THE TRAVELING BEHAVIOR OF THE FAMILY TOURIST

[1]POONSUP SETSRI, [2]SUCHITRA RIMDUSIT, [3]SASITORN CHETANONT

[1,2,3]Faculty of Humanities and Social Sciences, Suan Sunandha Rajabhat University
E-mail: [1]poonsub.sa@ssru.ac.th, [2]sujitar.su@ssru.ac.th, [3]sasitorn.ch@ssru.ac.th

Abstract - The research study on the traveling behavior of the family tourist. The objective is to study the traveling behavior of the family tourist. The samples used in this research is. Family tourist in Pruksa Village 3 Community , Bang Bua Thong District, Nonthaburi Province area of 400 people. The results to study the traveling behavior of the family tourists, Most the main reasons of the traveling behavior of the family tourists they want to : have a relaxation, numbers in the family traveling together, most of them are 3 to 4 people, the time to travel, most family tourists vacationers chose holiday season breaks for traveling, the number of days spent in traveling tourism, Most family tourists spent time to travel between 1 to 2 days, the frequency of travel, most family tourist of travel 1 to 2 times a year, traveling tourism features, they travelled by themselves 100 per cent not by the tour companies. The expenses for traveling tourism, most family tourists had expenses for travelling 5,000 to 10,000 baht, the channels used in the search data of traveling tourism to attraction, most family tourists chose the social media, the types of tourist attractions chosen to travel with families. Most family tourist chosen natural types to tourist attraction and the last the tourism activities they to do most with their families. Most family tourist chosen merit activities with their families. The hypothesis that different family tourists behaviors will choose different tourist destinations. The study indicated that different family tourists behaviors will choose tourist destinations is not different.

Index Terms - The behavior, Traveling, Family Tourist

I. INTRODUCTION

The tourism industry is a huge industry. And is also the industry with the integration of business related to tourism industry many business together, such as Hotel business Restaurant business or restaurant business transportation, souvenirs, etc. To meet the needs of tourists and travelers. From the last service statistics travel of tourists nowadays. It found that tourists are traveling more and more every year. Because it is an easier journey. And there is a diversity of attractions, the beauty of attractions which become pull tourists mind trip. So Thailand is a country where tourists choose to travel. In 2561 tourist's family group which have the domestic travel more and more. Which makes the business services related to tourism, the need to study the behavior of tourists. Because of the needs of tourists each family is different. The word "family" in Thailand may be divided into many types, such as single family, a family there, Butte, the family with the father or mother alone adoptive families. Families who remarried, extended families, etc. So Researchers wanted to study about the travel habits of tourists, a family group that need tourism for different families [1]-[3].

II. OBJECTIVE

To study the traveling behavior of the family tourist.

III. METHODOLOGY

A. Tool used in the research

The scope of research consists of:

1. **Research Area:** Pruksa Village 3 Community , Bang Bua Thong District, Nonthaburi Province , Thailand.
2. **Population:** The population used in this study is the family tourist.
3. **Sample group:** The research study the Traveling Behavior Family Tourist. I think the formula of Taro Yamane (Taro Yamane, 1973: 125) is at a 0.05. This sample use in study.

Formula $n = \frac{N}{1+N(e)^2}$

n is The number or size of the sample
N is The number or size of population (18,906 people).
e is The probability of mistakes that let happen (in this case using 0.05)
The 400 sample offamily tourist in Pruksa Village 3 Community , Bang Bua Thong District, Nonthaburi Province , Thailand. The researcher analyzed the data into code to process the data from the computer by using statistical software used to calculate the static and hypothesis testing as prescribed[4]-[5].

B. How to do research

Parts 1, to study general information population sample is show that Sex,Age, Income, Educational and Family characteristicsBy selecting a single answer. It' nominal scale. Result is displayed used were percentage.
Parts 2, To study the traveling behavior of the family tourist, is show that, the reasons to Traveling Tourism, the Number of family members traveling tourism together, the time to traveling tourism, the number of days spent in traveling tourism, the frequency of traveling tourism, the Traveling tourism Features, the Expenses for traveling tourism, The channels used in the search data of traveling tourism to

attraction, the Types of attractions and the Tourism Activities By selecting a single answer. It' nominal scale. Result is displayed used were percentage.
Parts 3, Test the hypothesis that "Different tourist behaviors will choose different tourist destinations."

