

# **DEMAND BEHAVIOR REAL ESTATE PROJECT OF LONG STAY TOURISTS IN CHIANG MAI**

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## **Abstract**

This research is Quantitative research, the purpose of this study is to study the Demand behavior Real Estate Project of Long stay tourists in Chiang Mai by inquiring foreign tourists coming to Chiang Mai and housing services for Long Stay in four Real Estate Project: Panon Project, Tandong Project, Home in Park Project and Pimuk Project total number of 219 persons. The results show that tourists arriving for Long Stay demand behavior consists of 5 aspects as follows: 1) The tastes of long-stay tourists find that there is a need for modern single houses and a parking lot/activity area and easy access. 2) On the price level, most tourists are expected to have a rental price of less than 10,000 THB per month and a purchase price of 3-5 million baths. 3) Population determines that there is a housing demand that is located in the suburbs or around the city of Chiang Mai. 4) The price of other products. Alternatively, there is a need to rent or buy a townhouse and 5) Season, there is a need for longer stays in Chiang Mai during November – February

**Keywords:** Demand behavior; Long Stay Tourism; Real Estate Project

## **Introduction**

The popularity of traveling to Thailand is continuing and the survey of HSBC Bank on the subject "The best places in the world to be a rich foreigner" or "haven for foreigners who are rich in this world" has proposed that Thailand was ranked 7th out of 34. the country was chosen as the country to foreigners, the rich can live a quality life and the best one, including Switzerland, Singapore, China, Germany, Bahrain, New Zealand respectively (Neawna, 2014)

As the Tourism Industry is a highly active industry in the economy, there is a need to increase visitor revenue by extending the length of stay for tourists and spending more. Meanwhile, It also promotes tourism-related businesses such as real estate and health-oriented businesses. This became the beginning of long-stay tourism in Thailand. (Longstay in Chiang Mai, 2008) By the year

2014, the trip can bring in the country's revenue of 11.47 million, and the number of visitors to the country reached 24.77 million. (Ministry of Tourism and Sports, 2015)

For Long Stay Tourism, it is a form of tourism that transforms the world's population into an aging society with the goal of resting and rehabilitating the body. One place for a long time may be more than 15 days or 1 month. The group can be divided into four groups as follows: 1) Retirement groups aged 50 years and above, this group has the power to spend high. 2) The group came to stay healthy. Most of them are Middle Eastern tourists. 3) Students who come to study and 4) Athletes who have to travel for months. For foreign tourists holding "O-A" (Long Stay) visas, they can stay in the Kingdom for no more than one year. (Tourism Authority of Thailand, 2014)

According to a survey by the Ministry of Internal Affairs and Communications in 2010, the number of Japanese Long Stay residents is in Thailand. More than 60% choose to live in small and peaceful provinces such as Chiang Mai and Chiang Rai. Compared to big cities like Bangkok or Phuket, Chiang Mai. It is a province with Japanese travel to most long-term stay. Especially in the elderly is the interest in cultural exchange, living in a favorite country, changing the atmosphere during the summer or winter including reasons for healthy. (Chamchan, 2011) In conjunction with the 4-year Chiang Mai Development Plan (2015-2018), the city has developed into a center for tourism and international services, including World's Tourist Destination, the city of MICE City and medical center, Chiang Mai has become a target of both Thai and foreign tourists. (Chiang Mai Tourism and Sports Office, 2015)

Chiang Mai also offers accommodation for long-stay tourists, offering a wide variety of services including condominiums, hotels, apartments and detached houses. So, operators and homeowners who have already purchased and are not staying and want to provide monthly rental services are the keys to managing the market, thus encouraging Long Stay tourists to come to the service.

Because of the habitat of foreign tourists before Long Stay in Thailand, if they are in good standing, they will live in the house and the next will be flats or condos. When visiting Long Stay in Thailand, is this group of travelers looking for a more residential home than a condo? The study of Long Stay tourist behavior in Chiang Mai is essential for the preparation and management of housing projects that will meet the needs of long-stay tourists clearly.

