity		✓		✓		
Pet society		✓			✓	
Utilitarian values (such as safety, cleanliness, basic amenities, positive environment)			✓			✓
Hedonic values (such as happiness, fun, and good mood)						✓
<b>Pull Factors</b>						
Service quality of Pet-friendly Accommodation	✓		✓		✓	
Amenities in Pet-friendly Accommodation	✓	✓	✓	✓	✓	
Infrastructure and super infrastructure in Pet-Friendly Accommodation, such as IT application, Pet security system, pet walking area, pet house, etc.)		✓			✓	

Research factors	Tang, Ying & Yi (2022)	Veas-Gonzalez (2025)	Joo et al. (2023)	Chen (2018)	Dann (1977)	Zhang (2024)
Hotel policy or rules and activities for Pets		✓	✓	✓		
Advertising from the pet-friendly accommodation				✓		

Tang, Ying, and Yi (2022) identified four categories of Chinese tourists traveling with pets, based on primary motivations: Adventure Seekers, who pursue novel experiences; Relaxation Seekers, who seek leisure with their pets; Socialization Seekers, who use pets to foster social connections; and Attachment/Family-Oriented travelers, who prioritize the bond with their pets. Push factors, such as affection for pets and the desire for shared experiences, shape destination choices, while pull factors, including pet-friendly facilities, strongly influence accommodation and travel decisions.

Veas-Gonzalez (2025) found that push factors, such as attachment to pets, escape, and status enhancement, and pull factors, such as pet-friendly amenities, policies, and activities, shape travel decisions. SEM analysis showed these factors account for over 60% of the variance in travel behavior.

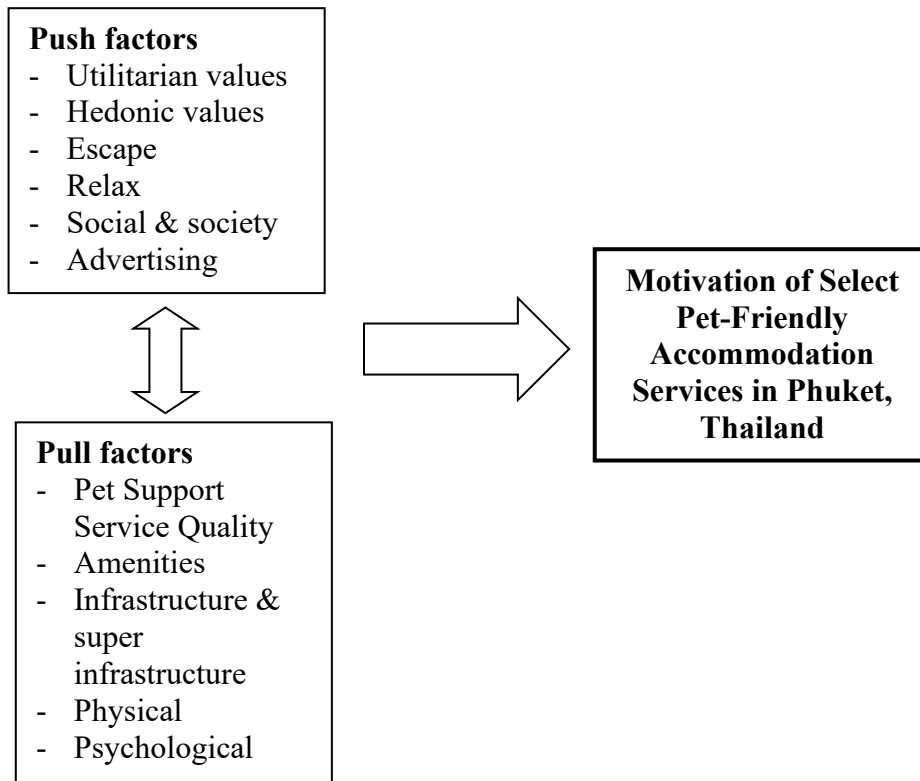
Joo et al. (2024) found that travelers with pets are willing to pay 20–40% more for accommodations offering pet-friendly amenities, such as play areas, pet food, and larger rooms, compared to standard options. Push factors, including affection for animals and reduced stress from pet separation, also directly influence willingness to pay.

Chen (2018) found that most accommodations are not adequately equipped to host guests with pets, citing unclear standards and policies, cleanliness and safety concerns, and additional expenses. However, operators recognize the expanding market and the necessity to update facilities and policies to attract these customers.

