

3937122 SHEV/M : MAJOR : ENVIRONMENT ; M.A. (ENVIRONMENT)

KEY WORDS : SATISFACTION / ENVIRONMENTAL MANAGEMENT

POL. CAPT. RATTHAWUT JIEMSRIPOONG : TOURISTS' SATISFACTION REGARDING THE ENVIRONMENTAL MANAGEMENT OF BANGSAEN BEACH CHONBURI PROVINCE. THESIS ADVISORS : JIRAPORN CHUCKPAIWONG, M.A. WILASINEE ARNOMASIRI, M.A. PANNIPA BURAPHACHEEP, LL.M. 131 p. ISBN 974 -662-390-7

The purposes of this research are to study the level of tourists' satisfaction regarding the environmental management of Bangsaen Beach and the factors which affect their satisfaction, and to study the opinions and the suggestion of tourists regarding the environmental management of Bangsaen Beach. For quantitative data, questionnaires were used as a tool for data collection. The target group of this study was 400 tourists who entered to Bangsaen Beach and were 15 years old and over. The findings of this study were analyzed by using SPSS (Statistical Package for Social Science) computer program and other statistical techniques, particularly the application of percentage , mean , standard deviation, analysis of variance and multiple classification analysis. Indepth interview was used as a tool for collecting the qualitative data.

The study results indicated that the tourists' satisfaction regarding the environmental management of Bangsaen Beach was at the moderate level on a three point scale created by the researcher. Province of residence and knowledge about the coastal resource conservation caused a difference in tourists' satisfactions significantly at 0.001. Information received about the natural resource conservation and activity on Bangsaen Beach caused a difference in tourists' satisfactions significantly at 0.01. Average income, placing a high value on Bangsaen Beach and age caused a difference in tourists' satisfactions significantly at 0.05. The opinions of sample groups are that the litter on the beach, the dirty sea water and the changing water quality which result from red type phenomena are important environmental problems on Bangsaen Beach. The suggestions about environmental management on Bangsaen Beach are that the environment on Bangsaen Beach should be conserved and the image and identity of Bangsaen Beach should protected. Cleanliness of sea water and beach are especially important.