

Thematic Paper Title	Thai Tourist Satisfaction towards the Agrotourism: A Case Gran Monte Vineyard, Khaoyai, Nakhon Ratchasima, Province.
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### ABSTRACT

The purposes of this research were 1) to study the Thai tourist satisfaction towards the Agrotourism of Gran Monte Vineyard, Khaoyai, NakhonRatchasima Province, and 2) to compare levels of the Thai tourist satisfaction towards the agro – tourism of Gran Monte Vineyard, Khaoyai, NakhonRatchasima Province by classifying their personal factors.

The sample for this research was obtained by using the accidental sampling of 381 Thai tourists visited Gran Monte Vineyard, Khaoyai, NakhonRatchasima Province. The research instrument to collect the data was questionnaires. The statistical techniques used in data analysis were descriptive statistics, t – test and One – Way ANOVA.

The results found that their overall satisfaction levels towards the Agrotourism of Gran Monte Vineyard, Khaoyai, Nakhon Ratchasima, Province were at high (Mean = 4.14, S.D. = 0.25) when consideration each part of satisfaction it was found as Places very high (Mean = 4.52, S.D. = 0.30 ), Staffs (Mean = 4.23, S.D. = 0.40), Information (Mean = 4.17, S.D. = 0.41), Activities (Mean = 4.15, S.D. = 0.56), Securities (Mean = 4.00, S.D. = 0.32), Souvenirs (Mean = 3.97, S.D. = 0.30) and Facilities (Mean = 3.94, S.D. = 0.30).

Overall, no significant difference was found in Thai tourist satisfaction with different personal factors.

Key words : Satisfaction, Agrotourism, Thai touris.