

## C851442: MAJOR DEVELOPMENT COMMUNICATION

KEY WORD: KNOWLEDGE / ATTITUDE / PARTICIPATE / THE ADMINISTRATORS / ECOTOURISM / DIFFUSION

SARAN SINGHTON: KNOWLEDGE, ATTITUDE AND PARTICIPATION OF THE ADMINISTRATORS IN ECOTOURISM DIFFUSION: Assoc. Prof. RUNGNAPA PITPREECHA, 133 PP. ISBN 974-635-830-8

Ecotourism is one of the innovation in tourism industry of Thailand. This innovation leads to the balancing between natural resources and environment conservation, the growth of industry and economy. Therefore, ecotourism is one of the most important factors directing to sustainable tourism development of tourism industry.

The administrators, whose participates in ecotourism should have knowledge and attitude concerning the ecotourism. This research using survey 237 the administrators whose participates in ecotourism in Bangkok and the rural. This research using survey with questionnaire about knowledge, attitude and participation of the administrators in ecotourism diffusion, present the followings;

1. There is no existing relationship between knowledge and attitude of the administrators concerning ecotourism.
2. Negative relationship exists between knowledge and participation of the administrators' in ecotourism diffusion.
3. Positive relationship exists between the executive administrators' attitude and the administrators' roles in ecotourism diffusion.

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