

## Abstract

Presently, tourism is important in promoting the economy of Thailand. International tourists with different demographic characteristics demonstrate different buying behavior, represent different expenditure profiles, when they travel to different destinations, and they will gain different levels of satisfaction. These reasons motivated the researcher to investigate useful information about expenditure profile and satisfaction level of international tourists visiting Thailand.

This study is proposed to achieve the following objectives: (1) to classify international tourists visiting Thailand by their personal backgrounds; (2) to find out average length of stay of international tourists visiting Thailand and establishing its relationship with their personal background; (3) to find out the weightage/ point score of international tourists visiting Thailand to each critical item of expenditure; (4) to find out satisfaction level of international tourists visiting Thailand; (5) to find out the relationship between personal profile of international tourists visiting Thailand and average length of stay; (6) to find out the relationship between personal profile of international tourists and expenditure items; (7) to find out the relationship between personal profile of international tourists visiting Thailand and satisfaction level; (8) to find out the correlation between average length of stay and satisfaction level and ; (9) to find out the correlation between each expenditure item and satisfaction level.

In this study, the researcher has used questionnaire as the research instrument for collecting the primary data. Totally 385 respondents formed the target population. These are international tourists visiting Thailand, at least visiting Bangkok. Chi-square and frequency analyses were used in finding the relationships between personal profile

of international tourists, average length of stay, expenditure items, and satisfaction level. Pearson Correlation coefficients and frequency tables were used in finding the correlation between average length of stay, expenditure items, and satisfaction level.

Therefore, this study was conducted to derive a conclusion and make useful recommendations to tourism planners and business organizations involved in providing various services to international tourists during their stay in Thailand. It will also provide critical information required for effective planning for the promotion of international tourism.

The results have revealed that most of the international tourists visiting Thailand are generated from European region in general and England in particular. Most of the international tourists visiting Thailand are single, young, and male by gender. The purpose of the visit and the length of stay of most international tourists visiting Thailand for pleasure are more than 8 days respectively.

Most of the international tourists have highlighted their satisfaction about various types of services provided to them during their stay in Thailand. However, an exception is local transport service. About 15.0% of international tourists visiting Thailand have either expressed 'strong dissatisfaction' or 'dissatisfaction' about local transport services. Keeping this in consideration, it is recommended that government officials must make arrangements to improve this service.

The researcher has recommended that tourism planners and service providers must make organized efforts to increase length of stay of international tourists visiting

Thailand and enhance the level of local transport services provided to them. It has also been suggested that further research be conducted for formulating these purposes.

