

The objective of this independent study was to study the attitudes of Thai tourists towards hilltribal craft's products in Mueang District,Changmai Province.

The study was conducted by using questionnaires interviewing 138 Thai tourists who vistied Mueang District, Chiangmai Province. The information was collected by using the quetionnaires and was compiled by SPSS program of Microcom puter , the statistical analysis used were of frequency percentage and means. The results of this study could be summarized as follow:

The study found that most of the respond were female more than male. They were single, their ages were about 20-30 years old. Their education's were about bachelor's degree. They have their own enterprise and average income was about 5,000-10,000 baht. Their accommodation were located in the Northern part of Thailand.

For the cognitive most of the Thai tourist known hilltribe products such as weaving such as cloth, and embedded such as clothes, bamboo baskets, silvery bracelets. The most Thai tourists knew the products by themselves.

For the behavior of the Thai tourists, from the research we have found from the feed back of the users they were buy with the hilltripes products such as weaving such as cloth, and embedded such as clothes, bamboo baskets, silvery bracelets. The approximation which the customers spend on goods is less than one thousand baht.

The average of buying and was not stable mostly the customers who bought the goods or products were to use by themselves and buy at Waroroad market.

It was found that satisfaction among Thai tourists in tribal handicrafts on market blend was moderate. Greatest satisfaction was found in product uniqueness, reasonable price, lighting and decoration of the shop and customer's services, service of salesman.