

The Behavior and Satisfaction of Tourists Affecting the Sustainable Tourism at the Amphawa Floating Market in Samut Songkhram Province

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Abstract : This research aims to study; (1) behavior of the tourists affecting the satisfaction level of tourism at the Amphawa floating market in Samut Songkhram province, (2) to study the satisfaction level of tourism at the Amphawa floating market. The research method will use quantitative research; data was collected by questionnaires distributed to the tourist who visits the Amphawa floating market for 480 samples. Data was analyzed by SPSS software to process descriptive statistic including frequency, percentage, mean, standard deviation and inferential statistic is t-test, F-test, and chi-square. The results showed that the behavior of tourists had known tourist attractions in the province comes from the mouth of relatives and friends suggested that he come here before and the reasons to visit is to want to pay homage to the various temples for the frequency to visit travel an average of 2-4 times and the satisfaction of the tourists in the province found that the satisfaction level of tourists in the province at the significant level of the place, convenient and services have a high level of satisfaction.

Keywords : amphawa floating market behavior of the tourists, satisfaction level, sustainable tourism, Samut Songkhram province

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