

## **Research Project Title: FACTORS AFFECTING THAI TOURISTS TOWARDS SELECTING LOCAL DESTINATION**

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### **ABSTRACT**

#### **(Objective)**

The objective of this study was to investigate the factors that influence Thai tourists' intention towards visiting to Chiang Mai selecting the local destination. The influential factors in this research study refer to push to travel needs, pull to travel attractiveness, information sources and perceived behavioral control and their components.

#### **(Methodology)**

This is a survey research. The samples are Thai office employees working in Bangkok and have prior experience domestic traveling. Self-administered questionnaire were used as a research instrument to collect data. Data analysis was carried out using SPSS for Windows Version 14. All hypotheses were analyzed by using Multiple Regressions Analysis.

#### **(Major Findings)**

It was found that push to travel needs, pull to travel attractiveness, information sources and perceived behavioral control have influence towards Thai tourists' intention to visit to Chiang Mai. The factors of push to travel needs that have influence towards Thai tourists' intention to visit to Chiang Mai are rest and relaxation, health and fitness, desire on escape and learning and experiencing new things. Rest and relaxation is the most influential factor for push to travel needs following with health and fitness, learning and experiencing new things and desire on escape respectively. The factors of pull to travel attractiveness that have influence towards Thai tourists' intention to visit to Chiang Mai are budget, scenery, climate, safety and attractions. For pull to travel attractiveness, safety is the most influential factor that affects Thai tourists' intention towards visiting to Chiang Mai. Then, scenery, budget, attraction and climate also have an influence towards Thai tourists' intention. The sources of information that have an influence towards Thai tourists' intention to visit to Chiang Mai are requested sources, unrequested sources and past trip experience. The factors of perceived behavioral control that have influence towards Thai tourists' intention to visit to Chiang Mai are money and time.

**Key Words:** Tourist Motivation, Subjective Norms, Perceived Behavioral, Intention