THAI TOURIST BEHAVIOR IN MUANG DISTRICT,

TAK PROVINCE

ONRAPIN KESKASEMSOOK

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ABSTRACT

The objectives of this research are to investigate Thai tourist behaviors, the influence on those behaviors, and the ways to manage tourism here. The studied area is Tak's Muang District which includes natural, historical and cultural attractions. The sample group was 300, 15 years old and above, Thai tourists who visited Muang District, Tak Province. The instruments for research were a questionnaire and data was analyzed by SPSS program and the statistical analysis used of percentage, mean, standard deviation, and One way analysis of variance.

It was found that most samples had moderately good behavior. Factors that effect behavior of Thai tourists found to be statistically significant were age, income per month, expense per month, occupation, type of accommodation, revisit, and knowledge of tourist attractions (Taksin Maharat National Park, Lan Sang National Park**,** Trok Ban Chin, Wat Si Talaram, Wat Khao Tham, Wat Doi Khaokeaw, Wat Mani Banphot, King Taksin the Great Shrine, Lak Muang Shrine).

The recommendation of the ways to manage tourism in Muang District, Tak Province are that more public relations should be given to some tour sites, especially places that are not well known such as the many interesting temples. In natural attractions especially Taksin Maharat National Park, nature conservation should be maintained as long as possible. And precious heritages such as Loi Krathong Sai festival should be preserved.

KEY WORDS: BEHAVIOR / TOURIST / TAK
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พฤติกรรมการท่องเที่ยวของนักท่องเที่ยวชาวไทยในอำเภอเมือง จังหวัดตาก
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บทคัดย่อ

การวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาพฤติกรรมและปัจจัยที่มีผลต่อพฤติกรรมการท่องเที่ยวของนักท่องเที่ยวชาวไทย รวมทั้งศึกษาแนวทางการจัดการท่องเที่ยวในอำเภอเมือง จังหวัดตาก กลุ่มตัวอย่างที่ศึกษาคือนักท่องเที่ยวชาวไทย อายุ 15 ปีขึ้นไป จำนวน 300 คน ตามแหล่งท่องเที่ยวธรรมชาติ ประวัติศาสตร์และวัฒนธรรม ซึ่งอยู่ในเขตอำเภอเมือง จังหวัดตาก เครื่องมือที่ใช้ในการวิจัยคือ แบบสอบถาม ใช้โปรแกรม SPSS ในการวิเคราะห์ข้อมูล สถิติที่ใช้ในการวิเคราะห์ข้อมูลได้แก่ ร้อยละ, ค่าเฉลี่ยเลขคณิต, ค่าเบี่ยงเบนมาตรฐาน, และการวิเคราะห์การผันแปรทางเดียว

ผลการวิจัยพบว่า กลุ่มตัวอย่างมีพฤติกรรมการท่องเที่ยวที่ถูกต้องปานกลาง ปัจจัยที่มีผลต่อพฤติกรรมการท่องเที่ยวอย่างมีนัยสำคัญทางสถิติ ได้แก่ อายุ รายได้ต่อเดือน รายจ่ายต่อเดือน อาชีพ ประเภทที่พัก การกลับมาเที่ยวซ้ำ และความรู้เกี่ยวกับแหล่งท่องเที่ยว (อุทยานแห่งชาติตากสินมหาราช อุทยานแห่งชาติลานสาง ตรอกบ้านจีน วัดสีตลาราม วัดเขาถ้ำ วัดดอยเขาแก้ว วัดมณีบรรพตวรวิหาร ศาลสมเด็จพระเจ้าตากสินมหาราช และศาลหลักเมืองสี่มหาราช)

ข้อเสนอแนะเกี่ยวกับการจัดการท่องเที่ยวในอำเภอเมือง จังหวัดตาก เช่น บางแหล่งท่องเที่ยวควรมีการประชาสัมพันธ์ให้มากกว่านี้โดยเฉพาะวัดที่มีความสำคัญทางประวัติศาสตร์ นอกจากนี้ในแหล่งท่องเที่ยวธรรมชาติโดยเฉพาะอุทยานแห่งชาติตากสินมหาราช ควรเน้นเรื่องการอนุรักษ์ธรรมชาติ และควรสืบสานประเพณีที่มีค่าเช่นลอยกระทงสาย ให้คงอยู่สืบไป

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CHAPTER I
INTRODUCTION

1.1 Historical Background and State of the Problems

Tourism is the major activity which generate more income of Thai economic. In 1999, the World Tourism Organization (WTO)'s report mentioned that, during 1990 – 1998, 20 top rank countries of the world's tourism dominate more than 70% of the world's total number of tourists which during the year 1996-1998 Thailand ranked 20th. (Pirom Onseng, et. al., 2000: 60-61) In the last year of the 9th plan (2002 – 2006) of the National Economic and Social Development, it was estimated that not less than 14 million tourists came to Thailand and average growth rate of national tourist is 7% per year. Nevertheless, WTO projected that, during 2000-2010, the growth of the world tourism is equal 4.2%, Asia and Pacific Region 7.7% and Thailand 7.8% (Mingson Khaosaard, et. al., 2001: 1).

Located in the lower north of Thailand, Tak is rich in cultural heritage, history, archeological sites, natural attractions, for example Taksin Maharat National Park, Lan Sang National Park, Mae KaSa Hot Spring, Mae U.su. Cave, Thi Lo Su waterfall and others, Doi Musur, Mae Sot Boarder Town, Bhumibol Dam and many ancient monasteries. Distinctive cultural heritages such as Loi Krathong Sai are unique and famous festival of Tak Province. Most famous tourist attractions are Maesot, Bhumibol Dam, Taksin Maharat National Park, and Thi Lo Su waterfall. In addition, the popular activity among tourist is Rafting.

Tourism Authority of Thailand (TAT) reported the situation of tourism in Tak for the year 2002 was quite good for both Thai and foreign tourists which resulted in

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growth in visitors of 2.15%. Local tourists grew from overnight stay while foreign tourists grew from day time visit. Foreign tourists comprised Malaysians, Chineses, Korea, Taiwaneses and Europeans such as Dutches, Germans, Swedishes. Most of them arrived by passenger cars at a declining rate, buses at increasing rate. Overnight stays mostly stayed in hotels, bungalows/resorts and friends/cousin's house in that order.

Generally, tourist stay 1.92 days in each time visit and 1,419.18 baht/day spending which amounted to 1,358.99 million baht when combined with 134.04 million baht from excursionist, a total of 1,493.03 million baht is generated or 1,356.40 baht/day spending per visitor.

Average occupancy of hotels in Tak from the total 1,975 rooms is 34.44% with mostly from local Thai people. Average stay is 1.3 days. (TAT, 2003: 102) TAT reported that Tak had the second highest growth rate of +10.28 in hotel rooms' expansion during 1999 – 2003 while Mae Hong Son had the highest. (TAT, 2004: 14)

The situation of tourist arrival during 1998 – 2003 , Tak had consistently increasing number of tourists mostly Thai, which indicated that most of the source of tourism revenue was from Thai too, as shown in table 1,2. In 2003, Tak had a growth rate of 5.57%, for Thai 6.17%, but a negative growth of 7.74% for foreign tourist. (TAT, 1999: 126, 2000: 157, 2001: 169, 2002: 141, 2003: 103, 2004: 104) Therefore it can be concluded that the main target of Tak's tourist is Thai.

Table 1: Number of tourists in Tak from 1998-2003

Tourist	January-December					
	1998	1999	2000	2001	2002	2003
Total	389,231	438,409	457,564	483,458	497,689	525,435
Thai	375,927	425,007	440,658	461,390	476,549	505,931
Foreigners	13,304	13,402	16,906	22,068	21,140	19,504

Source: Statistic of domestic tourism in the North, Tak in the year 1998 – 2003

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Table 2: Revenue (Million Baht) from tourists in Tak from 1998-2003

Tourist	January-December					
	1998	1999	2000	2001	2002	2003
Total	1,101.44	1,356.05	1,320.45	1,361.83	1,358.99	1,502.11
Thai	1,069.82	1,321.44	1,267.24	1,293.12	1,294.55	1,441.49
Foreigners	31.62	34.61	53.21	68.71	64.44	60.62

Source: Statistic of domestic tourism in the North, Tak in the year 1998 – 2003

From the 10 top rank most popular tourist sites in Tak survey during 2000 – 2003, the two most popular were waterfalls and Taksin Maharat National Park for Thai visitors, but foreign visitors preferred Taksin Maharat National Park the most. (TAT, 2001: 188, 2002: 157, 2003, 2004: 121) *Taksin Maharat National Park covers part of Muang District* and spans up to Mae Sod District.

In down town municipal of Tak, there is an annual Festival of Loi Kratong Sai of 1000 lighted floats which is uniquely Tak's heritage for many generations. It is held on the Ping's river during full moon month of November, near the Bridge of Sompojana 200 year of Ratanakosin Era.

Although the tourist sites in Muang District are not as popular as Mae Sot and Umphang town, but *to be among the top 10 most popular tourist attractions of Tak and the venue of Loi Krathong Sai annual festival* prompted the desire to do this dissertation, since nobody else has done it before. In order to promote tourism in the Muang Distict (down town Tak area) along the guideline of natural conservation and the appropriate management of natural resources which are WTO's sustainable tourism's principles comprising the following:

1) Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.

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2) Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.

3) Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation. (WTO, 2005)

Therefore in focusing Tak's Muang District (down town area) as a subject of this thesis, the primary target will be toward the Thai tourist because they are the major visitors to this province.

1.2 Objectives of the Studied

1.2.1 To investigate Thai tourist behaviors in Muang District, Tak Province.
1.2.2 To investigate the influence on those behaviors.
1.2.3 To explore the ways to manage tourism in Muang District, Tak Province.

1.3 Research Hypothesis

1.3.1 Thai tourists in Muang District, Tak have medium corrected tourism behavior.
1.3.2 Different tourist's personal data resulted in different tourist behavior.
1.3.3 Different tourist's traveling data resulted in different tourist behavior.
1.3.4 Different tourist's information resulted in different tourist behavior.

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1.4 Scope of the Studied

1.4.1 Scope of Area: The studied area is Tak's Muang District will include:

- Natural Attraction: Taksin Maharat National Park, Lan Sang National Park.
- Historical and Cultural Attraction such as Trok Ban Chin (Ban Chin Alley), Wat Si Talaram, Wat Khao Tham, Wat Doi Khaokeaw (or Wat Doikoi Khaokeaw), Wat Bost Maneesriboonrueng, Wat Mani Banphot, King Taksin the Great Shrine, Lak Muang Shrine (City Pillar Shrine of the Four Great Kings) and Ping River Front.

1.4.2 Scope of Subject: The data will be from survey of tourist's personal data, tourist's traveling data, tourist's information, and tourist behavior surveys.

1.5 Advantage from the Studied

1.5.1 To know the behavior of Thai tourist in Muang District, Tak Province

1.5.2 To know the influence on those behaviors

1.5.3 To assist the local TAT to understand the Thai tourist and perhaps foster a strategy to promote more sustainable tourism to Tak's Muaung District.

1.6 Operational Definition

Tourist Behavior means the actions, expression, deciding of tourists that occur before, during, and after the tour in Muang District, Tak.

Natural Attraction means the tourist sites that occurred naturally for example mountain, sea, cave, hot spring, volcano, including national parks, parks, and animal reservation parks.

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Historical and Cultural Attraction means the sites that have significant historical values including sites of old building that are ancient or have notable historical events, and tourist sites that have cultural attractiveness be it the way of live reminiscent of their glorious past not easily found now a day , their tradition and artistic expression in any branches remained.

Tourist means the one who visit to the area for the objective of not occupational or educational related, and not to be local inhabitors visiting home town from other place or students from other places come to study in the target area.

Accommodation means places where visitors stay overnight during traveling and many be classified as followed

- **Hotel** is constructed specifically in the form of divided compartments including all necessary facilities for the purpose of providing convenience for the tourist to stay overnight and fee is collected in return.

- **Guest House** is house remodelled or build in a way that many rooms are available for rent, not as convenient as most hotels.

- **Resort** is accommodations which usually separated by garden or designer's landscape.

- **Cousin's or Friend's house** is accommodation free of charge available for relatives or friends only

Bus is the vehicle that carries more than passengers to designate destination at a certain announced price, usually on a routine route and schedule, can be with or without air condition.

Passenger car is the public or private vehicle that carries the traveler without charging fee and can be of any size and shape.

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Length of stay is number of days that tourists stay in Muang District, Tak from arrival until leaving.

1.7 Variables

Independent Variables	**Measurement**
Tourist's Personal Data	
- Gender	Nominal
- Age	Interval, Nominal
- Education	Nominal
- Present residence	Nominal
- Religion	Nominal
- Family size	Interval, Nominal
- Income per month	Interval, Nominal
- Expense per month	Interval, Nominal
- Occupation	Nominal
Tourist's Traveling Data	
- Tour arrangement	Nominal
- Type of vehicle	Nominal
- Traveling frequency	Nominal
- Type of accommodation	Nominal
- Length of stay	Interval, Nominal
- Objective of tour	Nominal
- Activity during tour	Nominal

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Independent Variables	**Measurement**
- Revisit	Nominal
- Expenditure per day per head	Interval, Nominal
- Total expenditure	Interval, Nominal
Tourist's Information	
Type of information received	Nominal
Knowledge of tourist attractions	Nominal
Dependent Variable	
Tourist behavior	Nominal

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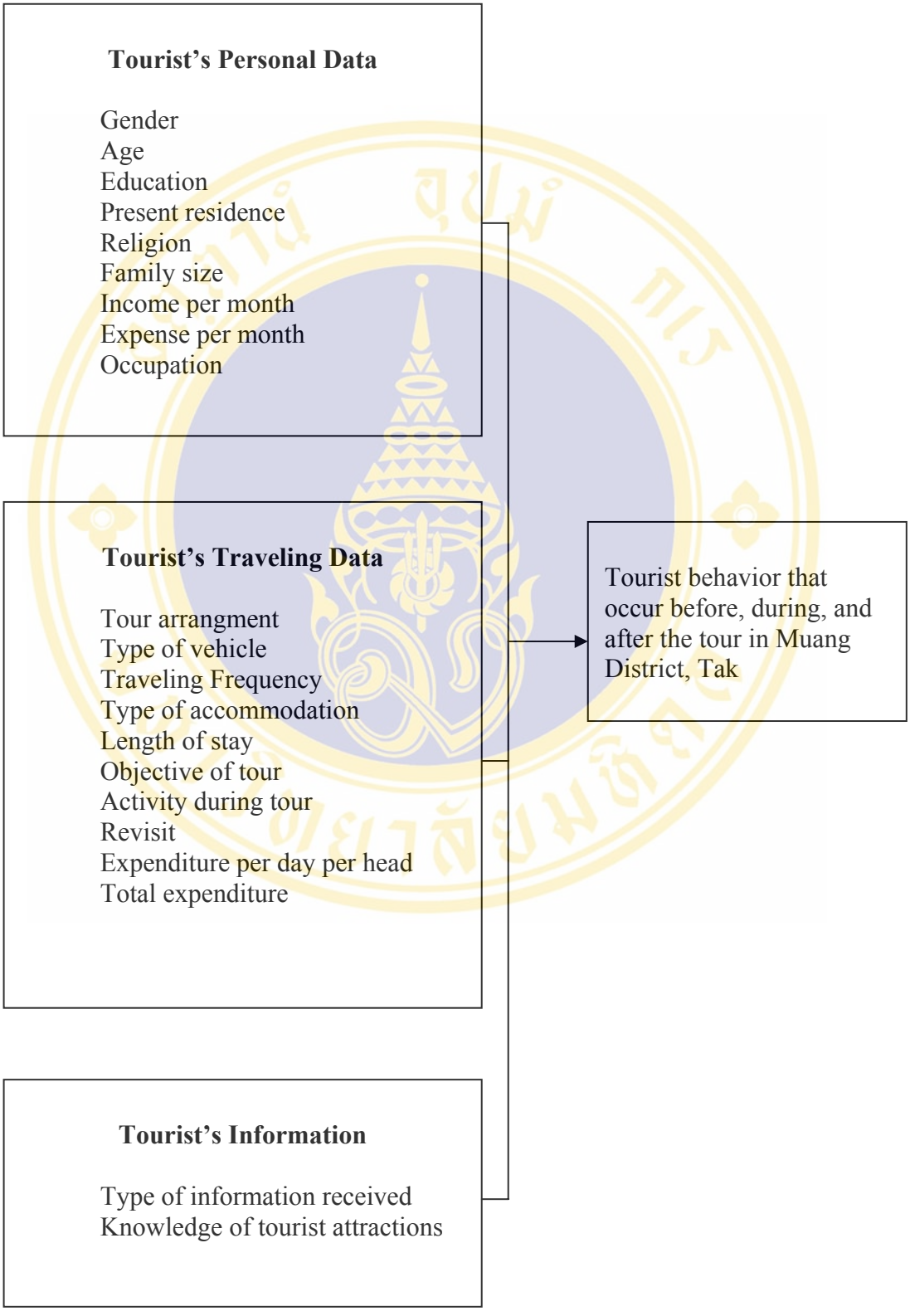
1.8 Conceptual Framework



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CHAPTER II
LITERATURE REVIEW

From review and search through related literatures, and documents both theoretically and research papers concerning the behaviors of tourists, the findings can be grouped into the following:

2.1 Behavior Theory
2.2 Consumer Behavior Related to Tourism
2.3 The Factors that Influence Tourism Demand.
2.4 The Concepts of Tourism.
2.5 Information about Tak Province and Its Places of Tourists Interests.
2.6 Variables and Related Researches

2.1 Behavior Theory

2.1.1 The meaning of behavior

There are many definitions of human behaviors as following:

Munn (1962: 5) mentioned that behavior is the human beings' activities or actions, which had been conducted.

Longman Dictionary (1984: 90) mentioned that behavior is an action or psychological response of each individual. It was the relationship between internal and external stimulus factors including activities or actions conducted for certain purposes and those activities or actions could be observed. The acts or activities had been

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scrutinized before taking actions including the actions or activities that had been unconsciously acted.

Pradinanth Upachamai (1988) mentioned that behavior is the actions or expressions of human that can be seen or felt with the 5 sensory nerves which are eyes, ears, nose, tongue, and body such as crying, walking, running, white face, red face, or body with high temperature, or colder than normal.

Sompoch Ieamsupasit (1986) who said “things that people does, expresses, reacts, to anything or any situation that can be observed, heard, counted, measured with instruments whether internal or external reactions such as crying, eating, running, heart beats or the spasm of the muscles for examples”.

Kanjana Kumsuwan (1988) gave her definition as “expression that can be observed or measured with instruments such as smiling, laughting or any biological actions or expressions that can be observed, documented and studied

Orathai Chuenmanuj (1987) described that “everything that a person does, whether seen or unseen, whether selfconcious or not, and can be documented, observed and studied, such as walking, standing, speaking, thinking, to be afraid of, crying, or getting angry for examples. (Upinpun Siriwatananukul, 1998: 58-59):

Mukda Sriyong and associates (1997) mentioned that human behaviors, in psychological term, mean actions of human such as eating, sleeping, speaking, thinking, dreaming, gambling, taking narcotics for examples. (Poungpech Suratanakaweekul, 2004: 1-2)

2.1.2 Types of behavior

There are many classifications of human behaviors as following:

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In psychological terms behaviors can be classified into 2 types which are overt behavior and covert behaviors. Overt behaviors are outward, open expressions such as walking, speaking, or expressions that can be seen. For example when Amnart met Damrus, both greeted each other with good hospitality. That was overt behavior, but internally, both might not know if they had good intention to each other. That was covert behavior.

In psychological term, whether overt or covert behaviors, we can judge by using techniques such as observation, which is the process of observing natural expression both direct confrontation and unconsciously. Because each person's behaviors or group behaviors depend on 2 factors: personal characters, and surrounding environment then. The study of behaviors must be based on these two factors. (Upinpun Siriwatananukul, 1998: 58-59)

Human behaviors can be defined in 2 types: overt and covert behaviors

1) Overt behaviors mean expressions that can be observed by others, such as speaking, smiling, writing, walking for examples.

2) Covert behaviors mean internal expressions that can not be seen by others, but can be measured such as thinking, feeling, attitude, motivation for examples. These internal expressions can be measured by direct or indirect questions such as questionnaires, or measuring instruments such as G.S.R. (Galvanic Skin Response) for measuring change in static current on the skin which enabling to understand the person's state of emotion.

To understand human behaviors, one must observe both the outside behaviors and the inside feeling. If only either one can lead to wrong conclusion. (Poungpech Suratanakaweekul, 2004: 1-2)

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2.1.3 Element of behavior

Cronbach (1972: 14) described that there are 7 elements in human behavior:

1. Goal is the need or objective that induces activities. Human has to create activities in order to respond the need. Some activities produce pleasure or respond instantly, but some needs or objective have to use time to reach the expected result. People have many needs in the sometime, they have to respond the urgent need before and respond to the further needs later.

2. Readiness means level of maturity or capability needs to do the activities that respond the need. People cannot respond all their needs, some needs out of control.

3. Situation is an event for people to choose doing the activities that respond their needs.

4. Interpretation, before people decide to do any activities, they have to consider the situation first and decide to choose the way they best please.

5. Respond is an activity responded the need by the way chosen in the step of interpretation.

6. Consequence, the result of doing activity which may confirm or contradict to the expectation.

7. Reaction to Thwarting, if people cannot respond their needs, in this case they may turn back to reinterpret the situation and decide to choose a new way of response.

Bloom (1956) had divided human behaviors into 3 elements (Metavee, et. al., 2001: 5) as followed:

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1. Thinking, understanding
2. Emotion, feeling, attitude, value
3. Action, expression

Bloom's theory about behavior (Bloom, 1971: 271-277):
Cognitive domain consists of

1. *Knowledge* involves the recall of methods and processes, or the recall of a pattern, structure, or setting.

1.1 Knowledge of specifics
1.2 Knowledge of ways and means of dealing with specifics
1.3 Knowledge of the universals and abstractions in a field

2. *Comprehension* represents the lowest level of understanding. It refers to a type of understanding or apprehension.

2.1 Translation
2.2 Interpretation
2.3 Extrapolation

3. *Application* The use of abstractions in particular and concrete situations. The abstractions may be in the form of general ideas, rules of procedures, generalized methods, technical principles, ideas, and theories which must be remembered and applied.

4. *Analysis* is intended to clarify the communication.

4.1 Analysis of elements
4.2 Analyses of relationships
4.3 Analysis of organizational principles

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5. *Synthesis* The putting together of elements and parts so as to form a whole. This involves the process of working with pieces, parts, elements, etc., and arranging and combining them in such a way as to constitute a pattern or structure not clearly there before.

5.1 Production of a unique communication
5.2 Production of a plan or proposed set of operations
5.3 Derivation of a set of abstract relations

6. *Evaluation* Judgments about the value of material and methods to satisfy criteria.

6.1 Judgments in terms of internal evidence
6.2 Judgments in terms of external criteria

Affective domain consists of

1. *Receiving (attending)* willing to receive or to attend to learn

1.1 Awareness
1.2 Willingness to receive
1.3 Controlled or selected attention

2. *Responding* the desire that become sufficiently involved in or committed

2.1 Acquiescence in responding
2.2 Willingness to respond
2.3 Satisfaction in response

3. *Valuing* abstract concept of worth. An important element of behavior characterized by Valuing is that it is motivated by the individual's commitment to the underlying value guiding the behavior.

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3.1 Acceptance of a value

3.2 Preference for a value

3.3 Commitment

4. *Organization* situations more than one value is relevant, the organization of the values into a system. This category is intended as the beginnings of the building of a value system.

4.1 Conceptualization of a value

4.2 Organization of a value system

5. *Characterization by a value or value complex* values are organized into some kind of internally consistent system, have controlled the behavior of the individual for a sufficient time that he has adapted to behaving this way; (a) individual's behavior is described and characterized as a person (b) integration into a total philosophy or world view.

5.1 Generalized set

5.2 Characterization

2.1.4 Sources of human behavior (Berger & Federico, 1982: 8-10)

- Four sources of human behavior

Human behavior is enormously diverse and complex because it has four principal sources: biological, psychological, social-structural and cultural. Biological motivated deriving from the genetic inheritance that establishes potentials and limits for a person's behavior.

A second source of behavior is psychological, resulting from a person's perceptual, cognitive, and emotional development.

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Social structures represent a third source of behavior. Social structures, such as the family and the economic system, exist to organize and pattern social interaction.

Finally, all human behavior occurs within a cultural context. Culture embodies the values, knowledge, and material technology that people learn to see as appropriate and desirable. Therefore, culture establishes the parameters that guide and often limit people's thinking and behavior.

