

## ABSTRACT

Traveling has long been considered to be the best way to release stress caused by work and life, travelers were also supposed to be having fun. Actually, experienced uncertainties and negative outcomes broke down all these good assumptions in ways that made travelers feel stressful. A large bulk of literature in tourism focuses on fields like destination building, market operation as well as consumer satisfaction, but ignored one important aspect—stress, which makes travelers hesitate to go out or market strategies ineffective. Thus, the main purpose of this study is to find these “pinch points” in overseas traveling to Thailand, and test how other factors like demographic and traveler characteristics act on them by data statistical treatments like independent t-test and one way ANOVA.

Descriptive research and questionnaire are used as the research method and the research instrument in this study. 384 sets of the questionnaire which were distributed at the departure area of Suvarnabhumi International Airport in Bangkok, concentrated on the foreign tourists’ perception of stress towards holiday travel factors. Results from the hypothesis testing show that there is a difference in foreign tourists’ perception of stress towards holiday travel factors of their overseas visit classified in terms of nationality, personality, type of tour, purpose of tour, group size and people you travel with. As such, it can be concluded that these factors could be used to predict tourists’ stress perception while traveling overseas to Thailand.

Finally, recommendations have been proposed for government, tourism

industry manager, destination planner and marketer as well as tour operator, tourists and further researchers.

