



Research Report

การวิเคราะห์และเปรียบเทียบแรงจูงใจในการเดินทางและพฤติกรรม
นักท่องเที่ยวนานาชาติที่เดินทางมาประเทศไทย

An Analysis and Comparative Study of Travel Motivations and Travel Behaviors of International Tourists to Thailand

By

Aswin Sangpikul

Dhurakij Pundit University

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