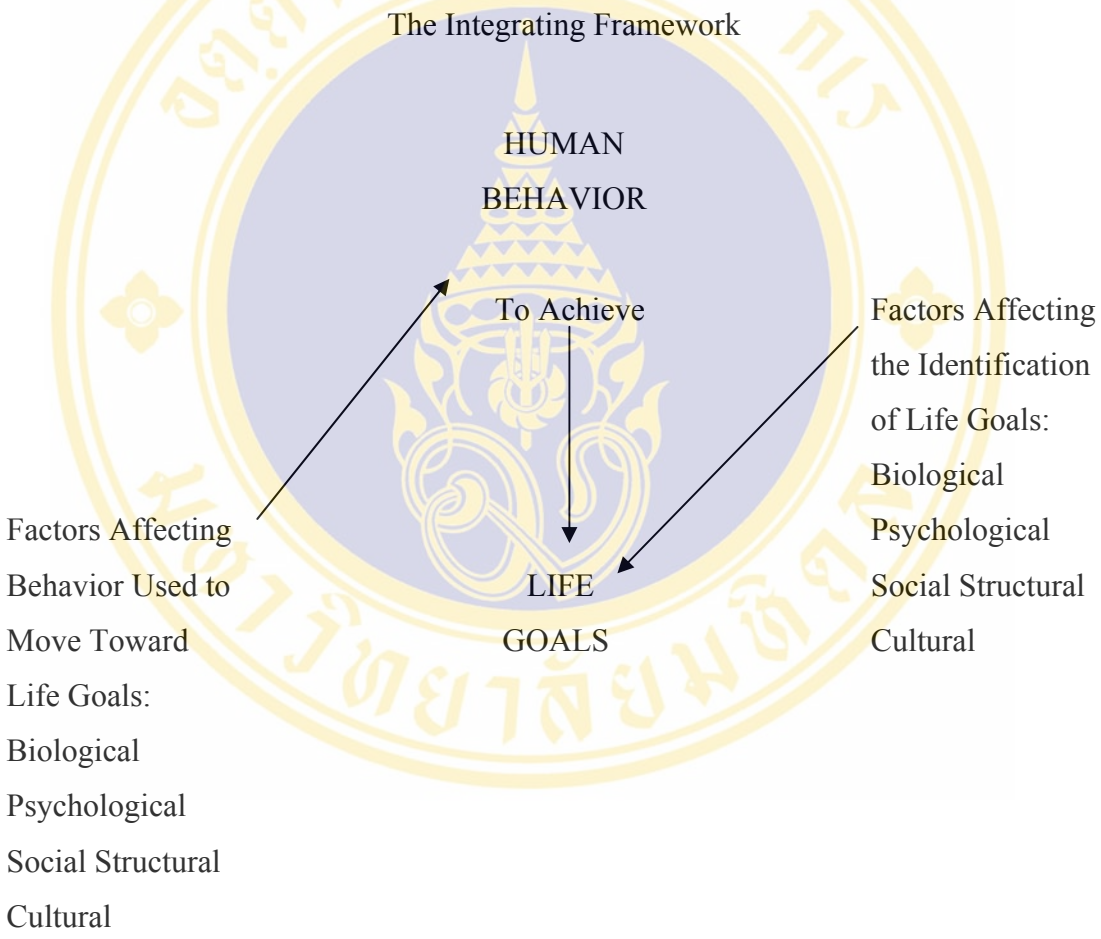

Figure 1: Human Behavior and Social Work Practice

We must recognize that these factors can either serve as resources or as obstacles.

A three-part framework suggests itself as a way of easily accomplishing this task.

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1. Systems perspective to provide us with such a holistic view.

2. Human diversity perspective to make us alert to the sources and effects of such differences.

3. Goal-directed behavior as a perspective that maintains our focus on purpose.

These relationships can be diagrammed in the following way:

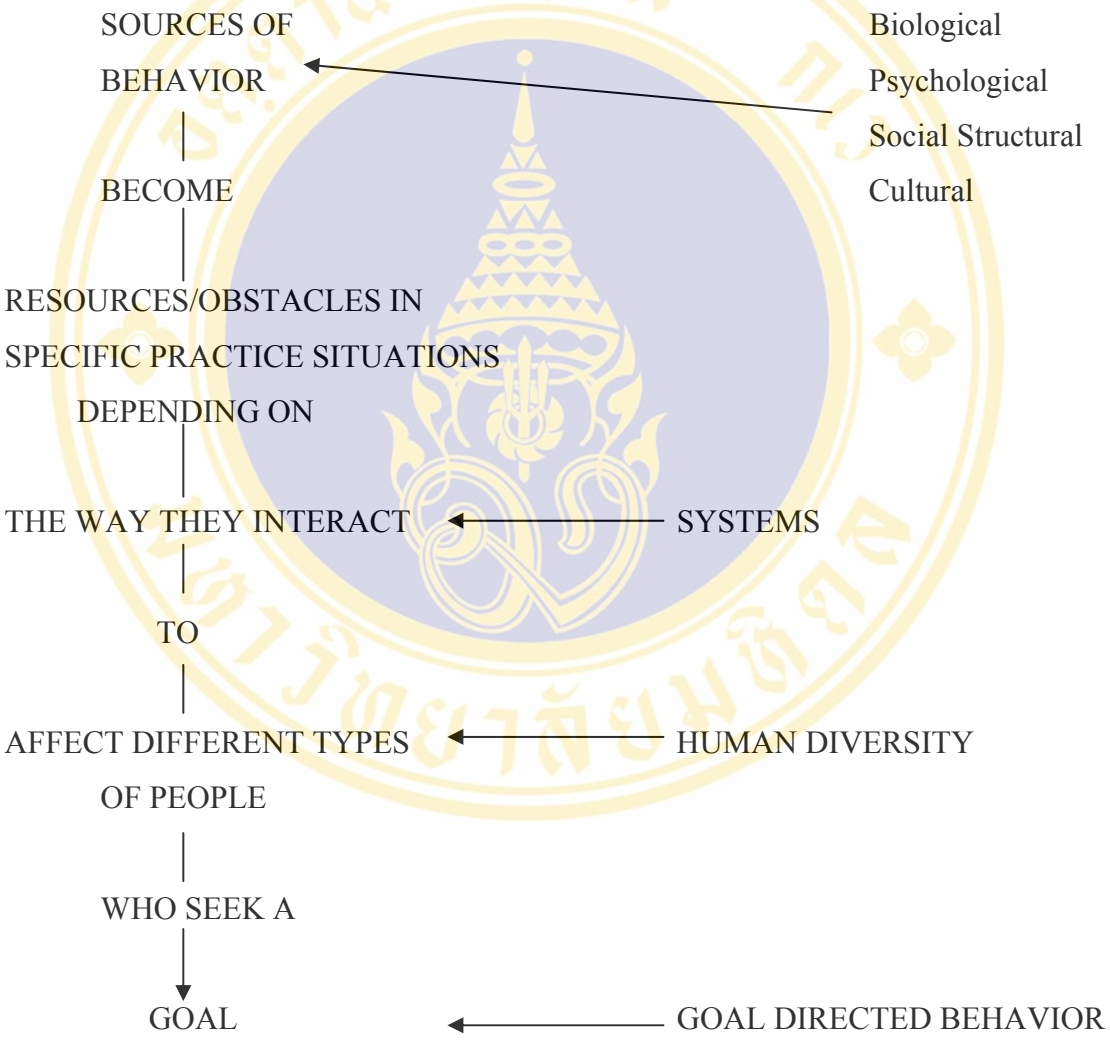

Figure 2: The Components of Human Behavior

The framework being proposed uses knowledge in an integrated manner to understand practice situations holistically and is diagrammed.

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PERSPECTIVES FOR A HOLISTIC VIEW	SOURCES OF BEHAVIOR AND THEIR SITUATIONAL EFFECTS			
	BIOLOGICAL	PSYCHO LOGICAL	SOCIAL STRUCTURAL	CULTURAL
	Resource / Obstacle	Resource / Obstacle	Resource / Obstacle	Resource / Obstacle
SYSTEMS				
HUMAN DIVERSITY				
GOAL-DIRECTED BEHAVIOR				

Figure 3: Framework for Using Knowledge to Understand Practice Situations Holistically

- Roles of systems relating to human behaviors (Poungpech Suratanakaweekul, 2004)

Holistic Approach is one way of enabling us to analyze behaviors and impacts of human behaviors in clear and conclusive way. Because humans need to interact and socialize to survive. Human is the specie that evolves in to the higher intricated level of thinking and reasoning, has needs, feeling and biologically suitable to breed and maintain our specie.

Sarafino (1994) explained that human behaviors relate and interact between 3 systems which are Biological System, Psychological System and Social System.

1. *Role of Biological System*

Every human being has been receiving genetic characteristics from parents through the genetic materials and the genetic processes making us looked and behave somewhat similar to our ancestor, thus continuing our tribal existence on and on. The

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characteristics that can pass on genetically such as color of hair, eyes, body shape, body structure, intelligence for example. If there is any faults in passing on some genetic codes of structure and or functioning of any organs may have effect on the lifelihood of one's existence and behavior.

The existence of human resulting from the functioning of 10 systems of sophisticate body mechanism.

These 10 systems have profound relation with human behavior. The nervous system is the central in controlling and coordinating expressions in human behaviors, both internal and external, in measuring or evaluating behavior such as the police co examining the emotion of suspects using lie detector together with psychiatrist and psychologist. These cross examination with a lie-detector will evaluate change in voltage at various parts of the body such as scalp, brainwave, which mean that the change in functioning of the body system will indicate emotional states that related to reactional behavior in answering questions during the interrogation.

2. *Role of Psychological System*

2.1 Level of consciousness and the behavior

Sigmund Freud set up theories on psychology to explain human behavior and explained the causes of human behavior arising from 3 levels:

- Conscious level is the energy that drives human behavior and expression. One can understand clearly the cause of any behavior such as we eat because we are hungry, we sleep because we are tired, children cry because their mother punishes them. Conscious level behavior does not push so many problems because one can understand the motive of one's action quite clearly.

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- Preconscious level is the energy that drives a person's behavior that one can not understand quite clearly. But one can understand after some deliberation such as first impression. Behavior arising from semiconsciousness is not generally well attended or finding real root causes. It is found that coexistence in social or working with other people often conflicting unnecessary because of one's emotional involvement in the past with someone lead to involve with someone else at present unconsciously. If one try to attend more to find out root cause of unconscious behavior, one will improve understanding of others much better.

- Unconscious level is the energy that drive human to act without reasons because they are hidden so deeply, unconsciously. Sometimes useful, sometime not so useful to the society, but may has adverse effect on the many people.

2.2 Behavior and the psychological process: behavior and the psychological process of human are related to

2.2.1 Cognition is the brain process of perceiving, learning, remembering, thinking, interpreting, believing, and problem solving. Human cognitive power can effect health and the well being of human

2.2.2 Emotion can be both positive resulting in happiness, liveliness, and negative resulting in rage, fear, sad. Positive emotion can lead to good health and good human relation and easily getting along with others. Emotion dictates behavior in approach and interaction with others.

2.2.3 Motivation is the stimuli for action and expression that may be similar or different for each people. Needs will be the driving force for people to express, however, similar behavior may arise from different needs also.

Motivation theory and Behavior: At present, academics accept that motivation is the important foundation for important dimension of character and major

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driving force in developing the economy and social of a nation is “the motivation to succeed”.

Mc. Clelland (1961) divided motivation into 3 types:

Type 1 is the people that need challenge, willing to develop oneself and benchmarking against excellence standard or other people will feel comfortable when accomplish success, and feel worry when face with failure.

Type 2 is the desire to be accepted by others.

Type 3 is the desire to have power over other people.

3. *Role of Social System*

At the personal level will influence value, and culture by presenting information over the media influencing positive behavior such as antinarcotics, or negative behavior such as drinking and smoking like role models of the consumer’s materialism.

At the community level, which comprise friends, neighbors, coworkers, will influence dress code, language by group pressure.

At the family level, which is most influential agent of a person, such quality of childhood up bringing, parent’s role model, and parent relationship with their children and the driving forces.

2.1.5 Understand human behavior (Louis Jumpates, 1999: 2-13)

Human Behavior looks easy to understand on the surface, but if looks more closely, will find it hard to understand. Psychological study has been looking into human behavior extensively, but in the end, it is found that it is difficult to find a singular conclusion. Because no two thoughts were alike even from the subject or the researcher themselves.

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To understand human behavior, it is better to start to accept and begin with individual differences, heredity and environment, body types, birth orders, expression, and needs.

1. *Individual Differences*

1.1 Physical such as facial features, body movement. Physical differences mean what can be seen from outside. These Physical differences may have influenced other differences for example: too fat or too thin people are clumsy and become the subject of ridicules that may lead to inferiority complex or even appear different emotionally.

1.2 Emotion is the expression of happiness, sadness, angriness, jealousy, unfairness, aggressiveness, humor, etc. The expression of emotion is sometime strong, sometime weak and sometime different. The control of emotion is also different. Some can control really well while others can not. Emotion has been influenced since childhood. Pediatrician Prof. Klaus and Kennell wrote that the first few minutes or the first hour of child birth, is the sensitive period. Physical contact with parent will stimulate understanding and learning of fulfillment and love. Emotional development can lead to many differences since childhood, teenage and adult. Different occupations can bring about different in emotions quite clearly.

1.3 Intelligence refers to difference of opinion, problem solving. Intelligence people with IQ greater than 100 can think in a variety of angles and sophistications, can solve more problems in their daily life and family life. But people with lower IQ than 100 can think in a narrower framework, solve simple problems or family problems quite difficulty.

1.4 Social refers to a person's expression to the group of people or between people which it is understood that even people with equal intelligence can have unequal social skills. The ability to socialize is very intricated and can also been affected by the 3 previous basics which are physical, emotional, intelligence.

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2. *Heredity and Environment*

It is accepted that "Behavior is caused" by something else, mainly heredity and environment

2.1 Heredity refers to genetic transfers through bloodline from parent, and grand parents, which are intelligence, physical looks, including some deceases such as color blindness, diabetes, hemophelia, etc.

2.2 Environment refers to everything around us which can be summarised as:

2.2.1 Pregnancy Environment: depends on pregnancy care from the mother, the kind of food that mother eats, the amount of rest, the deceases that mother contacts, the vibration, including the kind of drugs that mother takes during pregnancy.

2.2.2 Child Raising Environment: such as physical impact, food nourishment, attention and love, which is most critical environment. The most critical age is afterbirth until 6 years of age. It is comparable to molding and forming of cement before setting. It is difficult to shape or change after harden.

2.2.3 Learning age: Learning and extra curriculum activity is very important for shaping both physical and mind. Too much stress on the brain will lose the ability to socialize when grow up. The right combination of curriculum and extra curriculum activities, teaching technique are very important.

2.2.4 Profession: can shape a person's personality if stay in a profession long enough. Each profession has its own character.

2.2.5 Marriage: Family life can have a profound influence on the person's behavior. The right choice of solemate is very important.

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3. *Body Types*

William H. Sheldon has classified 3 type of people: endomorphy (fat), mesomorphy (strong), and ectomorphy (thin). These 3 types are the gene results together with uterine environment, which are also difficult to change. Some changes can happen if under environmental pressure.

3.1 Endomorphy or fat people, usually with oval body, lots of fat, easily feel uncomfortably hot, difficult to mobilize, like eating lots of food or enjoy eating. Emotionally jovial, like conveniences and generally good human relation.

3.2 Mesomorphy is the character of strong people with visible muscular. Likes to enjoy many physical activities, active, decisive (sometimes too careless), brave, steady, easily sociable, talk direct to the point, but sometime may be rude if not careful. Not likes being in narrow space.

3.3 Ectomorphy is the character of thin people, without much muscle, like seclusion, being mysterious. Enjoy being in their own space, meticulous, but sometimes trivial, intelligence, highly responsible.

4. *Birth Orders*

Adler reasoned that different birth order in the same family gave difference to family social circle since childhood until adulthood.

4.1 First born child was the subject of many studies:

1) IQ will be lower than later child because of lack of parent's experience, difficulty during birth, lack of stimulus from brother or sister, including learning (Thurstone and Jenkins, 1931)

2) Will be gifted child, reasonable, down to earth, but if unattended will turn selfish or cause trouble more than others (Terman et. al., 1925)

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3) Will become aggressive and depressive when having brother and sister. (Adler, 1930, Strauss, 1951)

4) Willing to sacrifice and give more than later born children (Becker and Carroll, 1962)

5) Easier to seek help when anxious or facing difficult decision (Schachther, 1959)

4.2 Wednesday child will be obvious if 3 children of the same gender. The middle one always has difficulty adjusting. If cannot adjust, will become problem child in the end. Eikins (1958) studied that the middle child would have tendency to be neglected, sometime confused, but would not be as aggressive as the first child, and easily distracted, liked to be among friends because often overlooked and deeply needed loves and acceptance from parent. From author's observation, there are quite a large number of successful middle child, might be resulting from their ability to adapt.

4.3 Youngest child will not receive as much attention as the first child, but will gradually increasing unlimited without further competition. Adler concluded that the youngest child position was not challenged. They would seek compensation when they grew up, but parent still show more love and affection to their youngest child even when grown up. The other quality of the youngest child is the competitive spirit, because of being treated inferior than others since childhood (without intention). Some had strong self confidence and want to surpassed others, optimistic and willing to give more than receive. The author concluded that the youngest child liked to be hailed because of childhood attention. They became self center.

5. *Expression*

Expression will stress only ability and flexibility only, which Carl G. Jung divided into 3 groups:

5.1 Introvert Personality is the type not to show off whether expressions, flexibility of action or speech. They are often quiet, show to respond,

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slow to think. The strength of this character is coolness, orderliness or sometimes called “Wall Flower”. Jung called this type as a visionary, intricate, and innovative, but slow to respond and not so throughly, or narrow but deep thinker.

5.2 Extrovert Personality is the type like to show off whether speech, expression, manner, highly flexible or sometimes too flexible. The strength of this type is openness, easily acquainted, friendly, or sometime called social life. Jung called this type sensitive to others, know the consequences well in advance, but not a good deep thinker and let go a lot of good ideas, few innovativeness, in short wide but shallow.

5.3 Ambivert Personality is the type in the middle, between introvert and extrovert. They are the highest percentage of the people, more than the two type combined.

6. *Needs*

Needs is the very important factor compared with others, because it is internal feeling and influenced by many other factors through the mind that acts as the head quarters. The behavior from these command may resulted in social accepted and unaccepted behaviors.

6.1 Maslow’s Hierarchy of Needs was the study done by Abraham H. Maslow indicated 5 layers of human needs. The 5 layers of needs indicated that each person is indifferent layers.

6.2 Herzberg’s Two-Factor Theory was the study about worker’s need

6.3 Vroom’s Expectancy Theory was the study about what drive people needs namely valence and expectancy.

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2.2 Consumer Behavior Related to Tourism

There are many writers on the subject of consumer behavior related to tourism, such as Simon Hudson (Pizam & Mansfeld, 2000: 7-11) has stressed the motivation of tourists with the following detail:

2.2.1 Motivation of tourists

Many authors see motivation as a major determinant of the tourist's behavior. Central to most content theories of motivation is the concept of need. Needs are seen as the force that arouses motivated behavior and it is assumed that, to understand human motivation, it is necessary to discover what needs people have and how they can be fulfilled. Maslow in 1943 was the first to attempt to do this with his needs hierarchy theory, now the best known of all motivation theories.

Physiological needs:	Hunger, thirst, sex, sleep, air, etc.
Safety needs:	Freedom from threat or danger
Love (social) needs:	Feeling of belonging, affection, and friendship
Esteem needs:	Self-respect, achievement, self-confidence, reputation, recognition, prestige
Needs for self-actualization:	Self-fulfillment, realizing one's potential

Source: Maslow, 1943.

Maslow's theory was originally developed in the context of his work in the field of clinical psychology, but has become widely influential in many applied areas such as industrial and organizational psychology, counseling, marketing, and tourism. One of the main reasons for the popularity of Maslow's hierarchy of needs is probably its simplicity. Maslow argues that if none of the needs in the hierarchy were satisfied, then the lowest needs, the physiological ones, would dominate behavior. If these were satisfied, however, they would no longer motivate, and the individual would move up to the next level in the hierarchy, safety needs. Once these were satisfied, the

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individual would move up to the next level, continuing to work up the hierarchy as the needs at each level were satisfied.

Maslow's theory has received little clear or consistent support from research evidence. Some of Maslow's propositions are totally rejected, while others receive mixed and questionable support. Witt and Wright (1992) criticize the theory for not including several important needs, perhaps because they do not fit conveniently into Maslow's hierarchical framework. Such needs are dominance, abasement, play, and aggression. They prefer Murray's (1938) classification scheme, suggesting that from the point of view of tourist motivation it provides a much more comprehensive list of human needs that could influence tourist behavior. Murray listed a total of fourteen physiological and thirty psychological needs, from which it is possible to identify factors that could influence a potential tourist to prefer or avoid a particular holiday. However, due to its complexity, Murray's work is not as easy to apply as Maslow's hierarchy, and has therefore not been adopted by tourism researchers.

Other attempts to explain tourist motivation have identified with Maslow's needs hierarchy. Mill and Morrison (1985), for example, see travel as a need or want satisfier, and show how Maslow's hierarchy ties in with travel motivations and the travel literature. Similarly, Dann's (1977) tourism motivators can be linked to Maslow's list of needs. He argued that there are basically two factors in a decision to travel, the push factors and the pull factors. The push factors are those that make you want to travel and the pull factors are those that affect where you travel. In his appraisal of tourism motivation, Dann proposed seven categories of travel motivation:

1. Travel as a response to what is lacking yet desired. We live in an anomic society and this, according to Dann, fosters a need in people for social interaction that is missing from the home environment.

2. Destination pull in response to motivational push, already discussed.

3. Motivation as a fantasy.

4. Motivation as a classified purpose, such as visiting friends and relatives or study.

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5. Motivational typologies

6. Motivation and tourist experiences.

7. Motivation as auto-definition and meaning, suggesting that the way tourists define their situations will provide a greater understanding of tourist motivation than simply observing their behavior.

Crompton (1979) agreed with Dann, as far as the idea of push and pull motives was concerned. He identified nine motives, seven classified as socio psychological or push motives and two classified as cultural or pull motives. The push motives were escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression; enhancement of kinship relationships, and facilitation of social interaction. The pull motives were novelty and education. Crompton identified these motives from a series of in-depth interviews with a group of people and found that the push motives were difficult to uncover. He pointed out that people may be reluctant to give the real reasons for travel if those reasons are deeply personal or intimate.

Mannel and Iso Ahola (1987) identify two main types of push and pull factors, personal and interpersonal. They suggest that people are motivated to travel to leave behind the personal or interpersonal problems of their environment and to obtain compensating personal or interpersonal rewards. The personal rewards are mainly self-determination, sense of competence, challenge, learning, exploration, and relaxation. The interpersonal rewards arise from social interaction.

Krippendorf (1987), in an enlightening book on tourism, sees a thread running through all these theories of tourism motivation. First, travel is motivated by "going away from" rather than "going toward" something; second, travelers' motives and behavior are markedly self-oriented. The author classifies these theories into eight explanations of travel: recuperation and regeneration, compensation and social integration, escape, communication, freedom and self-determination, self-realization, happiness, and travel broadening the mind.

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The tourist motivation model proposed by Plog (1974) has been one of the most widely cited. According to Plog, travelers may be classified along two dimensions: allocentrism/psychocentrism and energy. Travelers who are more allocentric are thought to prefer exotic destinations, unstructured vacations rather than packaged tours, and more involvement with local cultures. Psychocentrics, on the other hand, are thought to prefer familiar destinations, packaged tours, and "touristy" areas. Later, Plog added energy, which describes the level of activity desired by the tourist; high-energy travelers prefer high levels of activity while low-energy travelers prefer fewer activities.

Plog's findings evolved from syndicated research for airline companies that were interested in converting nonflyers into flyers (recently the airlines have taken to giving a free experimental flight to nonflyers). He found that the majority of the population were neither allocentric nor psychocentric, but "midcentric" –somewhere in the middle. It has been argued, however, that Plog's theory is difficult to apply as tourists will travel with different motivations on different occasions (Gilbert, 1991). There are many holidaymakers who will take a winter skiing break in an allocentric destination, but will then take their main holiday in a psychocentric destination.

Smith (1990) has also criticized the model. Using data from seven nations, he tested the model's basic hypothesis as well as its applicability to other countries. He concluded that his test of the allocentric/psychocentric model failed to support the hypothesized association between personality types and destination preferences. He even criticized tourism researchers for relying on untested hypotheses for explanations about how the tourist system works.

2.2.2 The factors influencing the tourists' behavior

Morrison (Chalongsri Pimolsompong, 2003: 35-44) has classified factors influencing consumer behavior with the following detail:

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The following factors influence the consumption and traveling behaviors of tourists and can be grouped into 2 variables group mainly (Morrison, 1989: 63):

1. Personal Factors/Internal variables

1.1 Needs, Wants, and Motivation
1.2 Perception
1.3 Learning
1.4 Personality
1.5 Life Style
1.6 Self Concept
1.7 Attitudes

2. Interpersonal Factors / External Variables

2.1 Culture and Subcultures
2.2 Social Classes
2.3 Reference Groups
2.4 Opinion Leaders
2.5 The family

1. *Internal Variables* mean personal factors that effect purchasing behaviors which are:

1.1 *Needs, Wants and Motivation*

Maslow's Hierarchy of Needs:

1) Physiological Needs: Drinking water, food, air, residence, clothes, medicine, sex etc.

2) Safety Needs: Safety for life and asset.

