

The Traveling Behavior and Needs for Tourist Support Facilities of Inbound Tourists Visiting Ratanakosin Island

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Abstract : The objectives of this research were to study the behaviour of inbound tourist who visited Ratanakosin Island and to study their needs concerning support facilities. The independent variables included gender, age, levels of education, occupation, and income while the dependent variables were classified into two groups: tourists' behaviour variables and tourists' need of supporting facilities. A simple random sampling method was utilized to get 225 respondents. The majority of respondents were both male and female in the same proportion but most were between 21-30 years old. Most were married with a graduated degree. The average income of the respondents was between \$20,000-30,000. The findings revealed that the majority of respondents came to Thailand for the first time and spent about 8 days in Thailand and preferred to travel in small groups. Their decision to come to Thailand was influenced by word of mouth. When they first thought of Thailand, they thought of Thai food. In terms of the needs for tourists around the Ratanakosin Island, and ranked in importance, are as follows: a tourist centre, somebody who can speak English, a trustable agency, police patrol, and the availability of maps and brochures.

Keywords : Rattanakosin Island, tourist, travelling behaviour, media engineering

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