

A Study of Thai Tourists Behavior in Bangkok Towards New Normal Tourism After the COVID 19 Pandemic to Create New Tourism Management Guidelines for Tourism Entrepreneurs

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ABSTRACT

This study sought to investigate Thai tourists' attitudes regarding New Normal tourism in Bangkok following the COVID 19 pandemic, with the goal of producing tourism management guidelines. The goals were to investigate visitor behavior, compare it to demographic data, discover marketing mix (7Ps) aspects influencing behavior, and recommend advice for businesses. The sample was made up of 400 Thai visitors in Bangkok, chosen using Yamane's formula with purposive and convenience sampling. A structured questionnaire was used to collect data, which were then analyzed using descriptive statistics and Chi square testing. The findings revealed that most tourists favored islands and beaches, depended on internet and social media for information, traveled with friends or family, planned their vacations autonomously, and stayed two to three days, primarily on weekends. Private automobiles were the most prevalent mode of transportation, with homestays and mid to high end hotels being the favored lodging options. Marketing mix aspects were given a high rating (mean = 4.10), with the process obtaining the highest grade. Chi square analysis revealed strong correlations between income and travel style, and between marital status and companions, transportation, and lodging. Product, price, physical evidence, and personnel all have an impact on various behaviors. The findings provide principles for Bangkok's New Normal tourism, emphasizing fair pricing, improved service processes, sustainable infrastructure, and community based tourism activities.

Keywords: Bangkok tourism, New Normal tourism, Thai tourists, tourist behavior, tourism management, marketing mix, COVID 19.

INTRODUCTION

Tourism is acknowledged as one of the most important businesses in driving global economic and social growth. It creates jobs, distributes wealth across sectors, encourages direct and indirect corporate investment, and helps to conserve cultural traditions and history. Thailand's tourist industry has risen steadily due to the wealth of natural resources such as seas, mountains, and national parks, and unique cultural assets and a diverse range of entertainment alternatives such as amusement parks, theaters, shopping districts, and nightlife. Thailand has become a key gateway and a highly appealing destination for tourists of all income levels, thanks to its modern airports, efficient transit systems, and geographic location in the heart of Southeast Asia.

Tourism is Thailand's main service business, and it is critical to the country's economy. It generates hundreds of billions of baht every year and accounts for almost 10% of the national GDP, bringing in more than \$100 billion per year. The sector has a knock on impact on associated industries such as hotels, restaurants, and souvenir shops,

increasing employment and investment while also adding to foreign exchange gains. To strengthen this role, the Thai government has designated tourism as one of ten key "S Curve" industries designed to boost long term economic growth and position Thailand as a competitive regional hub.

The COVID 19 outbreak caused serious disruptions in Thailand's tourism industry. In the first quarter of 2020, revenue from international tourists fell to 332.01 billion baht, a more than 40% fall from the same period in 2019. The Chinese market experienced the greatest loss, falling by 60 percent, with major drops also seen in South Korea, India, Japan, and European countries. Travel restrictions and different national responses to the pandemic further restricted the number of tourists. This collapse emphasized the vulnerability of Thailand's tourism dependent economy, and the importance of adaptability.

Tourist behavior is influenced by social, cultural, and environmental factors, and it has changed significantly since the pandemic. In the New Normal era, tourists value convenience, quickness, and digital accessibility. Online platforms increasingly mediate trip planning, booking, and service delivery, raising expectations that tourist enterprises must include internet based services at all phases of the client journey. Understanding these behavioral shifts is critical for both the public and private sectors to realign strategy with changing demand.

As a result, the purpose of this study was to look into the behavior of Thai tourists in Bangkok under the New Normal conditions that emerged following the pandemic. The aims are fourfold: to investigate Thai tourists' overall behavior, to compare behavior across demographic groups, to evaluate the impact of marketing mix (7Ps) elements on tourist behavior, and to propose tourism management advice. The findings will help policymakers, company owners, and academics boost economic recovery and build tourist confidence by implementing management techniques appropriate for the New Normal.

Research Objectives

1. To examine the travel behavior of Thai tourists and their perceptions of the tourism marketing mix (7Ps) in Bangkok during the New Normal period following the COVID-19 pandemic.
2. To investigate the relationships between tourists' demographic characteristics, marketing mix factors, and travel behavior in order to develop tourism management guidelines for tourism entrepreneurs in Bangkok.

