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CHONLADA SITTITON : NATURE INTERPRETATION GUIDELINE
DEVELOPMENT IN KANGKRAJAN NATIONAL PARK. THESIS ADVISORS : RACHANONT
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The objective of this study was to develop for nature interpretation in Kangkrajana National Park. The study focused on the status of media used, methods of communication, needs of tourists, and opinions of all related agencies. Methods included literature review, questionnaires, and interviews with 7 park rangers, 3 related persons and 184 tourists. Data was collected and analysed by computer. Statistics were analyzed using mean, percentile and chi-square.

The results showed that media used for nature interpretation in Kangkrajana National Park were interpersonal communication (park rangers), signs boards, signals, printed media, audio-visual equipment, an auditorium and trekking route presentation. Park rangers were the main interpersonal interpretation that facilitated and educated tourists. Other agencies such as Thailand Tourism Authority, and private tourism companies were involved in nature interpretation in the park area. Most tourists used the sign boards and signals in the park. Most of them were fairly satisfied with the media and suggested that there should be more contents on knowledge of nature.

According to the nature interpretation guidelines park rangers should cooperate with related agencies both government and private sectors by improving the former media on quantity, pattern and content. Knowledge on nature environment should be international and suitable for each of the media. Park rangers, government and private organizations should all have input in the content of the media.