

Abstracts

This thesis is the study of domestic tourist motivation and segmentation in Thailand. It is mainly concentration on measuring tourist motivation and segmentation on Thai tourists who are likely to travel domestically. The theory that has been applied in this study comes from the previous study of Dale Fodness. The purpose of this present study is to find out the reason of why Thai tourists travel domestically and then, segmenting them into groups based on their motivation to travel.

A series of three studies describes as the study of measuring tourist motivation, the study of homogenous clusters, and the study of traveler characteristics. All of them are based on the functional theory of Daniel Katz and Brewster M. Smith, J. S. Bruner, and R. W. White.

The results are discussed the likelihood of applying a functional approach in order to understand, predict, and influence the relationship between Thai tourist motivation and segmentation in Thailand. In the evaluation, there are 28-vacation themes indicate the reason of why Thai tourists travel domestically. Those are groups into motivation factors, which are Utilitarian Factor, Knowledge Factor, Social-Adjustive Factor, and Value-Expressive Factor.

Then, the respondents are clustered into groups based on their motivation to travel. There are four segments in the study. The first segment involves with Knowledge Factor. The second segment fell on the Value-Expressive Factor. The third segment is in the Utilitarian Factor, and the last segment is in the Social-Adjustive Factor.

Accordingly, the travel characteristics are developed in helping to identify the respondents' profile based on the motivation to travel and segmentation. All of the four segments are verified by demographic characteristic, trip characteristic, and trip planning characteristic. They are included genders, family life cycles, income, mode of travel, and information sources used. The other trip behavior characteristic and expenditure pattern fail to differentiate themselves among the segments.

For the recommendation, the study of tourist motivation and segmentation in Thailand will benefit both those who are involved in tourism business and government agency. Firstly, because of economic downturn, tourism industry is becoming very important. The study will give a better picture of Thai tourists' attitude toward domestic travelling and then following by setting an ultimate marketing plan on motivating Thai tourists to travel locally. Secondly, the number of Thai tourists travelling internationally has been continuously increased since 1999. This study will identify the motive of Thai tourists and seek for their individual need, which would lead to the selection of particular type of vacation or destination. Thirdly, market segmentation will help tourism marketers to interpret the type of domestic Thai tourists. Lastly, the population sampling in the study is only in Bangkok area only. It is recommended to wider the area of the study in order to represent the whole population of Thailand effectively and efficiently.