

Abstract

SUPSUWAN Tour Co, LTD, address: 599/12 Bangkunsri, Bangkoknoi, Bangkok 10700, is a travel agent for Domestic tour and Outbound tour with the expert who have long experience on tourism and receives trust and confidence from many people, companies and organizations. The company has the program tour to support the variety of relaxation and activities. Our staff s have long experience, ability and professional in domestic tour and outbound tour. At present, there are many travel agents that have the same program tour, that is, it is the company need to produce the program tour to most complete and satisfy the customer. For the reason, we study travel sapa. Objectivity to gather the information was necessary for travel and gather tourist attraction in sapa at vietnam. For learn about geography and weather of vietnam. And contact with other company about booking flight tickets, hotel rooms and restaurant. To costing the cost price, cost of sale and profit for company was receive for solve and develop tour program for arrange highly efficacy and conveniently for client and company.

The study for the various attractions of Vietnam, including Hanoi, Ho Chi Minh Mausoleum, Presidential. Temple Pagoda Temple day cat show water puppet Sapa village Scud Scud. Village Taphin Village Road and 36th Line to develop a program to distribute to Tour Company at a price of 17,500 baht to distribute the program is actually a number of 12 persons and has a satisfaction survey of those. the service by using a questionnaire to assess customer satisfaction with various aspects of the program follows the journey. Visitor satisfaction is the highest level of tourist arrivals satisfaction the high level of food tourists' satisfaction is the highest level of tourist accommodation has satisfied the highest level of service. Guide (Vietnam), tourists were satisfied with the services of a tour guide (Vietnam) at the high level of service guides. (Supsuwan Tour), tourist satisfaction is at the highest level.

Key Word : Sapa city of the mist and the rice moutain.