C. Data collection

This study The researcher collected the data. The steps are as follows.

1. The researcher collected the data by sending the questionnaire to the sample. Self-restoring questionnaire The number of completed proportion.
2. The researcher collected the questionnaire collected from the sample. Complete the questionnaire. The questionnaire must be complete.
3. Bring all the questionnaire to organize the data.
4. Data analysis

The researcher analyzed data from the questionnaire using the program for social science research. Statistics used in data analysis. Descriptive Statistics describe the general characteristics of the sample.Such as percentage, frequency and Test the hypothesis with One way ANOVA statistic deviation.

D. The benefits of research

To know the traveling behavior of family tourists and the travel agentcan use the information provided by the research to plan tourism programs for family tourists.

III. HYPOTHESIS

The hypothesis that "Different tourist behaviors will choose different tourist destinations."

IV. RESEARCHFRAMEWORK

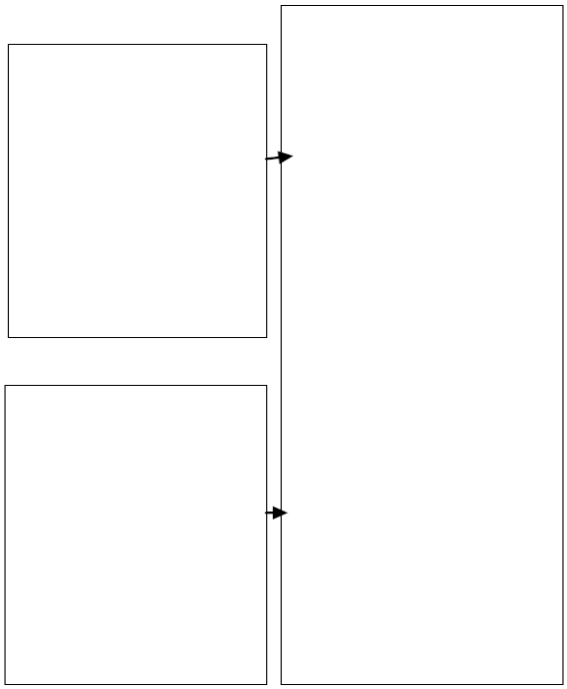


Fig.1.Research Framework

V. RESULT AND DISCUSSION

The results of the study are as in the following :

1. General Information the sample

TABLE IGeneral Information of the Sample

General Information		Percentage
1.	Sex	
	Male	38.8
	Female	61.2
	Total	100
2	Age	
	15-30 year	51.5
	31-50 year	35.5
	More than 51 year	13.0
	Total	100
3.	Income	
	Less than 5,000 baht	20.0
	5,000 -10,000 baht	26.5
	10,001 – 15,000 baht	17.0
	More than 15,001 baht	36.5
	Total	100
4	Educational Level	
	Lower than a bachelor's degree	35.0
	The bachelor's degree	59.3

	The Master' s degree	5.2
	The PhD degree	0.5
	Total	100
5	Family characteristics	
	Newly married family.	9.5
	Families with young children.	7.0
	Families with teen.	40.5
	Families with children in working age.	24.0
	Families with the elderly in the home.	13.5
	Families are married without children	5.5
	Total	100

From Table I, to study general information population sample show that Sex, Age, Income, Educational and Family characteristics. The results of the on family tourist 400 samplings. The study found that,

1. The study on Family tourist found that 400 respondents, females, 61.2 percent and males, 38.8 percent.
2. Mostly ages between 15 to 30 years old , 51.5 percent, the second ages between 31 to 50 years old, 35.5 percent, and the last more than 51 year old, 13.0 percent.
3. Mostly income more than 15,000 baht, 36.5 percent, the second are monthly income between 5,000 to 10,000 baht, 26.0 percent, the third monthly income is less than 5,000 baht, 20.0 percent and the last are monthly income between 10,001 to 15,000 baht, 17.0 percent.
4. Mostly educational with bachelor's degree, 59.3 percent, the second educational level lower than a bachelor's degree, 35.0 percent, the third educational level master's degree, 5.2 percent and the last educational level PhD degree, 0.5 percent.
5. Family characteristics, Mostly family with teen, 40.5 percent, the second families children working age, 24.0 percent, the third families with the elderly in the home, 13.5 percent, the fourth newly married family, 9.5 percent, the fifth families with young children, 7.0 percent and the last families are married without children, 5.5 percent.

