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PASWORN RUANGRONG : EFFICIENCY CONCERNING SERVICES OF THE RIVER PATROL OFFICERS : A SPECIFIC STUDY OF THE PERCEPTION OF THE RIVER TOURISTS IN KANCHANABURI PROVINCE. THESIS ADVISORS : SOMBAT SUPPACHAI, M.A., ASAWIN WATANA VIBOOL, M.A., NOR KANJANAGUNTI, M.S.. 62 p. ISBN 974-662-541-1

The objectives of the study are to find the efficiency concerning the service of the river patrols and the perception of the river tourists towards it. The subjects of the study are 348 river tourists who visited Kanchanaburi during March to April 1999. The Data were collected via questionnaires. The results of the study are summarized as follows:

1. Personal backgrounds of the tourists: The male and female tourists are almost equal in numbers, most of the tourists age no more than 30 years old with the average age of 25 years. Most of the subjects had education level of secondary school and below and work in private companies with the average total income of 8,800 baht. Most of them have residences in Kanchanaburi province and Bangkok Metropolis.

2. Tourism Characteristics: Most subjects came to Kanchanaburi to go to the floating houses and the river Kwai, they travelled with friends and resided in the floating houses over night. Most of them had experience in the service of the tourist police. The kind of tourism they like the most is natural sight seeing. Most of them travelled by driving a car, tour companies, and hire the buses, only a few travelled by train or by route buses.

3. The Efficiency of the river patrols: The Efficiency of the river patrols as perceived by the subjects from high to low is: The Personality (mean = 4.21), The Appearance (mean = 4.21), The Accountability (mean = 4.15), The Communication (mean = 4.11), The Capability in Coordination (mean = 4.11), and The Service (mean = 4.08), of the full score of 5.00. As a whole, the efficiency of the river patrols as perceived by the tourists is very high.

Recommendations from the author:

1. There should be female river patrols to help the female tourists when they happen to face any trouble that females can solve better than the male river patrols.
2. There should be a special task force of united river patrols instead of the compound unit from several sectors of the police.