

Abstract

Seventh son tour.,Co.Ltd is a company that organized a trip for domestic tourism. The company organizes tours for many purposes, such as incentive tour, education tour, arrange for accommodations as well organize the restaurants. This is very interesting for us to learn about.

“A comparative study between the process of incentive tour and education tour”. The objective is to study the process of how to organize the tours for both incentive tours and education tour to be able to analyze the similarities and differences of the various stages.

The samples of the Incentive tours is to reward staff in SB Sowa Pipe (Thailand) Co.,Ltd which is an annual tour program of the company. The routing start from Bangkok to Prachuap KhiriKhan which was held during 6-7 February 2559 with a total of 48 peoples. This Incentive tour is to promote and reward the employees who dedicated and loyal to the organization. This creates an incentive to staff morale in the work place. For the samples education tour is students of Siam University. Faculty of Liberal Arts Department of Tourism The Learning Resource Conservation for Sustainable Tourism. The routing start from Bangkok to Trat and end at Chanthaburi. During 2-3 April 2559 with total of 97 people. The objective of this education tour is to let study learn from the real places and environment.

The studies of this project, had been divided into 4 processes, which are 1. The tour & program proposal 2. The pre-operation stage 3. The operational stage 4. The post-operation stage. Each process, will be compared on both similarities and differences which will consists of major topics such as travel insurance, decision marking on tourist site as well as the process of how to organize the tour which will be focused on the objective of the tour, Tour guide and also other extra activities. Base on the comparison, the results show that the tourists with reward tour expect the fun and relax activities, while the tourists with educational tour expect the intensive knowledge and learning activities.

Keyword : Tourism travel for incentive , Organizing tours, Krabi Programe tourist