

## ABSTRACT

This study concerns the work processes of tourist attractions based in Bangkok with a focus on where are preferred choice of international tourists. This research was conducted among 200 tourists who visit in Bangkok.

The objective of this study encompass, first, to do an in-depth study of the literature review relating to the topic of research. The second objective is to classify international tourists visiting Bangkok by their demographic characteristics. Lastly, to investigate perceived preferences of international tourists about attractions of Bangkok by classifying them by their demographic characteristics.

The sampling method used is nonprobability sampling, which is selected in a nonrandom manner. The T-test and ANOVA statistics were utilized to measure the difference in perceived preference of international tourists about attractions of Bangkok, when classified by demographic characteristics.

The findings revealed that demographic characteristics have important role to choose about tourist attractions, which are cultural heritage, historical monument, entertainment area, food, and special event of Bangkok. Especially nationality of tourists has influence to choose the attractions in Bangkok. The survey also visually indicates that most of the tourists are satisfy attractions in Bangkok.

According to the findings, the government and organizations related should concentrate and devote considerable attention and resources to develop tourist attractions in order to attract international tourists and also increase income for the country.