

ABSTRACT

The main purpose of this study was to explore the impressions of foreigners. It intended to compare foreign tourists' impressions toward visiting Thailand before coming to Thailand, and after having experience in visiting Thailand. This study also wanted to identify the experiences they gained from visiting Thailand.

The sample of this study was 100 foreign tourists who traveled around the Bangkok area during December 2007 and January 2008. The results of the findings were analyzed by the Statistical Package for Social Sciences or SPSS in descriptive statistics.

The results showed that most respondents were male. The overall education levels of the respondents were quite high. Most of the respondents came to Thailand with friends for holiday purposes.

Before coming to Thailand, foreign tourists' motivations to visit Thailand were firstly "Natural attractions", followed by "Thai culture/tradition", "Archeological, historical, cultural sites" and "Thai cuisine". Whereas, after experiencing Thailand, foreign tourists were mostly impressed firstly on "Thai culture/tradition", followed by "Archeological, historical, cultural sites", "Natural attractions" and "Thai cuisine" respectively.

Foreign tourists who had opportunities to experience Thai culture agreed that "Friendliness of Thai people/Thai hospitality" was the most up to their expectation.

Comparing the feeling of foreign tourists toward visiting Thailand before and after experiencing Thailand, their feelings toward visiting Thailand were better and nearly all of them mentioned about visiting Thailand again.