Dann's (1977) Push & Pull Theory found that push forces are intrinsic motivations, such as escape, relaxation, prestige, novelty, and social interaction, while pull forces refer to destination features, such as climate, attractions, facilities, and accessibility. Subsequent research confirms that both factors substantially shape travel behavior.

Zhang (2024) found that customers prioritize utilitarian values, such as safety, cleanliness, and basic amenities, along with experiential values like happiness and enjoyment. Superior physical attributes improve customer satisfaction even when entertainment value is low. Conversely, when physical attributes are lacking, high entertainment value becomes essential for a positive attitude, particularly in pet-friendly hotels.

**Research framework**



**Figure 1** Adapted from Tang, Ying & Yi (2022); Veas-Gonzalez (2025); Joo et al. (2024); Chen (2018); Dann (1977); Zhang (2024)

**2. Method**

This research employed a quantitative approach, using an online questionnaire distributed via Google Forms and shared through social media platforms such as Line, Facebook, Instagram, and email. The study aimed to analyze push and pull motivation factors influencing pet-friendly tourists' visits to pet-friendly accommodations in Phuket and to propose guidelines for developing these services for Thai tourists. Due to the lack of statistical data on previous visitors to pet-friendly accommodations in Phuket, Cochran's (1977) formula was used to determine the sample size.

The sample consisted of approximately 400 respondents who owned a pet and had never stayed at a pet-friendly accommodation in Phuket. Convenience sampling was used, which is suitable for quantitative motivation research, with a 95% confidence level and a 5% margin of error to ensure reliable data collection. The questionnaire assessed motivations using 12 push-factor and 22 pull-factor questions (Tang, Ying & Yi, 2022; Veas-Gonzalez, 2025; Joo et al., 2024; Chen, 2018; Dann, 1977; Zhang, 2024). The survey included four sections: demographic profile, tourist behavior, push and pull motivation, and suggestions. Motivation factors were rated on a five-point scale: 1.00–1.80 (Lowest), 1.81–2.60 (Low), 2.61–3.40 (Average), 3.41–4.20 (High), and 4.21–5.00 (Highest).

The researcher analysed the quantitative data using descriptive statistics, including frequency, percentage, mean, and standard deviation, to summarize and describe the characteristics of the respondents and the study variables.

### 3. Results

This study surveyed 400 respondents. Of these, 53.25 percent were female (213) and 46.75 percent were male (187). The largest age group was 30–34 years (36.75 percent), followed by 35–39 years (20.25 percent), 20–24 years (19.75 percent), and 25–29 years (18.50 percent). Most respondents were single (76 percent) and pursuing a Bachelor’s degree (82.75 percent). The main occupations were self-employed (36.5 percent) and employees (22.5 percent). Over half reported a monthly personal income of 10,000–20,000 THB (52.25 percent). TikTok (42.17 percent), Facebook (29.87 percent), and Instagram (22.68 percent) were the most effective platforms for promoting and accessing information about pet-friendly accommodation.

#### **Objective 1: To examine the behavior of tourists with pets when choosing accommodation services in Phuket**

Table 3 shows that most respondents had one (54.75 percent) or two pets (35.75 percent) per household, with cats (54.86 percent) and dogs (41.44 percent) being the most common. Over half (51.75 percent) traveled with their pets and chose pet-friendly accommodations at least twice a year, typically staying 2–3 nights per trip (58.5 percent). Most traveled by private car (87 percent), often accompanied by family (40.34 percent) or friends (34.18 percent). During their stay, 38 percent spent between 3,001 and 4,000 THB. Key factors in selecting accommodations included a good atmosphere (21.19 percent), attractive locations such as beaches or mountains (19.03 percent), affordable prices (15.85 percent), and a variety of activities (15.55 percent). Respondents preferred pet-friendly hotels (32.07 percent) and private villas (23.91 percent). Popular activities included taking photos with pets (34.22 percent) and walking around the hotel or nearby area (26.70 percent). Most respondents booked accommodations through online travel agencies (63.25 percent) or travel agencies (24.25 percent).

