

ABSTRACT

Name of student : SOTH CHHEL
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 Title of independent study : Factors effecting decision making of foriegn
 visitors to Angkor Wat temple in Cambodia.

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The purposes of this research were 1) to study the factors that make those decide to visit the Angkor Wat temple in Cambodia and 2) to study the opinion of foreign visitor to ancient Angkor Wat temple in Cambodia. It was the quantitative research. The instrument which used in qualitative research were interview, sampling group were visitors or tourists who come to visit Angkor Wat 51 persons without specification. I use the descriptive analysis to descript the data as following 1) Collate the data interview 51 persons and cut the data keeping all question which is the significant of factors 2) Organize the data in category 3) conclude and interpret by checking the data as triangles, consider on concordance and distinction of data from organizing data to conclude and interpret in description and 4) The conclusion of qualitative research. The result of research showed that (1) the factors that cause them on decision making to visit Angkor Wat in Cambodia based on famous castle, advertisement, long history castles and (2) opinion: if they occasionally have time, they would come to visit the castles in Cambodia, they choose to see the ancient castles, they thought that ancient castles have more value than modern castles, they decided to visited ancient castles in Cambodia base on experience, they felt that the ancient castles are like the world's heritage, The ticket should be discount, the manner of ticket sellers should be good and special service and They did not decided to visit the castles in developed country more than underdeveloped country while some visitors said that they did not come to visit because of price and promotion of ticket.