
ABSTRACT

Tourism is one of the largest and most dynamic industries of the world, with significant multiplier effects on economic activity. Strong overall expansion of Tourism has spread over globally including diversification of the tourism products and increasing competition between destinations.

In an effort to make Thailand a quality destination in the face of growing global competition, Tourism Research is an essential part of designing strategies in order to focus on pursuing new markets and International customer market segments.

This Research focuses on one customer market segment namely, the Indian Tourists. The research involves framing the research problem - *“What will be the outcome of the relationship between Destination Attributes and Image of Thailand when the perception of Indian Tourists is taken into consideration? ”*

The objectives of this Research are to evaluate the *Perception of Thailand's Destination Attributes* among Indian Tourists who have already visited the country. *Thailand's Destination Attribute* (Natural Scenery, History & Culture, Shopping, Entertainment and Nightlife, Value for money, and Travel infrastructure) and To identify Destination factors/attributes that are considered *as the First choice* to Indian Tourists visiting Thailand.

Survey Research method was used in this study where a sample of 382 Indian Tourists who had already visited Thailand were asked to fill up self administered structured questionnaires. Questions were framed based on the Research framework using different measurement scales for the purpose of analyzing data. Descriptive statistical tools have been used in order to analyze the demographic characteristics of the respondents.

Reliability tests have been performed in order to test whether the data collected with the help of measurement scales are reliable. Hypotheses statements both null and alternative are furnished based on the Destination attributes, and the overall evaluation of Thailand. Inferential Statistical tools, namely the **“Spearman’s rank Correlation Coefficient”** has been used to test the hypothesis.

Analysis and Conclusions obtained from testing the hypothesis resulted in rejecting the null hypothesis in case of three Destination attributes and accepting the null in case of the three other attributes. Destination attributes Shopping, Natural Scenery and Value for Money were the three attributes that proved to have a relationship with Overall evaluation of Thailand. Conclusions are provided for three sections namely, the Research Problem, Research Objectives and Research Questions. Recommendations are contributed pertaining to promote or curb the projection of Images by Destination attributes obtained from the research results. Recommendations have also been provided for comments and suggestion made by the respondents. Scope for further research on other evaluation studies have been highlighted.

Conclusions for the research have been provided at the end of the chapter, which suggests investigating the constant changes taking place in the current Tourism marketing environment. And achieving the main goal of - Satisfying the Visitor overall.

Tables, graphs and other information relating to the study have been attached in the section of Appendices, which can be referred for detailed review. References pertaining to the study have been attached at the end of the report.