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WAT PHRA CHETUPHON VIMOLMANGKLARARM RAJWARAMAHAVIHARN

TANAPORN METANEESADUDEE : TOURIST'S SATISFACTION TOWARD VIDEO
PRESENTATION : A CASE STUDY OF WAT PHRA CHETUPHON VIMOLMANGKLARARM

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This research is aimed at studying the efficacy of a tourist information video presentation based on Wat Pho, Wat Phra Chetuphon Vimolmangklaram Rajwaramahaviharn. Tourist satisfaction from a video presentation, produced by the researcher. Furthermore, this research attempts classifying the personal factors, such as, style, and type of travelling affecting the satisfaction level of visitors. The study was conducted by a questionnaire and video media presented to hundred and forty tourists selected as the study sample group. SPSS/PC application was used for processing the information gathered. Statistical methods applied in this study were frequency distribution, percentage, mean, standard deviation, t-test values, and F-test values. In addition, Least significant difference is applied for testing the average group difference between tourist satisfaction .

The result of this research indicates that tourists, visiting and being presented information video presentations, have been satisfied with presentation at high level. The factors, which have 0.05 in the significant difference value of level of satisfaction, are Nationality, Career, and Salary. The significant difference value of satisfaction level equal at 0.01 is classified as level of education. On the other hand, gender, age, travel objective, type of tourist, experience, and number of frequency of visits in have shown no significant role or any on effect on the level of satisfaction. The costs factors of production for introducing Wat Pho including personal video recordings, services in charge of sales, show that sale volume of the media of 8 tapes per day is the break even point between cost of the videos and the revenue from them.

In summary, according to the result of research, a working committee should be organized and responsible for producing, servicing and supporting a video media presentation for tourists. And this committee should also be composed of representatives of Wat Pho, local society, Mahannapharam school, and travel agencies. In addition, the video presentation can promote the sales of souvenirs and other related artifacts while promoting the upkeep of historical religious places. Also to achieve this goal, the quality of video media production should meet with the satisfaction of research objectives as well.