

Montri Prangsungruen 2008: Tourists' Satisfaction towards Facilities at Phlew Waterfall in Nam Tok Phlew National Park, Chanthaburi Province. Master of Science (Resource Management), Major Field: Resource Management, Interdisciplinary Graduate Program. Thesis Advisor: Associate Professor Sompetch Mungkorndin, Ph.D. 112 pages.

This research studied satisfaction level of tourists towards facilities at Nam Tok Phlew National Park, Chanthaburi, and relationships between factors affecting satisfaction levels of tourists. Data were obtained from tourists' questionnaires, employing accidental sampling. The data were analyzed statistically by Weighted Score Equation. Relationships between factors affecting satisfaction levels towards facilities at Nam Tok Phlew National Park were determined by chi-square test. Sample groups were 178 respondents of Thai tourists 15 years old and over stayed overnight at Nam Tok Phlew National Park.

The results showed that facilities, i.e., pathway, parking space, garbage bin/ waste management system, restrooms, direction signs, warning signs, interpretation signs, tourist service center, nature study routes, tent space, tourist houses, restaurants, benches, tables, and administration office were in satisfactory level to tourists. That means development level of facilities is satisfied by tourists. In addition, this study investigated factors affecting satisfaction levels towards facilities at Nam Tok Phlew National Park by chi-square test at significance level 0.05. Factors tested included gender, age, education level, marital status, occupation, income, hometown, type and size of tourist group, type of stay, purpose of visit, and travel experience. It is found that only income and type of stay of tourists were related to satisfaction levels of tourists towards the facilities, significantly.

Suggestions for facilities development at Nam Tok Phlew National Park are provisions of shuttle bus for tourists transportation from the parking space, since it is far away from the park, also the information sign should be improved to provide more informations and understanding of natural resources within the park. Safety equipments for tourists such as floaters, life jackets should be provided and maintained in good condition.

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Student's signature

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