ABSTRACT

The purpose of this study is to study Thai tourists' attitude and need toward traveling to AEC countries (Myanrmra), to know the travel behavior, tourist decision making, and traveling pattern which were preferred in AEC Countries. This study use questionnaires and analyzing tool which are the percentage and mean. The results of this study found that majority of respondents were female, and were in the bachelor degree. History, Bhudism and literature were their main interest when choosing AEC destination and public relations event were media used to inform customers. Most traveler answered that they had their own interest to took a trip with their colleagues and most of the respondents were interested in Burmese history.

Keywords : Attitude/Need/AEC countries