

## Visitor Expectation on a Tour Guide Business as Part of Promoting the Sustainability Tourism in Thailand

**Authors :** Kawinphat Lertpontmanee

**Abstract :** The tourism industry in Thailand is regarded as an energizer of the domestic economy for several years. With this reason, researchers aim to study Visitor Expectation on a Tour Guide Business as part of promoting the Sustainability Tourism in Thailand. The study collected data via questionnaires from the population of 400 samples who have experienced the tour guide and traveling business. The research was studied by divided samples into two main groups, male samples and female sample. There are differences on their average salary per month and expectation on the tour company as part of promoting the Sustainability Tourism of the country. The majority of samples expect that the tour guide company will present the awareness of operating their business without any impact to the environment, offering an appropriated quality trips and offering a valuable price. The tour guide companies were expected to be expanded and operated in regional level in order to strengthen the community economy.

**Keywords :** expectation, tour guide business, sustainability tourism, sightseeing business

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