

**FACTORS INFLUENCING THAI CONSUMERS' ATTITUDES TOWARDS
ONLINE BOOKING OF HOTEL ACCOMMODATIONS**

By

Buachompoo Varee

**Submitted in partial fulfillment of the requirements for the degree of
Master of Business Administration in Hospitality and Tourism Management
Stanford Graduate School
Stanford International University**

July 2011

**FACTORS INFLUENCING THAI CONSUMERS' ATTITUDES TOWARDS
ONLINE BOOKING OF HOTEL ACCOMMODATIONS**

by

Buachompoo Varee

Submitted in partial fulfillment of the requirements for the degree of
Master of Business Administration in Hospitality and Tourism Management
Stamford Graduate School
Stamford International University

July 2011