

Abstract

The main aim of this research was to investigate tourist's tourism decision to travel to Sukhothai with regard to revisiting and length of stay. The scope of this study was also based on Thai domestic tourists who traveled in Sukhothai. The study was a quantitative research, using structured questionnaire survey to collect data from 400 Thai tourists who were traveling to Sukhothai. Both descriptive and inferential statistics were used to analyze the result of this research.

The findings from the descriptive analysis showed that the majority of the respondents were female and single. Their ages were between 20 – 29 years old, holding bachelor degrees, working in the private companies, and having an income less than 10,000 baht per month. They were more likely to be independent travelers than choosing package tourists, and they spent 300 to 600 baht per day per person excluding transportation fees to the province. The tourists preferred to stay two days in Sukhothai, and they visited the province average twice a year. For the marketing mix factors, several product factors were taken into account in the study and Loy Khra Thong festival was the most significant product factor influence on tourists' decision traveling to Sukhothai. Regard to the price factors, transportation fair had highest degree of influence on their trip to Sukhothai. For the place factors, the necessity of tour guide was the most influence factor on tourists' traveling to Sukhothai. Finally, for the promotion factors, tourism campaigns as Amazing Thailand, Unseen Thailand, and Happiness on Earth had most influence on tourists' traveling to Sukhothai. Moreover, the mass media such as television, radio, newspapers and magazines were the most effective marketing communication tools which the tourists received information and news about Sukhothai. From the study, product factors had the most influence followed by place factors, promotion factors, and price factors on tourists' decision traveling to Sukhothai respectively.

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