

## Factors That Influence Decision Making of Foreign Volunteer Tourists in Thailand

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**Abstract :** The purpose of this study is to study the factors that influence the decision making of foreign volunteer tourists in Thailand. A sample size was 400 drawn from 10 provinces of Thailand using cluster sampling method. The factor analysis was used to analysis the data. The findings indicate that volunteer tourism which was based in Thailand contained a total of 45 activities which could be divided into 4 categories. The most of these tourists were from Europe including UK and Scandinavia which was 54.50 percent. Moreover, the tourists were male rather than female and 63.50 Percent of them were younger than 20 years old. It is also found that there are 67.00 percent of the tourists used website to find where the volunteer tourism was based. Finally, the factors that influence the decision making of foreign volunteer tourists in Thailand consist of a wide variety of activities together with a flexibility in their activities and also low prices.

**Keywords :** decision making, volunteer tourism, special interest tourism, GAP year

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