2. The To study the traveling behavior of the family tourist

TABLE IIThe Traveling Behavior of the Family Tourist

The Traveling Behavior of the Family Tourist		Percentage
1	The main reasons to travel	
	To relax	74.5
	To do Business	3.0
	To attend the seminar	1.5
	To visit relatives	20.5
	Other	0.5
	Total	100
2	The number of family traveling together	
	1-2 person	11.0
	3-4 person	60.5
	5-6 person	17.5
	More than 6 person	11.0
	Total	100
3	The time to traveling tourism.	
	Holiday season	62.5
	Saturday and Sunday	33.0
	weekdays	4.5
	Total	100

4	The number of day pent in traveling tourism.	
	1-2 days	45.3
	3-4 days	38.2
	5-6 days	9.5
	More than 6 days	7.0
	Total	100
5	The frequency of traveling tourism.	
	1-2 times a year	38.0
	3-4 times a year	34.5
	5-6 times a year	12.5
	More than 6 times a year	15.0
	Total	100
6	The traveling tourism features.	
	Self traveling tourism	100
	Traveling with a tour company	0
	Total	100
7	The Expenses for traveling tourism	
	5,000-10,000 baht	43.3
	10,001-15,000 baht	32.2
	15,001-20,000 baht	10.5
	More than 20,000 baht	14.0
	Total	100
8	The channels used in the search data of traveling tourism to attraction	
	The television or radio	13.0
	The printing media	10.0
	The social media	75.5
	Other	1.5
	Total	100
The Traveling Behavior of the Family Tourist		Percentage
9	Types of tourist attractions chosen of travel with your family.	
	Natural attractions	66.8
	Historical and archaeological sites	10.5
	Cultural and Local Attractions	13.0
	Tourist attractions for entertainment	9.7
	Total	100
10	Tourism activities you like to do most with your family.	
	Diving activities	12.5
	Spinning Activities	8.5
	Climbing Activities	3.0
	Rafting Activities	9.0
	ATV Driving Events	3.5
	MeritActivities	57.5
	Other	6.0
	Total	100

From Table II, to study the traveling behavior of the family tourists, is shown that, the main reasons to travel, the numbers in the family traveling together, the time to travel, the number of days spent in traveling, the frequency of traveling, the traveling tourism features, the expenses for traveling, the channels used in the search data of traveling tourism are attractions, the types of tourist attraction chosen to travel with families, and the tourism activities they like to do most with their families.

The results of the family tourists 400 samplings. Found as in the following:

Firstly, main reasons of the traveling behavior of the family tourists they want to : have a relaxation 74 per cent, visit relatives 20.5 per cent, do businesses 3 per cent and attend the meetings or seminars 1.5 per cent respectively.

Secondly, numbers in the family traveling together, most of them are 3 to 4 people 60.5 per cent, traveling 5 to 6 people 17.5 per cent, traveling 1 to 2 people 11 per cent, and more than 6 people 11 per cent respectively.

Thirdly, time to travel, most family tourists vacationers chose holiday season breaks for traveling

62.5 per cent, and chose to traveling on Saturday and Sunday 33.0 per cent. The last chose to travel on weekdays 4.5 per cent respectively.

Fourthly, number of days spent in traveling tourism. Most family tourists spent time to travel between 1 to 2 days45.3 per cent, followed by 3 to 4 days 38.2 per cent, and 5 to 6 days 9.5 per cent and more than 6 days 7.0 per cent respectively.

