

**THE TECHNOLOGY BEHAVIOR OF THAI
TOURISTS TOWARDS ONLINE CHOOSING
SERVICES IN TRAVEL BUSINESS FOR TRAVEL
PLANNING**

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The purposes of this research were to study the technology behavior of Thai tourists towards online choosing services in travel business for travel planning. The objective is the technology behavior of Thai tourists towards online choosing services in travel business for travel planning. This research was a quantitative. The population sampling of this study are the Thai tourist, collects data from 400 samplings. The results of the study, most of them are females, aged between 36-40 years, most monthly income is 15,000 baht or more, most of their education is Bachelor's degree, and Single. The study concerning the Thai tourists' technology use behavior and their choice of online travel business services in travel planning. It was found that the frequency of using technology for travel planning is between 3-4 times per day, the time to choose technology for travel planning is mostly in the evening, The website used to select the services of most online travel businesses is Travelloka, The most common tool for using technology in travel planning is Smart phone. The purpose of planning a trip is mostly to relax and unwind and Types of tourist attractions selected for tourism Most of them are natural tourist attractions. The hypothesis test, it was found that the technology behavior of Thai tourists: The Frequency, time period, website, Objectives in planning a trip and types of tourist attractions of Thai tourists. We were related to their travel behavior with the statistical significance at the 0.05 level statistical significant.

Keywords: Technology use behavior, The relationship, Online travel business services

Introduction

The changing the lifestyle of humans in today's society with the introduction of technology to help in communication. Including the work of various businesses Currently, the world trend in the era of globalization has resulted in the widespread use of Social Media. Whether it is the people or tourists in modern society who need urgent information will use technology to help search for various information. that are desired by oneself through the tools that users have available, that is Smart phones, which are not only used for communication. But tourists can also use it to

organize their own travel. Using electronic media to communicate in a real time together with the electronic commerce system (E-commerce). In addition, tourists also use information systems from GPS systems, GIS systems that are useful in finding tourist attractions and other places. for travel Thailand is a country that has developed communications to be more advanced and more technologically efficient to meet the needs of tourists who will travel to Thailand (Kulsawat, 2010; Udomtanateera, 2019)

However, technology is considered important to tourists' daily lives. This is because today's tourists prefer technology to access various products and services. Because technology is continuously evolving. Therefore, in order for the tourism service business to be accessible to tourists in every group. It is necessary to study the behavior of tourists using technology in order to use the results in planning and developing the tourism service business. With the trends of the world and the development of various information systems related to tourism.

Therefore, businesses related to tourism include: Tour business, accommodation business, restaurant business, transportation business, etc. need to present the business' products for sale in an online format, using an agency as a medium to connect the business's products and services to customers (Nongkhoo, 2020).

In this regard, tourism products and services will have a total of 6 related service businesses: tour business Hotel and accommodation, business Food and beverage business, Transportation business, business selling products, and souvenirs and recreation business (Entertainment) of which there are 6 businesses, (Wannathanom, 2009).

But only 4 businesses have distribution and services in the online system. From the above reasons, it can be seen that the presentation of tourism products and services in all 4 businesses should still be developed to meet the needs of tourists and in line with the changes in technology occurring today.

And in order to use the results of the research to develop products and services of the 2 businesses that have not yet been offered for sale online, the researcher had to conduct a study about the relationship between Thai tourists' technology use behavior and their choice of online travel business services in travel planning. To use the results in planning the development of tourism products and services that will be offered for sale on social media.

The objective of research

The objective is the technology behavior of Thai tourists towards online choosing services in travel business for travel planning.

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Literature review and theory

The researcher employed the following theories and concepts in the study: the demographic theory by Schiffman & Wisenblit, (2015), online travel business concept for Xiang & Gretzel (2010).

Role of social media in online travel information search. the tourism theory by Wannathanom (2009), and the marketing management (Kotler & Keller, 2021). This enables it to be written as a research framework.

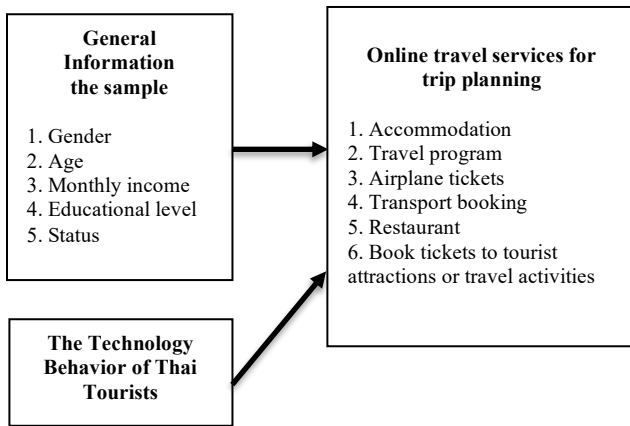


Figure - Research framework

Methodology

The scope of research consists of:

1. Research area: Bangkok, Thailand.
2. Population: the population used in this study is the Thai tourists.
3. Sample group: 400 people.

Part 1 Is the basic information questions of the respondents. (Demographic characteristics) including gender, age, monthly income Educational level and status, with a single-choice format. Use a nominal scale to express values as frequencies and percentages.

Part 2: The Technology Behavior of Thai Tourists questions of the respondents

Part 3: Opinions and opinions about choosing online travel business services, use a Rating Scale, which has 5 levels of Interval Scale.

