

ABSTRACT

This research is conducted for the academic purpose of strongly focusing on the tourism and hospitality industry. The centers of attention for this study are understanding as well as discovering the motivation that encourages people to use the Tram's service and evaluate Thai tourist satisfaction toward traveling around Rattanakosin island by tram. Obtaining this information will help to promote Thai Tourism and generate more awareness in Thai people to travel more in their territory. Moreover, the provider of service to the tram can use this database to improve their service quality.

The main objective of this research is to measure the degree of Thai tourist satisfaction with services and facilities when traveling around Rattanakosin Island by tram.

The sample size of this research is 100 Thai tourists, who travel around Rattanakosin Island by tram in December, 2006. The subject will be chosen by the accidental sampling method. The instrument used in this research is the self-administered questionnaire. In addition, the instrument in data analysis is the Statistical Package for Social Sciences (SPSS) version 11

The respondents agreed, that the reason that they chose to travel around Rattanakosin Island by tram is because they did not want to walk, which makes them tired. In general, the respondents were satisfied with the service from staff who guided them during the trip. Also they were satisfied with the length of time when traveling around Rattanakosin Island by tram and its schedule. In addition, the respondents were satisfied with the price. However, there were two things that the respondents were unsatisfied with the tram and the place to board the tram.