

Tour Planning



Refers to businesses that involve taking tourists to travel. or traveling for other purposes by providing one or several services or facilitating such as accommodations, food, guides, or any other services in accordance with the Ministerial Regulations. (Tourism and Guide Business Act)

tour arrangement

Means the preparation of a tour (package tour) consisting of the provision of vehicles. Overnight accommodation, food, tourist attractions contact (nature, historical sites, culture, various entertainment venues)



Characteristics of the tour business Products are abstract.

Intangible The product is unique, there is only one style like no other.

Production and consumption happen at the same time and place.

The process of buying and selling goods and services cannot be separated from each other.

The product looks damaged Travel products can be sold more or less depending on the season.

The reason that motivates people to want to travel



1. want adventure
2. want to discover new things
3. Want value in traveling
4. want to explore culture
5. want to see the well-being of fellow world
6. Want social acceptance
7. want to be proud
8. want to raise status and prestige

Reasons that humans do not want to travel

1. waste of money
2. No time

tour arrangement Type of tour arrangement



- 1.domestic tour
- 2.inbound tour
- 3.outbound tour

Domestic tour - all tours are organized by the company - organized as a package tour

Inbound tour - arranged according to the needs of foreign travel agencies - The company sells travel services to foreign tour companies, including - package tour -pre - post tour

Out bound tour- Thai travel companies will contact travel services through foreign travel companies. which will be responsible for organizing tours