

THE BEHAVIOR OF THAI TOURISTS USING SOCIAL MEDIA FOR TOURISM IN THAILAND

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Abstract: The research is entitled "The Behavior of Thai Tourists Using Social Media for Tourism in Thailand". Its aim is to study the behavior of Thai tourists using social media for tourism in Thailand. And this is a quantitative research. The population samplings of this study are the Thai tourists with ages between 15 – 25 years old. The research collects data from 100 samplings through the questionnaire. And the collected data was compiled and analyzed by a computer statistical software program. The statistics used were percentage, frequency and standard deviation. The results of the study about general information is shown that most Thai tourists with ages between 15-25 years old are females, 76 percent. And the most population samplings are studying for bachelor's degrees, 68 percent. The most monthly income is less than 5,000 baht, 53.8 percent. Others come from the domicile central region, 59 percent. The results of the study concerning the behavior of Thai tourists using social media for tourism in Thailand are interesting. The most Thai tourists use Facebook application, 82 percent. The most frequently used 1-3 days a week, 45 percent. Thai tourists turn on the social media all the time before going to bed, 49 percent. The activities that Thai tourists did most were photo sharing attractions, 51 percent. And the most daily package cost for the use of social media, 44 percent. The places that the Thai tourists accessed social media was at their homes, 61 percent. and smart phone is the most preferred device, 89 percent. And then the Thai tourists choose the natural attractions by using social media, 73 percent.

Keywords: Behavior, Tourists, Social Media

I. INTRODUCTION

Thailand tourism industry is considered as the number one revenue of the country. Since Thailand is a country with diverse attractions, including natural, cultural, historical, world-famous, recreational and adventure ones. Most tour operators in Thailand offer popular services to their customers.

They also do public relations and marketing through internet media because the advertisements related to tourism can reach the public thoroughly and rapidly. The presentations are available in a variety of formats, for example reservation for hotels, booking airlines, service package travel. These services are directly related to business travel. [1-3]

Currently most Thai tourists choose the attractions from the social media. This way they can access to information easier and more convenient to pay expenses [4]. The payment can be paid online instantly. And most Thai tourists choose the social media through applications on smart phones. Compared with the global tourists we found that 50 percent of them search for travel information through social media as well. And secondly from the distributors of travel agencies. Lastly, they got travel information from several travel magazines [5].

From the reasons mentioned above, The writer decided to entitle "The Behavior of Thai Tourists Using Social Media for Tourism in Thailand" for this study [6].

The Objective of Research

To study the behavior of Thai tourists using social media for tourism in Thailand.

II. DETAILS EXPERIMENTAL

2.1. MATERIALS AND METHODS

Research Methodology

Form the study on the topic concerning the behavior of Thai Tourists Using Social Media for Tourism in Thailand". Its aim is to study the behavior of Thai tourists using social media for tourism in Thailand. The population samplings of this study are the Thai tourists with ages between 15 – 25 years old. The research collects data from 100 samplings through the questionnaire. And this is a quantitative research. The formula at Roscoe. (Roscoe, 1996:156-157) [6]

Formula

$$N = (Z_c \sigma / e_m)^2$$

N is the number population

Z_c is the score Z with significant level as specified by the researcher

Z is the 1.96 with confident level of 95% ($\alpha = .05$)

Z is the 2.58 with confident level of 95% ($\alpha = .01$)

e_m is the statistical Error

σ is the standard deviation population

The tools used to collect data for this query. The questionnaire is divided into two parts:

The first section to study about general information is shown that sex, occupation, education background, monthly income and domicile. By selecting a single answer. It's nominal scale.

The second section to study concerning the behavior of Thai tourists using social media for tourism in Thailand are interesting, including applications for the use of alternative tourism, frequency of use of social media a week, the time to use social media, activities in using social media to select destinations, the selected location using social media, tool used social media connections on the Nile and attraction to choose from using social media. By selecting a single answer. It's nominal scale.

