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: MAJOR

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INARUPHON AURTHANAWAN : TRAVEL MAGAZINE : A STUDY ON ORGANIZATIONS.

CONTENTS AND AUDIENCES. THESIS ADVISOR SUKANYA SUDBANTHAC, 162 pp

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The purposes of this research are to compare the organizations or business entities, both governmental and private, who produce traveling magazines. The magazines that were studied in this research are Anusarn Aur Sor Tor, Travel Companion and Camping Travel. The method of study includes comparing such traveling magazines by their contexts, pictures, the methods of presentation, the actual use of information contained in such magazines by the readers and the readers' gratifications over the magazines.

The findings of the study show that, besides its business purpose which is to make profit, private business entities, who produce traveling magazines, have no specific policy in producing such magazines. This is different to the case of Travel Authority of Thailand (which is a governmental organization). Travel Authority of Thailand produce Anusarn Aur Sor Tor in order to serve governmental policy. The contents of each magazine are different by its producer and its target group. We further found the relevancy among the producers, the magazine's content, and the target audience.

In the organization aspect, we found that each magazine producer is different in type and size of organization, especially the budget and income. Governmental organization makes more profit from the magazine's business than the others. Furthermore, advertising in governmental organization's magazine is more attractive than in other magazine.

For the future of travelling magazine market, we can conclude that this market has no limitation, its growth and new competitors are expectable in the near future. Another reason to support this idea is that the content of magazine can be presented in varieties of form.

ภาควิชา.....วารสารสนเทศ.....

ลายมือชื่อนิสิต.....

สาขาวิชา.....หนังสือพิมพ์.....

ลายมือชื่ออาจารย์ที่ปรึกษา.....

ปีการศึกษา.....2539.....

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....