

## Abstract

Thailand has many cultural attractions. The culture of Thailand is expressed in religion, art and literature, and society.

The topic of this research is “Factors affecting Thai tourists’ decision-making process concerning domestic cultural attractions.” The objectives of this research encompass the relationship between the demographic characteristics of Thai tourists and the decision-making process, as well as between the factors considered for selecting domestic cultural attractions.

The results show demographic characteristics: age, occupation, income, and education. These have a relationship with the decision-making process concerning domestic cultural attractions. Gender does not have a relationship with the decision-making process for selecting domestic cultural attractions.

Certain factors influenced the decision-making process concerning domestic cultural attractions. It shows that amenity, accessibility, safety, source of information, and the image are relationship with the decision-making process concerning domestic cultural attractions. Expenditure is not related to the decision-making process concerning domestic cultural attractions. The respondent expressed that it was not good if the expenditure is low but no security. They commented that the expenditure for traveling in Thailand is not so expensive.

One must mention the safety. Thai tourists consider for the safety to be priority as compare to the expenditure. It should be the government to provide safety to tourists and their belonging because the peace of tourist destination is the most important issue to consider when traveling.