Table 3: The behaviour of tourists with pets

<b>Tourists’ behaviour</b>	<b>Frequency</b>	<b>Percentage</b>
<b><i>Number of pets</i></b>		
Do not have	1	0.25
1 pet	219	54.75
2 pets	143	35.75
3 pets	24	6
More than 4 pets	13	3.25
<b>Total</b>	<b>400</b>	<b>100</b>
<b><i>Pet type</i></b>		
Dog	179	41.44
Cat	237	54.86

Rabbit	14	3.24
Other (Bird)	1	0.23
Other (Do not have)	1	0.23
<b>Total</b>	<b>400</b>	<b>100</b>
<b><i>Frequency of service use</i></b>		
1 time/year	74	18.50
2 times/year	207	51.75
3 times/year	98	24.50
4 times/year	8	2
More than 5 times/year	13	3.25
<b>Total</b>	<b>400</b>	<b>100</b>
<b><i>Length of stay</i></b>		
1 night	85	21.25
2 – 3 nights	234	58.50
4 – 6 nights	74	18.50
More than 7 nights	7	1.75
<b>Total</b>	<b>400</b>	<b>100</b>
<b><i>Vehicle</i></b>		
Car	348	87
Motorcycle	47	11.75
Airplane	1	0.25
Car rental	4	1
<b>Total</b>	<b>400</b>	<b>100</b>
<b><i>Travel companion</i></b>		
Family	190	40.34
Relative	20	4.25
Friend	161	34.18
boyfriend or girlfriend	98	20.81
Other (Single)	2	0.42
<b>Total</b>	<b>400</b>	<b>100</b>
<b><i>Spending money during the stay</i></b>		
Less than 1,000 baht	26	6.50
1,001 - 2,000 baht	60	15
2,001 - 3,000 baht	103	25.75
3,001 - 4,000 baht	152	38
4,001 - 5,000 baht	48	12
More than 5,000 baht	11	2.75



traveling with a pet strengthens family or partner relationships ( $\bar{x}$ =4.12). The pet-centred factor ( $\bar{x}$ =4.05) reflected a desire to avoid leaving pets home alone ( $\bar{x}$ =4.11). Escapism and novelty ( $\bar{x}$ =4.01) were also important, with respondents seeking new experiences and inspiration with their pets ( $\bar{x}$ =4.02).

Table 4: Push factors

Factors	Mean $\bar{x}$	S.D.	Level of motivation
<b>Push factors</b>			
<b><i>Emotional</i></b>	<b>4.13</b>	<b>0.75</b>	<b>High</b>
Taking my pet on vacation to escape from the stresses of everyday life.	4.07	0.75	High
Taking my pet on vacation makes me feel happier and more relaxed.	4.20	0.72	High
Bringing my pet on trips makes my vacation more enjoyable.	4.12	0.77	High
<b><i>Social</i></b>	<b>4.12</b>	<b>0.80</b>	<b>High</b>
Taking my pet on trips strengthens my family/partner relationship.	4.12	0.80	High
Bring my pet on trips because friends/close ones like joining with their pets.	4.04	0.78	High
Taking my pet on trips is part of my image or self-expression.	4.08	0.78	High
<b><i>Pet-centred</i></b>	<b>4.05</b>	<b>0.74</b>	<b>High</b>
Taking my pet to avoid leaving it home alone.	4.11	0.80	High
Taking my pet out boosts our happiness and strengthens our relationship.	4.07	0.71	High
My pet's health and well-being influence my decision to take it on trips.	3.98	0.72	High
<b><i>Escapism &amp; Novelty</i></b>	<b>4.01</b>	<b>0.76</b>	<b>High</b>
Seeking a change of scenery.	4.00	0.75	High
Seeking new experiences and inspiration with my pet.	4.02	0.77	High
Taking my pet lets me do new activities (e.g., hiking, walking, exercising).	4.01	0.76	High
<b>Total</b>	<b>4.07</b>	<b>0.76</b>	<b>High</b>



Factors	Mean $\bar{x}$	S.D.	Level of motivation
pet care.			
Service is prompt and attentive to travellers with pets.	4.01	0.75	High
Positive reviews from pet-owning guests.	4.04	0.69	High
The accommodation is reputable or recommended by media/travel platforms.	4.06	0.70	High
Accommodation clearly conveys a pet-friendly image.	4.11	0.68	High
Clear separation of pet and human areas (walking, feeding zones).	4.03	0.73	High
Accommodation cleanliness, hygiene, and waste management are organized.	4.06	0.69	High
In-room pet zones with amenities (beds, waste bags, room sprays) are available.	3.96	0.73	High
<b>Total</b>	<b>3.97</b>	<b>0.76</b>	<b>High</b>

