

Marketing Mix for Tourism in the Chonburi Province

Authors : Pisit Potjanajaruwit

Abstract : The objectives of the study were to determine the marketing mix factors that influencing tourist's destination decision making for cultural tourism in the Chonburi province. Both quantitative and qualitative data were applied in this study. The samples of 400 cases for quantitative analysis were tourists (both Thai and foreign) who were interested in cultural tourism in the Chonburi province, and traveled to cultural sites in Chonburi and 14 representatives from provincial tourism committee of Chonburi and local tourism experts. Statistics utilized in this research included frequency, percentage, mean, standard deviation, and multiple regression analysis. The study found that Thai and foreign tourists are influenced by different important marketing mix factors. The important factors for Thai respondents were physical evidence, price, people, and place at high importance level. For foreign respondents, physical evidence, price, people, and process were high importance level, whereas, product, place, and promotion were moderate importance level.

Keywords : Chonburi Province, decision making, cultural tourism, marketing mixed

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