

Research Topic: The research on tourist behavior in World heritage site:
Case study of Ayutthaya World Heritage Site and Historic
Town of Sukhothai and Associated Historic Towns

Researchers: Treesuwan, S., Boonchua, T., Kanjula, C., Sangpiroon, T.,
Lakviramsiri. A., and Benjawan, K.

Consultants: Accos.Prof. Dr. Yothin Sawangdee
Dr. Therdchai Choibamroong

Organization: Suan Dusit Rajabhat University

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Abstract

To study the behavior of tourists visit the World Heritage Sites: A Case Study of Ayutthaya and Sukhothai Historical Park - Satchanalai - Kamphaeng Phet conducted to determine the behavior of tourists visit the World Heritage Site, marketing mix factors that influence the behavior of tourists visit the World Heritage Site, and the method to development the marketing mix in the Ayutthaya historical park, and the Sukhothai Historical Park - Satchanalai - Kamphaeng Phet This will be beneficial to the government, transportation operators, accommodation operators, restaurant operators and souvenir shop owners. This will be able to adjust marketing strategy to meet the needs of tourists in the future properly.

The researchers collected data from the sample by distributing of 523 Thai tourists and 277 foreign tourists who visit the Ayutthaya historical park and Sukhothai Historical Park - Satchanalai - Kamphaeng Phet. Statistics that used to analyze data on the percentage, average, standard deviation, analysis of differences using the one-way analysis of variance, and analysis of multiple linear regression model procedure.

The research found that Thai tourists in the World Heritage Site are mainly women aged between 25-34 years of professional civil servants / employees, single, undergraduate, and the average monthly household income between 10,001-20,000

baht. For the part of foreign tourists, Most are the women aged between 25-34 years, single, undergraduate, and the average monthly household income of 50,001 baht.

The behavioral analysis toward travel of tourists at the World Heritage Sites found that most of Thai tourists ever travelled to World Heritage Site more than one, mainly travel on their own and often accompanied by someone. They travelled from home to tourist attraction by bus. During their stay at the World Heritage Site, they travelled from accommodation to the tourist destination by private car, returned home by car, and traveled by car trip during their stay at the World Heritage Site. They used hotel as the accommodation. They were interested in dining. The average cost of overnight accommodation / person / night is about Baht 100-500 and they booked the hotel by themselves. It takes 1-2 days to travel. They studied the tourism information from a friend or word-of-mouth. They often purchased the travel itinerary directly from the operator. Generally they did not face the problem of leisure. There is a need to develop signs. When tourists traveled to the sites, their satisfactions were greater than expectation. The satisfaction level toward the World Heritage Site is much satisfied. When compared with the value for money was very effective. In the future, tourists will come back in the World Heritage Site again, and the visitors will encourage others to travel in the Site. Most of foreign tourists took a trip to the Sites for the first time, and traveled by their own. If they were accompanied by the others, the tourists would travel from home to the destination by bus. During their stay at the World Heritage Site, they travelled from accommodation to the tourist destination by bus. They went back home by bus as well. They used the hotel for overnight accommodation. They were interested in dining. The average cost of overnight accommodation / person / night was about Baht 100-500. They booked the room by themselves. They took 5 days to travel. They studied the sources of information from the Internet, and they used to buy the itinerary directly from the operator. Generally they did not face the problem of leisure. There is a need to develop signs. Foreign tourists that traveled to the Sites had a higher satisfaction level than their expectation. They felt that it was worth their money. In the future, tourists will come back to the Sites again; they would recommend the others to travel to the Sites.

From the analysis, the marketing mix factors that affect the journey of tourist consist of three parts: the tourist destination, the tourism environment, and the promotion. There should develop the marketing mix in price, distribution channel, the involvement of business, and human resource in tourism industry. This will affect the increasing number of Thai tourists.

From the analysis, the marketing mix factor that affect the journey of tourist is the tourist destination. There should develop the marketing mix in price, distribution channels, promotion, the involvement of business, human resource in tourism industry, and the tourism environment. This will affect the increasing number of Thai tourists.