





expenditures. The dependent variables are the factors affecting the satisfaction of Thai tourists who visited various places of attraction in Chon Buri province.

A questionnaire was used as a tool of research to collect data from 350 Thai tourists who were selected randomly. Of the copies of the questionnaire, 328 or 93.5 percent were filled out appropriately and completely, and so could be used for data analysis.

The data collected were subsequently analyzed by an application of the Statistical Package for Social Sciences (SPSS) computer program for Windows.

The findings of this study showed that the factors affecting tourism are the need for leisure and attending seminars. Reasons for selecting Chon Buri was that it is convenient for the traveler to reach this destination, accommodations are impressive, and it is desirable to go to the seaside, especially in view of its natural attractions.

In any event, overall, the accommodations, cleanliness, the attractiveness of places to visit, and the food are rated at a moderate level.