

ABSTRACT

Abstract of thesis submitted to the Graduate School of Maejo University in partial fulfillment of the requirements for the degree of Master of Business Administration in Business Administration

ECOTOURISM PERCEPTION OF THAI TOURISTS IN CHIANG MAI PROVINCE, THAILAND

By

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JULY 1998

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The objectives of this research were to 1) study Thai tourists' perception and understanding in Ecotourism 2) study their behavior in ecotourism manner and 3) study the way to develop ecotourism. The study was done by collecting data from 450 samples of 2,065,841 Thai tourists using closed and open-ended questionnaire and analyzing with the use of the SPSS/PC⁺. The finding is as follow.

Most of Thai tourists in Chiang Mai were male between the age of 21-30 years, bachelor graduated, private company employees and had 5,000-10,000 baht monthly income. They are the resident of northern Thailand and Bangkok.

Most of the Thai tourists perceived Ecotourism from television, magazines and newspapers respectively. Due to their perception, some seek for more information, some did not. The media that they mostly used for finding information were magazines; televisions and newspapers.

The majority of Thai tourists understood the concept of Ecotourism and be ready for that kind of travelling.

The study of Thai tourist travelling behavior revealed that most of them had been to Chiang Mai for more than 5 times by their own vehicle or buses. The favorite Ecotourism places were Doi Suthep, waterfalls, Doi Intanon, important temples and elephant camps. Most of the tourists showed good impression about Chiang Mai by intending to come back and recommending it to their friends and others. The student was the biggest group who will recommend Chiangmai to the others, then the government officers and the private company employees. Lacking of information about the places was the main problem for the Thai tourists. Another problems were 1) there are no officers in some places and 2) the officers do not have enough knowlege about the place. Dirt and inadequate toilet were also another important problems.