

Knowing Our Neighbors

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Motivation of Thai Tourists' Aspects Towards Hua-Hin's Tourism

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Abstract

This research is to study the motivations of Thai tourists on traveling in Hua-Hin City, Prachuap Khiri Khan Province. The sample group is 100 Thai tourists who visited Hua-Hin, A set of questionnaire is employed to collect all the data, and the data is analyzed by descriptive statistics, including percentage, means, and standard deviation.

The results show that most of the respondents decided to visit Hua-Hin because of its variety of places, its image of tourism city, its safety, and its peaceful relaxation, which are rated in the medium level. Uniqueness of food, convenience of facilities, beauty of beaches, convenience of transportation, tourism diversity, and quiet places are rated in the high level.

In conclusion, Hua-Hin serves the Thai tourists' needs and motivates them to visit more and more by its frame and the comfort of transportation.

Keywords: Tourism, Hua Hin

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Preface

Hua-Hin is number one seaboard city which still in people heart even the time past, Hua-Hin is still top hit because Hua-Hin is oldest resort in Thailand, in the former time Hua-Hin is only fisherman village but nowadays Hua-Hin has five stars hotel, bungalows and resort which charming of Hua-Hin is attractive for tourists who visit here

Stagnation of Hua-Hin occurred after the announcement of the 1st National Economic Development Plan (1961-1966). Made roads across the country, more tourists decided to travel by their personal car moreover many new resort towns were raised such as Bang Pu resort town in Samutprakarn province, Bang-San beach and Pattaya in Chonburi province. The building of Sukhumvit road from Bangkok to Trad province so it made more people travelling to the east gulf of Thailand so is the reason of Hua-Hin more quite. The railway hotel in Hua-Hin suffered heavy loss so the private sector takes over the railway hotel and operate again, then it makes Hua-Hin and Cha-am declining reputation more than twenty years. Hua-Hin is popular again by the sense of the past also combined the history of city with a modern tourism such as Jazz Festival, Plern- Wan restaurant for mimic old-fashion life style.

But anyway, Hua-Hin still is a popular destination for both Thais and foreigners because Hua-Hin can supported long-term tourism with a lot of occurrence new tourist attractions in Hua-Hin for support many tourists who travel to Hua-Hin due to expand tourism in Hua-Hin for serve tourist who interesting and variety by creating all alternative attractive who doesn't need only the beach. Until now, Hua-Hin was chosen as a destination to visit for vacation. Hua-Hin is the oldest classic attraction beach has always popular including the convenience things, nature beach and the pure nature, with all reasons mentioned Hua-Hin nowadays tourists need for real relax.

Therefore, the study of motivation of Thai tourists' aspects towards Hua-Hin's tourism is guideline to improve the attraction tourist point view for tourist needs and also for promote tourism's Hua-Hin as well.

The question of research

1. Why the tourist favorites travelling to Hua-Hin?
2. What is the factor and concern to the tourist favorites travelling to Hua-Hin?

The objective of research

1. For study the motivation of Thai tourists for travelling to Hua-Hin.
2. For study the reasons the tourist favorites travelling to Hua-Hin.
3. For study the factor and concern to the tourist favorites travelling to Hua-Hin.

The scope of research

1. The scope for areas such as Hua-Hin beach, the front of Hua-Hin village market, the areas of Plern- Warn and the night market.
2. The scopes for sample group is 100 Thai tourist who travel to Hua-Hin

The limited of research

The budget which cannot estimate till finished the research that how much for research budget.

Keywords

Motivation, Thai tourists, Tourism, Reasons for travelling

The benefit from this research

1. Understand the motivation of Thai tourist favorites travelling to Hua-Hin.
2. Understand the reasons of tourist for travelling to Hua-Hin.
3. Understand the factors of favorites for tourist for travelling to Hua-Hin.
4. Understand any place of the tourist attraction which tourists need.

Conceptual research

The study for motivation of Thai tourists' aspects towards Hua-Hin's tourism has the conceptualize as the frame as follows.

