

Abstract

Title : The Thai Temples Identity in Buddhism Affecting Repeat Foreign Tourists

By : Phramaha chan Chotiyapol

Degree : Doctor of Business Administration

Major Field : Marketing

Dissertaion Advisor :.....Major Advisor

(Dr. Prin Luksitamas)

7 May 2015

This research paper “The Thai Temples Identity in Buddhism Affecting Repeat Foreign Tourists aims: (1) to study the demographic background of the foreign tourists travelling to the Thai temples in Buddhism; (2) to study the perception of the foreign tourists towards the Thai temple identity in Buddhism; (3) to study the opinions, satisfaction and loyalty of the foreign tourists towards the Buddhism-based tourism; (4) to analyze the relationship among the Thai temple identity in Buddhism, opinions and satisfaction and loyalties contributing to repeat foreign tourists to Thai temples in Buddhism; (5) to propose the effective causal relationship model of the Thai temple identity in Buddhism which could help to promote repeat foreign tourists. The samples of this study included nine royal temples around Rattanakosin Island, Bangkok, Thailand. There are two methods used to analyze the data. The first is a quantitative method. Questionnaires were randomly distributed to 1,100 tourists visiting the temples. The second is a qualitative method using quota sampling. Two staff members from each temple altogether 18 persons were interviewed. The data were analyzed using Computer program. The quantitative statistics used were frequency distribution, percentage, arithmetic mean, standard deviation including confirmatory factor analysis, and structural equation model analysis (SEM). They were also used to conclude the trustworthiness level of the research results at 95 percent.

The research results showed that of the total samples, about 772 tourists (70.20%) were females, About 643 tourists (58.50%) were between 15-24 years old, 418 tourists (38.00%) were American, 726 tourists (66.00%) were single. About 674 tourists (61.30%) intended to travel to the Thai temples in Buddhism organized by the travel agency and 412 tourists (37.50%) were repeat foreign tourists, and were at least twice visits to the Thai temples in Buddhism. Regarding the perception of the foreign tourists

towards the Thai temple identity in Buddhism, their opinions and satisfaction towards the Buddhism-based tourism, in overall they were in high level, and loyalties of foreign tourists to the Buddhism-based tourism, in overall they were in the high level.

In analyzing the relationship among the Thai temple identity in Buddhism, opinions, satisfaction and loyalty all of which can contribute to repeat foreign tourists. Thai temple identity in Buddhism has direct relationship concerning their opinions towards the Buddhism-based tourism with positive relationship, but for satisfaction showing negative relationship. Also, the Thai temple identity in Buddhism has indirect relationship with the loyalty to the Buddhism-based tourism showing through opinions and satisfaction with negative relationship. Regarding the foreign tourists' opinions towards the Buddhism-based tourism, there were direct relationship and positive relationship with satisfaction, but showing indirect relationship with loyalty through satisfaction with positive relationship. In relation to the satisfaction of the foreign tourists to Buddhism-based tourism, there were direct relationship with the loyalty and with positive relationship. In conclusion, the causal relationship model developed is not only consistent with the empirical data but it also has appropriate validity at 93.4 percentages.