



TOURISM MOTIVATION AND BEHAVIOR OF COLLEGE STUDENTS AT NANNING*

แรงจูงใจและพฤติกรรมการท่องเที่ยวของนักศึกษามหาวิทยาลัยหนานหนิง



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Abstract

The research aim was to analyze the relevant characteristics of factors affecting tourism behavior to conduct confidence analysis on monthly living expenses and travel frequency of the hypothetical target for verification, to conduct confidence analysis to verify the hypothesis target gender and tourism sharing behavior, carrying out confidence degree analysis to verify the hypothesis target grade and tourism recognition, to conduct confidence analysis, to verify the hypothesis of target gender and tourism type selection with 5 objectives, conducted by the quantitative method. The samples were 500 respondents. Data were collected by SPSS and analyzed data by statistics software, based on the analysis of the influencing factors of the surveyed college student tourism behavior and tourism motivation, the proportion and correlation between the factors were obtained, and the analysis report of the influencing factors of college students tourism behavior was obtained.

The research results were that university student tourist behavior influence factor analysis the research results showed that the major factors that influenced tourist behavior were centralized and uniqueness to reality. Alternative and emotional factors proved the four hypotheses through analyzing the characteristics of the factors of correlation degree, putting forward reasonable

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findings. Suggestions; for student development of tourism and tourism provided advice and reference the results of this study could serve as the basis of analysis of the university student tourist group, to develop tourism service goals and develop tourism group that optimized the tourism environment to have a certain reference value.

Keywords: Tourism Motivation; Behavior; College Students

บทคัดย่อ

บทความวิจัยนี้มีวัตถุประสงค์เพื่อวิเคราะห์ลักษณะที่เกี่ยวข้องของปัจจัยที่มีผลต่อพฤติกรรมการท่องเที่ยว วิเคราะห์ค่าครองชีพรายเดือนและความถี่การเดินทางของเป้าหมายสมมติเพื่อตรวจสอบ วิเคราะห์ความเชื่อมั่นเพื่อตรวจสอบสมมติฐานเป้าหมายเพศและพฤติกรรมการแบ่งปันการท่องเที่ยว วิเคราะห์ระดับความเชื่อมั่น เพื่อตรวจสอบระดับเป้าหมายสมมติฐานและการรับรู้การท่องเที่ยว การดำเนินการวิเคราะห์ความเชื่อมั่นเพื่อตรวจสอบสมมติฐานของเพศเป้าหมายและการเลือกประเภทการท่องเที่ยวมีวัตถุประสงค์ 5 ประการ เป็นการวิจัยเชิงปริมาณ สุ่มตัวอย่าง 500 คน รวบรวมข้อมูลโดย SPSS และซอฟต์แวร์วิเคราะห์วันที่วิเคราะห์ข้อมูลที่รวบรวมจากการวิเคราะห์ปัจจัยที่มีอิทธิพลของพฤติกรรมการท่องเที่ยวของนักศึกษาที่สำรวจและแรงจูงใจในการท่องเที่ยว จะได้รับสัดส่วนและความสัมพันธ์ระหว่างปัจจัยดังกล่าวและรายงานการวิเคราะห์ปัจจัยที่มีอิทธิพลต่อพฤติกรรมการท่องเที่ยวของนักศึกษาวิทยาลัยจะได้รับ

ผลการวิจัยพบว่า การวิเคราะห์ปัจจัยอิทธิพลพฤติกรรมนักท่องเที่ยวของนักศึกษามหาวิทยาลัย ผลการวิจัยพบว่าปัจจัยสำคัญที่มีอิทธิพลต่อพฤติกรรมนักท่องเที่ยวมีการรวมศูนย์และมีเอกลักษณ์เฉพาะตัว ทางเลือกและอารมณ์ พิสูจน์สมมติฐานทั้งสี่โดยการวิเคราะห์ลักษณะของปัจจัยระดับสหสัมพันธ์ ไล่ ไปข้างหน้าอย่างสมเหตุสมผล ข้อเสนอแนะ สำหรับการพัฒนากิจกรรมท่องเที่ยวของนักศึกษาและการท่องเที่ยว ให้คำแนะนำและอ้างอิงผลการศึกษานี้สามารถใช้เป็นพื้นฐานในการวิเคราะห์กลุ่มนักท่องเที่ยวของนักศึกษามหาวิทยาลัย เพื่อพัฒนาเป้าหมายการบริการด้านการท่องเที่ยว พัฒนากลุ่มการท่องเที่ยวปรับสภาพแวดล้อมการท่องเที่ยวให้มีระดับที่แน่นอน ค่าอ้างอิง

