

Tourism Behaviour and Significant Factors towards Consuming Decision in Thai Provinces along Greater Mae Khong Subregion

Wongwattana Sriprasert*

บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์ 1) เพื่อศึกษาข้อมูลเชิงบริบทการท่องเที่ยวในเขตลุ่มแม่น้ำโขงในพื้นที่ 6 จังหวัด ได้แก่ จังหวัดเชียงราย เลย หนองคาย นครพนม มุกดาหาร อุบลราชธานี 2) เพื่อศึกษาพฤติกรรมการท่องเที่ยวของนักท่องเที่ยว และความคิดเห็นเกี่ยวกับปัจจัยที่มีความสำคัญต่อการตัดสินใจท่องเที่ยวของประชาชนที่อาศัยอยู่ในพื้นที่ 6 จังหวัด ในเขตลุ่มแม่น้ำโขง และ 3) เพื่อเปรียบเทียบพฤติกรรมการท่องเที่ยวของนักท่องเที่ยว และความคิดเห็นเกี่ยวกับปัจจัยที่มีความสำคัญต่อการตัดสินใจท่องเที่ยวของประชาชนที่อาศัยอยู่ในพื้นที่ 6 จังหวัด ในเขตลุ่มแม่น้ำโขง จำแนกตามคุณลักษณะส่วนบุคคล สำหรับกลุ่มตัวอย่างที่ใช้ในครั้งนี้ ได้แก่ เจ้าหน้าที่สำนักงานพัฒนาและส่งเสริมการท่องเที่ยวจำนวน 12 คน ทำการเก็บข้อมูลโดยใช้แบบสัมภาษณ์ ส่วนนักท่องเที่ยวที่เดินทางเข้ามาท่องเที่ยวในพื้นที่ 6 จังหวัด จำนวน 388 คน และประชาชนที่อาศัยอยู่ในเขตพื้นที่ 6 จังหวัด จำนวน 400 คน ได้มาโดยใช้สุ่มกลุ่มตัวอย่างแบบแบ่งชั้น เครื่องมือที่ใช้คือ การสัมภาษณ์และแบบสอบถาม 2 ชุด ซึ่งแต่ละชุดใช้สำหรับนักท่องเที่ยว

และประชาชนที่อาศัยอยู่ในพื้นที่ โดยมีค่าความเชื่อมั่นที่ระดับ .096 จากการคำนวณโดยสัมประสิทธิ์แอลฟาตามแบบของครอนบาค ข้อมูลเชิงคุณภาพนั้นได้ถูกนำมาวิเคราะห์เพื่อตอบวัตถุประสงค์ในการวิจัยข้อที่ 1 โดยการวิเคราะห์เนื้อหา และข้อมูลเชิงปริมาณได้ถูกนำมาวิเคราะห์สำหรับวัตถุประสงค์ 2 ข้อที่เหลือ โดยใช้โปรแกรมคอมพิวเตอร์สำเร็จรูป สถิติสำหรับการวิเคราะห์ข้อมูลเชิงปริมาณประกอบด้วยสถิติพื้นฐาน (t-test Independent Samples) และวิเคราะห์ความแปรปรวนทางเดียว F-test (One-way ANOVA) กำหนดนัยสำคัญทางสถิติที่ระดับ .05 เมื่อพบความแตกต่างทำการทดสอบเปรียบเทียบรายคู่ด้วยวิธีการของวิเศษเฟ (Scheffe)

1. ผลการวิจัยข้อมูลเชิงบริบทการท่องเที่ยว พบว่ารัฐบาลควรเข้ามามีบทบาทในการส่งเสริมสนับสนุน โดยควรมีการกำหนดชัดเจนและมีมาตรการต่างๆ ทั้งในด้านการส่งเสริม ด้วยการให้สิทธิพิเศษในการลงทุน ด้านกฎหมาย ด้านการประชาสัมพันธ์ ตลอดจนการอนุรักษ์ธรรมชาติ ศิลปะ ประเพณี วัฒนธรรม โบราณสถาน และโบราณวัตถุ รวมถึงให้การศึกษาที่สอดคล้องอย่างบูรณาการ

* Associate Professor in Business Management, Faculty of Management Science, Rajabhat Maha Sarakham University, E-Mail address:saengchan@rmu.ac.th

กับประชาชนในพื้นที่ให้มีส่วนร่วมเพื่อให้เกิดการท่องเที่ยวอย่างยั่งยืน โดยรัฐบาลควรจัดเจ้าหน้าที่ประจำ

2. ผลการวิจัยพฤติกรรมกรรมการท่องเที่ยวของนักท่องเที่ยว และความคิดเห็นเกี่ยวกับปัจจัยที่มีความสำคัญต่อการตัดสินใจท่องเที่ยวของประชาชนที่อาศัยอยู่ในพื้นที่ 6 จังหวัด ในเขตลุ่มแม่น้ำโขง พบว่านักท่องเที่ยวไทยส่วนใหญ่เป็นเพศชาย ประกอบอาชีพค้าขาย/ธุรกิจส่วนตัว และส่วนมากมีรายได้ 15,001 บาท ขึ้นไป โดยมีวัตถุประสงค์เพื่อเข้ามาท่องเที่ยวโดยเฉพาะ สำหรับสิ่งที่กระตุ้นให้นักท่องเที่ยวเข้ามาใช้บริการในแถบภูมิภาคนี้ เพราะได้รับข่าวสารการประชาสัมพันธ์เกี่ยวกับการท่องเที่ยวจากวิทยุ/โทรทัศน์เป็นส่วนใหญ่ ซึ่งส่วนมากเดินทางมาท่องเที่ยวกับครอบครัวด้วยรถยนต์ส่วนตัว และใช้บริการเกสต์เฮาส์เป็นที่พักอาศัย ตลอดจนมีความสนใจประเพณีธรรมชาติ ส่วนเรื่องพฤติกรรมกรรมการท่องเที่ยวนั้น โดยภาพรวมนักท่องเที่ยวมีความประทับใจที่ได้มาท่องเที่ยวอยู่ในระดับมาก เมื่อพิจารณาเป็นรายด้าน พบว่า ด้านความเหมาะสมของการให้บริการหรือสิ่งอำนวยความสะดวก ด้านความเพียงพอในการให้บริการของสิ่งอำนวยความสะดวก ด้านผลประโยชน์และผลกระทบที่ได้รับจากการท่องเที่ยว มีความประทับใจอยู่ในระดับมาก ส่วนด้านทรัพยากรการท่องเที่ยว มีความประทับใจที่ได้มาท่องเที่ยวอยู่ในระดับปานกลาง ในขณะที่ประชาชนที่อาศัยอยู่ในเขตลุ่มแม่น้ำโขง 6 จังหวัด ส่วนใหญ่มีความคิดเห็นเกี่ยวกับปัจจัยที่มีความสำคัญ

