

YOUTH TOURISM: THE IDENTIFICATION OF DEMOGRAPHIC CHARACTERISTICS AND TRAVEL BEHAVIORS OF INTERNATIONAL YOUNG TRAVELERS UPON VISITING THAILAND

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ABSTRACT

This study explored the demographic characteristics of the international young travelers visiting Thailand and identified their travel behaviors as well as examined whether there were any differences between demographic characteristics of those international young travelers that affect the differences in travel behaviors. The international young travelers between the age of 15 to 25 arriving and staying at least one night in Thailand were the key population for this study. The questionnaires were distributed to 417 international young travelers at Suvarnabhumi International Airport. The results revealed the young travelers' profiles and the variety of travel behaviors. There was a slight difference in travel behaviors that affected the divergence of their demographic characteristics, such as the difference in age groups, nationality, and education. These factors influenced the differences in the choice of accommodation, source of income, travel companion, number of past international travel experiences, and length of stay.

**KEY WORDS: YOUNG TRAVELERS/ DEMOGRAPHIC CHARACTERISTICS/
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