

Abstract

The theme park industry has witnessed a fairly rapid development in Asian countries in recent years. In Thailand, Dream World plays a very important role in local theme park industry.

The objectives of this study were to investigate difference between Dream World's visitors and non-visitors in terms of their demographic characteristics and the perceived characteristics of Dream World in Bangkok. The study examined the hypothesis by using independent sample t-test, Chi-square test and non-parametric test. Totally 200 questionnaires were distributed to obtain the primary data and the respondents were equally distinguished into visitors and non-visitors by researcher.

The results of this study showed that Dream World visitors trend to be younger than non-visitors, with the lower income, and single. The result of testing the perceived differences on the characteristics of Dream World showed visitors and non-visitors have similar perception on physical condition and safety/security of Dream World; however they have different perception on the characteristics of fun rides, fantasy atmosphere, transport available, distance, price, and quality of restaurants.

Finally, the findings of this study were trying to assist the development of strategic and tactical plans, and Dream World managers were advised to improve and advertising the park.