Results

The results of the study are as in the following:

General information the sample

This research was a quantitative. The population sampling of this study are the Thai tourist, collects data from 400 samplings.

The results of the study, most of them are females, aged between 36- 40 years, most monthly income is 15,000 baht or more, most of their education is Bachelor's degree, and Single status. The study concerning the Thai tourists'

technology use behavior and their choice of online travel business services in travel planning.

The technology behavior of Thai tourists

The research study on the Thai tourists' behavior in using technology for tourism, it was found that the frequency of using technology for travel planning is between 3-4 times per day for 42. 1%, the time to choose technology for travel planning is mostly in the evening for 52.6%, the website used to select the services of most online travel businesses is Travelloka, for 31.7%.

The most common tool for using technology in travel planning is Smart phone for 75%. The purpose of planning a trip is mostly to relax and unwind for 88.8%, and Types of tourist attractions selected for tourism Most of them are natural tourist attractions for 75.2%.

The choosing online travel business services for travel planning

Table The choosing online travel business services for travel planning, average performance

The choosing online travel business services for travel planning	Opinion level		
	\bar{X}	S.D.	Interpretation
Selecting a room reservation or hotel accommodation	4.39	.81	Most
Choosing to book a travel program	3.84	1.07	Most
Choosing to book airplane tickets	3.92	1.13	Most
Public transport booking	3.80	1.11	Most
Choosing a restaurant reservation	3.70	1.25	Most
Choosing to book tickets to tourist attractions or travel activities	4.02	1.12	Most
Over all	3.94	.81	Most

The results of the study are as in the following:

Thai tourist for choosing online travel business services for travel planning, the Thai tourist selecting a room reservation or hotel accommodation, for a high level, choosing online travel business services for travel planning, the Thai tourist choosing to book a travel program, for a high level, choosing online travel business services for travel planning, the Thai tourist choosing to book airplane tickets, for a high level, choosing online travel business services for travel planning, the Thai tourist Public transport booking, for a high level, choosing online travel business services for travel planning, the Thai tourist choosing a restaurant reservation, for a high level, and choosing online travel business services for travel planning, the Thai tourist choosing to book tickets to tourist attractions or travel activities, for a high level.

The hypothesis test, it was found that the technology behavior of Thai tourists: The frequency, time period, website, objectives in planning a trip and types of tourist

attractions of Thai tourists. We were related to their travel behavior with the statistical significance at the 0.05 level statistical significant.

Conclusion

The research study on the relationship between Thai tourists' technology use behaviours and their choice of online travel business services in travel planning. This research was a quantitative. The population sampling of this study are the Thai tourist, collects data from 400 samplings.

The results of the study, most of them are females, aged between 36-40 years, most monthly income is 15,000 baht or more, most of their education is Bachelor's degree, and Single. found that most Thai tourists primarily use online travel services for booking accommodations or hotels, which ranks as the highest priority. This is followed by booking entrance tickets to tourist attractions or activities, booking flights, booking tour programs, booking public transportation, and booking restaurants or dining establishments, respectively-all of which are considered to be at a high level of usage.

It is evident that Thai tourists place the greatest importance on using technology for booking accommodations or hotels when planning their trips. The result is consistent with Suttikun et al. (2024). It was found that the majority of the sample population preferred using applications over websites. Traveloka was the most frequently used online travel agency. The main reason the respondents chose to use online travel agencies was that the prices were cheaper compared to booking directly through hotel or airline websites.

The hypothesis test, it was found that the technology behavior of Thai tourists: The Frequency, time period, website, Objectives in planning a trip and types of tourist attractions of Thai tourists.

We were related to their travel behavior with the statistical significance at the 0.05 level, consistent with Lekveerawattana et al. (2023) a comparison of demographic factors on re-visit intention at ban Chiang community, Udon Thani province. It was found that differences in demographic factors-such as gender, age, occupation, monthly income, marital status, type of accommodation, country of origin, type of travel, and travel expenses per trip-did not significantly affect the likelihood of repeat visitation at the 0.05 level of statistical significance.

Discussion and recommendation

The research findings indicate that tourists' personal factors influence their choice to use online travel services for trip planning. Therefore, marketing strategies for tourism products should take into account the target audience for each specific type of travel product-such as accommodation

businesses, types of rooms, pricing, etc. This is because the first thing Thai tourists prioritize when using technology to access travel-related services is accommodation businesses, particularly hotel or room reservations.

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FINANCIAL ANALYSIS OF THE REAL ESTATE INDUSTRY IN INDIA

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This study examines (i) the relationship between real estate sector investment and GDP in India, and (ii) the financial performance of the Indian real estate industry. Using simple linear regression, a positive correlation ($R^2 = 92.9\%$) between real estate sales and GDP is established. Financial analysis of key ratios-profitability, efficiency, and returns-reveals that the sector has not fully recovered from the post-2008 recession, with declining operating profits, return on equity (ROE), and capital efficiency. The study highlights rising expenditures, shrinking margins, and poor asset utilization, suggesting structural challenges. Policy recommendations include better cyclical forecasting, financial risk management, and regulatory reforms to stabilize the sector.

Keywords: real estate, financial ratios, GDP correlation, India, economic slowdown

Introduction

The real estate sector - encompassing residential, commercial, and industrial properties - is a key driver of India's GDP, contributing 9.3% in 2009-10 (Economic Survey, 2011). Despite its economic significance, the

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