

## **Abstract**

In the last decade, amusement and leisure parks in Thailand have played an important role in urban life. Economic and social pressure has heightened the need for relaxation. Visitor demand for amusement parks has been increasing rapidly in recent years. Knowledge of how visitors and users perceive the attractiveness of alternative types of amusement parks or recreation settings in different situations is essential to proper recreation marketing planning and project development within the context of an amusement park.

This research aimed to determine the importance of amusement park attributes and information sources when choosing an amusement park to visit in order to investigate amusement park visitors' behavior among Thai visitors. Four hundred and forty questionnaires were distributed to Thai people who had visited amusement parks located in Bangkok and metropolitan areas within the past three years. The respondents were asked about their demographic characteristics, source of information about amusement parks, and assessment of amusement park attributes.

The results represented the significant importance on cleanliness, parking available, family atmosphere, nice scenery, overall prices, parking lot shuttle, picnic area and discount/group rates as the most important choice criteria that effect respondents when choosing an amusement park to visit. The results indicated that family members, relatives, friends and television advertising as the most important information sources providers in the decision-marking process. This research provided recommendations and implications for the amusement park manager. In addition, future research direction is discussed at the end.