

Jomkuan Wiangngoen 2006: Satisfaction and Needs of Tourists Toward Agro-Tourism Services at Phrae Horticultural Research Center. Master of Science (Forest Resource Administration), Major Field: Forest Resource Administration, Interdisciplinary Graduate Program. Thesis Advisor: Assistant Professor Datchanee Empandhn, Ph.D.  
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The objectives of this study were to study the socio-economics background of Thai tourists at Phrae Horticultural Research Center, the tourists' satisfaction and needs toward agro tourism services provided by the Center, and the relationships between tourists' socio-economics background and their service needs. The questionnaire survey was conducted to 180 Thai tourists visiting Phrae Horticultural Research Center during December 2003 to February 2004. Data analysis involved descriptive statistics of frequency, percentage, and standard deviation. Relationships of visitor background and visitor needs were analyzed by t-test and F-test at statistical significance of 0.05.

The results found that most tourists were female with age ranging from 16-25 and 36-50 years old, respectively. Most were in private business with income range of 10,000-20,000 baht per month. About 78.3% of total tourists were from Phrae province and 61.1% visited the Center more than once. Most tourists came to the Center as a day trip in a group of 2-5 people. The tourists were highly satisfied with the overall agro tourism serviced at the Center. According to the study, the high satisfaction went to interpretation and information services with means score 2.58. The lowest score was on public relation service at the average means of 1.72. The tourist needs were at very high levels on public relation services, facilities, interpretation and information, and tourist activities and other services at mean scores 2.41, 2.36, 2.36, and 2.27, respectively. The only high need level was found on tourist safety at 2.21. The relationships between tourists' socio-economics background and their service needs found only that tourist knowledge on agro tourism was significantly related to tourism needs of the services at 0.05 significant level.

Jomkuan. W.

Student's signature

Datchanee E.

Thesis Advisor's signature

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