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| Thematic Paper Title | Knowledge and Perception of Thai Tourists on Ecotourism A Case Study of Kuiburi National Park, Prachuabkirikhan, Province |
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ABSTRACT

This study had the research objectives to 1) examine tourist perception on the understanding towards ecotourism at Kuiburi National Park, Prachuabkirikhan Province and 2) survey tourist satisfaction on the management of ecotourism at Kuiburi National Park, Prachuabkirikhan Province. The accidental sampling was employed to collect data from 400 tourists visiting Kuiburi National Park, Prachuabkirikhan Province. The research instrument was questionnaire. The statistical techniques used were descriptive statistics, t-test and one-way ANOVA.

The study found that the majority of the respondents were female, whose age between 31 and 40 years. Most of them had college degree with average monthly income ranging from 15,001 Baht to 30,000 Baht. With regard to perception on the understanding towards ecotourism at Kuiburi National Park, it was found the male respondents had better understanding on ecotourism better than females while the respondents aged 41-50 years had better understanding on ecotourism than those with 21-30 years old and more than 50 years old. On tourist satisfaction, in overall it was found at moderate level. When considering each factor of satisfaction, the activities were found to be high level at 3.28 score and facilities at 3.52 score.

This study has provided the recommendations to encourage related parties to pay attention to the knowledge of people's ecotourism, and to increase tourist satisfaction in visiting Kuiburi National Park