

**FOREIGNER TOURIST SATISFACTION ON HOMESTAY
SERVICES IN ROYAL PROJECT DEVELOPMENT CENTER
TEEN – TOK, CHIANG MAI PROVINCE**

CHAIWATCHARA PROMJITTIPHONG

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Thesis

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*TEEN – TOK, CHIANG MAI PROVINCE***

Mr. Chaiwatchara Promjittiphong.
Candidate

Assoc. Prof. Pisit Sukreeyapongse, M.Sc.
Major-Advisor

Asst. Prof. Putsatee Monzon, M.A., M.O.H.
Co-Advisor

Asst. Prof. Prakairat Sukumalchart, M.S.
Co-Advisor

Assoc. Prof. Rassmidara Hoonsawat,
Ph.D.
Dean
Faculty of Graduate Studies

Asst. Prof. Sompong Thongchai, D.Tech.Ed.
Chair
Master of Science Programme in
Environmental Planning for Community
and Rural Development
Faculty of Environment and
Resource Studies

Thesis

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on

6 June, 2005

Mr. Chaiwatchara Promjittiphong.

Candidate

Asst. Prof. Prakairat Sukumalchart, M.S.
Member

Assoc. Prof. Pisit Sukreeyapongse, M.Sc.
Chair

Miss. Yuvadee Nirattakun, M.S.
Member

Asst. Prof. Putsatee Monzon, M.A., M.O.H.
Member

Assoc. Prof. Rassmidara Hoonsawat,
Ph.D.
Dean
Faculty of Graduate Studies
Mahidol University

Assoc. Prof. Anuchat Pongsomlee, Ph.D.
Dean
Faculty of Environment and
Resource Studies
Mahidol University

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Chaiwatchara Promjittiphong

FOREIGNER TOURIST SATISFACTION ON HOMESTAY SERVICES IN
ROYAL PROJECT DEVELOPMENT CENTER *TEEN – TOK*, CHIANG MAI
PROVINCE

CHAIWATCHARA PROMJITTIPHONG 4436111 ENRD/M

M.Sc. (ENVIRONMENTAL PLANNING FOR COMMUNITY AND RURAL DEVELOPMENT)

THESIS ADVISORS: PISIT SUKREEYAPONGSE, M.Sc., PUTSATEE MONZON,
M.A., M.O.H., PRAKAIKAT SUKUMALACHART, M.S.

ABSTRACT

The objective of this research was to study tourist satisfaction with Homestay services in the Royal Project Development Center *Teen – Tok*, Chiang Mai Province. Questionnaires were used as the major tool for data collection from tourists. They were distributed among a sample of 161 tourists. Furthermore, in-depth interviews were employed to collect additional information from private staff and mainly state officials in the local area. The collected data were then quantitatively processed using the commercial software package SPSS for Windows version 10.0. The statistics used included percentage, minimum, maximum, arithmetic average, and standard deviation, as well as analytical tools such as variance analysis, multiple classification analysis, and descriptive quality analysis.

It was found that foreign tourists were very satisfied with Homestay services in the Royal Project Development Center and its attitude to natural resources and various services. With statistical significance, the affecting factor on foreign tourist satisfaction for natural resources were gender and education level while the affecting factor on foreign tourist satisfaction for various services was gender.

The results from this research suggest that there should be more information from involved units regarding public relations. This would affect the tourism by increasing, for example, tourists from Europe and Thailand, when they know about Homestay tourism. There should be coordination with nearby communities to build a network of tourism in the area. Because each community has nearby territory the natural resources would be beneficial to tourism. Tourism management regarding providing services and information to the tourists should be developed, especially the ability of the villagers to communicate with tourists. However, most importantly, there should be action on various regulations which have been formulated for the preservation of tourism. All tourists should be encouraged to act appropriately when they travel to maintain and preserve natural resources including beautiful ceremonies in the communities.

KEY WORDS: TOURIST SATISFACTION / HOMESTAY / ECOTOURISM /
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ความพึงพอใจของนักท่องเที่ยวชาวต่างประเทศต่อการท่องเที่ยวแบบโฮมสเตย์ในพื้นที่ศูนย์พัฒนาโครงการหลวงตีนตก จังหวัดเชียงใหม่ (FOREIGNER TOURIST SATISFACTION ON HOMESTAY SERVICES IN ROYAL PROJECT DEVELOPMENT CENTER TEEN – TOK, CHIANG MAI PROVINCE)

ชัยวัชร พรหมจิตติพงศ์ 4436111 ENRD/M

วท.ม. (การวางแผนสิ่งแวดล้อมเพื่อพัฒนาชุมชนและชนบท)

คณะกรรมการควบคุมวิทยานิพนธ์: พิสิฐ สุกรีพิงค์, วท.ม. (เทคโนโลยีการบริหารสิ่งแวดล้อม), ปุสดี มอนซอน, ศค.ม. (สังคมวิทยาและมานุษยวิทยา), M.O.H., ประกายรัตน์ สุขุมลชาติ, M.S.

บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาปัจจัยที่มีผลต่อความพึงพอใจของนักท่องเที่ยวต่อการท่องเที่ยวแบบโฮมสเตย์ในพื้นที่ศูนย์พัฒนาโครงการหลวงตีนตกจังหวัดเชียงใหม่ โดยใช้แบบสอบถามเป็นเครื่องมือหลักในการวิจัย มีกลุ่มตัวอย่างเป็นนักท่องเที่ยวชาวต่างประเทศ จำนวน 161 ราย และสัมภาษณ์เจ้าหน้าที่ของรัฐ และเอกชนที่เกี่ยวข้องในพื้นที่ศึกษา เพื่อเก็บข้อมูลเพิ่มเติม ประมวลผลข้อมูลเชิงปริมาณด้วยโปรแกรมสำเร็จรูปสำหรับการวิจัยทางสังคมศาสตร์ (SPSS for Windows version 10.0) โดยใช้สถิติร้อยละ ค่าต่ำสุด ค่าสูงสุด ค่าเฉลี่ยเลขคณิต ค่าเบี่ยงเบนมาตรฐาน การวิเคราะห์ความผันแปร (ANOVA) และการวิเคราะห์การจำแนกหมู่ (MCA)

ผลการวิจัยพบว่า ความพึงพอใจของนักท่องเที่ยวชาวต่างประเทศต่อการท่องเที่ยวแบบโฮมสเตย์ที่มีต่อทรัพยากรธรรมชาติและ การให้บริการด้านต่างๆ อยู่ในระดับมาก ปัจจัยที่มีผลต่อความพึงพอใจของนักท่องเที่ยวต่อการท่องเที่ยวแบบโฮมสเตย์ในเรื่องทรัพยากรธรรมชาติอย่างมีนัยสำคัญทางสถิติ ได้แก่ เพศ และระดับการศึกษา สำหรับปัจจัยที่มีผลต่อความพึงพอใจของนักท่องเที่ยวชาวต่างประเทศต่อการท่องเที่ยวแบบโฮมสเตย์ในเรื่องการให้บริการด้านต่างๆ อย่างมีนัยสำคัญทางสถิติ มีเพียงปัจจัยเดียวคือ เพศ

ข้อเสนอแนะที่ได้จากการวิจัยครั้งนี้คือ ควรสนับสนุนการประชาสัมพันธ์การท่องเที่ยว เพื่อให้เป็นที่รู้จักของนักท่องเที่ยวทั้งชาวไทยและชาวต่างประเทศที่สนใจการท่องเที่ยวแบบโฮมสเตย์ และประสานกับหมู่บ้านใกล้เคียงเพื่อสร้างเป็นเครือข่ายการท่องเที่ยว เพราะแต่ละพื้นที่มีทรัพยากรที่สามารถใช้เป็นแหล่งท่องเที่ยวในเส้นทางท่องเที่ยวของนักท่องเที่ยวได้ ซึ่งจะทำให้เกิดความหลากหลายมากขึ้น เพิ่มทักษะเรื่องการให้บริการ และการให้ข้อมูลแก่นักท่องเที่ยว โดยเฉพาะภาษาต่างประเทศที่เป็นอุปสรรคสำคัญในการสื่อสารของชาวบ้านกับนักท่องเที่ยวชาวต่างประเทศ และที่สำคัญคือการรักษาระเบียบในการจัดการท่องเที่ยวเชิงอนุรักษ์ที่นักท่องเที่ยวต้องปฏิบัติ ทั้งนี้เพื่อเป็นการดูแลรักษาทรัพยากรธรรมชาติ และดำรงไว้ซึ่งกรอบวัฒนธรรมอันดีงามของหมู่บ้านให้คงอยู่ต่อไป

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CHAPTER 1

INTRODUCTION

1.1 Background and Problem Identification

Since 1987 the government had declared that this year was “year of tourism promotion” this was the start point of tourism promotion until 1998 and this year was the first year of Thailand tourism campaign project. Last year Thailand has continually developed the tourist but in contrast while tourism grew up but the environment was destroyed that affected natural resource (Tourism Authority of Thailand 1996: 28). General tourism management would meet the problem that it was always contrary between natural environment preservation with development while tourism operation was necessary to use resource having in the country such as various natural resources including labor service of people in the country. Many countries accepted that tourism operation that was well prepared and concerned in capability to support the tourists such as preparation on physical and society. These activities would be building jobs, occupations and received high compensation but at the same time it affected environment was lower than other industries. If we could well preserve and maintain tourism resource, thus these resources would be one material that was able to develop the country.

However, development and tourism promotion would be advantage to economic condition of the country but in the contrast, an achievement affected economy was low due to there was unfair in building income distribution system. Most of its distribution was arranged among the large tourism business but the villagers in area would have no role to formulate trend and their tourism development (Krirkkiat Phiphatseretham 1985 cited in Mathuros Prabphairee 2000: 2). Environment affected positive results to changing environment in area thus, being nature was disappeared and the catastrophe would appeared in the area due to lacked awareness to capability to supported, nature of environment was destroyed such as

throwing garbage into the water resource, losing some serial in the forest due to there was construction in the forest or destroying area to supported the tourists.

Seeking guideline for sustainable development and reducing negative impact of tourism that was considered in the conference in Rio de Janeiro of Brazil in 1992. The government formulated an action plan 21 (Agenda 21) to be sustainable development and the conference that explored sustainable development in Johannesburg city of South Africa in 2002, on the occasion of 10th year of world conference of Brazil. The conference showed that the tourism should have trend to decide to development and sustainable management. These managements should link between economy, society and environment and were necessary to have scope covering potential on physical of community, culture, distributing advantage that would be occurred by tourism. These management should not be managed only in the group of tourism business and the important issue of sustainable tourism was the people should participate and had role in every process from grassroots level to planning level (Tourism Authority of Thailand 1999: 30) including currently the government under control PM. Taksin Chinawatra accepted to sustainable tourism development and he contained this plan was one part of policy that declared to the Parliament on 23 March 2005. The important issue of policy was the government would emphasize on value more than quantity and cooperated with enterprise sector, community to maintain natural resources and tourism environment including managed entertainment system of various hotels and encouraged tourism personnel. The policy yet covered development on cultural tourist throughout ecotourism and health.

By concept on sustainable tourism development, foreseeing importance of community that would be the supported area to expanding tourism, providing service to the tourists, concerning in capability of community, role of the villagers to managed and including advantage, fairly income distribution, community participation and strengthening capability in community, these factors would lead to sustainable development and directly tendency of a new tourism pattern. The new tourism pattern would emphasized on awareness to environment, local culture that was pattern of ecotourism and it was one part of sustainable development that was important concept to 3 patterns of tourism development (Research Science and Technology of Thailand 1999: 2-3) following below: -

1) Tendency on environmental preservation and natural resource. There was scope worldwide comprising preservation in local level including solving crisis of the world especially ecological preservation for variety of biological.

2) Need of tourism market regarding education, learning or experience on environment and natural resource was requirement of the tourists and to promote the tourists had proper knowledge and awareness to environmental preservation. This trend would affect requirement to expanded and adjusted trend of the business.

3) Personal development need by emphasized on people in area participated in tourism development. This development would affect and direct to people in community and it was properly distributing income to the local.

Thus, ecotourism would be the pattern of tourism creasing subconscious to environmental preservation among people in community, tourists, and owner business. These were the building balance of preservation and development (Sriporn Sombuntham 1993: 23).

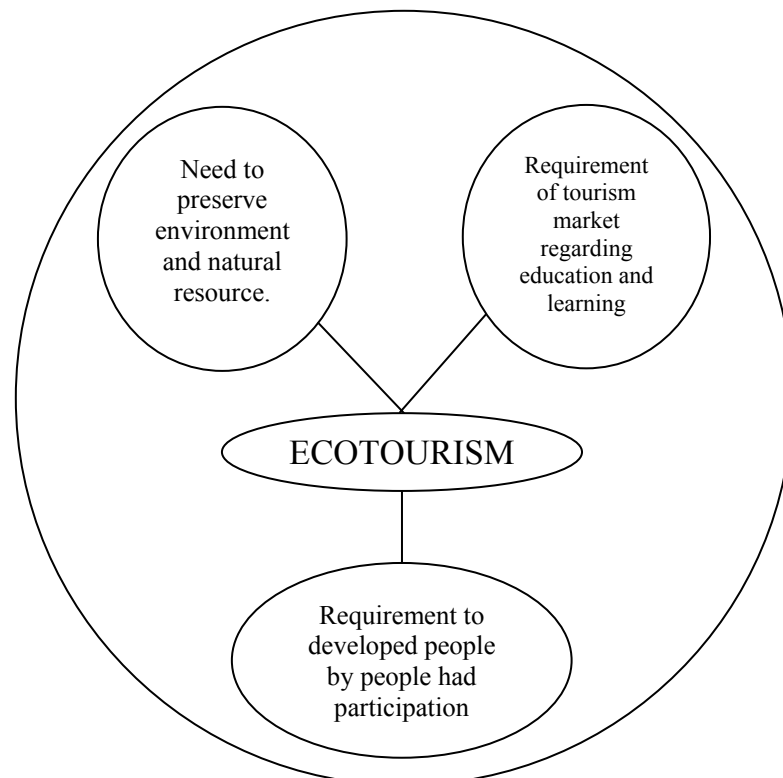


Figure 1 Trend of Ecotourism needs

Resource: Research Science Institution and Technology of Thailand 1999

Homestay or rest – house having activity with the people in community (Annop Bunchan 2001: 5) or rest – house that people in community participated in activity (Sonsak Techaarawan 2001: 28). This was one pattern of ecotourism activity that Tourism Authority of Thailand set up. The criteria of the project showed that the tourists like one member in family thus, if we needed to the tourists knew, exchanged experience, closed to villagers, understood in life style, learned culture, local wisdom together with tourism, we should stimulated people in community participated in all steps of management (Ramphai Kaewsuriya 2000: 35). Capability level of people in community mentioned comprising: 1)having natural tourism resource, ancient remains, antique, life style and culture 2)having tourism administration and management 3)Marketing or activity and process and 4)having participation of the villagers in community (Somhai Sananmuang 1998: 28). The readiness of 4 components mentioned was important to capability of ecotourism management in every area.

As above mentioned concept it can be seen that ecotourism was one choice to prevent and solve a problem affecting environment that derived from developing tourism. Whereas, Homestay tourism was one pattern of ecotourism that should be promoted and it was interesting among the tourists. Thus this would be guideline for management on resource preservation, culture, livelihood and distributing income to the community including maintaining environment. Anyhow, it was necessary to cooperate with all sections especially the tourists. Because of they were able to contact with the nature in various areas and the tourists were mostly important person. We can be seen that an impact to environment, most of causation was number of the tourists (Wiras Techaphaibun 1995: 14) and tourists' behavior that lacked responsibility and awareness to environment thus, behavioral modification among tourists would be one concept that protected and solved problem on environment. This concept yet affected environmental preservation in tourism area and it was also sustainable development. The guideline to developed and promoted most of the tourists were more interested in ecotourism on Homestay it was necessary to know various factors affecting tourists' satisfaction on Homestay services to used for planning regarding motivated the tourists visited in tourism area.

Former to current there was concept and study on satisfaction that was able to support concept on satisfaction of each person having difference based on individual characteristic or various environments comprising gender, education, occupation and income. Male and female would be different by characteristic of physical, mental and looking after thus, gender would probably affect expectancy and satisfaction of people to various things and also differed (Yawwaree Chalernsawat 2000: 31) as well as age affecting person had idea was different regarding idea, behavior, mental and emotion thus person would have different emotion. Person would have reason to performance and did not performance, they have to depend social learning and gave value to that situation. Social influence or environment and theoretician was able to examine idea and performance of human and they confirmed that human's behavior was changed if it was in proper situation and unlimited age namely person having low age and high would receive a new thing, decision, and had different idea (Duangduan Phanthunawin 1991: 108).

Whereas, the different variables such as education, occupation and income of each person was factor that probably associated with satisfaction namely, person having high education needed to travel and had trend to travel more than low education. Behavior mentioned might explain by type of the job or occupation and income, these would be indicator on responsibility, possibly opportunity and power of purchasing. Those of indicators were different due to person having high education would have good opportunity of jobs and income was high throughout value and culture were also different. Whereas, income yet was factor influencing decision to travel more than income that was factor mostly influencing tourism. Because of higher income affected frequency of traveling and had number of the day was longer and expense in tourism was also more (Suraphon Phathanwinit et al 1993: 139). These were indicators formulating behavior in traveling of the tourists were different. If these behaviors were different, outcome expectancy was also different. Thus, these of different would affect satisfaction of the tourists was also different.

Individual factor was one factor affecting tourists' satisfaction such as domicile of the tourists due to people living in different area would have idea, attitude, value and behavior was also different. All this derived from life style and social influence throughout culture was also different (Saowalak Nawachalernkun 1998:

102). Individual factor yet included type of tourism, objective, group of the tourists, period of traveling and expense, these were factors affecting satisfaction of the tourists due to those of satisfaction would affect participating in various activities such as trekking, seeing waterfall, rafting, go by elephant and camping on the top of the mountain including learning lifestyle in community. Each activity of tourism was expectancy to different satisfaction of the tourists. Thus, the tourists having different expectancy and had different outcome expectancy, these expectations probably affected satisfaction of the tourists were also different.

In addition to, experience on tourism among the tourists was one factor affecting satisfaction that Oskamp (1977: 199 cited in Somkait Kannawat, S.P.O 1996: 50) stated that direct experience of person had influence to idea and affected thinking process of person and yet affected different performance. As above concept mentioned, outcome expectancy was no same and affected feeling of person was also different.

From various concepts mentioned we can be seen that factors having association to satisfaction of the tourists had many factors that used for this study comprising gender, age, education level, income, domicile of the tourists, objective of journey, type of the tourists' group and expense for traveling including experience on traveling. Excepted above factor mentioned the author agreed that perceiving information on ecotourism and knowledge on ecotourism among the tourists were probably suitable to this study.

This research aimed to study satisfaction of the tourists to Homestay tourism and studied various factors. The study was to find that which factor having association to Homestay tourism. The studied area of this study was Royal Project Development Center in Chiang Mai Province due to this project was under operation of Royal Project Foundation and was the Project of His Majesty of The King. All this, since 1992 The King was pleased to change status of Royal Project became foundation that was called that "Royal Project Foundation". This foundation was the juristic person organization that was supported by the law and operated with security (Royal Project Foundation 1997: [online]). An operation of Royal Project Foundation not only developed occupation, lifted livelihood level of agriculturist in that target area but the project aimed to stop planting opium, mobile plantation, cut the tree and destroyed the

forest and passed on various researches to the agriculturists. They were able to earn a living as they liked and suitable for environment throughout supported operation regarding soil and water preservations. Currently there was tourism promotion in Royal Project Development Center because of the government divined in potential of “tourism resource in Royal Project Area” and natural tourism resource, agricultural tourism resource or culture. All this derived from this area was located on the beautiful location, on the mountain was cool and had variety of biological and locations. People living in each village was the hill tribe, they would had difference regarding lifestyle, dressing, art, handicraft and various ceremonies. The products were popular to the tourists such as products of Royal Project especially, vegetables, flowers. These products were different from the others. In 2000 Royal Project Foundation received a reward from Tourism Authority of Thailand due to this place was outstanding tourism resource (Division of Highland Agricultural Development 2002: A) and to developed tourism resource of the Royal Project, these centers would promote and coordinate with the village in responsibility area to arranged on tourism in each area.

As for Chiang Mai Province was one place where the tourists admired to visit due to the beautiful scenic and good atmosphere including the journey was convenience thus, the tourists, especially the foreigner tourist, would pay interest in visiting. As above reason mentioned, Royal Project Development Center which is located in Chiang Mai Province would be eligible to this research.

As above mentioned was rationale of the study “Foreigner Tourist Satisfaction on Homestay Services in Royal Project Development Center Teen – Tok, Chiang Mai Province” The results would be used for preliminary data of promoting plan and Homestay tourism development in the Royal Project area. These results would be guideline for reducing the impact to natural resource and environment and advantage to other tourism management as well.

1.2 Conceptual Framework

This research was to study independent variables that were classified various factors; individual characteristic comprised gender, age, education level, occupation, income and domicile of the tourists. Type of tourism comprised objective of journey, type of tourists' group, period of tourism, tourism expense. Experience on tourism comprised experience on Homestay tourism and others, receiving ecotourism information and knowledge on ecotourism. The study aimed to find that which independent variables would affect dependent variables comprising tourists' satisfaction on Homestay?

