

Thipawit Thimsua 2010: Attitude towards Sustainable Tourism Development of Sub – district Administration Organization Members in Ratchaburi Province. Master of Science (Community Psychology), Major Field: Community Psychology, Department of Psychology. Thesis Advisor: Associate Professor Buathong Sawangsopakul, M.S. 271 pages.

The objectives of this research were as the following :- 1) to study participation of Sub – district Administration Organization members on sustainable tourism development, knowledge in sustainable tourism, perception of impact of tourism and attitude towards sustainable tourism development of Sub – district Administration Organization members; 2) to compare attitude of Sub –district Administration Organization members towards sustainable tourism development by personal factors; 3) to find out the correlation among participation of Sub – district Administration Organization members on sustainable tourism development, knowledge in sustainable tourism, perception of impact of tourism and attitude towards sustainable tourism development . The samples used in the research were 340 Sub – district Administration Organization members in Ratchaburi Province. Data were collected by using questionnaires. The statistical methods used for analysis were percentage, mean, standard deviation, t-test, F-test, Multiple Comparison (LSD) and Pearson’s Product Moment Correlation Coefficient. Statistical significant was set at 0.05 level of confidence.

The results of the study were as follow:- 1) Participation of Sub – district Administration Organization members on sustainable tourism development, perception of impact of tourism were at moderate level, knowledge in sustainable tourism and attitude towards sustainable tourism development were at high level ; 2) Sub – district Administration Organization members in Ratchaburi Province with differences in age, education, position, income, period of time, and experience on tourism development training have differences in attitude towards sustainable tourism development 3) Participation of Sub – district Administration Organization members on sustainable tourism development and knowledge in sustainable tourism had positive correlation with attitude towards sustainable tourism development .

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Thesis Advisor’s signature