3) Belonging / Social Needs: Feeling of friendship, love.

4) Esteem Needs: Fame, achievement, dignity, wealth, freedom.

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5) Self-Actualization Needs: The need to succeed as one dreams about.

Beside 5 layers of needs, Maslow added 2 more needs that have significant effected on the mind:

1) The need to know and understand which drive people to seek answers to satisfy the needs to know.

2) The need for aesthetic satisfaction which drive people to explore, innovate, and keep and enjoy beautiful things both naturally and artificially according to one's taste.

The traveling and touring arise from internal needs and feeling of each person together with many factors both economic and social that drive people for wanting to travel including many pulling motivations. Important factors that motivate people to travel are:

1) Physical and Psychological Motives which are the needs to rest our bodies and souls away from everyday routines and problems for a nice, quiet environment.

2) Cultural / Personal Education Motives are the needs to know and see, meet people, places, country that are not familiar with, interests in arts, culture, music, architecture, fine arts, folk arts, festival, places of historical importances, nature, and study other nationality's livelihood, popularize the eco-tourism as of now.

3) Social / Interpersonal / Ethnic Motives are the needs to visit friends and cousins, birth place, accompany others, meeting new friends, which may be from other nationalities, religions, for seeking out friendship, experiences, and new environment, escape from familiar environment at least temporary.

4) Business / Work Related Motives are needs to contact government and private entity on business purposes, including follow up on projects,

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attend conferences, seminar. Business traveling can be partly or half business half tour.

5) Entertainment / Amusement / Pleasure / Pastime Motives are the traveling to theme parks, entertainment complexes, see sport competition, and entertainment activities.

6) Religious Motives are the chances to seek merit making, study the religious teaching, meditate, attend religious ceremony and pay visits to holy places for merit making.

7) Prestige and Status Motives are traveling for prestige, status, upgrading oneself for examples: traveling to attend seminars, business meeting or continuing education abroad.

Traveling may arise from many motives such as seeking education combined with the chances to seek medical attention at the same time.

1.2 *Perception*

The processes involve the following:

1) Selective Exposure in each day, consumers are willing to accept motivations when ones seek to open up channel of communication whether it's radio, TV, or others.

2) Selective Attention means consumers will have to select media before pay attention to the massage.

3) Selective Comprehension consumers will have to understand the message as it is meant to be, but sometime comprehend differently according to ones' perceptual biases, depending on belief, attitude, and experience.

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4) Selective Retention will arise from how much data about a product can be retended in the memory, which will lead to motivate needs and decision to buy at the right moment.

1.3 *Learning*

Learning means the changing of behavior or perception resulting from past experience. A person learns when one receives stimulus that passes through consciousness and draw response according to stimulus-response theory. The technique of advertising repeatedly is used to promote sales to the target consumers.

1.4 *Personality*

Personality are the dominant characters of a person that arise from consciousness, responsibility, internal needs, motivation, perception, learning, and express externally as specific personality that respond to surrounding environment. There are Freud Theory or Psychoanalytic Theory are used to analyze personality, which stress stimulus and motivation of subconscious mind that control the personality of a person.

The different type of personality:

1) Id is the personality arising from primary stimulus – response such as sexual need, only basic advertising is essential.

2) Ego is the personality arising from the ability to suppress primary needs from Id, usually conforming to social pressure and culture.

3) Super Ego is the personality that reflects ethic and social governance, having appropriate behavior conforming to being a good citizen.

Tourists have different personality according to nationality, religion, culture, and social. To learn and understand personality of tourist means to understand tourist behavior especially behaviors in traveling and consuming.

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1.5 *Life Style*

Life Style depends on culture, social status, and group of each person's profession. Life style also depends on interest, attitude and each person's opinion. Life style goes hand in hand with social values for example the successful professional will prefer traveling by plane, stay in hotel, hire limousine, use service from travel agent are targeted by using business magazine while those homely lifestyle tend to watch TV.

1.6 *Self Concept*

Self Concept means understanding arisen within a person simultaneously with perception and is comprised of:

1) Real self: one that truly knows one self's needs such as prefer to travel because of vacation, learning and relaxation.

2) Ideal self concept is the desire to be idealism of a person and behave according to the ideal such as traveling abroad every year because of social belief.

3) Reference – group self concept is the image of a person who think the others think of one, such as think that others think of us traveling for recreation.

4) Self – image concept is the image that one wants to project to others such as want to let others see our traveling to make us socially acceptable.

1.7 *Attitudes*

Attitudes mean the tendency in learning to respond to stimulus in a consistent way, or the feeling of a person toward something. Attitudes are the important motivator and have significant influence over perception and consumption behavior of tourists, by screening in what appear not to contradict with existing attitudes. Attitudes can distort news or facts that contradict with one own attitudes. Attitudes are formed by one own experience.

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2. *External Variables* mean factors of relationship between people and culture that has been transferred through time. They are:

2.1 *Culture and Subcultures*

Culture and Subcultures are the binders that weave together people in the same society. Culture can be expressed in the form of beliefs, values, attitudes, habits, traditions, customs, and personal behaviors. Culture can be divided into:

1) Culture is the norm that governs consumers' behaviors, molds the national habits and thinking of the people in general, such as Thai people likes to show of, like to travel by plane instead of by rail or bus.

2) Subculture is part of culture. It is unique to a smaller group that have the same nationality, religion, geography that is different from other groups, even in the same country, for example Chinese culture, Lanna culture, each has their own consumption behavior. Therefore, tourists from the same subculture usually have the same needs and the same tourist behavior. The subculture can be furthered subdivided into:

2.1) Nationality Groups for examples Thai, Chinese, American, English, etc. Each has their own taste, preference, activities, and consumption pattern that are different.

2.2) Religious Groups for examples Christian, Buddhist, Islamic, have some different beliefs and taboos.

2.3) Racial Groups for examples black, white, yellow, each has own culture and different attitudes.

2.4) Geographical Areas can influence the way people live for example Japanese work hard while Thai take it easy.

2.2 *Social Classes*

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Social Classes are the classification of people according to their profession, wealth, income, birth, residence, education, position, and personality. Social classes can be subdivided into 3 big groups and 6 small groups:

1) Upper Class also subclassified as:

1.1) Upper – upper class are the old blue blood line who inherit most of their wealth from ancestors, good social status, send children to the best school, live in big villa, highly social responsible, have plenty of purchasing power, buy only extravagant prize, stay in deluxe hotel, tour only famous attraction of the world.

1.2) Lower – upper class are the new millionaires, successful executives, owners of large businesses, graduated from good university, give the best to their children, stay in the business and social circle, want the similar goods and services as the first group.

2) Middle Class subclassified as:

2.1) Upper – middle class are those quite successful in their career, understand the importance of education, careful about their expense, buy only goods and services that are necessary that are good cloth, house, household goods, some status symbol such as car.

2.2) Lower – middle class are the employees, government officials at working level, need essential goods and services that are reasonable price, seek own residence, thrifty, and price sensitive.

3) Lower Class subclassified as:

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3.1) Upper – lower class are those skill labours who seek stability, not so much social activity, need goods and services that is essential to their living and economic prices, high loyalty to brands.

3.2) Lower – lower class are unskill low wage labours, who often are debtors, low education, slum dwellers, need goods and service that are essential for living at most economic prices.

Social classes have significant impacts on the buying of goods and services for the tour industry, because it involves the activity of spending spare time of each level which differs in their habits and media to communicate with each class.

2.3 *Reference Groups*

2.3.1 Primary Groups are friends and family.

2.3.2 Secondary Groups are coworkers, co occupation, co-institution, co-organization, and co-social groups.

Reference groups can influence people for their living behaviors. They can persuade people by the group acceptance which have power over the buying habits for examples: tourists come back with souveniers and nice pictures to show their friends are considered “highly regards” and fulfill their self esteem.

2.4 *Opinion Leaders*

Opinion Leaders are the group with power to lead or persuade people, usually with more and better information than others, for example: know where to dive, fishing, bird watching, what birds to watch for, and where, what are the interesting activities to do and what should be prepared.

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2.5 *The family*

The family is the people related by birth, marriage, or adopted into the family. Valves and attitudes of a person are influenced mostly by family. Different family characters will differentiate how people live. Family consumption behavior will differ according to family life-cycle.

2.3 The Factors that Influence Tourism Demand

Demand for tourism is defined as the needs of tourists to consume goods and services or tour packages to the places of interests or tour destinations. The tourists must have the needs, purchasing power, and the willingness to purchase goods and services within the agreeable periods. The volume of goods and services in tourism purchased increase or decrease will mean the variation of tourism demand also.

To study Tourism Demand, the following data are the most favourites

1. Number of tourists within the local area, domestic, international. To find the changing number of tourists is a major part of tour business apart from just fore casting.

2. Income from tourism is defined as tourist expenditure in accommodation, food, travelling, admission fees, souveniors, and other expenses.

3. Average length of stay in many important tour destinations is the target of many marketing activities to increase the length of stay in order to add more revenue from tourism.

4. The increasing tourism supply as well for example more popular destinations, accommodations, tour agencies, airlines both in and off season, compared to same period last year.

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Tourism demand is the major driver to other demand in goods and services for tourism related, especially SML's which are the backbone of tourism industry. Hotels, airlines, tour agencies, help increase the local income while in turn, bring about better local development to be the better tourist attractions and expand the tourist industry.

The improvement of the local infrastructures will be the good incentives for more investors and more tourists to visit and increase income. These increased income in tourism will be distributed to business operators and local SME's in a multiplying effect which elevates the local disposable income and tax which will be returned to more development in the area.

2.3.1 The factors that create tourism demand are

1. Push factors such as advancement in technology, the construction and transformation of the cities, higher income level and better living conditions, occupation and increase spare time, better transportation and communication system, and the fast pace of changes brought on by the globalization.

2. Pull factors such as the state of readiness of the tourism supply sides tourism resources, pricing, laws and regulations concerning tourism, safety, and the role of mass media.

2.3.2 The factors that differentiate tourism demand

The many factors that influence decision to purchase tourism products both the amount and quality are many. That will have effect on the number of international tourists, the expansion of SME's in the tourism industry, and behaviors in purchasing tourism products. They are uncontrollable or difficult to control factors but predictable so that business operators can prepare and adjust their marketing plans to cope with the anticipated changes of situation. These factors are:

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1. Economic factors such as local and national economic condition has great impact on the purchasing of tourism products. Countries with healthy economy will allow their citizens to travel a lot for business, conference, education or to vacation. High value of tourism products can be purchased in great quantity because of the high purchasing power. But developing countries or unhealthy economics will disabling their citizen to spend and thus not the main marketing target of tourism industry.

2. Demographic factors such as family size, age, gender, education, experience, income level, occupation, nationality, race, together can influence the demand characteristics and quantity of tourism products purchased. People from developed countries comes from smaller family size, has few childs, both working spouses, divorced, has enought disposable income to travel, and not much obligation. The developing countries are experiencing the same kind of family. Tourism operators should package their products to suite the demographic variations of the tourists for example these in the 55 plus age group or retirees should be packaged with leisure and therapeutic tours. Thailand are especially attractive to high aged group because of our natural attractions, friendliness of the people, safety, cultures and traditions, quality of accommodation and convenient facilities, but most of all caring attitude of service.

Besides differentiate by age groups education also increase demand of tourism too. There have been increasingly popular among young people to join educational group tours and specific subject of interest too.

3. Geographic factors of people from different geographic backgrounds will naturally want to seek the differences for example hilly people want to see the sea and vice versa.

4. Socio–cultural factors will shape thinking, taste, and attitude toward consuming tourism products for example the popularity of having a second house in the country side or seaside is becoming necessary and lives rewarding.

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5. Political and legal factors which influence greatly where to visit based on the feeling of security for example countries in the middle of war will discourage tourism demand greatly. Airlines cancel their flight schedule, hotels close down and lay off their employees. Domestic tour also decrease and will tale along time to recover. Countries with laws concerning tourism will ensure tourists of fair services, prevent cheating, and their consumer's right protected for example Thailand has law govern the practice of tourism business and tour guides since 1992. tourist can request refund if services are not according to terms and conditions agreed upon. Also environment protection law which preserve natural resources and environment enabling sustainable tourism for as long as possible. Tourist will appreciate and want to come back.

6. Mass Media factors will help create credibility, confidence in deciding to visit. They will help to build familiality dilute resistance build entruciasm and help decision to buy tourism products. But negative factors such as political problems, domestic war, spreading of deceases, insecurity in the tourism zones, impact greatly on the prospect of tourism industry. Thailand negative images such as child prostitutes, Aids, traffic jams will deter tourists to another countries who have similar geographic and culture to Thailand. Best and highly effective mass media is television. The most popular activity during spare time is watching TV. Advertising and public relation program on TV will help differentiate demands and speed up decision making process in buying tourism products.

7. Price search by tourists to compare product packages with various competing agencies or with prior periods will reveal the differing values at same or differing prices. Together with other economic, social and cultural factors, price will add to differentiate demand of tourism for example, price differences between origin and destination countries. If the gap is large, only the high purchasing power tourists can go. If the gap is small, first timers can be attracted to visit and revisit if they like it even when the gap has changed.

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8. Personal mobility factor also contributes a lot to tourism demand especially traveling by passenger cars in domestic or to neighbor countries having common boarders has grown a lot lately. Traveling by personal passenger cars create a different kind of demand along the routes. Motels, restaurants, souvenir shops, and convenient stores spring up at different packages and different prices to serve the demand at many levels. Passenger cars allow more freedom in planning for time and place to suite more individual needs and may have changed some traveling habits from long summer vacation to many shorter holidays enabling more frequent traveling or even a one day trips.

9. Telecommunication, information, and transportation technology have greatly lifted the level of convenience for the tourists to unimaginable conveniences. Tourists can make the decision to choose quickly from the mountain of information available now a day. (Chalongsri Pimolsompong, 2003: 19-25)

2.4 The Concepts of Tourism

2.4.1 Definitions of tourism (Pender and Sharpley, 2005: 4-6)

Different authors have taken different approaches when proposing definitions, for example:

Tourism is an activity. It is an activity that takes place when, in international terms, people cross borders for leisure or business and stay at least 24 hours but less than one year. (Mill and Morrison, 1998: 2)

The WTO's definition of tourism is now the one that is most widely accepted around the world. The definition, provided at the International Conference on Travel and Tourism Statistics in Ottawa in 1991, is the activities of a person outside his or her usual environment for less than a specified period of time and whose main

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purpose of travel is other than exercise of an activity remunerated from the place visited. (Chadwick, 1994: 66)

Cooper et al. (1998) distinguish between demand-side and supply-side definitions of tourism. Their discussion of each of these is summarized below:

- Demand-side definitions: The activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. (WTO and UNSTAT, 1994, also cited in Cooper et al., 1998: 8)

- Supply-side definitions: The industry is made up of all firms, organizations and facilities designed to meet the needs and wants of tourists.

Tourism may be defined as the processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved in the attracting and hosting of visitors. (Goeldner and Ritchie, 2003: 5)

2.4.2 Sustainable tourism

The concept of managing tourism for long term sustainability or in short ‘sustainable tourism’ is the ‘Balance Score Card’ of managing every aspects of tourism carefully and wisely to maximize benefits upon the economy, social, and beauty imaginable by managing resources and environment in the ways not to be detrimental to the nature and unique local cultural heritages.

The WTO’s definition of sustainable tourism (WTO, 2005) is "sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic and

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socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them."

2.4.2.1 Principle of sustainable tourism management

Business operators' Roles

- Know how to manage and conserve the resources in tourism properly in order to gain proper return on investment.
- Reduce excessive consumption of natural resources and reduce waste from consumption also
- Volantarily assist in preservation and conservation of the variety in natural beauty, social, and cultural heritages.
- Coordinate the action plan of tourism development with the national and local development strategies.
- Try to promote local economy by consider using and buying local contents and raw material.
- Allow local participation in the development of tourism.
- Constantly monitoring problems, sharing and exchange ideas for corrective actions.
- Train and encourage personnel to strife for more knowledge and improve the level of quality in servicing.
- Prepare information to increase awareness and conserve environment.

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- Research, and follow up efficiently to improve management and benefits to the tour sites.

This concept of sustainable development will benefit the local economy with responsible development strategy which will have minimal impact on the environment and local people to have a better quality of lives and self dependable.

The Tourists'Roles

- Should study basic information of the tour destinations for example route, the ways to reach destination, weather condition, for preparing appropriate clothing, necessary and essential traveling items, and make reservation for accommodation and transportation prior to the trip.

- Study the information of the places intended to go will help to enrich and comprehend the local cultures visited.

- Have courtesy to the local traditions and help conserve environment and cultures by following local rules and guidelines.

- When traveling as a group, pay attention to group's guidelines, be punctual and hint the advises of tour leaders or guides.

- For safety reason, follow the local regulations, and beware of strangers and solicitors.

- Choose services from business operators who have concerns about environment rewarded or creditable for their concerns from the local authority.

- Will not support those who abuse, nor buy goods produced from wild animal or rare plant by checking with the local authority.

2.4.2.2 Types of sustainable tourism

- Ecotourism is the kind of tourism among the natural beauty of specific and unique locality and cultural heritages which linked with ecology by a joint learning process, management and development with the participation of the locals to instill consciousness of preserving long term ecology sustainability.

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- Health tourism is the mixture of natural sites seeing with there therapeutic activities for examples stay in health resort or Spa, tour program with biotic food menu only, vegetarian food, meditation, health exercise usually a period of 3, 5 or 7 days program.

- Agro tourism is the visit to the agricultural area such as fruits garden, cultured forest, herbs garden, animals farm. These places usually have designated area opened to tourists to observe or participate in farm activities such as fruits picking, rice harvesting, vegetable picking usually with speakers or demonstrators.

- Cultural Based tourism is focus at enriching and experiencing the unique cultures and festival of the locals by having high degree of local participation in managing, and preserving local heritages for examples tour of traditions in the royal palace or local household, tour of way of lives in the elephant village, and tour of the earthern ware village.

Every type of tourism can become sustainable tour if the stake holders namely the business operators, the tourists and the locals have the underlining conscious to jointly preserve environment (TAT, n.d.)

2.4.2.3 Concepts of sustainable development

According to the World Commission on Environment and Development -WCED (1987:43) sustainable development is development that 'meets the needs of the present without compromising the ability of future generations to meet their own needs'. Five basic principles of sustainability were identified

1. The idea of holistic planning and strategy making;
2. The importance of preserving essential ecological processes;
3. The need to protect both human heritage and biodiversity;
4. To develop in such a way that productivity can be sustained over the long term for future generations; and

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5. Achieving a better balance of fairness and opportunity between nations.

Considerable uncertainty exists over its definition particularly with respect to the relationship of sustainability to economic growth and the manner in which it is implemented and operationalised.

Certain conditions need to be rigorously adhered to with respect to resource use, pollution and environmental impacts. (Hall & Lew, 1998: 3)

Concepts of sustainable development are considered from 4 compositions namely

1. Development within the capability of the nature, local community's traditions, cultural heritages, and the way of lives within the communities to the tourism activities.

2. The realization of implication of those development activities upon the communities, tradition, cultural heritages and the way of lives.

3. The participation of locals in tourism activities that impact on ecology , communities, tradition, culture and the way of lives.

4. The coordination of economic needs, the social existence, and the sustainable preservation of environment.

Thus, TAT will define the definition of sustainable tourism to mean the development of tourism resources to satisfy the economic social , cultural and intrinsic needs by using invaluable resources wisely, able to preserve uniqueness of nature and cultural heritages as long as possible, least side effects and longest usefulness. (Rumpaipan, 2001: 5)

2.4.2.4 Elements of sustainable tourism

When deeply examining the elements of sustainable tourism, they are comprised of 10 fundamentals:

1. Conserve and use resources appropriately means business operators and those responsible for development of tourism must have management skills to use

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remaining resources, both cultural and natural appropriately, efficiently, economically. Because of the invaluable cost of natural, cultural and local intellectual properties.

2. Reduce the unnecessary consumption of resources and waste, responsible party must coordinate the use of natural resources efficiently or find substitutes to lessen the use of remaining irreplacable resources for example woods substitutes, less electricity consumed building design that allow more natural light, less waste from recycle and biodegradable, biogenerated fertilizer.

3. Maintain and promote biodiversity, sociology, and cultural diversity from what remains to higher value and better quality to give the tourists more incentives to stay longer or revisit more often, for examples water falls may be developed further to bird watching and cliff climbing, cultural villages or archeological sites may be added activities such as bull or buffalo drawn carts riding around.

4. Coordinate tourism activities with other aspects of town planning local development plan, economic and environmental plans of provincial, ministerial, other government agencies to render higher potential to tourism development

5. Widen the economic base of the local area by highlighting the best local existing and new products and activities for the purpose of higher income distribution which is the objective of this government.

6. Encourage joint participations and networking among the various organizations and between organizations and local groups to form many cluster groups for problems analysis, and corrective actions having the objective of elevating the quality of managing local tourism to a higher level.

7. Arrange frequent meetings with stake holders. The responsible party for tourism development must coordinate with the local communities, local administrators, tourism operators, educational institutes, religious institutes,

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government agencies in the area to set up joint consultative meeting to improve tourism potential, impact studies on tourism from corrective actions for impacts on environment and from marketing activities. The meetings should be frequent enought to foster singular direction and reduce conflict of interests, for example the establishing a standard rate of transportation for the common bus services.

8. Develop human resources by class room education, on the job training, frequent exchange of visits to different places to foster knowledge, new ideas and operation in developing sustainable tourism. Also to elevate the level of services in tourism for example train the restaurant employees to achieve the level of international standard of restaurant services.

9. Prepare adequate information for tourism. The responsible party for tourism development must cooperate the preparation of adequate information about the various related services and in the distribulable audio / visual aids for example CD's and folded brochures.

10. Assess, examine, and analyse the needs to help in solving problems, value creation, quality of tour destinations to have on the tourism's return on investment. The responsible party for tourism development and business operators must constantly monitor, assess, examine and analyse direct feedback from tourists, questionaires or appraisals in a formal research to find out what should be corrected and improved to achieve the highest satisfaction from the tourists. (Rumpaipan, 2001: 5 – 8)

2.5 Information about Tak Province and Its Places of Tourists Interests.

2.5.1 General information (TAT, 2003)

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On traveling to Tak Province, expect to discover a place with long history, where natural wonders are magnificently enhanced by ethnic diversity.

Mostly forested and mountainous, Tak is a northern province peacefully situated on the Maenam Ping basin. The province covers an area of 16,406 square kilometers and is 426 kilometers north of Bangkok. As Tak shares natural border with Myanmar, it is highly regarded as a western gateway to Myanmar, and a northern doorway to Thailand's major cities such as Lampang and Chiang Mai.

The Past

A province with a long history, Tak was earlier called Mueang Rahang. Historians believe it was built prior to the Sukhothai era and was treated as the western frontier of the Kingdom. Tak was also associated with Thailand's former Great Kings, from King Ramkamhaeng the Great, King Naresuan the Great, King Narai the Great to King Taksin the Great. These four Kings usually called their troop assemblies in Tak. That is why the seal of the province depicts King Naresuan the Great on the royal elephant, pouring sacred water on the ground. This is a symbolic representation of the declaration of the independence of the Kingdom of Ayutthaya during the war with Burma in 1584. Tak was considered the first district to be liberated from the power of the Burmese Kingdom.

The Present

Today, Tak is no longer a strategic military frontier between two great nations. It is however a trading gateway to Myanmar at Amphoe Mae Sot, where lots of economic activities take place daily along the border. In addition, the province has the Asian Highway that runs from Thailand's western border towards the northeastern region at Chong Mek (Mae Sot – Sukhothai – Phitsanulok – Ubon Ratchathani - Laos). Apart from Tak's military and economic importance the province is also an environmental and cultural center with magnificent forests, spectacular waterfalls and caves and fascinating hill tribes such as Karen, Lisu,

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Musoe (Lahu), Akha, Yao and Hmong.

2.5.2 Distances (TAT, 2003)

Distances from Amphoe Mueang to other Districts:

Ban Tak	22	kms.
Sam Ngao	56	kms.
Mae Sot	86	kms.
Mae Ramat	120	kms.
Phop Phra	135	kms.
Tha Song Yang	170	kms.
Umphang	221	kms.
Wang Chao	38	kms.

Distances from Tak to neighbouring Provinces:

Kamphaeng Phet	68	kms.
Sukhothai	79	kms.
Phichit	157	kms.
Nakhon Sawan	185	kms.

2.5.3 Festival (TAT, 2003)

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Figure 4: Loi Krathong Sai

Loi Krathong Sai

Thailand's lovely annual *"Festival of Lights"* on the full moon night in November, is celebrated in a unique manner in Tak. Local people thread together their krathongs which are launched simultaneously and appear as lighted necklaces on the Ping River.

2.5.4 Tourist attractions of amphoe Muang

2.5.4.1 Natural attractions

Lan Sang National Park

This national park is located at Ban Lan Sang, Tambon Mae Tor, Amphoe Mueang Tak, approximately 17 kilometers from the city. To get there, take Tak-Mae Sot Highway No. 105 to the west, at Km. marker 12-13 turn left into a road which leads to the National Park and proceed for 3 kilometers.

