

Srisuda Pengsombut 2015: Local Communities Participation in Wildlife Tourism Development at Kuiburi National Park, Prachuap Khiri Khan Province. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Assistant Professor Phiphat Nonthanathorn, Ph.D. 155 pages.

The objectives of this research were to study 1) level of transformational leadership, community factor, the community behavior and the local communities participation in wildlife tourism development at Kuiburi National Park, Prachuap Khiri Khan Province. 2) relations of transformational leadership, community factor and the community behavior and the local communities participation in wildlife tourism development at Kuiburi National Park Prachuap Khiri Khan Province. 3) influence of transformational leadership, community factor and the community behavior on the local communities participation in wildlife tourism development at Kuiburi National Park Prachuap Khiri Khan Province. Questionnaires were used as instrument to sample 360 sampling from villagers living in communities around Kuiburi National Park. Data were analyzed using descriptive statistics, correlation coefficient analysis, exploratory factor analysis, and structural equation model analysis.

The research results indicated that 1) relationship among all factors on the local communities participation in wildlife tourism development at Kuiburi National Park were at the high level. 2) the path coefficient model yielded high statistically positive at 0.01 significant level. Community behavior and the local communities participation in wildlife tourism development at Kuiburi National Park showed the highest relationship ($\beta = 0.89$), 3) the consistency check of the structural equation model agreed with the empirical data. The model validation indicated that the causal model was fitted to the empirical data with RMSEA = 0.0964, SRMR = 0.0461, CFI = 0.981 The model accounted for 87.70 percent of the variance on the local communities participation in wildlife tourism development at Kuiburi National Park Prachuap Khiri Khan Province.

Student's signature

Thesis Advisor's signature