

Thesis Title	Expectations toward Service Quality and the Factors in Choosing Tour Operators of High School Administrators in Bangkok
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ABSTRACT

The objectives of this research were to 1) examine: the expectations on quality and services of tour companies from the point of view of high school administrators. 2) explore factors in choosing a company tour to take students for field trips on the point of view of high school administrators.

For research methodology, this study used questionnaire as a tool to collect information from the samples of the high school administrators in Bangkok, consisted of 239 people. The statistics for analyzing were the percentage, mean, standard deviation, analysis of differences and analysis of variance.

The results show that the high school administrators expect tour companies to guide's politeness and the responsibility of touring. The guides are expected to know about the attractions. The study shows that guides responsibility is the most important factor, followed by the politeness of the tour guides and tour guide's knowledge.

For suggestions, the tour operators should have the knowledge and availability of information about the trip, willing and good-minded services by setting the goals of the organization so that everyone is aware of company policies and comply accordingly. The tour operators should choose a reputable vehicle company with low accident record in order to ensure the most for high school administrators.