

Janetida Thola 2007: Tourists' Satisfaction with Agro-tourism in the Orchid Farm, Rimtai Sub-district, Mae Rim District, Chiang Mai Province. Master of Science (Agricultural Extension), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Assistant Professor Supattra Srisuwan, Ed.D. 108 pages.

The objectives of this research were mainly to study 1) general background of the tourists who visited the Agro-tourism Orchid Farm, Rimtai Sub-district, Mae Rim District, Chiang Mai Province 2) tourists' satisfaction 3) the differences in general background of individual tourist in relation to their satisfaction and 4) problems and recommendation. The samples were 305 tourists and data were collected by means of questionnaire. Statistical methods used for data analysis included percentage, arithmetic means, standard deviation, t-test and F-test at .05 level.

The results revealed that the tourists were female more than male in between the age of 26-40 years and obtained bachelor's degree. Most of tourists were private sector employees and business owners who earned income between 10,000-20,000 baht/month and lived in the northern part. They had no agro-tourism experience and got information mostly from a tour firm. It was shown that the overall tourists' satisfaction of agro-tourism was high. The average satisfactory score was relatively high for the categories of locations, services, staff, knowledge gain and activities, respectively. For the problems, the tourists revealed that lack of the knowledge information and narrators were their problems. The suggestion was to have more brochure distribution and more narrators.

Comparison between the differences of tourists' general background and their satisfaction of agro-tourism was proved that the tourists with different gender, educational level, income, region and agro-tourism experience had significantly difference at .05 level.

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Thesis Advisor's signature

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