LITERATURE REVIEW

Tourism in the Global and Thai Economy

Tourism has long been considered a vital part of the world economy. According to McIntosh and Gupta (1980), tourism is both an economic activity and a cultural exchange mechanism that encourages international connection. Similarly, Swarbrooke and Horner (1999) underlined that the industry not only generates cash but also promotes cross cultural understanding through leisure and travel activities. Armstrong and Kotler (2009) went on to argue that tourism is critical for promoting infrastructure investment and foreign exchange gains, making it a cornerstone of global trade and development

Along with its rapid expansion, experts have seen a growing concern about sustainability in tourist development. The Department of Tourism Promotion (2009) established the Global Sustainable Tourism Criteria (GSTC), emphasizing the necessity of balancing environmental conservation and commercial rewards. Achiraya (2023) confirmed this viewpoint with her research on community tourism in Nakhon Ratchasima, demonstrating that sustainable practices can boost competitiveness while protecting local resources. These contributions imply that sustainability is not merely a policy requirement, but also an academic focus that influences the long term profitability of destinations.

Thailand's Ministry of Tourism and Sports (2020) has highlighted the economic impact of tourism, reporting that the sector accounted for a significant amount of national GDP prior to the COVID 19 epidemic. According to Law for ASEAN (2024), Thailand's tourism economy has regularly placed among the most competitive in Asia, thanks to its cultural heritage and natural landscapes. Such data demonstrate that tourism has served as a key source of employment and income distribution, benefiting industries such as lodging, transportation, and food services.

The role of tourism in assisting communities has also been extensively researched. Aranya (2020) investigated communication strategies for community based tourism in Suphan Buri and discovered that local participation was critical to ensure equitable benefit distribution. Sangrawee (2020) investigated cultural tourism in Thailand and found that destination components, such as heritage treasures, had a substantial impact on tourist behavior. In a similar spirit, Achiraya (2023) illustrated how the Moo Si village used tourism to alleviate poverty by combining local culture and sustainable management. Overall, these research confirm that tourism in Thailand serves both economic and social development aims.

The COVID 19 outbreak caused a significant shift in Thai tourist behavior. According to Bangkokbiznews (2020), the unexpected drop in international arrivals forced Thailand to rely more heavily on domestic tourism. Boonyarit (2021) found that Thai tourists began to prefer local destinations, emphasizing safety and ease above long distance travel. Jitkhae (2020) stated that the concept of the "New Normal" affected tourist lives, but Sustainable Life (2020) indicated that government campaigns stressed health conscious activities such as hygiene standards and social distancing. These data indicate that Thai domestic tourism played a stabilizing role during the crisis recovery.

Recent studies have highlighted the need for strategic adaptability in Thai tourism. Ritchet (2018) stressed the importance of marketing mix components and service quality in shaping consumer happiness, whereas Vinyoo (2022) investigated the impact of push and pull variables in promoting new normal tourism behavior. Both studies emphasize that responding to changing consumer expectations is critical for maintaining competitiveness. By combining these marketing ideas with sustainability frameworks, Thailand's tourist industry can continue to thrive while responding to global and local concerns.

Impact of COVID 19 on Tourism in Thailand

The COVID 19 outbreak caused unprecedented disruption in the worldwide tourism industry, with Thailand among the countries hardest hit because of its reliance on overseas arrivals. According to the Ministry of Tourism and Sports (2020), travel restrictions and border closures caused a significant drop in inbound visitors, resulting in a dramatic contraction in revenues and employment. Bangkokbiznews (2020) stated that the fall in tourist numbers has a knock on effect in the hospitality, transportation, and service sectors, demonstrating tourism's interdependence with the Thai economy. These findings demonstrate the extent to which the epidemic jeopardized the viability of a sector long viewed as a foundation of national growth.

Scholars have examined the pandemic's complex effects on Thai tourism, particularly the financial challenges faced by operators. Thanapol (2022) investigated tour enterprises in Krabi Province and found major losses in revenue and liquidity, prompting operators to cut services or cease operations entirely. Similarly, Thawanrat (2021) examined the decision making of private company employees in Bangkok and discovered that lower income and more health concerns impacted both the frequency and kind of travel. These studies demonstrate that the tourist industry's economic crisis was paralleled by shifts in consumer behavior, resulting in supply and demand contractions. The pandemic also caused a dramatic shift in visitor behavior towards New Normal behaviors. Pachareeya (2021) examined how Thai travelers altered their preferences to short distance travel and prioritized hygiene, safety, and crowd avoidance. Nusara (2021) supported this remark with her research of tourists on Sichang Island, where mask wearing, sanitary practices, and adherence to screening measures were part of the travel experience. Boonyarit (2021) also stated that the crisis increased awareness of health related factors in destination selection, indicating a greater integration of safety into tourist decision making.

Domestic tourism's role as a stabilizing element during the epidemic has been stressed numerous times. According to Boonyarit (2021), when foreign travel became more restricted, Thai tourists tended to choose domestic locations, softening the overall drop in tourism profits. Sustainable Life (2020) also emphasized government efforts that promoted local travel while encouraging people to follow health guidelines. These initiatives not only helped to sustain some industry activity, but also boosted local economies and community based tourism businesses during a period of global downturn.

