The study of the opinions of Thai tourists towards historic houses

Case study of Chalemprakiat Museum, Tak Province

Abstract

This study aims to Study the opinions of Thai tourists towards the history of houses. The sample group used in this study was 400 tourists who visited the Chalemprakiat Museum, Tak Province, using a questionnaire as a tool. For data analysis, statistics, frequency, percentage, mean, standard deviation

The study of personal factors of visitors found that Most visitors are female, single status, most of them are between 18-24 years old, graduating with a bachelor's degree. Work as a private employee / employee Thai tourists traveling to visit the Chalemprakiat Museum Tak province comes to visit more than 6 times / year. Mostly find information from websites related to museums. Visitors will come to visit the Chalemprakiat Museum for the second time. Know Chalemprakiat Museum before coming to the time to visit the museum for 16 - 30 minutes, most of them received information sources from brochures and magazines. With statistical significance at Thai tourists traveling to visit the Chalok Phra Kiat Museum have a level of opinion about the value of tourism resources. The Chalemprakiat Museum, in overall, is at a high level. The potential of home tourism, history of attractiveness At the highest level. And the potential of home tourism, the history of management, the overall picture is at a high level.

Keywords: Chalemprakiat Museum, Tak Province, Historic house