Abstract

Tourism is one of the largest and most dynamic industries of the world, with significant multiple effects on economic activities. Strong overall expansion of Tourism has spread over globally including diversification of tourism products and increasing competition between destinations.

In the face of growing global competition, Thailand has made an effort to be a quality destination. The Tourism Industry in Thailand has radically restructured its plans and strategies to focus on sustainable development at home, while pursuing new markets and customer market segments abroad.

The research involves framing the research problem - 'What are differences in tourist profiles, travel characteristics and travel experiences of single-destination and of multi-destination of international tourists visiting Bangkok, Thailand?'

The objectives of this research are to classify international tourists visiting Bangkok from the viewpoint of the travel characteristics and to find out the difference in tourist profiles, travel characteristics and travel experiences of single-destination and of multi-destinations of international tourists visiting Bangkok, Thailand.

Survey research method was used in this study where a sample of 304 international tourists who had already visited Bangkok, Thailand was asked to fill up self administered structured questionnaires. Questions were framed based on the
Research framework using different measurement scales for the purpose of analyzing data. Descriptive statistical tools have been used in order to analyze the tourist profiles of the respondents.

Reliability tests have been performed in order to test whether the data collected with the help of measurement scales are reliable. Hypotheses statements both null and alternative are furnished based on the travel characteristics and travel experiences of international tourists visiting Bangkok, Thailand. Statistical tools, namely the “Chi-Square” and “Mann-Whitney” have been used to test the hypothesis.

Analysis and Conclusions obtained from testing the hypothesis resulted in rejecting the null hypothesis in case of twelve attributes and accepting the null hypothesis in case of the nine other attributes. Conclusions are provided for four major sections namely, Summary of the findings, Conclusion of the research, Recommendations, and Suggestions for Further Study. Recommendations are contributes pertaining to promote or curb the projection destination index by travel characteristics and travel experiences obtained from the research results. Recommendations have also been provided for comments and suggestions made by the respondents. Scope for further research on other evaluation studies has been highlighted.

The single-destination and multi-destination international tourists visiting Bangkok, Thailand have different tourist profiles, travel characteristics and travel experiences as significant difference on age, educational, occupation, nationality, source of information, type of mode to select for travel booking, length of stay,