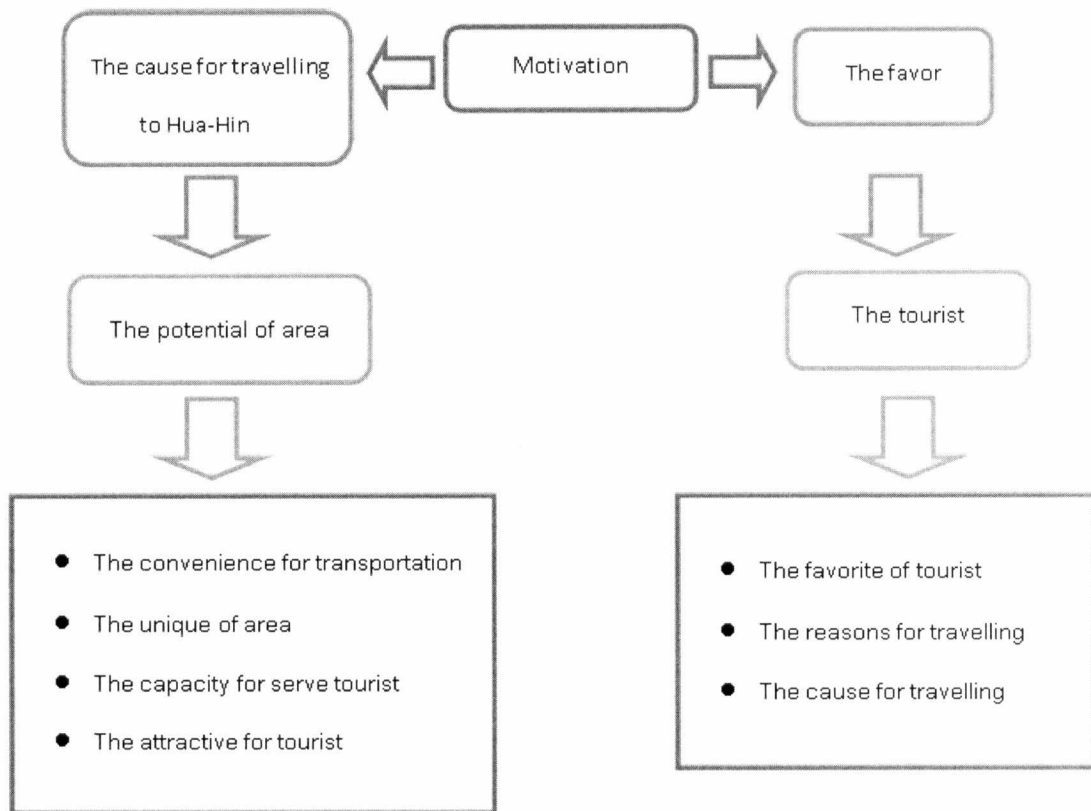


Figure 1. Frame picture Show conceptual research

From frame picture can show that it's concern to two types as the potential areas which convenience for travelling of tourists, the unique of areas more than any areas which popular and favor for tourists including the capacity for serve tourists and most of tourist attractions and the other types are the reasons and cause for travelling which two types of this mentions can solve the questions of research about the motivation of Thai tourists' aspects towards Hua-Hin's tourism.

The review literature

Tourism Meaning

WTO (World Tourism Organization) has meeting the topic of travelling and international tourism at Rome, Italy on 1963 and give the definite of tourism is travelling which concern 3 parts concerning as follows:

1. Travelling means travel by themselves and not force by somebody, planning from place to any place by travelling with vehicle nearby or long distance.
2. Destination means destination which travel for temporary then back to hometown which that places has convenience things for serve satisfy of tourist.
3. Purpose means the goals or objective for travel is not for make money or work.

International Association of Scientific Experts in Tourism give the definite for Tourism is travelling for resident from some period and no have activities for make money, and the important thing for this mentioned are as follows:

1. Tourism means travel of people from residence to any place.
2. Tourism concern to two important parts are travel to destination and stay overnight.
3. Travelling and stay overnight is not residence or workplace and the activities of travelers must different from local people.