Covering an area of 104 square kilometers, Lan Sang National Park has scenic trails leading to a number of waterfalls and high granite peaks including Lan

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Sang, Pha Lad, lan Liang Ma, Pha Nguen, Pha Yoi and Pha Thae. The highest peak is Khao Umyorm, which is 1,065 meters above sea level. The crystal clear water of Namtok Lan Sang flows all year round and rare wildlife are frequently sited in the forest. (TAT, 2003)

Lan Sang National Park is an important natural site within Muaeng District. It became Thailand's 15th National Park on the 14th May 1979. Steep rugged mountains, covered in fertile natural forests are the prominent features of the park. Khao Luang Mountain divided the park into two. Higher slopes and mountain watersheds are covered with hill evergreen and hill pine forest. Lower down, the main forest types are mixed deciduous, dry evergreen and dipterocarp forest. The variety of forest habitats provides homes for a rich diversity of wildlife such as common muntjac, sambar deer, wild boar, macaque, Jangur, flying lizard and the rare serow (a mountain goat) and Asian golden cat. Lan Sang is also a historical national park, as King Taksin the Great once rested his army in this area during their long march to Chiang Mai.

Other Places of Interest

Pha-lad is a 25 meters wide and 40 meters long sloping slab of rock, lying below the clear waters of the Lan Sang stream. Flowing water sprays over the stone slab before trickling into the lower pool.

Lan Liang Ma waterfall is a small, attractive waterfall on the Lan Sang stream about 200 meters above Pha-lad.

Lan Sang waterfall is above Lan Liang Ma waterfall. Flowing water shoots out of a narrow crevice, tumbling down 3 levels to reach the pool above Lan Lieng Ma waterfall. This 40m high waterfall is the most popular site in Lan Sang National Park.

Pha-Ngoen Waterfall on the Pha-ngoen stream has water flowing down its 15 m. drop in the cool and rainy seasons only. The most beautiful aspect of the waterfall is the square-faced rock slabs, with their weird stalactite and stalagmite-like limestone formations. (National Park, 2003)

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Figure 5: Lan Sang National Park

Taksin Maharat National Park

This national park is located at tambon Mae Tor and Pa Wor, 2 kilometers off of the km. 26 marker on the Tak-Mae Sot Highway No. 105. The Park was previously known as Krabak Yai National Park, after the name of Thailand's record-holding tree which has a height of 50 meters and a circumference of 16 meters. With an area of 37,250 acres comprised mostly of high-altitude mountains, the park features several stunning attractions including the nine-tiered Nam Tok Mae Ya Pa, a natural stone bridge and giant Kabak trees. The stone bridge is a 25-meter high stone strip that bridges two cliffs with a brook flowing below the bridge. Approximately 78.5 meters further from the cliff is a cave with beautiful stalagmites and stalactites. Bird lovers, should not miss the opportunity to see both resident and migratory birds in the park. (TAT, 2003)

The park is close to Lan Sang National Park and covers an area of 149 Km^2. Taksin Maharat was officially designated a National Park on the 23rd December 1981, becoming Thailand's 40th National Park. The Park also has amazing geological phenomenon-a natural stone bridge. It is also believed that King Alongphaya of

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Burma used to march his army through this area.

Taksin Maharat is a rugged mountainous park, often swathed in cooling mists. Thanon Thongchai Mountain is a major watershed and creates the boundary line between Mae Sot and Mueang Tak Districts. Evergreen forest and pine forest cover the upper slopes, with deciduous and dipterocarp forest lower down. Plentiful wildlife includes serow, sambar deer, common muntjac, Asian golden cat, wild boar and bear.

Other Places of Interest

Krabak Yai Tree is the biggest Krabak Tree in Thailand. It towers 50 meters above you and measures 16.10 meters around its girth. You will find this giant of a tree about 4 Kilometers from the headquarters.

Nature rock bridge is a massive stone bar, spanning the gap between 2 cliffs. This huge rock bridge measures 25 meters in wide and high and 30 meters in length, A stream flows under it.

Mae Ya Pa waterfall is on the Mae Ya Pa stream. Its 9 levels flow through beautiful forest to the Laeng Mae Ton stream.

Sam Muan Thung Waterfall is the biggest and most beautiful in the park, with water tumbling down its 30 meters drop all year round.

Pha Khao – Pha Daeng Waterfall is a 30 meters high waterfall on the Pha Khao – Pha Daeng stream, about 35 Kilometers from the headquarters. In a nearby cave, water from the Pha Daeng stream trickles through the limestone into the cave. (National Park, 2003)

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Figure 6: Taksin Maharat National Park

2.5.4.2 Historical and cultural attractions

City Pillar Shrine of the Four Great Kings

This shrine is situated at Ban Pak Rong, by the Kittikachorn Bridge, south of the city. The Shrine was established to honor Thailand's four former Great Kings who were associated with Tak. These Kings called for several stragegic troop assemblies in the province to fight against invading forces. In this light, the Shrine represents utmost respect for the Kings' dedication to the country. (TAT, 2003)

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Figure 7 : City Pillar Shrine of the Four Great Kings

Shrine of King Taksin the Great

Located near the Tak TAT office, at the intersection of Charojwithithong Road and Mahatthai Bamrung Road, the Shrine houses Tak's most famous statue of King Taksin the Great. The Shrine was established in 1947 to honor King Taksin the Great who, as a designated ruler of Tak, successfully defeated the Burmese invasion of the Kingdom of Ayutthaya. During his reign, he moved the capital from Phra Nakon Si Ayutthaya to the bank side of Maenam Chao Praya and named it Krung Thonburi. That is why his statue, which is in the sitting position with a sword lying across his lap, has the following inscription at the base "Phra Chao Taksin of Krung Thonburi". The site is also a center of an annual celebration during December 28 – January 3. (TAT, 2003)

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Figure 8: Shrine of King Taksin the Great

Trok Ban Chin (Ban Chin Alley)

Located in Tambon Rahang, near Wat Sri Talaram, Trok Ban Chin was once the busiest place in Tak. An old port area, Trok Ban Chin used to be the center for trade and business transactions and also a distribution center for goods to and from Pak Nam Pho in Nakon Sawan Province. Today, Trok Ban Chin is not only a distant memory of the past but is also an ideal place for antique lovers and visitors interested in seeing original Thai-style teak homes. (TAT, 2003)

Figure 9: Trok Ban Chin

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Wat Mani Banphot

This temple houses the famous Saen Thong Buddha Image, which was casted in the Chiang Saen era and can be dated back to the late 1200s. (TAT, 2003)

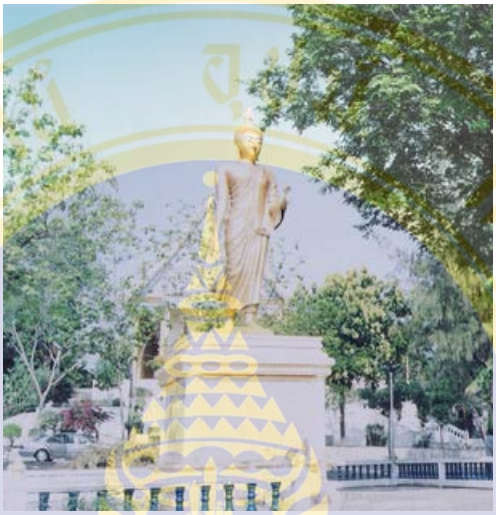

Figure 10: Wat Mani Banphot

Wat Si Talaram

Located in Trok Ban Chin, Wat Sri Talaram is not just an ordinary temple located in a peaceful area. The most unique feature of Wat Sri Talaram is its European-style architecture, reflected in its ordination hall. In addition, enshrined within the sermon hall made of carved wood is an ancient Ayuthaya-style Buddha image. (TAT, 2003)

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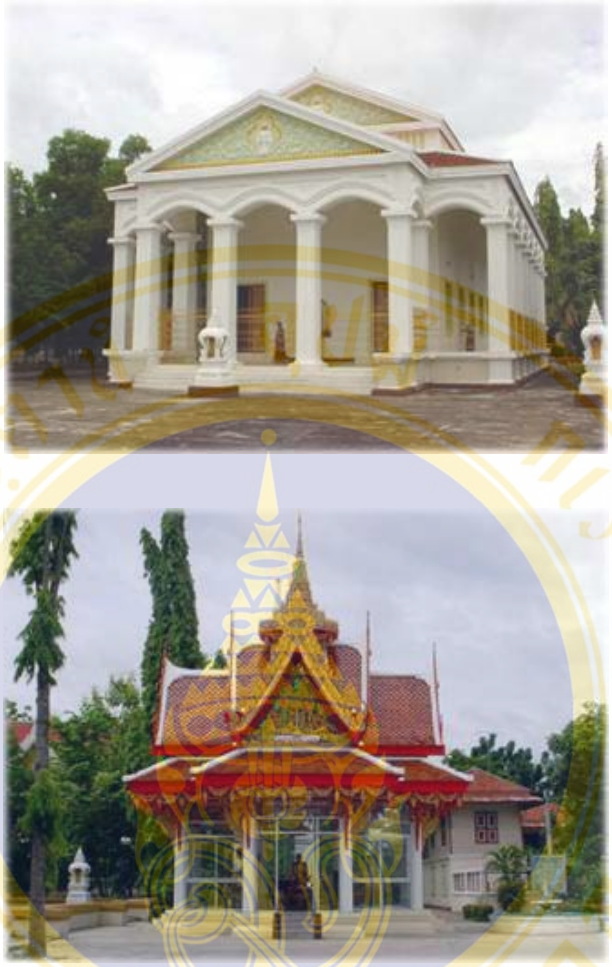

Figure 11: Wat Si Talaram

Wat BostManeesriboonrueng

Situated across Tak Sin Maharaj Shrine, this temple was built in 1857. Originally there were two adjacent temples named Bhodhimaneeraj and sribunrueng temples. Later in 1913, Somdej Pramahasamanachao Kromphraya Vachirayan Varoroj had visited the priests in Tak Province and after visited Bhodhimaneeraj temple, had combined the two temples and named 'Bhodhimaneesribunrueng Temple' on August 19, 1954. Most interesting item in the jedi of Mon design is the sacred part of Bhudha's remain kept on the top of Chatara Wiharn. The temple also houses the Bhudha Pratarn name 'Luang Pho Bhudha Mont' casted from copper and gold alloy in the Sukhothai period, B.D.19. A beautifully refined characters of Bhudha indeed.

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Within and around the wall of Wiharn, there are mural paints depicting the stories of Bhudha that remained quite in excellent conditions, and the only one in Tak. (TAT, 2005: 4)

Figure 12: Wat BostManeesriboonrueng

Wat Doi koi Khao keaw

Also known as Prachao Tak Temple or the temple where King Taksin casted his luck, it is situated on the by pass road. Mae Thor Subdistrict, about 250 metres from the west bank of Ping River. It is estimated that this temple was built during the Ayuthaya era. There are many important historical remains such as Bhodhi with twin Sema Leaves depicting this temple as royal temple, and the replica of Bhudha's foot print inside the Bhodhi. There are two jedis in front keeping the remains of the king Taksin's father and mother. (TAT, 2005: 4)

Figure 13: Wat Doi koi Khao keaw

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Wat Khao Tham

Located in Tambon Mai Ngam, this 71-metre rocky hillock, near Paholyothin Highway, contains replicas of the Lord Buddha's Footprint n the summit. Tak residents pay homage throughout the year, most particularly during Songkran, which marks the traditional Thai New Year each April 13. (TAT, n.d.: 1)

Figure 14: Wat Khao Tham

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Ping River Front

Situated on the Kittikajohn's road side, Nong Luang Sub District, along the east bank of the Ping river, which is the public garden for the Tak's Muang District recreation zone. Sunset can be seen in the evenning over the mountain back ground. It is the venue for the annual Kratong Sai Festival. Taksin central market and Kittikhun Tower, which is the all purpose public building for holding many important Tak's events are near by. (TAT, 2005: 8)

Tak Tourist Map

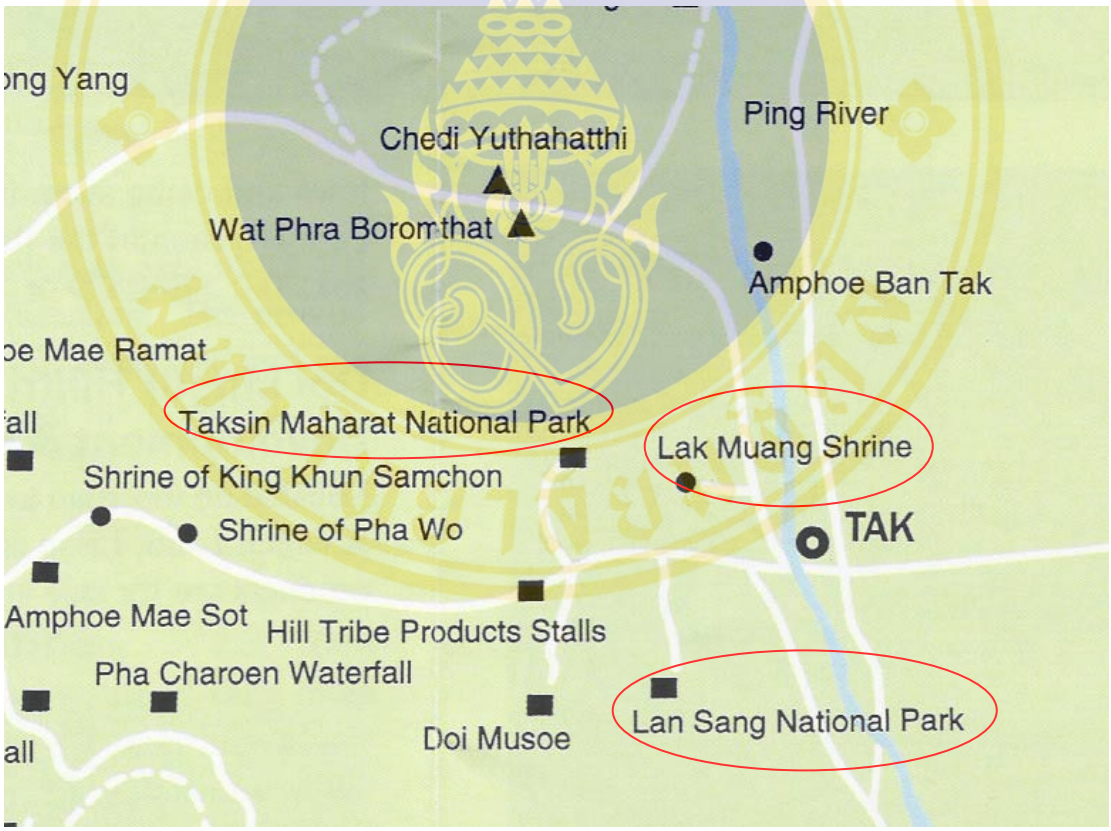

Figure 15: Map of Taksin Maharat National Park, Lan Sang National Park, and Lak Muang Shrine of the Four Great Kings (City Pillar Shrine of the Four Great Kings)

Source: Tourism Authority of Thailand (TAT)

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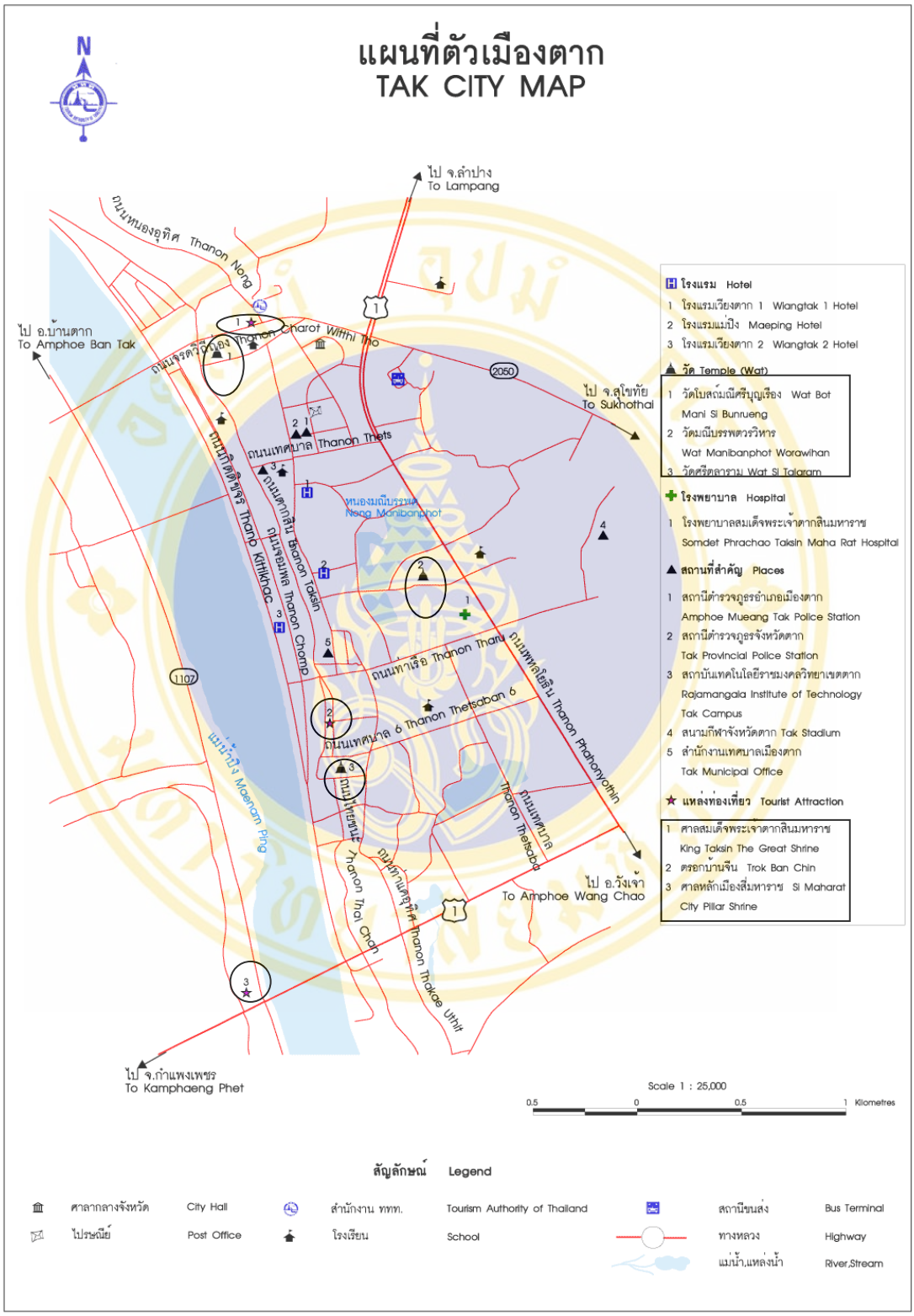

Figure 16: Map of Tak City

Source: Tourism Authority of Thailand (TAT)

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2.6 Variables and Related Researches

Sumontah Bunplook (2000) studied The various factors influencing the tourism of Thai tourists from Bangkok. Her objective was to fined out the general status of tourism in Thailand and behaviors of Bangkok tourists for domestic tour. Specifically she wanted to study the significant factors that influencing the decision of Bangkokian to domestic tour. She simply chose 150 samples and analyzed by descriptive statistic to find the mean standard deviation and ranked by the order of importance. From her study, Bangkokians prefer to travel to the south and north more than any other regions. Those whose median income not more than 20,000 baht/month prefer the sea while those whose median income higher than 20,000 baht/month prefer mountain, water fall, and dams. The influencing factors for domestic tour and tradition, culture, attitudes and friendliness of the locals, desire to explore and learn new things and expenditure in that orders.

Sarinya Sarasuthi (2002) studied Media Exposure, Knowledge, Attitude and Domestic Traveling Behavior of Bangkok People to find the correlation of influences. She collected 400 samples, analyzed for distribution, percentiles, means t – test, one – way ANOVA, Pearson coefficient of correlation, and multiple regressing by using SPSS/PC software. The study revealed that different sex and education had no different in gathering of information. Marital status, occupation, and income have differences in gathering of information. The gathering of information has negative correlation with the information in domestic tour, but has no correlation with the attitude and behaviors in domestic tour. Knowledge of domestic tour has no correlation with attitude but correlates with behaviors. Altitude does not correlate with behavior and knowledge is the variable that can best explain the behavior.

Vena Poomesil (2003) studied Thailander's Domestic Tourism Behaviors in Bangkok Metropolis. The study want to find out the image, gathering of information and classified by population diversity. The sample size was selected from 5 area of Bangkok which were Bangken, Bangkapi, Jatujak, Taling Chan, and Lad Proa districts totaling 450 samples, both males and female from 15 yeas old and above. The

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questionnaires were analyzed by percentiles, means, standard deviations, and found that the most popular mean of transportation is passenger car, the north is the most popular destination, average time of stay 1 – 2 days, traveling companions are family members, most spend between 10,000 – 15,000 baht/trip. Travelers with differing economic, social and population group back grounds will differ on objectives, behaviors, needs and tastes in tourism and can be grouped for example, modern or 'chic' group with objective to unwind will stay in hotels and dine in classy restaurants, while those who want to visit friends and cousins, to perform religions functions will tend to stay and dine with their cousin's or friend's homes. TAT's TV public relation program reach most target more than printing media.

Natakarn Rojanutama (1999) studied Determinant of Bangkokian's Demand for Domestic Tourism. By using cross sectional data from survey of 372 tourists from Bangkok in the year 1998, then using logic model and diminishing model in the analysis, the study concluded that disposable income of the family and self arranged traveling correlate the most to demand of tourism. But when considered in the diminishing time frame these factors has decreasing significances, while other factors have increasing significances especially seasons and family size. For other variables such as gender, age, education, occupation, do not influence demand. Major factors correlated positively to average expenditure of Bangkok tourists are destination and family income, while age and occupation correlated negatively. Although family income does not have a strong correlation when compared with other factors but still have positive effect higher than the rest.

Piyawadee Hirikamol (2002) studied the behaviors of Thai Tourist visiting Sukothai for the purpose of finding out the factors influencing the decision to visit Sukothai from 400 samples of Thai tourists using questionaires percentiles, means, standard deviation, and Chi – Square correlation test. The study found out that there is almost equal male and female tourists aged between 23 – 30 years, mostly single, secondary and vocational educated, have median income between 5,001 – 10,000 baht, work for the private sector, come to find out historical knowledge not staying overnight, impressed with Sukothai's beauty but needed to improve cleanliness, and

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will definitely revisited. Statistical analysis revealed that age, education, and occupation correlated with tourists' behavior at 0.05 significant level. Age and marital status also correlated with motives at 0.05 significant level and motives correlated with behaviors at 0.05 significant level too.

Yosapol Na Nakorn (2000) studied the factors influencing the choice of rubber raft and bamboo raft at Um Pang district, Tak Province, to find out the influencing factors in choosing rubber and Bamboo raft by using specific surveys of 100 tourist samples. The study found out that they cove are between 21 – 30 years of age resided in the central region mostly from Bangkok, bachelor degree, usually travel in a group of 9 – 10 people, never had prior experience in rafting, had good knowledge of eco-tourism, most chose rubber raft. The influencing factors for the choice of rafts were residency of where they came from, prior experiences in UmPang, prior experience in rafting, the degree of river turbulence, last experience in expense physical differences of rubber and bamboo raft.

Vitaya Kiatiwat (2000) studied The Quality of Thai Ecotourists: A Case Study UmPhang District, Tak Province to find out the behaviors and level of knowledge about eco – tourism of the Thai tourists. Influencing factors such as personal characters, tour characters, eco – tourism information and the joining of activities to find out and suggest the ways to solve problems arising from eco- tourism. The study used questionnaires distributed to 380 samples tourists in Um Pang area and using descriptive statistic which were percentiles, means, standard deviation and statistical analysis of the variations. The study found that most samples were males older than 31 years, employees, bachelor degree or equivalent, median income higher than 10,000 baht, single, resided in Bangkok, mostly traveled by passenger cars, traveling with friends, overage time of stay 2 nights in official houses spend less than 1,000 baht per day, had more than 4 times traveling a year, never visited Um Pang before, most popular visits are caves and water falls. Most of the samples had medium awareness of eco – tour, mostly from television. Tourists' behaviors toward eco – tourism were on the middle scale. Occupation, education, length of tour, expenditure, preference of tour activities, information and environmental activities participation had influenced being

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eco – tourist to 0.001 significant level, gender, age, marital status, are of residence, type of vehicle, traveling companion, type of accommodation, and previous tour experience of Um Pang had no significant correlation to being eco-tourist. The study concluded that tourists were still lacking true understanding of eco – tourism.

TAT (2003)'s statistic revealed the following variables related to this dissertation such as gender. Thai tourists were male 58.57% female 41.43%, aged between 25 – 34 years 39.3%, 15 – 24 years 29.04%, and 35 – 44 years 20.69%, the vehicles used were passenger cars 56.1%, buses 42.6%, air plane only 1.3%. Number of trips per year once 38.39% twice 27.44%, thrice 16.3%. Most of the Thai tourists resided in the North 39.27%, Bangkok 24.05%, and central 10.69%. Medium incomes were less than 10,000 baht 45.68%, between 10,000 – 17,499 baht 33.64%, between 20,000 – 34,999 baht 11.76%. Preparation for the trip, most Thai tourists planned their own trip numbering 439,948, planned by tour agencies were 36,601 cases. For accommodation, Thai tourist preferred bungalows / resorts and hotels equally 34.61 and 34.21%, cousin's/friend's houses 26.01%, duration of stay was 1.92 days, objective of tour was recreation 58.98% , average expenditure was about 1,415 baht.