Recent literature has also focused heavily on company adaptation strategies. Thanapol (2022) noted that Krabi operators used new service models, such as enhanced sanitation, flexible booking policies, and pricing structure adjustments, to retain clients in turbulent situations. Ritchet (2018) proposed that the marketing mix framework, when customized to crisis circumstances, could play an important role in maintaining consumer trust and happiness. Together, these studies demonstrate that crisis adaptation necessitated not only operational modifications but also effective communication and service delivery.

The pandemic prompted questions about sustainability in Thai tourism. Achiraya (2023) underlined that community based models laid the groundwork for resilience, as locally driven programs were less reliant on overseas arrivals and more responsive to domestic changes. Aranya (2020) bolstered this viewpoint by illustrating how community communication methods enabled local venues to sustain connection with visitors even under difficult circumstances. These data show that the epidemic has increased interest in sustainable and community oriented tourism as long term plans rather than short term solutions.

Overall, research on the impact of COVID 19 in Thailand presents a dual narrative of vulnerability and resilience. On the one hand, the decline in international arrivals revealed structural reliance on foreign markets, as reported by Bangkokbiznews (2020) and the Ministry of Tourism and Sports (2020). Domestic tourism's adaptability, rapid adoption of New Normal habits, and shift toward sustainability, as shown by Pachareeya (2021), Nusara (2021), and Achiraya (2023), demonstrate how the sector reorganized itself in response to crisis conditions.

These findings imply that while the pandemic created important obstacles, it also stimulated transformations that may reshape the trajectory of Thai tourism in the long term.

Tourist Behavior in the New Normal Era

The COVID 19 pandemic altered tourism worldwide, resulting in a new set of behaviors among Thai travelers that were consistent with public health aims. Pachareeya (2021) discovered that tourists adopted adjusted practices emphasizing personal protection, such as mask wearing, avoiding congested areas, and preferring short distance travels. Similarly, Nusara (2021) found that tourists on Sichang Island closely followed preventive measures like temperature screening and sanitation protocols. These changes represented a greater integration of health issues into tourism behavior, with visitors adapting their destination choices and travel habits in response to increased risk awareness.

According to research, tourists have become more choosy about the types of experiences they want. Boonyarit (2021) discovered that many Thai tourists relocated to sites with natural or outdoor environments, where viral transmission risks were believed to be reduced. Vinyoo (2022) validated this finding, highlighting that passengers preferred less crowded destinations and circumstances that allowed for physical separation. These patterns show that behavioral change was both reactive to government limitations and deliberate, reflecting shifting tourist values molded by the pandemic.

Economic conditions influenced tourist decision making throughout the New Normal era. According to Thawanrat (2021), after the initial outbreak, private employees in Bangkok prioritized financial stability, health, and safety while making travel decisions. The findings revealed that economic uncertainty, along with health concerns, encouraged shorter, more localized journeys that cost less money. According to Sustainable Life (2020), visitors have become more cost conscious, frequently combining leisure with practical demands such as family visits, indicating a preference for cautious spending while preserving lifestyle goals.

Finally, research indicates that the New Normal era fostered a larger focus on responsible and sustainable tourism. According to Achiraya (2023), community based models profited from this transition since Thai travelers displayed a willingness to assist local businesses while having safe experiences. Aranya (2020) indicated that good communication by communities increased trust and reassured tourists about the health precautions in place. Collectively, these studies show that Thailand's New Normal tourism behavior was marked by an integration of safety, economic prudence, and sustainability, indicating a significant departure from pre pandemic trends and long term structural shifts in domestic tourism practices.

Marketing Mix (7Ps) and Tourism Management

The marketing mix is an accepted paradigm for analyzing service sectors, including tourism. Kotler (1997, 2003) and Armstrong and Kotler (2009) defined the 7Ps as a model that includes product, price, place, promotion, people, physical evidence, and process, allowing firms to fulfill consumer requirements in a methodical fashion. This approach has been used in tourism research to assess tourist satisfaction and identify factors that impact decision making. In a research of medical tourism services, Ritchet (2018) discovered that the marketing mix, paired with service quality, has a direct impact on consumer satisfaction, proving its broad relevance across service sectors.

Thai scholars have underlined the importance of the seven Ps in tourism management. Vasinee (2013) discovered that factors such as product, service offers, pricing, and accessibility had a significant impact on consumer choices in service marketplaces. Panatsaya (2016) concluded in her study of domestic visitors at Amphawa Floating Market that satisfaction with logistics, ease of transit, and reasonable pricing were key factors in repeat visits. These data lend support to McIntosh and Gupta's (1980) argument that the interaction of product quality, accessibility, and affordability shapes tourism choices.