ต่อการตัดสินใจท่องเที่ยวของนักท่องเที่ยว โดยรวมอยู่ในระดับมากทุกด้าน สามารถเรียงลำดับตามความสำคัญได้ ดังนี้ ด้านสินค้าและบริการ ด้านราคา ด้านช่องทางการจัดจำหน่าย และด้านส่งเสริมการตลาด ตลอดจนด้านการบริหารจัดการทรัพยากรและการมีส่วนร่วมของประชาชนในท้องถิ่น

3. ผลการเปรียบเทียบพฤติกรรมกรรมการท่องเที่ยวของนักท่องเที่ยว พบว่า ระหว่างเพศชายกับเพศหญิง โดยรวมและรายด้านทั้ง 5 ด้าน แตกต่างกันอย่างมีนัยสำคัญทางสถิติที่ระดับ .05 และนักท่องเที่ยวที่มีสถานภาพสมรส ระดับการศึกษา และศาสนา ต่างกัน มีพฤติกรรมกรรมการท่องเที่ยวแตกต่างกันอย่างมีนัยสำคัญทางสถิติที่ระดับ .05 เช่นเดียวกัน

แต่อย่างไรก็ตาม เมื่อพิจารณาถึงความแตกต่างของนักท่องเที่ยวไทย ที่มีอายุ อาชีพ และรายได้ ต่างกัน มีพฤติกรรมในการท่องเที่ยวที่ไม่แตกต่างกันอย่างมีนัยสำคัญทางสถิติ

สำหรับผลการเปรียบเทียบประชาชนที่อยู่ในพื้นที่ พบว่า มีผลทางสถิติเช่นเดียวกันเมื่อพิจารณาถึงความแตกต่างระหว่างเพศในทุกรายด้านและโดยรวม และระดับอายุเมื่อพิจารณาปัจจัยที่มีความสำคัญต่อการตัดสินใจท่องเที่ยวโดยรวม แต่ไม่พบความแตกต่างอย่างมีนัยสำคัญทางสถิติเมื่อพิจารณาสถานภาพสมรส ระดับการศึกษา การนับถือศาสนา อาชีพ และรายได้

คำสำคัญ : พฤติกรรมการท่องเที่ยวของนักท่องเที่ยว, ปัจจัยที่มีความสำคัญต่อการตัดสินใจท่องเที่ยว, อนุภูมิภาคลุ่มแม่น้ำโขง

Abstract

The objectives of this research comprised : 1) to explore phenomenal data of tourism among Thai provinces bordering to Khong river 2) to study the tourism behaviour of those consumers and important opinions towards affected factors in consuming decision making of local people in the area and 3) to compare tourism behaviour of those consumers and important factors towards tourism consuming decision of local people according to insiding difference of some characteristics. The sampling size allocation was gained by using Taro Yamane formular from each of 2 groups of population from 388 Thai tourists and 400 of local people in those provinces. Stratified simple random sampling technique was implemented up to each of 6 target provinces. Interviewing and 2 sets of 5 rating scale questionnaire excreting 5 aspects of tourism behaviour for consumers and 6 aspects important factors for each respectively group as the research instruments, were conctructed passing through 5 experts and trying out for reliability and reached 0.96 by using Cronbach's alpha coefficient. Qualitative data was analyzed for the first objective and quantitative one was done for the others two. Content analysis and statistical one via using computer program were investigated for field qualitative collected data and conducted questionnaire. Descriptive statistics, t-test and One-way ANOVA (F-test and Scheffe) were applied for quantitative data analysis. The results revealed that ;

1. The government should take role in promotion with clear identification and standard protocol by providing privilege in investment, law, public relations, along with the preservation of nature, art, tradition, culture, historical sites and antiques including relevant education integrated with local people involvement to make tourism sustain. The government should set up a permanent officers.

2. Majority of tourists were male, tradesman or personal business, monthly income over 15,001 baht and single purpose to travel. Most of them were stimulated to visit this region by PR information on tourism from radio and television. Most of them came with their families by personal cars and stayed over in guest's houses. They were interested in nature and very impressed as a whole tourism behavior. After considering in each aspect, it was found that their impression was in the high level with the appropriateness of the facilities, the sufficient of services, the benefit and effects from tourism. However according to resources, it was intermediates. According to local people, they mostly revealed opinions of important factors related to the tourist consuming decision at high level in all aspects with respectively sequences from maximum to minimum as products and services, prices, channel of distribution, marketing promotion, administration resources management, and participation of the local people.

3. According to total tourism behaviour of the consumers ,there were no statistical

significant difference in each category of age, career and income, however, they showed contrast results considering inside each category of gender ,marital status,education level and their own religions,especially the same results revealed in every of each aspect of tourist behaviour for the difference of gender at .05 level. According to the local people towards important factors for tourism consuming decision, they showed no statistical significant difference in each category of marital status,education level, the religion of their own, career and income. Such results contrasted when considering to the difference of their gender and age at .05 level.