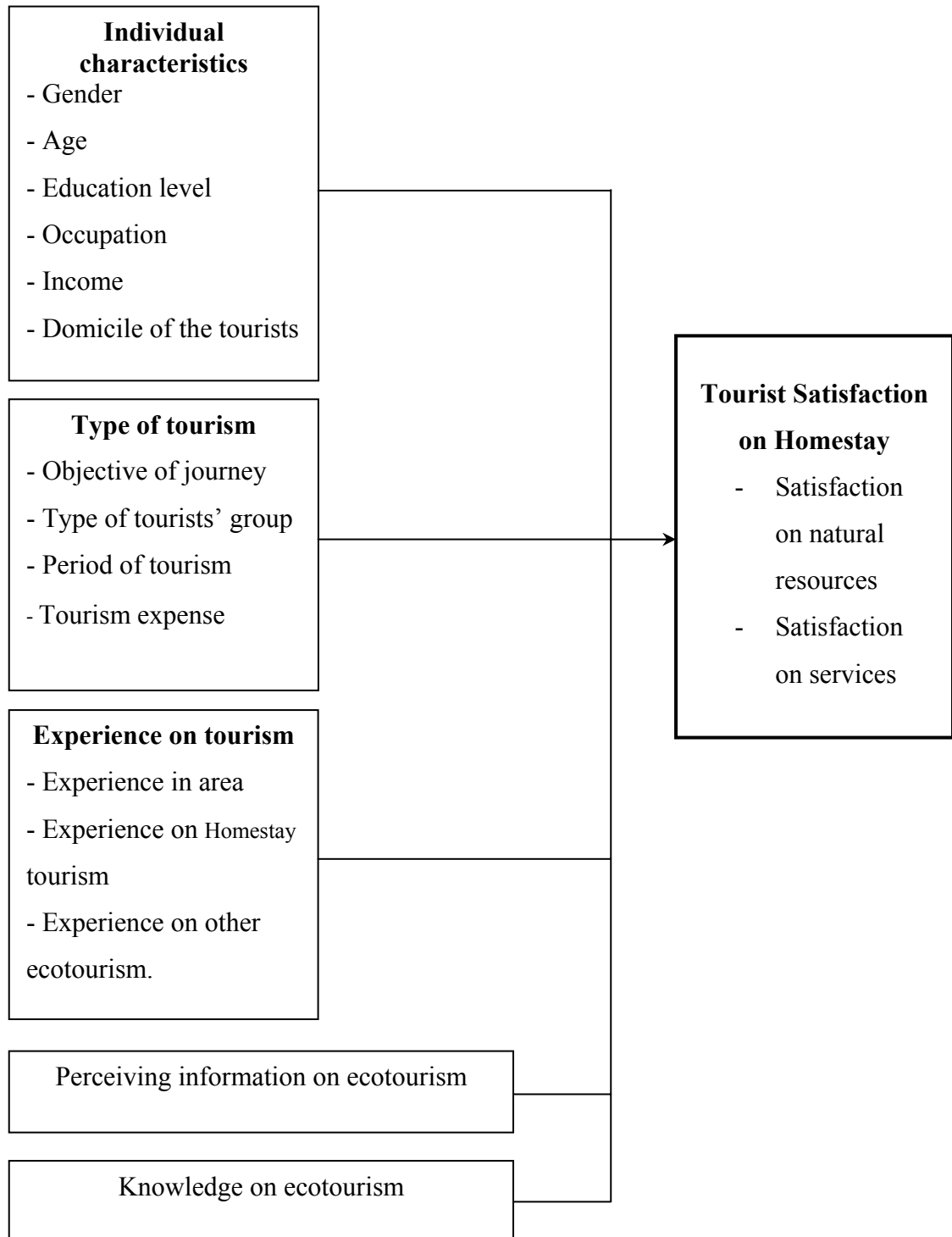


Figure 2 Conceptual Framework

1.3 Objective

To studied factors affecting tourists' satisfaction on Homestay tourism.

1.4 Scope of the Research

This research was formulated scope of the study following: -

1.4.1 Scope of studied area

Royal Project Development Center Teen – Tok, Chiang Mai Province

1.4.2 Studied population

The foreigner tourist traveling in the pattern of Homestay tourism in Royal Project Development Center Teen – Tok.

1.5 Variables of the Research

Variables of this research comprising:

1.5.1 Independent variables

1. General data
 - Gender
 - Age
 - Education level
 - Occupation
 - Income
 - Domicile of the tourists
2. Type of tourism
 - Objective of journey
 - Characteristic of tourists' group
 - Period of tourism
 - Expense of tourism
3. Experience on tourism
 - Experience in area
 - Experience on Homestay tourism
 - Experience on general ecotourism

4. Perceiving information on ecotourism

5. Knowledge on ecotourism

1.5.2 Dependent variable

Tourist satisfaction on Homestay tourism

- Satisfaction on natural resources.
- Satisfaction on various services.

1.6 Hypothesis

The hypothesis of this research were formulated and consistent with conceptual framework of the research as follow -

1.6.1 General data

Comprising these hypotheses as follow: -

1) Male tourists had association to Homestay tourism higher than female.

2) Different age, occupation and domicile of the tourists affected tourists' satisfaction on Homestay were different

3) Education level, income had association with tourists' satisfaction on Homestay namely,

- The tourists having higher education level had satisfaction on Homestay were higher.

- The tourists having higher income had satisfaction on Homestay were higher.

1.6.2 Type of tourism

Comprising hypothesis as follow: -

1) Different Objective of journey and type of tourists' group would affect tourists' satisfaction on Homestay was different.

2) Period of tourism had positive association with tourists' satisfaction on Homestay namely the tourists having long period of tourism had satisfaction on Homestay was more.

3) Tourism expense had negative association with tourists' satisfaction on Homestay tourism namely the tourists having low expense would have satisfaction on Homestay was more.

1.6.3 Experience on tourism

Experience on tourism had positive association with tourists' satisfaction on Homestay tourism namely the tourist having more experience would also have more satisfaction on Homestay.

1.6.4 Perceiving information on ecotourism

Perceiving information on ecotourism had positive association with tourists' satisfaction on Homestay tourism namely the tourists receiving more ecotourism information would have more satisfaction on Homestay.

1.6.5 Knowledge on ecotourism

Knowledge on ecotourism had positive association with tourists' satisfaction on Homestay tourism namely the tourists had more knowledge on ecotourism would have more satisfaction on Homestay.

1.7 Expected Results

1.7.1 Knew about tourists' satisfaction level to natural resources and various services.

1.7.2 Knew about factor affecting tourists' satisfaction on Homestay tourism.

1.7.3 The data of this research can be used for planning to promote Homestay tourism development in Royal Project area.

1.8 Definition

Tourists referred to Thai and foreigner aged 15 years up and available service on Homestay in Royal Project Development Center.

Education level referred to the highest education level of the tourists.

Occupation referred to an income that was achievement of spending.

Income referred to a large of money by working and a side occupation during one month before deducted any expense.

Characteristic of tourists' group referred to traveling pattern of the tourists as comprising: - traveling alone, with peer group, families/ relatives and tourism business.

Satisfaction referred to feeling that occurred from tourists' need regarding Homestay tourism that was responded into positive. That was satisfaction and negative was no satisfaction. The satisfaction was divided into 3 levels: - high satisfaction level, moderate satisfaction level and low satisfaction level.

Experience in area referred to number of time that the tourists visited in royal project area of Chiang Mai province.

Experience on other ecotourism referred to number of time that the tourists had been available service ecotourism such as number of time that the tourists had ecotourism such as trekking tour, rafting, seeing birds.

Experience on Homestay tourism referred to number of time that the tourists had traveled on ecotourism in other areas.

Perceiving information on ecotourism referred to number of time that the tourists received ecotourism from several medias that divided into 3 levels: - level of receiving more information, moderate and low.

Knowledge on ecotourism referred to tourists' expression on idea the about ecotourism that they had seen, listened, heart and remembered including they memorized detail of those tourism and distributed knowledge in pattern of answering questionnaire on knowledge assessment. The questionnaire comprised question on meaning, principal, objective, and type of tourism resource, type of activities, advantage/ disadvantage to ecotourism and regulation/ prohibition of the tourists.

Homestay tourism referred to one pattern of tourism about ecotourism that the tourists would stay over night with the host in the village. The host had to support them liked to a member in family such as eating food-shared, shared experience; those of activities were under objective of learning about life style and livelihood of people in community. The tourists and host had to agreement before having activities.

CHAPTER 2

LITERATURE REVIEW

This research the author reviewed documents and related researches, collected concepts and theories to be basic data and guideline to studied Foreigner Tourist Satisfaction on Homestay Services in Royal Project Development Center Teen – Tok, Chiang Mai Province. The detail of this study was presented following bellowed: -

- 2.1 Situation about Tourism in Chiang Mai Province
- 2.2 Royal Project Development Center
- 2.3 Homestay Tourism Management of Mae Kampong Village, Royal Project Development Center Teen – Tok
- 2.4 Concept of Tourism
- 2.5 Concept of Ecotourism
- 2.6 Concept of Homestay
- 2.7 Concept of Knowledge
- 2.8 Concept of Satisfaction
- 2.9 Relevant Research
- 2.10 Research Related Variables

2.1 Situation about Tourism in Chiang Mai Province

Currently, Thailand is more popular among the tourists that derive from campaigning and supporting of related unit especially Thailand Authority Tourism. By wording of “Travel in Thai...Don’t Go..Don’t Know” or “Unseen Thailand” This wording is one factor that stimulate many tourists both of Thai and foreigner tourists liked to visit Thailand because of there are many beautiful places.

Chiang Mai Province is one place where Thai and foreigner tourists wish to come due to there are many attractive natural resources such location and atmosphere. Last year (2004) tourism in Chiang Mai Province grew up due to supported by the government and enterprise about setting tourism activities including the area had readiness about various activities such as guest house, natural, cultural resources, and various entertainment places throughout shopping center that the tourists were able to buy everything.

By statistical survey of Thailand Authority Tourism in Chiang Mai Province in 2003 and 2004 showed that number of tourists both of Thai and foreigner tourists in Chiang Mai Province more increased especially the foreigner tourists were found that in 2003 there were 1,431,351 cases but in 2004 there were 1,746,201 cases that it increased 22.0%. Most of the tourist came from Europe (45.25%) Asia (21.17%) and America (16.99%)

Increasing of number of the tourists especially, the foreigner tourists affected expanding on tourism in Chiang Mai Province. Especially seeking tourism resources and pattern of the tourism of Tour Company to motivate the interested tourists to this tourism pattern. The natural resources and ecotourism were popular among the foreigner because of this tourism pattern was Homestay, the tourist were able to live with the host and study life style and culture including nature in community. Thus, this one pattern which the Tour Company paid interest to this tourism. This pattern was one choice that was offered to the foreigner tourists traveling in Chiang Mai Province including it was strengthening capability among villagers in community and to support expanding this tourism. The area where supported this tourism comprised; Royal Project Development Center about 36 centers where was in 5 Northern regions comprising Royal Project in Chiang Mai Province about 26 centers. This center would continue operate about tourism in area due to the tourists paid more interest.

By above data it can be seen that tourism situation in Chiang Mai Province was more extending that derived from various reinforcing factors such as natural tourism resources and culture including various managements of the government and enterprise. Thus, tourism situation would have trend to more extend in the future.

2.2 Royal Project Development Center

Former the royal project development center had key responsibility as following; promoted villagers in community planted various vegetables such as crops, flowers, fruits including keeping animals and fishing. The project had to develop basic factors and quality of life among hill tribes by cooperated with involved unit to creased better life. The project yet supported examination, demonstration, research and animal, plant products including preserved rehabilitated natural resources. These activities would be conducted together with various units by formulated clearly scope that which area should be forest land and planted area, whereas growing forest had to also concern in advantage of the wood. Agricultural area had to concern in land surface, slope and irrigation that this was important to growing. An implementation on soil maintenance to protected land surface was destroyed by building stairs and drained way or planted Sac charm Spontaneous.

But currently not only above responsibility mentioned but 36 Royal Project Development Centers locating in 5 Northern province areas had beautiful location, on the top of mountain was cool, there was various biological and scenic. People in the village that was under control of the center such as hill tribes that each tribe had life style, dressing, culture, handicraft and ceremony were different. The center had may products especially vegetables, flowers and fruits. These products were attraction the tourists visited the center and paid attention to many activities. Former Royal Project Foundation developed main station such as Royal Agricultural Station Ang Khang, Fhang District, Chiang Mai Province and Royal Project Research Station Inthanon, Chom-Thong District, Chiang Mai Province; both places were developed for being tourism resource. By 2000 Royal Project Foundation received award from Thailand Tourism Authorized because of these places were outstanding tourism resource, however there was many stations and villages that were under control of the all centers would be developed go on. The benefit that came to the village and more income affected all people in community. Thus it would be sustainable development.

Royal Project Center of Chiang Mai Province totaled centers. This province was popular among the tourists to visit here due to an atmosphere and location were beautiful and fresh air including convenience of journey. Thus, there would have many tourists come to visit here that included royal project. From studying local guide

handbook (Division of Up Land Agriculture Development, 2002: 3,9,11,54,102) knew that the Royal Project had Homestay that there had list as following: -

1. Royal Project Development Center Khun Phae
2. Royal Project Development Center Kae Noi
3. Royal Project Development Center Mae Sa Mai
4. Royal Project Development Center Inthanon
5. Royal Project Development Center Teen – Tok

From surveying Royal Project areas during 9-13 June, 2003, knew that real data on tourism management in each area of Royal Project had only Royal Project Development Center Teen – Tok conducting Homestay. Whereas, the other Royal Projects such as Khun Phae, Kae Noi, Mae Sa Mai Royal Projects were implementing and Royal Project Development Center Inthanon where conducted on Homestay at Mae Klangluang Village, from studying in the local guide handbook revealed that this place was not Homestay. This tourism of Mae Klangluang Village probably called “Bed and Breakfast”. The project was served by providing house for rent and had activities for the tourists do such as bird seeing; trekking tour for natural learning that was Karen’s wisdom. (Putsatee Monzon et al 2002: Appendix) This place of the project would be near the village but in fact, the criteria that would identified Homestay was the tourists have to rest in the village but Mae Klangluang Village had not thus, this Royal Project were not Homestay.

Thus, Royal Project Development Center Teen – Tok was only one of Homestay tourism management.

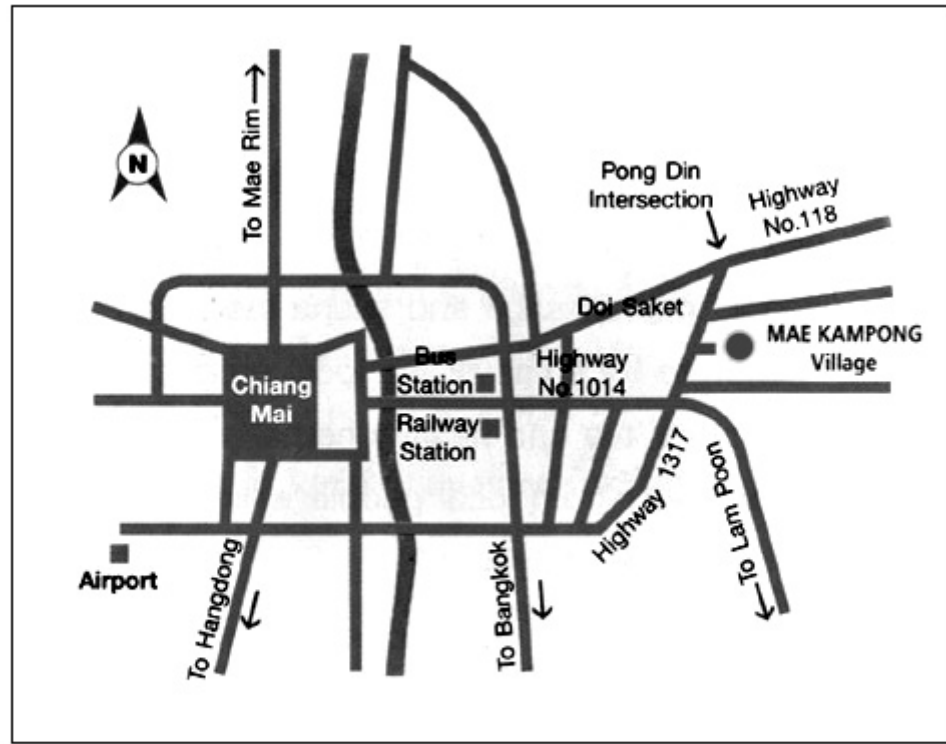


Figure 3 Route map of Mae Kampong Village, Royal Project Development Center Teen – Tok

Resource: Social research Institution, Chiang Mai University 2005

2.2.1 Royal Project Development Center Teen – Tok

This place was located on Phang Phung Village, Huay Kaew Sub-district, Mae On District, Chiang Mai Province and fared from the downtown about 55 kms. There was village under control 4 house groups, Ban Pok, Ban Mae Kampong and Ban Than Thong. All villages had electricity system and water supply including public telephone 3 places.

People living around the center were local people thus; cultural tourism would be Lan – Na people. Former around the center was area for agriculture of the villagers surrounding center. Around the center would be Meang Forest that was suitable to be Homestay including there had tourist resources that was interesting for the tourists such as water fall, mountain, these tourist resources were:-

Mae Lai Water fall was in Mae Lai village fared from the intersection way of the village about 5 kms. This way was eligible to walk and contact a beautiful forest but had to walk about 1.5 kms to see the waterfall. This waterfall would be like to Mae Kampong Waterfall.

Pha Yuang Waterfall was in Pok Village, the water felt from the cliff about 3.5 meters, the particle of water was every beautiful but had to walk to the waterfall as same Mae Lai Waterfall.

Nam Lod Cave was the cave having the large reef liked to Dinosaur's head that lied on the shore and had water flow below the big reef.

Than Thong was a name of the village as reflected image of village that had water flow along the road to the village. This reflected the beautiful image and peace.

Mae Kampong Waterfall was in Mae Kampong village, there was a way connects to Doi Mon – Lan.

Excepted natural resource tourism, Arabica café plots was one crop of this center that would give products during December to May. Herbal garden was also one crop especially Meang garden at Mae Kampong Village as became tourism resource on "Homestay". This place would open and allow the tourists visit and contact with village life style throughout participated in cultural community. They were able to study local wisdom about collection and fermentation of Meang leaves including they would taste "Wine Meang" Relish. This was local food that was cooked with Meang's leaves or bought for the presents.

Homestay tourism at Mae Kampong Village was one part of an importance that supported to tourism management in Royal Project Development Center Teen – Tok. The tourists who were interested in tourism were able to visit in this area especially Homestay tourism.

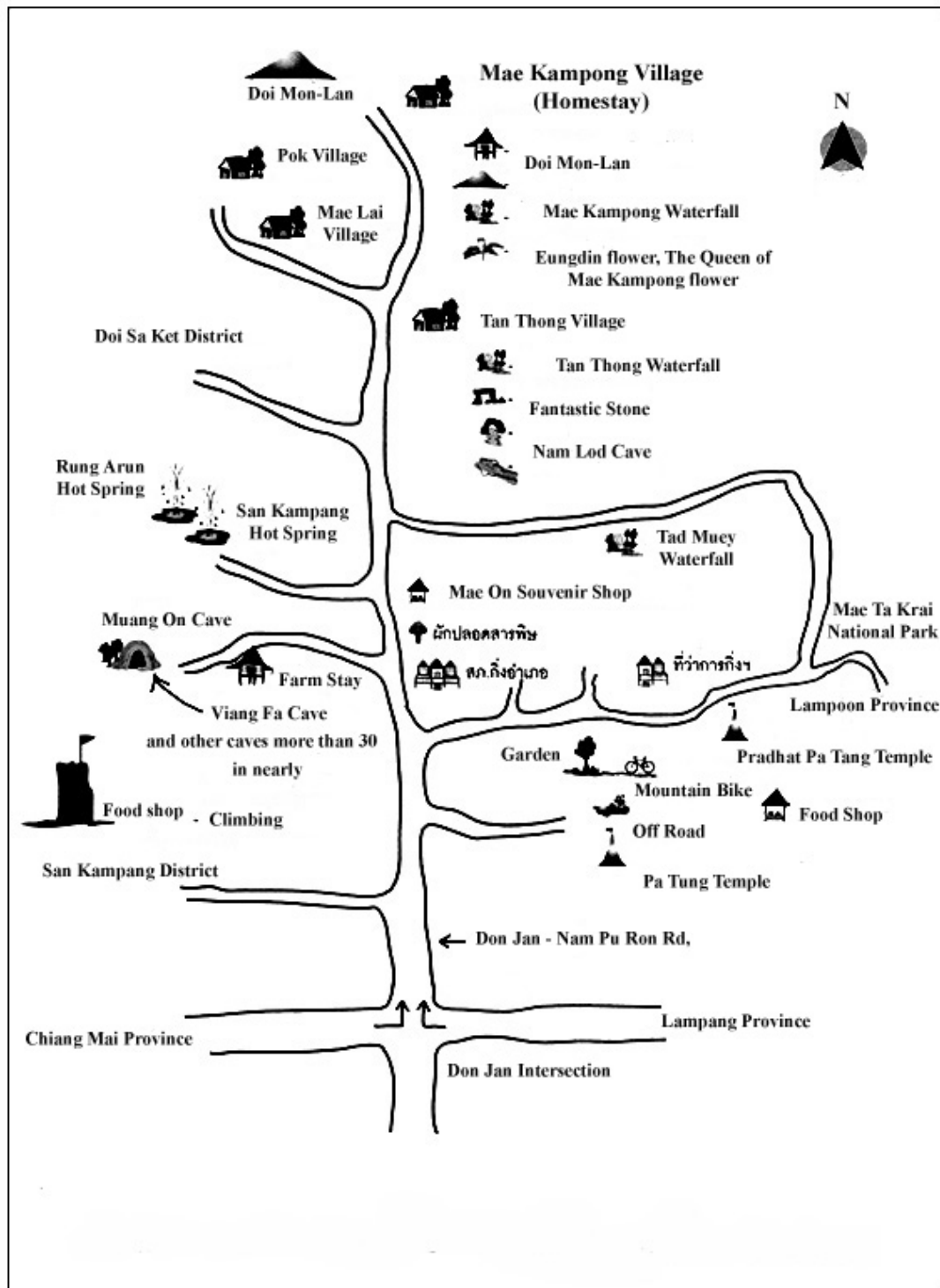


Figure 4 Route map for attractive resources in Mae On District

Resource: Research Foundation Office, Regional Office 2005

2.3 Homestay Tourism Management of Mae Kampong Village, Royal Project Development Center *Teen – Tok*

2.3.1 Mae Kampong Village

A name of Mae Kampong is made of one type of the flower that grow up in the village that called “Kampong Flower” and having canal flow pass area of the village. Thus, there would have a name that “Mae” was a first name that consistent with the location. Many people liked to call that Mae Kampong was located in Huay Kaew Sub District; this village was the north of Chiang Mai Province.

