

MOTIVATION TO TRAVEL AND TOURISM BEHAVIOR OF FOREIGN STUDENTS IN THAILAND

Mrs. SUJITTRA CHAIJAN

Researcher

Thaikhadi Research Institute,Thammasat University.

Phra Nakhon, Bangkok, Thailand

Abstract

This research focuses on the study of travel motivations, tourism behavior, and behavioral intentions in Thailand of foreign students by using the questionnaire survey research technique of foreign students in higher educational institutions with 400 samples size at a confidence level of 95 percent and sampling with the non-probability method. The study found that most of the travel motivations were at a high average level, regarding, knowledge enhancement, the beauty of natural resources, adventure, and receiving of new experiences/activities. Furthermore, with selection behavior on natural attractions, traveling preferable on the weekend with the friends from the same nationality and by bus, typically stay at the hotels, guest houses/home stays. The travel period under/up to 10 days and twice a year with average expenses about 3,001 – 4,500 baht. Most of the behavioral intentions in Thailand were at the high average level. For the future travel destinations, including Chiang Mai, Phuket, Krabi, Bangkok, Ayutthaya, Surat Thani, Sukhothai, Chonburi, Mae Hong Son, respectively. For a place that wanted to travel in the future, including Samui Island, Pattaya, Phi Phi Island, Hua Hin, Chang Island, Tao Island, Samet Island and Pai, Phangan Island and Lipe Island, respectively. The recommendations to improve the tourism in Thailand were the communication and infrastructure, tourists facilities (tourists feeling), security, and advertising and public relations.

Additional, this study also found that the different of educational level, age, monthly income, host or roommate, living period create the different travel motivations statistically significant at the 0.05 level.

Keywords: foreign student, travel motivations, tourism behavior, behavioral intentions

Short biography

Mrs. SUJITTRA CHAIJAN.

Researcher at Thaikhadi Research Institute,Thammasat University.

Education:

M.A. (Mass Media Management), Thammasat University, Thailand.

B.A. (Econ.), Thaksin University, Thailand.

Area of specialization:

Tourism Management, Special Interest Tourism, Museology

Research-related experience:

On-going:

1. Research on “Development of Educational Tourism for Foreign Students” (Research Director)
2. Exploration of Educational Tourism Products for Foreign Students. (Research Leader)
3. Behavioral Tendency in Tourism Among High School in Bangkok.(Research Leader)

Completed:

1. Motivation to travel and Tourism Behavior of Foreign Students (Research Leader)
 2. Religious Belief, Religious Practice and Gambling Behavior of Thai Buddhists Visiting Temples in Bangkok. (Co-researcher)
 3. “Perception, Attitude, and Behavior with Impacts on Educational Tourism in the Province of Pathum Thani: Case Study of Tourists Residing in Pathum Thani Province” (Research Leader)
 4. “Perception and Attitude toward Travel in Thailand and Traveling Behavior of Baby-boomers in Bangkok and its Vicinity” (Research Leader)
 5. “Management of BMA Museums under BMA (Bangkok Metropolitan Administration) Local Museum Project” (Co-researcher)
 6. “Conservation and Development of Cultural Tourism in Nang Leong Area” (Co-researcher)
 7. “Evaluation of “Maha-Songkran” Festival for 2011 in Bangkok and Other Provinces” (Co-researcher)
- “Evaluation of “Visit Five Regions of Thailand Festival”: Provinces of Udon Thani, Surat Thani, and Suphan Buri” (Co-researcher)