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PRAWIT CHOOSRI : KNOWLEDGE AND OPINIONS OF ENTREPRENEURS  
REGARDING GARBAGE DISPOSAL ALONG CHA-AM BEACH, PHETCHABURI  
PROVINCE. THESIS ADVISORS : THAWATCHAI ARTHORNTHURASOOK, M.P.A.,  
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This research aims to investigate the knowledge and opinions of entrepreneurs along Cha-am Beach regarding garbage disposal. The relationship between knowledge and opinions and factors which influence knowledge and opinions are also studied. Problems and suggestions regarding garbage disposal, are examined.

The target population of the study was 244 entrepreneurs of small enterprises along Cha-am Beach. Questionnaires were used for interviewing and data collection. The findings of the study are as follow :

Most entrepreneurs have moderate knowledge. Knowledge is positively related with opinions significantly at the statistical level of 0.001.

Considering influential factors, it is found that level of education, number of workers in each enterprise, and types of business are factors which affect the knowledge and opinions of entrepreneurs significantly at the statistical level of 0.001. Besides this, monthly income and information accessibility are significantly influential factors at the statistical level of 0.01. In addition, duration of staying in the community is a significant factor which affects knowledge and opinions at the statistical level of 0.05.

The findings of the study suggest that to solve the problems of garbage disposal, Cha-am municipality should hold a seminar to provide entrepreneurs with accurate knowledge concerning garbage disposal. Furthermore, there should be a campaign project requesting the cleanliness of firms, the road along the beach and the beach itself. In order to keep the beach desirable as a tourist destination a monitoring and evaluation system should also be established.