Promotion is another crucial aspect of this framework. In her study of community based tourism in Ban Laem, Aranya (2020) found that efficient communication via word of mouth and targeted campaigns enhanced visitor trust and participation. Similarly, the Department of Tourism Promotion (2009) emphasized the importance of destination branding and sustainable tourism standards, demonstrating how well planned promotional techniques may attract tourists while also strengthening destination impressions. Bangkokbiznews (2020) also claimed that during the COVID 19 epidemic, promotional activities switched dramatically to digital channels, underlining the necessity of cost effective and broad based techniques.

Human resources and physical evidence have also been mentioned as important aspects of tourism success. Sangrawee (2020) stated that cultural tourism in Thailand is primarily reliant on qualified workers who can effectively communicate with international visitors, emphasizing the importance of skilled personnel in service quality delivery. Boonyarit (2021) discovered that following the epidemic, tourists became more concerned with

cleanliness standards and visible safety precautions, especially the physical environment and service facilities impacting satisfaction and likelihood of future visits.

The process component incorporates these factors into real tourism management. Swarbrooke and Horner (1999) claimed that regular and systematic service delivery improves tourist satisfaction in tourism. Thanapol (2022) said that tour operators in Ao Nang adjusted their service operations to meet New Normal regulations, including health screenings and flexible scheduling. These changes highlight how the 7Ps framework continues to drive tourism management by assisting firms in responding to new issues and aligning their strategy with evolving tourist behaviors.

Guidelines for Tourism Management in the New Normal

The COVID 19 pandemic impacted tourism worldwide. In Thailand, it increased the urgency of implementing new management systems focused on safety, sustainability, and resilience. According to the Ministry of Tourism and Sports (2020), the first quarter of 2020 saw a historic fall in visitor arrivals, forcing both the government and private operators to reconsider their plans. Bangkokbiznews (2020) also noted that immediate measures such as stricter cleanliness rules, physical distance, and bans on gatherings had become important to tourism management. These initial changes laid the groundwork for what is today considered the new normal in tourism, with a focus on health and risk prevention.

Sustainability has evolved as a new guiding principle in tourist management during this time. The Department of Tourism Promotion (2009) established the Global Sustainable Tourism Council (GSTC) guidelines, which address environmental protection, heritage conservation, and community benefits. Achiraya Promlang (2023) proved in her research of the Moo Si community in Nakhon Ratchasima that using these sustainability standards not only increases resilience but also promotes local climate adaptation. Similarly, Sangrawee (2020) demonstrated how essential destination components such as accessibility, community involvement, and conservation policies influence cultural tourism behavior in Thailand. These works demonstrate that sustainability must remain a critical component of tourist management in the new normal era.

Communication and promotion methods are equally important in building tourist confidence. Aranya Dubey (2020) emphasized the importance of transparent communication guidelines for community based tourism, including clear and consistent health and cultural messaging. According to Sustainable Life (2020), following the pandemic, visitors now expect precise information about dangers, restrictions, and available facilities before making travel decisions. In contrast, miscommunication diminishes confidence and undermines the destination's trustworthiness. As a result, guidelines for the new normal suggest that marketing and promotional efforts achieve a balance between showing destination attractiveness and delivering trustworthy updates on safety and sustainability.

Changes in tourist behavior also provide insight into how management guidelines should be developed. Boonyarit (2021) and Nusara (2021) discovered that Thai tourists choose short distance journeys, smaller groups, and private automobiles, indicating increased safety concerns. According to Vinyoo Kankhamhaeng (2022), government policies and personal risk perceptions have a significant impact on the trend toward domestic tourism. These findings indicate that tourism organizations must adapt by providing flexible booking procedures, improving sanitation, and increasing digital platforms for reservations and payments. Adapting services in this way guarantees that management methods are consistent with the behavioral patterns that have emerged in the new normal setting.

Practical strategies for tourism management necessitate a connection between legal frameworks and local practice. Law for ASEAN (2024) detailed how land use restrictions, fair remuneration, and community rights assist inclusive tourism. Pachareeya (2021) and Thanapol (2022) demonstrated that recovery solutions in tourism dependent towns were most effective when they combined economic revitalization with aid to small and medium sized businesses. These perspectives suggest that new normal requirements should include sustainability standards, effective communication, modifying visitor attitudes, and equitable legal frameworks. This integration enables Thai tourist management to not only respond to the consequences of COVID 19, but also increase its long term resilience to future disturbances.

RESEARCH METHODOLOGY

1. Research Design

This study employed a quantitative survey design to investigate the behavior of Thai tourists visiting Bangkok during the New Normal period following the COVID-19 pandemic. It aimed to examine tourists' travel behavior, compare behavioral patterns across demographic groups, assess the influence of the marketing mix factors (7Ps), and develop tourism management guidelines for tourism entrepreneurs.

