Factor Affecting Decision Making for Tourism in Thailand by ASEAN Tourists

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Abstract : The purposes of this research were to investigate and to compare the factors affecting the decision for Tourism in Thailand by ASEAN Tourists and among ASEAN community tourists. Samples in this research were 400 ASEAN Community Tourists who travel in Thailand at Suvarnabhumi Airport during November 2016 - February 2016. The researchers determined the sample size by using the formula Taro Yamane at 95% confidence level tolerances 0.05. The English questionnaire, research instrument, was distributed by convenience sampling, for gathering data. Descriptive statistics was applied to analyze percentages, mean and standard deviation and used for hypothesis testing. The statistical analysis by multiple regression analysis (Multiple Regression) was employed to prove the relationship hypotheses at the significant level of 0.01. The results showed that majority of the respondents indicated the factors affecting the decision for Tourism in Thailand by ASEAN Tourists, in general there were a moderate effects and the mean of each side is moderate. Transportation was the most influential factor for tourism in Thailand. Therefore, the mode of transport, information, infrastructure and personnel are very important to factor affecting decision making for tourism in Thailand by ASEAN tourists. From the hypothesis testing, it can be predicted that the decision for choosing Tourism in Thailand is at $R^2 = 0.449$. The predictive equation is decision for choosing Tourism in Thailand = 1.195 (constant value) + 0.425 (tourist attraction) +0.217 (information received) and transportation factors, tourist attraction, information, human resource and infrastructure at the significant level of 0.01.

Keywords : factor, decision making, ASEAN tourists, tourism in Thailand
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