

## ABSTRACT

<b>Title of Thesis</b>	Guidelines in Developing Effectiveness of Small and Medium Tour Operator with the Entrepreneurship Reinforcement
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The objective of this research were 1) to study the characteristics of corporate entrepreneurship in small and medium tour operator, 2) to study the influences of corporate entrepreneurship on effectiveness of small and medium tour operator, 3) to suggest the guidelines in developing effectiveness of small and medium tour operator with the entrepreneurship reinforcement. Data were collected from 74 small and medium tour operators in Bangkok using questionnaire surveys and multiple regression analysis.

The results show the characteristics of corporate entrepreneurship in small and medium tour operator is moderate level including Innovativeness, Proactiveness, Risk-taking, New business venturing and Self-renewal, and corporate entrepreneurship which positive influence on effectiveness of small and medium tour operator. Innovativeness has highest positive influence, followed by Self-renewal. Finally, This research has two guidelines in developing effectiveness of small and medium tour operator with the entrepreneurship reinforcement including Innovativeness reinforcement and Self-renewal reinforcement.