People who was the first group of settlement was Por Aui – Pa King Kaew, he was a villager from Doi – Saket District, Chiang Mai Province. The first area that these people located was Pang Tone Village and then they moved to Mae Kampong Village until present. The cause of movement was the have to plant Meang or Tea leaves because of at that time the people were popular to eat Meang and those areas were eligible to plant Meang. After Por Aui – Pa King Kaew planted Tea leave fields, his relatives would move follow him to planted Tea leave fields. Later on this area would be area of Lan – Na people of Doi – Saket, and following history of movement was found that this community had age about 200 years.

At present this community was separated on 6 Pang (villages) comprised 1.) Pang Tone, 2.) Pang Hang, 3.) Pang Nai, 4.) Pang Glang, 5.) Pang Nok, and 6.) Pang Khon. There were all populations about 417 peoples, 130 households, the community leader was a head that had 12 persons until present. The present community leader is Mr. Prommin Puangmala or Por – Luang (a name that the villager called)

In community had one temple was Mae Kampong temple that built in 1930. Most of people were Buddhism and Mae Kampong School that was built in 1981. The villagers had an audience with the King on the occasion of the King go on a pleasure trip in this area and conferred a Royal treasure to build Royal Project Development Center Teen – Tok. At present this center was located near the community and promoted agriculturist in this area planted Café Tree and built the hydraulic power plant for the community and the villager to used electricity throughout year.

2.3.2 Occupation

Main occupation of the villager was agriculture especially, previous occupation since they located that community. The first occupation was planting Tea leaves or “Meang” This history was told by person to person so long time, they had planted Tea leaves in the village and distributed in Doi – Saket District. The village would distribute by themselves and later on they had to depend the house and cows to carry the goods to the city but at present they depended transportation such by car and they planted other products such as café and some type of fruits

2.3.3 Characteristic of Geography

Mae Kampong Village was located in Moo 3, Huay Kaew Sub-district, Mae On District, Chiang Mai Province. About 90% of area was the mountain that was higher than sea level averaged 1,300 meters. There were plentiful of forests that were original of the rivers and cool whether throughout the year.

North	bordered on Mae Lai Village
South	bordered on Mae Luam Village, Huay Kaew Sub-district, Mae On District, Chiang Mai Province.
East	bordered on Muang Phan District, Lampang Province.
West	bordered on Than Thong Village, Huay Kaew Sub-district, Mae On District, Chiang Mai Province.

2.3.4 Situation on Tourism

Mae Kampong Village was located on Northeast of Chiang Mai Province and bordered on Chae – Son National Park, Lampang Province. The village was far from Chiang Mai city about 50 Kms. The village was located among the mountains and had many rivers flowed pass middle of the village. This village was plentiful of many forests and the whether was cool throughout the year. There were many types of the herb, waterfalls and the villagers had unity. The villagers would receive benefit from these then they were available service of electricity

This point, the villagers would have creation about natural preservation that had important objectives following: -

1. To created unity, shared idea and built consciousness to preserve natural resources and gave an importance of natural resource bases and knew about life style of the community.
2. To developed both individual and family, community and strengthened capability of various organizations and communities.
3. To made income by tourism, sold products, souvenirs.
4. To be learning resources in community and other communities or education institute had occasion of learning about life style in community, sharing experiences on culture and arts.

This was a target that the people created to preserve their resource base were sustainable.

Mae Kampong Village opened the village to be ecotourism area and provided Homestay services. The project was started in 1999 and formal opening on December 10, 2000. After they operated in short period found that there was one problem occurred that was the village were not understanding in tourism or Homestay and benefit of tourism. The villager did not pay importance to natural resources and their life style, had no regulation including the benefit as they should receive there should have study to seek guideline for practice or correct performance.

At present, Mae Kampong Village was well known and had the tourists form both in and out countries visited and available service on Homestay including studied tour in this village. In addition to there have many students from various education institutions came to study.

From olden day to present, this management regarded it was successful due to this project received cooperation from various sections such as government, enterprise sections and especially the villagers in Mae Kampong cooperating with this project.

2.3.5 Pattern of Tourism of Mae Kampong Village

Pattern 1: Go and Back

The target of this tourism was Thai tourists or foreigner tourists who had no plan to travel in the area and did not inform to the project but they only liked to travel

in the village and contacted with nature and various activities including swimming in the waterfall especially, during holiday or ended classes.

As for various setting activities in the village especially reception and taking care were not clear due to these tourists were not Homestay tourists and did not obviously know about number of the tourists. The project would arrange only area for parking in waterfall's area, services on toilets, garbage bins and rest pavilions or see view point. In this area would have donated box and income of this donated box would be arranged on developing environment around this area and wage for laborer about 100 – 120 baht. In addition to there had income by selling products but it was less because of the tourists had not to pay for traveling fee.

Pattern 2: Stay Overnight (Homestay)

These tourists were Thai and foreigner tourists connecting via tourism company or advance informed to book the guest house. Most of the tourists would be well known that how did they stay, Homestay? They would like to learn about life style in community, nature, saw various birds, contacted beautiful flowers, studied herbs, practiced cooking with the host, participated in moral ceremony, saw folksong, made merit and planted in the village.

As for the number of guests checked in, there were not over 60 persons and they were able to connect via Provincial Cooperation Office, tourism company, SAO Huay Kaew or by themselves.

Number of income, there was high income for village by service charge; food, service, maintenance fee. These were kept on cooperative accounting system. The income would be charged for cooperative office about 5% and paid for performance; actor, musician.

Pattern 3: Study Tour

These target groups were students, government unit and enterprise organization including other villages who were interested to observe and study administrative system, forest resource management, herbs, various groups that were established in the village and foundation management including learning life style among people in community.

The study tour was emphasized on exchange experience and learning. An income form this activity might be low but the village would receive only food. As above data mentioned regarding various resources in The Royal Project although it would be natural resources, agricultural tourism or cultural tourism, these would know about various importance's that would be benefit to studying on satisfaction among the tourists to Homestay tourism.

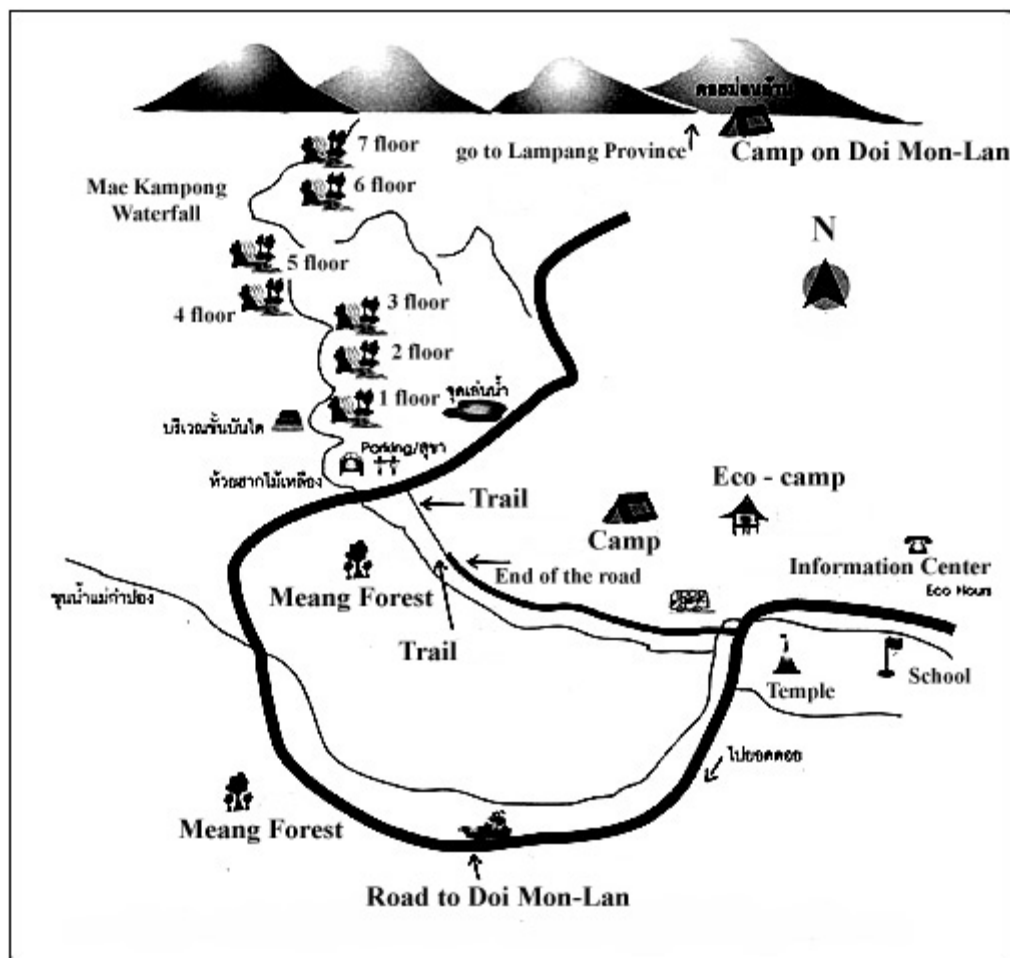


Figure 5 Route map for study life style and nature of Mae Kampong Village
 Resource: Research Foundation Office, Regional office 2005

2.4 Concept of Tourism

2.4.1 Definition of Tourism

Lawson & baud-bovy 1977 (Research Science and Technology Institution of Thailand 1999: 2 – 5) stated that recreational tourism was one pattern of the tourism that occurred during leisure time of the journey. This journey would be tourism form residence to the other places where were tourism resource. This activity might be change atmosphere and environment that was stimulated by the need on physical, culture, reaction and status or prestige.

Datchanee Aemphan and Surachet Chetthamas (1996: 4) stated that the tourism was journey form domicile/ residence to the distant area that aimed to rest, studied on environment and various components of that place or seek a new experience. The environment might be not things as they were unseen in daily life and they had to stop to rest at here.

Wanna Wongwanit (1996: 12) summarized that the journey was tourism that depended on 3 conditions: -

1. Journeying form residence to the other places.
2. Journeying by volunteer.
3. Journeying with objective that was not for working or earning.

Yosaphon Na Nakorn (2000: 8) stated that type of the tourism under the meaning of World Tourism Organization: WTO. The meaning of tourism was the tourism that comprised 3 types as following: -

1. Temporary journey but did not lived in that area.
2. Voluntary journeying by satisfaction.
3. Purposely journey but did not working or earning.

In addition, meaning of tourism was summarized that tourism was one pattern of recreation of the human that this activity was done during leisure and related the

journey from the house to other place where was tourism resource. The objective of activity was to create experience, seek knowledge and relaxation.

By various meaning of the tourism were summarized that it was movement from residence to the other places with voluntary and aimed to enjoying, study tour, relaxation or visiting, those tourism affected satisfaction.

2.5 Concept of Ecotourism

2.5.1 Definition of Ecotourism

Former many persons tried to find the wording to replaced “Ecotourism” e.g. journey ecology, preservative ecology, and environmental preservation tourism. Later the Royal Institute coined a new word that was suitable for Thai language that was “Ecotourism” This word was well known among the tourists (Tourism Authority of Thailand 1999: 1)

Research Science Institute and Technology of Thailand (1994: 11) gave the meaning of ecotourism that it was traveling that we could contact really nature it yet was adding knowledge to the tourists. Currently, this meaning yet included the culture, life style in the local, outstanding characteristic of the local that we should preserve. The ecotourism would focus on living in really nature and local.

Datchanee Aemphan and Suradet Chetmas (1996: 7) collected meaning of ecotourism as following: -

Hectorceballos-Lascurain: The first person formulating definition of ecotourism that this ecotourism was one pattern of tourism relating the nature and journey and the objective of journey was to appreciate and study and enjoy with scenic, forest and wild animals throughout variety of cultures.

Elizabeth Boo, she was familiar with tourism research in Latin America and Caribbean Islands and she yet wrote the report “Eco-tourism: The Potentials and

Pitfalls" she gave the meaning of ecotourism that it was natural journey that affected preservation because of this tourism would make money to the community and yet build the job in local including subconscious mind to people living in this area.

As for the Ecotourism society that was non-government organization having direct role to planning and publishing information on ecotourism. This organization gave the meaning that it was visiting natural resource and was to study on culture and history with carefully, because of this traveling might destroy value of ecology. At the same time this tourism yet built an opportunity of economy in community and also affected natural resource preservation in local.

Tourism Authority of Thailand (1999: 1) gave the meaning of ecotourism that it was tourism that had responsibility to natural resource and culture under participatory learning process among related persons regarding environmental management and building subconscious mind to sustainable ecologies.

Thus we could summarized meaning of tourism that it was traveling to one place and was to study, appreciate, enjoy in the nature, culture, life style of people in that community. This traveling would concern in responsibility to ecology and people in community were satisfied in tourists' tourism. At the same time this journey yet built income and good opportunity to villagers in community and growing up of economy throughout also affected natural resource preservation.

2.5.2 Principal of Ecotourism

Sriporn Sombun (1994: 20) stated that the pattern of ecotourism comprised 4 issues as following: -

1. Being pattern of tourism that emphasized on nature and environment and culture that was remained in community.
2. Being pattern of tourism that emphasized responsibility to society, environment, nature and wild animals.
3. Being pattern of tourism that limited the number of tourists for suitable in each area.

4. Being pattern of tourism that emphasized on people in community participated in each activity and received compensation was the most.

In addition, Sriphorn Sombumtham (1994: 24) stated advantage of ecotourism promotion following aspects: -

1. Being one choice to created economic benefit and natural preservation.
2. Being pattern of the tourism promoting subconscious to environmental preservation.
3. Being building income and opportunity of jobs to people in community.
4. Being motivated the tourists visit in the country.
5. Being pattern of the tourism promoting image to the country regarding this country was good destination that enriched the beautiful nature and culture.

Dachanee Aemphan and Surachet Chetmas (1996: 18) revealed that ecotourism had basic concept that should consider 4 issues as following:-

1. Using sustainable tourism resource
2. Building awareness to natural preservation and environment.
3. Tourists' satisfaction
4. Acceptance and participation of the community and income distribution.

Research Science and Technology of Thailand (1999: 2-46) stated that principal of ecotourism comprising 4 issues as following

1. Being tourism in natural resource that had dentinal or authentic or endemic or unique. All this included cultural resource and history involving ecosystem.
2. Being sustainable tourism and management and was responsibly travel that no or low impact.
3. Being tourism having learning process all time by providing knowledge, experience, appreciate to built awareness and right understanding to the tourists in community and trader.
4. Being tourism that concerned in involvement of local community people participation to be local benefit. This benefit referred to income distribution, lifted up quality of life and received compensation for maintained the tourism resource. Finally

the local was able to control developing tourism with quality. This local was beginning from grass root to local organization.

Tourism Authority of Thailand (1999: 1) stated that components of ecotourism for this study were formulated as following: -

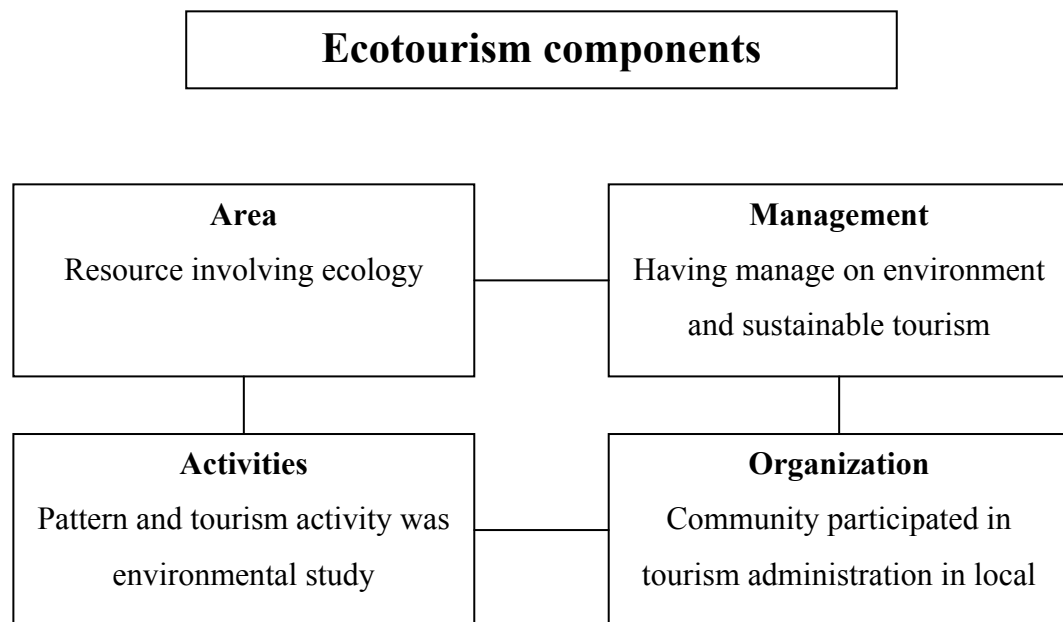


Figure 6 Ecotourism components

Resource: Tourism Authority of Thailand 1999

As above mentioned about principal of ecotourism was summarized as following aspects:

Ecotourism was tourism that all sections had responsibility to environment, nature, ecosystem, historical resource and culture that appeared in that area. The tourists must not destroy or disturbed those resources thus the tourists would be satisfied to learn and study various conditions in the tourism resource. At the same time the tourism yet assisted create opportunity to economy and preserved natural resource in the local including people in community should participate in management for better quality of life. Summarizing short statements that explained principal of ecotourism as following: -

- 1) Being on basic of the nature, culture and community.
- 2) Having sustainable administration.
- 3) Providing knowledge and communicated to the tourists and villagers.
- 4) Villagers in community had participation.
- 5) Tourists had satisfaction

2.5.3 Objectives of Ecotourism

As principal and concept of ecotourism affected objective of the tourism was clearly different from the past to present. The objective of ecotourism was summarized to use for formulated trend of promotion and tourism management that led to sustainable tourism development following aspects: - (Sureephorn Phattraphornnan 1998: 24)

1. To developed awareness and understanding among the tourists regarding building advantage to environment an economy.
2. To enhanced experience or value to the tourists or visitors.
3. To developed quality of life in community that the tourism resource was located.
4. To maintained and remained environment.

Excepted above objective mentioned, the tourism would emphasize on tourism promotion relating life style, livelihood in community to opened opportunity of the tourism to the tourists. These tourists were able to study, learning and appreciate to variety of culture in community.

2.5.4 Guideline for Ecotourism of the Tourists

Guideline for ecotourism of the tourists, Sureephorn Phattranan (1998: 28) suggested that the tourists should travel by small group tour to be eligible to supporting in each area. The tourists had to make their self liked to villagers in that area such as dressing, self – practice while they lived in the area and should learn the culture of that community before visited. Because of they would not make something that affected mind of the people in community including they should respect to the right of other persons, did not look down upon, had to maintain those of environment, did not destroy the forest, scrawl dismantle, stole object remains or invaded public

places. As for ecotourism in the forest should be carefully regarding peaceful because of it would disturb the animals in the forest. Thus they should believe in instruction of the officers and should strictly practice. Whereas, other ecotourism such as school, airline, traders having environmental preservation by using technologies saving energy, fuel or controlling various pollutions. These activities might be recycling or had standard for environmental preservation. Thus, everything would lead to the community such as income, various developments and sustainable operation.

Geffen and Berglie (cited in Nawarat Kraiphanon 1996: 32) stated role of ecotourism regarding natural resource preservation and cultures following aspects: -

1. Ecotourism, except the tourists received enjoying but they yet had knowledge and familiarity to the nature that was whereabouts of various animals, understanding to condition of crops and animals that was dieing out. The tourism yet received information on environmental preservation that would support to preservation in their country or other countries having opportunity to travel. While people in that country would concern in important of environment and nature including they would had intention to preserve these environments were sustain as well.

2. Fee of available service on tourism in preservative area. In many countries would charge for visiting was high rate and these of fee service were used for maintaining area and developing.

3. Income form ecotourism would be used for developing economy in local because of most of the tourism companies was available service on vehicles that had in that area including a guide in community thus, people in this area would sell their products that used materials in the community and labors were also people in community.

