

Panan Nurantha 2013: Environmental Education Media Circle for Nature-Based Tourism. Doctor of Philosophy (Environmental Science), Major Field: Environmental Science, Department of Environmental Science. Thesis Advisor: Associate Professor Wasin Inkapatanakul, Ph.D. 227 pages.

This research aims to develop the environmental education media circle for nature – based tourism by focusing on firefly watching area in Thailand. The objectives of this study were to (1) investigate factors affecting the life cycle of firefly, (2) identify the existing condition of firefly tourism destination, (3) create the environmental education media circle for nature – based tourism and environmental education media for firefly tourism. The study area of firefly consist of Samutsongkram, Samutphakarn, Phetchaburi, Chanthaburi and Rayong provinces.

The result of the study express that there are 3 factors affecting firefly life. These are physical, biological and human being factors. The physical factors comprise of soil, water, weather, and area while biological factors were trees and benthos and human being factors consist of human daily life and tourist activities. Furthermore, the classification of environmental quality from 5 study areas are based on 4 indicators; environmental factors affecting to firefly's life, local knowledge, the community expectation, and limitation and barrier. It found that Samutsongkram and Rayong provinces were risky area because in the former area was very famous area of watching firefly but there was less organizing for watching firefly and firefly area was affected by tourism activities. While Rayong, Watching firefly was not main activity of the area thus local was not focus in this activity and was not concerned of value of firefly. To create the environmental education media circle for nature – based tourism, several theories have been applied, especially human development theory, learning theory and media theory. Meanwhile, the appropriate environmental education media for firefly watching in particular areas was selected through environmental education media circle. Main content from classification of environmental quality has been considered. The results showed that the appropriate environmental education media of firefly watching can be significantly improved the efficiency of the samples' learning.

Therefore, the environmental education media circle for nature – based tourism established in this research would be applied to other nature – based tourism destination. Besides, it's useful to apply the environmental education media to several ages, education and the status of the recipient. In addition, the approach to create the appropriate environmental education media of firefly watching in this research would be applied to other nature – based tourism destination as a tool of management in nature - based tourism for sustainable development.

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Thesis Advisor's signature