

Threechada Loakaewnoo 2014: Users' Environmental Awareness at Erawan National Park, Kanchanaburi Province. Master of Science (Parks, Recreation, and Tourism), Major Field: Parks, Recreation, and Tourism, Department of Conservation. Thesis Advisor: Miss Sangsan Phumsathan, Ph.D. 133 pages.

To achieve impact management, park manager has to understand environmental awareness of users which influence users environmentally friendly behaviors. The objectives of this research were to investigate the levels of environmental awareness of users, compare the level of users' Environmental Awareness, analyze factors influencing their awareness, and analyze the effect of environmental awareness on environmental behavior. Erawan National Park was selected for study site. The study is based on questionnaire interviews, conducted from October 2013 to March 2014, with 416 domestic visitors and with 54 park rangers. Results showed that the majority of visitors were anthropocentrists but that the majority of park officers were Ecocentrists and expressed a moderate degree of environmental awareness. The positive way that visitors most frequently behaved was separating waste before disposing. The difference of environmental awareness between visitors and park officers is statistically non-significant.

Results of ordinal regression analyses indicated that environmental knowledge and attitude toward environment significantly influenced the environmental awareness of visitors. Consequently, the environmental awareness significantly influenced environmental behaviors of visitors. In terms of park officers, the result present that there were no factors affecting. As a result, the environmentally friendly behaviors should be encouraged by building up environmental awareness of visitors.

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Student's signature

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Thesis Advisor's signature