

3836037 SHED/M : MAJOR : ENVIRONMENTAL EDUCATION ; M.Ed.

(ENVIRONMENTAL EDUCATION)

KEY WORDS : CONCIOUSNESS / ECOTOURISM / CORAL REEF ECOSYSTEM

THANYAPORN WONG-AKANIT: THE CONSCIOUSNESS OF GUIDES TOWARD ECOTOURISM IN CORAL REEF ECOSYSTEM. THESIS ADVISORS : MANEE CHAITHEERANUWATSIRI, Ph.D. RATCHANON SUPHAPONGPHICHED, Ph.D. VEENA SIRISOOK, Dr.P.H. 108 p. ISBN 974-662-510-2.

The purpose of this survey research is to study about the consciousness of guides toward in ecotourism in coral reef ecosystem and to examine the association between the consciousness and demographic factors, working factors and training factors by self-report rating scale. This study collected data Thai guides who work as guide in Suratthani, Ranong, Chumporn, Pang-nga, Phuket and Krabi. The statistics in this study are percentage, mean, t-test, simple correlation and one-way ANOVA.

The mean of consciousness toward ecotourism in coral reef ecosystem was 240.4 . Standard deviation was 16.7 . Activities of guide, frequency of guidance in study area were not different in the scores of consciousness at $\alpha = 0.05$. The age of the samples was not related with the consciousness toward ecotourism in coral reef ecosystem. Male guides had consciousness levels higher than female guides. The level of education of guides affected their consciousness toward ecotourism in coral reef ecosystem. Duration of work were correlated with level of consciousness. And Training factor encouraged the scores of consciousness; tourist guides who were trained in field of tourism scored higher than never trained guides at $\alpha = 0.05$.

The results of the study suggest that there should be stricter controls on the way guides perform their duties. Also, there should be more training program for guides who have worked from 3 – 5 years, in order to update their knowledge in their field of work and their attitude toward ecotourism in coral reef system. Finally, it is recommended that further study be done in other areas to compare with this study.