

ABSTRACT

The research studies the relative importance of Wats (Temples) as representing Thai culture to foreign tourists and the differences in foreign tourists' motivations in terms of demographic profile, to visit selected Wats in Bangkok.

Primary data were collected through the sample survey method. The non-probability sampling was used with the convenience sampling approach. Self-administered questionnaires in English were distributed to 400 foreign tourists visiting selected Wats (Wat Phra Kaeo, Wat Pho and Wat Arun) in Bangkok. Five motivational factors to visit Wats were rated on a five-point Likert scale. The Kruskal Wallis test was performed for examining the differences in motivations in terms of demographic profile.

The result indicated that there are differences in foreign tourists' motivations in terms of Age, Nationality, Occupation, Marital status and Purpose of travel to Bangkok.

The research's finding is essential in the way that it begins with the real importance of Wats (Temples) as representing Thai culture to foreign tourists, followed by the differences in foreign tourists' motivations in terms of demographic profile.

Since this research has been done only in Bangkok, the researcher feels that in the future, a similar research can be done in the other provinces of Thailand as well.

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