

ABSTRACT

This study exploring the motivation of tourists visiting Thai temple, case study in Watprayurawongsawas Bangkok, Thailand motivation scale to examine motivations of non- Buddhists visiting Buddhist temples. Specifically, this investigation builds on tourism literature to explore the motivations of non-Buddhists visiting Buddhist temples in Thailand. . Motivations to Buddhist temples are of particular interest given the increasing popularity in the Buddhism spiritual activities, such as yoga and meditation, as well as the exponential growth of Buddhist-themed tourism campaigns. The main objective of this research is to highlight the temple heritage, and well-restoration in unique of architecture designed of Wat Prayurawongsawas Worawihara, Bangkok, Thailand, to attract tourist re-visit in Thai temple. In this research the researcher used secondary method to collect the data. The data is gotten from articles, journals and online resources. The theory section looks at different concepts of quality as defined and viewed by various author. The researcher find that affect to positive image which create the number of tourists had been increasing annually in visiting the temple. (Reference number of tourists) It is the result from Thailand promoted their tourism sector by using the images of Thai temple including Wat Prayurawongsawas. So its image of the temple had shown conservation of cultural architecture, and ancient heritage image with in the temple which attracted local and foreign tourists. Especially, Wat Prayurawongsawas has been restoring the main Pagoda (Chedi) by using preservation of prototypes and communicated the publics and private organization including develop the transportation system and the advertising sectors by participation with relational organization.

Keywords: Cultural Tourism, Heritage Tourism, Motivation, Thailand Characteristics, Tourism motivation, Travel to Buddhist sites, travelling motivation.