คำสำคัญ: แรงจูงใจด้านการท่องเที่ยว; พฤติกรรม; นักศึกษาวิทยาลัย

Introduction

With the rapid development of the economy, people pay more attention to the quality of life, the tourism industry has been booming, and in the process of information, a variety of multi-level tourism products and derivatives gushed



out. The tourism industry has ample space for development and will continue to maintain a rapid level of development. The demand of university students for tourism is also increasing, which can well meet the material and cultural needs through tourism behavior so that the physical and mental level of university students can relax and rest through tourism. To further improve the physical health of college students has the function of expanding knowledge, expanding vision, and improving knowledge reserve, and also effectively promotes the orderly development of local social production and economic life. College students are about to enter society, with a certain sociality, belonging to a new group. Some scholars' studies show that the consumption consciousness of college tourists is gradually maturing (Khujaev, 2017). study on the Tourism market of college students in Tajikistan Central China Normal University. Certain consumption concepts and time control, whether from the level of consumption or the willingness to receive new things, are the focus of the tourism market to expand the crowd. To further improve the physical health of college students has the function of expanding knowledge, expanding vision, and improving knowledge reserve, and also effectively promotes the orderly development of local social production and economic life. College students are about to enter society, with a certain sociality, belonging to a new group. Some scholars' studies show that the consumption consciousness of college tourists is gradually maturing. Some scholars have shown that the tourism motivation of college students is the premise of tourism. Therefore, the purpose of college students' tourism is the content that needs attention. As China has more than 40 million tourists, it shows that the college students' tourism industry has a strong development prospect. (Khujaev, 2017). study on the Tourism market of College students in Tajikistan. Central China Normal University.) Certain consumption concepts and time control, whether from the level of consumption or the willingness to receive new things, are the focus of the tourism market to expand the crowd. Some scholars have shown that the tourism motivation of college students is the premise of tourism. Therefore, the purpose of college students' tourism is the content that needs attention. As China has more than 40 million tourists, it shows that the college students' tourism industry has a strong development prospect. At present, due to the lack of corresponding analysis and research, the university tourism market



cannot be targeted, the service is not strong, the travel type is monotonous, the specific discount is few, the safety factor is unstable and other problems have gradually affected the stability of the development of the university tourism market. 1. In response to such a situation, how to use reasonable and orderly analysis and comparison, analyze the factors related to college students' tourism motivation and behavior, how to expand the source of students in school, and guide college students to establish a correct concept of tourism, and how to operate the tourism industry nationally, are the in-depth study and discussion of this paper. (Thanarat & Jusana, 2019).

Based on the data analysis of college students' tourism attitude, tourism motivation, tourism preference, travel time, tourism resource source, and other factors, this paper analyzes the tourism attitude of college students. Based on scholars' theoretical references, this paper analyzes the correlation between the factors that affect the travel behavior of college students in Nanning city and proposes the hypothesis of the correlation between monthly living expenses and travel frequency, gender and travel sharing behavior, grade and travel recognition, gender and travel type choice. (Arun, 2019)

