Abstract

This research aimed to study the image of Phuket in terms of a honeymoon destination for Thai couples. A honeymooner can be concluded as one type of tourists and now the honeymoon market plays a major role in the tourism industry. A honeymooner has a different characteristic from other types of tourists because they are willing to pay a high cost and spend more time in order to visit each place. Many countries try to promote themselves to be honeymoon destinations in order to attract honeymooners such as providing a special package for honeymooner, offering a new destinations. Thus, it is important to know the attitude of honeymooners toward the destinations in order to provide marketing strategies to attract the target group.

A survey of two hundred Thai couples is used to measure the image of Phuket in terms of a honeymoon destination with a range of twenty-nine destination attributes. The respondents were asked about their attitude toward the image of Phuket as a honeymoon destination. In this study, respondents’ personal data were used to provide a descriptive statistic only. The essential measurement is the attitude of respondents, then the multiple regression analysis was applied to develop the predictive model, which is divided into three characteristics in terms of functional characteristic, psychological characteristic, and honeymoon characteristic, which influence the decision-making of honeymooners.
The results represented the significant variables, which came from the whole set of predictors. For functional characteristics, four variables (scenery/natural attractions, nightlife, local infrastructure, and beaches) significantly affected honeymooners' perception. Two variables from psychological characteristics (restful/relaxing and fame/reputation/fashion) significantly affected honeymooners' perception. In terms of honeymoon characteristics, five variables (romantic/popular destination, special package tour, package of hotels, availability of luxury hotels, and reasonable cost) significantly affected honeymooners' perception.

Therefore, Tourism Authority of Thailand (TAT) should cooperate with local tourism operators and residents of Phuket to push and promote Phuket in terms of honeymoon destination of Thailand. They need to join hands for developing the destination and, at the same time, creating new strategies to build the image of Phuket as a honeymoon destination for Thai couples.