

This study had purposed to investigate oversea tourist's satisfaction with the selection of accommodations in Chiang Rai Province and seeked factors affecting the forementioned satisfaction. The sample under study consisted of 370 oversea tourists who toured and stayed in Chiang Rai. The instrument used was a rating scale questionnaire. Whereupon the collected data were analyzed through the application of percentage, mean and standard deviation.

The findings indicated that oversea tourists in Chiang Rai are satisfied with accommodations at the high level. Most of samples agreed that the accommodations were standard and all of them were satisfied with appropriate room rates and good locations. In addition, most of the oversea tourists will be returnings to stay and recommending the accommodations to their friends and others. In another the factors of marketing were effected on oversea tourist's satisfaction with the selection of accommodations in Chiang Rai Province, especially in room rates, security and the following factors : services, locations, facilities and environment of accommodations

The seeked guidelines for the suggestions of the accommodations in Chiang Rai Provinc were as follows.

1. Standard accommodations should be maintained.
2. Room rates are appropriate, they should not be increased.
3. Conditions of accommodations are good however the rooms should be decorated and improved the convenience of bathrooms in the rooms.
4. Emphasizing the security of guests.
5. Providing the facilities around the accommodations such as Chiang Rai's map satellite system television, health club, sauna and the signs to airport and to Chiang Rai's bus station.