ABSTRACT

This research studied Thailand’s image as a tourist destination from the perspective of international tourists. Tourism is perceived as the industry that can generate a huge amount of income for Thailand. Tourists from different countries travel to Thailand for several reasons. It is crucial for marketers and practitioners to understand how tourists perceive Thailand as a destination.

The study focused on only International tourists who traveled to Thailand. The overall objective of this study was to examine the relation among demographic factors, tourists’ perception of destination attributes and Thailand’s overall image. In order to understand the relationship between the different variables, relevant theories and concepts were reviewed and synthesized to form the theoretical and conceptual frameworks.

The methodology used in this research was survey research. The research instrument was divided into three main sections. The first section was covered the perception of destination attributes related to Thailand’s image. The second section was intended to measure the overall image of Thailand as a destination. The final section was designed to gather demographic information. There were 400 questionnaires distributed at Bangkok International Airport.

Inferential statistics the t-test, ANOVA and the Pearson test were used to test various hypothesis sets in this study. The results of this study evidenced that the top three perceived destination attributes were beautiful traditional architecture and buildings, beautiful scenery/ natural attraction and interesting sightseeing/ cultural / historical attractions. The results of the hypotheses testing showed significant differences in the perception of international tourists when segmented by tourists’
demographic variables. In addition, the international tourist’s overall image of Thailand was positive. The study concluded with suggestions for further research.