

## Thai Tourists' Satisfaction and Tourist's Decision Making Process in Southern of Thailand

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**Abstract :** The objectives of the research on Thai tourists' satisfaction of visiting Southern of Thailand are i) to study the Thai tourists' satisfaction who select southern of Thailand as their destinations ii) to study their tourist's decision making process in Southern of Thailand. The samples of the study are 619 Thai visitors at Southern of Thailand by accidental sampling technic and focus group interview for 12 key informant by purposive sampling. The data analysis includes Percentage, Frequency and One-way ANOVA. The findings from the research are the satisfaction of Thai visitors on southern of Thailand ranks from the resources of the destination, transportation, convenience, security, and promotion and public relations; with the high level of satisfaction on all the factors the government or responsible agencies should also modernize the marketing and public relation with increasing public relations, the potential visitors shall be updated with new information and alternative tourist destination also.

**Keywords :** public relations, Southern of Thailand, Thai Tourists' satisfaction, Tourist's decision making process

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