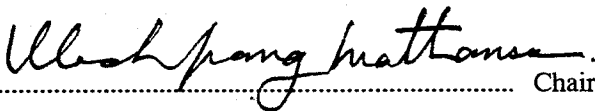



THESIS TITLE : THE OPINION OF PEOPLE IN KHON KAEN MUNICIPALITY
OF THE MANAGEMENT OF RECREATION RESOURCES IN
KHON KAEN MUNICIPALITY AREA.

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ABSTRACT

The purpose of the present study was to investigate public opinion concerning the management of Sitan Lake in Khon Kaen University and Kaen Nakorn Lake. Both lake are recreation resources within the limits of Khon Kaen Municipality. Close scrutiny was given to the sex, occupation, age and income variables. The samples in the study comprised of 400 residents of Khon Kaen Municipality who used to have direct experience in making use of the services of the two lakes. These samples were selected through the multistage

sampling technique. The instrument used in the study was a two-part questionnaire. The first part of the questionnaire elicited general information of the samples, while the second part inquired the samples' opinions regarding the management of recreation resources of Sitan and Kaen Nakorn Lakes. This second part of the questionnaire covered three aspects of 1) the inculcation of natural and environmental conservation consciousness 2) the provision of satisfaction for the tourists and 3) the local people's participation and distribution of income. The data collected were analyzed by computer SPSS/PC⁺ program was employed for the purposes.

The results showed that the majority of the samples were females, mostly working as employees or clerks, age between 18-27 years old with their income ranging from 2,501 to 7,500 Baht per month. On the aspect of the management of recreation resources within the Khon Kaen Municipality, it was revealed that there were no significant differences in the opinions of the male and female respondents. However, when the opinions of the people of different occupations concerning the management of recreation resources were compared, it was found that they differed significantly at the .05 level. Furthermore, people of different ages showed no significant differences in their opinion regarding the management of recreation resources except those of different income levels which showed differences in their opinion in this regard at the .05 level of significance. It was also found that the people of different occupations showed different opinions on the aspect of inculcating the people with the natural and environmental conservation consciousness and the matter of local people's participation and distribution of income at the .05 level of significance. Regarding the aspect of providing satisfaction for the tourists, it was found that the opinion of the people of different occupations did not differ significantly on this aspect. The people of different income levels showed different opinions concerning the inculcation of natural and environmental conservation consciousness at the .05 level of significance. The people of different income levels showed no significant differences of opinion regarding the matter of local people's participation and distribution of income in the locality.