

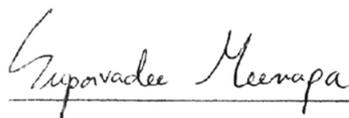
Supavadee Meenapa 2006: Ecotourism Adoption of Bang Khun Thian Coastal Community. Master of Science (Resource Management), Major Field: Resource Management, Interdisciplinary Graduate Program. Thesis Advisor: Assistant Professor Vipak Jintana, Ph.D. 114 pages.
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The research aimed to study the pattern of ecotourism in the coastal area at Bang Khun Thian, Bangkok. People's adoption of various components of ecotourism and relationship with some socioeconomic factors of the respondents were assessed. Two hundred and ninety local people were interviewed using a structured questionnaire. They were selected by a multiple random sampling technique. Data were analyzed using a computer statistics package.

The results showed that most of the respondents did not assign the pattern of tourism in the area as perfectly ecotourism. The ecotourism patterns of this coastal community should consist of natural conservation, natural resource education and ecosystem maintenance, local people participation and recreation. However, recreation activities should not be the main focus of the ecotourism.

The respondents agreed that ecotourism is important. It is suitable for community development and can promote marine and coastal resources conservation. Ecotourism is harmonious with the current status when natural resources have deteriorated at an alarming rate. Considering the four major components of ecotourism, area management was adopted at the highest level whereas management of tours, activities, and participation were adopted at moderate levels.

Level of people's adoption was found to be strongly related with their socioeconomic background such as knowledge on ecotourism and conservation of mangrove resource ($p=0.00$), receiving the information on ecotourism ($p=0.01$), the period of staying within the community ($p=0.02$), social status ($p=0.02$), and their participation in tourism activities ($p=0.05$).



Student's signature



Thesis Advisor's signature

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