

Abstract

Title : The Study Marketing Development for Tourism of Thai Tourists in
Samchuk Market, Supanburi Province.

Researcher : Mr.Ukrit Jobsee

Degree : Master of Business Administration

Major : International Business Management and Marketing Management

Advisor :

(Professor Dr. Narasri Vaivanijkul)

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The purpose of this reseasch is to study to explore the personal factors of Thai tourists in Samchuk market Supanburi province, to study the marketing mix related to marketing development for Thai tourists in Samchuk market Supanburi province, and to study marketing development for tourism of Thai tourists in Samchuk market Supanburi province. The samples used for this study are 400 Thai tourists from Samchuk market Supanburi province. Questionnaires were used to collect data. The data was analyzed as frequency distribution, percentage, mean, and standard deviation. Chi-square test was used for analysis.

The results of the study showed that most Thai tourists are female, aged between 20-30 years old, married, hold bachelor's degree, worked for government and state enterprise and earned between 10,000-20,000 Baht per month. The perception level of Thai tourists for the

development of Samchuk market Supanburi province in the marketing mix are medium level. Moreover, each aspect consideration found that the highest perception level of Thai tourists was process. Secondly, it was people. The lowest perception was the marketing promotion. Hypothesis testing revealed that gender, age, occupation, marital status, educational level and income per month are associated with the perception of marketing development for tourism of Thai tourists in Samchuk market in Supanburi province.

Suggestions to improve and to develop marketing strategies should attend about exist product quality and make difference about product from other markets to attract the tourists. Price of products must be suitable to make the tourists feel good. It should consider about service channel and information to reach the tourists. It should make the media public relations about tourism information of Samchuk market to inform the tourists. It should train employees, vendors about everything to reply the need of tourists for impressive in service. It should conserve and develop the environment to be cool and prepare the facilities to support tourists. It should do the history sign board to describe tourists and make security systems for tourists that they can make tourists come back again in the future.