Key words: Tourism Behaviour and Significant Factors towards Consuming Decision, Six Thai Provinces along Greater Meakhong Subregion

1. Introduction

The economic restoration after the economic crisis in 1996, the Thai government had policy of bringing Thai tourism resources which being had variously and geographically potential when comparing to the other countries in the same region to be a raw material for Thai tourist industry. For the capability of tourist attraction of the along Meakhong River provinces which are quite interesting to both Thai and foreigner tourists if there are a development and tourist industry's support for Thailand and also being the centre of Indochine tourism (Tourism Hub) accompanied with capability of local natural resources that are related to economy and tourism by land and boat along the Meakhong River. The along Meakhong River's areas would be some parts of important capability of Thailand that is able to internationally reinforce tourist industry, by the government should have more supporting policy for inner tourism by giving an importance for developing preparation and capability of natural, historical, cultural and as well as traditional tourism attractions, do to the fact that tourism is an industry that causes jobs and incomes expansion to the local population.

Furthermore, Thailand has geographically got an advantage over this region in the areas of being the centre of tourism, trading and investment but most of tourist attractions still are not developed the whole basic structure of nowadays public assistance, facility systems and future development plans. Public facilities and tourism services are shown that developing capability level of Thailand

เทศกาลเที่ยวเมืองไทย ๒๕๕๓
เที่ยวทางให้สนุก...เติมความสนุกให้ชีวิต



๕-๘ มิถุนายน ๒๕๕๓ ศูนย์การแสดงสินค้าอินเท็ค เมืองทองธานี

is right now still in the beginning if compares to other developed countries in the same region, they have been quickly grown in economic and international trading with the tendency of Free Trade Agreement in various countries including Thailand, if there were a higher growing then there would be more main issue that must be adjusted and developed in order to react to the needs of marketing target in both of inner and outer country as well as being harmonized with preparation and capability of tourism trading and investment in various areas.

In six provinces of Thailand where are closed to the Meakhong River such as Cheing Rai, Loey, Hnong Kind, Nakhonpanom, Mukdaharn and Ubonratchathani provinces where are capable of tourism, according to informative revision of the related researches is being found that there still be main issue which causes an permanently unsuccessful tourism development which is the economic development of tourism in six provinces along the Meakhong River. Most of them still have not tradingly been managed which causes impermanence or just being the seasonal tourism, important tradition without circulating and integrating of tourism through out the year. Tourism is having situation just as a part-time job for people, so we would normally see that quite tourist attractions have been left unoccupied, without conserving and developing to be fully perfect condition especially in the agricultural seasons. Most of people in the tourist attractions are turning back to cultivating which able to make more income for themselves, even though in various tourist attractions have already got a high capability of making more

income for the local people not less than the other occupations if there are suitably economic development.

There might be conditioning conclusion of the happened problems is about the important reason that causes tourist attractions in six provinces not able to permanently create an income in all seasons, although there is high capability in tourism but still could not be able to tradingly develop tourism economy. This has not truly emphasize on creating occupations and incomes, in tourism that people and communities participate in, it is just voluntaries in some seasons, traditions or occasional requests of government sectors.

Therefore, an important role in economic development of tourism is to be successful and permanent in the area of business aspects and being able to substantially create incomes, so there should be researches by contextually educating tourism in six provinces along the basin of the Meakhong River in order to analyze conditions and characteristics of tourism operation, also educating tourism behaviours of Thai tourists who come to travel in the Meakhong River areas, again to compare the differences of personal characteristics and how tourists have got tourism behaviours as well as educating opinions about important factors for tourism decisions of people who live in six provinces along the basin of the Meakhong River, in order to considering that people who live in six provinces along the basin of the Meakhong River have got personal characteristics differently, opinions about factors which are important to tourism decisions

that how to be difference and no difference. For the purpose that to promote tourism from a part-time occupation to a major occupation for people in the above mentioned areas.

1.2 The Research Objectives

1. for educating tourism's contextual information in six provinces along the basin of the Meakhong River such as Cheing Rai, Loey, Hnong Kind, Nakhonpanom, Mukdaharn and Ubonratchathani provinces.

2. for educating tourist behaviours in tourism and opinions about important factors to the decisions in tourism of people who live in six provinces along the basin of the Meakhong River.

3. for comparing tourist's behaviours in tourism and opinions about important factors to the decisions in tourism of people who live in six provinces along the basin of the Meakhong River and dividing by personal characteristics.

1.3 The Research Methods

This research pattern has steps of research operation as following

1.3.1 Population and Sampling who involved in data collection in the research were from three groups as follows;

1.3.1.1 **Populations** came from 3 groups comprised;

1) 12,882 Thai tourists who traveled in six target provinces along Mae Khong

river. (Tourism Development and Promotion Office, 2550, Website)

2) 5,552,429 People who lived in the area of the Mae Khong river. (Head Registration Office, Department of the interior, 2549, Website)

3) 122 Officers from related government sectors who were from Tourism Development and Promotion Office in those provinces. (Tourism Development and Promotion Office, 2550, Website)

1.3.1.2 **Sampling** came from each population group. The size from each population was gained separately by Yamane's formula which was setted statistically significance level at .05 (Thanin Sinjaru, 2548, page 64). They were consequented as;

1) 388 Thai tourists

2) 400 People who lived in the area Stratified simple random technique was then applied in categorising of each of the 6 target provinces.

Each of sampling group conducted purposive set of constructed questionnaire until fully got the amount of needed labelable in table 1 and table 2 as following;

3) 12 officers of Tourism Development and Promotion Office whose 2 subjects who worked in each target province represented for population of officers working in related government sectors.

