

Nattapon Pisamayaron 2009: A Business Management of Agrotourism at Ban Tha Son, Tambon Bo, Amphoe Khlung, Changwat Chanthaburi. Master of Art (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Thesis Advisor: Mr. Charuk Singhaprecha, Ph.D. 164 pages.

At present, Agro tourism is very popular. Necessary thing which has to be done along with it is service for tourists to make them feel most satisfied. Agro tourist place at Ban Thasorn, Tambol Bor, Klung District, Chantaburi Province can be considered as an appropriate natural tourist place which should be developed to be an important Thailand's tourist place because of its beautiful nature and outstanding local product, the Bai Klu Tea.

This research aims to study in: (1) tourist behavior, (2) willingness to pay of the tourists who come to Ban Thasorn Agro tourist place and (3) potential, working process, problems and obstacles. Also, to present marketing strategies and administration guidelines for this tourist place. Factors which influenced tourist satisfaction in the entrance fee for the Ban Thasorn Agro tourist place compared to the average price were analyzed. Analysis was done using descriptive and quantitative statistical analysis and logistic regression analysis on 400 tourists' questionnaires. Results were then compared to brainstorming ideas of related people to the place.

From the study, most of the tourists came to Ban Thasorn for the first time and got its information from friends/relatives and medias, such as, internet, magazines, radio and television. Most of them came in group of friends and families. They intended to come back again because of the beautiful nature of Ban Thasorn. More than half of the tourists who came here did not know about the Bai Klu Tea and did not buy it. Some tourists bought it because they wanted to try the product and took it for souvenir. Most of the tourists agreed with the entrance fee. Average satisfied entrance fee was at 31.34 Baht/person/one time. The tourists gave the most importance to conservation of location; development and service, including tourists' space utility were followed. It was found that tourist gender and status had statistically significant influence on the tourist satisfaction in the entrance fee compared to the average price, in the same direction. The tourist satisfaction in the entrance fee compared to the average price were correlated with the tourist gender and status, with statistical significance. Comparison of the average satisfied entrance fee and personal factors found that the tourists in different gender, status, education level and average monthly income gave different average satisfied entrance fee, with statistical significance.

The study indicated that Government should promote the Agro tourism at Ban Thasorn because it is an interesting tourist place, create positive attitude to the Agro tourism, educate and build understanding to people and community to encourage them to be more participated in administration and management as well as increasing more public relations through various media, offering a chance for Ban Thasorn to become another tourist place which can provide more income to the local community in the long run

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