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PRINYA PHOMINTR : THE ROLES OF SUB-DISTRICT ADMINISTRATIVE  
ORGANIZATION EXECUTIVE COUNCIL MEMBERS IN PROMOTING ECO-  
TOURISM AT KANJANABURI PROVINCE . THESIS ADVISORS : SUPRACHAI  
SUKARAWAN , M.S. , SIRICHA CHINATUNGOON , Ph.D. , RACHANON  
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This survey research aimed to study the roles of sub-district administrative organization executive council members in promoting eco-tourism at Kanjanaburi province. The relationships between the roles of sub-district administrative organization executive council members and years in position , age , education , access to information, experience about eco-tourism , role perception, problems and obstacles and suggestions were identified. Self - administered questionnaires were distributed to 7 districts and 14 sub-district administrative organizations which had a total of 349 people. The data was analyzed by percentage , t-test and one-way analysis of variance.

The results of the analysis indicated that the sub-district administrative organization executive council members did not have any role in promoting eco-tourism and the role of promoting eco-tourism did not relate to age or education. Identified problems included lack of human resources in the environmental education field , Lack of support from government and related governmental units, materials , information for educating eco-tourism to people , guides and tourists.

Form these results it is recommended that concerned organizations should promote environmental education to sub-district administrative organization executive council members and officers, . Government should realize the importance of these organizations and should support their budgets. Help from other related organizations which involve tourism and conservatism is also suggested.