When the data from the questionnaire to verify the authenticity and integrity then. The data obtained for the reliability of using statistical software program. The cronbach's alpha coefficient. Must be greater than or equal to .07. The queries will be answered by the time the sample was defined in the study.

The statistics used in this research is descriptive. This data is displayed used were percentage, frequency and standard deviation.

III. RESULTS AND DISCUSSION

The research is entitled "The Behavior of Thai Tourists Using Social Media for Tourism in Thailand". Its aim is to study the behavior of Thai tourists using social media for tourism in Thailand. And this is a quantitative research. The population samplings of this study are the Thai tourists with ages between 15 – 25 years old. The research collects data from 100 samplings through the questionnaire. And the collected data was compiled and analyzed by a computer statistical software program. The statistics used were percentage, frequency and standard deviation. The results of the study are as in the following :

1. GENERAL INFORMATION OF THE SAMPLE

It is shown in table as below.

Table 1: General information of the sample

General Information	Percentage
1. Sex	
Male	24
Female	76
Total	100
2. Occupation	
The Student	98
The Official	1
The Employees	0
Private business	0

not occupation	1
Total	100
3. Education Background	
Lower than a bachelor's degree	31
The bachelor's degree	68
Higher than a bachelor's degree	1
Total	100
4. Monthly Income	
Less than 5,000 baht	53.8
5,000 -10,000 baht	29.4
10,001 – 15,000 baht	7.8
More than 15,001 baht	9.1
Total	100
5. Domicile	
Northeastern region	18
North region	9
Central region	59
Southern region	11
Eastern region	3
Total	100

The first section to study about general information is shown that sex, occupation, education background, monthly income and domicile. The results of the study are as in the following :

1. general information is shown that Thai tourists with ages between 15-25 years old are females, 76 percent, and males 24 percent.

2. Most occupation students, 98 percent, the second are official, 1 percent. And not employed, 1 percent.

3. Most this population samplings are studying for bachelor's degree, 68 percent. No. minor are lower than a bachelor's degree, 31 percent. And are higher than a bachelor's degree, 1 percent.

4. Most monthly income is less than 5,000 baht, 53.8 percent. The second are monthly income 5,000-10,000 baht, 29.4 percent. The third are monthly income more than 15,001 bath, 9.1 percent. And the last monthly income 10,001-15,000 baht, 7.8 percent.

5. Most sampling come from the domicile central region, 59 percent. The second are come from the domicile northeastern region, 18 percent. The third are come from the domicile southern region, 11 percent. The fourth are come from the domicile north region, 9 percent. And the last are come from the domicile eastern region, 3 percent.

2. THE BEHAVIOR OF THAI TOURIST USING SOCIAL MEDIA FOR TOURISM IN THAILAND.

It is shown in table as below.

Table 2: The Behavior of Thai Tourists Using Social Media for Tourism in Thailand

The Behavior of Thai Tourists Using Social Media for Tourism in Thailand	Percentage
1. Applications for the use of alternative tourism.	
Facebook	82
Line	4
Twitter	5
Instagram	9
Whats App	0
Total	100

Table 3: The Behavior of Thai Tourists Using Social Media for Tourism in Thailand

The Behavior of Thai Tourists Using Social Media for Tourism in Thailand	Percentage
2. Frequency of use of social media a week	
Less than 1 day	15
1-3 day	45
4-6 day	19
7 day	21
Overall	0
Total	100
3. The time to use social media.	
During work	4
Lunch Break	22
Finish working	25
Before going to bed	49
Total	100
4. Activities in using social media to select destinations.	
Sharing information Attractions	38
Photo sharing sites	51
Share Tour	11
Sharing the sights	0
Total	100
5. The cost for the use of social media.	
Daily package	44
Weekly package	17
Monthly package	39
Other	0
Total	100
6. The selected location using social media.	
Office	5
House	61
Department store	5
Internet cafe	0
Dorm	29
Total	100

