

Thematic Paper Title	Agrotourism Behaviors of Thai Tourists at Agricultural Gardens in Rayong Province
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Academic Year	2015

ABSTRACT

The purposes of this research were: 1) to study agrotourism behaviors of Thai tourists at agricultural gardens in Rayong province, and 2) to study the relationship between demographic factors and tourist behaviors towards agrotourism behaviors of Thai tourists at agricultural gardens in Rayong province based on their personal factors. The samples for this research were 396 Thai tourists visiting agricultural gardens in Rayong province by accidental sampling. The research instrument in collecting the data was close-ended questionnaire. The statistical techniques used in data analysis were descriptive statistics and chi-square.

The results were found that: 1) 79.8% of tourists came to agricultural gardens for relaxing, 2) 37.6% decided to come because of their family, 3) 45.7% of tourists came with friends, 4) 78.0% travelled by car, 5) 66.9% came to visit once, 6) 69.95 came in weekends, 7) 43.2% obtained information about agro-tourism from friends, 8) 37.4% spent 500 - 1,000 baht per trip, 9) 80.6% brought fresh fruits and agricultural products, 10) 38.1% spent 500 - 1,000 baht for souvenirs, 11) 37.9% participated in fruit tasting activity, 12) 56.1% made income to agricultural gardens, 13) 78.5% took a day trip, and 14) 54.5% were interested in visiting orchards.

The results of relationship between demographic factors and tourist behaviors towards agro-tourism behaviors of Thai tourists at agricultural gardens in Rayong province classified by sex, age, educational level, occupation and monthly income were as follows:

Sex has relationship with people who traveled together, transportation and tourism style.

Age has relationship with traveling purpose, people who traveled together, transportation, tourism information, trip cost, and interest in shopping for agricultural products.

Educational level has relationship with the trip cost.

Occupation has relationship with traveling purpose, people who traveled together, and transportation.

Monthly income has relationship with traveling purpose and transportation.

Keywords: Tourism Behaviors, Agricultural Gardens, Agrotourism, Tourists, Rayong Province