#### 4. Discussion and Conclusion

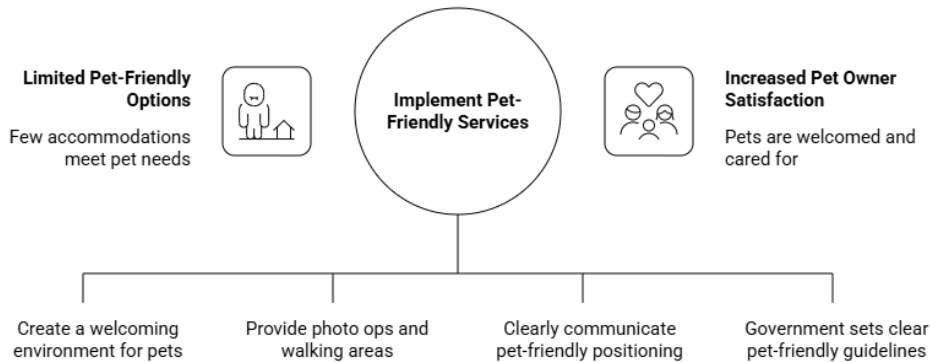
This study examines tourists' accommodation choices in Phuket, focusing on the push and pull factors that influence pet owners' selection of pet-friendly options. As a preliminary study of Thai pet owners who travel with their pets, the findings indicate that a pleasant atmosphere, appealing attractions, reasonable prices, and a variety of activities are key considerations. Pet-friendly hotels should offer activities such as pet photo sessions and walks to enhance customer satisfaction.

Previous studies support these findings. Emotional and social factors are significant push factors, as pet owners seek relaxation and to strengthen bonds between family members and pets. Tang, Ying, and Yi (2022), Joo et al. (2023), and Veas-Gonzalez (2025) also found that pets enhance social bonds, particularly regarding attachment and family orientation. Additionally, the desire for new experiences and inspiration motivates tourists to travel with their pets (Tang, Ying, and Yi, 2022; Joo et al., 2023). Notably, pet owners prefer to bring their pets rather than leave them at home if pet-friendly services are available. This supports previous research indicating that pets are considered family members (Times of India, 2025; ThaiPublica, 2024).

The pull factors indicate that service quality and brand image are the main motivators for pet owners seeking pet-friendly accommodation. Clearly communicating a pet-friendly brand and positioning can significantly influence booking decisions. Chen (2018) noted that the absence of clear policies and standards is a pressing issue. Government support through the establishment of standards and symbols for pet-friendly accommodations can increase

guest confidence in quality, safety, and credibility. Pet owners are also concerned about a safe environment and clean rooms for their pets. Price is the least important factor when traveling with pets. Joo et al. (2023) similarly found that affection for animals and stress levels directly impact willingness to pay.

### Enhancing Pet-Friendly Accommodation in Phuket



**Figure 2:** The future guideline for enhancing pet-friendly accommodation in Phuket

The practical implications are to provide a useful framework for accommodation providers and hospitality businesses in Phuket, who should prioritize the development of well-designed pet-friendly facilities, the establishment of clear service policies, and the maintenance of high hygiene and safety standards. Fostering positive staff attitudes toward pets and offering structured pet-friendly service packages, alongside comprehensive staff training, can enhance competitiveness. Collaboration between the public and private sectors to establish service standards and promote Phuket as a pet-friendly destination will differentiate the region, increase visitor satisfaction, and contribute to sustainable tourism.

The research limitation is that all variables scored high among participants, reflecting a strong positive attitude and high engagement of pet-owning travellers. This is consistent with the fact that the sample consists of individuals who actively bring their pets on trips. However, these findings may not apply to all travellers.

The research recommendations and future study could investigate how pet-friendly tourism in Phuket compares with other destinations in Thailand or internationally. This may help identify best practices and opportunities for policy harmonization, and examine how push-pull factors relate to behavioural outcomes such as loyalty, repeat visits, word-of-mouth, or willingness to pay for premium pet services. The current sample consists only of travellers who already take their pets on trips. Moreover, it should include non-pet-owning tourists to compare perceptions, barriers, and willingness to engage in pet-friendly travel, leading to more generalizable findings.

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