

## ABSTRACT

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Program:	International Marketing	
Course	Master Thesis International Marketing (EFO705)	
Authors	Ms. Rong Pan	Mr. Sitthiphon Panto
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Title	A study of Swedish tourist going on vacation in Thailand	
Research question	Which factors affect Swedish travelers' decision making in choosing Thailand as a traveling destination?	
Target audience	This report could be beneficial for Tourism Authority of Thailand. The target audiences including Government sector who responsible in promoting Thailand tourism.	
Conclusion	<p>With the help of consumer decision making theory, factors were being investigated. An additional questionnaire was being distributed to collect primary data. The secondary data from reliable sources was used to have a better understanding of Swedish travelling behaviour. It showed that <i>among eight factors</i> "motivation or energizers factor" has the most influence or effect on Swedish traveler's decision making in choosing Thailand as a traveling destination.</p> <p>However, we can summarize their level of influence into three broaden group: High Influence Factor (motivation or energizers factor, socio-economic factor, (personality / attitude factor), Medium Influence Factor (perception factor, learning factor, cultural factor, family influence factor) and Low Influence Factor (reference group influence Factor)</p>	