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WITTAYA KIATIWAT : THE QUALITY OF THAI ECOTOURISTS :
A CASE STUDY : UMPHANG DISTRICT, TAK PROVINCE .THESIS ADVISORS:
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The objectives of this research aimed to investigate the quality of Thai ecotourists, behaviors of tourists, knowlegde of ecotourism and the relationship between quality of Thai ecotourists and such factors as personal data, characteristics of trip, information received and participation in environmental activities.

This study was a survey research. Data were collected by questionnaires from 380 subjects. The data was analyzed by using the SPSS pc+ (Statistical Package for Social Science) program and Statistical techniques were performed, including percentages, means, standard deviations and one-way analysis of variance.

The research finding was that quality of Thai ecotourists, behavior of tourists, knowlegde of ecotourism were at moderate level. The analysis of variance showed that, education, income, trip duration, trip cost, favour in travel activities, information received and participation in environmental activities are significantly ($p=0.001$) related to quality of Thai ecotourists and experience are significantly ($p=0.01$).However, sex, age, martial status, source of tourist, vehicle, types of tourist group, place of camping and experience in Umphang are not related.

This research indicates that tourists do not understand fully about ecotourism. Thus, the related organizations shoud provide knowledge about ecotourism and increase environmental activities to build ecotourism mindedness.