From TAT's statistic of Tak tourism in year 2003, behavior can be summed up as followed (TAT 2004). Thai tourist prefer own trip preparation than through tour agency, of these 276,327 peoples traveled by passenger cars, buses 209,207 peoples, and 3,438 peoples by air plane. While Thai tourists who arranged their trips through tour agencies traveled mostly by passenger cars (99,671 persons) and only a fraction traveled by plane (1228 persons). Self planned tourists stayed with cousins/friends (152,768 persons), bungalows/resorts (134,007 persons) , hotels (124,992 persons) , national park's accommodations (10,361 persons) guest houses (1,409 persons) and official guest houses (285 persons) in that order. While Thai tourists who used tour agencies stayed in hotels (41,381 persons), bungalows/resorts (37,378 persons), and national park's accommodations (3,350 persons) in that order. Self arranged Thai tourists stayed an average 2.06 days, while those who arranged through tour agencies stayed an average 1.73 days. They all spent about 1,418.72 and 1,428.03 baht/day, and planned number of trips per year almost identical 2.34 and 2.3 trips.

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Thai tourists arrived by planes preferred to stay in hotels, bungalows/resorts in that order. Those who arrived by buses prefered to stay in bungalows/resorts, cousins/friends, hotels, park's accommodations, and guest houses in that order. Thai tourists arrived by passenger cars preferred hotel bungalows/resorts, cousin / friends houses, park accommodation, guest houses, and official guest houses in that order.

Thai tourists were from the North (37.37%), Bangkok (26.96%), Central (10.82%), Northeast (7.58%), West (6.34%), East (5.88%), and South (5.05%) in that order.

Thai tourists had the following objectives their tours; traveling / leisure (62.71%), others (17.21%) business (7.93%) , meeting / seminar (6.78%) , work related (3.24%) , and educational tour (2.13%) in that order.

Thai tourists visited Taks about once a year (36.95%) , twice a year (28.55%) , thrice (17.41%) .

The trip usually included 1 province (59.04%), 2 provinces (20.64%), 3 provinces (10.23%), 4 provinces (6.03%) in their visit.

The number of traveling companions were 2 persons (26.84%), 3 persons (19.77%) more than 5 persons (19.53%), 4 persons (13.01%), 1 person (12.84%), and 5 persons (8.01%).

The 10 most popular places of visits for Thai tourists were water falls (13.86%), Tak Sin Maharaj Natural Park (10.19%) , Mae Ka Sa Hot Spring (9.6%), temples (9.02%), museums of local traditions (6.48%), down town (5.65%), Bhumiphol Dam (5.39%), Mae Tuen Rafting (4.81%), Mae Usu cave (3.62%), and Lansang National Park (1.75%) in that order.

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The Associated Variables

Gender the various researches concerning gender concluded that tourists from Bangkok of different genders had no difference in reception of tour information (Sarinya, 2002) tourists visiting Sukhothai were equally male and female (Piyawadee, 2002). The tourists visiting Um Pang District,Tak Province were majority male (Vitaya , 2000) ,TAT reported males majority among Thai visitors to Tak (TAT, 2003).

Age The various researches concerning age concluded the age correlated negatively with average expenditure of tourists from Bangkok (Natakarn, 1999), the age group of sample size from tourists to Sukhothai were between 23-30 years (Piyawadee, 2002) ,the age group of sample size from tourists to Um Pang ,Tak province were 21-30 years (Yosapol, 2000) ,which contradicted to another research saying more than 31 years of age (Vitaya, 2000). TAT's own study reported the average age of Thai tourists in Tak were between 25-34 years (TAT, 2003).

Education The various researches concerning education backgrounds had no differences in reception / acquiring of tour information (Sarinya, 2002).The Thai tourist to Sukhothai were secondary and vocational educated (Piyawadee, 2002) ,to Um Pang were bachelor degree (Yosapol, 2000) which confirmed by another study (Vitaya, 2000).

Occupation The various researches concerning occupation said tourists from Bangkok with different occupation had different reception of tour information (Sarinya, 2002),and correlated negatively with average expenditure. (Natakarn,1999). Most Thai tourist to visit Sukhothai worked for the private sector (Piyawadee, 2002).while Thai visitors to Um Pang were mostly employees (Vitaya, 2000).

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Type of Vehicle The researches concerning type of vehicle reported tourists from Bangkok used passenger cars for domestic tour (Veena, 2003), which coincided with TAT's report that most Thai tourist to Tak used Passenger cars (TAT, 2003) and confirmed by another report (Vitaya, 2000).

Traveling Frequencies most tourists to Um Pang had were visited before (Vitaya, 2000).TAT's reports indicated the numbers of visits in a year by Thai Tourists to Tak were 2.28, 2.28, 2.34, 2.33, 2.34 and 2.34 times during 1998-2003 (TAT, 1999-2004).And during 2002-2003 the number of visit in a year were 1, 2, and 3 time in that order (TAT, 2003-2004)

Present Residence Most tourist to Um Pang were residing in central Area, especially Bangkok (Yosapol, 2000) coincided with another study (Vitaya, 2000), contrasted with TAT's report that most Thai tourists to Tak were residing in the North (TAT, 2003-2004).

Income per Month Tourists from Bangkok at all level of income preferred to tour the South and the North more than any other regions (Sumontha, 2000).The factor that influenced demand of domestic tour for Bangkokians was family income (Natakarn, 1999), tourists to Sukhothai had 5,000-10,000 baht / month, while to Um Pang more than 10,000 baht / month (Vitaya, 2000) which contradicted with TAT's report of less than 10,000 for Thai tourists to Tak (TAT, 2003).

Total Expenditure some study concluded that the factor influencing domestic tour of Bangkokians was total expenditure (Sumomtha, 2000).Most Thai tourists spent about 10,001-15,000 baht / trip (Veena, 2003).

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Family Size some study concluded that the factor influencing demand of domestic tour of Bangkokians when considered in declining time frame was family size (Natakarn, 1999).

Tourist's Information Factors influencing demand of domestic tour of Bangkokians was information need (Sumontha, 2000). The reception of information correlated negatively with domestic tour knowledge (Sarinya, 2002). Sample of tourists to Um Pang mostly were well aware of eco- tourism (Yosapol, 2000).

Tour Arrangment many studies about variables concerning the traveling for example one study said Bangkokian preferred self arrangment and planning (Wattkarn, 1999) which coincided with TAT's report (TAT, 2003 – 2004).

Type of Accommodation many studies concluded that Bangkokians like to stay in hotels or cousins' and friends' home (Veena, 2003), Um Pang visitors preferred house (Vitaya, 2000). TAT reported most Thai tourist like to stay in resorts and hotels equally (TAT, 2003).

Length of Stay length of stay researches said Bangkokians spent 1 – 2 days (Veena, 2003). Most Thai tourists to Um Pang had 2 days stay (vitaya, 2000). TAT's report from 1998 – 2003 indicated the number of days stay in Tak for Thai tourists were averaging 1.83, 1.97, 2.06, 1.99, 1.92, and 2.01 days in that order (TAT, 1999 – 2004).

Objective of Tour studies said Bangkokians mostly wanted to rest on holidays, visit cousins, perform religious activities (Veena, 2003). Visitors to Sukhothai went to seek historical knowledge (Piyawadee, 2002). TAT reported most Thai tourists to Tak wanted leisure or rest. (TAT, 2003 – 2004).

Expenditure per Day per Head studies about spending variables indicated that Thai visitors to Um Pang spend less than 1,000 baht / day / head (Vitaya, 2000). TAT

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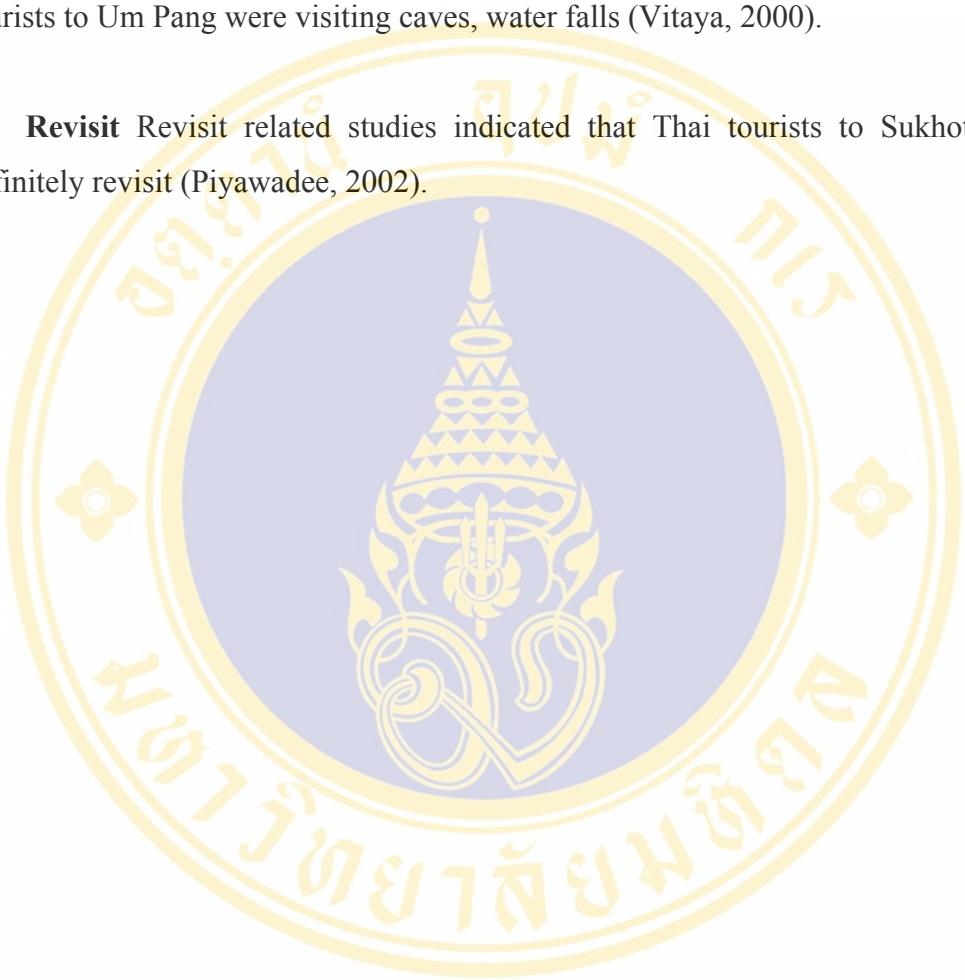
reported Thai tourists to Tak spent about 1559, 1578, 1596, 1408, 1415, and 1417.50 baht/day/head during 1998 – 2003 (TAT, 1999 – 2004).

Activity during Tour According to related studies, most popular activity of Thai tourists to Um Pang were visiting caves, water falls (Vitaya, 2000).

Revisit Revisit related studies indicated that Thai tourists to Sukhothai will definitely revisit (Piyawadee, 2002).



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CHAPTER III
RESEARCH METHODOLOGY

This research was a survey research to find out the behaviors of Thai tourists to Tak Province, specifically in Muang District.

3.1 Population and Selection of Sample

The population is the 15 years old and above Thai tourists who visit Muang District, Tak Province during March 31 to April 17, 2005.

This research use multi-stage sampling:

Step 1 Purposive Random Sampling: use 300 sample size by proportional stratified to size. The 300 sample size was distributed to tourist attractions by:

Natural Attraction: Taksin Maharat National Park, Lan Sang National Park 150 samples by proportion of official day : holiday = 20 : 80

Official day is 20% of the tourists numbering 30 persons.
Holiday is 80% of the tourists numbering 120 persons.

Historical and Cultural Attraction such as Trok Ban Chin (Ban Chin Alley), Wat Si Talaram, Wat Khao Tham, Wat Doi Khaokeaw (or Wat Doikoi Khaokeaw), Wat Bost Maneesriboonrueng, Wat Mani Banphot, King Taksin the Great Shrine, Lak

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Muang Shrine (City Pillar Shrine of the Four Great Kings) and Ping River Front 150 samples by proportion of official day : holiday = 20 : 80

Official day is 20% of the tourists numbering 30 persons.
Holiday is 80% of the tourists numbering 120 persons.

Step 2 Accidental Random Sampling: for the 300 samples distributed by tourist attractions, day and calculated proportion.

3.2 Instruments for Research

The questionnaire is formulated from documents and related researches and can be divided into 6 sections as followed:

Section 1 Personal Profile such as gender, age, education, present residence, religion, family member, was designed as close end questions.

Section 2 Occupation data such as income, expenditure, occupation, was designed as close end questions.

Section 3 Traveling data such as traveling plan, vehicle type, frequency of traveling was designed as close end questions.

Section 4 Tourist's information data such as type and source of tour information received, knowledge about tourist attractions was designed as close end questions.

Section 5 Tourist Behaviors were measured in 5 levels totaling 20 questions, intermingled with both positive and negative characters with the following credit criteria:

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		Positive character	Negative character
Do every time	point given	5	1
Do frequently	point given	4	2
Do sometime	point given	3	3
Do seldom	point given	2	4
Never do	point given	1	5

When compiled, the tourists behaviors were grouped by calculating means ($\bar{x}$) and standard deviation (S.D) as followed :

Natural Attraction

75	points and lower	meant	least corrected behaviors
76–85	point	meant	medium corrected behaviors
86	point and higher	meant	most corrected behaviors

Historical and Cultural Attraction

70	points and lower	meant	least corrected behaviors
71-80	point	meant	medium corrected behaviors
81	point and higher	meant	most corrected behaviors

Section 6 Development and improvement of tourism in Muang District, Tak Province was designed as open end questions.

3.3 Questionnaire Test

The questionnaire designed was pretest with 30 Thai tourists on actual sites in Muang District for example Taksin Maharat National Park, Lan Sang National Park, and Wiang Tak‖ Hotel. The pretest was carried out in order to find any deficiencies of the questionnaire. Data from pretest were used to calculate reliability in the part of

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behaviors which the questionnaire had used scoring by ordinal scale (1, 2, 3 …), and Cronbach's coefficient of alpha. (Poungrat Taweerat, 2002: 125)

$$\alpha = \frac{n}{n-1}\left[\frac{1-\sum Si^2}{St^2}\right]$$

When α = Reliable value of questionnaire.

n = The number of questionnaire.

Si^2 = The variable value of total marks in each number.

St^2 = The variability of all total marks.

Program SPSS was used to calculate reliability. The pretest's reliability was found to be 0.7147, considered to be enough to launch the questionnaire.

3.4 Data Collection

1. From natural attractions, permissions from Director of National Parks of Tak sin Maharat and Lan Sang were sought and assisted by park's officer and apprentice students in distributing to visitors. The questionnaire details and objectives were explained to research assistances until they were well understood before distributed to the tourists.

2. From historical and cultural attractions, questionnaire was explained and rehearsed with 3 research assistances until they were well understood before distributed to the tourists, mainly King Taksin the Great Shrine area and Ping River Front.

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3.5 Data Analysis

Data collected from questionnaires were processed in the following ways:

1. The preparation of data for analysis. Data were checked for completeness before encoding, processed and analyzed with SPSS

2. The statistical analysis was comprised of:

- Descriptive statistics such as percentage, mean, standard deviation.
- One way analysis of variance (ANOVA) to find the correlation between one independent variable with another one dependent variable.

2.1 General characteristic of samples group.

2.1.1 Tourist's personal data: gender, age, education, present residence, religion, family size, income per month, expense per month, occupation, are defined in percentages, means ($\bar{x}$), and standard deviation (S.D)

2.1.2 Tourist's traveling data: tour arrangement, type of vehicle, traveling frequency, overnight location, type of accommodation, length of stay, objective of tour, activity during tour, revisit, expenditure per day per head and total expenditure for the trip, defined by percentages, means ($\bar{x}$) and standard deviation (S.D)

2.1.3 Tourist's information: type of information received, and knowledge of tourist attractions, defined by percentages.

2.2 Behaviors of Thai tourists defined by percentages, means ($\bar{x}$) and standard deviation (S.D).

2.3 Correlation analysis between behaviors and tourist's personal data, tourist's traveling data, tourist's information by one way analysis of variances.

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CHAPTER IV
RESEARCH RESULTS

4.1 General Characteristic of Samples Group.

4.1.1 Tourist's personal data: gender, age, education, present residence, religion, family size, income per month, expense per month, occupation, are defined in percentages, means ($\bar{x}$), and standard deviation (S.D)

4.1.2 Tourist's traveling data : tour arrangement, type of vehicle, traveling frequency, overnight location, type of accommodation, length of stay, objective of tour, activity during tour, revisit, expenditure per day per head and total expenditure for the trip, defined by percentages, means ($\bar{x}$) and standard deviation (S.D)

4.1.3 Tourist's information: type of information received, and knowledge of tourist attractions, defined by percentages.

4.2 Behaviors of Thai Tourists Defined by Percentages, Means ($\bar{x}$) and Standard Deviation (S.D)

4.3 Correlation Analysis between Behaviors and Tourist's Personal Data, Tourist's Traveling Data, Tourist's Information by One Way Analysis of Variances.

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4.4 The Ways to Manage Tourism in Muang District, Tak Province

From The study of survey information of 300 sample sizes, the following results can be explained as following:

4.1 General Characteristics of Samples

4.1.1 Tourist's personal data

- Gender: male 54%, female 46%.

- Age: Most are about 21 – 30 years old 25.3%, the following group are 20 years old and below and 31 – 40 years old 22.7%, 41 – 50 years old 20%, and 51 years old and above 9.3%, in that order

- Education: Most samples have education in bachelor degree 49.3%, the following group are senior secondary (M4 – M6) / certificate or equivalent 20%, diploma or equivalent 11.3%, higher than bachelor degree 9.7%, junior secondary (M1 –M3) or equivalent 6.7%, and primary or lower 3% in that order.

- Present residence: Most samples have present residence in the north 43.7%, the following group are Bangkok 39.3%, others (ex. northeast, east, south) 8.7%, and central 8.3% in that order.

- Religion: Most samples are Buddhist 95% the following group are Muslim 4.3%, and other (ex. Christian) 0.7% in that order.

- Family size: Most samples' family size are 4 – 5 person 51% the following group are 3 person and below 21.3%, 6 person and above 16.3%, and alone 11.3% in that order.

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- Income per month: Most samples not have income per month (ex. student) 25.3% the following group are the tourists who have income per month 5,001 - 10,000 baht 19%, 20,001 baht and above 18.7% 15,001-20,000 baht 15.3%, 10,001-15,000 baht 12%, and 5,000 baht and below 9.7% in that order.

- Expense per month: Most samples have expense per month 2,001 – 5,000 baht 26% the following group are 10,001 baht and above 22.3%, 2,000 baht and below 19.7%, 5,001 – 10,000 baht 18.3%, and no expense (have sponsor) 13.7% in that order.

- Occupation: Most sample's occupation are civil officer/state enterprise 35.3% the following group are no occupation (house wife, student) 32.3%, own business and company employee 15.3% and others (ex. farmer) 1.7% in that order.

Table 3: Frequency and Percentage of samples group separate by tourist's personal data

Total 300 cases (100%)

Tourist's personal data	Frequency	Percentage
Gender		
- male	162	54.0
- female	138	46.0

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Table 3: Frequency and Percentage of samples group separate by tourist's personal data (Continued)

Total 300 cases (100%)

Tourist's personal data	Frequency	Percentage
Age		
- 20 years old and below	68	22.7
- 21 – 30 years old	76	25.3
- 31 – 40 years old	68	22.7
- 41 – 50 years old	60	20.0
- 51 years old and above	28	9.3
$\bar{x}$ = 33.33 S.D. = 13.69		
Minimum = 15 Maximum = 78		
Education		
- primary or lower	9	3.0
- junior secondary (M1 –M3) or equivalent	20	6.7
- senior secondary (M4–M6) / certificate or equivalent	60	20.0
- diploma or equivalent	34	11.3
- bachelor degree	148	49.3
- higher than bachelor degree	29	9.7
Residence		
- Bangkok	118	39.3
- central	25	8.3
- north	131	43.7
- others (ex. northeast, east, south)	26	8.7

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Table 3: Frequency and Percentage of samples group separate by tourist's personal data (Continued)

Total 300 cases (100%)

Tourist's personal data	Frequency	Percentage
Religion		
- Buddhist	285	95.0
- Muslim	13	4.3
- Other (ex. Christian)	2	0.7
Family size		
- alone	34	11.3
- 3 person and below	64	21.3
- 4 – 5 person	153	51.0
- 6 person and above	49	16.3
$\bar{x}$ = 3.98 S.D. = 1.73		
Minimum = 1 Maximum = 10		
Income per month		
- 5,000 baht and below	29	9.7
- 5,001 - 10,000 baht	57	19.0
- 10,001 – 15,000 baht	36	12.0
- 15,001 - 20,000 baht	46	15.3
- 20,001 baht and above	56	18.7
- no income (ex. student)	76	25.3
$\bar{x}$ = 23,913.62		
Minimum = 500 Maximum = 350,000		

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Table 3: Frequency and Percentage of samples group separate by tourist's personal data (Continued)

Total 300 cases (100%)

Tourist's personal data	Frequency	Percentage
Expense per month		
- 2,000 baht and below	59	19.7
- 2,001 – 5,000 baht	78	26.0
- 5,001 – 10,000 baht	55	18.3
- 10,001 baht and above	67	22.3
- no expense (have sponsor)	41	13.7
$\bar{x}$ = 10,803.47		
Minimum = 300 Maximum = 200,000		
Occupation		
- no occupation (house wife, student)	97	32.3
- civil officer/state enterprise	106	35.3
- company employee	46	15.3
- own business	46	15.3
- others (ex. farmer)	5	1.7

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4.1.2 Tourist's traveling data

- Tour arrangement: Most are own arrangement 84% the following group are tour agency 9%, others 6%, own arrangement and others 0.3% in that order and not answering 0.7%

- Type of vehicle: Most samples travel to Tak by passenger car 77.7% the following group are bus 12.3%, others (ex. rent car) 8%, and more than 1 type 2% in that order.

- Traveling frequency: Most samples used to visit 70.7% the following group are never 16%, and not sure 13.3% in that order.

- Overnight location: Most samples stay overnight in Muang District 69%, the following group are not stay overnight in Muang district but in other district 16% and not stay overnight in Tak 15% in that order.

- Type of accommodation: Most samples stay in hotel 32.3%, the following group are cousin / friend's house 22.3%, not stay overnight in Tak 15%, others (ex. temple, school) 11.7% national park accommodation 10%, resort 3.7%, more than 1 type 3%, and guest house 2% in that order.

- Length of stay: Most samples stay in Tak 2 days and below 36.7%, the following group are not sure 21%, 3 – 4 days and not stay overnight in Tak 15%, and 5 days and above 12.3% in that order.

- Objective of tour: Most are tour / leisure 60.7%, the following group are visit cousin/friend 15.3%, more than 1 objective 10%, others (ex. camping, merit making) 9.3%, and business / meeting / seminar / official visit 4.7% in that order.

- Activity during tour: Most are natural tours and temple tours or natural tours and others 34.3% the following group are natural tours eg. water falls, Kra Bak

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Yai 29.7%, temple tours / King Taksin the Great Shrine / Lak Muang Shrine 28.7%, and others (ex. eco agricultural tours) 7.3% in that order.

- Revisit Muang District, Tak: Most samples will revisit 83.7% the following group are not sure 13%, and will not revisit 1% in that order and not answering 2.3%.

- Expenditure per day per head: Most samples have expenditure per day per head during stay in Muang District, Tak approximate 501 – 1,000 baht 30%, the following group are 201 – 500 baht 25.3%, 1,001 baht and above 20%, 200 baht and below 14.7%, and no expenditure (have sponsor) 10% in that order.

- Total expenditure : Most samples have total expenditure in Muang District, Tak approximate 1,000 baht and below 32.7%, the following group are 3,001 baht and above 21.3%, 1,001 – 2,000 baht 20.7%, 2,001 – 3,000 baht 14%, and no expenditure (have sponsor) 11.3% in that order.

