

Title	The Role of Social Media Influencing the Tourism Style of the Sathorn Office Staff	
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Abstract

The purpose of this research project were to study 1) the tourism behaviour of employees in Sathorn area and 2) the roles of social media influencing the tourism of employees in Sathorn district, Bangkok, Thailand. The research tool used in data collection was the questionnaire was created in accordance with the objectives and from the literature reviews, related to the theoretical concepts of the study. 100 questionnaires were completed by an accidental random sampling method. The statistics used for data analysis were descriptive statistics, i.e., frequency (N.), percentage (%), and mean (\bar{x}) and Standard Deviation (S.D.) for 5 Likert Scales.

The result of the study of the tourism behaviours of employees in Sathorn area was found that most of these employees are the member of Facebook (N. 98), online everyday (N. 90), search by their mobile phones (N. 71), took 5-10 trips per year (N. 68), were private trips (N. 95), organized the trip by themselves (N. 93), and the natural tourism was their main attraction (N. 80).

According to the roles of social media influencing the tourism of employees in the Sathorn area, the result revealed that it was highly influencing the decision to choose tourist attractions of these respondents ($\bar{x} = 3.60$).

Keywords: Roles, Social Media, Tourism Influence, Behaviour