4. The tourists traveling on ecotourism should have good behavior refusing to buy products that made from crops, animals such as ivory, coral, or shell of the turtle. If the tourists denied buying these products, the people would be interested to produce and buy as well.

5. Interest in tourism development on ecotourism would encourage landowner in community and affected operation of international organization developed basic structure of natural resource. As for Thailand the non-government organization

established butterfly preservative garden that was tourism business due to they were interested in this concept. Thus, this was one business that the government should really support.

Because of ecotourism was responsibility of all sections thus, the tourists were one person that had to have responsibility and the tourists yet were the most of an impact to environment. If behavioral tourism was improper, various impacts would affect tourism resource thus all tourists should have responsibility to natural preservative promotion.

2.6 Concept of Homestay

Suwat Khumwong (1994: 18) gave the meaning that Homestay tourism was modifying rest-house to be a house for supported the tourists. All this the host yet lived in this house thus, this tourism pattern the tourists were able to contact to life style of the people in community such as architecture, decorative, food, culture, sharing experience including income from this tourism.

Pharadet Phayakwichien (1996: 25) stated that Homestay was the villager's house having the room or area for visitors and the owner had to be satisfied to welcome including they would provide support on learning process, education on environment and ecology of area. These of villager's service were increasing knowledge and appreciation among the visitors.

Ramphaiphan Kaewsuriya (n.d.) stated that in foreign Homestay was also service in the town due to this traveling pattern was one part of ecotourism by emphasized on community business. A part of management was found that the difference of ecotourism was the owner house would arrange the rest room for the tourists but different from hotel or guesthouse. The Homestay pattern, the tourists would stay with the host thus they were able learn about life style between the host and tourists. They were able to change culture and new experience but coming to live in villager's house the tourist and host would had agreement about living before.

Saraswadee Asasapphakit (1997: 41) stated that former Homestay in Thailand was known in pattern of agro tourism. This concept was guideline of income distribution to the local by the tourists would come and visit agricultural community and seek a new experience during they had activities. This concept was currently changed and knew in patter of Homestay.

Tourism Authority of Thailand (1999: 8) stated Homestay tourism that it was developing tourism in rural that the benefit would appear in the future. This Homestay tourism was a new tourism based – ecotourism such as trekking, diving etc. the Homestay tourism would respond to the tourists' need properly and emphasized on quality more than quantity including also built cultural value and ecosystem. The community would have clearly role to each operation such as controlling number of the tourists visiting in area, preparing benefit data to the tourists.

Chalearn Tanmahaphran (1999: 71) showed idea on home that that it was management on rest-house for supported the tourists visiting in the village. The host would have income from providing service such as service on food, guide. The tourists who came in the area should have interest to life style of people, culture; these were basic of tourism as they should have. The rest-house should security and safety and convenience. The host should prepare the food as same as member in family ate.

Bumles Chittangwatthana (1999: 26) stated that Homestay tourism was one pattern of camping this was one component of tourism business and he yet had idea that liked to other persons; actually we always provided service to the tourists who needed to study on life style and livelihood.

Apinan Buahapakdee (1999: 68) stated Homestay that it was one pattern of ecotourism that focused on the tourist learned to life style in community, studied and stayed with villagers in community.

Michale J. Hatton (1999: 38) showed his attitude on Homestay that it was one pattern of tourism that the tourists had to stay with the host in community. If there was

any activities the tourists would be invited to participate in activities such as activity on cooking, wedding and seeing the show. Homestay or participatory rest house with community had objective following; it was activity relating community and people in community were the owner project, director and received benefit from these activities. The Homestay tourism would be important mechanism of learning, exchange and strengthening value of community and it yet was preservation and cultural rehabilitation

Annop Bunchan (2001: 5) stated Homestay that it was the rest-house based community participation that the price of staying was low price and the tourists had to stay with the host. The tourists interesting in life style of people in community were able to spend in this area. The tourists would learn about culture, life style and they were able to stay more than one night. The host had not invested to build anything, only developed something in household such as cleaning toilet, bedroom. The host had to practice to tourists liked to be one member in family such as took food together with the host and shared experience.

From detail of concept of Homestay tourism was summarized that Homestay tourism was one pattern of management of ecotourism. The tourists were able to stay with the host. The host had to take care them like to be one member in family regarding eating food, conversation, and exchange experience. These activities would be under context of learning life style in community. As for stay overnight of the tourists, they should have agreement before having activities.

As above concept mentioned about tourism and ecotourism and Homestay. We were able to know meaning of tourism, ecotourism, objective of ecotourism, guideline for tourism including knew that how were Homestay tourism and culture in community? Those of tourism would show association between tourism with environment. This Homestay was one pattern of the tourism that arranged tourism obtained objective of ecotourism.

1) Developed awareness and understanding of the tourists regarding advantage to environment and economy.

- 2) Enhanced experience and value to the tourists or visitors.
- 3) Developed quality of life of people in community that the tourism resource was located.
- 4) Maintained and remained quality of environment.

This activities affected tourism development and led to sustainable development go on.

As detail mentioned the author would apply for guideline of building knowledge assessment form on ecotourism. To assess that which levels the tourists had knowledge on ecotourism? Including assessed satisfaction level among the tourists to Homestay services in Royal Project Development Center, Chiang Mai Province.

2.7 Concept of Knowledge

2.7.1 Mean of Knowledge

Kanitha Thaiudom (1995: 24) gave the mean of knowledge that knowledge was cognition and memorandum that appeared to objects and various phenomenon's that it was begun from easy things to difficulty throughout had association.

Phichitra Kitit (1997: 12) gave the mean that it was behavior that based on real experience such as listening, seeing, observing and collecting and expressed by memory.

Chantra Kedmee (1999: 72) gave the mean of knowledge that it was perception on fact, false, rule, place, object or person that it occurred from direct and indirect experience in memory of the human and expressed.

Chutamanee Sangsawang (2000: 34) gave the mean of knowledge that it was learning, recognizing about fact, rule and various details that received from observation, experience or report and took those knowledge practice.

Monthira ratchatasomboon (2001: 28) gave the mean of knowledge that it was perception on series, fact, and rule, detail that received from observation, learning and recognition. This would be collected and express to be behavior that can be evaluated.

As above concept mentioned, summarized that knowledge was learning, perception, recognition about fact, false from real experience such as listening, hearing, observation and recognition. This process would be collected for practice as well.

2.7.2 Knowledge Assessment

An assessment on knowledge was able to use various instruments that each type of instrument would be suitable for each assessment. In this research the author would apply the instrument that was mostly popular. This was multiple choice tests that was formulated question and answer to select. The respondent had to choose following those answers.

Monthila Rattasombun (2001: 39) stated that building the instrument or assessment form for research design was to be guideline to the finding that it affected successful of the research. Research design would assist the researcher answered the research problem and assisted the researcher control error both of internal and external variances that affected research problem. But we had to concern in main principal of the good instrument that consisted of:-

1. Validity would have to be valid thus, there would have to criteria to formulated scope and correction.

2. Reliability: The important principal of reliability assessment was any instrument that used for assessment many times but the results were same, showed that instrument had reliability. But the instrument having reliability might not have validity but the instrument having validity might have reliability also.

3. Objectivity: The objectivity instrument was instrument that had detail of assessment directed to knowledge or ability of the respondent.

4. Discrimination: The instrument that was able to identify the difference or consistency of variable followed the criteria if assessment and had to consistent with

the fact. Thus, this instrument would have discrimination power or have character to specified strength and weakness of assessment such classifying range of score value e.g. most moderate, low etc.

5. Efficiency: comparison of the instrument that one instrument might be used prior. When compared two instruments and found that one in two of the instruments was efficiency. That was instrument that had more efficiency would be used in implementation at that time due to there was no any instrument to compare.

6. Difficulty Level: As for general questionnaire would be done with an easily question and all respondents were able to answer covered all items. Thus, checking difficulty level of the questionnaire would be checking content and language. The content of questionnaire had to clear and easy because that the questionnaire would be checked that the respondents understood in each item, or not? The expert would check that the answer consisted with the question, or not, and each answer direct to expectation of the respondent, or not?

Before building an instrument or assessment form the author should formulate variables to classified type of variables or assessed quality of each variable that Bumtham Kitpreedaborisut (1997: 81) stated that building research form the author should categorize independent variables to be different because its difference would affect dependent variables and these dependent variables would be the most different until we were able to see the difference of these variables.

As for this research was the study of foreigner tourist satisfaction on Homestay Services in Royal Project Development Center Teen – Tok, Chiang Mai Province. The author applied knowledge assessment form numbering 1 copy by using achievement test that was multiple choice items of 4 choices. Knowledge assessment form about ecotourism among the tourists, when the answer was correct would give 1 score, incorrect was 0 score. This scale was done for be one part of the instrument in the study and examined difficulty level, discrimination power and reliability of the instrument.

2.8 Concept of Satisfaction

2.8.1 Meaning of Satisfaction

Shelly (1975 cited in Yawwaree Charearnsawat 2000: 24) summarized satisfaction theory that this was two feeling of the human such as positive feeling and negative feeling. The sensitivity of the human had to be in these two patterns. The positive feeling was the feeling that was happiness that it was different from the other positive feelings namely, it was reflected feeling and affected more happiness or more positive feeling. It can be seen that the happiness was a secret happiness and affected person more than the other positive feelings. Negative feeling, positive feeling and happiness had secretly association and association system of the three feelings was called that satisfaction. The satisfaction would occur when the positive feeling was more than negative feeling and satisfaction was expressed on positive feeling in various patterns and this positive feeling affected increasing more satisfaction.

Chantra Kedmee (1999: 92) gave the mean of satisfaction that it was personal satisfaction on something in pattern of evaluation

Thanaphorn Mathanisadudee (2000: 14) gave the mean of satisfaction that it was feeling, appreciation, and need of personal anything. The satisfaction would appear when person received that they need.

Yawwaree Charearnsawat (2000: 25) gave the mean of satisfaction that it was feeling appearing from the need of person that received response and gave feeling value into positive or negative were as same as attitude.

From this concept that related above satisfaction, may address that satisfaction of person would occur when the need was responded. When person need, they would set the target to obtain the objective, need of each person that would be different. Feeling to various things such as experience, learning including different environment so. Thus, it can be summarized that natural resource and environment

meant the feeling that occurred by the personals' need was responded in one level and it was able to give value of the feeling both positive and negative ways.

2.8.2 Satisfaction Assessment

In the meaning of satisfaction above, it can be seen that satisfaction assessment had to concern in the content and direction as same as assessing attitude that formulated satisfaction was a linear and continue both of right and left, positive or negative. Namely it began from strongly satisfaction and continually decreased to lowest unsatisfied. This satisfaction yet concerned to intensity or feeling that expressed to the drive that it had quantity was different such as high moderate less or love, hate (Chedsak Kovasin cited in Yawwaree Charoernsawat 2000: 28). The criteria that were popular followed Suchat Praserttratsin (1993:115) stated as following: -

1. Rating Scale was easy method to building and using. The method that was easiest to ranking person was person arrange that how was he/she? Especially, the respondents who could correct answer and dared to express. Thus, majority of answer would be the point due to general people did not express to violence.

2. Thurstone Scale would emphasize problem on equal Lange more than the other scale. In the practice way it was giving weigh or score of each item that was built to be the scale. Each statement would have the weight in each range was same. How to assess the same range of Thurstone was based on the hypothesis 4 issues as following:

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1. Attitude of person in each issue would be formulated the range of satisfaction that was unable to separate.

2. Attitude that was indicator of attitude level.

3. Opinion in each issue of each person, would specify that which level would they have attitude in the range of satisfaction level? Thus, this opinion would be formulated value in the range of satisfaction.

4. Attitude: level average criteria of the opinion. The opinion of each item of one person would have closely value of the satisfaction. Building scale of Thurstone's method had 2 steps as following; 1) Step of statement selection was the scale method of each statement. 2) Step of statement selection should start by formulating structure of the content about attitude and number of the statement should build many

statements. The building instrument should depend data from various resources such as journals, magazines and each statement should be positive and negative

3.Linkert Scale: This method was well known due to easy to evaluation, did not have any difficulty. Linkert scale started by collecting and composing statement related to requirement of the study. Each statement would have multiple choice about 5 choices such as strongly agree, agree, somewhat, disagree, strongly disagree. As for data scoring, each item might be positive or negative by using the criteria as following: -

<u>Item</u>	<u>Positive Statement</u>	<u>Negative Statement</u>
Strongly agree	5	1
Agree	4	2
Somewhere	3	3
Disagree	2	4
Strong disagree	1	5

4.Guttman Scale: it was the method that assessed on attitude statement. Guttman called that scalogram analysis. This method would check content of statement the assessed attitude that was scalable. Namely, in each statement of attitude assessment if the respondent agreed with that statement 2, she/ he had to agree with statement 1 prior and agreed with statement 3 would has to agree with statement 1 and 2 prior. Thus, this assessment would show the pattern of attitude toward those issues among the assessed person

As above data mentioned, satisfaction assessment was able to evaluate the trend of sensitivity but did not evaluate action. Thus, in this research the author would ask the tourists that participated in Homestay tourism of all activities. Thus, building the whole assessment from of each activity in the Homestay tourism was necessary to base on Linkert's scale. The results of this research were separated 3 levels; most satisfaction level, moderate satisfaction level and low satisfaction level.

2.9 Relevant Research

From review literature and concept of satisfaction found that there were many researches that related this study;

Metta Sawetlek (1996:139) studied satisfaction among the tourists to tourism resource on entertainment: a case study of Dusit Zoo showed that the tourists had satisfaction on Dusit Zoo was moderate level and the different variables of this study had satisfaction on Dusit Zoo was significantly difference. Whereas, different age had satisfaction on Dusit Zoo was different with statistical significance and period of different relaxation had satisfaction on Dusit Zoo was different with statistical significance.

Siriwadee Intarakamhnag Na rachasima (1995: 128) studied satisfaction of people to closing Silom Road to be footpath on Sunday. The results found that the sample satisfaction on closing Silom Road was moderate level. Whereas, factors affecting closing Silom Road comprised age, education level, occupation, income, route between resident to Silom Road, perception on project of closing Silom road on Sunday and following information on air and sound pollution.

Phayom Thammabud (1997: 39) stated tourism and environment that these were strongly related and in long period the tourism would be sustainable activities if were not destroyed. An environment referred to condition, situation and influence around us and would affect our life development such as environment that comprised economy, society and physical. All types of tourism were currently necessary to pay attention and cooperation to preservation. She yet addressed that preservative tourism consisted of 9 issues as following:

1. Preservative tourism activities supported a manner on environmental preservation.
2. Preservative tourism activities emphasized on sustainable of the really nature and prohibited using natural resource until coming destruction.
3. Preservative tourism activities did not destroy natural resources.
4. Preservative tourism activities in each area would emphasize on involved environment.

5. Preservative tourism activities would be advantage to environment of the forest. An occurred advantage would be evaluated under social context and sciences, management a policy.

6. Preservative tourism activities opened opportunities to the tourists were able to contact environment at first time throughout local culture in those areas.

7. Preservative tourism activities would be related to community thus, this process would be benefit to community.

8. Preservative tourism activities of satisfaction level were able to assess by assessing appreciation and understanding in natural process that it was exiting.

9. Preservative tourism activities were necessary to have preparation both of leader and participants. This process was necessary to deeply know about various parts.

Somsak Techarawan (2001: D) studied rest-house business based participatory community: a case study of Ban Mae Kampong, Mae-on District, Chiang Mai Province. The results showed that ecotourism of Ban Mae Kampong had potential and readiness at a good level that comprised part of attraction, facility and accessibility but there had limitation on area due to there was many tourists. Whereas, potential and readiness of rest-house business was found that community were willing to assist regarding safety, marketing.

2.10 Research Related Variables

The importance of studied variables: - by reviewing documents and relevant research can be summarized as following:

1. Gender

Chompunut Lohitanon (1994: 108) studied factors affecting satisfaction in environment of Bangkae Older Person House showed that gender was different had satisfaction in environment of Bangkae Older Person House was different namely male had satisfaction in environment of Bangkae Older Person House was higher than female.

Sirivadee Intarakamhang Na Rachasima (1995: 84) studied people's satisfaction on closing Silom Road to be footpath on Sunday showed that different gender had satisfaction on closing Silom Road to be footpath on Sunday was different namely male had satisfaction on closing Silom Road to be footpath on Sunday was higher than female.

Surasak Khunnalong (1996: 117) studied idea of the tourists about ecotourism: a case study of the cave tourism resource in Rachaburi Province showed that they had idea on ecotourism was different namely the male had idea on ecotourism was high than female.

Prawat Semdee (1998: 71) studied idea of propel to management on environment of the art remain area: a case study of Sanhachan Palace in Nakhorn Province showed that the environment around ancient area was different namely the male agreed to management on environment around accent area was higher than female.

Chantra Kedmee (1999: 222) studied political party's policy regarding people's satisfaction on natural resource and environment : a case study of the teacher in secondary school, Rayong Province showed that the male teacher had satisfaction on political party's policy regarding natural resource and environment was high than female.

Witthaya Keatwiwat (2000: 104) studied being ecotourism of Thai tourists: a case study of Umphang district, Tak Province. The study was showed that different gender had behavior on ecotourism was different namely the male sample had behavior on ecotourism was higher than female.

From research collection relating gender can be seen that gender was one factor affecting various changing by the male and female were different. All this derived from different gender would have different perception regarding attitude, idea and feeling. Sometime might be found that the male would have more changing than

female but the most of research found that male's satisfaction had influence more than female.

Thus, in this research would hypothesize that the male tourists had satisfaction on Homestay were higher than female.

2. Age

Sirawadee Intaralanhang Na Rachasima (1995: 74) studied people's satisfaction on closing Silom Road to be footpath on Sunday. The study showed that people's satisfaction on closing Silom Road to be footpath on Sunday among the sample aged 24 years old and lower had satisfaction closing Silom Road to be footpath on Sunday was higher than the sample aged during 25-35 years old respectively. From statistical analysis found that age different had satisfaction on closing Silom Road to be footpath on Sunday was different with statistically significance.

Metta Sawetsuk (1996: 110) studied on satisfaction among tourists to entertainment tourism resource: a case study of Dusit Zoo. The study showed that the sample aged 17 years old and lower had satisfaction on Dusit Zoo was higher than the sample aged 37 years old and higher and higher than the sample aged during 18-36 years old respectively so. From statistical analysis was found that age different had satisfaction on Dusit Zoo was different with statistical significance.

Surasak Khunnalong (1996:117) studied idea of tourists to ecotourism: a case study of cave tourism resource in Rachaburi Province. The showed that the sample aged during 20-40 years olds agreed to the cave tourism resource was higher than the sample aged 19 years old and lower and higher than aged 41 years old and higher so. From statistical analysis found that age different had idea about ecotourism was different.

Prawat Semdee (1998: 71) studied idea of people to management on environment of ancient area: a case study of Sanhamchan Palace, Nakhornprathom Province. The study showed that the sample aged 25 years old and lower agreed to management on environment of ancient area was higher than the sample aged 26-50

years old and aged over 51 years old. From statistical analysis found that age different had idea to management on environment of ancient area was different with statistical significance.

Rawut Jeamsriphong (1999: 80) studied satisfaction of tourists to Bangsan Beach environmental management, Chonburi Province. The study showed that the sample aged during 42.-71 years old had satisfaction on Bangsan Beach environmental management was higher than the sample aged 15-20 and 21 –41 years old. From statistical analysis found that age different had satisfaction on Bangsan Beach environmental management was different.

Witthaya Kiatwiwat (2000: 404) studied being tourists on ecotourism among Thai tourists: a case study of Umphang District, Tak Province. The results showed that the sample aged 31 years up had behavior on ecotourism was the highest, followed by 25 – 30, 15 – 24 years old and lower than 15 years old respectively.

From research collection relating age can be seen that age was one factor affecting different changing. All this derived from person had different age would have different idea such as opinion, knowledge, satisfaction. These would be different because of they had different age that indicated to various experiences in their life.

Thus, in this research would be hypothesized that the tourists having different age had satisfaction on Homestay were different.

3. Education level

Daranee auitrakun (1989: 97) studied knowledge and opinion of people to natural resource preservation in Kao-Kiew and Kao Chomphu preservation area. The finding showed that different education level had knowledge on natural resource preservation was different. Namely, the sample having higher Prothom 4 had knowledge on natural resource preservation was the highest followed by prathom4 and lower than Prathom 4 respectively.

Drarnee Apornphatthana (1990: 92) studied knowledge and awareness of people to local art object preservation: a case study of Phrapathom Chedee, Nakhornphathom Province. The finding showed that the different education affected knowledge on local art object preservation was different. Namely, the sample having higher bachelor degree had knowledge on preservation was the highest, followed by diploma degree/bachelor degree, high school/ vocational and primary school respectively.

Chalermchat Sitanon (1994: 78) studied knowledge and opinion to forest resource preservation among police's commission in Kanchanaburi Province. The finding showed that the sample having bachelor degree of the Police Cadet School had knowledge on preservation was high than the others, followed by bachelor degree of Political Science and Law, certificate and lower respectively.

Siriwadee Intarakamhang Na Rachasima (1995: 113) studied satisfaction of people to closing Silom Road to be footpath on Sunday. The finding found that the sample having higher certificate would have more satisfaction closing Silom Road on Sunday than person having lower certificate.

