

Lukchanok Chincharensup 2012: Recreation Opportunity Spectrum Ecotourism Zoning Amphoe Sangkhla Buri Changwat Kanchanaburi. Master of Science (Development Planning Geography), Major Field: Development Planning Geography, Department of Geography. Thesis Advisor: Associate Professor Sirikorn Kanjanasuntorn, M.S. 125 pages.

The objectives of this study were to analyze the physical and ecotourism site management factors, measure visitor experiences at tourism sites according to ecotourism zones by social factors. And compare consistency between the ecotourism zones were classified according to visitors experiences. Ecotourism sites in Amphoe Sangkhla Buri Changwat Kanchanaburi was selected as study area. Physical and management factors were analyzed by Geographical Information System (GIS) based on three factors: distance from a main road; size of area; and type of landuse. Social factors were implemented using survey questionnaires of 720 visitors selected from 6 tourism sites 120 copies, an analysis of visitor experiences for each zone was carried out using descriptive statistics to assess means and percentages.

Six tourism opportunity zones were in the study area: Primitive (P) covering an area of 2,158.3 Km²; Semi-Primitive Non-motorized (SPNM) covering an area of 28.9 Km²; Semi-Primitive Motorized (SPM) covering an area of 733.7 Km²; Roaded Natural-Modified (RN-M) covering an area of 126.4 Km²; Rural (R) covering an area of 113.3 Km² and Urban (U) covering an area of 8.9 Km². From the social factors shows that 3 ROS were Muang Badan and Protection Unit (Pom Pee) get experience of SPM, Krieng Kra Via Waterfall and Khao Laem national park get experience of RN-M, Three Pagodas Pass and Mon Bridge get experience of U. Visitor experiences found at Muang Badan in SPM area was SPM experience, Protection Unit (Pom Pee) in SPM area was SPNM experience, Krieng Kra Via Waterfall in RN-M area was SPNM experience, Khao Laem national park in RN-M area was SPNM experience, Three Pagodas Pass in U area was SPM experience, Mon Bridge in U area was SPM experience. Only Muang Badan found to be in agreement between physical of ecotourism and visitor experiences.

Student's signature

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