Table 1. The amount of population and sampling size of Thai tourists who came to travel in all six target provinces

Size Target provinces	The amount of population	The amount of sampling
Chiang Rai	2,843	86
Loei	1,780	54
Nakhonpanom	2,503	75
Nogkhai	2,445	74
Mukdahan	1,985	60
Ubonratchathani	1,328	39
Total	12,884	388

Table 2. The amount of population and sampling size of local people who were resident in all six target provinces

Size Target provinces	The amount of population	The amount of sampling
Chiang Rai	1,225,713	88
Loei	613,303	44
Nakhonpanom	695,351	50
Nogkhai	899,580	65
Mukdahan	335,447	24
Ubonratchathani	1,783,035	129
Total	5,552,429	400

1.3.2 The process of instrument construction in this research were sequently as follows;

1.3.2.1 Studying related documents and relevant researches as well as referable concepts

and theories in tourism, in development and management, in the local participation, in tourism industry, in strategically management, in innovative management in tourism and in marketing. They were from various resources from Khon Kaen University Library, the Rajabhat Mahasarakham University Technological Service Centre and Mahasarakham University. They were also from internet websites, 8 years of researcher’s own professional assimilation and enquiries.

1.3.2.2 To specify relevant issues harmonizing with objectives by following steps;

1) Studying related information of conditions and characteristics in tourism of Chaing Rai, Loei, Nongkhai, Nakhonpanom, Mukdahan and Ubonratchathani provinces in five aspects which were merchandises and services, prices, channel of distribution, marketing promotion and tourism development policy from Sompong Thongchai and organization (2547, page 358) who ran the research of preparation in tourist industry services by the Local Department of Interior of Thailand in the provincial group along the area of the Mae Khong River.

2) studying tourism behaviours of Thai tourists in the aspect of impression in tourism attractions, of appropriation in services and facilities, of sufficient services of facilities, of profit from tourism and of side effects which receivable from tourism. They were claimed by Pensree Chareonwanit and organization (2541, page 242-249) who studied ecological development in tourism markets in the North-East of Thailand.

3) Studying opinions about factors which were important for tourist decision making from people who had lived in the areas of the six target provinces along the area in the aspects of merchandises and services, of prices, of channel of distribution, of marketing promotion and of participations as well as resources management of the local people. They were dominated by the postulation of Pitsanu Wileyavut (2542, page 151-158) who studied the factors which had effected on tourist acceptance in tourism industry.

1.3.2.3 The researchers have operated instrumental creating which covered the concept ideas.

1.3.2.4 Creating a questionnaire and specifying a standard scoring of each answer.

1.3.2.5 Verifying an instrumental quality which have a process as following

1) to verify content straightforwardness by bringing the questionnaires and present to the specialists for verifying instruments to be agreed with content continuity, appropriation of language and structural straightforwardness and bring back for adjusting in order to be perfection of questionnaire before experimenting with the example groups.

2) to find reliability of questionnaires by bringing adjusted questionnaires to be tried out with population who have characteristic similarly to the example groups according to the needing study by experimenting with information of Thai tourist and people who

live in the traveling provinces in the basins of The Moon River and Chee River in the amount of 30 sets per group and follow by analyzing for reliability of the whole sets of questionnaire which made the value of 0.96 by calculating with Cronbach's alpha coefficient : &

1.3.2.6 perfectly printing in order to use for the informative gathering in the future.

1.3.3 The instruments that were used in the research, researchers have used instruments in the research as following

1.3.3.1 An interview form used for the officers of Tourism Development and Promotion Office of Cheing Rai, Loey, Hnong Kind, Nakhonpanom, Mukdaharn and Ubonratchathani provinces which is in the style of structural questionnaire, it is an information that relates to conditionals and characteristics operation in tourism of Cheing Rai, Loey, Hnong Kind, Nakhonpanom, Mukdaharn and Ubonratchathani provinces in the composition of five aspects as following

1) The aspect of merchandises and services contain of tourist attractions, facilities, souvenir shops with local merchandises and officers services.

2) The aspect of prices contain of custom rates and merchandises or souvenirs prices.

3) The aspect of ways to distribution contain of natural beauties, parking safety, historical beauties and tourist service centre.

4) The aspect of marketing promotion contains of public relations.

5) The aspect of tourism development policies contain of the aspects of coordination between private sectors and local people, preparation of the officers in operating, natural resources conservation and inheritance of local tradition in the amount of five choices.

1.3.3.2 A questionnaire used for Thai tourists who come to travel in Cheing Rai, Loey, Hnong Kind, Nakhonpanom, Mukdaharn and Ubonratchathani provinces which are divided in to two procedures as following

Procedure 1 information about personal characteristic of questionnaire answerers, it is a question that got characteristic in the style of Check List in the amount of 7 choices.

Procedure 2 tourist behaviours in Thai tourism in the aspects of an impression in tourist attractions, a appropriation of services or facilities, a sufficiency in the service of facilities, a profit which are received from tourism and an effect that are received from tourism, this is a questions that have characteristic according to the Rating Scale of five levels such as the highest, high, average, low and the lowest in the amount of 52 choices.

1.3.3.3 A questionnaire used for people who live in six provinces along the basin of the Meakhong River which is divided into two procedures as following

Procedure 1 information about personal characteristics of questionnaire answerers, it is a

question that has characteristic in the style of Check List in the amount of seven choices.

Procedure 2 opinion about an important factor to the tourism decision making of people who live in six provinces along the basin of the Meakhong River in the aspects of merchandises, services, prices, ways of distribution, marketing promotion, naturals management and participation of local population, the questions have got characteristic in the style of Rating Scale of five levels such as the highest, high, average, low, the lowest in the amount of 45 choices.

1.3.4 The informative gathering in the research researchers have used operating processes as following

1.3.4.1 The researchers have deeply interviewed the officers of Tourism Development and Promotion Office in all six provinces such as Cheing Rai, Loey, Hnong Kind, Nakhonpanom, Mukdaharn and Ubonratchathani, by the researchers inform the objectives and appoint the interviewing dates and gather information.

1.3.4.2 The researchers have given out the questionnaires to Thai tourists and people who live the region of Meakhong River all six provinces. Whenever Thai tourists and people who live in the region of Meakhong River have got a doubt, the researchers would give explanations to the questionnaire answerers and waiting for the questionnaires to be returned.

