

Behavior of Foreign Tourists Visited Wat Phrachetuponwimolmangkalaram

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Abstract : This research aims to study tourism data and behavior of foreign tourists visited Wat Phrachetuponwimolmangkalaram (Wat Po) Sample groups are tourists who visited inside the temple, during February, March, April and May 2013. Tools used in the research are questionnaires constructed by the researcher, and samples are drawn by Convenience sampling. There are 207 foreign tourists who are willing to be respondents. Statistics used are percentage, average mean and standard deviation. The results of the research reveal that: A. General Data of Respondents: The foreign tourists who visited the temple are mostly female (57.5 %), most respondents are aged between 20-29 years (37.2%). Most respondents live in Europe (62.3%), most of them got the Bachelor's degree (40.1%), British are mostly found (16.4%), respondents who are students are also found (23.2%), and Christian are mostly found (60.9%). B. Tourists' Behavior While Visiting the Temple Compound: The result shows that the respondents came with family (46.4%), have never visited the temples (40.6%), and visited once (42 %). It is found that the foreign tourists' inappropriate behavior are wearing revealing attires (58.9%), touching or getting closed to the monks (55.1%), and speaking loudly (46.9%) respectively. The respondents' outstanding objectives are to visit inside the temple (57.5%), to pay respect to the Reclining Buddha Image in the Viharn (44.4%) and to worship the Buddha image in the Phra Ubosod (37.7%) respectively. C. The Respondents' Self-evaluation of Performance: It is found that over all tourists evaluated themselves in the highest level averaged 4.40. When focusing on each item, it is shown that they evaluated themselves in the highest level on obeying the temple staff averaged 4.57, and cleanness concern of the temple averaged 4.52, well-behaved performance during the temple visit averaged 4.47 respectively.

Keywords : department, traveler, foreign tourists, temple

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