## **Literature Reviews**

### **Long-stay Tourism Concept**

The government has the policy to make the travel industry a strategy in bringing foreign currency into the country. To stimulate the Thai economy by urgency. And as a national agenda. The Tourism Authority of Thailand (TAT) has organized the project. And activities to promote Thailand as a destination for tourists. Including expanding the market to potential visitors (Niche Market / Segment) to cover more. And has continued to promote marketing. The number of tourists has increased. It can increase the number of arrivals to Thailand every year. And has expanded the market to tourists who can spend a long time staying in the city. This increases the amount of time and money spent. Revenue growth in the country as well. (Tourism Authority of Thailand, 2558)

### **The demand for Long-Stay Tourism Concept**

Demand refers to the demand for goods and services. By demand for any kind of goods and services. Means the number of such goods and services; the consumer wants to buy at a certain time at the price level of the product. And that kind of service Demand in terms of demand is a demand that the purchasing power is when consumers want to buy, it will require enough money. And willing to pay for the service, it is considered a demand for goods and services, say that the number of goods. And the kind of service that consumers want to buy inverses Inverse Relation with the price level of the product. And that kind of service always. This is why the volume of purchases is inversely proportional to the price because of: 1) Income Effect, due to the price of the product. But individual income is fixed. Did not change therefore, it is necessary to think carefully about each person to spend on each purchase. 2) Substitution effect due to the use of other products. Replacing the old type of products that have been consumed, such as the consumption of pork instead of beef, etc. The consumption of these substitutes may be due to the price of a more expensive product. Consequently, consumers have to turn to other products. (Wanrak, 1999) The demand for Long-Stay Tourism consist of five aspects: 1) the taste of long-stay tourists 2) the level of price that tourists rent/buy. Housing 3) the population used to make the decision to rent/buy housing 4) the price of other products 5) Seasonal tourists arriving for a long stay.

## **Research Methodology**

### **1. Area Scope**

The researchers select the study area based on the criteria are divided into geographic areas. It can be divided into 4 areas in Chiang Mai: North, South, East, and West. Then select a representative of the village project in each

direction, which sells or rents housing to four long-stay tourists, including four villages: Pa Non-Village, Tan Dong Village, Home In Park and Pimuk Village

## 2. Content Scope

Study of long-stay demand for tourism in Chiang Mai Province It is a long-stay tourist information collection. On issues related to the tastes of long-stay tourists. The price level that tourists rent/buy housing. The population used to make a rental / Purchase decision another price replaceable and seasonally, tourists come to a long stay.

## 3. Population and sample

The researcher selected a specific sample of foreign tourists coming to Chiang Mai and used housing services for long-term stay or Visa Type Non-Immigrant Visa Code "O-A" (Long Stay) from four Real Estate Project: four Real Estate Project: Panon Project, Tandong Project, Home in Park Project and Pimuk Project total number of 219 persons.

## 4. The instrument used in the research

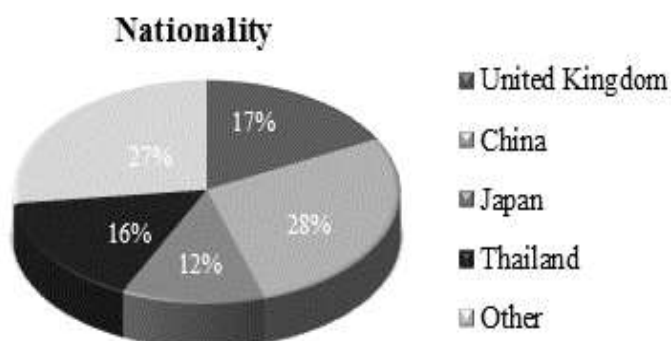
The researcher used an estimation questionnaire to collect data on the behaviors and needs of long-stay tourists in Chiang Mai area.

## 5. Data Analysis

The researcher uses data analysis from the questionnaire by frequency, percentage, arithmetic means, and standard deviation, then give the meaning of the findings from the study. Analyze the relationship of the data obtained. And interpret the numerical value of the output as a descriptive text.