2. Sample and Selection Method

The study population consisted of 2,457,701 Thai tourists who visited Bangkok in 2024, according to the Ministry of Tourism and Sports. The sample size was calculated using Yamane's (1967) formula with a 5% margin of error, resulting in a required sample of 400 respondents. Participants were selected through non-probability sampling using purposive and convenience sampling methods. The eligible participants were Thai tourists who had traveled to Bangkok and were willing to participate in the study.

3. Research Instruments

The research instrument was a structured questionnaire developed from relevant theories and previous studies. It consisted of four sections: (1) respondents' demographic characteristics, (2) travel behavior during the New Normal period, (3) evaluations of the marketing mix factors (7Ps), and (4) open-ended suggestions concerning tourism management. Demographic and behavioral questions used a checklist format, while opinions regarding the marketing mix were measured using a five-point Likert scale.

The content validity of the questionnaire was evaluated by three experts. Items with an Index of Item-Objective Congruence (IOC) greater than 0.50 were retained. A pilot test was subsequently conducted with 30 respondents who had characteristics similar to those of the target population. The questionnaire obtained a Cronbach's alpha coefficient greater than 0.70, demonstrating satisfactory internal consistency based on the criteria proposed by Vanichbancha (2017).

4. Data Collection Procedure

Data were collected online through Google Forms over a period of one month. Before participating, respondents were informed about the objectives of the study and the intended use of the collected information. Participation was voluntary, and respondents completed the questionnaire independently. All submitted responses were screened for completeness, and only fully completed questionnaires were included in the statistical analysis.

5. Data Analysis

The collected data were analyzed using descriptive and inferential statistics. Frequencies and percentages were used to describe respondents' demographic characteristics and travel behavior. Means and standard deviations were calculated to evaluate opinions regarding the marketing mix factors. Chi-square tests were used to examine associations between demographic characteristics and travel behavior, while regression analysis was employed to determine the influence of the marketing mix factors on different dimensions of tourists' travel behavior.

RESEARCH RESULTS

The demographic profile of Thai tourists in Bangkok revealed that the majority were female, with most respondents aged 31 to 40. Many participants were married, held bachelor's degrees, and worked in government or state companies, with monthly incomes ranging from 10,001 to 20,000 baht. Travel preferences revealed that most people preferred two to three day weekend vacations and self organized travel. Islands were the most popular locations, with homestays being the favored kind of accommodation, indicating a preference for low cost and local options. Private automobiles were the most frequent means of transportation, with an average trip costing between 5,000 and 10,000 baht.

An analysis of the marketing mix found that overall replies were highly scored, with the process dimension having the highest mean value. Product, promotion, and people considerations came close behind, while price, physical characteristics, and distribution had slightly lower scores but were still deemed strong. Within the product category, newness and attractiveness of places were scored first, followed by greenery, popularity, and variety of activities. Pricing aspects stressed the fairness of costs for activities, meals, and transportation, influencing perceptions of accessibility. Promotional activities, such as discounts and the speed with which travel information is obtained, were also highly rated.

When comparing behavior across demographic factors, no significant variations were found by gender, age, occupation, or education. However, both income and marital status had significant effects on travel behavior. Higher income groups had different travel patterns, including trip lengths and destination preferences. Marital status affects travel companions, lodging options, and whether to use private or shared transportation. These findings indicate that social and economic environments are more relevant than demographic factors like age or gender.

Further analysis of the marketing mix found that certain aspects were closely related to behavioral changes, whereas others had no influence despite earning high ratings. Product impressions influenced trip duration, with novelty and attractiveness leading to longer stays. Price perceptions were connected with differences in travel companions, since cost considerations frequently influenced group arrangements. Physical factors affected travel styles and tourism information sources. Despite their high ratings, distribution, promotion, and process factors did not significantly differentiate behaviors among groups.

These findings have significant implications for tourism management in Bangkok during the New Normal era. Tourists consistently appreciated efficiency, fairness, and quality across all service dimensions, but they were particularly attentive to key characteristics such as product features, cost structures, and the physical environment. To boost recovery, tourist operators should concentrate on creating unique and appealing attractions, assuring transparent pricing, and maintaining clean, accessible amenities. While promotional efforts, broad distribution channels, and efficient procedures are still vital, they should be viewed as supporting rather than fundamental drivers of behavior. The study emphasizes the importance of a balanced approach that considers experiential quality, financial fairness, and environmental preparation.

Tourist Demographics and Travel Behaviors

According to demographic information, the majority of Thai visitors to Bangkok were women aged between 31 and 40 who worked in government or state owned firms. A considerable proportion of respondents were married and held at least a bachelor's degree, with monthly incomes ranging from 10,001 to 20,000 baht. Travel habits revealed a tendency for short weekend excursions lasting two to three days, with travelers primarily organizing their journeys themselves rather than through agencies. Islands were popular destinations, with homestays being the most popular type of accommodation, showing a yearning for low cost yet culturally engaged experiences. Private automobiles remained the most popular mode of transportation, with average spending each trip ranging between 5,000 and 10,000 baht.

