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# The Survey of Tourists’ Behavior towards the Travel to Suphanburi in Terms of Sufficient Economy

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**Abstract:** This study aims to 1) study tourists’ behavior visiting Suphanburi, and 2) investigate factors affecting tourists’ behavior visiting Suphanburi. The instrument was a questionnaire. The results show that, first, the tourists live in Suphanburi. Second, they visit Suphanburi because they want to sightsee natural attractions. Most tourists travel’s purpose is for pleasure or relaxation. Sam Chuk-1001-Year-Market is the most impressive attraction. Third, the tourists’ satisfaction is at high level. ( $\bar{x} = 4.15$ ,  $S.D. = 0.81$ ). Fourth, there is the difference between gender, age, and income and the opinion towards the sufficient-economy tourism. Lastly, age, education, income, career are related to tourists’ behavior.

**Keywords:** Tourism, Suphanburi, Survey, Economy

## 1. INTRODUCTION

Tourism has been playing a vital role on Thai economy. Many tourists from all around the world visit Thailand because of the reputation of kindness and generosity, outstanding culture and tradition, and a variety of attractions. Comparing with other industries, tourism is the first industry, which can earn a lot of income to Thailand. It also creates lot of job positions for all walks of life.

Sufficient-economy tourism is a kind of sustainable tourism which based on sufficient economy. This principle is the integration of agriculture. Tourism is used as the extra job. [1]. In the present days, all public and private sectors have to be more awareness and consciousness to create the valuable tourism. It is known as the sufficient economy tourism. It also connects the various dimensions on Thai society and world society. [2]. The tourists’ need does not happen all year round. This depends on seasons, festivals, economy, political situations, and security. Thus, it can be

said that tourism is somewhat sensitive, in other words, it should be more flexible. The campaign should focus on health, souvenirs, cultural and agricultural activities. One of the important factors that should be more careful is tourists’ behavior. This is because individual’s tourism relies on their behaviors or interests.

Suphanburi, one of the peaceful provinces in Thailand, is now welcoming the tourists. Suphanburi consists of various attractions—historic temples, beautiful architecture of Thai arts, newly man-made attractions. The tourists will be amazed and enjoyable when traveling to Suphanburi. These attractions are also the great learning resources for the youth [3]. From the statements above, the researchers aim to study the tourism behavior and factors related to the tourism behavior towards the sufficient-economy tourism. The results taken under this study would be the useful guidance for planning and promoting Suphanburi to be one of the most outstanding attractions.

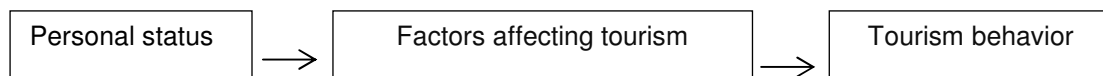
## 2. THE OBJECTIVES

1. To study the tourists’ behavior towards the sufficient-economy tourism
2. To investigate the factors related to the tourists’ behavior towards the sufficient-economy tourism

## 3. THE SCOPE OF THE STUDY

The sampling in this study was 1,000 tourists who visited Suphanburi. All of them are over 15 years old. The attractions conducted this research are as follows: Sam Chuk -100-Year-Market, BuengChawark, and Banharn-Jamsai Tower. The method was the participants answered the questionnaire which was developed by the researchers.

## 4. RESEARCH FRAMEWORK



**Fig. 1. Research Framework**

## 5. LITERATURE REVIEW

[4] stated that the consumers' behavior is the result of decision-making. It is individual's experiences, thought, decision-making in each time. It consists of four elements: decision-making, consumption, decision-maker, and presenter.

The study about consumers' behaviors--resulted in perception process--can be related to many fields of study as follows:

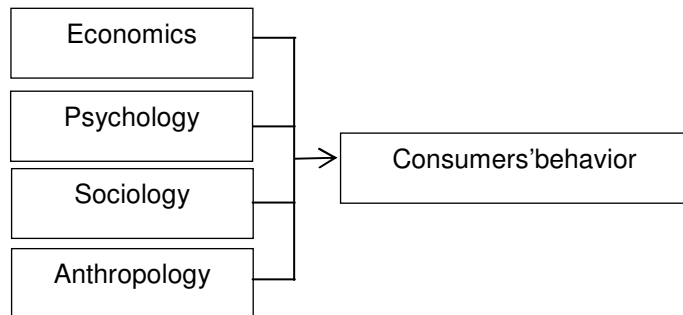


Fig. 2. Consumers' behavior

World Tourism Organization [5] said that tourism means the travel from one place to another with willingness or for the purpose of relaxation or pleasure, not for working.

