

## **Promotion Tourism Framework for the Marketing of Thai Sports**

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### **Abstract**

Thailand has experienced a surge in sports tourism, particularly in Muay Thai, owing to its rich cultural heritage and beautiful landscapes. This dissertation explores the factors influencing visitor satisfaction, engagement motivation, and the intention to revisit sports tourism destinations in Thailand. The study utilized a quantitative research design with 300 respondents from diverse demographic backgrounds. We collected data using structured questionnaires that covered demographic profiles, visitor satisfaction, engagement motivation, and intention to revisit. The analysis revealed that customer satisfaction significantly impacts motivation, communication, event reputation, safety, and facilities in sports tourism. Both personal and social engagement motivation significantly influence the intention to revisit. Furthermore, respondents' profiles, including sex, age, marital status, education level, occupation, and income, significantly affect the promotion of sports tourism. The study emphasizes the importance of integrating cultural heritage, safety measures, quality facilities, and effective communication in a marketing plan to promote sports tourism in Thailand. It proposes that enhancing customer satisfaction and engagement motivation is crucial. It also highlights the need for a tailored marketing plan emphasizing the unique aspects of Muay Thai and other sports tourism offerings. Investing in infrastructure, safety, and quality facilities, while also leveraging social media and authentic cultural experiences, can increase visitor satisfaction and encourage repeat visits. The dissertation concludes by recommending further research to explore longitudinal impacts and include more extensive, diverse samples to validate and expand upon these findings.

*Keywords: promotion, tourism, Thai Sports, Thailand*