



## **Research Report**

**แรงจูงใจในการเดินทางและพฤติกรรมนักท่องเที่ยว:  
กรณีศึกษานักท่องเที่ยวชาวเกาหลีที่เดินทางมาประเทศไทย**

**Travel Motivations and Tourist Behaviors:**

**A Case of Korean Travelers to Thailand**

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