Kanchanaphorn Siripanya 2007: Factor Influencing Thai Tourists' Behavior on Visiting Chiang Mai Night Safari. Master of Economics (Business Economics), Major Field: Business Economics, Department of Economics. Thesis Advisor: Associate Professor Somskaow Bejranonda, Ph.D. 131 pages.

The purposes of this study were to study 1) the characteristics of Chiang Mai Night Safari 2) tourist behavior 3) the relationship between personal factors and tourist behavior and 4) the relationship between personal factors and the significance level of marketing mix factors. The data were collected from 325 questionnaires from December, 2006 to January, 2007. Analysis of the data included chi-square test, t-test and F-test for hypothesis testing at a confidence level of 95%

The study results revealed that most samples were female, aged 15-24 years old, were single , had a Bachelor's degree, were students, with an average income per month below 5,000 baht. The hypothesis testing, which related personal factors and the tourist behavior at a confidence level of 95%, found that 1) the purpose of visiting was related to sex and occupation, 2) people who participated with were related to sex, age, marital status, education level, occupation and income per month, 3) the day of visiting was related to income per month, 4) the period of visiting time was related to occupation and income per month, and 5) expenditure while visiting was related to age, education level and income per month. The study of the relationship between personal factors and the significance level of marketing mix factors found that the different personal factors, that were sex, age, marital status, education level, occupation and average income per month were significantly different in the following marketing mix factors: product, price, place, promotion, process, people and physical evidence.

Therefore, Chiang Mai Night Safari should improve and take good care of the landscape because it is important for attracting tourists to visit, gain and train staffs to provide efficient service to tourists.

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Student's signature	Thesis Advisor's signature			