

Suwakhon Phakeewai 2010: Conservation Behavior of Youth Participating in Natural Resource and Environmental Conservation Camp in National Park: A Case Study of Kaengkrachan National Park. Master of Science (Parks, Recreation, and Tourism), Major Field: Parks, Recreation, and Tourism, Department of Conservation. Thesis Advisor: Assistant Professor Noppawan Tanakanjana Phongkhieo, Ph.D. 139 pages.

The objectives of this research were to study conservation behavior of youth participating in natural resource and environmental conservation camp in Kaengkrachan National Park and to determine factors affecting the behavior. Questionnaire was used to collect data from 350 high-school students while participating in the park's conservation camps. Descriptive statistics, correlation analysis and multiple regression analysis were used to analyze the survey data.

The study found that most of the students were female with the average age of 15.9 years (SD = 1.60). The majority of youths performed high level of conservation behaviors while being in the camp with the average score of 37.67 from the total score of 54.00. However their conservation behaviors in everyday life were moderate with the average score of 18.79 from the total score of 30.00. Correlation analyses found 15 and 14 factors significantly correlated to conservation behaviors in the camp and in every day life, respectively. Multiple regression analysis found only 6 factors influenced conservation behaviors in the camp and accounted for 39.60% of variance in the behavior ($F = 8.941$; $p\text{-Value} = 0.001$; $R^2 = 0.396$). Knowledge on conservation was the most influencing factor to the behavior (Beta = 0.408; $t = 8.142$; $p\text{-Value} = 0.000$). While the same analysis found only 3 factors influenced conservation behaviors in everyday life and accounted for 18.10% of variance in the behavior ($F = 3.009$; $p\text{-Value} = 0.001$; $R^2 = 0.181$) The most influencing factor in this aspect was experience in participating in conservation activities at school (Beta = 0.165; $t = 2.681$; $p\text{-Value} = 0.008$).

Student's signature

Thesis Advisor's signature