ABSTRACT

The research, The Efficiency of Land Transportation in Chiang-Rai Province, aims to study problems of the mass transportation system of Chiang Rai, as well as to investigate the pattern and the system of transportation that will efficiently support tourism industry in the province. The questionnaire method was used to gather data from 430 respondents who are Thai and foreign tourists, the transportation providers in Muang District, Mae Sai District, and Chiang Saen District. In addition, the method of interviewing was also used to collect data from 15 government offices and in-charge-people in those areas.

The research's findings point out that the land transportation in Chiang-Rai Province has some service problems. Among these problems, some of them need to be solved urgently, such as the poor condition and the insufficiency of buses and facilities, the staff' s service quality, the traffic congestion within the bus stations, and the non-standardized fare rate. The questionnaire's results also show the respondents' suggestions in improving those problems including slightly raising the fare rate to make the service better. As for the transportation system's efficiency and appropriateness in supporting the province's tourism, it is found that Thai and foreign tourists and residents of those three districts think that both aspects are in average level. On the contrary, the transportation service providers view that the system has a high level of efficiency and a high level in appropriateness in assisting the growth of tourism. Finally, it is interesting that there is a gap between the customers' expectation on the service quality and their

perceived quality. Thai is, most of them have a high to a very high level of the expectation while they get only average level of the service.