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SUPATRA KAEWMUKDA: VISION TOWARDS ECOTOURISM
PROMOTION OF COUNCIL MEMBERS OF SUBDISTRICT ADMINISTRATIVE
ORGANIZATION IN NAKORN NAYOK PROVINCE. THESIS ADVISORS:
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The research objectives were to study the vision towards ecotourism promotion of council members of Subdistrict Administrative Organizations in Nakornnayok Province, and to study the factors that related to the vision of council members of Subdistrict Administrative Organizations.

Data collected by questionnaire from the council members of 6 Subdistrict Administrative Organizations in Nakornnayok Province. A total of 32 council members of 6 Subdistrict Administrative Organizations were in the sample group, and 126 members responded, equaling 95.5 percent.

The results showed that council members of Subdistrict Administrative Organizations from Tambon Srinawa, Tambon Sarika, Tambon Hintang, Tambon Prommanee, Tambon Khaopra, and Tambon Banyai expected to see the arrangement of tourism take the form of emphasizing utilization of the natural area as a tourism site. In order to had public relations and preparedness of the people among the council members, local people were give proper knowledge and understanding on ecotourism, and it required people's participation in natural resources management in the local area as well as the continuous monitoring of the administration of council members. Testing the correlation between the vision towards ecotourism and the studied factors, it was found that their visions towards ecotourism did not correlate to their education level, length as a council member, access to information sources, and knowledge on ecotourism promotion at a statistic significant level of 0.05.

Recommendations from the study were that there should be arrangements for improved knowledge given through training process, exhibitions, leaflets and the dissemination on the topics of ecotourism in order to be a framework that the council members of the Subdistrict Administrative Organizations can use to define the direction of tourism site development.