Tourist behavior refers to the characteristics of tourist destination, tourist season, tourist destination, and tourist mode, as well as the characteristics closely related to tourism awareness, tourism effect, and tourism demand. In the study of tourism development, tourists, as the main body of Chinese tourism and tourism studies, have been paid attention to by economists all over the world (Wang, 1999). Studies on tourist behavior in various countries are mainly conducted from the perspectives of economics, sociology, anthropology, and psychology. Tourism behavior has both broad concepts and narrow concepts. Tourism behavior in a broad sense refers to the fact that during the whole travel process, Tourists have to travel for the purpose of recreation activities, space, movement, and life behavior associated with them, including from source to destination, and has a specific content of tourism in destination and all the food, lives in the time period and shopping behavior, namely, tourist line, food, hotel, tour, entertainment, shopping six main parts belongs to the travel behavior. In the narrow sense, tourism behavior refers to the specific recreational activities generated by tourists in the destination, that is, part of the behavior content is



closely related to the characteristics and nature of the geographical environment of the destination. Tourist behavior is the most basic symbol of tourists, with different types and levels. (Luo, 2013) Tourism behavior is the most basic symbol of tourists and has different types and levels. In order to understand and forecast the tourism market, we must take the analysis of tourism behavior as the basis, so we can see its importance. (Yuan, 2006).

Through research, this paper concludes that the factors affecting tourism behavior have the following characteristics: concentration, uniqueness, reality, substitutability, and emotion, and verifies the correlation between monthly living expenses and travel frequency, gender and travel sharing behavior, grade and travel recognition, gender and travel type selection. The reasons for influencing factors are analyzed and some reasonable suggestions are put forward.

Literature Review and Related Study Theory of the travel behavior of college students in China In the case of China, many scholars have made in-depth discussions on the study of tourists' behavior. (Bao, 1987). comprehensively studied tourists' behavior from the perspectives of tourism motivation, preference and decision-making. made pioneering research on tourists' decision-making behavior and spatial behavior with hypothesis test method. conducted a series of research on tourism development, objective laws and tourist behavior of typical mountain scenic spots. (Wang, 1999) studied tourists' decision-making behavior; studied the motivation of tourism behavior from multiple perspectives. Ying et al. (2000) summarized and evaluated the modes of tourism behavior space at home and abroad and proposed the regional tourism spatial structure with city as the spatial structure. Analysis of the influence of tourism "Golden Week" on college students' traveling behavior. Through a questionnaire survey of college students' traveling during the 2004 May Day holiday in Guangzhou, SPSS statistical software was used to analyze the characteristics of college students' traveling behavior during the Golden Week from the perspective of tourism psychology. (Yang, 2012)

Theory of tourism behavior of foreign university students proposed "Tourism anthropology" and discussed tourist behavior cases in reception places with different cultural backgrounds. studied the social interrelationship between tourists and host places. proposed five spatial patterns of tourism behavior. studied the tourists travel the yellow stone park space structure model, decision-



making behavior, and its spatial flow behavior caused by the consumption of tourism products, and abstracts the consumption structure, discusses the current urban Chinese domestic tourism consumption behavior rules and domestic tourism consumption level, and puts forward countermeasures for development of domestic tourism. studied the motivation of guangdong residents to travel to Hong Kong. He used factor analysis and variance analysis to analyze the favorable and unfavorable factors that affected mainland residents to travel to Hong Kong, and pointed out that there was a significant correlation between residents' tourism motivation and demographic factors.

Tourism behavior and economics The level of economic development affects the demand of tourists. According to international empirical statistics, when the per capita GNP of a country reaches 800-1000 USD, residents will generally have the motive of domestic tourism; when the per capita GNP reaches 4000-10000 USD, residents will have the motive of international tourism; when the per capita GNP exceeds 10000 USD, residents will have the motive of intercontinental tourism. This reflects that the level of economic development not only affects tourism, but also affects tourism decision-making behavior and tourists' ability to travel.

Research Objectives

1. Analysis of relevant characteristics of factors affecting tourism behavior.
2. Conduct confidence analysis on monthly living expenses and travel frequency of the hypothetical target for verification.
3. Conduct confidence analysis to verify the hypothesis target gender and tourism sharing behavior.
4. Carry out confidence degree analysis to verify the hypothesis target grade and tourism recognition.
5. Conduct confidence analysis to verify the hypothesis of target gender and tourism type selection

