

**MODELING AND ANALYSIS OF DEMAND BY MALAYSIAN
AND JAPANESE TOURISTS TO THAILAND**

The seal of Chiang Mai University is a large, faint watermark in the background. It is circular and contains the university's name in Thai script at the top, a central emblem featuring a sunburst above an elephant, and the name 'CHIANG MAI UNIVERSITY' and the year '1964' at the bottom.

RATANAN BUNNAG

**DOCTOR OF PHILOSOPHY
(ECONOMICS)**

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

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**THE GRADUATE SCHOOL
CHIANG MAI UNIVERSITY**

JUNE 2010

**MODELING AND ANALYSIS OF DEMAND BY MALAYSIAN
AND JAPANESE TOURISTS TO THAILAND**

RATANAN BUNNAG

**A THESIS SUBMITTED TO THE GRADUATE SCHOOL IN
PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE DEGREE OF
DOCTOR OF PHILOSOPHY
(ECONOMICS)**

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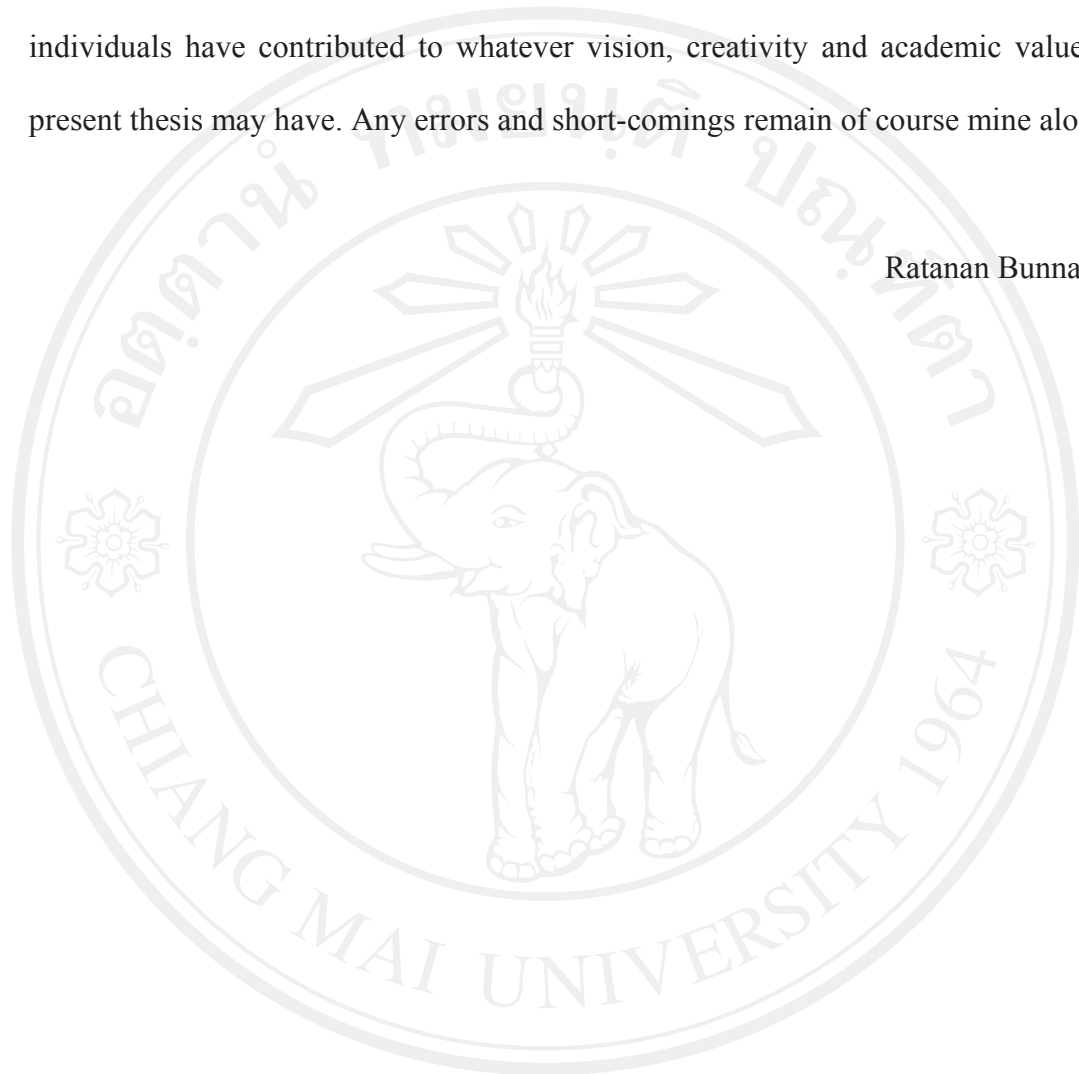
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