Table 4: Frequency and Percentage of samples group separate by Tourist's traveling data

Total 300 cases (100%)

Tourist's traveling data	Frequency	Percentage
Tour arrangement		
- own arrangement	252	84.0
- tour agency	27	9.0
- others (ex. camping)	21	7.0

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Table 4: Frequency and Percentage of samples group separate by tourist's traveling data (Continued)

Total 300 cases (100%)

Tourist's traveling data	Frequency	Percentage
Type of vehicle		
- passenger car	233	77.7
- bus	37	12.3
- others (ex. rent car)	24	8.0
- more than 1 type	6	2.0
Traveling frequency		
- used to visit	212	70.7
- never	48	16.0
- not sure	40	13.3
Overnight location		
- stay overnight in Muang District	207	69.0
- not stay overnight in Muang district but in other district	48	16.0
- not stay overnight in Tak	45	15.0
Type of accommodation		
- hotel	97	32.3
- resort	11	3.7
- guest house	6	2.0
- national park accommodation	30	10.0
- cousin / friend's house	67	22.3
- others (ex. temple, school)	35	11.7
- more than 1 type	9	3.0
- not stay overnight in Tak	45	15.0

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Table 4: Frequency and Percentage of samples group separate by tourist's traveling data (Continued)

Total 300 cases (100%)

Tourist's traveling data	Frequency	Percentage
Length of stay		
- 2 days and below	110	36.7
- 3 – 4 days	45	15.0
- 5 days and above	37	12.3
- not sure	63	21.0
- not stay overnight in Tak	45	15.0
$\bar{x}$ = 2.87 S.D. = 1.94		
Minimum = 1 Maximum = 14		
Objective of tour		
- tour / leisure	182	60.7
- visit cousin / friend	46	15.3
- business / meeting / seminar / official visit	14	4.7
- others (ex. camping, merit making)	28	9.3
- more than 1 objective	30	10.0
Activity during tour		
- natural tours eg. water falls, Kra Bak Yai	89	29.7
- temple tours / King Taksin the Great Shrine / Lak Muang Shrine	86	28.7
- others (ex. eco agricultural tours)	22	7.3
- natural tours and temple tours or natural tours and others	103	34.3

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Table 4: Frequency and Percentage of samples group separate by tourist's traveling data (Continued)

Total 300 cases (100%)

Tourist's traveling data	Frequency	Percentage
Revisit		
- revisit	251	83.7
- will not revisit	3	1.0
- not sure	46	15.3
Expenditure per day per head		
- 200 baht and below	44	14.7
- 201 – 500 baht	76	25.3
- 501 – 1,000 baht	90	30.0
- 1,001 baht and above	60	20.0
- no expenditure (have sponsor)	30	10.0
$\bar{x}$ = 958.94		
Minimum = 10 Maximum = 10,000		
Total expenditure		
- 1,000 baht and below	98	32.7
- 1,001 – 2,000 baht	62	20.7
- 2,001 – 3,000 baht	42	14.0
- 3,001 baht and above	64	21.3
- no expenditure (have sponsor)	34	11.3
$\bar{x}$ = 2,687.50		
Minimum = 100 Maximum = 30,000		

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4.1.3 Tourist's information

- Type of information received: Most tourist received tourism information of Muang district, Tak from their cousin / friend / associate 36%, the following group are received 2 type 21.7%, various media e.g. TV, radio, press 12%, tour agency 9%, find out from internet 8.3%, others (ex. tourism handbooks) 4.7%, received more than 2 type 4.3%, and government agencies e.g. TAT 4% in that order.

Table 5: Frequency and Percentage of samples group separate by type of information received

Total 300 cases (100%)

Type of information received	Frequency	Percentage
Type of information received		
- various media e.g. TV, radio, press	36	12.0
- find out from internet	25	8.3
- cousin / friend / associate	108	36.0
- tour agency	27	9.0
- government agencies e.g. TAT	12	4.0
- others (ex. tourism handbooks)	14	4.7
- received 2 type	65	21.7
- received more than 2 type	13	4.3

- Knowledge of tourist attractions

1. Taksin Maharat National Park: Most samples know anything 46%, the following group have knowledge about identified characteristic place 25.7%, can identify two choices of the knowledge 14.7%, can identify three choices of the knowledge 6.3%, traveling 4.7%, and history 2.7% in that order.

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2. Lan Sang National Park: Most samples have knowledge about identified characteristic place 47%, the following group are know anything 26%, can identify two choices of the knowledge 15%, traveling 7%, can identify three choices of the knowledge 4.3%, and history 0.7% in that order.

3. King Taksin the Great Shrine: Most samples have knowledge about identified characteristic place 30.7%, the following group are can identify two choices of the knowledge 24%, know anything 20.7%, can identify three choices of the knowledge 10.3%, history 9.7%, and traveling 4.7% in that order.

4. Lak Muang Shrine: Most samples know anything 75.3% the following group have knowledge about identified characteristic place 10%, can identify two choices of the knowledge 4.7%, can identify three choices of the knowledge 3.7%, history 3.3%, and traveling 3% in that order.

5. Trok Ban Chin: Most samples know anything 87.7%, the following group have knowledge about identified characteristic place and can identify three choices of the knowledge 3%, traveling 2.7%, history 2%, and can identify two choices of the knowledge 1.7% in that order.

6. Wat Si Talaram: Most samples know anything 87.7%, the following groups have knowledge about identified characteristic place 4.3%, traveling 2.7%, can identify two choices of the knowledge 2.3%, can identify three choices of the knowledge 2%, and history 1% in that order.

7. Wat Khao Tham: Most samples know anything 88%, the following groups have knowledge about identified characteristic place 5.3%, traveling 3%, can identify two choices of the knowledge and can identify three choices of the knowledge 1.3%, and history 1% in that order.

8. Wat Doi Khaokeaw Temple: Most samples know anything 87.7% the following group have knowledge about identified characteristic place 4.7%, can

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identify three choices of the knowledge 2.7%, history 2.3%, traveling 1.7%, can identify two choices of the knowledge 1% in that order.

9. Wat BostManeesriboonrueng: Most samples know anything 89%, the following groups have knowledge about identified characteristic place 5.3%, traveling 2%, can identify two choices of the knowledge and can identify three choices of the knowledge 1.3%, and history 1% in that order.

10. Wat Mani Banphot: Most samples know anything 88.3%, the following groups have knowledge about identified characteristic place 4.3%, traveling 2.3%, can identify two choices of the knowledge 2%, can identify three choices of the knowledge 1.7%, and history 1.3% in that order.

Table 6: Frequency and Percentage of samples group separate by knowledge of tourist attractions

Total 300 cases (100%)

Tourist attractions	Frequency of knowledge about (%)					
	Identified characteristic place	Traveling	History	Can identify two choices of the knowledge	Can identify three choices of the knowledge	Know anything
Taksin Maharat National Park	77 (25.7)	14 (4.7)	8 (2.7)	44 (14.7)	19 (6.3)	138 (46.0)
Lan Sang National Park	141 (47.0)	21 (7.0)	2 (0.7)	45 (15.0)	13 (4.3)	78 (26.0)

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Table 6: Frequency and Percentage of samples group separate by knowledge of tourist attractions (Continued)

Total 300 cases (100%)

Tourist attractions	Frequency of knowledge about (%)					
	Identified characteristic place	Traveling	History	Can identify two choices of the knowledge	Can identify three choices of the knowledge	Know anything
King Taksin the Great Shrine	92 (30.7)	14 (4.7)	29 (9.7)	72 (24.0)	31 (10.3)	62 (20.7)
Lak Muang Shrine	30 (10.0)	9 (3.0)	10 (3.3)	14 (4.7)	11 (3.7)	226 (75.3)
Trok Ban Chin	9 (3.0)	8 (2.7)	6 (2.0)	5 (1.7)	9 (3.0)	263 (87.7)
Wat Si Talaram	13 (4.3)	8 (2.7)	3 (1.0)	7 (2.3)	6 (2.0)	263 (87.7)
Wat KhaoTham	16 (5.3)	9 (3.0)	3 (1.0)	4 (1.3)	4 (1.3)	264 (88.0)
Wat Doi Khaokeaw	14 (4.7)	5 (1.7)	7 (2.3)	3 (1.0)	8 (2.7)	263 (87.7)

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Table 6: Frequency and Percentage of samples group separate by knowledge of tourist attractions (Continued)

Total 300 cases (100%)

Tourist attractions	Frequency of knowledge about (%)					
	Identified characteristic place	Traveling	History	Can identify two choices of the knowledge	Can identify three choices of the knowledge	Know anything
Wat Bost Maneesri boonrueng	16 (5.3)	6 (2.0)	3 (1.0)	4 (1.3)	4 (1.3)	267 (89.0)
Wat Mani Banphot	13 (4.3)	7 (2.3)	4 (1.3)	6 (2.0)	5 (1.7)	265 (88.3)

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4.2 Behaviors of Thai Tourists

Natural attractions

- Content 1 "Have you plan for destination prior to your trip" Most samples plan everytime 50.7% the following group plan frequent 22%, sometime 16%, never 7.3%, and seldom 4% in that order.

- Content 2 "Have you have enough information about every destinations prior to your trip" Most samples do sometime 37.3%, the following group do frequent 26.7%, everytime 20%, never 10.7%, and seldom 5.3% in that order.

- Content 3 "Prepare your traveling equipments e.g. camera, umbrella, shoes, etc. prior to your trip" Most samples prepare everytime 44.7%, the following group prepare frequent 24.7%, sometime 16%, never 8%, and seldom 6.7% in that order.

- Content 4 "Collect memorable items for the visits eg. flowers, insects, pieces of historical site" Most samples never do 85.3%, the following group do seldom 5.3%, everytime and frequent 3.3% and sometime 2.7% in that order.

- Content 5 "Pay attention to information posters in the tour sites" Most samples do frequent 37.3%, the following group do everytime 33.3%, sometime 20.7%, seldom 6%, and never 2.7% in that order.

- Content 6 "Walk along the guided paths" Most samples do everytime 51.3%, the following group do frequent 29.3%, sometime 12.7%, seldom and never 3.3% in that order.

- Content 7 "Wash plate/kitchenware in the stream to save pipe water" Most samples never do 68.7%, the following group do seldom and everytime 10%, sometime 7.3%, and frequent 4% in that order.

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- Content 8 “shampoo or wash in the water falls” Most samples never do 72%, the following group do sometime 10%, seldom 8.7%, everytime 6%, and frequent 3.3% in that order.

- Content 9 “Try local menu with wild animal meats” Most samples never do 75.3%, the following group do seldom 10.7%, sometime 6.7%, every time 4.7%, and frequent 2.7% in that order.

- Content 10 “Mark your paths along the trees or cave walls for safe return” Most samples never do 86.7%, the following group do seldom and sometime 4.7%, every time 3.3%, and frequent 0.7% in that order.

- Content 11 “Use torch or candle inside caves for lighting” Most samples never do 38%, the following group do every time 37.3%, sometime 12%, seldom 6.7%, and frequent 6% in that order.

- Content 12 “Take pictures of monks during sermon, praying, celemonies or other tourists praying” Most samples never do 48%, the following group do every time 26%, seldom 15.3%, sometime 8%, and frequent 2.7% in that order.

- Content 13 “Climbing to find best angle for taking pictures” Most samples never do 59.3%, the following group do seldom and sometime 12.7%, every time 9.3%, and frequent 6% in that order.

- Content 14 “Touch or caress historical items or places without warning signs” Most samples never do 50%, the following group do every time 23.3% seldom 12%, sometime 11.3%, and frequent 3.3%, in that order.

- Content 15 “Will strictly obey rules and directions in the tour sites” Most samples do everytime 51.3%, the following group do frequent 26%, never 11.3%, sometime 9.3%, and seldom 2% in that order.

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- Content 16 “Take off your shoes before entering temples or shrines” Most samples do everytime 69.3%, the following group do frequent 12%, sometime 9.3%, never 6.7%, and seldom 2.7% in that order.

- Content 17 “Release birds or fishes or animals sold in the area for merit making” Most samples never do 36.7%, the following group do every time 25.3%, sometime 18.7%, seldom 14%, and frequent 5.3% in that order.

- Content 18 “Buy goods or services from local people in the area” Most samples buy sometime 28%, the following group buy frequent 20.7%, seldom 19.3%, and never and every time 16% in that order.

- Content 19 “Record your trip with VDO or note books or pictures, etc.” Most samples do everytime 32.7% the following group do frequent 26%, sometime 19.3%, never 12.7%, and seldom 9.3% in that order.

- Content 20 “Appreciate in the nature or history or culture of Muang District, Tak after your visit” Most samples appreciate everytime 59.3%, the following group appreciate frequent 24%, sometime 9.3%, never 5.3%, and seldom 2% in that order.

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Table 7: Frequency and Percentage of samples group separate by behaviors of tourist – Natural Attractions

Total 150 cases (100%)

Behaviors	Frequency of reaction (%)				
	Every time	Fre quent	Some time	Sel dom	Never
1. Have your plan for destination prior to your trip.	76 (50.7)	33 (22.0)	24 (16.0)	6 (4.0)	11 (7.3)
2. Have you have enough information about every destinations prior to your trip.	30 (20.0)	40 (26.7)	56 (37.3)	8 (5.3)	16 (10.7)
3. Prepare your traveling equipments e.g. camera, umbrella, shoes, etc. prior to your trip.	67 (44.7)	37 (24.7)	24 (16.0)	10 (6.7)	12 (8.0)
4*. Collect memorable items for the visits eg. flowers, insects, pieces of historical site.	5 (3.3)	5 (3.3)	4 (2.7)	8 (5.3)	128 (85.3)
5. Pay attention to information posters in the tour sites.	50 (33.3)	56 (37.3)	31 (20.7)	9 (6.0)	4 (2.7)
6. Walk along the guided paths.	77 (51.3)	44 (29.3)	19 (12.7)	5 (3.3)	5 (3.3)

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Table 7: Frequency and Percentage of samples group separate by behaviors of tourist – Natural Attractions (Continued)

Total 150 cases (100%)

Behaviors	Frequency of reaction (%)				
	Every time	Fre quent	Some time	Sel dom	Never
7*. Wash plate/kitchenware in the stream to save pipe water.	15 (10.0)	6 (4.0)	11 (7.3)	15 (10.0)	103 (68.7)
8*. Shampoo or wash in the water falls.	9 (6.0)	5 (3.3)	15 (10.0)	13 (8.7)	108 (72.0)
9*. Try local menu with wild animal meats.	7 (4.7)	4 (2.7)	10 (6.7)	16 (10.7)	113 (75.3)
10*. Mark your paths along the trees or cave walls for safe return.	5 (3.3)	1 (0.7)	7 (4.7)	7 (4.7)	130 (86.7)
11*. Use torch or candle inside caves for lighting.	56 (37.3)	9 (6.0)	18 (12.0)	10 (6.7)	57 (38.0)
12*. Take pictures of monks during sermon, praying, celemonies or other tourists praying.	39 (26.0)	4 (2.7)	12 (8.0)	23 (15.3)	72 (48.0)
13*. Climbing to find best angle for taking pictures	14 (9.3)	9 (6.0)	19 (12.7)	19 (12.7)	89 (59.3)

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Table 7: Frequency and Percentage of samples group separate by behaviors of tourist – Natural Attractions (Continued)

Total 150 cases (100%)

Behaviors	Frequency of reaction (%)				
	Every time	Fre quent	Some time	Sel dom	Never
14*. Touch or caress historical items or places without warning signs.	35 (23.3)	5 (3.3)	17 (11.3)	18 (12.0)	75 (50.0)
15. Will strictly obey rules and directions in the tour sites.	77 (51.3)	39 (26.0)	14 (9.3)	3 (2.0)	17 (11.3)
16. Take off your shoes before entering temples or shrines.	104 (69.3)	18 (12.0)	14 (9.3)	4 (2.7)	10 (6.7)
17*. Release birds or fishes or animals sold in the area for merit making.	38 (25.3)	8 (5.3)	28 (18.7)	21 (14.0)	55 (36.7)
18. Buy goods or services from local people in the area.	24 (16.0)	31 (20.7)	42 (28.0)	29 (19.3)	24 (16.0)
19. Record your trip with VDO or note books or pictures, etc.	49 (32.7)	39 (26.0)	29 (19.3)	14 (9.3)	19 (12.7)
20. Appreciate in the nature or history or culture of Muang District, Tak after your visit.	89 (59.3)	36 (24.0)	14 (9.3)	3 (2.0)	8 (5.3)

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* Negative Content

When grouping the scores for arranging level of correctness of behaviors of thai tourists by divided into three groups : least corrected behaviors, medium corrected behaviors, and most corrected behaviors by using means ($\bar{x}$) and standard deviations (S.D.) the study found out that the medium corrected behaviors group (75-84 points) were the majority 44.7%, the following group are most corrected behaviors group (85 points and above) 28.7% and least corrected behaviors group (74 points and below) 26.7% in that order.

Table 8: Frequency and Percentage of samples group separate by correctness of behaviors – Natural Attractions

Correctness of behaviors	Frequency	Percentage
Correctness of behaviors		
- Least (74 points and below)	40	26.7
- Medium (75-84 points)	67	44.7
- Most (85 points and above)	43	28.7
- Total	150	100.0
$\bar{x}$ = 78.83 S.D. = 9.48		
Minimum = 45 Maximum = 96		
Full score = 100		

Historical and Cultural attractions

- Content 1 “Have you plan for destination prior to your trip” Most samples plan everytime 46.7% the following group plan sometime 28%, frequent 17.3%, seldom 6%, and never 2% in that order.

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- Content 2 “Have you have enough information about every destinations prior to your trip” Most samples do seldom 34% the following group do sometime 29.3%, frequent 20.7%, everytime 9.3%, and never 6.7% in that order.

- Content 3 “Prepare your traveling equipments e.g. camera, umbrella, shoes, etc. prior to your trip” Most samples never prepare 33.3% the following group prepare frequent 20%, everytime and sometime 17.3%, and seldom 12% in that order.

- Content 4 “Collect memorable items for the visits e.g. flowers, insects, pieces of historical site” Most samples never do 80.7%, the following group do sometime 10.7%, everytime 3.3%, and frequent and seldom 2.7% in that order.

- Content 5 “Pay attention to information posters in the tour sites” Most samples do frequent 32%, the following group do sometime 30%, everytime 24%, seldom 10%, and never 4% in that order.

- Content 6 “Walk along the guided paths” Most samples do everytime 57.3%, the following group do frequent 18%, sometime 13.3%, never 6.7%, and seldom 4.7% in that order.

- Content 7 “Wash plate/kitchenware in the stream to save pipe water” Most samples do everytime 46.7%, the following group never do 38.7%, seldom 8%, sometime 5.3%, and frequent 1.3% in that order.

- Content 8 “Shampoo or wash in the water falls” Most samples do everytime 45.3% the following group never do 43.3%, sometime 6%, seldom 4.7%, and frequent 0.7% in that order.

- Content 9 “Try local menu with wild animal meats” Most samples never do 74.7%, the following group do sometime 10.7%, seldom 8%, frequent 4.7%, and every time 2% in that order.

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- Content 10 “Mark your paths along the trees or cave walls for safe return” Most samples never do 48.7%, the following group do every time 47.3%, sometime 2%, frequent 1.3%, and seldom 0.7% in that order.

- Content 11 “Use torch or candle inside caves for lighting” Most samples do every time 52%, the following group never do 32%, sometime 9.3%, and seldom and frequent 3.3% in that order.

- Content 12 “Take pictures of monks during sermon, praying, celemonies or other tourists praying” Most samples never do 77.3%, the following group do seldom 9.3%, sometime 8.7%, frequent 2.7%, and every time 2% in that order.

- Content 13 “Climbing to find best angle for taking pictures” Most samples never do 70.7%, the following group do seldom 12.7%, sometime 10.7%, every time 3.3%, and frequent 2.7% in that order.

- Content 14 “Touch or caress historical items or places without warning signs” Most samples never do 70%, the following group do sometime 12%, seldom 10.7%, every time 4% and frequent 3.3% in that order.

- Content 15 “Will strictly obey rules and directions in the tour sites” Most samples do everytime 66%, the following group do frequent 24%, never 5.3%, sometime 3.3%, and seldom 1.3% in that order.

- Content 16 “Take off your shoes before entering temples or shrines” Most samples do everytime 75.3%, the following group do frequent 14.7%, sometime 5.3%, never 4%, and seldom 0.7% in that order.

- Content 17 “Release birds or fishes or animals sold in the area for merit making” Most samples never do 53.3%, the following group do sometime 21.3%, seldom 14%, frequent 8.7%, and every time 2.7% in that order.

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- Content 18 “Buy goods or services from local people in the area” Most samples buy sometime and seldom 28.7%, the following group never buy 22.7%, frequent 16%, and every time 4% in that order.

- Content 19 “Record your trip with VDO or note books or pictures, etc.” Most samples do frequent and sometime 26%, the following group do seldom 18%, everytime 16.7% and never 13.3% in that order.

- Content 20 “Appreciate in the nature or history or culture of Muang District, Tak after your visit” Most samples appreciate everytime 59.3%, the following group appreciate frequent 26%, sometime 10%, never 3.3%, and seldom 1.3% in that order.

Table 9: Frequency and Percentage of samples group separate by behaviors of tourist – Historical and Cultural Attractions

Total 150 cases (100%)

Behaviors	Frequency of reaction (%)				
	Every time	Frequent	Sometime	Seldom	Never
1. Have your plan for destination prior to your trip.	70 (46.7)	26 (17.3)	42 (28.0)	9 (6.0)	3 (2.0)
2. Have you have enough information about every destinations prior to your trip.	14 (9.3)	31 (20.7)	44 (29.3)	51 (34.0)	10 (6.7)

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Table 9: Frequency and Percentage of samples group separate by behaviors of tourist – Historical and Cultural Attractions (Continued)

Total 150 cases (100%)

Behaviors	Frequency of reaction (%)				
	Every time	Fre quent	Some time	Sel dom	Never
3. Prepare your traveling equipments e.g. camera, umbrella, shoes, etc. prior to your trip.	26 (17.3)	30 (20.0)	26 (17.3)	18 (12.0)	50 (33.3)
4*. Collect memorable items for the visits eg. flowers, insects, pieces of historical site.	5 (3.3)	4 (2.7)	16 (10.7)	4 (2.7)	121 (80.7)
5. Pay attention to information posters in the tour sites.	36 (24.0)	48 (32.0)	45 (30.0)	15 (10.0)	6 (4.0)
6. Walk along the guided paths.	86 (57.3)	27 (18.0)	20 (13.3)	7 (4.7)	10 (6.7)
7*. Wash utensils in the stream to save pipe water.	70 (46.7)	2 (1.3)	8 (5.3)	12 (8.0)	58 (38.7)
8*. Shampoo or wash in the water falls.	68 (45.3)	1 (0.7)	9 (6.0)	7 (4.7)	65 (43.3)
9*. Try local menu with wild animal meats.	3 (2.0)	7 (4.7)	16 (10.7)	12 (8.0)	112 (74.7)

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Table 9: Frequency and Percentage of samples group separate by behaviors of tourist – Historical and Cultural Attractions (Continued)

Total 150 cases (100%)

Behaviors	Frequency of reaction (%)				
	Every time	Fre quent	Some time	Sel dom	Never
10*. Mark your paths along the trees or cave walls for safe return.	71 (47.3)	2 (1.3)	3 (2.0)	1 (0.7)	73 (48.7)
11*. Use torch or candle inside caves for lighting.	78 (52.0)	5 (3.3)	14 (9.3)	5 (3.3)	48 (32.0)
12*. Take pictures of monks during sermon, praying, celemonies or other tourists praying.	3 (2.0)	4 (2.7)	13 (8.7)	14 (9.3)	116 (77.3)
13*. Climbing to find best angle for taking pictures.	5 (3.3)	4 (2.7)	16 (10.7)	19 (12.7)	106 (70.7)
14*. Touch or caress historical items or places without warning signs.	6 (4.0)	5 (3.3)	18 (12.0)	16 (10.7)	105 (70.0)
15. Will strictly obey rules and directions in the tour sites.	99 (66.0)	36 (24.0)	5 (3.3)	2 (1.3)	8 (5.3)
16. Take off your shoes before entering temples or shrines.	113 (75.3)	22 (14.7)	8 (5.3)	1 (0.7)	6 (4.0)

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Table 9: Frequency and Percentage of samples group separate by behaviors of tourist – Historical and Cultural Attractions (Continued)

Total 150 cases (100%)

Behaviors	Frequency of reaction (%)				
	Every time	Fre quent	Some time	Sel dom	Never
17*. Release birds or fishes or animals sold in the area for merit making.	4 (2.7)	13 (8.7)	32 (21.3)	21 (14.0)	80 (53.3)
18. Buy goods or services from local people in the area.	6 (4.0)	24 (16.0)	43 (28.7)	43 (28.7)	34 (22.7)
19. Record your trip with VDO or note books or pictures, etc.	25 (16.7)	39 (26.0)	39 (26.0)	27 (18.0)	20 (13.3)
20. Appreciate in the nature or history or culture of Muang District, Tak after your visit.	89 (59.3)	39 (26.0)	15 (10.0)	2 (1.3)	5 (3.3)

* Negative Content

When grouping the scores for arranging level of correctness of behaviors of thai tourists by divided into three groups : least corrected behaviors, medium corrected behaviors, and most corrected behaviors by using means ($\bar{x}$) and standard deviations (S.D.) the study found out that the medium corrected behaviors group (71-80 points) were the majority 54.7%, the following group are least corrected behaviors group

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(70 points and below) 26% and most corrected behaviors group (81 points and above) 19.3% in that order.