Chantra Kedmee (1999: 203) studied political party policy regarding national resource and environment with people's satisfaction: a case study of the teacher in secondary school, Rayong Province. The results showed that the teacher in secondary school having education was higher than bachelor had knowledge was higher than the teacher having bachelor degree or lower.

Yawwaree Charernsawat (2000: 67) studied satisfaction of the tourists to Kaoyai National Park utilization for entertainment. The finding showed that different education had satisfaction on utilization was different, namely the tourists having education level was higher bachelor had more satisfaction than group having education level was lower bachelor degree.

From research collection relating education level can be seen that education level was one factor affecting difference in various issues. All this derived from person having high education level would have opportunity to perceive many things thus, this would affect recognition process. Most of person having high education level would have association and affected behavior that changed into positive and more than person was low education level.

Thus, in this research would be hypothesized that education level had association with tourists' satisfaction on Homestay. Namely, the tourists having high education level would have satisfaction on Homestay was higher.

4. Occupation

Soriwadee Intarakamhang Na Rachasima (1995: 77) studied satisfaction of people to closing Silom Road to be footpath on Sunday. The study showed that the sample was unemployed due to studying had satisfaction on closing Silom Road to be footpath on Sunday was the highest and followed by government employee, state enterprise officer, hire and private business respectively. From statistical analysis found that different occupation had satisfaction on closing Silom Road was different with statistically significance.

Metta Sawetlek (1996: 110) studied satisfaction of the tourists to entertainment tourism resource: a case study of Dusit Zoo. The study showed that the sample having trade, private business/ general hire/ employee, store had satisfaction on Dusit Zoo was higher than the students, government employee/ state enterprise officer and housewife/ unemployed respectively. From statistical analysis found that occupation had satisfaction on Dusit Zoo with statistically significance.

Surasak Khunnarong (1996: 117) studied idea of the tourists about ecotourism: a case study of cave tourism resource, Rachaburi Province. The results showed that the most sample was government, state enterprise officer agreed to ecotourism and higher than the sample was private business, hire, and unemployed/ student/ housewife and agriculture. From statistical analysis found that different idea had idea on ecotourism was different.

Prawat Semdee (1998: 71) studied idea of people to the environmental management around the ancient remain: a case study of Sanhamchan Palace, Nakhornprathom Province. The results showed that the sample was hire/ business agreed to environmental management around ancient remain was more than group of unemployed/ student, civil servant/ state enterprise officer, trade/ private business and agriculture. From statistical analysis found that different occupation had idea on environmental management around the ancient remain was different with statistically significance.

Rathawut Jeamsriphong (1999: 81) studied satisfaction among tourists to environmental management around Bangsan Beach, Cholburi Province. The results showed that the sample was trade or private business had satisfaction on environmental management of Bangsan Beach was more than group of agriculturist and unemployed or student, group of civil servant or state enterprise and group of hiring or business employee. Form statistical analysis found that different occupation had satisfaction on those managements was different.

Thanaporn Mathaneesaddudee (2000: 82) studied satisfaction among foreigner tourists to VTR media perception: a case study of Chetuphon Wimonmungkalalam Temple. The results showed revealed that the sample having the other occupations had satisfaction on VTR media perception higher than the sample having trade, private business, enterprise employee, and student, and government employee respectively. From statistical analysis found that different occupation had satisfaction VTR media perception was different.

Witthaya Kiatwiwat (2000: 105) studied being ecology tourists among Thai tourists: a case study of Umphang District, Tak Province. The results showed that occupation had association with behavior on ecotourism namely, the sample being civil servant/ state enterprise officer had behavior on ecotourism was the best followed by occupation on trade, private business, group of hiring/ business employee, group of student and group of agriculturist respectively.

From research collection relating occupation can be seen that occupation was one factor affecting changing behavior. All this derived from various occupations might have discretion of the job was different thus; person perceived on different thing they would have different behavior.

Thus, in this research would be hypothesized that the tourists having different occupation had satisfaction on Homestay was different.

5. Income

Daranee Apornphatthana (1990: 93) studied knowledge and awareness to local art object preservation among people: a case study of Phraphathomchedee, Nakhornphathom Province. The finding showed that the different income/ month affected knowledge on local art object preservation was different. Namely, the sample having income about 8,001 baht up had knowledge on preservation was the highest, followed by 4,001-8,000 baht and 4,000 baht and lower respectively.

Metta Sawetlek (1996: 111) studied satisfaction on entertainment tourism resource among the tourists: a case study of Dusit Zoo. The finding showed that averaged income/ month were different affected satisfaction was different with statistical significance. Namely, the sample having averaged income/ month about 4,001-12,000 baht had satisfaction on Dusit Zoo higher than the sample having averaged income about 4,000 baht and lower.

Suriwadee Intarakamhang Na Rachasima (1995: 78) studied satisfaction of people to closing Silom Road to be footpath on Sunday. The finding showed that the sample having averaged income/ month was different had satisfaction on closing Silom Road was different with statistical significance. Namely, the sample having income higher 9,000 baht had satisfaction higher than the sample having income about 5,001 to 9,000 baht and 5,000 baht and lower.

From research collection relating income can be seen that income was one factor affecting or correlating behavior and changing in various issues. All this having different income affected purchasing power was different. The person having high

income was able to buy and available facility more than person having low income. Because they did not concern about expense thus having different income would affect association of various thing was also different.

Thus, in this research would be hypothesized that income had positive association with tourists' satisfaction on Homestay. Namely, the tourists having high income would have satisfaction on Homestay was higher.

6. Domicile of the tourists

Chomphunut Lohitanon (1994: 108) studied factors affecting satisfaction of older person to environment in Bangkae House. The results revealed that the sample who had previous domicile in Bangkok had satisfaction on environment in Bangkae House was higher than the sample who had previous domicile in different province. From statistical analysis previous domicile was different would have different satisfaction.

Siriwae Intarakamhang Na Rachasima (1995: 85) studied satisfaction of the people to closing Silom Road to be footpath on Sunday. The results showed that the sample living in Bangkok Metropolitan was satisfied to closing Silom Road more than the people having domicile in different province. From statistical analysis found that different domicile had satisfaction on closing Silom Road was different.

Metta Sawetlek (1996: 111) studied tourist's satisfaction on entertainment tourism resource: a case study of Dusit Zoo. The results stated that the sample having domicile in different province had satisfaction on Dusit Zoo was more than person living in Bangkok Metropolitan. From statistical analysis found that different domicile had satisfaction on Dusit Zoo was different.

Surasak Khunnarong (1996: 118) studied idea of the tourists to ecotourism: a case study of the cave tourism resource, Rachaburi Province. The results found that the sample living in Rachaburi Province agreed to ecotourism was higher than the other province groups. From statistical analysis found that different domicile had idea to ecotourism was different.

Rathawut Jeamsriphong (1999: 81) studied satisfaction of the tourists to environmental management around Bangsan Beach, Chonburi Province. The results showed that the tourists living in the Northeastern region province had satisfaction on environmental management around Bangsan Beach more than the tourist living in Chonburi, Northern region, Central region provinces (Excluded Chonburi Province, Bangkok Metropolitan), Bangkok and Southern region province. From statistical analysis found that different address had satisfaction on environmental management around Bangsan Beach was different.

Thanaporn Mathaneesadudee (2000: 80) studied satisfaction of foreigner tourists to receiving VTR medias: a case study of Prachetuphonwimonmungskalaram Temple. The results showed that the sample having Middle Eastern race had satisfaction on receiving VTR medias more than the sample having American, Asia and Australian – Newzeland races. From statistical analysis found that the sample having different race would have satisfaction on receiving VTR medias was different.

Witthaya Kiatwiwat (2000: 105) studied being ecotourism among Thai tourists: a case study of Umphang District, Tak Province. The finding showed that domicile of the tourists had association with behavioral ecotourism. Namely, the sample living in other provinces had behavioral ecotourism was better than the sample living in Bangkok.

From research collection relating domicile of the tourists can be seen that domicile was one factor affecting behavior or changing in various issues of each person. All this derived from they had been in different culture, society thus, they would have different behavior.

Thus, in this research would be hypothesized that the tourists having different domicile would have satisfaction on Homestay was different.

7. Objectives of journey

Saowanit Tangtrakun (1990: 125) studied satisfaction of the tourists to physical environment round Huahin beach. The finding showed that the tourists who

did not intend to travel at Huahin but they only had to rest due to they passed this way and would go to the other place to have business. Thus, period of the rest was less than person having intention to visit at here or this place was destination. This was cause of different satisfaction.

Apiwan Keangkwa (1991: 92) studied opinion of the tourists to development camping in Khaoyai Park area. The finding showed that the tourists had objective to traveling and relaxing strongly agreed to development in this Khaoyai Park area, followed by needed to work or other missions. Whereas, the tourists who needed to study the nature agreed to this development was the lowest.

Kammala Suphan (1996: 142) studied behavioral tourism among youth in Bangkok to tourist resource preservation. The finding showed that the sample traveled for study tour, camping, religious had proper behavior to preservative preservation was the highest and from statistical analysis found that the key objective of different tourism had behavioral tourism was also different.

From research collection regarding objective of journey can be seen that the objective of journey was one factor having association or affect behavior in opinion of person to that situation. All this derived from each person would formulate his/her objective was different thus, his/her target would be also different. If it was obtained to the target that was disadvantage to that person including affected behavior so.

Thus, this research would be hypothesized that the tourists having objective of different journey would have satisfaction on Homestay was different.

8. Characteristic of the tourist's groups

Aphiwat Keangkwa (1991: 110) studied opinion of the tourists to development in camping area at Khaoyai Park. The results showed that the tourists who traveled with family agreed to development in camping area was the highest followed by traveled with friends and family. Whereas, the tourists came with peers agreed to development was the lowest. From statistical analysis found that the tourists having type of tourist's group was different had opinion to development was different.

Metta Sawetlek (1996: 114) studied tourist's satisfaction on entertainment tourism resource: a case study of Dusit Zoo. The finding showed that the sample that travel alone had satisfaction on Dusit Zoo more than travel with family or relative, peers and group tour respectively. From statistical analysis found that type of different tourist had satisfaction on Homestay was different.

Surasak Khunnarong (1996: 121) studied idea of the tourists about ecotourism: a case study of cave tourism resource, Rachaburi Province. The results showed that the sample traveling with family/relatives/peers agreed to ecotourism more than the tourist who traveled by group tour in area, traveled alone, with organization/ foundation/ temple and tourist company. From statistical analysis found that type of the different journey had opinion to ecotourism was different.

Witthaya Kiatwiwat (2000: 107) studied being ecology tourists among Thai tourists: a case study of Umphang District, Tak Province. The finding showed that character of person participated in group tour had association with behavioral ecotourism. Namely, the sample that came with friends had association with behavioral ecotourism. Namely, the sample came with his/her friends had the most behavioral ecotourism, followed by with family/relatives and both of peers and family/relatives respectively.

From research collection relating character of journey's group can be seen that this term was one factor having association with or affecting behavior and satisfaction on the others. All this derived from group was different that affected many things such as entertainment during traveling with friends, happiness for traveling with family etc. These would affect feeling that was different thus, different group tour would affect feeling, and opinion was also different.

Thus, in this research would be hypothesized that the tourists having characteristic of the journey was different would have satisfaction on Homestay was different.

9. Period of tourism

Metta Sawetlek (1996: 111) studied tourist's satisfaction on entertainment tourism resource: a case study of Dusit Zoo. The finding showed that period of different relaxation affected satisfaction on Dusit Zoo was different with statistically significance. Namely, the sample having period of relaxation about 6 hours and higher had satisfaction on Dusit Zoo more than the sample having period of relaxation about 5 hours and lower.

Witthaya Kiatwivat (2000: 108) studied being ecology tourists among Thai tourists: a case study of Umphang District, Tak Province. The finding showed that period of tourism had association with behavioral ecotourism. Namely, the sample traveling spent more than 3 days would have behavioral ecotourism was the highest followed by 2 days, 1 day and go and back within one day respectively.

From research collection relating period of journey can be seen that period of journey was one factor having association with or affected the others. All this derived from spending to do different activities affected feeling to that activity was different due to spending to activity was more would affect feeling to that activity into positive. Because of they used the time was different.

Thus, in this research would be hypothesized that period of tourism had positive association with tourist's satisfaction on Homestay tourism. Namely, the tourists having period of the tourism was higher would have satisfaction on Homestay tourism was also different.

10. Expense of the tourism

By the study of McCormack (1979: cited in Chuleeporn Kraiweang 1988: 80) stated that the tourists needed to pay money for relaxation was the lowest level and had attitude toward facility development of entertainment area. The tourists needed to be adventurous in the forest that this activity paid little money.

Siri Siriwan (1989: 125) studied satisfaction among tourists and people in Maung Chainat Municipality to Bird Zoo. The finding showed that the sample had to

pay for the tourism was different had satisfaction on nature of the bird was deferent. Namely, the sample paid for visiting totaled 30 baht and lower. They would have satisfaction on the nature of bird was the highest, followed by paid 31-60 baht, 61-90 baht, 91 baht and higher respectively.

From research related to variable of expense can be seen that expense for the tourism was one factor having association with those opinions that it might be different. According to economic principal would show consistency of utilizing resource was worth and the highest benefit. As for expense the tourists needed to spend was less but needed to receive more advantage. (Satisfaction)

Thus, in this research was hypothesized that expense for tourism had negative association with tourists' satisfaction on Homestay tourism. Namely, the tourists having expense for tourism lower than would have satisfaction on Homestay tourism was higher.

11. Experience

Suriwadee Intarakamhang Na Rachasima (1995: 80) studied satisfaction of people to closing Silom Road to be footpath on Sunday. The finding showed that the sample living long time in Bangkok had satisfaction closing Silom Road was different. Namely, the sample living in Bangkok about 15-29 years had satisfaction higher than the sample living about 14 years and lower.

Surasak Khunnarong (1996: 118) studied idea of the tourists about ecotourism: a case study of cave tourism resource, Rachaburi Province. The finding showed that after statistical analysis, an experience on cave traveling was different would have opinion to this activity was also different. Namely, the sample who had traveled about 4 times up would agree to ecotourism more than the sample who had traveled about 1-3 times and never respectively.

Prawat Semdee (1998: 73) studied opinion of the people to environmental management around art remain area: a case study of Sanhamchan palace, Nakhornphathom Pronvince. The finding showed that different experience on art

remains had opinion to environmental management around Sanhamchan Palace was different. Namely, the sample who had visited/ studied tour in art remain place would agree to those of management more than the sample who had not travel, studied tour.

Yawwaree Charernsawat (2000: 68) studied satisfaction of the tourists to Kaoyai National Park utilization for entertainment. The finding showed that the tourists who had camping in Khaoyai Park had satisfaction on natural resource more than the sample that came at first time.

Witthaya Kiatwiwat (2000: 116) studied being ecology tourists among Thai tourists: a case study of Umphang District, Tak Province. The finding showed that experience on tourism in Umhang District had association with knowledge about ecotourism. Namely, the sample that had visited this area had knowledge about ecotourism better than the sample that never came.

From research collection related to experience can be seen that experience on tourism was one factor affecting association and behavior and those opinions. All this derived from variety of experiences would affect learning and opinion that was different thus, person having different experience would have opinion was different. If they had previous experience would affect satisfaction due to if they were unsatisfied to those situations, they would come again.

Thus, in this research would be hypothesized that experience on ecotourism had positive association with tourists' satisfaction on Homestay. Namely, the tourists having experience on ecotourism was higher would have satisfaction on Homestay was higher.

12. Information perception

Daranee Apornphatthana (1990: 93) studied knowledge and awareness among people to local art object preservation: a case study of Phraphathomchedee, Nakhornphathom Province. The finding showed that the difference of information perception affected knowledge on local art object preservation. Namely, the sample

having behavior on information perception was high level would have knowledge on preservation was the highest, followed by moderate level, low level respectively.

Chalermchat Sitanon (1994: 84) studied knowledge and opinion to forest preservation among police's commission in Pre Cadet School, Kanchanaburi Province. The results showed that information perception had positive association with knowledge and opinion to forest resource preservation. Namely, the police's commission receiving more information would have knowledge on forest resource preservation higher than the police receiving moderate information and low respectively.

Suriwadee Intarakamhang Na Rachasima (1995: 85) studied satisfaction of people to closing Silom Road to be footpath on Sunday. The results showed that information perception was different would have different satisfaction on closing Silom Road with statistically significance. Namely, the sample receiving information on air and sound pollution from various media would have satisfaction on closing Silom Road more than the sample did not receive any information.

Prawat Semdee (1998: 73) studied opinion of the people to environmental management around art remain area: a case study of Sanhamchan palace, Nakhornphathom Province. The study showed that information perception on art remain preservation was different would have opinion to environmental management around Sanhamchan Palace was different. Namely, the sample having high perception would agree to management was more than the sample having perception was low.

Witthaya Kiatwiwat (2000: 111) studied being ecotourism tourists among Thai tourists: a case study of Umphang District, Tak Province. The finding showed that information perception on ecotourism had association with behavioral ecotourism. Namely the sample having information on ecotourism was high would have behavioral ecotourism was higher than the sample having information was moderate level, low level respectively.

From research collection related to information on ecotourism can be seen that receiving information on ecotourism was one factor having association with behavior or opinion of person. All this might derive from receiving different information affected interest to different ecotourism and assisted making decision to tourism due to receiving more information on tourism resource they were able to decide to travel. This was good feeling that the tourists expressed to those of tourism resource.

Thus, in this research would be hypothesized that information perception on ecotourism had positive association with tourist's satisfaction on Homestay. Namely the tourists having knowledge on ecotourism was higher would have satisfaction on Homestay was also more.

13. Knowledge on ecotourism

Kammala Suphan (1996: 135) studied behavioral tourism on tourism resource preservation among youth in Bangkok. The finding showed that the sample having preservative tourism was high level would have behavioral tourism on tourism resource preservation was the most proper. From statistical analysis found that knowledge on environmental preservation was different would have behavior in tourism was also different with statistically significance.

Surasak Khunnarong (1996: 123) studied opinion of the tourists to ecotourism: a case study of the cave tourism resource, Rachaburi Province. The results showed that different knowledge on ecotourism would have opinion to ecotourism were also different. Namely the sample having ecotourism knowledge was high would have opinion to ecotourism was more than the group having knowledge was moderate and low level

Prawat Semdee (1998: 73) studied opinions of people to environmental management around art remain area: a case study of Sanhamchan Palace, Nakhornpathom Province. The results showed that knowledge on environmental management around art remain area was different would have opinion to this management was also different namely, the sample having knowledge level on

environmental management around art remain area was high would agree to those management was more than the group having knowledge level was moderate and low receptively.

From research collection related to knowledge on ecotourism can be seen that knowledge on ecotourism had association with behavior or various opinions. All this knowledge on ecotourism was different affected interest to some one part of ecotourism and affected good feeling to this activity also. If they were uninterested to ecotourism, they would not seek knowledge on ecotourism. Thus, person having knowledge on ecotourism was different, these probably affected behavior and opinion to ecotourism was different.

Thus, in this research would be hypothesized that knowledge on ecotourism had positive association with tourists' satisfaction on Homestay namely, the tourists having more knowledge on ecotourism would have satisfaction on Homestay was higher

CHAPTER 3

RESEARCH METHODOLOGY

This study was survey research aimed to study various factors such as individual characteristic, type, experience of traveling, receiving information on ecotourism and knowledge about ecotourism and studied that how were the factors affecting tourists' satisfaction on Homestay in Royal Project Development Center Teen – Tok, Chiang Mai Province. The author applied quantitative research by using questionnaire which was built by the author including in-dept interview with related persons for this research. The methodology was operated as following:

3.1 Target Population

By surveying area in Royal Project Development Center Teen – Tok was presented that number of tourists traveling under Homestay project in midyear of 2002 to last year of 2003. There was Thai tourist about 75 cases and foreigner about 100 cases, totaled tourists were 175 cases (By Mr. Prommin Puangmala's record, Mae Kampong Village was one village participating in Homestay tourism of Royal Project Development Center Teen – Tok). Because of there was a little tourists especially Thai tourists thus the author would formulate number of population to study and collect data was not less than all tourists now.

The studied population for this research was the foreigner tourists aged 15 years up and traveled Homestay in Royal Project. At first time the author formulated about 150 cases due to the sample might be less and affected statistical analysis. The sample selection was accidental sampling by collecting data after the tourists participated in Homestay activities.

Whereas, qualitative research was used for support the results and in-dept interview with related person such as community leader, member of Homestay's group, official of Royal Project Foundation and owner of Tour Company.

3.2 Research Tools

3.2.1 Quantitative Research

Instrument for this study such as questionnaire that the detail comprised general data of the tourists, data of characteristic of tourism, experience on tourism, receiving ecotourism information, assessment form about ecotourism knowledge and satisfaction among Homestay tourists. These documents were created by studying data and relevant research.

The questionnaire for this research comprised instruction as following:

Part1: Questionnaire on general data of the tourists regarding gender, education level, income and domicile of the tourists. Each question would be multiple choices.

Part2: Questionnaire on type of the tourism that consisted of objective of journey, characteristic of the tourists' group, and expenses for tourism. Each question would be multiple choices.

Part3: Questionnaire on tourism experience consisted of evaluating experience on tourism in each part; experience on tourism in Chiang Mai Province, area of Royal Project and Homestay tourism including experience on other ecotourism. Each item would be multiple choices about 2 choices; ever traveled (1 scores) and never traveled (1score)

When got score on tourism experience followed the criteria as above formulated, the score was set in each group of tourism experience among the tourists.

