

CONTENTS

	PAGE
ABSTRACT	ii
ACKNOWLEDGEMENTS	iii
CONTENTS	iv
CHAPTER	
1. INTRODUCTION	1
1.1 Background	1
1.2 Statement of the Problem	3
1.3 Objectives of the Study	4
1.4 Definition of Terms	5
1.5 Scope of the Study	6
1.6 Significance of the Study	6
1.7 Organization of the Study	7
2. REVIEW OF LITERATURE	8
2.1 The Concept of Tourism.....	8
2.2 The Concept of Motivation.....	9
2.3 Excursionists or Day Tripper.....	10
2.4 Cultural Tourism.....	10
2.5 Consumer Satisfaction.....	11
2.6 The Tourist Attraction or Places Which Tram Pass Around Rattanakosin Island	13
2.7 Relevant Research	15
3. METHODOLOGY	17
3.1 Subjects	17
3.2 Materials	17
3.3 Procedure.	19
3.4 Data Analysis	20

4. RESULTS	21
4.1 The Result of the Demographic Information of Respondents	21
4.2 The Result of Reason for Thai Tourists to Travel Around Rattanakosin Island by Tram.....	25
4.3 The Result of Satisfaction of Respondents with Services and Facilities	27
4.4 Evaluation after Travelling Around Rattanakosin Island by Tram.....	37
4.5 The Service or Things That Need to be Improved.....	40
5. CONCLUSION, DISCUSSION AND RECOMMENDATION	42
5.1 Summary of the Study	42
5.2 Summary of the Findings	43
5.3 Discussion	44
5.4 Conclusion	48
5.5 Recommendations for Further Research	49
REFERENCES	51
APPENDIX.....	52
A. Questionnaire in English	53
B. Questionnaire in Thai	58
C. Map of Rattanakosin Island.....	62
D. Photo of Tram in the old days.....	63
E. Photo of Tram around Rattanakosin Island at present.....	64