

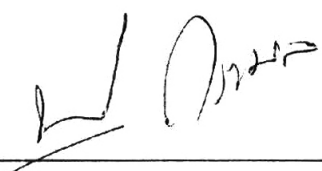
Prathansit Kramol 2007: Attitudes of Local People toward Ecotourism Development in Tambon Song Khanong, Amphur Phra Pradaeng, Changwat Samut Prakan. Master of Science (Forest Resource Administration), Major Field: Forest Resource Administration, Interdisciplinary Graduate Program. Thesis Advisor: Mr. Seri Vejaboosakorn, M.F. 126 pages.

The objectives of this study were to study the attitudes of local people toward ecotourism development in Tambon Song Khgnong, Amphun Phra Pradaeng, Changwat Samut Prakan and to compare the difference of attitudes of local people toward ecotourism development among the local people who were from the different backgrounds. The designed questionnaire was used for interviewing 85 petitioners. Statistic software computer program was employed for data analysis. The statistical method that was used to analyze the comparison of the different attitudes of local people toward the ecotourism development were t-test and F-test with the given significance level of 0.05.

The results of the study could be concluded that the respondents were having positive attitudes toward ecotourism development with average score of 3.68, which is noted as a high level. This result indicated that the local people tend to support ecotourism development. However, in order to achieve the purposes of ecotourism development according to the principle of ecotourism, encouraging and educating the local people about ecotourism knowledge are needed.

The hypothesis test found that the differences in sex, duration of dwelling in community, knowledge about ecotourism of the local people significantly affected their attitude toward the ecotourism development.

Keywords: attitude, local people, ecotourism



Student's signature



Thesis Advisor's signature

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