

Wirot Naktae 2014: Development of Sustainable Nature Tourism Programs at Rajjaprapha Dam Reservoir in Khaosok National Park, Suratthani Province. Doctor of Philosophy (Sustainable Land Use and Natural Resources Management), Major Field: Sustainable Land Use and Natural Resources Management, Interdisciplinary Graduate Program. Thesis Advisor: Associate Professor Utis Kutintara, Ph.D. 392 pages.

The study objectives were to explore and assess the tourism resource potential and recreation opportunity, design and assess sustainable natural tourism programs, evaluate the stakeholders and tourists' satisfaction on the program of the sustainable natural tourism, and suggest guideline for tourism management. The research was conducted in 4 steps. The first, tourism resources and their potential were assessed and recreation opportunities were evaluated. The second, the programs of sustainable natural tourism were designed. The third, questionnaires were used to evaluate the satisfactory of the program by stakeholders and tourists. Finally, guidelines for each natural tourism programs were recommended. Weighted score equation was used to assess recreation potential and descriptive statistics were used in data analysis.

The result reflected that there were 5 prominent recreation sites: 1 conventional nature tourism site, 2 adventure tourism sites, and 2 ecotourism sites covering 4 recreation opportunity spectrums: 1 primitive area, 1 semi-primitive non-motorized area, 2 semi-primitive motorized areas and 1 Semi-developed area. The result reflected 10 appropriate programs of one-day trip, 5 programs of two-day trip. The stakeholders and tourists were satisfied with the trips. Four tourism guidelines were developed and each was recommended to local communities and related organization for application.

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Thesis Advisor's signature