

## **ABSTRACT**

The aims of this research is to study (1) the extent that foreign tourists are satisfied with services and facilities provided in Ayutthaya province, (2) the characteristics of Ayutthaya that affect foreign tourists' satisfaction, and (3) the problems that foreign tourists face when travelling in Ayutthaya. The subjects of this study included 150 foreign tourists who visited Ayutthaya province, selected by the accidental sampling technique. The result of the findings were analyzed by using the SPSS program (version 15.0) and presented by means of descriptive statistics of frequency distribution and percentage.

The study found that:

(1) foreign tourists are highly satisfied with the services and facilities provided in Ayutthaya province. There are 4 factors that attract foreign tourists to Ayutthaya province, that is to say, product (the ancient remains, souvenir, local people), price (discounting, value-for-money), place (the role of intermediaries, direct sell), and promotion (advertising, brochures, sales promotions).

(2) the major characteristics that affect foreign tourists' satisfaction are the historical sites and their prosperous history background.

(3) there are a few problems that foreign tourists face when travelling in Ayutthaya. They are crowds and noise at the historical sites.