

## Abstract

This research investigated the differences between international and domestic agrotourists in regards to their trip characteristics and agrotourist activities in agrotourist attractions at Chokchai Farm in Nakhon Ratchasima Province.

The survey research method was used for collection of data. The Statistical Package for Social Science program (SPSS) was used to scientifically interpret 400 questionnaires that were received from 200 international agrotourists and 200 questionnaires from domestic tourists. Descriptive statistics was used for presentation of independent and dependent variables (tourists' demographic profiles, trip characteristics and agrotourist activities) in the form of percentages and proportions with cross-tabulation tables. Chi-square test and t-test were used to test the differences in the preferred trip characteristics and agrotourist activities of international and domestic tourists.

From the findings, there were differences of international and domestic agrotourists in the trip characteristics. The important tourism motive of international tourists was the agrotourism outdoor activities whereas the important tourism motive of domestic tourists was the natural environment of farmland. Furthermore, the largest percentage of international tourists spent four hours on an agrotourist attraction while the largest percentage of domestic tourists spent 2-3 hours on an agrotourist attraction of Chokchai Farm.

The other important result was, there were differences of international and domestic tourists in the agrotourist activities that they preferred. Most of

international tourists wanted to taste the traditional meal at Chokchai Farm' restaurant while domestic tourists wanted to enjoy the view of the countryside. The largest international tourists preferred to stay in hostels whereas the largest domestic tourists preferred to stay in small family hotels. The important agrotourism outdoor activity of international tourists was the horseback riding while the important agrotourism outdoor activity of domestic tourists was to participate in the facilities of farm. Besides, the international tourist preferred the offerings of steak as the unique characteristic of agrotourism product of Chokchai Farm. On the other hands, the domestic tourists preferred the demonstration of milk production as the unique characteristic of agrotourism product of Chokchai Farm.

The other important result was, there were similarities of international and domestic tourists in the trip characteristics. Both international and domestic tourists received information about agrotourism at Chokchai Farm from their friends and relatives. Besides, most of both international and domestic tourists preferred to travel with their families and used the personal conveyances. Furthermore, the majority of international and domestic tourists have visited Chokchai Farm for first time.

Another result was, there were similarities of international and domestic tourists in the agrotourist activities. Both preferred to have traditional meal in the small family restaurants or taverns.

The study of this research can help Managers of agrotourist attractions to develop and improve agrotourism products that can be used to attract the attentions and satisfy the different desires of international and domestic agrotourists.