4. Travelling to destination must go for temporary in the short term and will back within 180 days.

5. Destination which will travel must be for tourism or visiting only that is not stay for resident or for working.

Conclusion for definite of "Tourism" means travel from their resident go to any place for relaxing, joining for satisfy themselves and tourism is the important things for growth economic of country.

The factors to promote Tourism

The factor for promote and expand tourism has two parts are Enable Condition and Travel Motivation. 1 The factors for tourism is for all tourist can travel such as timing and revenue which timing is important thing cause tourist must has free time for travelling and revenue for support all the time when they travel.

2. The factors for motivate tourist travel is promotion of tourist place and program tour including the price.

Tourism Industry

Holloway (1991:13) mentioned that Tourism Industry is largest industry in the world, larger than Car Industry, Steel Industry and Consumer goods Industry. Tourism Industry feature more factors for tourist satisfy such as transportation, Lodging, food and beverage, tourist guide, tourist destination, souvenir and so on.

Act of Tourism Authority of Thailand (1999) mentioned that Tourism Industry means the industry provide service within country and outside country by pay money and including Travel Agent, Hotel Business, Restaurant Business, Souvenir Shop and also Mice Industry.

Siriorn Witchawut (1980:3) mentioned that Tourism Industry concern to many industry such as Transportation Business, Hotel and Lodging Business, Restaurant Business, Travel Agency Business which all product tourist can buy direct such as Travel Agency Business, Hotel and Lodging Business, Restaurant Business and other business deal to tourist such as food product, work of art, tradition and culture, also the ways of people's life.

Conclusion of Tourism Industry means service industry which manage by big size of business concern to many of business which service for tourist with direct and not direct, must plan, manage, evaluate and develop with plenty of budget which can mentioned that Tourism Industry is biggest industry in the world.

Tourism Concept

Definition of Tourism

Tourism means travel for relaxing, enjoying or receive the knowledge. World Tourism Organization definite that travel means travelling more than 80 kilometers from home for relax.(Admin:2009)

Lawson & Baud-Bovy 1995, refer to Boonlib and friend 2002:71-72 definite the meaning of Tourism is one of recreation which happen by the way concern to travel from one place from home to another place which tourist destination.

Mc Intosh and Goeldner 1995, refer to Boonlib and friend 2002:71-72 can conclusion that tourism means the summary of phenomenal and also the relation from tourist and service industry including the host government country & local people which the tourist attractive concern to activities of visitor.

World Tourism Organization definite travel means as follows:

1. Must travel from residence to another place for temporary.
2. Must have destinations which would like to visit and no force.
3. Must have the goals and objective for travel but no pay money for occupation at all and no more permanent stay over.

Type of tourism

The concept about Demographic characteristics

The different of physiologic of Demographic characteristics can divide as follows:

1. Sex
2. Age
3. Income or revenue
4. Education
5. Occupation

Mill and Morrison (1992, refer Kessara Kerdmongkol 2003:15-16) mentioned that Researcher about the behavior for tourism and founded that Demographic characteristics effect to tourism such as (Boonlib Panitchart and friend: 2002) as follows:

1. Sex, normally tourist male travel more than tourist female and they can travel alone or travel by group. They can go to every destination and can do varieties activities for tourism. For female tourist always travel with friend or travel agency by strong decide the special tourist destination with safety, convenience transportation so tourist attractions have more female tourist or growth means that tourist attractions is safety.

2. Age, the different age can assume that the different travel as follows:

Children - age lower than 15 years can't travel alone, normally travel with parents, school or institute.

Teenage - age around 15-24 years, just studying or graduated so they aren't have money for travel, almost travel with parents, school or travel and stay with host family in exchange program in school or university, This group even has small income but if they impress when they are teenage, they will repeat tourist attractions again which make money for future tourism.

Working group at the beginning - age around 25-34 years, is the potential group for expense because they have their income and they can decide more varieties activities because good health and this group travel more than another group as mentioned.

Working-age group, the middle and the end - age around 35-44 years and 45-54 years, is group for travel more than another with duty of work and responsibility. Also financial position is stable.

3. Occupation, the different occupation and the different occasion, the group of high level occupation have more travel than another group cause they have more money and responsibility of occupation must travel more especially executive management, salesman and professional groups.