1.3.4.3 The informative gathering for analyzing in the future

1.3.5 The systematizing and analyzing of information, researchers have operated systematizing and analyzing of information according to the processing operation as following

1.3.5.1 To check the correctness of interview and questionnaire forms, it was found that the interview forms have been correctly received in the amount of twelve sets and the questionnaire forms have been received both of two groups in the amount of 788 sets which calculated in the percentage of a hundred percent and answered perfectly in all copies.

1.3.5.2 To check the marking of interview forms and questionnaire forms in all choices and copies according to the standard of specified marking.

1.3.5.3 To bring the qualified information which received from field work and analyzed information according to the objective 1, then presenting the study results with the Content Analysis, by finding the meaning, concluding the main point and specifying the frequency and then present by the Descriptive Analysis.

1.3.5.4 To bring quantitative information to analyze by using the instant computer programmes which are divided as following

1) to analyze information about personal characteristics from Thai tourist and people who live in the areas of six provinces along the basin of Meakhong River, in order to answer to the objective 2 by using a Descriptive Statistics in finding a Frequency Value and then conclude the results to be in percentage.

2) to analyze information about tourism behaviours of Thai tourists and the opinions about an important sectors that are effective to the tourism decision making of people who live in the areas of six provinces along the basin of Meakhong River, in order to answer the objective 2 by calculating a Mean Value and also a Standard Deviation and then specify the standard of marking for the answers from questionnaire of Richert as following

Levels of behaviour and opinion	mark
The highest	5
High	4
Average	3
Low	2
The lowest	1

To calculate an average value in each choices, then comparing the criterion of an average value of both 2 groups

4.51 - 5.00	means the highest level
3.51 - 4.50	means high level
2.51 - 3.50	means average level
1.51 - 2.50	means low level
1.00 - 1.50	means the lowest level

3) to compare the tourism behaviors of tourists and opinions about an important sectors which are effective to the tourism decision making of people who live the areas of six provinces along the basin of Meakhong River, when comes to specifying the personal characteristics by using statistic of t-test formula (Independent Samples) and F-test formula (One-way ANOVA). Specifying statistical significance at the level of .05, when the

difference is found the researcher would bothly testify and compare with the process of Scheffe's.

1.3.6 The statistics that were used in analyzing information

1.3.6.1 Qualitative Information, bringing the interview forms to analyze by using the Content Analysis.

1.3.6.2 Quantitative Information

1) The statistics that were used in testifying quality of instrument.

1.1) finding a classified power in each questions by the process of t-test formula

1.2) calculating a reliability value of the whole copy of questionnaire by using an Alpha Coefficient by following the process of Cronbach.

2) The basic statistics

such as

1.1 Percentage

1.2 Mean

1.3 Standard Deviation

3) The statistic in hypothesis testifying such as t-test (Independent Sample) and F-test (One-way ANOVA) by specifying statistical significance at the level of .05, when differences were found, researchers bothly compared by the process of Scheffe as following

3.1) the value of t-test for testing a differential hypothesis of both two groups of an independent variable which independently to each other.

3.2) The value of F-test (One-way ANOVA) for testing a differential hypothesis more than 2 groups.

1.4 The research results

The analysis results in developing tourism economy in six provinces in the region of Meakhong River (Cheing Rai, Loey, Hnong Kind, Nakhonpanom, Mukdaharn and Ubonratchathani) as following

1.4.1 The analysis result in tourism context in the areas of six provinces of Meakhong River has found

1.4.1.1 In the aspect of goods and services, each provinces are making souvenir merchandises, local merchandises which are differently and importing goods from surrounding areas.

1.4.1.2 In the aspect of prices, found that goods' prices are unfair and there is advantage taking, the government should take a role in promoting by participating with the maker in quality controlling to be better.

1.4.1.3 In the aspect of ways of distribution, found that most of tourists attractions have car parks, public toilets, garbage bins and public transportation which are convenient, clean, tidy for the tourists.

1.4.1.4 In the aspect of marketing promotion, there should be more local advertisements in order for people who come traveling to be concerned more than before by themselves, should have an officer to be politely

servicing and enough for the amount of tourists and also should be an advertisement for souvenirs, o-top goods for tourists selections.

1.4.1.5 In the aspect of tourism development policies, there should be an apparent specifications and a measurement in the aspect of promotion by giving entitlement for investments, laws, conservations of arts, customs, traditions historical buildings and things including to be giving education which is harmonized with people in the areas to be in participation in permanently tourism.

1.4.2 The tourism behavior results of the tourists who come traveling and the opinions that relating to important sectors that are effective to the tourism decision making of people who live in six provinces along the basin of Meakhong River region, as following

1.4.2.1 The tourism behaviors analysis results of the tourists who come traveling in the area of six provinces along the Basin of Meakhong River, found that

1) The general information of the example groups, most of the tourists are males which have the percentage of 53.60, people who are between 21-25 years of age have the percentage of 38.40, people who are single have the percentage of 54.90, people who have graduated from university have the percentage of 37.90, people who are Buddhist have the percentage of 53.60, people who have occupations in trading and personal businesses have the percentage of 32.50, people who have an income more than 15,001 baths have the percentage of 26.00

2) The tourism behavior's of Thai tourists who come to travel in six provinces of the basin of Meakhong River region, mostly they have a purpose for a direct traveling in the percentage of 38.70, most of the tourists who have never come traveling at all in the percentage of 58.50, the tourists who have come traveling with their families in the percentage of 42.80, the tourists who traveled with their personal vehicles in the percentage of 42.50, the tourists who paid per day for their foods in the percentage of 41.00, the tourists who stayed overnight in the percentage of 36.10, the tourists who were interested in naturals (hills, water falls and national park) in the percentage of 41.80, the tourists who received advertisements relating to tourism from radio and television in the percentage of 88.40, the tourists who had opportunities receiving tourism advertisements sufficiently in the percentage of 63.40 and they may traveling in the surrounding countries after this traveling in the percentage of 50.80.

