Abstract

This is a study about domestic tourism. It concentrates on Thai Bangkok domestic tourists who have traveled within Thailand. The purpose of this research is to study the effect of demographic factors (gender, age, income, education, and marital status), social factors (friend and family),and 10P's marketing mix (promotion, product, price, place, people, physical environment, process, packaging and programming, partnership, participant) on Thai domestic tourists decision making to travel with group package tour.

Information was collected through 200 questionnaires that are completed by Thai tourists from Bangkok, who traveled within Thailand and 20 years old and above. After gathering information from the respondents, the data are processed by SPSS program. Descriptive statistics is used to describe general information. Spearman correlation is used to identify relationship between Independent variable (demographic and 10P's of service marketing) and Thai Bangkok domestic tourist decision making to travel with group package tour.

An examination of the demographic classification statistics shows that age is a factor which influence Thai domestic tourist decision to travel with group package tour. Respondents who are 21-40 years old prefer to travel with group package tour. The examination also reveal that respondents who have monthly income 20,000-50,000 and more than 50,000 baht would choose to travel with group package tour more than lower 20,000 baht respondents, this will imply that higher income tourist prefer travel with group package tour.

The results also show that respondents who travel with friends often travel by themselves. Most of male respondents, often with friends, prefer travel within Thailand by themselves. Respondents who travel with family prefer travel with group package tour.

Price, promotion, product, process, packaging and programming, people and physical environment also have relationship to Thai domestic tourist decision making on the topic of traveling with group package tours. This factors are things that respondent consider before purchase behavior.