

TOURIST BEHAVIOR SELECTION ACCOMMODATION IN LUANG PRABANG LAOS

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ABSTRACT

The objective of this research is to study tourists' behavior in selection accommodation in Luang Prabang, Laos, and the factors influence of gender, age, education, occupation, income on the perceived importance of marketing variables in this selection. Questionnaires are used to collect data from 385 tourist who visited Luang Prabang. The majority of tourist was female, 40-49 years old, homeland from Thailand, France, Japan, China, America, and any others countries, bachelor's degree holders, married, entrepreneur occupation with USD 800-900 income.

In terms of tourist behavior was staying in median hotel, 3-4 night per time, first time of visited, reservation room by telephone, room rate USD 50-100 per day with expenses USD 101-150 per day. The factors influence of tourist selection accommodation in Luang Prabang Laos were product, price, place, promotion, process, productivity, people, physical evidence. Education, occupation were significantly different toward the factors influence of tourists selection accommodation in Luang Prabang Laos.

KEYWORDS: Tourist Behavior, Selection Accommodation, Luang Prabang, Laos