

## ABSTRACT

Thesis Title : Roles of Tourism Authority of Thailand :  
A case study of Inbound Tourist.

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The purpose of this research is to study about factors that affect the section of tourism and tour guide restriction including their accomplishment. By referring to THE TRAVEL AGENCY BUSINESS AND GUIDE ACT B.E. 1992 which is a quantitative research. The researched sample groups are 200 tour entrepreneurs in Bangkok, 100 tour guides, and 30 tourist business registration of The Tourism Authority of Thailand. By using the accidental sampling and questionnaires for doing the research. The questioned informations have been compiled by using SPSS/PC+ program. The statistics of information analysis are percentage, average value, Standard deviations, Chi-square.

For the outcome of study, it is found that tour entrepreneurs and tour guides' opinions about THE TRAVEL AGENCY BUSINESS AND GUIDE ACT B.E. 1992 that it could be implemented in a rather high rate as well as tourist business and guide registration office of The Tourism Authority of Thailand 's opinion.

Further this study by penetrate personnel interview about THE TRAVEL AGENCY BUSINESS AND GUIDE ACT B.E. 1992 ,this study explain in overview picture and able to practice in the act . However it still face the problems about tour entrepreneurs and tour guides that are unlawful and having foreigner do business in here.