

Factors Related to Behaviors of Thai Travelers Traveling to Koh Kred Island, Nonthaburi Province

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Abstract : The objective of this research is to study factors related to behaviors of Thai travelers traveling to Koh Kred Island, Nonthaburi Province. The subjects of this study included 400 Thai travelers coming to Koh Kred. Questionnaires were used to collect data which were analyzed by computer program to find mean and correlation coefficient by Pearson. The results showed that Thai travelers reported their opinions and attitudes in high level on the marketing service mix, product, price, place, promotion, personal, physical evidence, and process. They reported on travelling motivation factor, tourist attraction, and facility at high level. Moreover, marketing service mix, product, price, place, promotion, personal, physical, and process including travelling motivation factor, tourist attraction, and facility had positive relationship with the frequency in travelling at statistically significant level (0.01), though in a low relationship but in the same direction.

Keywords : factors, behaviors, Thai travelers, Koh Kred, Nonthaburi Province

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