3) The tourism behavior components of Thai tourists who come to travel in six provinces of the basin of Meakhong River region, the opinions about tourism behavior components, in the whole image, tourists were impressed with traveling in the high level of average value of ($X = 3.80$) when considering aspectly, found as follows

3.1) In the aspect of impression with tourist attractions, as the whole image, there is an impression in the high level of average value of ($X = 2.96$) when considering

choicely, found that they are impressed in customs and tradition of local people which are very important in the high level of average value of ($X = 3.65$)

3.2) In the aspect of appropriation in servicing or public facilities, as the whole image, the tourists were very impressed in the high level of average value of ($X = 3.81$) when considering in choicely, found that they are impressed in the convenience of traffic routes to the tourist attractions which is very important in the high level of average value of ($X = 3.77$)

3.3) In the aspect of sufficiencies in servicing and public facilities, as the whole image, the tourists were impressed in the high level of average value of ($X = 3.91$) when considering choicely, found that they are impressed with rental vehicle services which is important in the high level of average value of ($X = 3.99$)

3.4) In the aspect of benefits and effects that received from tourism, as the whole image, the tourists received benefits from tourism, generally is in the high level of average value of ($x = 3.74$) when considering in each choices, found that benefits are happened from the impression of a better economic change in the high average value of ($X = 3.74$) and received the effects from tourism in the high average value of ($X = 3.92$) when considering choicely, found that effects are caused from the higher cost of living of local people in the high average value of ($X = 3.81$)

1.4.2.2 The results of opinion analysis relating to the important sectors which are effective to the tourism decision making of people who live in six provinces along the basin of Meakhong River region, found that

1) the general information of the example groups, found that people who live in six provinces along the basin of Meakhong River region, most of people are female is in the percentage of 53.50, people who are between 21-30 years of age is in the percentage of 36.30, being single in the percentage of 32.50, people who have graduated from university in the percentage of 28.50, people who are Buddhist is in the percentage of 48.30, people who work as employee has a percentage of 37.70 and people who have monthly income between 5,001-10,000 is in the percentage of 38.30

2) the opinions about the important sectors which are effective to the tourism decision making of people who live in the area of six provinces along the basin of Meakhong River region, found that most of the people who prefer to travel with their friends have the percentage of 60.20, people who use personal vehicles in traveling have the percentage of 53.40, people who have a purpose of traveling to be their relaxation have the percentage of 60.00, people who stay overnight have the percentage of 31.00, people who prefer traveling in the tourism natural attractions (hills, waterfalls, national parks) have the percentage of 59.30, people who prefer traveling during he months of October-December have the percentage of 36.00 and people who prefer to stay in the camp during their traveling have the percentage of 34.50

3) the important sectors which are effective to tourism decision making of people who live in the area of six provinces along the basin of Meakhong River region, in general there is an importance in the high level in all aspects that have an average value of ($X = 3.62$) when considering aspectly, found that

3.1) in the aspect of services and merchandises, in general there is an importance in the high level in all aspect which have an average value of ($X = 3.89$) when considering choicely, found that tourism processes are flexible and important in the high level of average value of ($X = 3.77$)

3.2) in the aspect of prices, in general there is an importance in the high level of average value of ($X = 3.88$) when considering choicely, found that the accommodations have prices differently and souvenir prices are appropriated and important at the high level of average value of ($X = 3.53$)

3.3) in the aspect of ways of distribution, in general there is an importance at the high level of average value of ($X = 3.87$) when considering choicely, found that car parking areas are sufficient and safe which have an importance at the high level of average value of ($X = 3.72$)

3.4) in the aspect of marketing promotion, in general there is an importance at the high level of average value of ($X = 3.77$) when considering choicely, found that there are officers taking care and advising the tourist

which have an importance at the high level of average level of ($X = 3.58$)

3.5) in the aspect of natural and participation management of local people, in general there is an importance at the high level of average value of ($X = 3.61$) when considering choicely, found that being supported and participated form Thailand Tourism and education places which have an importance at the high level of average value of ($X = 3.63$)

1.4.3 The results of tourism behaviors comparison of the tourists and opinions about important sectors which are effective to the tourism decision making of people who live in the area of six provinces along the basin of Meakhon River region, dividing into personal characteristics, as following

1.4.3.1 The results of tourism behaviours comparison of the tourists who come traveling in the area of six provinces along the basin of Meakhong River region, found that between male and female, in general and in each aspect all of five aspects are not different when considering aspectly, found that an impression for tourist attractions in the aspect of appropriation in servicing or public facilities. In the aspect of benefits and effects that are caused from tourism between male and female that have statistically got a different behaviors at the level of .05 and in the aspect of sufficiency in servicing and public facilities, in the aspect of impressions for the tourist attractions of male and female which have statistically got a different behaviors at the level of .05

For the Thai tourists who have come traveling in six provinces, they have ages, occupations and incomes differently and have tourism behaviors indifferently. In case of the tourists who differently have marital statuses, education levels and religions, also having statistically had a differential tourism behaviours at the level of .05

1.4.3.2 The results of opinions comparison about the important sectors which are effective to the tourism decision making of people who live in the area of six provinces along the basin of Meakhong River region, found that in general people who live in the area of six provinces between male and female who have opinions about the important sectors that are effective to the tourism decision making, is statistically different at the level of .05

In case of the people who live in the area of six provinces have different ages and statistically have the different opinions about the important sectors that are effective to the tourism decision making at the level of .05, for the people who live in the area of six provinces have marital statuses, education levels, religions, occupations and incomes differently, and also have the opinions about the important sectors that are effective to the tourism decision making indifferently.

