

Graiwut Heabgaew 2009: A Study of Agrotourism Business at Tambon Tha Kha Amphoe Amphawa Changwat Samut Songkhram. Master of Arts (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Thesis Advisor: Mr. Kampanat Pensupar, Ph.D. 124 pages.

The purpose of this study are to study a generality and potential of agrotourism at Tambon Tha kha and to study the relation level of factors that have an influence with a decision making of tourists in agrotourism and to provide some recommendations on the agrotourism activities at the study area. The researcher has collected the data from the group of 129 entrepreneurs who are working at this area as well as the sample of 400 tourists between January – March 2009. After that the data were analyzed. Chi-square test, t-test and ANOVA were used as the analytical tools.

The study shows that female is the majority among sample of tourists, whose age are between 25-34 years, single, bachelor degree or relevant, employee or white-collar, and monthly income between 10,001 – 15,000 THB. The tourists mostly come and travel at Tha kha floating market as its first time and their purposes are travel and rest. From the relation analysis of the factors which effects to the tourists' decision are found that the personal factors that significantly related with marketing factors are education, occupation and income. The personal factors that significantly related with tourism behavior of tourists who come to visit the water market are education, occupation, and income.

In terms of potential level, entrepreneurs revealed that the of the potential of location and participation was at the high level. Whilst the potential of activity, process, and management were at the middle level. In addition, the entrepreneurs and tourists have the same agreement that it still has a less management of guidepost.

The recommendations in management of agrotourism in Tambon Thakha Amphoe Amphawa Changwat Samut Songkhram are to enhance installation guidepost to Thakha floating market in order to offer the convenience in travel. More public media should be done. Furthermore to maintain the community culture including the preservation of community environment as the way to attract the tourists.

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Thesis Advisor's signature

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