

Abstract

Research Title : Potential for Increase Investment in Tourism Business in the Group of Provinces in Central Region of Thailand as a Member of ASEAN Economic Community

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The objective of this research aims particularly to prove the potential of increasing investment in the tourism industry and affiliate from tourists' behavior. Data were also collected from entrepreneurs attitude in 7 perimeter provinces: Phra Nakhon Si Ayutthaya, Pathum Thani, Nonthaburi, Samut Prakarn, Nakhon Pathom, Samut Sakhon and Samut Songkram preparing to service the group of medium to high expenditure tourist. Thai culture, natural resources conservation, tourism promotion and providing the fit investment framework were concern on our paper. This study used both methods: qualitative and quantitative technique. Two sources of data: the questionnaires were formulated and distributed to the subjects randomly selected from both foreigners and Thailand tourists and in-depth interviewing one group of entrepreneurs by interview checklist. Statistic was used in this survey as descriptive and binary logistic regression analysis.

On demand side: quantitative research technique, the results from 200 sampling Thai tourists and 200 sampling foreigners tourists revealed that 66% of Thai tourists and 83.5% of foreigners tourists pointed that the entrepreneurs should increase investment prepared for the competition as an AEC members. The affecting factors on decision making for selecting the increasing investment patterns of entrepreneurs were as: the reasons for repeat visitation in central region of Thailand and the evaluation outcome receiving with the expectation. Both factors could be explained the variance of decision making of entrepreneurs at 74.50 percent.

For supply side by quantitative research technique, from 14 entrepreneurs explained that mostly owners: restaurant, petroleum station, wholesale market, handmade leather, OTOP and lodging firm would increase conservatively investment in the same direction to escape from the high risk situation. Absolutely the financial transaction, revenues and expenses including value of the assets, must record systematically. These information will help them forecasting confidently both short and long term business plan by this approach.