Abstract

The project on studying and creating the travel route in Cha-am district, Phetchaburi province and Hua Hin district, Prachuabkhirikhan province aims to increase the distribution channel of domestic route to Brawn Travel Mart Co., Ltd. and explore and study the information of travel route in Cha-am district and Hua Hin district in order to create the travel route to meet tourist demand.

At present, Thailand season is summer. The tourist attraction of water park then is particularly vivid since the tourists want to relieve their heat. We choose Vana Nava Hua Hin Water Park, the water park which is designed and constructed under the first "water jungle" concept of Asia. It is outstanding with the design harmonious with natural, contains slider and 19 kinds of playthings with world class entertainment which are produced and installed by Whitewater West Industries Co., Ltd from USA, the world's first-rank leader on production and installation of playthings in the water park. We study the route including new tourist attraction and establish the program tour, named: Trip Pluen Kab Hua Hin Fin Kab Suan Nam. The first-day program: Bangkok – For Art's Sake – Saengthai Seafood – Vana Nava Hua Hin and the second-day program: Rajabhakti Park – Venezia – Alpaca restaurant – Nantawan – Bangkok. This trip is charged for 5,500 baht.

The project created makes Brawn Travel Mart able to increase the company sales volume from the travel program on route of Cha-am – Hua Hin and receive the new information of new travel route in the area of Cha-am- Hua Hin to be the guideline for next planning on tourist attraction.

Key words: Studying and creating the travel route in Cha-am district, Phetchaburi province and Hua Hin district, Prachuabkhirikhan province