The criteria for separated group as following

High experience level referred to score higher than 75% of total score (7 – 8)

Moderate experience level referred to score between 50% - 75% of total score (4 – 6)

Less experience level referred to scoreless than 50% of total score (0 – 3)

Part4: Questionnaire on receiving ecotourism information; ecotourism information resources and evaluating level of receiving ecotourism information form various resources. This evaluation was used form of close-end question. Each item was multiple choices and the criteria was formulated that if received information would get 1 score but did not receive got 0 score

When got score on receiving ecotourism information followed the criteria as above formulated, the score was set in each group of receiving ecotourism information among the tourists by using mean and standard deviation.

The criteria for separated group as following

Receiving high information referred to score higher than 75% of total score (7 – 8)

Receiving moderate information referred to score between 50-75% of total score (4 – 6)

Receiving less information referred to scoreless than 50% of total score (0 – 3)

Part5: Assessment form about ecotourism knowledge, the author built this by applying multiple choices. Each item comprised 4 choices when answer corrected will get 1 score, and wrong would get 0 score. The detail would cover each item as following:

Concept on ecotourism

- Meaning of ecotourism (Item 1)
- Meaning Homestay tourism (item 2)
- Principal of ecotourism (item 3)
- Objective of ecotourism (item 4)

Component of ecotourism

- Characteristic of ecotourism resources (item 5)
- Characteristic of eco – tourists (item 6)

- Characteristic of ecotourism activities(item 7)

Tourism services

- Ecotourism resting-places (item8)
- Tour Company and guide (item 9)

Encouraging and building consciousness about ecotourism

- Importance of encouraging education (item 10)
- Person related to management (item 11)
- Pattern and how to provided education (item 12)

Community with participation

- Community participation (item 13)
- Benefit as community received (item 14)
- Impact (item 15)

Environment with ecotourism

- Advantage of ecotourism to environment (item 18)
- Impact (item 17)

Management on ecotourism

- Guideline for tourists' practice
- Person who was responsibility to tourism resources (item 19)
- Guideline for community's practice(item 20)

As for separating knowledge level comprised criteria as following:

The tourists having most knowledge level about ecotourism

referred to score higher than 75% of total score (16 – 20)

The tourists having moderate knowledge level about ecotourism

referred to score between 50-75% of total score (10 – 15)

The tourists having less knowledge level about ecotourism

referred to scoreless than 50% of total score (0 – 9)

Part6: assessment form about tourists' satisfaction would be multiple choices regarding tourists' appreciation to Homestay which these issues were applied by various documents to be consistent with the area that it was divided into 2 parts as following

6.1 Assessment form about satisfaction on natural resources

Scenery, beauty of the natural resources

- Waterfall
- Caves
- Forests
- View point

Natural atmosphere

- Peace around the place
- Peace of resting –place

Location

- To studied nature
- To saw birds
- To trekking
- To took photograph / drew natural picture

Cultural tourism resources

- Life style
- Dressing
- Culture/ ceremony
- Local display
- Local food
- Handicraft

Agricultural tourism resources

- Beauty of the tree
- Variety of botany
- Agricultural products

6.2 Assessment form about satisfaction on various services

Humanity of the host

- Having temperament of the host
- Having opportunity to share knowledge with the host

Providing service on resting-place

- Providing service on resting-place of the host
- Privacy of the mattress

- Cleaning of the bedding
 - Cleaning of the toilet/ bathroom
 - Security in life and asset
- Providing service on food/ beverage
- Food taste/ beverage
 - Quantity of food/ beverage
 - Clean food/ beverage
- Regulation of the community
- Regulation of the community
 - Garbage bin
 - Community cleaning
- Providing service on information
- Service on information to the tourists
 - Guiding tour
 - Guide
 - Bill boarding
- General Service
- Tourism activity in Homestay
 - Souvenir
 - Service charge form the tourists
 - Adequate services

The criteria for assessment and scoring as following

<u>Satisfaction</u>	<u>score</u>
Excellent	5
Good	4
Moderate	3
Low	2
Very low	1

Separating satisfaction level to natural resources had criteria as following

High satisfaction	referred to score higher than 75% of total score (72 – 95)
Moderate satisfaction	referred to score between 50-75% of total score (48 – 71)
Less satisfaction	referred to scoreless than 50% of total score (0 – 47)

Separating satisfaction level to various services had criteria as following

High satisfaction	referred to score higher than 75% of total score (79 – 105)
Moderate satisfaction	referred to score between 50-75% of total score (53 – 78)
Satisfaction	referred to scoreless than 50% of total score (0 – 52)

3.2.2 Qualitative Research

The presentation for this research, the author studied qualitative data by in-dept interview among community leader, member of Homestay's group, official of Royal Project Foundation and owner Tour company which took the tourists travel in Homestay area. The author formulated question item for in-dept interview as following:

1. Homestay tourism situation in Royal Project
2. Homestay tourism management in Royal Project
3. Problem, obstacle and limitation in Homestay tourism management
4. Need of people in area/official in Royal Project/owner Tour Company to

Homestay tourists in the area.

3.3 Performance Determination of the Research Tools

1. Checking validity of contents, the author submitted constructed record form as a research instruction to advisors.

2. The author had tried out the instrument with 30 tourists travelling in area of Royal Project Development Center Teen – Tok, Chiang Mai Province (Buntham Kitpreedaborisut 1997: 108) after that these questionnaires would be checked co-efficiency.

3. After that the checked questionnaire would be tried out again to test difficulty level, discrimination power and reliability by applying technique of 27% (Kelly and Flanagan cited in Buntham Kitpreedaborisut 1997: 86). The detail of checking was shown as following:

Co-efficiency of knowledge assessment form

Giving 1 score for the questionnaire that answer corrected and 0 score for wronged or did not answer and added score of all respondents. All score were arranged by high score to low 27% of all respondents and form lowest score to high 27% of all respondents. After that the author would analyze by item to check difficulty level, discrimination power and reliability. The analysis was arranged as following (Buntham Kitpreedaborisut 1997: 87)

$$\text{Difficulty level (P)} = \frac{P_H + P_L}{2n}$$

$$\text{Discrimination power (R)} = \frac{P_H - P_L}{n}$$

if P_H = Number of corrected answer in group was high
 P_L = Number of corrected answer in group was low
 n = Number of all respondents in high or low groups

As for item selection for gathering data, the author would select question item that had difficulty level (P) between 0.20 - 0.80 and question item having discrimination power (R) 0.20 up. After checking quality of assessment form with above method showed that there was 12 items that passed criteria and not passed 8 items (showed detail in appendix) checked reliability to item that passed criteria by analyzed internal consistency by using formula of Kuder - Richardson reliability KR - 20 (cited in Buntham Kitpreedaborisut 1997: 203)

$$\text{Reliability } (r_{tt}) = \frac{k}{k-1} \frac{\{1 - \sum pq\}}{S_x^2}$$

- if
- k = Number item of entire assessment form
 - p = Proportion of corrected answer in each item
 - q = Proportion of wronged answer in each item (q = 1- p)
 - S_x^2 = Variance of total score

Reliability of knowledge assessment form that should be higher than 0.70. This value was accepted (Buntham Kitpreedaborisud 1997: 203) and after the author trialed using assessment form about ecotourists knowledge showed that reliability of this assessment form was 0.72

3.4 Data Collection

How to collected data for this research, the author operated as following:

1. The author requested formal letters from Faculty of Environment and Resource Science, Mahidol University for permission to collect data.
2. Informed detail about the question of questionnaire including contents of this research for research assistants. Data collection was divided into 2 parts; 1) Data collection with the tourists by using administered questionnaire and 2) collected by interview by research assistants. Data collection was conducted during September 15, 2004 to January 15, 2005. The studied population was 161 cases.
3. In-dept interview about various issues, the author would interview the villagers in area and related person by oneself.

3.5 Data Analysis

After completed data, all data would be checked correction and completion by operated following

3.5.1 Set correction and built coding instruction and adjusted some part of data for coding.

3.5.2 Analyzed data by using SPSS (Statistical Package for the Social Science)

3.5.3 Statistic using for interpreted data and variables for this study were showed as following

1.General data analysis of the sample, data and characteristic of tourists' group, receiving information, knowledge level and tourists' satisfaction level. These variables would analyzed by using descriptive statistics such as frequency, percentage, arithmetic mean and standard deviation.

2.Variable correlative analysis by using analysis of variance: ANOVA and multiple classification analysis: MCA

3.6 Research Limitations

3.6.1 By a framework of this research, income was one factor that was studied association to tourists' satisfaction on Homestay tourism. But anyhow this study the author was unable to collect data on income of the tourists because of they were unwilling to answer or expose. In this research factor on income was excluded thus, the research would be able to present data on income among the tourists.

3.6.2 As for the objective of journey, period of traveling and expenses, these variables would not be analyzed association between factors affecting tourists' satisfaction on Homestay tourism. Because of above variables were low different within group (objective of journey) and it was stable value (period of traveling and expenses for traveling) thus, the author would be unable to analyze association affecting tourists' satisfaction on Homestay.

CHAPTER 4

RESULTS

This study would collect data from 161 Homestay tourists by using questionnaires and in – depth interview was used for collecting the additional data from the Homestay management concerning people. The data collected through the questionnaires were analyzed by SPSS for Windows program. The results were divided into 8 parts as follows:

- 4.1 General Information of the Tourists
- 4.2 Traveling Pattern of the Tourists
- 4.3 Traveling Experience of the Tourists
- 4.4 Perceiving Information on Ecotourism of the Tourists
- 4.5 Knowledge on Ecotourism of the Tourists
- 4.6 Tourists' Satisfaction on Natural Resources
- 4.7 Tourists' Satisfaction on Various Services
- 4.8 Relation Analysis between Factors Affecting Tourists' Satisfaction on Homestay Tourism by using Analysis of Variance and Multiple Classification Analysis

4.1 General Information of the Tourists

The following are information about gender, aged, education levels, and occupation and residence country of 161 samples from the tourists in Royal Project Development Center Teen - Tok, the details are as follow:

Gender: The study result revealed that most of the samples were female (64.0%)

Age: Regarding the age groups, the majority group of these samples was aged between 30 – 39 years (45.3%), the other groups were aged between 40 – 49 years (28.6%), 15 – 29 years (20.5%) 50 –59 years (5.0%) and over 60 years (0.6%), respectively. The averaged aged of the samples was 35.81 years with the minimum aged of 15 years and the maximum aged of 61 years.

Education levels: The result showed that most of the samples were educated through Diploma (41.0%), Bachelor’s degree (34.2%), higher than Bachelor’s degree (21.1%), senior high school (2.5%) and junior high school (1.2%), respectively.

Occupation showed that most of the samples who were Homestay tourists had occupation about administrative/managerial was the most (17.4%) followed by commercial personnel/salesman (16.1%), professional/freelance (15.5%), government/ state enterprise (14.3%), house wife (13.7%), agriculturist (10.6%), service workers/hiring (6.2%), physician/nurse (3.1%), students (2.5%) and engineer (0.6%), respectively.

Tourists’ domicile showed that most of the sample came from Netherlands (50.9%) followed by French (11.8%) and came from Australia and Belgium were equal (9.9%), Switzerland (7.5%), USA (5.6%), Canada (3.7%) and the lowest was England about (0.6%)

Table 4-1: Quantity and percentage of the samples as according to general information of the tourists

Focused Variable	Quantity	Percentage
Total	161	100
Gender		
Male	58	36.0
Female	103	63.0
Aged		
15 – 29 years	33	20.5
30 – 39 years	73	45.3
40 – 49 years	46	28.6
50 – 59 years	8	5.0
more than 60 years	1	0.6
Mean = 35.81 S.D. = 8.06	Min. = 15	Max. = 61

Table 4-1: Quantity and percentage of the samples as according to general information of the tourists (cont'd)

Focused Variable	Quantity	Percentage
Education Level		
Junior high school	2	1.2
Senior high school	4	2.5
Diploma	66	41.0
Bachelor's degree	55	34.2
Higher than Bachelor's degree	34	21.1
Occupation		
Professionals/Freelance	25	15.5
Government/State enterprise	23	14.3
Administrative/Managerial	28	17.4
Physician/Nurse	5	3.1
Engineer	1	0.6
Commercial personnel	26	16.1
Service worker/Laborer	10	6.2
Agricultural workers	17	17.6
Student	4	2.5
Housewife	22	13.7
Residence (Country)		
USA.	9	5.6
Netherlands	82	50.9
Australia	16	9.9
France	19	11.8
Belgium	16	9.9
Canada	6	3.7
Switzerland	12	7.5
UK.	1	0.6

4.2 Traveling Pattern of the Tourists

Traveling pattern of the tourists was considered on the aims of journey, group of traveling, period of traveling and expenses for traveling. The data were shown detail as following:

Most of the tourists coming in the area (95.7%) aimed to travel/rest in addition, they would travel for study tour (1.9%), honey moon (1.2%) and relaxed/made merit including be working were equal (0.6%)

Characteristic of the tourists' group; most of the tourists would travel by tourist company (74.5%) followed by came with their family/ relative (18.6%), with friends (4.3%) and traveled alone (2.5%).

Period and expenses of traveling among Homestay tourists; all of the tourists would stay about 2 days and one night that derived from the packaged of tourists would be formulated that all of things would include accommodation, foods and other expenses. These of expenses would be 1,000 baht per head and checked in 2 days and 1 night and included 3 meals.

Table 4-2: Quantity and percentage of the samples as according to traveling pattern of the tourists

Focused Variable	Quantity	Percentage
Total	161	100
The aims of journey		
travel/rest	154	95.7
honey moon	2	1.2
relaxed/made merit	1	0.6
on duty	1	0.6
study tour	3	1.9
Group of traveling		
traveled alone	4	2.5
family/relative	30	18.6
friends	7	4.3
tourist company	120	74.5
Period of traveling	2 days and 1 night	100.0
Expenses for traveling	1,000 baht per head	100.0

4.3 Traveling Experience of the Tourists

The results of tourist experience among the tourists can be summarized that experience on other tourist patterns in Chiang Mai Province, Homestay tourism, ecotourism among the sample showed that most of the tourists never traveled in other tourists areas in Chiang Mai Province (93.8%) including traveling in The Royal Project (99.4%), Homestay (94.4%) and other types of ecotourism (95.0%)

The results on tourist experience among Homestay tourists can be analyzed to set level of tourist experience among the tourists that was classified as following

High experience referred to score was high than 75% of total scores (7 – 8)

Moderate experience referred to score between 50% – 75% of total scores (4 – 6)

Less experience referred to score was less than 50 % of total scores (0 – 3)

In consideration of data mentioned of entire showed that most of them had less experience (88.8%), the tourists had moderate experience (9.3%) but the lowest sample having high experience (1.9%)

Table 4-3: Quantity and percentage of the samples as according to traveling experience of the tourists

Focused Variable	Quantity	Percentage
Total	161	100
Other tourist places in Chiang Mai		
yes	10	6.2
no	151	93.8
Traveling in The Royal Project areas		
yes	1	0.6
no	160	99.4
Traveling in Homestay		
yes	9	5.6
no	152	94.4
Other types of ecotourism		
yes	8	5.0
no	153	95.0

Table 4-4: Quantity and percentage of the samples as according to level of tourists' experience

Focused Variable	Quantity	Percentage
Total	161	100
Level of tourists' experience		
High experience	3	1.9
Moderate experience	15	9.3
Less experience	143	88.8

4.4 Perceiving Information on Ecotourism of the Tourists

The results of this term including the need of perceiving information on ecotourism had detail as following;

Most of the tourists would perceive information (64.0%), in addition to they ever perceived this information (36.0%)

When considered tourists on information perception found that most of them would receive information by internet was the highest (22.7%) followed by magazines (19.1%), tour company (15.2%), friends/relatives (14.4%), television (11.3%), newspaper (7.8%), official documents (6.1%) and radio (3.9%)

The results on ecotourism information perception among the tourists can be analyzed to set group of information perception that was classified as following

Most perception referred to score high than 75% of total scores (7 – 8)

Moderate perception referred to score ranged 50% – 75% of total scores (4 – 6)

Less perception referred to score was less than 50% total scores (0 – 3)

In consideration on criteria mentioned showed that the most of tourists received ecotourism information was low level (83.2%), followed by moderate level (9.3%) and high level (7.5%)

As for the needs of Homestay information perception among the tourists showed that most of the tourists did not need to perceive this information (75.2%) and needed to perceive this information only (24.8%)

When considered on detail of the tourists regarding Homestay information perception need found that most of them needed to perceive this information via internet (72.5%) followed by magazine (10.0%), brochures (7.5%), tour company (7.5%) and newspapers (2.5%)

Table 4-5: Quantity and percentage of the samples as according to perceiving information on ecotourism of the tourists

Focused Variable	Quantity	Percentage
Perceiving information on ecotourism		
yes	58	36.0
no	103	64.0
total	161	100.0
Source of information (answer more than 1 choice)		
Newspaper	18	7.8
Magazines	44	19.1
Radio	9	3.9
Television	26	11.3
Friends/Relatives	33	14.4
Official documents	14	6.1
Tour company	35	15.2
Internet	51	22.2

Table 4-6: Quantity and percentage of the samples as according to level of perceiving information on ecotourism and the need of Homestay information perception

Focused Variable	Quantity	Percentage
Level of perceiving information		
Most perception	12	7.5
Moderate perception	15	9.3
Less perception	134	83.2
total	161	100.0
The need of Homestay information perception		
yes	40	24.8
no	121	75.2
total	161	100.0
Source of information perception		
Magazines	4	10.0
Brochures	3	7.5
Newspaper	1	2.5
Tour company	3	7.5
Internet	29	72.5
total	40	100.0

4.5 Knowledge on Ecotourism of the Tourists

An assessment on knowledge about ecotourism, the author created assessment form totaled 20 items that comprised; assessment form on ecotourism idea about 4 scores that was classified on meaning of ecotourism, Homestay, principal of ecotourism, objectives of ecotourism. An assessment form on component of ecotourism about 16 scores that was classified on type of ecotourism resources, traveling pattern, activities of ecotourism, providing services, education and created conscious to ecotourism, participation of the community regarding ecotourism management, environment with ecotourism and ecotourism management.

The results showed that the sample had knowledge about ecotourism averaged 11.48 scores, the highest score was 18 scores, the lowest score was 6 scores and when considered on criteria of categorizing knowledge level was shown as following:

High knowledge level referred to score was more than 75% of total scores (16 – 20)

Moderate knowledge level referred to score between 50% – 75% of total scores (10 – 15)

Less knowledge level referred to score was less than 50% of total scores (0 – 9)

In consideration on criteria mentioned showed that the most of Homestay tourists had knowledge about ecotourism was moderate level (12.4%) and had the lowest knowledge (9.3%)

Table 4-7: Quantity and percentage of the samples as according to level of knowledge on ecotourism of the tourists

Focused Variable	Quantity	Percentage
Total	161	100
Level of knowledge on ecotourism		
High knowledge	15	9.3
Moderate knowledge	126	78.3
Less knowledge	20	12.4
Mean = 11.48 S.D. = 2.11	Min. = 6	Max. = 18

4.6 Tourists’ Satisfaction on Natural Resources

The results of foreigner tourists’ satisfaction on Homestay tourism in Royal Project Development Center Teen – Tok, Chiang Mai Province that was classified on various natural resources. The detail was showed as following:

Scenery and beautiful of natural resources showed that the majority of tourists had high satisfaction on this scenery of the forests (67.7%), viewpoint (65.2%), waterfall (62.7%) and cave (47.8%)

Natural atmosphere showed that majority of the tourists had satisfaction on peace of accommodation (62.1%) and tranquil/greenery (54.0%)

Geographical features of place showed that majority of the tourists had more satisfaction on geographical features of place because of they could take photo, draw (57.8%), trek (52.8%) and saw the birds respectively.

Cultural tourism resources showed that majority of the tourists had more satisfaction on dressing (62.7%), local activity (62.7%) tradition/worship (57.8%), local handicraft (55.9%) and life style the villagers in community (54.7%) and this study yet found that the tourists had most satisfaction on local foods (46.6%)

Agricultural tourism resources showed that the tourists had more satisfaction on variety of the trees (68.9%), beautiful of the trees (68.3%) and agricultural products (66.5%)

The results on tourists' satisfaction on various natural resources can be analyzed to set the group of satisfaction on natural resources that was classified as following

High satisfaction referred to score was more than 75 %of total scores (73 – 95)

Moderate satisfaction referred to score ranged 50% – 75% of total scores (48 – 72)

Less satisfaction referred to score was less than 50% of total scores (0 – 47)

In consideration on mentioned criteria showed that majority of the foreigner tourists had satisfaction on natural resources was high level (82.6%) and moderate level (17.4%). The satisfaction score averaged 80.07 scores, the lowest score was 66 scores, and the highest score was 92 scores of 95 all scores.

