

Title The potential development of small Hotels for Religious Tourism
Destinations in Nadoon District, Mahasarakham Province

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ABSTRACT

The purposes of the research were to 1) study the behavior of religious tourists using services at a small hotel in Na Dun District, Mahasarakham Province and) study the potential of small hotels in Na Dun District, Mahasarakham Province to accommodate religious tourists. The samples were 400 religious tourists traveling in Na Dun District. The statistics used in the study were frequency, percentage, mean and standard deviation.

The research revealed that most tourists were females aged 31-40 years old. The marital status was married / living together. The educational level was a bachelor's degree. They operated personal business / trading. The average monthly income was 10,000-20,000 Baht. Most of them lived in Mahasarakham Province. The common reason to choose to stay at the hotel was that it was convenient. They stayed for one night. Superior Room was the most popular room type booked by the tourists. The period they stayed was January – March with the price of 501 – 1,000 Baht, most of which were booked by telephone. The persons who shared the decision to choose accommodation were friends / relatives. The purpose of the visit was to visit Phra That Na Dun. They were not sure if they wanted to stay at the hotels again. Most of them recommended the hotels to friends / acquaintances. The level of the overall opinion on the potential of small hotels for religious tourists in Na Dun District, Mahasarakham Province was at a high level. When considering each aspect, 4 aspects were rated with a high level of the opinion on the potential of small hotels for religious tourists in Na Dun District, Mahasarakham Province, including 1) reliability in services, 2) the response to the needs of the service recipients, 3) the confidence in services and 4) the empathy on the service recipients. The aspect that was in the moderate level was the concrete of the service.

Keyword: The potential development, Small Hotel, Religious Tourism