

CODE : C160145 : MAJOR ECONOMICS.

KEY WORD : TOURIST/EXPENDITURE/LENGTH OF STAY

SARANYA SIRATTANA : A STUDY ON THE DETERMINATION OF INTERNATIONAL TOURISTS' EXPENDITURE PATTERN AND LENGTH OF STAY. THESIS ADVISOR : ASST.PROF.KITTI LIMSKUL, Ph.D. 147 pp. ISBN 974-581-634-5

Tourism industry has played an important role to Thailand's economic development. Tourism income was the first ranking of foreign currency income since 1982 until now. Tourism income calculated by the multiplication of average expenditure per person per day, length of stay and total number of tourists. Therefore, the change of average expenditure and length of stay will effect tourism income. This study will find out the factors indicating the average expenditure and length of stay of foreign tourists in order to explain the causes of the change of the average expenditure and length of stay.

The hypothesis of this research are that income from foreign tourists, sex, age, nationality, objectives of visiting, occupation and cost per unit of 5 major categories of expenditure significantly explain the behaviour of the average expenditure and length of stay of foreign tourists. 400 random samples were collected from the information base of Tourism Authority of Thailand. This research was analyzed by multiple regression.

From the study, the factors that indicate the average expenditure are annual income above US\$10,000 per year, tourists from North American and objectives of visiting. These factors positively effect the average expenditure of foreign tourists. Thus, if these factors increase, the foreign tourists' expenditure will increase.

Moreover, the factors significantly explaining the length of stay of foreign tourists being from Asia and Pacific, working in private sector or as a housewife, objectives of visiting and cost per unit of accommodation and shopping. In addition, the result from this research can be used as a guideline to promote tourism industry in the future.