7. Tools used social media connections on the Nile.	
Smartphone	89
Computer Notebook	6
Tablet	3
Computer PC	2
Other	0
Total	100
8. Attractions to choose from using social media.	
Natural attractions	73
Cultural attractions	0
Historic attractions	2
The world-famous tourist attraction.	7
Recreation attractions	7
Adventure attractions	11
Total	100

The second section to the study concerning the behavior of Thai tourists using social media for tourism in Thailand are interesting. The results of the study are as in the following :

1. Applications for the use of alternative tourism . The most Thai tourists use Facebook application, 82 percent. The second Thai tourists use Instagram application, 9 percent. The third Thai tourist use twitter application, 5 percent. And the last Thai tourists use Line application, 4 percent, respectively.

2. Frequency of use of social media a week. The most frequently used 1-3 days a week, 45 percent. The second frequently used 7 days a week, 21 percent. The third frequently used 4-6 days a week, 19 percent. And the last frequently used less than 1 day a week, 15 percent, respectively.

3. Time to used social media. The most Thai tourists turn on the social media all the time before going to bed, 49 percent. The second that time turn on the social media finish working, 25 percent. The third that time turn on the social media lunch break, 22 percent. And the last that time turn on during work, 4 percent, respectively.

4. Activities in using media to select destinations, the activities that Thai tourists did most were photo sharing attractions, 51 percent. The second activities that Thai tourists did sharing information attractions, 38 percent. And the last activities that Thai tourists did sharing Tour, 11 percent, respectively.

5. Cost for the use of social media, the most daily package cost for the use of social media, 44 percent. The second monthly package cost for the use of social media, 39 percent. And the last weekly package cost for the use of social media, 17 percent, respectively.

6. Place the Thai tourists accessed social media was at their homes, 61 percent. The second that

the Dorm, 29 percent. The third that department store and Office, 5 percent, respectively.

7. Tool used social media connections on the Nile, smart phone is the most preferred device, 89 percent. The second computer notebook is the preferred device, 6 percent. The third Tablet is the preferred device, 3 percent. and the last computer PC is the preferred device, 2 percent, respectively.

8. Attractions to choose from using social media, the Thai tourists choose the natural attractions by using social media, 73 percent. The second Thai tourists choose the adventure attractions by using social media, 11 percent. The third Thai tourists choose the world-famous tourist attraction and recreation attractions by using social media, 7 percent. and the last Thai tourists choose the historic attractions by using social media, 2 percent, respectively.

CONCLUSIONS

The research is to study on “the Behavior of Thai Tourists Using Social Media for Tourism in Thailand”. Its aim is to study the behavior of Thai tourists using social media for tourism in Thailand. And this is a quantitative research. The population samplings of this study are the Thai tourists with ages between 15 – 25 years old. The research collects data from 100 samplings through the questionnaire. And the collected data was compiled and analyzed by a computer statistical software program.

The results of the study concerning the behavior of Thai tourists using social media for tourism in Thailand are interesting. The most Thai tourists use Facebook application. The most frequently used 1-3 days a week. Thai tourists turn on the social media all the time before going to bed. The activities that Thai tourists did most were photo sharing attractions. And the most daily package cost for the use of social media. The places that the Thai tourists accessed social media was at their homes. and smart phone is the most preferred device. And then the Thai

tourists choose the natural attractions by using social media. Corresponding to AmikaHummin (2013) research study, social media consumption behaviors and opinion towards results of experiencing social media in Bangkok Metropolitan.[3] and PitsamaiHanmongkolpipat (2015) research, is study information technology students' behavior on using social network at Kasetsart University, KamphaengSaen Campus. [4]

SUGGESTIONS

The feedback from the research : the Behavior of Thai Tourists Using Social Media for Tourism in Thailand . The Thai tourists with ages between 15 – 25 years old most use Facebook application. Therefore, the government agencies and overseas tourism should provide specific application sites that are easy to access to get more information about tourist attraction for Thai tourists..

ACKNOWLEDGMENTS

We thank you for Research and development institute, SuanSunandhaRajabhat University to support in this research.

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