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YAOWAREE CHAROENSAWAT : THE TOURIST SATISFACTION  
IN KHAO YAI NATIONAL PARK FOR RECREATION PURPOSES. THESIS  
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The purpose of this research was to study the level of tourist satisfaction and factors affecting tourist satisfaction from utilization of Khao Yai National Park for recreation purposes. This research methodology was based on interviewing and questionnaire. The sample comprised of 300 local Thai tourists, 15 years and up, who had used the camp facility at Phakluaymai Camping Site in Khao Yai National Park. Data were collected from July 25 to August 3, 1999. Analysis of variances (ANOVA) and Multiple Classification Analysis (MCA) were the main statistical methods applied for this research.

The results of this research showed that most tourists were satisfied with the natural resources at moderate level 61.3 %. The factors related significantly to tourist satisfaction at 0.01, were age and relaxation expectation. Younger groups had more satisfaction than the older ones. Groups of high relaxation expectation had more satisfaction than groups of moderate and low relaxation expectation. Most tourists were satisfied with service and accommodation at moderate level 51.9 %. The factor related significantly to tourist satisfaction at 0.01, was relaxation expectation. Groups of high relaxation expectation had more satisfaction than groups of moderate and low relaxation expectation.

In order to increase tourist satisfaction utilizing Khao Yai National Park for recreation purposes, recreation services must be improved and recreation activities should be suitable to all age groups. Moreover, knowledge of ecological system and resources utilization must be imparted to all people. Public relation must be applied to make all tourists aware of ecotourism. Finally, tourist services and accommodation should be improved to serve all recreation activities.