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POL.CAPT. PRACHYA KHUMCHU : TOURIST BUSINESS ATTITUDE TOWARD
TOURIST SERVICE A CASE STUDY OF CHIANGMAI PROVINCE. THESIS ADVISOR :
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This research aims to study attitude of tourist business toward tourist police service a case study of Chiangmai Province involves (1) attitude as a legal officer on duty, (2) Attitude about assistance, conveniences, security and protection of the interests of tourists. And (3) Tourist's expectation for 400 using questionnaires and data was analyzed using SPSS FOR WINDOW software.

The result of the research shows (1) attitude as a legal officer on duty. Tourist business's attitude level is "agreeable". Unless, attitude about tourist like to complaint with when tourist are injured. tourist police have sufficient basic knowledge to tourist service, tourist police's investigation gets mixed up with the local police, tourist police take bribes more than other units. Tourist business's attitude level is "not sure".

(2) Attitude about assistance, conveniences, security and protection of the interests of tourists. Tourist business's attitude level is "agreeable". Unless, attitude about tourist police's instrument is sufficiently or not. Tourist business's attitude level is "not sure".

(3) Most Tourist's expectation are would like tourist police render more service. Secondly, Tourists expect tourist police can speak more foreign languages proficiently. Thirdly, Tourists expect tourist police to coordinate more with tourist business.

The researcher highly recommends that implementation should be taken on providing more basic knowledge about tourism and foreign languages especially the languages of the countries where most tourists come to visit Thailand each year. Get more workforce and supply instrument to take action on duty and support welfare for tourist police.