

An Examination of Thai Tourists' Motivation Behavior and Perception of Cultural Heritage in Chiang Mai Province

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Abstract : This research examines the international tourists in Chiang Mai, Thailand. It aims to study non-Thai tourists' of this region to better understand their behavior and motives influencing the choice of cultural heritage tourists in Chiang Mai, Thailand. The data includes questionnaires of 250 tourists in the study area. The most important motives influencing decisions choices are several concerning customers' perspectives on tourist destinations in cultural heritage in Chiang Mai province. Thai tourists in Chiang Mai are single, 72.5 percent are in the age of 21-40 years old and 50% of sample group are from central and northern of Thailand. Tourists' motives capture the factor loading as well as the corresponding show 5 components: relaxation motives, place/ physical motives, learning motives, image motives, and achievement motives.

Keywords : tourists motives, cultural heritage, Chiang Mai, customers' perspectives

Conference Title : ICBM 2015 : International Conference on Business and Management

Conference Location : Tokyo, Japan

Conference Dates : May 28-29, 2015