

Ekawat Dechsakul 2007: Factors Influential for International Tourist Demand: The Cases of Korean and Japanese Tourists. Master of Economics (Economics), Major Field: Economics, Department of Economics. Thesis Advisor: Associate Professor Chiraphan Kuladilok, M.Econ. 111 pages.

The objective of this study was to analyze the factors determining the international tourism amount in Thailand. Countries analyzed in this research were Japan and South Korea, which considered Singapore and Vietnam as a significant competitor. In this research, time series data over the period 1985 - 2004 were used in multiple regression analysis.

The results of this study revealed that the model determined international tourism amount from Japan to Thailand were population had positive influences. Conversely, exchange rate of Vietnam country per currency of Japan country had negative influences, which were in accordance with the hypothesis. For factors that the model determined international tourists amount from South Korea to Thailand were gross domestic product per capita of tourists in Japan country had positive influences, which was in accordance with the hypothesis. Conversely, population had negative influences and exchange rate of Singapore country per currency of South Korea country, exchange rate of Vietnam country per currency of South Korea country, work hours per person of Japan country had positive influences, which were not in accordance with the hypothesis.

The recommendation from this study was that the government and private sectors should take care and impress the international tourists from Japan and South Korea countries by Thailand unforgettable, which tourists would likely revisit Thailand. And government sector should make tourism promotion culture to save price, include the welfare and safety, as well.

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Thesis Advisor's signature

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