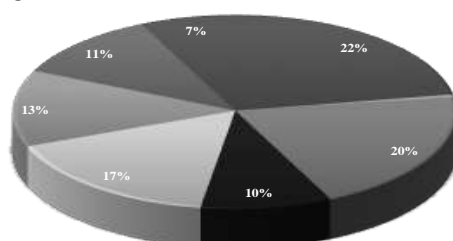
## Research Result

The results showed that Most Long Stay tourists are males between the ages of 41-50 years, most of them from China, followed by England, Thailand, and Japan.



Most Long Stay tourist living in Chiang Mai around 90 days, with an average monthly income of 50,000 Baht. In this travel to for the longest stay, the next most are to study, to meet friends and relatives respectively, and mostly to live with family.

**Objective to Travel**



- For Long Stay
- For Healthy
- For Study
- For Challenge
- For meet friends/Reletives
- For Tourism
- Activity
- For Change atmosphere

For reasons to choose to Long Stay in Chiang Mai. Because of their preference for arts and culture and food, secondly, they prefer to live, to live and to be quiet, respectively, and the perception of information about traveling Long Stay in Chiang Mai. Most visitors are very aware of the Internet (Facebook/website etc.), followed by the referral and from newspapers/magazines or brochures, respectively.

Results of Behavioral needs study revealed that Tourists arriving in long stay Demand behavior consists of 5 aspects as follows:

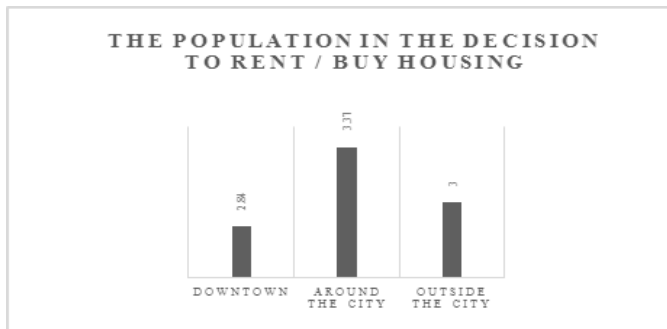
1. The tastes of Long Stay tourists find that most tourists, There is a demand for housing near schools, the second most is near the shopping center. Modern style house with swimming pool, fitness room and restaurant. There are a parking lot/activity area and easy access.



2. The Price level that tourists Rent / Purchase housing is that most tourists demand at least 10,000 baht/month, followed by the price of 10,001-15,000 baht/month and the price of 15,001-20,000 baht / Month, respectively. And in the purchase price housing, most tourists are in demand. The price is between 3-5 million baht, the highest is between 1-3 million baht.



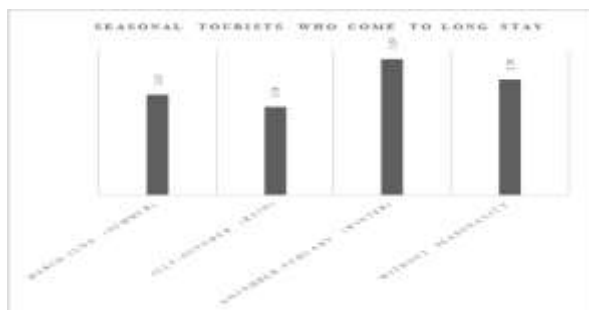
3. The population in the decision to rent/buy housing found Most of the demand for housing is located in the suburbs or around Chiang Mai, followed by located outside the city and Chiang Mai downtown, respectively.



4. Prices of other types of Substitutes, It has been found that most travelers prefer to rent or buy a townhouse more than housing in the same location and the price, the demand is moderate. Condominium Commercial buildings Apartments and hotels demand at a low level.



5. Seasonal tourists who come to Long Stay. It is found that most tourists have a Long Stay need to stay in Chiang Mai. During November - February (In winter), the most, followed by the need to travel without seasonally and arrives in March - June. (Summer), respectively.