1.5 Discussion and Suggestion

1.5.1 Tourist's behaviors and their opinions in order to the factors which effected to Thai tourists decisions who live in all area of six provinces along the MeaKhong River. It is

concluded that most of Thai tourists who are male, earn a living as merchandise or running their own business with Mostly, earning income more than 15,001 baht and their purpose is to travel. According to the enthusiasms which is stimulated Thai tourists to travel and use a service to this region because they has mostly received the traveling promotions information by radio and television and most of them are traveling with their family by their private car and use a service at guesthouse for overnight, also tourists are interested in natural view. The overall image of traveling is very impressed in high range which is properly services and facilities, having the convenient route enter to tourists locations, then sufficiently service in all facilities, impressing in service of rental transports, and also benefit and impact of tourisms which develop the local economics better more. In the opposite, local populations face the problems in high cost of living. In The impression of tourisms resources, it can be concluded that although Thai tourists has impress in tourisms resources at middle level, and they also impress in customs and traditions of local inhabitants in this area. Moreover, Prapassorn Paopongchuang (2541, Abstract) studied the behaviors, factors which motivate Thai Tourists to travel at Ubon Ratchathanee province and it found that the motivation factors for tourist, is inhalants' bonhomie, tourist attractions, transportation which are average at middle range and considered in each parts , Thai tourists realized that the most motivation factors in each parts as follow; for tourist attractions is beautiful and good atmospheres; for transportation is the easy and convenient way reach tourist attraction and

recreational area. This is corresponded with Surachet Chetamas and Daschane Aimpan (2548, 27-30) who studied the various natural factors and facilities factor of Tourists attraction in order to measure the impressions of tourists in Maekhong Subregion which was found that the various natural factors and all facilities factors is effected to the tourists's impression and also effected between the various natural factors and facilities factors in many range, also it harmonize with Supa Nasang (2547, page 112) has studied natural resource management for tourism of tourists in Nongkhai province which was found that Factors of natural resources management for tourism of Tambol Aownang which have the important factors in many way such as atmosphere area, government's policy and local's policy, facilities and the total amount of tourists, in each way will be effected to natural resources management to be effectiveness.

Meanwhile population who is living in the six provinces of Khong River. Most of them, they have their opinions regarding the important factors to be effected to make a decision to travel by tourists, generally it is in high level in any parts such as in products, service, price, especially in accommodation with various prices and many choices to select, also a reasonable price for products and souvenirs products which is an important factors, is effected to tourists decision to travel. In the way of distribution and marketing promotion until the resources management having factors to support and participate from Tourisms organization of Thailand and other institution that is one of important factors in order to make a decision to travel very

high. In other hand because of the common travel lings behaviours for Thai tourists and foreigners tourists is similar that must be planning for place, date, time, accommodation and the way to travel in advance, less of tourist who travel and leave their house without destination and properly planning which is harmonized with Pisanu Vaivut (2542, Abstract) who studied at the sectors which is effective to tourist's acceptance in tourism industries in Chaing Rai province. It was found that mixture marketing and merchandises (service). Tourists totally agree with specification of a proper traffic route. Satisfactory accommodation in aspect of prices and appropriated servicing specification which have been received. In he aspect of ways of Distribution, Tourists totally agree in various quickly information, for Marketing Promotion, tourists agree with advertisements media such as leaflet, a book of tourist guide, providing service guide by sale persons and go along with Kanokwan Thanisapong (2547, 191-200) who studied the factor effecting to make decision of choosing the travel package by population in Muang District, Loei province which found that general sector and sector of service, in the aspect of prices, way of distributions and marketing promotion are important to make decision to select the travel package in high level. For service, it will be especially for all convenience and safe, places which are arranged in the packages are very appreciated for its special price in special yearly occasion. For the ways of distributions, it is necessary to provide an convenient transportation for the tourists, providing the good service by good travel guide company and also the marketing promotion,

it must be set up the special room rates at hotels and resort apart from the traveling season.

1.5.2 Result of comparison of travelling behaviors of tourists and local people in the area.

There was important result according to gender difference considering to both of each of tourists and local people which was shown statistically significant difference in every of each aspect of tourism behaviours and significant factors towards consuming decision for tourists and local people respectively and yeild the same result for the total one at .05 level. Because it was found that the impression in the aspect of the tourist attraction services or facilities, in the aspect of benefits and effectiveness have received in traveling between male and female which have a behavior of different traveling. In the aspect of sufficient facilities, services, impression of tourism resources, male and female have different behaviors because most of the male prefer to travel in the natural, cliff hanging and boat ruffling styles, for female prefer to travel in the historical buildings, educational places local tradition, and visiting innovation places, spending money on souvenir for their families, relatives and friends. For other adult working tourists who have different incomes, not to having a different behaviors and married tourists with different levels of education and religions have different behaviors.

Result of the local people comparison, it was found that in general, populations who live in the area of six province, between male and female have their opinions regarding the important factors which are effected to make a different decisions to

travel. For the other of tourists who have different ages, have a different opinion regarding the important factors which are effected to make a different decisions to travel. For other population who has a different education status, religion, income, having the important opinion which is affected to make indifferent decision in traveling. By naturals, tourists either sex, ages, career, income, education or religion, always expect to travel for relaxation and shopping souvenirs back home which is go along with Kwankamol Glinsrisuk (2546, 171-172) who studied the impression of tourists in order to physical environment in the area of Mae Khong Subregion it was found that tourists are very appreciated to generally physical environment along the beach at Mae Khong Subregion and in order to another similar parts in different

These are suggestions of this research as follow;

1. Suggestions for each of the six provinces which should be stressed as follows;

1.1 for Chaing Rai Province there should be clear policy from government organizations in protection and safety of tourists.

1.2 for Loei province, there should be promotion of private organizations and local people involvement in tourism.

1.3 for Nong Khai province, government organizations should support and adjust surrounding perspectives to be more peaceful. Arranging budget to maintenance in the parts of natural damages in order to make it more beautiful and deeply impressed to tourists.

