

CONTENTS

	PAGE
ABSTRACT	ii
ACKNOWLEDGEMENTS.....	iii
CONTENTS	iv
CHAPTER	
1. INTRODUCTION	1
1.1 Background	1
1.2 Statement of the Problem	5
1.3 Objectives of the Study	5
1.4 Definitions of Terms	6
1.5 Scope of the Study	7
1.6 Significance of the Study	8
1.7 Organization of the Study	8
2. REVIEW OF THE LITERATURE	10
2.1 Dimensions of Tourism.....	10
2.2 Definition of Tourism	11
2.3 Definition of Travel	12
2.4 Forms of Tourism.....	14
2.5 People's Attitude.....	15
2.6 Four Ps Concepts: Marketing Mix for Tourism Services.....	16
2.7 Relevant Research.....	24
3. METHODOLOGY	26
3.1 Subjects	26
3.2 Materials	26
3.3 Procedures	27

3.4 Data Analysis	27
4. RESULTS	28
4.1 Personal Data of the Respondents.....	28
4.2 Opinion of Foreign Tourists on Travelling in Ayutthaya.....	34
5. CONCLUSIONS, DISCUSSIONS AND RECOMMENDATIONS..	43
5.1 Summary of the Study	43
5.2 Summary of the Findings	44
5.3 Discussions	46
5.4 Conclusions	50
5.5 Recommendations for Further Research.....	50
REFERENCES	52
APPENDIX	54
Questionnaire	54