Theory of satisfaction

Meaning of theory

Expectancy Theory refer to Suwan Intasit (2008:1) mentioned that $Motivation = Expectancy \times Valence$. Means that the levels of motivation depend on their need to the thing and level of possible which they will receive from that. This theory is the important as follows:

1. Internal Factors (Needs) and External Factors (Environment) effect through the behavior personal.
2. Behavior comes from decision of people.
 - a. Personal are different needs and goals.
3. Personal will decide behavior depend on except from that behavior.
4. Motivation from this theory must has two parts are expectancy and valence.

Motivation for tourism, before people travel they have motivation and want to travel, by Maslow's theory the motivation for tourism of people has 4 important as follows:

1. Physiological Motivation is motivation for meet of need, relaxing from serious work by take vacation, visit the nature environment.
2. Cultural Motivation is learning the knowledge of art, music and way of life.
3. Relationship Motivation is between personal and personal, visit friend or visit another.
4. Status Motivation is acceptance from another person when they visit tourist attraction.

Factors influencing tourism

1. Internal Factors
2. Tourism Resources
3. Security
4. Infrastructures
5. Facilities
6. Souvenirs
7. Advertising and Public Relation
8. Image
9. External Factors
10. Economic and political conditions of the world
11. Popular Tourism
12. Expansion of routes
13. Exchange of political policy

Determinants of travel

Subjective factors

1. Needs, wants and motivation
 - 1.1 Needs is necessary of customer which made appreciate for long successful of
2. business. How to make customers aware of the needs of their own is motivation which motive customer to appreciate their needs.
3. Perception
 - 3.1 Processes of perception are as follows:
 - 3.2 Open the deliberately chosen information
 - 3.3 The information has been deliberately chosen
 - 3.4 Understanding and interpretation of the data
 - 3.5 Data storage needs
4. Learning
5. Personality
6. Life Style
7. Self-concept
8. Attitudes
9. Serious of work Factor
10. Income Factor
11. Factor of Timing, Situation and Healthy
12. Family Factor

Summary and discussion of results.

In the study Thai tourists' aspect affecting tourism in Hua-Hin. The results can be summarized as follows.

Part 1 information about tourists.

1. Classified by gender age, occupation status.

The study found that most visitors are female than male. Aged 12 to 22 years old Single Social Status. Because mostly are students.

2. Information about the trip.

The study found that most tourists traveling on their own rather than buying tours. In recent years, tourists traveling to Hua-Hin average six times the average duration traveling Hua-Hin each time is 2 days and the number of passengers traveling on average in each of 5 people.

Part 2 Travel and stay overnight.

In the survey found the most of visitor travel by car than travel by train or bus. The reason for visit Hua-Hin is for relax or shopping than visit for honeymoon and seminars. And the survey found the most of tourists will come back again for 1 month and will come back again within 2-3 month. The most popular attractions is travel to nature sources including sea, Takiab mountain, Pha-ra-u waterfall, Pramburi Park. When tourist travel to Hua-Hin the most of tourist like to stay overnight in hotel.

Part 3 information is important in deciding choose attractions.

1. Data source Traveler use travel planning.

The study found that important information that contributes to the traveler's decision is a friend and relatives.

2. Level of comments.

The study found that the reason for the traveling to Hua-Hin is convenience for travel. The average level of satisfaction at the highest level. In addition, is a matter of attractiveness of attractions. A variety of attractions can satisfy the needs of tourist. And the facilities, these factors are attraction for tourists traveling to Hua- Hin.

In terms of appearance to affect tourism, in this survey is divided into three parts, part 1. Experience, that is unique of food, the attractive and comfortable, and the satisfaction levels to a considerable extent. But in the meantime, the issue of security of life and property, the satisfaction level is the middle. Part 2. Attractions, In addition to food another attractive of Hua-Hin are the famous place for tourism, the level of satisfaction is high resulted from the convenience of travel and tourism diversity. Part 3. Relaxation / relaxing in the research found that tourists cannot get away from Hua-Hin when they visit this place but it still has been popular for tourists.