# Exploring the Recreational Activities Types of Thai Adolescent

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**Abstract:** *This paper aims to study the recreational activities preference of Thai adolescent target groups. The data come from 544 questionnaires that were self-administered. The respondents were* 15–24 *years old. The results showed top five activities preference of food tasting* ($\overline{X}$=4.54), *walking exercise*($\overline{X}$=4.48), *photography* ($\overline{X}$=4.36), *activities for nature and environment* ($\overline{X}$=4.33), *and activities for income* ($\overline{X}$=4.30). *When factors were calculated from the correlation matrix and then combined the variables with the same correlation score in the same component with factor loading >0.50. As a result of factor analysis four underlying types were identified by extraction of preference factors with eigen value>1.208 using principal components as the extraction method. The results obtained from this test indicate a high level of internal consistency. Barlett's test of sphericity and calculation of Kaiser-Meyer-Olkin (KMO) statistics indicated if data appeared to be suitable for the identification of orthogonal factor dimensions. A total of 17 items from the factor analysis resulted in four activities preference groupings and explained 53.290% of the total variance. The final results of the factor analysis indicated four different types, these typologies of recreational activities were named,* "*Outdoor activities*," "*Social activities*," "*Enjoyment activities*", *and* "*Soft activities*".

**Keywords:** Adolescent, Recreational, Activity

## 1. Introduction

This research project was basic research, exploratory research and descriptive research. The dependent variable involves measurement of recreational activities preference at 17 difference recreational activities. It involves collecting data in order to answer questions concerning the classified variables factors. Descriptive data were collected through a questionnaire survey. This research identified with "What recreational activities do Thai adolescent prefer?" as research question. The responds were analyzed statistically the preference of recreational activities.

## 2. Literature Survey

Based on the review of related literature, recreational activities variable refers to activities that create experiences in the leisure time from participating in activities. Herein, the variables used in the group classification analysis developed from research on youth lifestyle of Elisabeth, Stefan, Thomas, and Manuela (Elisabeth Gotschi, 2010) [2] combined with research on activities that Thai people Gen Y do while traveling by Wanida Lerspipatthananon (Larspipatthananon, 2018)[3]Integrated with recreational activities that analyzed data from the 1st National Recreation Development Plan 2007-2011(Ministry of Tourism and Sports , 2008).Researcher has set the dependent variables were Thai adolescent tourist activities preference patterns. Independent variables were recreational activities (17 items). This part was the analysis of the preference for recreational activities. The Respondents were asked: "How much do you like (1-5 points) the following recreational activities? (17 items)." This question will find their preference for each recreational activities, with 5 point Likert –Type Scale Response Anchors ranging from 1 (don't like) to 5 (extremely).
1) Photography
2) Walking exercise
3) Food tasting
4) Voluntary service
5) Outdoor activities such as hiking, cycling
6) Activities for health
7) Special event
8) Activities in smartphone such as watching movies, listening to music, playing games
9) Activities for nature and environment
10) Sport
11) Drive a car or ride a motorbike
12) Party
13) Activities for income
14) Music and singing
15) Dance
16) Art and Crafts
17) Reading books, journals, or comics

## 3. Methodology
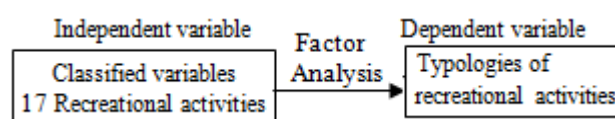
This research has framed the research concept as follows:



**Figure 1:** Conceptual research model

**Sampling and Data Collection**
The population used in this study was Thai adolescent population. The respondents were 15–24 years old. There were 8,982,619 adolescents in Thailand (Department of Provincial Administration, 2021)[4]. This research calculates the size of the sample when we knew the population and use formula to calculate as follows. It gets a reasonable sample size with sufficient referred to population (Silpcharu, 2005) [5]. Since the population has 8,982,619 people, researcher was concerned with 544 subjects. This research collected data from primary sources. Data was collected by online survey.

**Data Analysis**
In this research, the preference of recreational activities was measured through online form self-completed questionnaire

written in Thai, administered to a sample of 544 respondents of the district in Thailand. Respondents' questionnaires were distributed within 4 months. The first part contained basic data of respondents' gender, age, occupation, and revenue. The second part of instrument contained 17 items measure which recreational activities preference. Once collected, all data were entered into IBM SPSS for further analysis. Descriptive statistics were used to describe the subjects and recreational activities preference. Finally, analysis of Thai adolescents' tourism patterns with exploratory factor analysis techniques. The results information presented by descriptive with percentage (%) and mean in the form of tables, and text.