Methodology

This paper mainly adopts literature research, questionnaire survey, data analysis and other research methods. Questionnaire survey was used to obtain



the data and information of influencing factors of Nanning university students' tourism behavior. The combination of data comparison and literature citation was emphasized in the study. Through questionnaires to collect survey information, mainly by sampling survey, questionnaire survey, dialogue interview, statistical analysis, comparison of citation and other methods, analysis of Nanning university students' behavior factors. The content of the questionnaire includes the tourism preference, tourism motivation, travel time, preferred tourism product type, tourism intention, tendentious landscape, reasons for failure, tourism resource information sources and so on. The survey subjects included 500 students from 7 universities in Nanning, with 350 valid questionnaires and 28 questions in total, including 27 multiple-choice questions and 1 subjective question. The questionnaire adopts the method of systematic sampling and stratified sampling, and SPSS is used to analyze the data. (SPSS software is simple to operate, can directly input the required data, convenient programming, as long as you understand the principle of statistical analysis, without understanding various algorithms of statistical methods, you can get the required statistical analysis results. With complete data input, editing, statistical analysis, reports, graphics and other functions, targeted strong. Interface more can generate graphics files. The study lasted three months. The research adopts the method of induction and summary, according to the relevant theoretical research and data analysis results, summarizes the characteristics of the influencing factors of Nanning university students' tourism behavior, analyzes the tourism behavior of university students, and provides countermeasures and suggestions for the tourism industry to develop the tourism market of university students and university students to travel out.

Results

The results of this analysis are divided into 4 parts, mainly using the one-way variance method, independent sample t-test method and chi-square test method for correlation analysis. Here you only need to pay attention to the significance value of each analysis (the part marked in yellow). If it is less than 0.05, it means that there is a significant correlation, and vice versa.

**Table 1** Monthly living expenses and travel frequency (Single Factor Variance)

| ANOVA | | | | | |
|------------------|----------------|--------------------|-----------------|-------|-------------|
| Travel frequency | | | | | |
| | Sum of squares | Degrees of freedom | The mean square | F | significant |
| Between groups | 211.097 | 5 | 42.219 | 6.421 | 0.000 |
| Within the group | 2261.692 | 344 | 6.575 | | |
| A total of | 2472.789 | 349 | | | |

Table 2 Gender and travel sharing (Independent Sample Test)

| Independent sample test | | | | | | |
|---|--------------------------------|----------------------------------|-------------|-------------------------------|--------------------|-------|
| | | The test of variance equivalence | | Mean equivalence t inspection | | |
| | | F | significant | t | Degrees of freedom | Sig. |
| Do you share travel details and anecdotes with your friends or family | Assumed equivariance | 1.319 | 0.252 | -1.187 | 348 | 0.236 |
| | We don't assume equal variance | | | -1.139 | 93.297 | 0.258 |
| Do you share your travel experience or print pictures on the Internet | Assumed equivariance | 11.656 | 0.001 | 2.943 | 348 | 0.003 |
| | We don't assume equal variance | | | 3.115 | 104.438 | 0.002 |

Table 3 Grade and travel recognition (Single-Factor Variance)

| ANOVA | | | | | | |
|--|------------------|----------------|--------------------|-----------------|-------|-------------|
| | | Sum of squares | Degrees of freedom | The mean square | F | significant |
| Do you like traveling | Between groups | 1.148 | 4 | 0.287 | 1.523 | 0.195 |
| | Within the group | 65.026 | 345 | 0.188 | | |
| | A total of | 66.174 | 349 | | | |
| You are at home and school What is the level of guidance and recognition for college students' tourism? | Between groups | 10.437 | 4 | 2.609 | 3.459 | 0.009 |
| | Within the group | 260.237 | 345 | 0.754 | | |
| | A total of | 270.674 | 349 | | | |
| What's your attitude towards college students traveling? | Between groups | 0.861 | 4 | 0.215 | 2.761 | 0.028 |
| | Within the group | 26.899 | 345 | 0.078 | | |
| | A total of | 27.760 | 349 | | | |