Table 10: Frequency and Percentage of samples group separate by correctness of behaviors – Historical and Cultural Attractions

Correctness of behaviors	Frequency	Percentage
Correctness of behaviors		
- Least (70 points and below)	39	26.0
- Medium (71-80 points)	82	54.7
- Most (81 points and above)	29	19.3
- Total	150	100.0
$\bar{x}$ = 74.51 S.D. = 8.52		
Minimum = 29 Maximum = 95		
Full score = 100		

4.3 Correlation Analysis between Behaviors and Tourist's Personal Data, Tourist's Traveling Data, Tourist's Information by One Way Analysis of Variances (One-Way ANOVA)

4.3.1 Correlation analysis between tourist's personal data and behaviors.

- Gender: Female ($\bar{x}$ = 76.75) is found to behave better than male ($\bar{x}$ = 76.60). And from statistical test, gender is found to correlate with tourism behavior insignificantly at 0.05 level.

- Age: The 51 years and above age group ($\bar{x}$ = 80.32) is found to behave better than 41-50 years age group ($\bar{x}$ = 78.02), 31-40 years age group ($\bar{x}$ = 77.63), 21-

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30 years age group ($\bar{x}$ = 76.18), 20 years and below age group ($\bar{x}$ = 73.56). And from statistical test, age is found to correlate with tourism behavior significantly at 0.05 level.

- Education: The higher than Bachelor degree education group ($\bar{x}$ = 79.79) is found to behave better than Bachelor degree education group ($\bar{x}$ = 77.49), Primary or lower degree education group ($\bar{x}$ = 77.33), Senior Secondary (M4-M6)/ certificate or equivalent degree education group ($\bar{x}$ = 74.98), Junior Secondary (M1-M3) or equivalent degree education group ($\bar{x}$ = 74.70), and diploma or equivalent degree education group ($\bar{x}$ = 74.38). And from statistical test, education is found to correlate with tourism behavior significantly at 0.05 level.

- Present residence: The central residence group ($\bar{x}$ = 78) is found to behave better than Bangkok residence group ($\bar{x}$ = 77.20), the north residence group ($\bar{x}$ = 76.25), and others (ex. northeast, east, south) residence group ($\bar{x}$ = 75.08). And from statistical test, residence is found to correlate with tourism behavior insignificantly at 0.05 level.

- Religion: The Buddhist religion group ($\bar{x}$ = 76.92) is found to behave better than other religion group (ex. Christian) ($\bar{x}$ = 74.50), the Muslim religion group ($\bar{x}$ = 71.41). And from statistical test, religion is found to correlate with tourism behavior insignificantly at 0.05 level.

- Family size: 3 person and below family size ($\bar{x}$ = 77.20) is found to behave better than alone ($\bar{x}$ = 76.88), 6 person and above ($\bar{x}$ = 76.82), 4-5 person ($\bar{x}$ = 76.35). And from statistical test, family size is found to correlate with tourism behavior insignificantly at 0.05 level.

- Income per month: 20,001 baht and above income per month group ($\bar{x}$ = 79.04) is found to behave better than 5,001-10,000 baht group ($\bar{x}$ = 77.74), 15,001-20,000 baht group ($\bar{x}$ = 77.67), 5,000 baht and below group ($\bar{x}$ = 77.24), 10,001-15,000 baht group ($\bar{x}$ = 76.97), and no income per month group (ex. student) ($\bar{x}$ =

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73.16). And from statistical test, income per month is found to correlate with tourism behavior significantly at 0.05 level.

- Expense per month: 5,001-10,000 baht expense per month group ($\bar{x}$ = 78.98) is found to behave better than 10,001 baht and above group ($\bar{x}$ = 77.90), 2,001-5,000 baht group ($\bar{x}$ = 76.72), 2,000 baht and below group ($\bar{x}$ = 75.32), no expense per month (have sponsor) group ($\bar{x}$ = 73.41). And from statistical test, expense per month is found to correlate with tourism behavior significantly at 0.05 level.

- Occupation: company employee group ($\bar{x}$ = 78.87) is found to behave better than other career (ex. farmer) group ($\bar{x}$ = 78.60), civil officer/state enterprise group ($\bar{x}$ = 77.85), own business group ($\bar{x}$ = 76.83), and no occupation (house wife, student group ($\bar{x}$ = 74.16). And from statistical test, occupation is found to correlate with tourism behavior significantly at 0.05 level.

Table 11: Correlation analysis between tourist's personal data and behaviors.

Total 300 cases

Tourist's personal data	N	$\bar{x}$	S.D.	F	Sig. of F
Gender					
- male	162	76.60	10.23	0.021	0.885
- female	138	76.75	7.99		
Age					
- 20 years old and below	68	73.56	9.08		
- 21 – 30 years old	76	76.18	8.25		
- 31 – 40 years old	68	77.63	8.99	3.696	0.006
- 41 – 50 years old	60	78.02	8.90		
- 51 years old and above	28	80.32	11.66		

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Table 11: Correlation analysis between tourist's personal data and behaviors. (Continued)

Total 300 cases

Tourist's personal data	N	$\bar{x}$	S.D.	F	Sig. of F
Education					
- primary or lower	9	77.33	5.45		
- junior secondary (M1 –M3) or equivalent	20	74.70	7.65		
- senior secondary (M4–M6) / certificate or equivalent	60	74.98	10.33	1.930	0.089
- diploma or equivalent	34	74.38	8.76		
- bachelor degree	148	77.49	8.16		
- higher than bachelor degree	29	79.79	13.09		
Residence					
- Bangkok	118	77.20	9.39		
- central	25	78.00	8.52	0.647	0.586
- north	131	76.25	8.51		
- others (ex. northeast, east, south)	26	75.08	12.60		
Religion					
- Buddhist	285	76.92	9.03	2.240	0.108
- Muslim	13	71.46	13.10		
- Other (ex. Christian)	2	74.50	2.12		
Family size					
- alone	34	76.88	10.03		
- 3 person and below	64	77.20	8.22	0.140	0.936
- 4 – 5 person	153	76.35	9.85		
- 6 person and above	49	76.82	8.21		

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Table 11: Correlation analysis between tourist's personal data and behaviors. (Continued)

Total 300 cases

Tourist's personal data	N	$\bar{x}$	S.D.	F	Sig. of F
Income per month					
- 5,000 baht and below	29	77.24	5.17		
- 5,001 - 10,000 baht	57	77.74	9.13		
- 10,001 – 15,000 baht	36	76.97	7.93	3.338	0.006
- 15,001 - 20,000 baht	46	77.67	8.47		
- 20,001 baht and above	56	79.04	11.55		
- no income (ex. student)	76	73.16	8.97		
Expense per month					
- 2,000 baht and below	59	75.32	6.67		
- 2,001 – 5,000 baht	78	76.72	7.94		
- 5,001 – 10,000 baht	55	78.98	9.61	2.801	0.026
- 10,001 baht and above	67	77.90	10.29		
- no expense (have sponsor)	41	73.41	11.46		
Occupation					
- no occupation (house wife, student)	97	74.16	8.60		
- civil officer/state enterprise	106	77.85	10.12		
- company employee	46	78.87	8.50	2.994	0.019
- own business	46	76.83	8.52		
- others (ex. farmer)	5	78.60	7.50		

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4.3.2 Correlation analysis between tourist's traveling data and behaviors

- Tour arrangement: tour agency arrangement group ($\bar{x}$ = 78.63) is found to behave better than others arrangement (ex. camping) group ($\bar{x}$ = 77.38), own arrangement group ($\bar{x}$ = 76.40). And from statistical test, tour arrangement is found to correlate with tourism behavior insignificantly at 0.05 level.

- Type of vehicle: the samples group who travels by other vehicle (ex. rent car) ($\bar{x}$ = 78.50) is found to behave better than passenger car group ($\bar{x}$ = 76.77), bus group ($\bar{x}$ = 75.73), and the samples group who travels by vehicle more than 1 type ($\bar{x}$ = 71.17). And from statistical test, type of vehicle is found to correlate with tourism behavior insignificantly at 0.05 level.

- Traveling frequency: the samples group who used to visit ($\bar{x}$ = 77.22) is found to behave better than not sure group ($\bar{x}$ = 76.47), never visit before group ($\bar{x}$ = 74.40). And from statistical test, traveling frequency is found to correlate with tourism behavior insignificantly at 0.05 level.

- Type of accommodation: the samples group who stays in accommodation more than 1 type ($\bar{x}$ = 82.44) is found to behave better than national park accommodation group ($\bar{x}$ = 81.17), other accommodation (ex. temple, school) group ($\bar{x}$ = 77.57), resort group ($\bar{x}$ = 76.64), cousin/friend's house group ($\bar{x}$ = 76.28), the samples group who not stays overnight in Tak ($\bar{x}$ = 75.62), guest house ($\bar{x}$ = 75.50), and hotel group ($\bar{x}$ = 75.25). And from statistical test, type of accommodation is found to correlate with tourism behavior significantly at 0.05 level.

- Length of stay: the samples group who stays in Tak 3-4 days ($\bar{x}$ = 79.62) is found to behave better than stay 2 days and below group ($\bar{x}$ = 76.32), not sure group ($\bar{x}$ = 76.21), stay 5 days and above group ($\bar{x}$ = 76.19), and the samples group who not stays overnight in Tak ($\bar{x}$ = 75.62). And from statistical test, Time of stay is found to correlate with tourism behavior insignificantly at 0.05 level.

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- Objective of tour: the samples group visits Muang District, Tak for more than 1 objective ($\bar{x}$ = 78.57) is found to behave better than tour/leisure group ($\bar{x}$ = 77.08), business/meeting/seminar/official visit group ($\bar{x}$ = 77.07), visit cousin/friend group ($\bar{x}$ = 75.35), and other objective (ex. camping, merit making) group ($\bar{x}$ = 73.96), And from statistical test, objective of tour is found to correlate with tourism behavior insignificantly at 0.05 level.

- Activity during tour: other activity (ex. eco agricultural tours) group ($\bar{x}$ = 80.73) is found to behave better than natural tours ($\bar{x}$ = 77.39), natural tours and temple tours or natural tours and others ($\bar{x}$ = 76.53), and temple tour / King Taksin the Great Shrine / Lak Muang Shrine ($\bar{x}$ = 75.05). And from statistical test, activity during tour is found to correlate with tourism behavior insignificantly at 0.05 level.

- Revisit: the samples group who will revisit Muang District, Tak ($\bar{x}$ = 77.49) is found to behave better than the samples group who will not revisit ($\bar{x}$ = 74.33), the samples group who not sure ($\bar{x}$ = 72.33). And from statistical test, revisit is found to correlate with tourism behavior significantly at 0.05 level.

- Expenditure per day per head: the samples group who has average expenditure per day per head during stay in Muang District, Tak 201-500 baht ($\bar{x}$ = 78.29) is found to behave better than 1,001 baht and above ($\bar{x}$ = 77.07), 501-1,000 baht group ($\bar{x}$ = 76.24), 200 baht and below group ($\bar{x}$ = 75.57), and no expenditure (have sponsor) group ($\bar{x}$ = 74.67). And from statistical test, expenditure per day per head is found to correlate with tourism behavior insignificantly at 0.05 level.

- Total expenditure: the samples group who has total expenditure in Muang District, Tak approximate 2,001-3,000 baht ($\bar{x}$ = 79.12) is found to behave better than 3,001 baht and above group ($\bar{x}$ = 76.95), 1,000 baht and below group ($\bar{x}$ = 76.69), 1,001-2,000 baht group ($\bar{x}$ = 75.73), and no expenditure (have sponsor) group ($\bar{x}$ = 74.76). And from statistical test, total expenditure is found to correlate with tourism behavior insignificantly at 0.05 level.

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Table 12: Correlation analysis between tourist's traveling data and behaviors

Total 300 cases

Tourist's traveling data	N	$\bar{x}$	S.D.	F	Sig. of F
Tour arrangement					
- own arrangement	252	76.40	9.56		
- tour agency	27	78.63	6.86	0.773	0.462
- others (ex. camping)	21	77.38	8.02		
Type of vehicle					
- passenger car	233	76.77	9.05		
- bus	37	75.73	10.36	1.159	0.325
- others (ex. rent car)	24	78.50	8.69		
- more than 1 type	6	71.17	11.91		
Traveling frequency					
- used to visit	212	77.22	9.49		
- never	48	74.40	9.53	1.846	0.160
- not sure	40	76.47	7.19		
Type of accommodation					
- hotel	97	75.25	7.10		
- resort	11	76.64	9.20		
- guest house	6	75.50	2.74		
- national park accommodation	30	81.17	12.00	2.051	0.049
- cousin / friend's house	67	76.28	8.81		
- others (ex. temple, school)	35	77.57	10.04		
- more than 1 type	9	82.44	7.72		
- not stay overnight in Tak	45	75.62	11.15		

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Table 12: Correlation analysis between tourist's traveling data and behaviors (Continued)

Total 300 cases

Tourist's traveling data	N	$\bar{x}$	S.D.	F	Sig. of F
Length of stay					
- 2 days and below	110	76.32	8.12		
- 3 – 4 days	45	79.62	9.84		
- 5 days and above	37	76.19	10.93	1.402	0.233
- not sure	63	76.21	7.93		
- not stay overnight in Tak	45	75.62	11.15		
Objective of tour					
- tour / leisure	182	77.08	9.21		
- visit cousin / friend	46	75.35	8.54		
- business / meeting / seminar / official visit	14	77.07	7.59	1.248	0.291
- others (ex. camping, merit making)	28	73.96	9.86		
- more than 1 objective	30	78.57	10.43		
Activity during tour					
- natural tours eg. water falls, Kra Bak Yai	89	77.39	9.75		
- temple tours / King Taksin the Great Shrine / Lak Muang Shrine	86	75.05	9.67	2.520	0.058
- others (ex. eco agricultural tours)	22	80.73	6.99		
- natural tours and temple tours or natural tours and others	103	76.53	8.63		

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Table 12: Correlation analysis between tourist's traveling data and behaviors (Continued)

Total 300 cases

Tourist's traveling data	N	$\bar{x}$	S.D.	F	Sig. of F
Revisit					
- revisit	251	77.49	9.39		
- will not revisit	3	74.33	5.86	6.384	0.002
- not sure	46	72.33	7.36		
Expenditure per day per head					
- 200 baht and below	44	75.57	9.78		
- 201 – 500 baht	76	78.29	10.27		
- 501 – 1,000 baht	90	76.24	7.78	1.168	0.325
- 1,001 baht and above	60	77.07	8.35		
- no expenditure (have sponsor)	30	74.67	11.25		
Total expenditure					
- 1,000 baht and below	98	76.69	9.55		
- 1,001 – 2,000 baht	62	75.73	8.33		
- 2,001 – 3,000 baht	42	79.12	8.21	1.278	0.279
- 3,001 baht and above	64	76.95	9.38		
- no expenditure (have sponsor)	34	74.76	10.70		

4.3.3 Correlation analysis between tourist's information and behaviors.

- Type of information received: the samples group who received information about Muang District, Tak from government agencies e.g. TAT ($\bar{x}$ = 81.50) is found to behave better than the samples group who received information more than 2 type ($\bar{x}$ = 80), tour agency group ($\bar{x}$ = 79.07), the samples group who received information 2

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type ($\bar{x}$ = 77.23), finding out from internet group ($\bar{x}$ = 76.40), other information (ex. tourism handbook) group ($\bar{x}$ = 76.36), cousin/friend/associate group ($\bar{x}$ = 75.47), and various media e.g. TV, radio, press group ($\bar{x}$ = 74.94). And from statistical test, type of information received is found to correlate with tourism behavior insignificantly at 0.05 level.

Table 13: Correlation analysis between type of information received and behaviors

Total 300 cases

Type of information received	N	$\bar{x}$	S.D.	F	Sig. of F
Type of information received					
- various media e.g. TV, radio, press	36	74.94	12.59		
- find out from internet	25	76.40	6.90		
- cousin / friend / associate	108	75.47	9.29		
- tour agency	27	79.07	6.60	1.461	0.181
- government agencies e.g. TAT	12	81.50	5.95		
- others (ex. tourism handbooks)	14	76.36	6.06		
- received 2 type	65	77.23	8.97		
- received more than 2 type	13	80.00	11.72		

- Knowledge of tourist attractions

1. Taksin Maharat National Park: the samples group who can identify two choices of the knowledge ($\bar{x}$ = 80.57) is found to behave better than the samples group who can identify three choices of the knowledge ($\bar{x}$ = 78.95), identified characteristic place group ($\bar{x}$ = 76.29), know anything group ($\bar{x}$ = 75.62), traveling group ($\bar{x}$ = 75), and history group ($\bar{x}$ = 74.63). And from statistical test, knowledge of Taksin Maharat National Park is found to correlate with tourism behavior significantly at 0.05 level.

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2. Lan Sang National Park: the samples group who can identify three choices of the knowledge ($\bar{x}$ = 81.62) is found to behave better than history group ($\bar{x}$ = 80), the samples group who can identify two choices of the knowledge ($\bar{x}$ = 79.91), know anything group ($\bar{x}$ = 76.27), identified characteristic place group ($\bar{x}$ = 75.62), and traveling group ($\bar{x}$ = 74.86). And from statistical test, knowledge of Lan Sang National Park is found to correlate with tourism behavior significantly at 0.05 level.

3. King Taksin the Great Shrine: the samples group who can identify three choices of the knowledge ($\bar{x}$ = 79.13) is found to behave better than know anything group ($\bar{x}$ = 78.85), the samples group who can identify two choices of the knowledge ($\bar{x}$ = 77.89), traveling group ($\bar{x}$ = 75.43), and identified characteristic place group and history group ($\bar{x}$ = 74.34). And from statistical test, knowledge of King Taksin the Great Shrine is found to correlate with tourism behavior significantly at 0.05 level.

4. Lak Muang Shrine: the samples group who can identify two choices of the knowledge ($\bar{x}$ = 82.21) is found to behave better than the samples group who can identify three choices of the knowledge ($\bar{x}$ = 82.18), identified characteristic place group ($\bar{x}$ = 77.77), know anything group ($\bar{x}$ = 76.39), traveling group ($\bar{x}$ = 71.11), and history group ($\bar{x}$ = 70.80). And from statistical test, knowledge of Lak Muang Shrine is found to correlate with tourism behavior significantly at 0.05 level.

5. Trok Ban Chin: the samples group who can identify two choices of the knowledge ($\bar{x}$ = 84.20) is found to behave better than the samples group who can identify three choices of the knowledge ($\bar{x}$ = 83.78), identified characteristic place group ($\bar{x}$ = 81.78), know anything group ($\bar{x}$ = 76.41), traveling group ($\bar{x}$ = 71.63), and history group ($\bar{x}$ = 70.17). And from statistical test, knowledge of Trok Ban Chin is found to correlate with tourism behavior significantly at 0.05 level.

6. Wat Si Talaram: the samples group who can identify two choices of the knowledge ($\bar{x}$ = 86.25) is found to behave better than identified characteristic place group ($\bar{x}$ = 82.44), the samples group who can identify three choices of the knowledge

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($\bar{x}$ = 80.50), know anything group ($\bar{x}$ = 76.42), traveling group ($\bar{x}$ = 70.44), and history group ($\bar{x}$ = 68.67). And from statistical test, knowledge of Wat Si Talaram is found to correlate with tourism behavior significantly at 0.05 level.

7. Wat Khao Tham: the samples group who can identify two choices of the knowledge ($\bar{x}$ = 86.25) is found to behave better than identified characteristic place group ($\bar{x}$ = 82.44), the samples group who can identify three choices of the knowledge ($\bar{x}$ = 80.50), know anything group ($\bar{x}$ = 76.42), traveling group ($\bar{x}$ = 70.44), and history group ($\bar{x}$ = 68.67). And from statistical test, knowledge of Wat Khao Tham is found to correlate with tourism behavior significantly at 0.05 level.

8. Wat Doi Khaokeaw: the samples group who can identify two choices of the knowledge ($\bar{x}$ = 88) is found to behave better than the samples group who can identify three choices of the knowledge ($\bar{x}$ = 82.50), identified characteristic place group ($\bar{x}$ = 81), traveling group ($\bar{x}$ = 77.60), know anything group ($\bar{x}$ = 76.30), and history group ($\bar{x}$ = 69.86). And from statistical test, knowledge of Wat Doi Khaokeaw is found to correlate with tourism behavior significantly at 0.05 level.

9. Wat BostManeesriboonrueng: the samples group who can identify two choices of the knowledge ($\bar{x}$ = 86.50) is found to behave better than the samples group who can identify three choices of the knowledge ($\bar{x}$ = 80.50), identified characteristic place group ($\bar{x}$ = 79.25), know anything group ($\bar{x}$ = 76.46), traveling group ($\bar{x}$ = 74.33), and history group ($\bar{x}$ = 68.33). And from statistical test, knowledge of Wat BostManeesriboonrueng is found to correlate with tourism behavior insignificantly at 0.05 level.

10. Wat Mani Banphot: the samples group who can identify two choices of the knowledge ($\bar{x}$ = 86.50) is found to behave better than the samples group who can identify three choices of the knowledge ($\bar{x}$ = 81.60), identified characteristic place group ($\bar{x}$ = 79.69), know anything group ($\bar{x}$ = 76.35), history group ($\bar{x}$ = 73.50), and traveling group ($\bar{x}$ = 73). And from statistical test, knowledge of Wat Mani Banphot is found to correlate with tourism behavior significantly at 0.05 level.

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Table 14: Correlation analysis between knowledge of tourist attractions and behaviors

Total 300 cases

Knowledge of tourist attractions	N	$\bar{x}$	S.D.	F	Sig. of F
Taksin Maharat National Park					
- identified characteristic place	77	76.29	8.15		
- traveling	14	75.00	7.32		
- history	8	74.63	9.21	2.402	0.037
- can identify two choices of the knowledge	44	80.57	11.16		
- can identify three choices of the knowledge	19	78.95	11.22		
- know anything	138	75.62	8.81		
Lan Sang National Park					
- identified characteristic place	141	75.62	8.78		
- traveling	21	74.86	8.44		
- history	2	80.00	5.66	2.512	0.030
- can identify two choices of the knowledge	45	79.91	10.00		
- can identify three choices of the knowledge	13	81.62	8.79		
- know anything	78	76.27	9.52		
King Taksin the Great Shrine					
- identified characteristic place	92	74.34	9.30		
- traveling	14	75.43	5.79		
- history	29	74.34	9.83	3.069	0.010
- can identify two choices of the knowledge	72	77.89	7.69		
- can identify three choices of the knowledge	31	79.13	10.86		
- know anything	62	78.85	9.56		

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Table 14: Correlation analysis between knowledge of tourist attractions and behaviors (Continued)

Total 300 cases

Knowledge of tourist attractions	N	$\bar{x}$	S.D.	F	Sig. of F
Lak Muang Shrine					
- identified characteristic place	30	77.77	9.25		
- traveling	9	71.11	11.27		
- history	10	70.80	8.97	3.507	0.004
- can identify two choices of the knowledge	14	82.21	6.13		
- can identify three choices of the knowledge	11	82.18	9.65		
- know anything	226	76.39	9.07		
Trok Ban Chin					
- identified characteristic place	9	81.78	6.46		
- traveling	8	71.63	10.41		
- history	6	70.17	8.01	3.527	0.004
- can identify two choices of the knowledge	5	84.20	6.26		
- can identify three choices of the knowledge	9	83.78	8.14		
- know anything	263	76.41	9.17		
Wat Si Talaram					
- identified characteristic place	16	82.44	8.53		
- traveling	9	70.44	5.90		
- history	3	68.67	7.02	3.701	0.003
- can identify two choices of the knowledge	4	86.25	4.79		
- can identify three choices of the knowledge	4	80.50	10.34		
- know anything	264	76.42	9.19		

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Table 14: Correlation analysis between knowledge of tourist attractions and behaviors (Continued)

Total 300 cases

Knowledge of tourist attractions	N	$\bar{x}$	S.D.	F	Sig. of F
Wat Khao Tham					
- identified characteristic place	16	82.44	8.53		
- traveling	9	70.44	5.90		
- history	3	68.67	7.02	3.701	0.003
- can identify two choices of the knowledge	4	86.25	4.79		
- can identify three choices of the knowledge	4	80.50	10.34		
- know anything	264	76.42	9.19		
Wat Doi Khaokeaw					
- identified characteristic place	14	81.00	9.84		
- traveling	5	77.60	8.73		
- history	7	69.86	6.87	3.109	0.009
- can identify two choices of the knowledge	3	88.00	5.29		
- can identify three choices of the knowledge	8	82.50	7.67		
- know anything	263	76.30	9.16		
Wat BostManeesriboonrueng					
- identified characteristic place	16	79.25	8.74		
- traveling	6	74.33	11.18		
- history	3	68.33	6.51	1.910	0.093
- can identify two choices of the knowledge	4	86.50	5.26		
- can identify three choices of the knowledge	4	80.50	10.34		
- know anything	267	76.46	9.20		

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Table 14: Correlation analysis between knowledge of tourist attractions and behaviors (Continued)

Total 300 cases

Knowledge of tourist attractions	N	$\bar{x}$	S.D.	F	Sig. of F
Wat Mani Banphot					
- identified characteristic place	13	79.69	8.39		
- traveling	7	73.00	10.80		
- history	4	73.50	11.62	2.345	0.041
- can identify two choices of the knowledge	6	86.50	4.64		
- can identify three choices of the knowledge	5	81.60	9.29		
- know anything	265	76.35	9.17		

4.4 The Ways to Manage Tourism in Muang District, Tak Province

From open end questionnaires, sample group gave the following suggestions about improvement of tourism for Muang District, Tak :

Public Relation

1. Most suggested that more public relation should be given to some tour sites, especially places not well known such as many interesting temples.

