

Prateep Puangpetch 2012: Tourists' Attitude towards Tourism Activities at Erawan Waterfall National Park, Kanchanaburi Province. Master of Science (Forest Resource and Environmental Administration), Major Field: Forest Resource and Environmental Administration, Faculty of Forestry. Thesis Advisor Assistant Professor Kitichai Rattana, Ph.D. 128 pages.

The purpose of the study was to investigate tourists' attitude towards tourism activities at Erawan Waterfall National Park in Kanchanaburi province and to study the problems and difficulties in the management of tourism activities. Moreover, the data was collected using a questionnaire to interview 400 tourists who are going to Erawan National Park. The researcher used chi-square method to analyze data and find the factors which affect the attitudes both independent and dependent variables of 0.05 level of statistical significance calculated by statistical software package.

The results of the study indicated that (68.0%) of tourists are female. (59.3%) of tourists age between 18-25. (73.1%) of tourists are single status. (70.8%) of tourists got undergraduate degree. (49.2%) of tourists have monthly income under 5000 baht. (89.3%) of tourists stay in the central part of Thailand. (62.5%) of tourists have ever visited here. (40.3%) of tourists got the tourism information. (22.25%) of tourists like to swim in waterfall and (21.85%) of tourists like to sit back and relax in the surrounding of waterfall. In conclusion, the factors that affect the tourists' attitude towards tourism activities at Erawan National Park, Kanchanaburi province were hometown, Revenue, subscription and knowledge management in tourism industry.

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Student's signature

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Thesis Advisor's signature