

## **ABSTRACT**

This study surveyed the factors attracting visitors to Wachirabenchatat Park. The purpose of this study was to examine the degree of attractions at Wachirabenchatat Park in terms of services, facilities, activities and scenery, investigate the characteristic of the visitors and find out the problems and suggestions for park improvement. The subject of this study were 150 respondents who visited Wachirabenchatat park on holidays during January 2-4, 2009. The sampling was an accidental sampling. The instrument employed in this study was a questionnaire containing both close-ended questions and open-ended questions. The respondents rated the score according to Likert-scale measurement. The results were analyzed by SPSS program Version 17.0 in order to find and examine factors attracting visitors to Wachirabenchatat Park. Descriptive statistics were used to describe the personal data, the characteristics of visitors and the degree of attractions in the park, while inferential statistics were employed to test the hypothesis of any differences in independent samples. From the results of the study, there were more female visitors than male. The findings found that there is no significant difference in factors attracting visitors between male and female, except in level of education. The attractions that mostly motivate visitors to Wachirabenchatat Park is the park scenery. The overall degree of attractions in terms of services, facilities, activities and scenery are good but need a little improvements in each area. The results also reveal the problems and suggestions for park improvement in all areas which can be beneficial to the authorities in charge of developing Wachirabenchatat Park.