Table 4 Gender and type of travel (Chi-square test)

| | project | gender | | chi-square | P values | |
|--|--|--------|-----|------------|----------|-------|
| | | M | F | | | |
| What kind of tour do you usually choose | Travel agencies include individual Tours | 3 | 27 | 10.792 | 0.095 | |
| | Travel agencies offer inclusive Tours | 6 | 47 | | | |
| | Class or group travel | 13 | 74 | | | |
| | Multigroup Self-help Tour | 42 | 212 | | | |
| | Individual Travel | 40 | 149 | | | |
| | other | 0 | 4 | | | |
| | Economy (don't care about food, accommodation and travel, focus on travel) | 32 | 104 | 136 | | |
| | Comfort (there are certain requirements for accommodation and food, but more care about travel) | 31 | 172 | 203 | 4.473 | 0.215 |
| | Deluxe type (higher requirements for food, accommodation, travel and travel) | 1 | 4 | 5 | | |
| | other | 2 | 4 | 6 | | |

In summarizing the domestic and foreign and domestic scholars on the study of factors influencing the tourists behavior research on university students' tourist behavior, on the basis of through questionnaire analysis, found the influencing factors of tourist behavior characteristics, the relationship between has the characteristics of centralized uniqueness realistic alternative emotional, suppose target monthly cost of living and travel frequency have significant correlation Gender and tourism share behavior has certain correlation grade and there was no significant correlation recognition of gender and tourist type choice no significant correlation between the four test and verify So according to the college students' this special group of tourism, analyzes the relationship between the influencing factors of travel behavior, further analysis to the market demand and incentives for the government to society Tourism practitioners put forward reasonable suggestions, proposed to develop and improve college students tourism market, for tourism enterprises to better develop tourism products and services for college students to provide ideas and reference suggestions.



Discussion

1. Analysis and discussion on the correlation between factors influencing college students' tourism behavior

1.1 In terms of travel behavior, college students usually show relatively concentration, which is embodied in the concentration of travel scale and the concentration of travel time, the proportion of self-help travel is as high as 72.57%. Secondly, the travel time of college students is also concentrated in the golden holidays, such as May Day, Labor Day and National Day Survey data show that the majority of respondents choose to travel in summer vacation, accounting for 71.71%, and more than half choose to travel in the golden holiday, accounting for 64.29%. Because the weekend is only two days, there is still an impact on travel, so the number of people choose to travel is relatively low, accounting for 37.71% On the other hand, it is reflected in the mutual influence between groups. Some good word of mouth is also an influential factor of companions' travel choices. (Amir & Amir, 2016)

1.2 The factors that influence the travel behavior and motivation of college students are unique, which is reflected in that they pay more attention to whether the products and services meet the requirements of the selected environment and tourism products. In other words, when they consume or travel, they pay more attention to their own fitness Compared with traditional tourist groups and traditional tourism industry, college students' tourism behavior pays more attention to personalized service, and they like new and challenging tourism products. (Chanapong, 2018)

1.3 On the one hand, tourism products and types are increasingly diversified, and supporting services are also diversified, providing more optional time and place products for college students. The consumption consciousness of college tourists is gradually mature (Khujaev, 2017). study on the Tourism market of college students in Tajikistan. Central China Normal University.). On the other hand, college students pay more attention to friends' recommendation, reputation and real experience when they choose to travel. Today where the Internet is so developed, the data shows that 88% of the access is from the Internet, followed by friends' introduction, accounting for 64%. Therefore, college students have a high proportion of rational travel and rational consumption at the



same time, rational choice also embodies the centralization and group behavior of college students' tourism consumption.

1.4 Analysis from the collected data, university students' tourist can be more selective, because our country is a large country, and there are many different kinds of natural and human landscape The regional difference is obvious 2 it is due to identity restriction, restriction conditions and compared with the ordinary tourist group, tourists but college students have rich demand preference, embodied in the tourism product and the service level of contrast tendency In short, with the development of Internet technology, there will be more and more choices for college students to travel in a group. In a certain form, the diversity and uniqueness of college students' travel behavior are interdependent.

