

This independent study aimed at investigating the attitudes of hotels entrepreneurs in Mueang District, Chiang Mai Province towards solar water heater system. Data was collected by fifty-eight copies of questionnaire and analyzed and presented in terms of frequencies, percentage and means.

The results showed that most of the respondents were male aged between 31-40 years and had finished upper secondary level or had a certificate in vocational education. They had 10-year experience or more in running the hotel business.

The results also showed that most of their hotels provided 50-99 rooms. Those respondents were in the hotel business for 6-10 years and each of them had less than 11 employees. Their hotels were registered as partnership and company limited. The room rates were quoted at 400-600 baht a night. The water supply was mostly heated by electrical power.

A reason behind hotels reluctance to invest in the solar heating system for the water supply was due to the sluggishly economic condition that didn't support the additional investment. Most of the respondents were uncertain that they would purchase solar power in the

future. Most of the respondents learned about the solar heating system for the water supply from the printed advertisement. Persons who were authorized to make decision about the installation of the system happened to be the business owners.

Hotels that equipped with the solar heating system for the water supply proved to reduce costs. The installation was initially made while under hotel construction. Information regarding the system was supplied by sales agents of the solar water heating system. The installation was also introduced to hotels by other hotels who had already installed the system. If there be any hotel business expansion in the future, the solar heating system for the water supply would definitely be considered and installed also by the same sales agent since the products would have good guarantee condition. For those who decided to make use of new sales agents, reasons behind included better prices, services and quality of the solar heating system for the water supply when compared to those of the old ones.

Factors affecting the selection of purchasing the solar heating system for the water supply were respectively categorized as: prices of the machines; product aspect regarding warranty; distributing aspect regarding the availability when calling upon; marketing promotion aspect regarding the simple clarification and consultation made by the sales agents.

The problems that arisen while making selection over the solar heating system for the water supply were respectively categorized as: prices of the products that were too high; product aspect regarding the need for a large area for installation; distribution aspect regarding limited number of sales agents; marketing promotion aspect regarding the lack of sales agent ability to simple clarify the installation process and consult about the benefits of the system.