Fifthly, frequency of travel, most family tourist of travel 1 to 2 times a year 38.0 per cent, follow by between 3 to 4 times a year 34.5 per cent, and more than 6 times a year 15.0 per cent and 5 to 6 times a year 12.5 per cent respectively.

Sixthly, traveling tourism features, they travelled by themselves 100 per cent not by the tour companies.

Seventhly, expenses for traveling tourism, most family tourists had expenses for travelling 5,000 to 10,000 baht 43.3 per cent, followed by 10,001 to 15,000 baht 32.2 per cent, and spent more than 20,000 baht 14.0 per cent, and the last group 15,001 to 20,000 baht 10.5 per cent respectively.

Eighthly, channels used in the search data of traveling tourism to attraction, most family tourists chose the social media 75.5 per cent, followed by the television or radio 13 per cent, and the printing media 10 per cent and the last other 1.5 per cent. respectively.

Ninthly, types of tourist attractions chosen to travel with families. Most family tourist chosen natural types to tourist attraction 66.8 per cent, followed by Cultural and Local attraction 13 per cent, and the historical and archaeological sites 10.5 per cent and the last tourist attractions for entertainment 9.7 per cent respectively.

Tenthly, the tourism activities they to do most with their families. Most family tourist chosen merit activities with their families 57.5 per cent, followed by the diving activities 12.5 per cent, the rafting activities 9 per cent, the spinning activities 8.5 per cent, the other activities 6 per cent, the ATV driving events 3.5 per cent, and the last climbing activities 3.0 per cent respectively.

The results of test the hypothesis that different family tourists behaviors will choose different tourist destinations. The study indicated that the behavior of different family tourists is not different.

SUGGESTION

A. Suggestions for the Use of the Research Result

1. Tourism Management Suan Sunandha Rajabhat University The results of the research can be used as information for teaching students.

CONCLUSION

The researchers to studied on the traveling behavior of the family tourist". The objective of the study the behavior of the family tourist. The population samplings of the were 400 family tourists. the collected data was compiled and analyzed by a computer statistical software program. Most of them are females than males, Accounted for 22.4 per cent. Age between 15-30 years, 51.5 per cent, the most income earn more than 15,000 bath, 36.5 per cent, mostly the bachelor's degree 59.3 per cent, and the family characteristics mostly of family with teen 40.5 per cent. The results to study the traveling behavior of the family tourists, Most the main reasons of the traveling behavior of the family tourists they want to : have a relaxation, numbers in the family traveling together, most of them are 3 to 4 people, the time to travel, most family tourists vacationers chose holiday season breaks for traveling, the number of days spent in traveling tourism, Most family tourists spent time to travel between 1 to 2 days, the frequency of travel, most family tourist of travel 1 to 2 times a year,traveling tourism features, they travelled by themselves 100 per cent not by the tour companies. The expenses for traveling tourism, most family tourists had expenses for travelling 5,000 to 10,000 baht, thechannels used in the search data of traveling tourism to attraction, most family tourists chose the social media,the types of tourist attractions chosen to travel with families. Most family tourist chosen natural types to tourist attraction and the last the tourism activities they to do most with their families. Most family tourist chosen merit activities with their families. The results of test the hypothesis that different family tourists behaviors will choose different tourist destinations. The study indicated that the behavior of different family tourists is not different.

ACKNOWLEDGMENTS

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

REFERENCES

[1] Tourism Authority of Thailand. TAT Review Magazine 2/2017.

[2] S. Rimdusit, Tourist Behavior toward Food Tourism and Guideline to Develop food Tourism . Suan Sunandha Rajabhat University: Bangkok, Thailand, 2018

[3] Tourism Authority of Thailand. TAT Review Magazine 3/2016. Bangkok.

[4] S. Chinnawat,Efficiency on the Adsorption of Heavy Metals by Using Natural Materials in Community for the Development of Sustainable Quality of Life (EEED 2015), Zakynthos Island, Greece, 16-20 July, 2015. (INASE)

[5] S.Wasana,Guidelines for sufficiency economy development for successful sustainable communities.(ICESS2018),Bucharest,Romania,24-25March , 2018.(ISER)

★★★