1.5 the analysis from the collected data and emotional factors on college students' tourism behavior choice also produce a lot of appeal First of all, with the sound on the college students' mental and physical maturity, in the pursuit of tourism products and services in more concerned about the emotional kind of factors will have a choice and they have a resonance in the behavior of a sense of belonging At the beginning of the choice will be decided Secondly, in the process of tourism choice, college students are more concerned about highlighting themselves and how to make their consumption behavior produce the maximum return. The psychology of pursuing beauty and novelty is more obvious Finally, tourism has become an important spiritual way for college students to express their emotions. With the satisfaction or loss of emotions, it will affect their behaviors and share their feelings of tourism with more people. (Li & Bao, 2000)

2. An extended analysis and discussion are made on the hypothetical investigation. The data analysis truly and objectively reflects the representation of the tourism behavior and motivation of college students in Nanning. However, in order to make the characteristics of the tourism behavior and motivation more obvious, further correlation analysis is conducted on the data. The results of this analysis are divided into four parts, mainly using one-way variance method independent sample T-test method and Chi-square test method have carried out correlation analysis. Here, we only need to pay attention to the significance value

(marked yellow) of each analysis. If it is less than 0.05, it indicates that there is a significant correlation; otherwise, there is no correlation.

Body of knowledge

In the study of the causal relationship between customer perceived value and customer satisfaction, most scholars support the causal chain of value satisfaction (they believe that satisfaction can be a good predictor of the customer's eventual behavioral choice tendency, and customer value perception is the precursor to customer satisfaction. argue that customer perceived value describes the nature of the relationship between the organization, the customer, and the service, while customer satisfaction is the overall response of the customer to the value perception of the product or service provided. Perception reacts to emotions triggered in the process, so perceived value is an important precursor to customer satisfaction. Combined with the characteristics of theme parks, this paper constructs a relationship model of value perception, satisfaction and willingness to revisit theme park visitors, such as the conceptual framework follows Figure 1

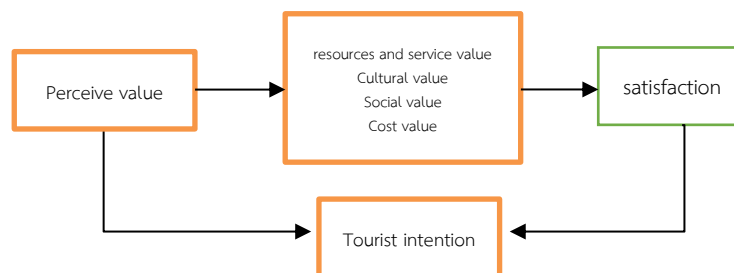


Figure 1 Conceptual Framework

Since the data of this study is mainly obtained from the questionnaire survey conducted by tourists after playing in the theme park, the perceived value of tourists mentioned in the research hypothesis process refers to the overall cognition of the resource and service value, cost value, cultural value, and social value formed by the tourist's real experience during the play process and their own expectations and inner expectations.



Recommendations

Government departments formulate supporting policies

Increase government investment and subsidy policies for college students, and timely introduce holiday travel plans and supporting facilities. Explore the market in a combination of various preferential methods, provide official and accurate tourism information, guide college students to rationally branch out and guide college students to receive tourism education.

Rectify the tourism business market

Pay attention to the feedback mechanism, rectify the tourism market, strengthen qualification review, and strive to create a tourist market that is willing to serve and provide high-quality services. Increase the degree of attention to the tourism consumer group of college students. Speed up the introduction of activity design plans that are in line with more college students' consumption propensity.

Strengthen tourism education

Colleges and universities should guide students to integrate what they have learned into practice. Vigorously advocate the "Three Going to the Countryside", teaching support, summer practice activities, and the "Western Volunteer Program". Recognize the importance of tourism education and increase necessary support for student tourism activities and related educational activities.

Create a social atmosphere that is conducive to tourism

During the period of historical convergence, vigorously establish the concept of tourism, vigorously advocate red tourism, and establish the tourism concept of the younger generation. During the epidemic, management and control should be strengthened reasonably to provide a relatively healthy, harmonious and safe environment for the continuous growth of the tourism group of college students.

Travel rationally and establish a healthy tourism concept

College students should combine their own economic strength and leisure time to travel reasonably. Establish a healthy tourism concept and examine the development of the tourism industry from the perspective of sustainable development, scientific rationality, and comprehensive coordination.



Develop a powerful multi-channel and multi-level joint management service mechanism led by the competent authority to expand the tourism market for college students.

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