

TITLE The Need for Tourism facilities for all at Phra Borom That Nadun,
Maha Sarakham

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ABSTRACT

The objectives of this quantitative study were: to study personal factors of tourists traveling to Phra Borom That Nadun, to survey the necessary changes to facilitate tourists at Phra Borom That Nadun and to propose development guidelines to improve the facilities at Phra Borom That Nadun. Furthermore this study proposed to set guideline according to the architectural standards. A sample was selected from 305 tourists by using G*Power 3.1.2 program and used accidental sampling questionnaires. Statistics used to analyze data were number, mean, standard deviation, t-test, and One-Way ANOVA.

It was found that most tourists were female, under 20 years old, with a bachelor's degree or higher, with income below 15,000 baht and mostly with a single status. Tourists were domiciled of the Northeast region. They came to visit Phra Borom That Nadun 2-3 times in a year mostly with their families in order to pay respect to the monks or to make merit. The cost of traveling per trip was found to be not exceeding 1,500 baht per person. Government officials and local citizens mostly are female, aged 61 years and over, bachelor's degree or higher, occupation, farmers have income below 15,000 baht / month and have marital status. Mostly have tourism facility's needs. For everyone, overall, is at a high level. The exterior area is followed by signs and symbols, bathrooms, toilets, cross roads and parking spaces.

Mostly tourists needed to improve facilities for tourism as a whole and every aspect at a high level, including signs and symbols. Only age and occupations of visitors were significant factors at the level of 0.05.

Keywords: Facility, Tourism for All, Phra Borom That Nadun