## Conclusion and Discussion

The behavior of tourists who come to Chiang Mai for Long Stay is mostly male. They are between 41-50 years old and come from China, followed by England, Thailand, and Japan. With purpose in this tour to For Long Stay For the reason of choosing to stay in Chiang Mai long term because of their preference for arts and culture and food, secondly, they prefer to live in a quiet and peaceful city, respectively, which is consistent with changes in the nationality of tourists coming to Chiang Mai according to a study by Nonglak (2004), a study of the needs of European and American travelers in using long-stay accommodation in Chiang Mai found that respondents were more male than female and more European than American. The objective was to come to Chiang Mai to relax and have the most influence in making a decision to come to Chiang Mai for a long stay of 59.32% and the importance of the demand for external factors at a very important level: Thai people are courteous, friendly and courteous, beautiful landscape, good food and fruit, the cost of living is not high and the weather is warm, respectively, which accordance with Sakharajasit (2008). Long stay in Japan in Chiang Mai The study group was divided into 3 groups: 1) Retired group aged 50 years and over. 2) Exchange students and Long Stay tourist groups find that retired people aged 50 and over have a reason to make long-term decisions. Cost of living, the feeling of safety, friendly people, nice people, good weather, good service including medical and religious standards. These are the main factors that affect the decision.

In terms of behavior, the needs of travelers arriving for long stay are as follows.

1. Tastes of long-stay tourists. There is a demand for housing near schools, shopping malls, and a need for a modern style house with swimming pool, fitness, restaurant, a parking lot/activity area, and easy access, which corresponds to Chanjira Tanatanusorn (2009), have studied Japanese demand for Long Stay accommodation on Changklan Road in Chiang Mai city. It was found that the Japanese did not want to buy a condominium project. Most would

indicate that they wanted to buy a detached house. Wi-Fi internet access is available. Located near bank hospital and Super Market, have good security, which accordance with the study of Nonglak Yanyanpong (2004), have studied The demand of European and American tourists to use long-stay tourist services in Chiang Mai is that the location factor. Tourist has to travel comfortably and there is an unlimited convenient way to communicate.

2. The price level that tourists rent/buy housing. In the rental price is not more than 10,000 baht / month, the price is 10,001-15,000 baht/month and the price is 15,001-20,000 baht/month, respectively, which corresponds to The Upper Northern Provinces 1, Chiang Mai, Lamphun, Lampang, Mae Hong Son (2556) under the Long Stay Sustainable Tourism Development Program In the upper North, the requirement for accommodation for tourists is 15,000 Baht/month. For the price of housing. Most tourists have the highest demand in the price of 3-5 million baht, followed by between 1-3 million baht, which corresponds to Chanjira Tanatanusorn (2009) have studied Japanese demand for long-term accommodation on Changklan Road In Chiang Mai, it was found that most Japanese people wanted to buy a detached house with a price between 1,500,000-2,000,000 baht 1 bedroom 1 bathroom

3. The population in the decision to rent/buy housing. Most tourists have housing needs that are located in the suburbs or around downtown Chiang Mai. Which corresponds to The Upper Northern Provinces 1, Chiang Mai, Lamphun, Lampang, Mae Hong Son (2556) under the Long-term Sustainable Tourism Development Program The Upper North found that the location of the accommodation would be outside the city center.

4. Price of other products. Most tourists prefer to rent or buy a townhouse in the same location and the price is similar, which is not in line with Peerapat Tawak (2011) have studied Factors affecting Long Stay tourism of Japanese tourists in Chiang Mai. It is found that most tourist accommodation, Popular with condominiums that are comfortable, Safe, Located close to the commercial and tourist areas making life a comfortable place and the price is not too high. Due to the changing behavior of tourists arriving in Long Stay in Chiang Mai.

5. Seasonal tourists who come to a long stay. Most of them want to come to Chiang Mai for a long stay. During November - February (In winter), which corresponds to Panida Anantanuk (2557) have studied Long Stay Market Strategic Proposition: A Cultural Background Study And the living of the target group more and more, it is the main reason for tourists to come to long-term stay because of winter escape, because, in the winter of Thailand, the weather is soft cool.

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