

Rungnapa Panjan 2014: Tourist's Opinions Towards Tourism at Sai Noi Floating Market, Sai Noi District, Nonthaburi Province. Master of Science (Agricultural Extension), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Assistant Professor Supattra Srisuwan, Ed.D. 163 pages.

The objectives of this research were: 1) to study personal factors, travelling factors, knowledge on agri-tourism and exposure of agricultural information. 2) to study tourist's opinions towards tourism at Sai Noi floating market. 3) to compare the tourist's opinions towards tourism at Sai Noi floating market by personal factors, travelling factors and exposure of agricultural information. 4) to study the relationship between knowledge on agri-tourism and tourist's opinions towards tourism at Sai Noi floating market. The sample consisted of 392 tourists at Sai Noi floating market in Sai Noi District, Nonthaburi Province. The data were collected by interviewing schedule. Statistic analyses were frequency, percentage, arithmetic mean, standard deviation, minimum, maximum, t-test, one-way ANOVA (F-test), Least Significant Difference (LSD) and Pearson's Correlation Coefficient.

The research result revealed that most of the tourists was female, the average of age was 32.76 years, with domicile in Nonthaburi, the level of education was bachelor's degree or higher. Most of the tourists was single, with the career of running a private company or own business. The average income was 21,638.78 baht. Tourists had the knowledge on agri-tourism at the high level. The exposures of agricultural information were tourists' fellow, meeting and television. The tourists had opinions towards tourism at Sai Noi floating market on the average at the high level. The results of hypothesis testing indicated that the tourists with different domicile and the media exposure of agricultural information had significant differences in opinions toward tourism at Sai Noi floating market. But there was no significant relationship between the knowledge on agri-tourism and opinions toward tourism at Sai Noi floating market.

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Thesis Advisor's signature