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RUNGPORN ROJPALAKORN: A STUDY INTO THE TYPOLOGIES OF INTERNATIONAL TOURISTS AND THEIR MOTIVATIONS FOR STAYING ON KHAO SARN ROAD. RESEARCH PROJECT ADVISOR : ASSOC. PROF. WASIN INKAPATANAKUL, Ph. D., 51 pp. ISBN 974-11-6558-7

The paper presents the results of a research study on typologies and motivations of the international tourists in Khao Sarn Road. The paper focuses on the recent results of international tourists' behavior, typologies and the motivations in staying on Khao Sarn Road.

The study is based on a survey of 400 international travelers in Bangkok, using a questionnaire acquisition approach. The travelers are segmented by traveling purpose and discrete choices for products, services and activities in Khao Sarn Road. The empirical results find that majority of the international tourists in Khao Sarn Road travel for leisure and their typologies are explorer and drifter. The preferences are to concern about lower prices together with the qualified choices of products and services at the destination. The related factors which are regarded as the most important influence on decision makings are the international tourists' personal, psychological, social and economic aspects.

The overall study works significantly as the understanding of customers' types, their choices and their satisfactions while staying over in Khao Sarn Road which allows the business owners and investors in the area to adapt and improve their service offerings for the positive advancement around customer feedbacks.

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