

ABSTRACT

Thesis Title : Roles of The Tourism Authority of Thailand in
Ecotourism : A Case study of Kanchanaburi Province

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This thesis aims of learning about the policy and measures of the government in the management of ecotourism, the overall role of Authority of Thailand, and its role as regards ecotourism in Kanchanaburi Province. Research results are as follows :

1. The policy and measures of the government as regards ecotourism are yet to be clearly defined. The Thai government still promotes tourism for economic gains, particularly for foreign currencies.

2. There have been no realistic concrete measures concerning ecotourism as carried out by the Tourism Authority of Thailand. So far there only few ecotourism setes, e.g. in the Provinces of Phang-nga, Nakhon Ratchasima and Kanchanaburi.

3. Specifically as regards the promotion of ecotourism in Kanchanaburi Province it is somewhat inadequate. Most of the works carried out by the Tourism Authority of Kanchanaburi Province concern tourism in general, rather than ecotourism.