

Abstract

The aim of this research was to investigate tourist attitudes toward the provinces affected by the Tsunami. The scope of this study was based on Thai and British tourists' attitude toward to the affected provinces by the Tsunami occurred in the South of Thailand.

This study was quantitative research in nature, using structured questionnaire survey to collect the data from 400 Thai and British tourists who were traveling in Thailand. Both descriptive and inferential statistics were used in order to analyze the result of this research. The statistics used were percentage, frequency, mean, and standard deviation. Inferential statistics were Chi-square to test hypothesis and answer research questions.

Regarding to finding measurement on the influencing factors, there were six factors of tourists' attitudes towards travel and other motivating factors, which were:(1)confidence with the nature;(2)confidence with the warning system; (3)confidence with safety (crimes and destructed environment); (4)convenience to commute (routes and infrastructure transportations); (5)travel promotion (discount packages); and (6)Public Relation (PR) recovery initiatives. The dependent variable was travel decision of tourists.

It was concluded that Thai and British tourists had different attitudes toward confidence with the nature, confidence with the warning system, confidence with safety (crimes and destructed environment). Furthermore, Thai and British tourists had different attitudes toward other motivating factors, which were convenience to commute (routes and infrastructure transportations), marketing promotion (discount packages), and public relation (PR) recovery initiatives.

Keywords:

Tourism

Tourism - - Thailand - - Andaman Sea Region

Tsunami - - Thailand