Table 4.1 Frequency and Percentage of General Information of Respondents

General Characteristics	Frequency (n)	Percentage (%)
Gender		
Male	147	36.8
Female	240	60.0
Not specified	13	3.3
Age		
Less than 30 years	56	14.0
31–40 years	163	40.6
41–50 years	96	23.9
51–60 years	49	12.5
Over 61 years	36	9.0
Occupation		
Own business	74	18.7
Government official/State enterprise employee	142	35.4
Private company employee/Temporary staff	87	21.7
General laborer	56	14.0
Fishing	20	5.0
Farmer (rice, garden, or plantation)	6	1.5
Unemployed	5	1.2
Other	10	2.5
Education Level		

Primary school	10	2.5
Lower secondary school	23	5.7
Upper secondary school	31	8.0
Vocational certificate	71	17.7
Higher vocational certificate	106	26.4
Bachelor's degree	110	27.4
Higher than bachelor's degree	49	12.2
Monthly Income		
Less than 5,000 baht	6	1.5
5,000–10,000 baht	102	25.7
10,001–20,000 baht	146	36.4
20,001–30,000 baht	76	18.0
More than 30,000 baht	70	17.5
Marital Status		
Single	113	28.2
Married	252	63.0
Divorced/Separated	35	8.8
Total	400	100.0

According to the demographic profile of respondents, 60.0 percent were women, 36.8 percent were males, and 3.3 percent did not indicate their gender. The largest age group was 31 to 40, representing 40.6% of the sample. 41 50 year olds accounted for 23.9%, while 14.0 percent were under 30 years old. Respondents aged 51 60 years made up 12.5% of the total, with those aged 61 or more accounting for 9.0%. These findings indicate that the most common age group was middle adulthood, with younger and older travelers participating in smaller amounts. The gender and age distribution emphasizes the concentration of tourism activity among working age people, notably those in their thirties and forties.

The participant's occupational position and education provide more insight into their backgrounds. The largest category, 35.4 percent, were government officials and state enterprise employees, followed by 21.7 percent who worked in private enterprises or as temporary workers. Business owners accounted for 18.7 percent, while general laborers accounted for 14.0 percent, with lesser amounts in fishing (5.0 percent) and agriculture (1.5 percent). Unemployed people accounted for 1.2 percent, while other occupations made up 2.5 percent. In terms of education, bachelor's degree holders made up the largest group (27.4 percent), followed by 26.4 percent with higher vocational qualifications. Vocational certificate holders made up 17.7 percent, while 12.2 percent had postgraduate education. The remainder of respondents had just secondary or primary school.

Income distribution and marital status provide extra background. The highest income category earned between 10,001 and 20,000 baht per month, accounting for 36.4% of respondents. Those earning 5,000 10,000 baht accounted for 25.7%, while 18.0% reported incomes between 20,001 and 30,000 baht. Another 17.5% made more than 30,000 baht, while only 1.5% earned less than 5,000 baht. Regarding marital status, 63.0 percent of respondents were married, with the remaining 28.2 percent unmarried. A lesser number, 8.8%, were divorced or separated. These findings show that the sample was predominantly composed of people with moderate to steady earnings and established family lives.

Tourist Behavior in the New Normal

The analysis of Thai tourists in Bangkok under New Normal conditions reveals numerous significant preferences for travel patterns and motivations. Respondents expressed a strong preference for natural features, with islands

and beach places ranking first, followed closely by mountains and waterfalls. Cultural and heritage places such as temples, historic landmarks, and museums received less visitors, while overseas tourism was the least popular. These findings suggest a trend toward domestic locations with open spaces and natural environs, which is consistent with post pandemic health and safety concerns. At the same time, the data show that leisure oriented travel for relaxation has continued to outperform more specialized or instructional kinds of tourism.

Tourists in the sample also depended largely on digital platforms for information, with websites and social media outlets like Facebook and LINE being the most commonly mentioned. Traditional media means, such as television, radio, and print periodicals, were used to a smaller extent, with word of mouth from friends and family accounting for a small portion. This reliance on online information sources demonstrates the growing importance of digital accessibility in tourism marketing efforts, particularly since younger and middle aged people make up the bulk of travelers. In this regard, the findings are consistent with previous research that has noted an increase in digital engagement in consumer behavior during and after the epidemic.

Marketing Mix Factors of Thai Tourists in Bangkok

The marketing mix is a useful framework for understanding how visitors make travel selections and rate their experiences. The survey results showed that Thai tourists in Bangkok had a positive overall view of the marketing mix, with an average score of 4.10. This illustrates that tourist services and goods fulfill expectations consistently across multiple elements. The findings highlight the significance of combining multiple aspects of management to appeal to tourists in the new normal period, when consumer needs have become more complicated and multidimensional.

