

ABSTRACT

Bhutan is blessed with rich cultural, traditional values and beautiful scenery which have attracted tourists from all over the world. The country recorded the highest number of tourists' arrivals in 2007 earning a gross amount of US \$30 million.

For this research a sample of two hundred and twenty seven respondents was collected using the non-probability sampling method. This research tries to find the influential factors on tourists' visit to Bhutan by using the Multinomial Logistic Regression technique. The study divides into three regions which are Europe, America and Asia. By considering the factors that have influence on tourists' visit to Bhutan with the significance ($\text{Sig.} < \alpha = 0.05$) and $\text{Exp (B)} > 1$, the result shows that factors, "*Reputation of tour operators/travel agency, Going places my friends have not been, Exchange rates, Political/economic stability of the country, Climate and Weather, and Distance from your country to the destination*" have high influential factors on the tourists from Europe. For America tourists, "*Attending festivals, Tourism infrastructures, Exchange rates, Climate/weather, Nature/mountains and scenery, and Relieving stress/escape from the routine*" have high influential factors. Similarly, factors "*Quality of guide services, Transportation facility, Attending festivals, Expense of travel, and Seasonal factors*" have high influential factors on the tourists from Asia.

This research is also intended to study the comparison of two statistical techniques in finding the best classification technique. The result findings show that Multinomial logistic regression correctly predicts 63.9% and is the best classification technique than the Discriminant analysis.