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JINTANA PONGTHINTONGNGAM: DEVELOPMENT OF TRAINING
CURRICULUM ON ECOTOURISM MANAGEMENT AT KLONG MAHASAWAT AND
KLONG YONG FOR DISTRICT ADMINISTRATIVE ORGANIZATION MEMBERS IN
BUDDHAMONTOL DISTRICT NAKORNPATTHOM PROVINCE. THESIS ADVISORS:
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The objective of this research was to develop and evaluate the training curriculum on ecotourism management at Klong Mahasawat and Klong Yong for disstrict administrative organization members in Buddhamontol district Nakornpathom Province. The research was conducted in 3 steps as follows. In the first step data were collected by training needs assesment, reviewing documents and surveying the area. The second step was the curriculum design process which included the establishment of objectives, selection of the concepts, identification and selection contents, identification and selection of training methodologies and the development of the evaluation techniques. The third step was implementation and evaluation of the training curriculum, the curriculum was implemented for 23 sample trainees who received 1 day training. The program was evaluated using the test of trainees' knowledge, scale of attitude, questionnaires of satisfaction of training. Statistics used for data analysis were descriptive statistics: percentage, mean, mode and analytical statistic, t-test.

The results of this program evaluation showed that the trainees' knowledge and positive attitude toward the ecotourism management increased significantly at the level 0.05 . The trainees were satisfied with the training curriculum. Recommendations base on this research are as follow. The concerned organizations should be developed a self-learning packaged of training curriculum on ecotourism management for district administrative organization members.