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RONGKLA NATIONAL PARK

CHALONG NUICHIM : THE DEVELOPMENT OF HISTORICAL AND
NATURAL INTERPRETATION GUIDE BOOK FOR ECOTOURISM IN PHU HIN
RONGKLA NATIONAL PARK. THESIS ADVISORS : WARAPORN SRISUPAN,
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The objectives of this experimental research were to develop a historical and natural interpretation guide book for ecotourism in Phu Hin Rongkla National Park, and to study the visitors' achievement, satisfaction and opinion toward the guide book.

The research method was one group pretest-posttest design. The sample group was 45 Thai visitors with age over 18 years old who had minimum education attainment of secondary school level, and visited Phu Hin Rongkla National Park. Paired t-test statistical analysis was applied to compare the difference of mean achievement scores and visitors' satisfaction was evaluated by the percentage, mean, standard deviation, maximum and minimum scores.

The result showed that the guide book increased the visitors' knowledge significantly at 0.001 level. They were satisfied with and interested in the guide book very much and suggested that this guide book should be published and sold to visitors.

The development and publishing of guide books in national parks is very important for visitors to study nature and environment in order to increase their knowledge and awareness of nature conservation.