[6] said that the tourism activities consist of three elements: tourists, tourism products, and industry businesses. The tourism products are unique. In other words, they are the combination of goods and service and in the form of abstract and concrete aspects.

Tourist Behavior is the act of the one's who directly involves with the use of goods and service in the tourism industry. It involves with the decision-making procedure with affecting the individual's expression, including all tourists' actions whether they are conscious or not.

[2] said that the sufficient-economy is the condition that one's can support themselves without bothering the others. The economy foundation should be strengthened for daily life.

## 6. THE RESEARCH INSTRUMENTS

The instrument employed was the questionnaire. It is divided into three main parts as follows:

Part I: personal status in terms of gender, age, status, education, income, and career.

Part II: the open-ended questions towards the factors related presenters, regarding the hometown, number of people/party, number of vacation times per year, travel period, tourism tendency, travel expenditure, attractive attraction, means of travel, partners, travel duration, travel management, interesting attractions.

Part III: the questions towards the public relations, transportation, and tourism resource.

The data was collected by the researcher. The participants can ask the researcher if they have any questions. The statistical analysis utilized in this study are as follows: frequency, percentage, average, standard deviation (s.d.), t-test, one-way ANOVA, and Chi-square.

## 7. RESULTS

1. Most tourists are 21-30-year old women. They are single. They are students in high schools or colleges/universities. Some of them graduated bachelor's degree. Their monthly income is lower than 10,000 baht.
2. Most tourists live in Suphanburi. They usually travel with a group of 3-5. They spend their vacation averagely 3-5 times a year. They normally travel on weekends. The purpose of travel is for relaxation. The expenditure for travel is not over 1000 baht. The tourists are impressed in Samchuk-100-Year-Market. They normally travel with their family by their own cars. They prefer one-day trip. They can travel by themselves without the guide. The reason they visit Suphanburi is that they want to visit natural attractions.
3. The tourists' opinion towards the sufficient-economy tourism, as the overall, is considered at high level ( $\bar{x} = 4.15, S.D. = 0.81$ ). Considering in details, it shows that the tourists are satisfied at public relations the most ( $\bar{x} = 4.25, S.D. = 0.80$ ) following the transportation ( $\bar{x} = 4.13, S.D. = 0.81$ ), and tourism resource ( $\bar{x} = 4.12, S.D. = 0.80$ ), respectively.
4. There is the difference between gender, age, and income and the opinion towards the sufficient-economy tourism.
5. Age, education, income, career are related to tourists' behavior—they considered these aspects as the first priority.

## 8. DISCUSSION

1. Most tourists live in Suphanburi. The expenditure is not over 1,000 baht. They normally visit with their families by their own cars. They prefer one-day trip. The impression is that they want to enjoy the natural attractions. This is in line with [5] that tourism is the travel from one place to another with willingness. This is consistent with [7] and [8], that the purpose of travel is for pleasure and relaxation with their families by their own cars. The expenditure is not over 1,000 baht.
2. Tourists' opinions towards sufficient-economy tourism based on the public relations the most,

following the transportation, and tourism resources, respectively. This is consistent with [7],[9],10] that news/information affects the tourism directly. Most

tourists pay attention on transportation and tourism resources at high level. Moreover, the tourism resources lead to the greatly decision-making.



Fig. 3. Impressive Attractions



Fig. 4. Thai ways of life

3. Tourists with differences in gender, age, income, and career have a different opinions towards factors towards sufficient-economy tourism. This is in line with [9],[11] age, career, and income lead to factors towards sufficient-economy tourism, excepted for the tourists whose status and education are different, and their opinions are not different in factors towards sufficient-economy tourism.
4. The travel expenditure and partners depend on gender, age, status, education, income, and career. This is consistent with [12]that the tourists' personal status--age, career, career, status—affects on the tourism behavior. So, the important strategy should be considered these aspects. In addition, numbers of travel, duration, impressive attractions rely on age, education, and income, but not for the age and income. In contrast to [13], gender is the motivation for travel. [12] suggested that age and income affect the tourism.

#### **9. RECOMMENDATIONS FROM THIS STUDY**

1. The strategies or campaigns to promote the tourists whose income is lower than 10,000 baht should be planned.
2. As voted as the most impressive attraction, Sam Chuk-100-Year-Market should be conserved its unique characteristic.
3. The family activities -- i.e. rally--should be promoted for the group of tourists.
4. The attractions should be preserved its natural characteristic, including kept clean. The services such as car park, transportation should be well-managed to impress the tourists.

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