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CHUENJAI BUJADHAM : PARTICIPATION ON ENVIRONMENTAL  
CONSERVATION OF TOURIST BUSINESS OWNERS AT BANGSEAN  
BEACH, CHOLBURI PROVINCE. THESIS ADVISORS : RACHANONT SUPAPONGPI-  
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Nowadays, natural environmental tourism resources have deteriorated. A conservation method might give a good result by promoting owners of tourism businesses to participate in environmental conservation activities because they are the ones who would be directly affected when tourism environment were to become better.

The purpose of this research was to study the participation on environmental conservation of owners of tourist business. This case study chose Bangsean beach, Choburi province, as the research site because the environment of this tourism area was once deteriorated but now has recovered. The study focused on the relationship of such personal factors as age, place of birth, educational level, period of being in business, type of business, receiving environmental news, training, meeting and being in seminar on environmental issues, relation with community leader and environmental conservation knowledge.

The results show that the owners of tourist business participated in environmental conservation at the middle to high level. There were significant relations between the factors period of being in business, type of business, relationship with community leader, training, meeting and being in seminar on environmental issues.

The obstacle to the tourist business owners' in participation was that there was not enough time to participate environmental conservation activities. Nevertheless, in case if the government will ask businesses to pay for environmental conservation expenses, the owners will be pleased to pay.