

ABSTRACT

This research aims to survey the perception of honeymoon tourists' towards destinations in Thailand in terms of sociodemographics variables, as well as the effect of descriptive information on honeymoon trip and sociodemographic variables.

In this research, descriptive research is applied and 60 questionnaires were distributed to foreign honeymoon tourism tourists at Bangkok International airport and the Thavorn Palm Beach Resort, Thavorn Beach Village & spa, and Thavorn Grand Plaza hotel in Phuket in the month of September 2007. Non-probability sampling method is employed and one way ANOVA is used to test the hypothesis. Cross-tabulation method is used to analysis the effect of descriptive information on honeymoon trip and sociodemographic variables.

The information from sociodemographics research reveals that the respondents of this study were mainly 26 to 35 years old with income of 2000 to 6000 US dollar per year. They were mainly university graduate and usually stay in their destination for one to two weeks.

Cross-tabulation analysis illustrates that the descriptive information on honeymoon trip such as honeymoon plan, information source, honeymoon opinion, honeymoon frequency, and honeymoon reference, have significant influence to the sociodemographic variables.

The result of hypothesis testing reveals that there is no difference in the perception of foreign tourist in the attributes of overseas honeymoon destination in terms of age, income, education level, and length of stay. The majority of respondents in this study are

young adult who have tiny different idea towards the marriage and honeymoon. And these respondents with the income level from 4000 to 6000 US dollar per year tend to spend three times more money on a honeymoon than any other ordinary oversea tourists, making them less price sensitive than usual. These phenomena maybe the factors which make it have no difference in the perception of foreign tourist awards the attributes of honeymoon destination in terms of age and income. Moreover, most respondents in this study were on their honeymoon holiday first time and their level of awareness and information search criteria almost similar which make it has no difference in the perception of foreign tourist in terms of education level. And the respondents who like to stay in their destination for one to four weeks have the same preference to beach destination which has similar attributes. It causes the perception of foreign tourist not differ in terms of length of stay.

Finally, recommendations have been proposed for destination government, honeymoon trip planners, honeymoon industry companies, and future researchers.

