

ABSTRACT

This research study is based on the statement of problem to investigate tourist's preferences about nature-based accommodation in Nong Khai Province. The research objective was to find out any difference in preferences between domestic and international tourists about types and features of nature-based accommodation. Also, this research examined any differences in preferences with regard to the demographic factors of the tourists towards types and features of nature-based accommodation.

In this research, the data was collected through 400 structured questionnaires from the respondents around Nong Khai. All data was analyzed and summarized by using Statistical Package for Social Science (SPSS). The Chi-Square test was applied to identify the difference in preferences about nature-based accommodation between tourist groups and also to examine demographic factors of the tourists for any differences towards their preferences about types and features of nature-based accommodation.

The research findings have shown that the majority of domestic tourists preferred a resort as a *type* of nature-based accommodation. In the case of nature-based accommodation *features*, most of them preferred a location near a river, the inclusion of breakfast, trail hiking or wildlife tours, local cultural style of food and a basic level of comfort.

In contrast, the majority of international tourists preferred a hotel or motel as a *type* of nature-based accommodation. In the case of nature-based accommodation *features*, most of them preferred a location near a river, the inclusion of breakfast, river trips, Thai food and a basic level of comfort.

The comparison of preferences about the most preferred *types and features* (natural attractions, package, activities, food and comforts) of nature-based accommodation between domestic and international tourists, showed there are significant differences between each tourist group about types and all features of nature-based accommodation from this study.

From the research findings, the respondents (domestic and international tourists) with different demographic profiles have differences in their preferences about types and features of nature-based accommodation in all factors, including gender, age, educational level, and the income level.

