

**Title** Motivation of Tourism and Tourists' Satisfaction of The Hundred Honeycombs at Ban-Saitrisarm, Bankruat, Buriram, Thailand  
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### **Abstract**

The purposes of this study were (1) to investigate the tourists' behavior who travelled to The Hundred Honeycombs at Ban-Saitrisarm, Bankruat, Buriram, Thailand (2) to investigate the motivation level of the tourists who travelled to The Hundred Honeycombs at Ban-Saitrisarm, Bankruat, Buriram, Thailand (3) to investigate the tourism' satisfaction who travelled to The Hundred Honeycombs at Ban-Saitrisarm, Bankruat, Buriram, Thailand; and (4) to compare the tourist' satisfaction who travelled toThe Hundred Honeycombs at Ban-Saitrisarm, Bankruat, Buriram, Thailand. The tool used was a questionnaire with Cronbach's Alpha coefficient as 0.934. Sampling by the accidental sampling method from 400 tourists visiting The Hundred Honeycombs. The data were analyzed by frequency values, Percentage, Standard Deviation, statistics of t-test, and statistics of F-test

Research findings were as follows the most of tourists were women groups that came the first time, and known the information of place by the recommendations from other people. Considered from the motivation level of travelling that showed the tourists had a high motivation level of the reasons why they should come here and the attractiveness things. Considering by the satisfaction level, founded the tourists had high satisfaction level with resources of tourist attractions, communication system, security system, and advertising the information, there is only a facility that tourists' satisfaction level is at a moderate level. Comparing the motivation and satisfaction levels of tourists, that showed the people who have different job, income, and education degree will be have the different motivation and satisfaction with a statistical significance of 0.05

**Keyword:** motivation, tourism, satisfaction