

ABSTRACT

Title of Research Paper : The Opinion of People toward the Participation in Eco-tourism : A Case Study of Kohyor Community, Muang District, Songkla Province

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Objectives of study on the opinion of people toward the participation in eco-tourism : a case study of Kohyor community, Muang district, Songkla province were to study 1) level of the opinion of people in participation in eco-tourism 2) factors effected to the opinion of people toward the participation in eco-tourism and 3) suggestions to promote the participation of people in eco-tourism.

The study had divided the participation into 5 aspects included 1) problem identification 2) planning 3) performance 4) evaluation and monitoring and 5) maintenance. Variables of study were : personal background (sex, ages, marital status, maximum education, occupation and income), duration of living in the community, membership of activities group in community, receiving of information of activities group in community; receiving of information of eco-tourism, knowledge of eco-tourism and expectation from eco-tourism.

Samples of the study were people who were household leaders in each household in Kohyor sub-district, Muang district, Songkla Province. The mode of sampling was accidental sampling of totally 100 household leaders. Questionnaire were used as tool in data collection, Statistical deviation, t-test and F-test.

Result of the study were as follow :

1. Factors on personal background ; the samples were females 55.0 percent. They were between 31-40 years old (38.0 percent). 57.0 percent of them were married. They graduated Bachelor's degree 27.0 percent. 24.0 percent of them were farmers and 45.0 percent of them run on tourist business by selling the soudenirs in amount of 66.7 percent. It had found that 33.0 percent of them had income between 5,000-10,000 baht. 25.0 percent had lived in Kohyor for

16-25 years. And 75.0 percent of samples were number of activities group in community. Most people were member of the saving group for production in amount 69.3 percent.

2. Receiving the information of eco-tourism ; it had found that 54.0 percent of Samples had received information in high level, while 46.0 percent had information in low level. Television was the best sources ($\bar{x} = 2.85$), while the meeting or training was the worstest sources for receiving information($\bar{x} = 0.40$).

3. Knowledge of eco-tourism ; it had found that 65.0 percent of people had knowledge of eco-tourism in high level and had minimum knowledge of meaning of eco-tourism ($\bar{x} = 0.95$).

4. Expectation in eco-tourism in general had found that 52.0 percent of samples was low level. it had found that the people had their expect mostly in basic public health ($\bar{x} = 2.84$) and had lowest expect in relationship in the community ($\bar{x} = 2.75$).

5. Opinion of people toward participation in eco-tourism in generally had found that people had their expectation in the high level ($\bar{x} = 2.84$); considering by aspects it had found that people agree with the participation in eco-tourism in high level in every aspects, especially in the maintenance aspects while most people agree with ($\bar{x} = 3.24$).

6. Factors affected to opinion toward eco-tourism were : education, occupation, income, knowledge and expectation to eco-tourism. Factors of sex, age, marital status, duration of living in community and knowledge of information of eco-tourism had did not affect the opinion toward the participation of people.

Suggestions :

1. Mass media should have important role to promote eco-tourism as well as the knowledge of eco-tourism.

2. It was necessary for the people in the community to have a good economic condition that they could participate in eco-tourism. The agencies concerned should support, and strengthen the economic condition of community in accordance with the content of socio-economic and culture of the community.