Table 4-8: Quantity and percentage of the samples as according to tourists' satisfaction on natural resources

Satisfaction on natural resources	Satisfactory level				
	excellent	good	fair	low	very low
<i>The scenery</i>					
1. Waterfall	29.8	62.7	6.8	0.6	0.0
2. Cave	25.5	47.8	22.4	3.7	0.6
3. Forest	25.5	67.7	6.8	0.0	0.0
4. Viewpoint	26.1	65.2	8.7	0.0	0.0
<i>The atmosphere</i>					
5. Tranquil / Greenery	43.5	54.0	2.5	0.0	0.0
6. Peace of accommodation	36.0	62.1	1.9	0.0	0.0
<i>Geographical features of place</i>					
7. For nature studying	27.3	57.8	14.9	0.0	0.0
8. For bird watching	29.8	49.1	16.1	3.7	1.2
9. For trekking	36.6	52.8	10.6	0.0	0.0
10. For taking/drawing pictures	33.5	58.4	8.1	0.0	0.0
<i>Cultural tourism resource</i>					
11. Way of life	44.1	54.7	1.2	0.0	0.0
12. Dress	28.0	62.7	8.7	0.6	0.0
13. Tradition	37.9	57.8	4.3	0.0	0.0
14. Local activity	29.8	62.7	7.5	0.0	0.0
15. Local food	46.6	45.3	8.1	0.0	0.0
16. Local handicrafts	25.5	55.9	18.6	0.0	0.0
<i>Agricultural tourism resource</i>					
17. The beauty of plant	24.8	68.3	6.8	0.0	0.0
18. Plant diversity	26.1	68.9	3.1	1.9	0.0
19. Agricultural products	24.2	66.5	9.3	0.0	0.0

Table 4-9: Quantity and percentage of the samples as according to level of tourists' satisfaction on natural resources

Focused Variable	Quantity	Percentage
Total	161	100
Level of tourists' satisfaction on natural resources		
High satisfaction	133	82.6
Moderate satisfaction	28	17.4
Less satisfaction	0	0.0
Mean = 80.07 S.D. = 5.12	Min. = 66	Max. = 92

4.7 Tourists' Satisfaction on Various Services

The results of foreigner tourists' satisfaction on Homestay tourism in Royal Project Development Center Teen – Tok, Chiang Mai Province that was classified on various services had detail as following:

Human relation of the host showed that most of the tourists had satisfaction on temperament (73.3%) and they had opportunity to share experience and idea with the host (57.1%)

Providing service on resting-place showed that most of the tourists had satisfaction on cleanliness of the bedding (64.0%), bathroom/toilet (62.7%), privacy of the tourists (57.1%), security of life and properties (57.1%) and providing service on resting-place of the host (49.1%)

Providing service on food/beverage showed that most of the tourists had satisfaction on cleaned food (55.3%), quantity of food/beverage (50.3%) and food/beverage tastes (48.4%)

Sanitation in community showed that most of the tourists had satisfaction on sanitation in community (59.0%), cleanliness in community (55.9%) and area of garbage eradication (54.7%)

Providing information service showed that most of the tourists had more satisfaction on a guide (68.9%), guiding service (68.3%), billboard (57.8%) and providing information service to the tourists (57.1%)

General services showed that most of the tourists had more satisfaction on souvenirs (60.9%), tourist activities (58.4%), adequacy of providing services (57.8%) and service charges (55.3%)

In the study on tourists' satisfaction on various services was analyzed to set up the group of satisfaction level that was classified as following:

High satisfaction referred to score was more than 75% of total scores (80 – 105)

Moderate satisfaction referred to score between 50% – 75% of total scores (53 – 79)

Less satisfaction referred to score was less than 50% of total scores (0 – 52)

In conclusion of the criteria mentioned showed that most of the foreigner tourists traveling in Royal Project Development Center Teen – Tok had more satisfaction on various services (75.8%) and had moderate satisfaction on various services (24.2%). The satisfaction score averaged 89.34 scores, lowest score 70 scores and highest score 101 scores of 105 all scores.

Table 4-10: Quantity and percentage of the samples as according to tourists' satisfaction on various services

Satisfaction on various services	Satisfactory level				
	excellent	good	fair	low	very low
<i>Human relations of the host</i>					
1. Host's friendliness	73.3	26.1	0.6	0.0	0.0
2. Cultural exchange with the host	57.1	34.8	6.2	1.9	0.0
<i>Accommodation</i>					
3. Host's service	48.4	49.1	2.5	0.0	0.0
4. Compartment	36.1	57.1	6.8	0.0	0.0
5. Sleeping equipment cleanliness	31.1	64.0	5.0	0.0	0.0
6. Toilet cleanliness	26.1	62.7	9.9	1.2	0.0
7. Safety	32.9	57.1	9.9	0.0	0.0
<i>Food and Drink</i>					
8. Taste of food/drink	43.5	48.4	7.5	0.6	0.0
9. Quantity of food/drink	47.2	50.3	1.9	0.6	0.0
10. Cleanliness	39.1	55.3	5.6	0.0	0.0
<i>Community regulation</i>					
11. Community regulation	31.7	59.0	9.3	0.0	0.0
12. Rubbish bins	26.7	54.7	17.4	1.2	0.0
13. Community cleanliness	36.0	55.9	8.1	0.0	0.0
<i>Information</i>					
14. Information provided for tourists	27.3	57.1	14.9	0.6	0.0
15. Tour guide service	25.5	68.3	6.2	0.0	0.0
16. Tour guide	24.8	68.9	6.2	0.0	0.0
17. Interpretative sign	22.4	57.8	18.0	1.9	0.0
<i>General services</i>					
18. Tourism activities in Homestay	29.8	58.4	11.2	0.6	0.0
19. Souvenir	20.5	60.9	16.8	1.9	0.0
20. Fee	31.1	55.3	13.0	0.6	0.0
21. Service sufficiency	32.3	57.8	9.9	0.0	0.0

Table 4-11: Quantity and percentage of the samples as according to level of tourists' satisfaction on various services

Focused Variable	Quantity	Percentage
Total	161	100
Level of tourists' satisfaction on various services		
High satisfaction	122	75.8
Moderate satisfaction	39	24.2
Less satisfaction	0	0.0
Mean = 89.34 S.D. = 5.58	Min. = 70	Max. = 101

4.8 Relation Analysis between Factors Affecting Tourists' Satisfaction on Homestay Tourism by using Analysis of Variance and Multiple Classification Analysis

The study on factors having relation to tourists' satisfaction on Homestay tourism by using Multiple Classification Analysis. The author created 2 analysis models following 2 dependent variables; satisfaction on natural resources and various services.

As for the objective of traveling, period of traveling, and expenses for Homestay tourism, these would not be analyzed due to these variables would have difference within group were low (Objective of the journey) and were sustainable values (period of traveling and expenses for traveling) thus, these would be excluded and the variables that were analyzed consisted of dependents and independent variables as following:

Dependent variables

Tourists' satisfaction on natural resources

Tourists 'satisfaction on various services

Independent variables (Main Effects)

Gender, aged, education level, tourists' domicile, experience on traveling, perceiving ecotourism information and knowledge about ecotourism.

As for arranging data for analysis model the author set up sub-group of some variables again to be suitable for analysis as following:

Aged was divided into 3 groups; 1) aged ranged 15 – 29 years old, 2) aged ranged 30 – 39 years old, and 3) aged 40 years up

Education level was divided into 2 groups; 1) education was lower than bachelor degree and 2) higher than bachelor degree.

Occupation was divided into 3 groups; 1) government/ state enterprise/ administrative/ managerial 2) professional/ freelance/ physician/ nurse/ engineering and 3) salesman/ commercial personnel/ service worker/ laborer/ agricultural workers/ housewife/ student

Tourists' domicile was divided into 2 groups; 1) from Europe, 2) other continents (USA/Australia)

Type of group was divided into 2 groups; 1) by Tourist Company and 2) by family and friends or alone.

Experience on tourist was divided into 2 groups: 1) moderate – high experience and 2) less experience.

Information receiving of the tourist about ecotourism was divided into 2 groups: receiving moderate – high information and 2) receiving less information.

4.8.1 Factors having Association with Tourists' Satisfaction on Natural Resources

Analysis of Variance

The results of transformation analysis of the factors having association to tourists' satisfaction showed that the total of all independent variables (Main Effects) affected tourists' satisfaction on natural resources with statistical significance.

When considered 2 – way interactions between independent variables showed that there was no statistical significance. It showed that entire of the interactions between dependent variables that was explained that it did not affected dependent variable (tourists' satisfaction on natural resources)

When considered all variables; independent variables and interaction between variables can be explained transformation of the dependent variables that the tourists had satisfaction on natural resources with statistical significance at p-value 0.03 and

$F = 1.525$ those of analysis were proportion of the mean of double total of transformation and the mean of double total of transformation remaining ($0.177/0.116 = 1.525$)

Summarized from data analysis showed that independent variables of this study were gender, aged, education level, tourists' domicile, occupation, tourists' group, experience, perceiving information and knowledge about ecotourism. The entire of these variables would affect tourists' satisfaction on natural resources with statistical significance but when considered on detail of these variables found that only gender affecting tourists' satisfaction. In addition, found that interaction between independent variables did not affect dependent variables.

Multiple Classification Analysis

Multiple Classification Analysis on factor affecting tourists' satisfaction on natural resources can be summarized as following:

Gender showed that when did not control any variables, the male tourists had more satisfaction on natural resources than the female tourists and controlled the difference of other independent variables found that the result was as before.

From the study showed that when did not control any variables, factor on gender had association with tourists' satisfaction on natural resources was 0.236 (Eta = 0.236) and when controlled the other independent variables found that association between gender with tourists' satisfaction was more at 0.285 (Beta = 0.285). That was after controlled independent variables, dependent and independent variables had more association.

Aged showed that when did not control any variables, the tourists aged range 15 –29 years old had satisfaction on natural resources more than the tourists aged range 30 – 39 years old and 40 years up and when controlled the difference of other independent variables found that it was as before.

The study showed that when did not control any variables, factor on aged had association with tourists' satisfaction on natural resources was 0.093 (Eta = 0.093) and controlled the other independent variables found that the association between aged with tourists' satisfaction was decreased at 0.074 (Beta = 0.074). That was after controlled the other independent variables, dependent and independent variables had decreased association.

Education level showed that when did not control any variables, the tourists having education was lower than bachelor degree had satisfaction more than the tourists having education was higher than bachelor degree and when control the difference of other independent variables found that it was as before.

The study showed that when did not control any variables, factor on education had association with tourists' satisfaction on natural resources was 0.115 (Eta = 0.115) and when controlled the other independent variables found that association between education with tourists' satisfaction on natural resources was 0.180 (Beta = 0.180). That was after controlled other independent variables, dependent and independent variables had more association.

Occupation revealed that when did not control any variables, the sample who was professional/housewife/student had satisfaction on natural resources more than the sample who was government/ state enterprise, administrative/ managerial and controlled the difference of other independent variables yet found that the results was same.

By the study showed that when did not control any variables, factor on occupation associated with tourists' satisfaction on natural resources was equal at 0.128 (Eta = 0.128) and when controlled the other independent variables found that association between occupation factor with tourists' satisfaction was 0.114 (Beta = 0.114) That was after controlled the main effects variables, dependent and independent had decreased association.

Tourists' domicile showed that when did not control any variables; the tourists coming from Europe had association more than the tourists coming from the other continents (USA/Australia) and when control the difference of other independent variables found that it was as before.

The study showed that when did not control any variables, factor on domicile of the tourists had association with tourists' satisfaction was 0.058 (Eta = 0.058) and when control the other independent variables found that association between tourists' domicile factor with tourists' satisfaction was 0.035 (Beta = 0.035) That was after controlled the other independent variables, dependent and independent variables had decreased association.

Characteristic of the tourists showed that when did not control any variables, the sample that traveled with their families/ friends/ alone had satisfaction on natural resources more than the sample traveled with tourist company and when controlled the difference of the main effects found that it was as before.

The study showed that when did not control any variables, factor on characteristic of the tourists had association with satisfaction on natural resources was 0.146 (Eta = 0.146) and when controlled the main effects found that association between characteristic and satisfaction of the tourists was 0.098 (Beta = 0.098) that was after controlled the main effects, dependent and independent variables had decreased association.

Experience on traveling showed that when did not control any variables, the sample having moderate experience – high had satisfaction on natural resources more than the sample having less experience and when controlled the difference of main effects found that it was as before.

The study showed that when did not control any variables, factor on traveling experience had association with tourists' satisfaction on natural resources was 0.063 (Beta = 0.063) That was after controlled the main effects found that the dependent and independent variables had decreased association.

Perceiving information on ecotourism showed that when did not control any variables, the sample receiving information on ecotourism was moderate – high level had satisfaction on natural resources more than the sample receiving information low and when controlled the difference of main effects found that the result was as before.

The study showed that when did not control any variables, factor on information receiving of ecotourism had association with tourists' satisfaction was 0.145 (Eat = 0.145) and when controlled main effects found that association between factor on receiving ecotourism information with satisfaction on natural resources among the tourists was 0.087 (Beta = 0.087). It was showed that after controlled main effects found that dependent and independent variables had decreased association.

Knowledge on ecotourism showed that when did not control any variables, the tourists having more and less knowledge about ecotourism had satisfaction on natural resources more than the tourists having moderate knowledge and when controlled the difference of main effects found that it was as before.

The study showed that when did not any variables, factor on knowledge about ecotourism had association with tourists' satisfaction on natural resources at 0.202 (Eta = 0.202) and when controlled main effects found that the association between knowledge about ecotourism with tourists' satisfaction was 0.175 (Beta = 0.175). It showed that after controlled main effects found that dependent and independent variables had decreased association.

Summarized from this study revealed that all independent variables were able to predict transformation of dependent variables; that was the tourists' satisfaction on natural resources was 17.8% (Multiple R squared = 0.178) and Multiple Co-efficiency between dependent and independent variables was 0.421 (Multiple R = 0.421). The independent variables having most association with tourists' satisfaction on natural resources were gender (Beta = 0.285) followed by education level (Beta = 0.180) and independent variables having lowest association with tourist's satisfaction on natural resources were tourists' domicile. (Beta = 0.035)

When considered characteristic of all samples revealed that the samples were 1) male 2) aged range 15 – 29 years old 3) education level was lower than bachelor degree 4) occupation of professional/freelance/physician/nurse/engineering 5) came from Europe 6) traveled with family /friends/ alone 7) tourist experience was moderate – high levels 8) perceived ecotourism information was moderate – high levels and 9) had knowledge about ecotourism was less. These of the sample would affect satisfaction on natural resources were more than the tourist.

Table 4-12: Analysis of Variance for factors which affected tourists' satisfaction on natural resources

	sum of squares	df	mean square	F	Sig.
Independent variables	4.108	12	0.342	2.951	0.002
Gender	1.288	1	1.288	11.130	0.001
Aged	0.393	2	0.197	1.694	0.190
Education level	0.668	1	0.668	5.758	0.019
Occupation	0.429	2	0.215	1.851	0.163
Residence	0.07576	1	0.07576	0.653	0.421
Group of traveling	0.293	1	0.293	2.523	0.116
Experience	0.09697	1	0.09697	0.836	0.363
Perceiving information	0.201	1	0.201	1.730	0.192
Knowledge	0.664	2	0.332	2.861	0.063
2 – way interactions	9.162	63	0.145	1.254	0.165
Model	13.270	75	0.177	1.525	0.030
Residual	9.860	85	0.116		
Total	23.130	160	0.145		

Table 4-13: Multiple Classification Analysis of the variables for factors which affected tourists' satisfaction on natural resources (Grand Mean = 1.17)

Variables and sub – group	N	Unadjusted		Adjusted for factors	
		Deviation	Eta	Deviation	Beta
Gender			0.236		0.285
Male	58	0.12		0.14	
Female	103	-0.0671		-0.0810	
Aged			0.093		0.074
aged 15 – 29	33	0.0685		0.0554	
aged 30 – 39	73	-0.0232		-0.0160	
aged 40 years up	55	-0.0103		-0.0120	
Education level			0.115		0.180
lower than bachelor degree	72	0.0483		0.0759	
higher than bachelor degree	89	-0.0391		-0.0614	
Occupation			0.128		0.114
government/ state enterprise /administrative/ managerial	51	-0.0563		-0.0624	
professional/freelance/ nurse physician/ engineering	31	0.0842		0.0434	
salesman/ student/ house wife/ agricultural workers/ labor	79	0.0033		0.0233	
Residence			0.058		0.035
Europe	130	0.0107		0.00642	
Other (USA/AUS)	31	-0.0449		-0.0269	
Group of traveling			0.146		0.098
tour company	120	-0.0322		-0.0217	
family/friend/alone	41	0.0944		0.0635	
Experience			0.097		0.063
moderate – high experience	18	0.10		0.0678	
less experience	143	-0.0131		-0.00853	

Table 4-13: Multiple Classification Analysis of the variables for factors which affected tourists’ satisfaction on natural resources (Grand Mean = 1.17) (cont’d)

Variables and sub – group	N	Unadjusted		Adjusted for factors	
		Deviation	Eta	Deviation	Beta
Perceiving information			0.145		0.087
moderate – high perception	27	0.12		0.0732	
less perception	134	-0.0247		-0.0147	
Knowledge			0.202		0.175
High knowledge	15	0.0928		0.0607	
Moderate knowledge	126	-0.039		-0.0327	
Less knowledge	20	0.18		0.16	
(R)			0.421		
(R²)			0.178		

4.8.2 Factors having Association with Tourists’ Satisfaction on Various Services

Analysis of Variance

The results of transformation of the factors having association with tourists’ satisfaction on various services found that total of the main effects that was used analysis affected tourists’ satisfaction with statistical significance.

When considered on 2 – way interactions showed that there was no statistical significance. That was whole of interaction between independent variables did not affect tourists’ satisfaction on various services.

When considered all variables; independent variables and interaction between variable. These can be explained transformation of dependent variables that the tourists had satisfaction on various services with statistical significance at p-value 0.034 and F = 1.506. These came from proportion of the mean of double totals of transformation and the mean of double total of remained transformation (0.225/0.149 = 1.506)

By summarization on data analysis showed that independent variables of this study comprising gender, aged, education level, tourists’ domicile, occupation,

characteristic of the tourists, traveling experience, information receiving of ecotourism and knowledge about ecotourism. The whole of these variables would affect tourists' satisfaction on various services with statistical significance when considered details revealed that there was only one variable affecting tourists' satisfaction on various services. In addition, it was found that entire of the interaction between independent variables did not affect dependent variable.

Multiple Classification Analysis

Multiple Classification analysis on factors having association with tourists' satisfaction on various services was summarized as following:

Gender showed that when did not control any variables, the male tourists had satisfaction on various services more than the female tourists and when controlled the difference of other independent variables found that it was as before.

The study showed that when did not control any variables, gender factor had association with tourist' satisfaction on various services was 0.210 (Eta = 0.210) and when controlled the other independent variables found that association between gender factor with tourists' satisfaction on various services was 0.226 (Beta = 0.226) That was after control independent variables, dependent and independent variables had more association.

Aged showed that when did not control any variables, the tourists aged 15-29 years old and 40 years up had satisfaction on various services more than the tourists aged 30 – 39 years old and when controlled the difference of other independent variables found that the tourists aged 15-29 years old yet had most association to various services but the tourists aged 30 – 39 years old had association more than the tourists aged 40 years up.

From the study showed that when did not control any variables, factor on aged associated with tourists' satisfaction on various services that it was 0.051 (Eta = 0.051) and when controlled the other independent variables found that the association between aged factor with satisfaction on various services was more at 0.089 (Beta = 0.089). That was after controlled the other independent variables, the dependent and independent variables had more association.

Education level showed that when did not control any variables, the tourists having education level were higher than bachelor degree had satisfaction on various

services more than the tourists having education level were lower than bachelor degree and when controlled the difference of other independent variables found that it was the same result.

The study showed that when did not control any variables, factor on education associates with tourists' satisfaction on various services that it was 0.129 (Eta = 0.129) and when controlled the other independent variables found that the association between education factor with tourists' satisfaction on various services was 0.097 (Beta = 0.097). That was after controlled the other independent variables, the dependent and independent variables had decreased association.

Occupation showed that when did not control any variables, the tourists who were professional/ freelance/ physician/ nurse/engineer had association to various services more than the tourists who were government/ state enterprise/ administrative/ managerial/ commercial personnel/ service worker/ laborer, agricultural worker/ housewife/ student. When controlled the difference of main effects found that the sample who was salesman/ commercial worker/ service worker/ laborer/ agricultural worker/ housewife/ student had satisfaction on various services more than the sample having occupation on professional/ freelance/ physician/ nurse/ engineer and the sample having occupation on government/ state enterprise/ administrative/managerial.

From the study revealed that when did not control any variables, factor on occupation associated with tourists' satisfaction on various services that it was 0.128 (Eta = 0.128) and when controlled the other independent variables found that the association between occupation factor with satisfaction on various services was 0.115 (Beta = 0.115). That was after controlled the other independent variables, the dependent and independent variables had decreased association.

Tourists' domicile revealed that when did not control any variables, the tourists coming form Europe had association to various services more than the tourists coming from the other continents (America/Australia), when controlled the difference of other independent variables found that it was as before.

From the study revealed that when did not control any variables, factor on tourists' domicile associated with tourists' satisfaction on various services that it was 0.129 (Eta = 0.129) and when controlled other independent valuables found that the association between factor on tourists' domicile with satisfaction on various services

was 0.106 (Beta = 0.106). Thus, after controlled other independent variables, dependent and independent variables had decreased association.

Characteristic of the tourists revealed that when did not control any variables, the sample traveling by tourist company/ would have satisfaction on various services more than traveling by their families, friends/ only one and when controlled different of other independent variables found that it was the same.

From the study showed that when did not control any variables, factor on characteristic of the tourists associated with satisfaction on various services that it was 0.098 (Eta = 0.098) and when controlled other independent variables found that the association between characteristic of the tourists with various services was 0.131 (Beta = 0.131). So, after controlled other independent variables, dependent and independent variables had more association.