2. Tourism here should be promoted along the nature sustainable, cultural, and agrotourism.

3. More information should be provided on sites or guides to be stationed at tour sites, especially many interesting cultural and historical sites.

4. Should promote low traffic tour sites, or sites not well known.

5. Should promote cultural, archeological, and historical sites too.

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6. TAT's personnels of Tak should manage better information and give more public relation to increase attractiveness. More sign boards to give directions.

7. Should have more responsible parties to promote tourism, not just given to TAT only. More people should be assigned to the many tour sites. Some sites have more Burmese than Thai officers.

8. Should promote agro tourism with plants names, species, and information posted.

9. Should provide more tourist information kiosks in many more place.

Tourist Attractions and Activities

1. More garbage bins should be provided in tour sites, more thoughts should be given to cleanliness and orderliness.

2. Nature should be kept as long as possible, forest be kept from logging and more replacement trees be grown.

3. Many tour sites should be resuscitated and upgraded to draw more tourists.

4. More activity with locals to maintain condition of tour sites, new routes to sight seeing both on land and waterway for example boat ride along Ping River to see down town, or scenic route for cars along the Ping River Banks.

5. Preservation of precious heritages such as Loi Krathong Sai festival or many annual festivals.

6. Promote joint activities between overnight tourists and national parks officers.

7. Provide more sense of security and safety when rafting and in places like public parks.

8. In Taksin Maharat National Park, nature conservation should be maintained as long as possible. Avoid too many constructions in tour sites.

9. Lan Sang National Park needs urgent upgrade.

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CHAPTER V
DISCUSSIONS

From research results on Thai tourist behavior in Muang District, Tak Province, the discussions of research results which fall in line with the objectives are as following:

5.1 Thai Tourist Behaviors in Muang District, Tak Province

The behaviors of most Thai tourists in Muang District, Tak Province either natural attractions, historical and cultural attractions are found to be rated medium, which corresponds with the research result of Vithaya Kiatiwat (2000) who studied The Quality of Thai Ecotourists: A Case Study UmPhang District, Tak Province. He found the behaviors of Thai tourists to be medium too, which might have been the result of the evolution in communication, which enabling easy and quicker reach for information. On the other hand, TAT'S public relation concentrated on telling the tourists about the places and activities mostly, but not much guidelines on what to do and don't in places like historical and cultural sites. Not much public relation about appropriate behaviors in media such as print materials, folders, posters, tourist manuals, or posted in websites on the internet. Besides, there are not much emphasis at the tour sites too, only emphases on drawing tourists to visit. As a result, most tourists are not well aware of what proper behaviors when visit such places. If there is more public relation about these matters, tourists' behaviors in tourism will be raised.

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5.2 Factors that Effect Behaviors of Thai Tourists

Factors that effect behaviors of Thai tourists in Muang District, Tak Province are tourist's personal factor, tourist's traveling factor, and tourist's information factor. From research results, it is found that:

Factors that effect behaviors of Thai tourists in Muang District, Tak Province founded to be statistically significant are age, income per month, expense per month, occupation, type of accommodation, revisit, and knowledge of tourist attractions (Taksin Maharat National Park, Lan Sang National Park**,** Trok Ban Chin, Wat Si Talaram, Wat Khao Tham, Wat Doi Khaokeaw, Wat Mani Banphot, King Taksin the Great Shrine, Lak Muang Shrine) which correspond with the assumptions that have been set and correspond with research report of Sarinya Sarasuthi (2002) who studied Media Exposure, Knowledge, Attitude and Domestic Traveling Behavior of Bangkok People and found that knowledge about domestic tourism correlated with domestic tourism behaviors. And correspond with research report of Vithaya Kiatiwat (2000) that found different income per month and occupation make the ecotourists' behaviors differ statistically significant. And correspond with research report of Piyawadee Hirikamol (2002) who studied the behaviors of Thai Tourist visiting Sukothai and found that age and occupation correlated with tourism behaviors founded to be statistically significant. But conflict with research report of Vithaya Kiatiwat (2000) that found different age and type of accommodation make the ecotourists' behaviors differ statistically insignificant.

Factors that effect behaviors of Thai tourists in Muang District, Tak Province founded to be statistically insignificants are gender, education, residence, religion, family size, tour arrangement, type of vehicle, traveling frequency, length of stay, objective of tour, activity during tour, expenditure per day per head, total expenditure, type of information received, and knowledge of tourist attractions (Wat Bost Maneesriboonrueng) which can discussion the research results as following:

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Different gender of Thai tourist has made the tourist behaviors differ statistically insignificant which not correspond with the assumptions that have been set but correspond with research report of Vithaya Kiatiwat (2000) that found different gender make the ecotourists' behaviors differ statistically insignificant may be from more equal right between different genders whether in education, occupation, the ability to reach information or knowledges. Therefore, different gender has no difference in tourism behaviors.

Different education of Thai tourist has made the tourist behaviors differ statistically insignificant which not correspond with the assumptions that have been set and conflict with research report of Piyawadee Hirikamol (2002) who studied the behaviors of Thai tourist visiting Sukothai that found education correlated with tourism behaviors founded to be statistically significant. And conflict with research report of Vithaya Kiatiwat (2000) that found different education make the ecotourists' behaviors differ statistically significant. It may be that the level of education is not the indicator of good or bad behavior, and at present the education system does not stress any morality, but will stress mostly academic subjects. Therefore, different education has no difference in tourism behaviors.

Different residence of Thai tourist has made the tourist behaviors differ statistically insignificant which not correspond with the assumptions that have been set but correspond with research report of Vithaya Kiatiwat (2000) that found different residence makes the ecotourists' behavior differ statistically insignificant. May be from better communication nowadays made in so convenient to reach information and have more choices no matter what region tourists are from, with equal opportunity through the internet or mobile phone. Therefore, difference in residence has no difference in tourism behaviors.

Different religion of Thai tourist has made the tourist behaviors differ statistically insignificant which not correspond with the assumptions that have been set may be from the fact that religions shape the society, apart from education institutes. Besides,

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every religion has a common goal in instilling goodness. Therefore, difference in religion has no difference in tourism behaviors.

Different family size of Thai tourist has made the tourist behaviors differ statistically insignificant which not correspond with the assumptions that have been set may be from nowadays, most Thai family size are getting small. There are not much different in number of people in the family. Therefore, difference in family size has no difference in tourism behaviors.

Different tour arrangement of Thai tourist has made the tourist behaviors differ statistically insignificant which not correspond with the assumptions that have been set may be from not giving enough importance to giving knowledge to guide proper behaviors during tour or to discourage improper behaviors, may be due to assuming that the Thai should have known already. For those planning their own trips, most information are from official sources which provide do and don't in tourist attractions to foreign tourist. But assume Thai should have known already. Therefore, difference in tour arrangement has no difference in tourism behaviors.

Different type of vehicle of Thai tourist has made the tourist behaviors differ statistically insignificant which not correspond with the assumptions that have been set but correspond with research report of Vithaya Kiatiwat (2000) that found different type of vehicle make the ecotourists' behaviors differ statistically insignificant may be from whatever the vehicle be it passenger car, bus, most tourists will not receive information guidance from TAT all the same if there are no public relation by sign boards, in the buses, hotels, tourist service kiosks for examples. Therefore, difference in type of vehicle has no difference in tourism behaviors.

Different traveling frequency of Thai tourist has made the tourist behaviors differ statistically insignificant which not correspond with the assumptions that have been set but correspond with research report of Vithaya Kiatiwat (2000) that found different experience in visiting UmPhang District make the ecotourists' behaviors differ statistically insignificant. It is shown that whether or not the tourists have visited

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Muang District, Tak Province before, they show no difference in behaviors. It is imperative that there should be more public relation about “do and don’t” at the various tourist attractions. Therefore, difference in traveling frequency has no difference in tourism behaviors.

Different length of stay of Thai tourist has made the tourist behaviors differ statistically insignificant which not correspond with the assumptions that have been set and conflict with research report of Vithaya Kiatiwat (2000) that found different length of stay make the ecotourists’ behaviors differ statistically significant. It may be that most of the samples’ length of stays are about the same, that is not more than 2 days, which make no different in behavior. Therefore, difference in length of stay has no difference in tourism behaviors.

Different objective of tour of Thai tourist has made the tourist behaviors differ statistically insignificant which not correspond with the assumptions that have been set may be that most of the samples’ objective of tour are about the same, that is tour/leisure, which make no different in behavior. Therefore, difference in objective of tour has no difference in tourism behaviors.

Different activity during tour of Thai tourist has made the tourist behaviors differ statistically insignificant which not correspond with the assumptions that have been set and conflict with research report of Vithaya Kiatiwat (2000) that found different activity during tour make the ecotourists’ behaviors differ statistically significant may be from not much information about do and don’t on sites especially temples, shrines, There are some information in National Parks, but still not adequate. Therefore, difference in activities during tour has no difference in tourism behaviors.

Different expenditure per day per head of Thai tourist has made the tourist behaviors differ statistically insignificant which not correspond with the assumptions that have been set, owning to the amount of expenditure per day per head depends on many factors, not relating to tourist behaviors. Therefore, difference in expenditure per day per head has no difference in tourism behaviors.

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Different total expenditure of Thai tourist has made the tourist behaviors differ statistically insignificant which not correspond with the assumptions that have been set and conflict with research report of Vithaya Kiatiwat (2000) that found different expenditure for the trip make the ecotourists' behaviors differ statistically significant. Owning to the amount of total expenditure depends on many factors, not relating to tourist behaviors. Therefore, difference in total expenditure has no difference in tourism behaviors.

Different type of information received of Thai tourist has made the tourist behaviors differ statistically insignificant which not correspond with the assumptions that have been set may be that regardless of where the information is received, the contents of information stress only the locations and activities all the same, but do not stress "do and don't" when visiting various places. Therefore, difference in type of information received has no difference in tourism behaviors.

5.3 The Ways to Manage Tourism in Muang District, Tak Province

From research results, it is found that tourists still lack information on many tour sites, routes, historical data, and other information especially on historical, cultural places to visit. Even natural tour sites are in low percentage too. The following priorities are being suggested:

1. Concern organizations, both public and private, such as TAT, The Ministry of Environment and Natural Resources, Depart of Forestry, The Ministry of Tourism and Sports, Cultural Ministry, Tambon Administration, Accommodation Operators, tour agencies, NGO, Conservation concerned agencies, etc. TAT Northern office 4 in particular, should make more public relation about unknown/unseen sites whatever it takes. Promotion effort should be both offensive and defensive, that is, besides public relation on sites, along the routes, or at tourist kiosks, there should be more roadshows all over the country not just posted on the internet or folders, tour guide books. For temples there should be historical background importance to the province, for future

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reference. At the temples, there should be information in folders or poster. Besides general information about tour sites, there should be public relation about do and don't for off season young tourists and teenages who have no proper understanding of the proper behaviors especially in National Parks. Visible signs should be posted in public places, including tourist service centers, hotels, resorts, where at least brochures or posters be provided. Tourist officers or tour guides should also give warning and monitor closely.

2. Improvement to existing tour sites such as Lan Sang National Parks should have more activities such as environment camping, reforestation campaign, garbage collection and clean up because from research result found that most visitors felt dryer water fall and the need for cleanliness. Taksin Maharat National Park should stress nature conservation, less construction, forest officer should be posted on the way to see the giant Krabak Tree. Other tour sites such as temples should have such activities as historical tour following King Taksin Maharat's route, temples tour, King Taksin the Great Shrine and Lak Muang Shrine, cultural tour to visit Trok Ban Chin (Ban Chin Alley) and boat ride along Ping River to see way of life along the river banks for example.

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CHAPTER VI
CONCLUSION AND RECOMMENDATION

The objectives of this research are to study Thai tourist behavior in Muang District, Tak Province, the influence on those behaviors, and the ways to manage tourism here for improved more sustainable tourism to Tak's Muaung District.

Conceptual framework of this research which are variables about tourist's personal data, tourist's traveling data, and tourist's Information are reviewed from related literatures, and documents both theoretically and research papers concerning the factors influencing the tourists behaviors.

This research was a survey research by using questionnaires which was pretested with 30 Thai tourists on actual sites. The samples group was 300 Thai visitors who visited to Taksin Maharat National Park, Lan Sang National Park, King Taksin the Great Shrine, and Ping River Front.

Data collected from questionnaires were processed by SPSS program for analysis which comprised of percentage, mean, and standard deviation to describe characteristics of samples group and One way analysis of variance (ANOVA) to find the correlation between personal factors, traveling factors, Information factors of samples group and behavior.

The results of research can be concluded as following:

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6.1 Tourist's Personal Data

Most samples are male 54%, age about 21 – 30 years old 25.3%, have education in bachelor degree 49.3%, have present residence in the north 43.7%, most samples are Buddhist 95%, family size are 4 – 5 person 51%, do not have income per month (ex. student) 25.3%, expense per month 2,001 – 5,000 baht 26%, most samples's occupation are civil officer/state enterprise 35.3%.

6.2 Tourist's Traveling

Most samples have own arrangement 84%, travel to Tak by passenger car 78.7%, used to visit 70.7%, stay overnight in Muang District 69%, stay in hotel 32.3%, stay in Tak 2 days and below 36.7%, objective of tour are tour / leisure 60.7%, activity during tour are natural tours and temple tours or natural tours and others 34.3%, most samples will revisit Muang District, Tak 83.7%, have expenditure per day per head during stay in Muang District, Tak approximate 501 – 1,000 baht 30%, total expenditure in Muang District, Tak approximate 1,000 baht and below 32.7%.

6.3 Tourist's Information

- Type of information received

Most samples received information about tourism of Muang district, Tak from cousin / friend / associate 36%

- Knowledge of tourist attractions

Taksin Maharat National Park: Most samples know anything 46%.

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Lan Sang National Park: Most samples have knowledge about identified characteristic place 47%.

King Taksin the Great Shrine: Most samples have knowledge about identified characteristic place 30.7%.

Lak Muang Shrine: Most samples know anything 75.3%.

Trok Ban Chin: Most samples know anything 87.7%.

Wat Si Talaram: Most samples know anything 87.7%.

Wat Khao Tham: Most samples know anything 88%.

Wat Doi Khaokeaw: Most samples know anything 87.7%.

Wat Bost Maneesriboonrueng: Most samples know anything 89%.

Wat Mani Banphot: Most samples know anything 88.3%.

6.4 Behaviors of Samples Group

From the study Thai tourist behavior in Muang District, Tak Province, most samples have medium corrected behavior either natural attractions, historical and cultural attractions 44.7% and 54.7% in that order.

6.5 The Influence on Those Behaviors

Factors that effect behaviors of Thai tourists in Muang District, Tak Province founded to be statistically significant are age, income per month, expense per month, occupation, type of accommodation, revisit, and knowledge of tourist attractions (Taksin Maharat National Park, Lan Sang National Park, Trok Ban Chin, Wat Si Talaram, Wat Khao Tham, Wat Doi Khaokeaw, Wat Mani Banphot, King Taksin the Great Shrine, Lak Muang Shrine)

The group that found to behave best are the 51 years old and above age group, 20,001 baht and above income per month group, 5,001 - 10,000 baht expense per month group, company employee group, the samples group who stays in

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accommodation more than 1 type, the samples group who will revisit Muang District, Tak, the samples group who can identify two choices of the knowledge about Taksin Maharat National Park, can identify three choices of the knowledge about Lan Sang National Park, can identify three choices of the knowledge about King Taksin the Great Shrine, can identify two choices of the knowledge about Lak Muang Shrine, can identify two choices of the knowledge about Trok Ban Chin, can identify two choices of the knowledge about Wat Si Talaram, can identify two choices of the knowledge about Wat Khao Tham, can identify two choices of the knowledge about Wat Doi Khaokeaw, can identify two choices of the knowledge about Wat Mani Banphot.

Factors that effect behaviors of Thai tourists in Muang District, Tak Province founded to be statistically insignificants are gender, education, residence, religion, family size, tour arrangement, type of vehicle, traveling frequency, length of stay, objective of tour, activity during tour, expenditure per day per head, total expenditure, type of information received, and knowledge of tourist attractions (Wat Bost Maneesriboonrueng).

The group that found to behave best are female, the higher than bachelor degree education group, the central residence group, the Buddhist religion group, 3 person and below family size group, tour agency group, the samples group who travels by other vehicle (ex. rent car), the samples group who used to visit, the samples group who stays in Tak 3-4 days, the samples group who have more than 1 objective of tour, activity during tour are others (ex. eco agricultural tours) group, the samples group who has average expenditure per day per head during stay in Muang District, Tak 201 - 500 baht, the samples group who has total expenditure in Muang District, Tak approximate 2,001-3,000 baht, the samples group who received information about Muang District, Tak from government agencies e.g. TAT, and the samples group who can identify two choices of the knowledge about Wat Bost Maneesriboonrueng.

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6.6 Recommendation from the Research Results

1. More public relation, information, promotion about historical and cultural sites, agro tourism, and should provide more tourist information kiosks in many more place.

2. More thoughts should be given to cleanliness and orderliness in tour sites.

3. Nature tour sites, nature conservation should be maintained as long as possible.

4. Upgrade many tour sites to draw more tourists.

5. Preservation of precious heritages.

6. Tourism here should be promoted along the sustainable tourism in natural, cultural, and agro tourism.

6.7 Recommendation for Next Research

1. For tourist attractions in Muang District, Tak Province, many more subjects can be studied such as:

- Taksin Maharat National Park, Lan Sang National Park can be studied further in ecotourism, environment (such as conservation of forestry).

- Historical Attraction such as temples can be studied further in historical tourism, history of many ancient temples.

- Cultural Attraction such as Trok Ban Chin can be studied further in cultural tourism such as developing Trok Ban Chin as a tourist attraction, may be to study the concerned public policy, the participation of local communities, and the opinion of tourists. Besides, other issues that should be included such as the impact of Loi Krathong Sai to the Ping river, or the capability of the forest reserves to accommodate more tourists.

2. There should be more in depth study for any particular tourist attractions to cope with its unique problems and opportunities, because this study does not focus to

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any one tourist attractions in depth. The result of this research is to deal with the tourism in Muang District in general.

3. There should be more studies to other nearby tourist attractions in the subjects such as tourist attractions, tourist, and local communities in the same way as Muang District, such as Mae Sot and Umphang which received more popularity but not many research about tourism.

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APPENDIX

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QUESTIONAIRE

THAI TOURIST BEHAVIOR IN MUANG DISTRICT, TAK PROVINCE

This thesis is part of the degree of Master of Arts (environment), Faculty of Graduate Studies, Mahidol University.

Data from this questionaire will be used for research study only. You are cordially requested to provide complete and factual data which will lead to correct and useful research results that many be further helpful to the development of tourism in Tak.

Please check or fill in the questionaires below:

Section 1 Personal Profile

1. Gender

( ) 1. Male

( ) 2. Female

2. Age……..years

3. Education

( ) 1. Primary or Lower

( ) 2. Junior Secondary (M1-M3) or equivalent

( ) 3. Senior Secondary (M4-M6) / Certificate or equivalent

( ) 4. Diploma or equivalent

( ) 5. Bachelor Degree

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( ) 6. Higher than Bachelor

4. Present Residence

( ) 1. Bangkok

( ) 2. Central (Please indicate province……)

( ) 3. North (Please indicate province……)

( ) 4. Northeast (Please indicate province……)

( ) 5. East (Please indicate province……)

( ) 6. South (Please indicate province……)

5. Religion

( ) 1. Buddhist

( ) 2. Christian

( ) 3. Muslim

( ) 4. Other (Please indicate ……)

6. Family members……persons

Section 2 Occupation

7. Your total monthly incomes from permanent / part time job……baht

8. Your monthly expenses (food,traveling,social,health,etc.)……baht

9. Your main occupation

( ) 1. no occupation (house wife, student)

( ) 2. civil officer / state enterprise

( ) 3. company employee

( ) 4. own business

( ) 5. others (Please indicate ……)

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Section 3 Traveling Data

10. Your tour arrangement to Tak by

( ) 1. Own arrangement

( ) 2. Tour agency

( ) 3. others (Please indicate ……)

11. Type of vehicle in traveling to Tak

( ) 1. passenger car

( ) 2. Bus

( ) 3. Air line

( ) 4. others (Please indicate ……)

12. Have you ever visited Mueng District,Tak Province before? (down town area or tour sites for example Taksin Maharat National Park, Lan Sang National Park, Trok Ban Chin (Ban Chin Alley), Wat Si Talaram, Wat Khao Tham, Wat Doi Khaokeaw (or Wat Doikoi Khaokeaw), Wat Bost Maneesriboonrueng, Wat Mani Banphot, King Taksin the Great Shrine, Lak Muang Shrine (City Pillar Shrine of the Four Great Kings) and Ping River Front.)

( ) 1. Yes……..times

( ) 2. Never

( ) 3. Not sure

13.1 During you stay in Mueng District, Tak Province, have you stayed overnight?

( ) 1. Stay overnight in Mueng District

( ) 2. Not stay overnight in Mueng District but in other district……..

( ) 3. Not stay overnight in Tak

13.2 What kind of accommodation?

( ) 1. Hotel

( ) 2. Resort

( ) 3. Guest House

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( ) 4. National Park accommodation

( ) 5. Cousin / Friend's house

( ) 6. Other (Please indicates……)

14. Length of stay in Tak……..days.

15. Objective in visiting Mueng District, Tak.

( ) 1. Tourism / Leisure

( ) 2. Visit cousin / friend

( ) 3. Business

( ) 4. Meeting / Seminar

( ) 5. Official visit

( ) 6. Other (please indicates……)

16. Activities during tours of Mueang District, Tak (can answer more than one)

( ) 1. Natural tours e.g. Water falls, Kra Bak Yai Tree

( ) 2. Temple Tours / King Taksin the Great Shrine / Lak Muang Shrine

( ) 3. Eco Agricultural tours

( ) 4. Others (please indicates……..)

17. Will you revisit Mueng District, Tak?

( ) 1. Yes.

( ) 2. No, because…….

( ) 3. Not sure

18. Your average expense per day per head during stay in Mueng District, Tak (include accommodations, meals, buy goods and services, souvenirs, admission fees, and other expenses.) approximate……..baht

19. Your total expenditure in Mueng District, Tak approximate……baht

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Section 4 Tourist's Information

20. Which type of information you receive most in tour of Muang District, Tak (same as no.12)

( ) 1. Various media e.g. TV, radio, press
( ) 2. Find out from internet
( ) 3. Cousin / Friend / Associate
( ) 4. Tour agency
( ) 5. Government agencies e.g. TAT
( ) 6. Other (please indicate……)

21. Do you have knowledge about any tourist attractions of Mueng District, Tak? (Can answer more than one item)

Place	Knowledge about			
	Identified Characteristic Place	Traveling	History	Others (please indicate)
Taksin Maharat National Park Lan Sang National Park King Taksin the Great Shrine Lak Muang Shrine Trok Ban Chin Wat Si Talaram Wat Khao Tham Wat Doi Khaokeaw Wat Bost Maneesriboonrueng Wat Mani Banphot				

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Section 5 Behaviors of Tourist

22. Please check in the only appropriate column:

Question	Your reaction				
	Every time	Frequent	Some time	Seldom	Never
1. Have you planed for destination prior to your trip? 2. Have you had enough information about every destination prior to your trip? 3. Prepare your traveling equipments e.g. camera, umbrella, shoes, etc. prior to your trip. 4. Collect memorable items for the visits e.g. Flowers, insects, pieces of historical sites. 5. Pay attention to information posters in the tour sites. 6. Walk along the guided paths 7. Wash utensils in the stream to save pipe water 8. Shampoo or wash in the water falls 9. Try local menu with wild animal meats. 10. Mark your paths along the trees or cave walls for safe return					

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Question	Your reaction				
	Every time	Frequent	Some time	Seldom	Never
11. Use torch or candle inside caves for lighting 12. Take picture of monks during sermon, praying, ceremonies or other tourists praying. 13. Climbing to find best angle for taking picture. 14. Touch or caress historical items or places without warning signs. 15. Will strictly obey rules and directions in the tour sites. 16. Take off your shoes before entering temples or shrines. 17. Release birds ,fishes ,animals sold in the area for merit making 18. Buy goods or services from local people in the area. 19. Record your trip with VDO, note books, pictures ,etc. 20. Appreciate in the nature or history or culture of Mueng District, Tak after your visit.					

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Section 6 your suggestions for development of tourism in Mueng District, Tak

23. Your ideas of how to manage tourism in Mueng District, Tak Province.

……

……

……

……

……

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BIOGRAPHY

NAME	Miss Onrapin Keskasemsook
DATE OF BIRTH	23 January 1977
PLACE OF BIRTH	Bangkok, Thailand
INSTITUTION ATTENED	Kasetsart University, 1999 Bachelor of Science Mahidol University, 2005 Master of Arts
ADDRESS	280 Rachadapisek 62 Bangsue Bangkok

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