When the various components were analyzed, the process dimension had the highest mean score, averaging 4.13. This shows that when tourists participate in tourism activities, they place a high priority on efficiency, convenience, and smooth service delivery. Product, promotion, and people followed closely behind, with an average of 4.10. These results show that the beauty of tourism items, the efficacy of marketing promotion, and the quality of human connection continue to play important roles in building positive tourist experiences. The balance of these elements emphasizes the importance for tourism operators to maintain high standards in all service areas.

Price and physical evidence dimensions scored an average of 4.09, while place (distribution) scored 4.08. Although significantly lower, these figures nevertheless indicate a high level of satisfaction among respondents. This suggests that tourists in Bangkok believe pricing is generally fair and that physical facilities and distribution methods are adequate, but there is still room for improvement. Given the limited variances across each dimension, the statistics suggest that tourists do not evaluate the tourism experience primarily on a single aspect, but rather examine the interaction of numerous components in determining their overall happiness.

Table 4.2 Mean and Standard Deviation of Marketing Mix Factors of Thai Tourists in Bangkok

Marketing Mix Factors	Mean	S.D.	Interpretation
Process	4.13	0.67	High
Product	4.10	0.72	High
Promotion	4.10	0.69	High
People	4.10	0.70	High
Price	4.09	0.71	High
Physical Evidence	4.09	0.72	High
Place (Distribution)	4.08	0.74	High
Overall	4.10	0.71	High

DISCUSSION

The findings demonstrate that Thai tourists' behavior in Bangkok has changed considerably following the COVID 19 pandemic. Most respondents relied on the internet and social media when searching for travel information, planned their trips independently, traveled with friends or family, and preferred short weekend trips lasting two to three days. These patterns reflect the increased importance of flexibility, digital information,

perceived safety, and personal control in post pandemic travel decisions. The findings are consistent with Boonyarit (2021), who reported changes in Thai tourists' behavior after COVID 19, and Vinyoo Kankhamhaeng (2022), who found that health concerns and New Normal conditions influenced domestic travel behavior. They also support the observations of Bangkokbiznews (2020) and Sustainable Life (2020), which indicated that the pandemic accelerated tourists' adoption of digital technologies and encouraged more cautious travel planning.

The respondents' preference for traveling with friends or family suggests that trusted social groups remain important in the New Normal tourism environment. This finding corresponds with Nusara (2021), who found that tourists adjusted their travel behavior in response to COVID 19 prevention and monitoring measures, and with Phatcharaya (2021) and Thawanrat (2021), who identified health, safety, and personal considerations as influential factors in post pandemic travel decisions. The significant associations between marital status and travel companions, transportation, and accommodation further indicate that household circumstances shape tourists' choices. Married tourists may prioritize safety, convenience, privacy, and family suitability, whereas single tourists may demonstrate greater flexibility in their selection of companions and travel arrangements.

The preference for private cars reflects tourists' desire to control their journeys and minimize contact with unfamiliar individuals. Private transportation can provide greater flexibility, privacy, and perceived protection from health risks than public transportation. This result is consistent with the broader New Normal lifestyle described by Jitkhae (2020), in which individuals adopted more cautious practices and placed greater importance on personal safety. It also supports Panatsaya's (2016) observation that transportation and tourism logistics affect tourist satisfaction and destination experiences. Tourism entrepreneurs should therefore provide adequate parking, clear route information, convenient access, and digital navigation support to accommodate tourists who travel by private vehicle.

The popularity of homestays and mid to high priced hotels indicates that tourists consider both experiential value and service quality when selecting accommodation. Homestays may appeal to tourists seeking authentic community experiences, while higher priced hotels may be perceived as offering better cleanliness, safety, facilities, and service standards. This finding supports Aranya Dubey's (2020) emphasis on communication in community based tourism and Achiraya Promlang's (2023) recommendations concerning sustainable community tourism management. Tourism businesses should clearly communicate their hygiene practices, safety measures, service standards, and community benefits through digital channels. Community based accommodation providers should also combine local identity with professional service management to strengthen tourists' confidence and satisfaction.

The overall evaluation of the marketing mix was high, with a mean score of 4.10, and process received the highest evaluation. This result confirms the importance of the extended service marketing mix in explaining tourists' experiences and decisions. According to Kotler (1997, 2003) and Armstrong and Kotler (2009), effective marketing management requires the integration of product, price, place, promotion, people, process, and physical evidence. In tourism, these components collectively shape perceived value and customer satisfaction. The high importance assigned to process suggests that tourists expect reservations, payments, check ins, information requests, and complaint handling to be efficient, convenient, and safe. This finding is also consistent with Ritchet (2018), who found that the 7Ps and service quality influenced customer satisfaction in a service setting.

