

Nipaporn Paisarn 2008: Visitor Response Behavior to warning signs in Phu Kradueng National Park, Loei Province. Master of Science (Parks Recreation and Tourism), Major Field: Parks Recreation and Tourism, Department of Conservation. Thesis Advisor: Assistant Professor Dachanee Ampandhu, Ph.D. 129 pages.

The objectives of this research were to study the sign reading behavior, the visitor compliance behavior and visitor opinions toward to the three different types of warning signs: collaboration warning sign, explanatory warning sign, and punishment sign at Phu Kradueng National Park, Loei Province. The research was designed as quasi-experimental research in the real environment. The data was collected by natural behavior observation and visitor questionnaire survey of 460 samples. The results were analyzed by descriptive statistics, chi square, t-test and F-test at 0.05 statistically significant level.

The results showed that the reading sign behavior was significantly related to the positive compliance behavior. Visitors who read the signs had more positive behavior towards compliance of park regulations and warnings than those who did not at 60.3 and 10.8 percent respectively. Furthermore, visitor age, education level, and group size factors were significantly related to the visitor behavior in sign reading. Finally, gender factor was significantly related to the visitor opinions on explanatory warning sign and punishment sign but not to the collaboration warning sign. Thus, the most effective warning signs for Phu Kradueng National Park are collaboration and explanatory signs.

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Student's signature

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Thesis Advisor's signature