

The marketing promotion aspect was at a high level. Comprised of tour operators, special promotions are created to attract tourists. Have bag or souvenir for customer and have insurance, accident, insurance, damage and loss of customer property. In the high level, respectively. Personnel or staff at high level, including staff and guides, can solve problems for members quickly, and service staff and guides are interested in each customer well. In the high level, respectively. The process of integration is at a very high level, consisting of the ability to fulfill all customer agreements. In the high level, respectively.

The creation and presentation of the physical appearance is very high, consisting of the decoration of the outside location is beautiful and interesting, and the travel agency has prepared a variety of travel packages. In the high level, respectively.

Discuss the results of the study. Suggestions from the study. Education Factors affecting the selection of Chinese travel agents to travel in Thailand. The study suggests that:

Product side Tour operators should arrange travel programs that are appropriate for the duration of the tour. Companies should have travel documents. Show many details thoroughly. Travel agents of tour operators should present new attractions at discounted prices and should have a clear tour price and follow the respective packages. Distribution channels Tour operators of the travel agency should have a wide range of contacts to travel agencies, such as self-contact, telephone, e-mail.

For marketing promotion, the travel manager of the travel agency should have a book or supplementary knowledge about Thailand or other tourist attractions. For tourists to read. To understand Personnel or staff, tourist managers, tour operators, service staff and guides should have the knowledge and understanding of the needs and the ability to respond to each customer's needs appropriately and resolve the problem.

Process Travel agents should have a good deal of customer confidentiality and customer feedback to improve service. Can provide useful advice to tourists. To create and present the physical characteristics, the travel manager of the tour operator should select a clean place. There is good service and a legitimate tourist.

4. Suggestions for the Next Study

This study investigates the factors influencing the decision of choosing Chinese travel companies to visit Thailand. Therefore, the next study should isolate the study of tourists from other countries so that the results can be further improved in the tourism.

5. References

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