

ABSTRACT

In the field of travel and tourism, scholars with interest in consumer behavior studies have explored different variables and linked them with the individual's behavior. Variables such as destination image, environment awareness, service perception, preference, and motivations for travel are commonly used to understand and predict destination selections and travel behavior.

The study on "Trip Characteristics and Motivation Factors in traveling abroad of Thai tourists" aimed at surveying the behaviors of Thai tourists who prefer to travel abroad. The target group of this study was Thai tourists in Bangkok area.

The results have been analyzed by Factor Analysis, Reliability Analysis, Descriptive Statistics Analysis and One Way ANOVA was used to analyze the characteristics, tourist motivation of Thai tourists.

Data was collected by a set of questionnaire. The results of this study showed that "knowledge trip" was the most important factor attracting Thai tourists to travel abroad. Visiting cultural and historical attractions, seeing something different, increasing knowledge about a foreign destination, experiencing a different lifestyle and visiting places my friends have not been to were also found to motivate them to travel abroad. In addition, the study found that the supporting factors which made traveling abroad easier were more leisure or holidays and greater mobility due to better communication.

One of the suggestions given in this study in order to make Thai tourists turn to travel within the country instead of going abroad was to make local places of attraction become more attractive by means of development and publicizing outstanding features of certain places that have potential to meet the needs of Thai tourists. Further suggestions were planning of tourism development in each province together with campaign to create awareness among Thai tourists to travel in the country rather than going abroad.