

ABSTRACT

“Unseen in Thailand” campaign was designed to persuade Thai people to spend their vacation in the debut and unseen destination rather the old destination in order to spread out the jam and congestion to the other places. This project aims to research the tourist ‘Attitude toward Unseen in Thailand’ campaign. The results of this research are intended to recommend ways to improve this campaign in order to get more tourists visiting.

The basic concept developed in this project is based on market research in travel and tourism. The steps toward improvement are carried out through collecting data by using questionnaire, analysis, evaluation, conclusion and recommendation.

In this research, 400 sets of questionnaires were issued in English and randomly distributed to the tourists. Afterward the analysis and evaluation of the response were done by manual input of the information in SPSS program and the results are shown in table format. Finally, conclusion and recommendation were reached based on the author’s consideration and tourists suggestion toward “Unseen in Thailand” campaign strategies and policies.