## 4. Results and Discussion

Descriptive characteristics of the survey cohort are provided in Tables1. A total of 544 adolescents, with age between15–24 years, responded to the survey with nearly four-fifths being undergraduate student.

**Table 1:** Respondents' demographic profiles (N=544)

| Respondents | Frequency | Percent |
|---|---|---|
| **Gender** | | |
| Men | 272 | 50.0 |
| Women | 272 | 50.0 |
| **Age** | | |
| 15 | 17 | 3.1 |
| 17 | 14 | 2.6 |
| 18 | 53 | 9.7 |
| 19 | 139 | 25.6 |
| 20 | 126 | 23.2 |
| 21 | 64 | 11.8 |
| 22 | 54 | 9.9 |
| 23 | 41 | 7.5 |
| 24 | 36 | 6.6 |
| **Occupation** | | |
| Student | 43 | 7.9 |
| Undergraduate student | 429 | 78.9 |
| Self-employed/business owner | 16 | 2.9 |
| Employee of non-governmental organization | 22 | 4.0 |
| Employee of state enterprise | 4 | .7 |
| Employee of government agency | 19 | 3.5 |
| Other | 11 | 2.0 |
| **Revenue** | | |
| Less than 5,000 baht | 196 | 36.0 |
| From 5,001 - 10,000 baht | 213 | 39.2 |
| From 10,001 - 15,000 baht | 70 | 12.9 |
| From 15,001 - 20,000 baht | 38 | 7.0 |
| From 20,001 - 25,000 baht | 11 | 2.0 |
| From 25,001 - 30,000 baht | 4 | .7 |
| From 30,001 - 35,000 baht | 4 | .7 |
| From 35,001 - 40,000 baht | 1 | .2 |
| From 40,001 - 45,000 baht | 2 | .4 |
| From 45,001 - 50,000 baht | 2 | .4 |
| More than 50,001 baht | 3 | .6 |

Mean scores and standard deviations of recreational activities preference are provided in Table2. The results showed top five recreational activities preference of food tasting ($\overline{X}$=4.54), walking exercise ($\overline{X}$=4.48), photography ($\overline{X}$=4.36), activities for nature and environment ($\overline{X}$=4.33), and activities for income ($\overline{X}$=4.30) respectively.

**Table 2:** Recreational Activities preference average

| Recreational Activities | Mean | Std. Deviation | Interpret |
|---|---|---|---|
| Food tasting | 4.54 | .752 | Like extremely |
| Walking exercise | 4.48 | .700 | Like extremely |
| Photography | 4.36 | .883 | Like extremely |
| Activities for nature and environment | 4.33 | .797 | Like extremely |
| Activities for income | 4.30 | .854 | Like extremely |
| Special event | 4.23 | .903 | Like very much |
| Party | 4.11 | 1.073 | Like very much |
| Music and singing | 4.05 | 1.084 | Like very much |
| Drive a car or ride a motorbike | 3.96 | 1.033 | Like very much |
| Outdoor activities | 3.85 | 1.085 | Like very much |
| Reading books, journals, or comics | 3.81 | 1.142 | Like very much |
| Activities for health | 3.78 | .994 | Like very much |
| Sport | 3.76 | 1.133 | Like very much |
| Voluntary service | 3.67 | .992 | Like very much |
| Activities in smartphone | 3.64 | 1.083 | Like very much |
| Art and Crafts | 3.38 | 1.193 | Like moderately |
| Dance | 3.32 | 1.313 | Like moderately |

Typology of recreational activities factor analysis with principal component and varimax rotation

This part, recreational activities items were factor analyzed to assess typology of recreational activities. As far as recreational activities items were concerned, exploratory factor analyses was performed to identify the extent to which recreational activities seem to be capturing the same variables and the degree to which they could be reduced to a smaller set of preference. As a result of factor analysis four underlying patterns were identified by extraction of preference factors with eigen value>1.208 using Principal Components as the extraction method. The results obtained from this test indicate a high level of internal consistency. Barlett's test of sphericity and calculation of Kaiser-Meyer-Olkin (KMO) statistics indicated if data appeared to be suitable for the identification of orthogonal factor dimensions.

