

Abstract

Thailand has a variety of products to offer its tourists. Therefore, understanding tourists' motivation will make the organization know about the needs of the tourists to create appropriate promotion or policies to attract tourists' needs.

This research aims to identify motivations of ASEAN tourists from Brunei Darussalam, Malaysia, Cambodia, Philippines, Indonesia, Singapore, Lao PDR, Myanmar, and Vietnam to visit Thailand, and examine the different motivations and demographic factors. Four hundred questionnaires were distributed to ASEAN tourists who visited to Thailand. The respondents were asked about their demographic characteristics, and level of importance in travel motivation. In this study, descriptive statistics were used to provide the respondents' personal profiles, the independent t-test were used to analyze the importance of both push and pull factors, and the one-way ANOVA was applied to examine the significance of the relationship between travelers' motivations and their demographic factors.

From the result, there are a number of motivations that significantly show to play a major part in attracting ASEAN tourists to visit in Thailand and they are grouped into 2 main factors that are pull factor and push factor. Push factors consist of knowledge, prestige, enhancement of human relationship, relaxation, and novelty, and pull factors consist of hi-tech image, expenditure, accessibility, and service attitude and quality, sightseeing variety, and cultural links. The motivations that show to attract ASEAN tourists to visit in Thailand in Push factor are knowledge factor, prestige factor, relaxation factor, novelty

factor and in Pull factor are hi-tech image, accessibility factor, service attitude and quality factor, sightseeing variety factor, and cultural links. Moreover, the results also show that there are significant differences between social demographic groups with travel motivation factors.

This study on tourists' motivation will benefit tourism businesses and all related organizations because the result from the study will be useful for planning and implementing tourist promotions in the future. The results has also suggest that further research should find other markets in order to compare with the ASEAN market, and to study factors that may attract international tourists to visit Thailand.