Product, price, people, and physical evidence influenced different aspects of tourist behavior. Tourism products must therefore respond to tourists' changing expectations regarding safety, flexibility, authenticity, and value. Reasonable and transparent prices are particularly important because tourists compare alternatives easily through online platforms. Tourism personnel must demonstrate professionalism, responsiveness, and knowledge of health and safety procedures, while physical evidence—including cleanliness, facilities, signs, equipment, and the overall atmosphere—must reinforce trust. These findings correspond with Vasinee (2013), who demonstrated that marketing mix factors are associated with differences in consumer behavior, and with Kitiya (2016), who found that motivation and satisfaction influence Thai tourists' behavioral responses.

The significant relationship between income and travel style indicates that tourists' financial capacity affects their preferred activities, transportation, accommodation, and spending patterns. Higher income tourists may select premium services and place greater importance on convenience and quality, whereas lower income tourists may prioritize affordability and value. This finding is compatible with established tourism behavior perspectives, which recognize that demographic and socioeconomic characteristics influence travel motivation and consumption choices (McIntosh & Gupta, 1980; Swarbrooke & Horner, 1999). Tourism entrepreneurs should consequently develop differentiated products and pricing options rather than apply a single strategy to all market segments.

The results have several implications for tourism management in Bangkok. Entrepreneurs should strengthen digital communication, offer transparent and flexible pricing, simplify service procedures, maintain visible hygiene and safety standards, and design activities suitable for families and small groups. Community based tourism experiences should be developed in cooperation with local residents to distribute tourism benefits and support cultural and environmental sustainability. These recommendations align with the destination sustainability

principles promoted by the Department of Tourism Promotion (2009) and the community management approach proposed by Achiraya Promlang (2023). Overall, effective tourism management in the New Normal era requires a balance among economic recovery, service quality, tourist safety, digital accessibility, and long term destination sustainability.

CONCLUSION

This study examined Thai tourists' behavior in Bangkok under the new normal, focusing on demographics, preferred travel habits, and important marketing mix aspects. The findings indicate that the majority of visitors are working age individuals with moderate incomes who choose short trips, domestic destinations, and autonomous travel. These findings demonstrate that adaptability and affordability continue to influence decision making in the post pandemic age.

Tourist behavior also indicates a reliance on online information, a preference for traveling with others, and a focus on lodging, meals, and transportation. The marketing mix research shows that the most influential factors are procedure, product quality, and promotional techniques, implying that service efficiency and experiential value are critical for tourism enterprises.

Based on these findings, guidelines were produced to assist tourist management in the new normal. The recommendations focus on integrating tourism activities with community culture, guaranteeing fair pricing, broadening distribution and payment channels, enhancing service quality, and strengthening personnel competencies. These initiatives provide practical guidance for businesses and authorities seeking to improve Thailand's competitiveness and develop sustainable tourism experiences.

Recommendations

1. Recommendations for Tourism Entrepreneurs

1.1 Tourism entrepreneurs should develop distinctive and attractive tourism products that are suitable for short weekend trips and independently organized travel.

1.2 Tourism products should incorporate local culture, community activities, and authentic experiences to satisfy tourists seeking meaningful and affordable travel experiences.

1.3 Prices for accommodation, food, transportation, and tourism activities should be reasonable, transparent, and clearly communicated to tourists.

1.4 Tourism businesses should improve cleanliness, safety, accessibility, parking facilities, and other physical evidence to increase tourists' confidence.

1.5 Websites and social media should provide accurate, current, and easily accessible information about destinations, prices, facilities, and safety measures.

1.6 Reservation, payment, check-in, and service procedures should be simple, convenient, and efficient.

1.7 Marketing strategies should be tailored to tourists' income and marital status because these characteristics are associated with differences in travel styles, companions, transportation, and accommodation.

2. Recommendations for Government and Tourism Organizations

2.1 Relevant authorities should improve tourism infrastructure, transportation connections, signs, public facilities, and safety systems in Bangkok.

2.2 Government agencies should support community-based tourism and assist local entrepreneurs in developing sustainable tourism products.

2.3 Training programs should be provided to improve entrepreneurs' digital marketing, service quality, health and safety management, and crisis-response capabilities.

2.4 Tourism organizations should promote cooperation among government agencies, communities, accommodation providers, transportation operators, and tourism businesses.

3. Recommendations for Future Research

3.1 Future studies should include international tourists and compare their behavior with that of Thai tourists.

3.2 Research should be conducted in other destinations to determine whether the findings can be generalized beyond Bangkok.

3.3 Probability sampling should be considered to improve the representativeness of the sample.

3.4 Qualitative methods, such as interviews and focus groups, should be used to obtain deeper insights into tourists' motivations and expectations.

3.5 Longitudinal studies should examine how tourism behavior and marketing preferences continue to change after the COVID-19 pandemic.

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