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NATURAE TRAIL

SOITIP SAMAKKHETGAN : THE DEVELOPMENT OF NATURE
TRAIL GUIDE BOOK FOR ECOTOURISM IN NAMNAO NATIONAL PARK.
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This was the experimental research to produce and test the nature trail guide book for tourists on ecotourism in Numnao National Park .

The processes of the guide book production and trial were as follows:

1. Producing the nature trail guide book, was done by studing research documents, observations, and to assess the most appropriate requirements of tourists. The developed nature trail guide book had been tried out twice with 1 and 5 tourists, and, verbal survey, its quality was examined by 5 experts.

2. The developed nature trail guide book was tested with random sample group, comprised of forty tourists who had traveled to Numnao National Park with the purpose of study by walking through Huay-Yakrua nature trail. The assessment of knowledge acquired using the nature trail guide book of the experimental group was tested with 20 questions of multiple choice kind that would measure knowledge achievement. Moreover, the experimental group also evaluated the tourists' s satisfaction with the nature trail guide book .

Data analysis was undertaken by descriptive statistics. The results were shown in the terms of percentages, means, and t-test.

Having compared the mean scores between pretest and posttest of the experimental group, it was found that the posttest mean score was higher than the pretest mean scores with statistical significance at the level of 0.05. The opinion of the experimental group of the nature trail guide book is highly satisfactory.

It was concluded that the nature trail guide book could be used to increase the knowledge of tourists and the presentation of the various features of the nature trail guide book was appropriate.