**Table 3:** Exploratory recreational activities preference analysis

| Typology of recreational activities | Factor loading | Mean | SD | Eigen-value | % of Variance | Cum.% |
|---|---|---|---|---|---|---|
| **Pattern 1: Outdoor activities** | | 4.02 | | 4.659 | 27.406 | 27.406 |
| Walking exercise | .548 | 4.48 | .700 | | | |
| Voluntary service | .515 | 3.67 | .992 | | | |
| Outdoor activities | .776 | 3.85 | 1.085 | | | |
| Activities for health | .672 | 3.78 | .994 | | | |
| Activities for nature and environment | .581 | 4.33 | .797 | | | |
| **Pattern2:Social activities** | | 3.95 | | 1.731 | 10.181 | 37.587 |
| Activities in smartphone | .473 | 3.64 | 1.083 | | | |

| | | | | | | |
|---|---|---|---|---|---|---|
| Sport | .551 | 3.76 | 1.133 | | | |
| Drive a car or ride a motorbike | .737 | 3.96 | 1.033 | | | |
| Party | .679 | 4.11 | 1.073 | | | |
| Activities for income | .527 | 4.30 | .854 | | | |
| **Pattern 3:** Enjoyment activities | | 3.64 | | 1.414 | 1.462 | 8.599 |
| Music and singing | .656 | 4.05 | 1.084 | | | |
| Dance | .790 | 3.32 | 1.313 | | | |
| Art and craft | .800 | 3.38 | 1.193 | | | |
| Reading books, journals, or comics | .498 | 3.81 | 1.142 | | | |
| Pattern 4: Soft activities | | 4.37 | | 1.208 | 7.104 | 53.290 |
| Photography | .640 | 4.36 | .883 | | | |
| Food tasting | .716 | 4.54 | .752 | | | |
| Special event | 433 | 4.23 | .903 | | | |
| Bartlett's Test of Sphericity | | | | 2335.108 | | |
| Kaiser-Meyer-Olkin measure of sampling adequacy | | | | .838 | | |
| df | | | | 136 | | |
| Sig. | | | | .000 | | |
| % Total variance | | | | 53.290 | | |

The criteria were based on 5-point Likert–Type Scale ranging from 1 (don't like) to 5 (extremely).

When factors were calculated from the correlation matrix and then combined the variables with the same correlation score in the same cluster with factor loading >0.50. A total of 17 items from the factor analysis resulted in four recreational activities groupings and explained 53.290% of the total variance. The final results of the factor analysis indicated four different types, accounting for 53.290% of the variance explained. The results are presented in Table 3these typologies of recreational activities were named, "Outdoor activities," "Social activities," "Enjoyment activities", and "Soft activities".

The type 1 "Outdoor activities" loads items to walking exercise, voluntary service, outdoor activities, activities for health, and activities for nature and environment (Factor loading = .548, .515, .776, .672, .581 respectively).

The type 2 "Social activities" loads items to activities in smartphone, sport, drive a car or ride a motorbike, party, and activities for income (Factor loading = .473, .551, .737, .679, .527 respectively).

The type 3 "Enjoyment activities" loads items to music and singing, dance, art and craft, and reading books, journals, or comics (Factor loading = .656, .790, .800, .498 respectively)

The type 4"soft activities" loads items to photography, food tasting, and special event (Factor loading = .640, .716, .433 respectively)

Interpretation by mean ranking of typology of recreational activities, the most preference were soft activities (mean = 4.37), outdoor activities (mean = 4.02), social activities (mean = 3.95), and enjoyment activities (mean = 3.64), respectively.

## 5. Discussion

Most Thai youths prefer primitive natural area, Semi-primitive motorized area, and Semi-primitive non-motorized consistent with the results of the study of Um (1990)[8], Hosany (2007) [9], Tasci (2007)[10] and Larspipatthananon (2018) [11]. It was found that most of the Thai people aged between 22 - 36 years old had the behavior of self-planning arrangements. Like traveling both domestically and internationally, the most popular attractions were natural tourism area. Young men and women also enjoy traveling in rural tourism areas and man-made natural tourism areas. For tourist attractions in urban city area young women have more preference than young men. Entrepreneurs should define their target market type first. When selecting one of the target groups, therefore, the following marketing strategies were formulated, such as setting up tourist activities. Recreational activities while traveling include a style of lodging that aligns with their preferences and interest they are willingness to purchase. If the entrepreneur sets a marketing strategy in accordance with the preferences and interests of the target group, it will create opportunities for success in sales for entrepreneurs. It can also be used to develop a new tourism program or create a further differentiate itself from competitors in products and services.

## 6. Conclusion

1) The results showed top five recreational activities preference of food tasting, walking exercise, photography, activities for nature and environment, and activities for income.
2) The factor analysis indicated three different attractions, accounting for 53.290% of the variance explained. The results are presented in Table 3these typologies of recreational activities were named, "**Outdoor activities**," "**Social activities**," "Enjoyment activities", and "Soft activities".
3) The most preference activity type was soft activities, **outdoor activities**, **social activities**, and enjoyment activities.

## 7. Future Scope

1) Exploring the relationship between study and Thai adolescent well-being.
2) Exploring the important factors of adolescent selection of recreational activities in Thailand.
3) Analyzing the socio-environmental characteristics, executive and nutritional functions in Thai adolescent.
4) Exploring environmental responsibility behavior of Thai adolescent.

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