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## KEY FACTORS OF WEDDING TOURISM IN BANGKOK, THAILAND

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### Abstract

*Wedding tourism is the activity or experience when new couples leave the place they usually reside in and go to destinations for their wedding ceremony. Wedding tourism is a rather new trend of tourism in Thailand. Therefore, investigating this sector is meaningful for both academic and commercial purposes. This study explores the key factors of wedding tourism in Bangkok, Thailand to attract couples (couples-to-be) to choose Thailand as their wedding destination by using purposive sampling. This study also focuses on the socio-demographic factors of couples (couples-to-be): nationality, religion, budget, and also investigates the relationship between those socio-demographic factors and the choice of key factors. Eighty-five questionnaires were distributed from November 2012 to January 2013, of which sixty completed usable questionnaires were returned, giving a 70.6% response rate. One way ANOVA was utilized to test hypotheses testing. The result shows that couples visiting Thailand for holding one of the critical moments of their lives are mainly attracted and satisfied by cost of organizing the wedding event, plus budget that can cover flight journey and accommodation, scenic locations, safe to organize wedding, wedding packages, beach, atmosphere, warm and comfortable climate, beautician/make-up/hairstyle services and a marriage ceremony which suits their religious inclination. Furthermore, some key factors can influence by the socio-demographic factors of couples. In light of the findings this study proposes that for an international wedding tourism destination such as Thailand, it is of great importance to set a reasonable and affordable price, to provide solitude and a romantic environment, and to improve the quality of wedding related factors, especially the process of marriage registration.*

**Keywords:** *Wedding tourism, region, budget, key factors*