1.4 for Nakhon Phanom province, There should have campaigning for promotion in order to tourism, especially for education tourism to education institute to arrange more activities for students.

1.5 for Mukdahan province government organization should raise strategies for tourism merchandizing connection with neighbouring countries.

1.6 for Ubon Rachatani province, there should be improving and developing basic structure which is not quite good enough such as road for transportation, utilities of water supply, of electricity, of transportation to provide services to tourists.

2. Suggestions for next research

2.1 Should research in order to conserve and reconstruct historic sites, especially in government parts to know about the outline of development by government organization which will participate in the future.

2.2 Should study concerning the impression of tourists for other tourism attraction surrounding area to study and compare opinion between tourism location around the area of Khong River and tourism location surrounding area.

1.7 Acknowledgement

This research can be successful by their objective because it has been excellently participated by all kindness qualified persons who sacrificed

their value time to give valuable suggestion and concept in order to improve this research to be more complete. Also all faculty members especially Assist. Prof. Thammanoon Raveepong who supported and gave benefit advice and instructions, as well as helping to adjust the defects to be perfectly completed. The researcher would like to be highly grateful.

To be special thank for all tourists, populations, officers who has not been mentioned their name, participated to give an assistance in order to complete this research, also they gave all useful information to establish this research which make the correctly and completely research according to the objectives. And special thank to researcher's family who always give a moral support and reinforcement, participate to grateful complete the research, including all friends, students who always helped and supported.

Utility and worth of this research, the researcher would like to give to be an oblation of kindness to father and mother who always be an important persons for my education, as well as to be a beloved and spirit in order to participate into researcher facing the many problems and troubles in all period of studies time. If this research is useful for any people who are interested in or to be an outline in any organizations, the researcher would like to sincerely give all laurel to all participated persons who has been mentioned.

Reference

- Kanokwan Thanisapong. (2547). **Affected Factors towards Decision for Type of Tourism of People in Muang District, Loei Province, Loei Rajabhat University.**
- Tourisms Organization of Thailand. (2545). **Objective plan of Tourist Studied Project, Khonkhan province, Kalasin province, Udonthanee province, Hnongkhai province.** Khonkhan University : Academic Centre.
- Kwankamol Ginsrisuk. (2546). **Physical Satisfaction in Mae khong Subregion.** Khon Kaen, Khon Kaen University.
- Chintana Boonbongkarn and Natthapun Khajornnun. (2544). **Strategy Management,** Bangkok, Se-ed U-ed Ucation.
- Chaded Siringam. (2545). **Tourism Business Development Outline at Phureu Distric, Loey province.** Desertation of Bachelor of Education, Khonkhan University.
- Thanin Silpjaru. (2548). **Reseach and Analysis of Statistics Informations by SPSS,** Bangkok, V. Inter Prints.
- Nirun Jongwootwes. (2547). **Promotion Technique and Outline for Populations Participations of Community Development,** Bangkok Saksopa Printing.
- Bunditwittaya, Chiangmai University. (2545). **Education Project for Objective Plan of Tourism Development, Chiengrai province, Payao province, Prae province, Nan province.**
- Boonchom Srisa-ad. (2548). **Basis Research, second publish,** Bangkok, Suviriyasarn Printing.
- Prachaya Walasaruch. (2548). **Population Participations in activities of Rural Development,** Bangkok Institute of Thai Case Studied Thammasart University.
- Pitsanu Waiyawut. (2542). **Affected Factors towards tourists' acceptance in Tourisim Industry in Chaing Rai Province.** Chaing Mai: Chaing Mai University
- Yenchit Singthong. (2539). **Tourist's opinion to Products in Indochine Market,** Mooksaharn Province.
- Panu Limmanon. (2547). **Business Innovation Technical Management, second publish,** Bangkok, PW Printing.
- Supa Nasang. (2547). **Natural Resource Management For Tourism of Tourists in Nong Khai Province.** Dissertation of Master of Art.Khon Kaen,Khon Kaen University.

- Sompong Thongchai and his team. (2547). **Mobility Project of Tourism Industry by Township Organization of Thailand in Group of six provinces along South of Khong River, Mookdaharn province. Amnardcharoen province and Hongkhai province.** Mahidol University, Environments and Natural Resources Faculty.
- Development and Promotion of Tourism Department. (2550). **Tourists Information** (<http://www.tat.or.th/67K>)
- Surachet Chetamas and and Daschanee Aimpan. (2548). **Usability of various Natural Factors and Facility Factors of Tourism Attraction to assess the tourist impression.** Bangkok, Mahidol University.
- Sangchan Sriprasert. (2548). **Service Market.** Mahasarakham province: Aprichart Printing.
- Konrad, B.P., Mentzwe, J.T. (2000). **An efficiency effectiveness approach to logistice performance/analysis.** Journal of business logistics, 12(1), pp. 61-63.
- Kotler, P. (2006). **Marketing Management.** New Jersey: Prentice-Hall.
- Kotler. P. (2006). **The Major Tasks of Marketing Management.** Boston Harper Collins.
- Caplice, C., Sheffi, Y. (1995). **A review and evaluation of logistics. Performance measurement Systems.** The international Journal of Logistics Management, 6(1), pp. 41-44.
- Novack, R.A. (1989). **Quality and control in Logistics: a process model.** International Journal of Physical Distribution & Material Management, 19(11), pp. 41-44.
- Murphy, P.R., Poist, R.F. (1992). **The Logistics Marketing Interface : Techniques for Enhancing Cooperation Tourist Industry.** Transportation Journal, 32(2), pp. 14-23.
- Sekaran, U. (2000). **Research Method for Business.** New York: John Wiley & Sons.
- Stainer, A. (1997). **Logistics a Productivity and Performance Perspective.** Supply Chain. Management, 2(2), pp. 53-62.
- Webster, F.E., Jr. (2000). **The Role of the Industrial Distributor,** Journal of Marketing 40(71), pp. 10-18.