

LIST OF CONTENT

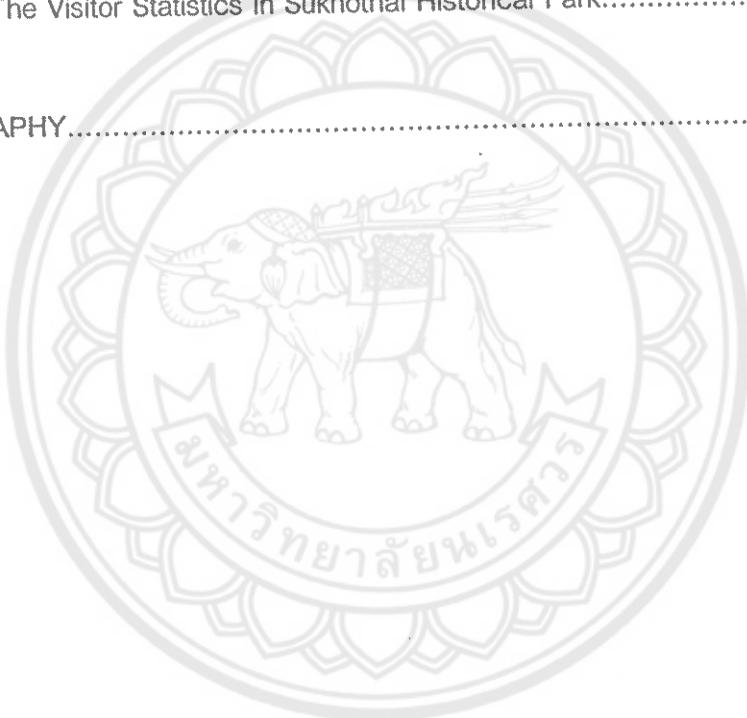
Chapter		Page
I INTRODUCTION.....		1
Rationale for the Study.....		1
Statement of the Problem.....		3
Purpose of the Study.....		4
Hypotheses of the Study.....		5
Significance of the Study.....		5
Scope of the Study.....		6
Limitation of the Study.....		7
Definition of Terms.....		7
Conceptual Framework.....		8
 II REVIEW OF RELATED LITERATURE AND RESEARCH.....		 11
Background of Sukhothai Historical Park.....		11
Tourism Industry Structures.....		13
Definitions of the Tourist		15
Tourists' Characteristics.....		20
The Concept of Satisfaction.....		21
Relationship between Tourism and Environment.....		24
Tourism Trend in Thailand.....		26
Tourism Management.....		30
Related Researches and Documents.....		33

LIST OF CONTENT (CONT.)

Chapter	Page
III RESEARCH METHODOLOGY.....	35
Population/Sample of the Study.....	35
Data Source.....	36
Research Instrument	37
Data Collection.....	39
Analysis of Data	39
Statistics for this study.....	40
Interpretation of Data	40
IV RESULTS.....	42
General Information of International Tourists.....	42
International tourists' satisfaction.....	46
The Recommendation and Suggestion for Improving of Environment Management in Sukhothai Historical Park	52
V CONCLUSION.....	53
Summary of the Study.....	54
Discussion of the Resulting.....	55
Recommandation	56
Limitation.....	58
REFERENCES.....	59

LIST OF CONTENT (CONT.)

Chapter	Page
APPENDIX.....	65
A: Questionnaire in English version.....	66
B: Questionnaire in French version.....	70
C: Background Sukhothai Province and Sukhothai Historical Park.....	74
D: The Visitor Statistics in Sukhothai Historical Park.....	84
BIOGRAPHY.....	87



LIST OF TABLES

Table	Page
1 Definitions of the tourist.....	18
2 Number and Percentage of International Tourists distributed by Gender.....	42
3 Number and Percentage of International Tourists distributed by Region.....	43
4 Number and Percentage of International Tourists distributed by Age.....	44
5 Number and Percentage of International Tourists distributed by Occupation....	45
5 Three dimensions to measure the satisfaction.....	46
6. Number and Percentage of International Tourists distributed by Satisfaction of Environment Management toward Physical Dimension.....	48
7 Number and Percentage of International Tourists distributed by Satisfaction of Environment Management toward Infrastructure and Facility Dimension..	49
8 Number and Percentage of International Tourists distributed by Satisfaction of Environment Management toward Administrative and Management Dimension.....	50
9 Mean and Standard Deviation of International Tourists distributed by Satisfaction of Environment towards all three dimensions.....	51

LIST OF FIGURES

Figure	Page
1 The Map of Sukhothai Historical Park.....	3
2 Conceptual Framework.....	10
3 Maslow's Hierarchy of Needs Model.....	14

