

## The Marketing Mix in Small Sized Hotels: A Case of Pattaya, Thailand

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**Abstract :** The purpose of this research is to investigate the marketing mix that is perceived to be important for the small sized hotels in Pattaya. Unlike previous studies, this research provides insights through a review of the marketing activities performed by the small sized hotels. Nine owners and marketing manager of small sized hotels and resorts, all local Chonburi people, were selected for an in-depth interview. A snowball sampling process was employed. The research suggests that seven marketing mixes (e.g. Product, Price, Place, Promotion, People, Physical Evidence and Process) were commonly used by these hotels, however, three types - People, price and physical evidence were considered most important by the owners.

**Keywords :** marketing mix, marketing tools, small sized hotels, pattaya

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