

Thesis Title	Factors Determining Domestic Tourists' Expenditure Pattern in Thailand	
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Abstract

The tourism industry has played a significant role in the economic development in Thailand. Especially in domestic tourism, have revolved money and stimulated economic in domestic. To understand the domestic tourists behaviour, factors that effect their expenditure were studied. The research data was analyzed using multiple regression. The hypotheses of this research were that gender, age, marital status, education, occupation, income-level and length of stay consequently explain the behaviour of the average expenditure of domestic tourists. This study gathered more than 900 samples from six major tourist places : Bangkok, Chiang Mai, Hat Yai, Nakorn Rajchasi, Karnchanaburi and Pattaya respectively.

From the study, independent factors which influence expenditures at the 0.05 level of significance are gender that has an influence on travelling expenses as female tourists have higher travelling expenses than male tourists, age of tourists also has an influence on travelling expenses. An increase in age will increase the travelling expenses. Moreover, the levels of education obtained, specifically a diploma degree or a bachelor degree have a greater influence on the visiting cost than other degrees.

Furthermore, considering the occupation factor, working in the private sector, the public official or as housewives has a greater influence on the visiting cost than other occupations. Similarly, the income-level of tourists also has an influence on travelling expenses, their travelling expenses will increase when their income-level rises.