

## European and Scandinavian Tourists' Perceptions and Desire to Travel in Ranong Province

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**Abstract :** The objectives of the research are i) to study the motivations of European and Scandinavian tourists who select Ranong province as their destinations ii) to study their perception towards the Ranong Province and iii) to study the visitors' decision making while visiting Ranong Province. The samples of the study are 220 European and Scandinavian tourists' visitors at the Ranong by accidental sampling and in clouding online questionnaires for 53 sampling. The data analysis includes Percentage, Frequency and One-way ANOVA. The findings from the research are the motivation level of the visitors is considered prominent, the average score of the motivational factors ranks higher than the average of the pull factors to visit the Ranong province when considering the factors analysis, the research shows that the reason that most tourists visit the Ranong is for relaxation while the purity of the natural mineral hot springs is the most important pull factor.

**Keywords :** European and Scandinavian, Ranong province, tourists' perceptions, visitors' decision making

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