Tourist experience indicated that when did not control any variables, the sample having tourist experience was moderate to high had association to various services more than the tourists having less experience and when controlled the difference of other independent variables found that it was the same.

From the study revealed that when did not control any variables, factor on tourist experience had association with satisfaction on various services that it was 0.167 (Eta = 0.167) and when did not control other independent variables found that the association between tourist experience with satisfaction on various services was 0.056 (Beta = 0.056). Thus, after control other independent variables, the dependent and independent variables would have decreased association.

Perceiving information on ecotourism revealed that when did not control any variables, the sample receiving information on ecotourism was moderate to high would have satisfaction on various services more than the sample receiving less information and when controlled difference of the other independent variables found that the sample receiving less information would have satisfaction more than the sample receiving information was moderate to high.

From the study showed that when did not control any variables, factor on perceiving information had association with tourists' satisfaction on various services that it was 0.018 (Eta = 0.018) and when controlled other independent variables found that the association between factor on perceiving information with tourists'

satisfaction on various services was 0.042 (Beta = 0.042). That was, after controlled other independent variables, the dependent and independent variables would have more association.

Knowledge on ecotourism revealed that when did not control any variables, the sample having more knowledge on ecotourism had satisfaction on various services more than the sample having less and moderate knowledge and when controlled the difference of other independent variables found that the tourists having less knowledge would have satisfaction on various services more than the tourists having more and moderate knowledge.

By the study showed that when did not control any variables, knowledge factor on ecotourism had association with tourists' satisfaction on various services was 0.170 (Eta = 0.170) and when controlled other independent variables found that the association between ecotourism knowledge factor and satisfaction among the tourists to various services were 0.154 (Beta = 0.154). That was; after controlled other variables, the dependent and independent variables had association decreased.

In conclusion, this study revealed that all independent variables showed reverse of dependent variable. The study showed that tourists' satisfaction on various services was rate 12.8 (Multiple R squared = 0.128) and Multiple Co-efficiency value between independent and dependent variables were 0.358 (Multiple R = 0.358) and the independent variable that had the most association with tourists' satisfaction on natural resources was gender (Beta = 0.226) followed by knowledge on ecotourism (Beta = 0.154) and the other independent variables having the lowest association with the tourists' satisfaction on various services that was perceiving information on ecotourism (Beta = 0.042)

When considered on characteristic on all samples showed that the samples; 1) male 2) aged ranged 15 – 29 years 3) education level; higher bachelor degree 4) occupation; merchant/ private business/ general service/ hire/ agriculturist/ housewife/ student 5) came from Europe 6) traveled by tourist company 7) tourist experience was moderate to high level 8) receiving less ecotourism information and 9) having less ecotourism knowledge would have satisfaction on natural resources more than the other tourists.

Table 4-14: Analysis of Variance for factors which affected tourists' satisfaction on various services

	sum of squares	df	mean square	F	Sig.
Independent variables	3.791	12	0.316	2.117	0.024
Gender	1.302	1	1.302	8.721	0.004
Aged	0.160	2	0.07996	0.536	0.587
Education level	0.191	1	0.191	1.281	0.261
Occupation	0.463	2	0.232	1.552	0.218
Residence	0.450	1	0.450	3.016	0.086
Group of traveling	0.429	1	0.429	2.874	0.094
Experience	0.08100	1	0.08100	0.543	0.463
Perceiving information	0.06790	1	0.06790	0.455	0.502
Knowledge	0.647	2	0.323	2.167	0.121
2 – way interactions	13.073	63	0.208	1.390	0.078
Model	16.864	75	0.225	1.506	0.034
Residual	12.689	85	0.149		
Total	29.553	160	0.185		

Table 4-15: Multiple Classification Analysis of the variables for factors which affected tourists’ satisfaction on various services (Grand Mean = 1.24)

Variables and sub – group	N	Unadjusted		Adjusted for factors	
		Deviation	Eta	Deviation	Beta
Gender			0.210		0.226
Male	58	0.12		0.13	
Female	103	-0.0675		-0.0726	
Aged			0.051		0.089
aged 15 – 29	33	0.0305		0.0749	
aged 30 – 39	73	-0.0231		-0.0151	
aged 40 years up	55	0.0123		-0.0249	
Education level			0.129		0.097
lower than bachelor degree	72	-0.0617		-0.0464	
higher than bachelor degree	89	0.0499		0.0376	
Occupation			0.128		0.115
government/ state enterprise /administrative/ managerial	51	-0.0265		-0.0721	
professional/freelance/ nurse physician/ engineering	31	0.11		0.0298	
salesman/ student/ house wife/ agricultural workers/ labor	79	-0.027		0.0349	
Residence			0.129		0.106
Europe	130	0.027		0.0221	
Other (USA/AUS)	31	-0.11		-0.0926	
Group of traveling			0.098		0.131
tour company	120	0.0244		0.0328	
family/friend/alone	41	-0.0715		-0.0960	
Experience			0.167		0.056
moderate – high experience	18	0.20		0.0671	
less experience	143	-0.0255		-0.00845	

Table 4-15: Multiple Classification Analysis of the variables for factors which affected tourists' satisfaction on various services (Grand Mean = 1.24) (cont'd)

Variables and sub – group	N	Unadjusted		Adjusted for factors	
		Deviation	Eta	Deviation	Beta
Perceiving information			0.018		0.042
moderate – high perception	27	0.017		-0.0403	
less perception	134	-0.00343		0.00811	
Knowledge			0.170		0.154
High knowledge	15	0.22		0.20	
Moderate knowledge	126	-0.028		-0.0275	
Less knowledge	20	0.00776		0.0235	
(R)			0.358		
(R²)			0.128		

CHAPTER 5

DISCUSSION

Homestay tourism was one pattern of the ecotourism that decreased problem and impact that caused by extension of the tourism industries, these affected natural resources and environments. Homestay tourism promotion was one interesting pattern to the tourists thus, there should have to properly plan. Currently, The Royal Project was promoted and managed on Homestay tourism due to the area had readiness on various resources. Before operated, we should know preliminary data such as various factors affecting tourists' satisfaction. This data would be benefit to Homestay tourism planning. This study aimed to study factors affecting satisfaction including satisfaction level among foreign tourists to Homestay tourism in Royal Project Development Center Teen – Tok, Chiang Mai Province. The study was explained as following:

5.1 Tourists' Satisfaction on Homestay Tourism

The study of tourists' satisfaction on Homestay tourism that specified following component of natural resources and various services to the foreign tourists traveling in Royal Project of Chiang Mai province. The result was showed as following:

5.1.1 Natural Resources Satisfaction

Natural satisfaction revealed that the tourists had more satisfaction on natural resources (82.6%) and only 17.4% had satisfaction on natural resources were moderate level, and there was no tourists having less satisfaction when considered on this satisfaction by part showed that majority of the tourists had satisfaction on beautiful scenery, fresh atmosphere, cultural tourism resources and agricultural tourism.

If considered on sub-issue of each part about beautiful scenery showed that the tourists had most satisfaction on the forest followed by view point, waterfall and caves.

Natural atmosphere showed that the tourists had satisfaction on surrounding atmosphere was the highest followed by peaceful chalet.

Regarding geographical features of place showed that the tourists had most satisfaction on this area for drawing, taking photo followed by satisfaction on the nature, trekking tour and seeing birds.

Regarding cultural tourism resources showed that the tourists had most satisfaction on dressing and local performance followed by culture/ ceremony, handicraft, life style and local food in community.

Regarding agricultural tourism showed that the tourists had most satisfaction on variety of botany followed by its beautiful and products of agriculture.

5.1.2 Various Services Satisfaction

Satisfaction on various services showed that the tourists had most satisfaction on various services (75.8%) followed by moderate level (24.2%) and there was no any person had satisfaction was low level as same as satisfaction on natural resources when considered this satisfaction by part showed that most of the tourists had satisfaction on service on guest house, food/ beverage, formality in community, service on information and general services. Only villagers' humanity or host, they tourists had most satisfaction.

If considered on sub-issue of each part of guest house service showed that the tourists had most satisfaction on cleaned bedding followed by bathroom/ toilet and privacy of the tourists and safety in life and assets were equal, and finally they were satisfied to guest house service.

Regarding food service/beverage showed that the tourists had most satisfaction on cleaned food followed by quantity of food and taste.

Regarding formality in community showed that the tourists had most satisfaction on formality followed by cleanliness in community and garbage collecting point.

Regarding service on information showed that the tourists had most satisfaction on the guide followed by travel service and information.

Regarding general service showed that the tourists had most satisfaction on various souvenirs followed by Homestay management and sufficiency of various services and service charge.

By the results of the satisfaction on Homestay tourism among the tourists regarding natural resources and providing services. These were found that most of the tourists had satisfaction were moderate – most level. They had satisfaction on natural resources and various services when considered on sub-issue, it can be seen that most of tourists' satisfaction was moderate – most level. All this derived from the Homestay tourists came with Tourism Company and Homestay was one activity of a package tour. The company would advance manage for their customers. Thus, this was one condition that affected the tourists visited in Thailand because of this activity was different from the other programs. Many tourists would be satisfied to this service although it was not excellence program but the tourists were satisfied.

When considered in each part showed that tourists' satisfaction was slightly different such as satisfaction on beautiful scenery of various natural resources in the area e.g. waterfall, caves, forest and se view point. The study showed that the tourists had most satisfaction on beautiful scenery followed by view point, waterfall and caves. The tourists were satisfied to these derived from the project located among valley and forests including atmosphere surrounding area was fresh and peach. Thus, these natures would affect tourists' satisfaction more than see view point that the tourists had to climb up to the top of mountain to saw many things such as waterfall. These conditions might affect their satisfaction was different but whole of satisfaction among the tourists showed that they had satisfaction on Homestay tourism were moderate – high levels. All this derived from each tourist would have individual idea or acceptance was difference. Thus this was one reason that affect satisfaction on Homestay tourism In this study can be explained that why would the Homestay tourists have satisfaction on natural resources and various services were most level.

5.2 Factors Relating with Tourists' Satisfaction on Homestay Tourism in Royal Project Development Center *Teen – Tok*, Chiang Mai Province

The study of tourists' satisfaction on Homestay tourism in Royal Project Development Center Teen – Tok, Chiang Mai Province. There were independent variables comprising gender, age, education level, domicile of tourists, characteristic of tourists, experience on tourism, perceiving ecotourism information and knowledge about ecotourism. The dependent variables were tourists' satisfaction on natural resources and various services. Those of variable were characterized as following:

5.2.1 Gender

Gender with natural satisfaction

The results showed that the male tourists had satisfaction on natural resources more than female and by statistical analysis revealed that gender affected tourists' satisfaction on natural resources with statistical significance that was accordance with hypotheses; Male tourists had satisfaction on Homestay tourism more than female.

Gender with satisfaction on various services

The results characterized that male had satisfaction on various services more than female and by the results statistical analysis showed that gender affected tourists' satisfaction on various services with statistical significance that was consistence with hypotheses that was hypothesized that male had satisfaction on Homestay tourism more than female.

As above study can be explained that male and female were different both of physical and mental and admonishing being a child when grew up their ideas and senses would be also changed including this Homestay tourism was different from other tourisms that the tourists had to stay with the host although they never knew them before. Thus, most of the male was able to live with the host because they liked to peace lives and easy thus, they would have more satisfaction on Homestay tourism than female that was consistence with the study of Chandra Gerdmee (1999: 222) studied political party policy on natural resources and environment that people were satisfied in Rayong Province. The study showed that the male had satisfaction on

political party policy more than female and consistent with Witthaya Kiettiwiwat (2000: 104) studied being of the eco-tourists among Thai tourists: a case study of Umphang District, Tak Province. The results showed that the male sample had behavior on ecotourism more than female.

5.2.2 Age

Age with satisfaction on natural resources

The results showed that age might have negative association with tourists' satisfaction on natural resources but after analyzed on statistic found that there was no statistical significance. That was age did not affect tourists' satisfaction that it was not consistent with the hypotheses; tourists having different age would have satisfaction on Homestay were difference.

Age with satisfaction on various services

The results showed that age had positive association to tourists' satisfaction on various services but after statistical analysis showed that there was no statistical significance that it can be explained that age did not affect tourists' satisfaction on various services. Thus, it was not consistent with the hypothesis which was hypothesized that the tourists having different age would have different satisfaction on Homestay tourism.

By this result would be inconsistent with the study of Metta Sawetlek (1996: 110) studied satisfaction on entertainment tourism resources among the tourists: a case study of Dusit Zoo. The study showed that the sample aged lower than 17 years had satisfaction on Dusit Zoo more than the sample aged 37 years and 18-36 years respectively. After statistical analysis found that different age had satisfaction on Dusit Zoo was different with statistical significance and the study of Rattawut Jearmsripong (1999: 80) studied satisfaction among the tourists to environmental management surrounding Bangsan beach. The study revealed that the different age had satisfaction on environmental management was different with statistical significance. All this derived from Homestay tourism had characteristic that was different from other tourisms thus, the tourists who traveled in this area will be satisfied due to they felt that liked to stay with their family or relatives and they could do everything as they required but before they checked in Homestay, they had to accept some condition

of the host. This might be one reason that affected satisfaction among the tourists having different age. Thus, it can be explained that different age affected different idea.

5.2.3 Education Level

Education level with satisfaction on natural resources

The result of statistical analysis revealed that education level affected those of satisfaction with statistical significance. The sample having education was lower than bachelor would have satisfaction on natural resources more than the sample having education was higher than bachelor which was inconsistent with hypothesis that was hypothesized that the tourists having higher education would have satisfaction on Homestay tourism was also higher.

Education level with satisfaction on various services

The results showed that the tourists having higher bachelor degree had satisfaction on various services more than the tourists having lower bachelor degree but after statistical analysis showed that those of education did not affect tourists' satisfaction which was inconsistent with hypothesis that was hypothesized that the tourists having higher education would have satisfaction on Homestay tourism was also higher.

All this derived from person having different education level would have idea and attention to environment was also different. Person having low education would be interested in environment, beautiful of natural resources more than person having higher education due to they never knew about these natural resources but in contrast person having high education would have opportunity to learn and perceive everything as they would like to know because of the study was no limitation line for perception and available services form Homestay. Because of providing services and facility in the area aimed to all tourists. Thus, the tourists having low education would have satisfaction on natural resources more than the tourists having higher education but they had satisfaction on various services was not different which was consistent with the study of Sriwadee Khamhang Na Rachsrma (1995: 113) studied satisfaction of the people to closing Silom Road to be footpath on Sunday. The study showed that the sample having higher diploma would have satisfaction on closing Silom Road

more than the sample having lower diploma but it was inconsistent with Aphiwan Giengkha (1991: 86) studied tourists' idea to developing camp at Khaoyai National Park. The studied revealed that education had no association with those of idea.

5.2.4 Occupation

Occupation with satisfaction on natural resources

The results showed that the tourists being professional/ freelance/ physician/ nurse/ engineering had satisfaction on natural resources more than the tourists being salesman/ business/ service worker/ laborer/ housewife/ student and government/ state enterprise/ administrative/ administrative /clerical. But after statistical analysis showed that there was no statistical significance. That was occupation did not affect tourists' satisfaction on natural resources which was no accordance to hypothesis that was hypothesized that the tourists having different occupation would have satisfaction on Homestay tourism was also different.

Occupation with satisfaction on various services

The study showed that the tourists who were salesman/ commercial personnel/ service worker/ laborer/ agricultural workers/ housewife/ student had satisfaction on various services more than the tourists who were professional/ freelance/ physician/ nurse/ engineering and government/ enterprise/ administrative/ clerical. But after analyzed on statistic showed that it was no statistical significance. It can be explained that occupation did not affect tourists' satisfaction which was inconsistent with hypothesis that was hypothesized that the tourists having different occupation would have satisfaction on Homestay was also different.

All this derived form most of tourists who were available service on Homestay and had different occupation would come with Tour Company and they would have familiarity with all tourists the same colleague. This was one reason that these tourists would have satisfaction although these satisfactions would be assessed by emotion and they were familiarity to colleagues who traveled with the same tour. When they contacted with the atmosphere in Homestay area, all tourists would be satisfied to these feeling. Although they would have different occupation when they were in the same situation, and atmosphere, they would certainly have satisfaction. Thus, it would affect the tourists' satisfaction on various services was not different

which was consistent with the study of Sombat Saha (1995: 85) studied demand of natural tourism an environment: a case study of Khaoyai National Park. The study showed that occupation couldn't explain tourists' behavior on selecting available tourism service at Khaoyai National Park and this tourism place would provide service on equipments for stayed overnight which was consistent with the study of Suriporn Phatrana (1998: 106) studied tourists' attitude toward preservation: a case study of National Park in Kanchanaburi Province. The study showed that occupation did not affect tourists' attitude toward national Park preservation in Kanchanaburi Province was different with statistical significance.

5.2.5 Domicile of the Tourists

Domicile of the tourists with satisfaction on natural resources

The results showed that the tourists came from Europe will have satisfaction on natural resources more than the tourists came from other regions (America/Australia). But after analyzed on statistic showed that there was no statistical significance. Thus, it can be explained that domicile of the tourists did not affect tourists' satisfaction which was inconsistent with hypothesis that was hypothesized that the tourists coming from different domicile would have satisfaction on Homestay was also different.

Domicile of the tourists with satisfaction on various services

The study showed that the tourists came from Europe had satisfaction on providing various services more than other regions (America/Australia) but after analyzed on statistic revealed that there was no statistical significance. Thus this revealed that domicile of tourists did not affect satisfaction on providing various services which was inconsistent with hypothesis that was hypothesized that the tourists having different domicile would have satisfaction was also different.

By the result that was in consistent with the study of Siriwadee Intharakhamhang Na Rachasima (1995: 85) studied satisfaction among people to closing Silom Road to e footpath on Sunday. The study showed that the sample living in Bangkok would have satisfaction on closing Silom Road to be footpath on Sunday more than the sample living different province and Witthaya Kiettiwat (2000: 105) studied characteristic of ecotourists among Thai tourists: a case study of Umphang

District, Tak Province. The study indicated that domicile of the tourists had association with ecotourism behavior because of most of the tourists were foreigner and they were interested in various natural resources, environment and beautiful of each area including various services that was provided in the area of Homestay. They would be impressed to temperament of the host due to they never met in their countries when they contacted by themselves would be impressed in these activities thus they would have satisfaction was not different.

5.2.6 Characteristic of the Tourists' Group

Characteristic of the tourists' group with satisfaction on natural resources

The study showed that the tourists traveling with families/ friends/ alone had satisfaction on natural resources more than the tourists traveling with tour company. But after analyzed on statistic found that there was no statistical significance. It can be explained that characteristic of the tourists' group did not affect satisfaction which was in consistent with hypothesis that was hypothesized that different characteristic of the tourists' group would affect tourists' satisfaction on Homestay tourism was also different.

Characteristic of the tourists' group with satisfaction on various services

The result showed that the tourists traveling with Tour Company had satisfaction on various services more than the tourists traveling with families/ friends/ alone. But after analyzed on statistic found that there was no statistical significance. It can be explained that characteristic of the tourists' group did not affect satisfaction on various services which was in consistent with hypothesis that was hypothesized that different characteristic of the tourists' group would affect tourists' satisfaction on Homestay tourism was also different.

By the result that was inconsistent with the study of Wittaya Kietwiwat (2000: 107) studied being ecotourists among Thai tourists: a case study of Umphang District, Tak Province. The study showed that characteristic of person who traveled had association with ecotourism behavior and Surasak Khunnalong (1996: 121) studied idea of the tourists to ecotourism: a case study of tourist place (cave) in Rachaburi province. The study showed that characteristic of journey was different

would have idea about ecotourism was different with statistical significance. All this derived from the tourists who were available service on Homestay would be foreigner but familiarity during traveling among the tourists did not affect satisfaction whereas, important factor that affected tourists' satisfaction might be everything as they saw when stayed in Homestay such as environment, beautiful natural resources including various services. Thus, the different characteristic of the tourists' group affected satisfaction was not different.

5.2.7 Experience on Traveling

Experience on traveling with satisfaction on natural resources

The result showed that the tourists having experience on tourism was moderate – high levels had satisfaction on natural resources more than the tourists having experience was low. But after analyzed on statistic found that there was no statistical significance. Thus, it can be explained that experience on tourism did not affect tourists' satisfaction which was inconsistent with hypothesis that was hypothesized that the tourists having high experience on tourism would have satisfaction on Homestay tourism was also high level.

Experience on traveling with satisfaction on various services

The result showed that the tourists having tourism experience was moderate – high levels had satisfaction on various services more than the tourists having experience was less. But after analyzed on static revealed that there was no statistical significance. Thus it can be explained that tourism experience did not affect tourists' satisfaction on various services which was inconsistent with hypothesis that was hypothesized that the tourists having higher experience would have satisfaction on Homestay tourism was also higher.

All this derived from environment and natural resources surrounding Homestay including various services were a beautiful thing the tourists were unseen. Although they might have experience prior, thus this different experience affect satisfaction on Homestay tourism was not different which was consistent with the study of Wanna Yangcharearn (1999: 174) studied role of sub-district organization's member to rubbish and waste water eradications: a case study of Muang District, Nakhonphathom Province. The study showed that experience on rubbish and waste

water eradication training did not affect those of attitude was different with statistical significance and consistent with the study Arisra Limwong (2002: 97) revealed that experience on scarlet fever disease had no association with awareness of the people to arsenic contamination in water resources and could not predict this phenomenon.

5.2.8 Perceiving Information on Ecotourism

Perceiving information on ecotourism with satisfaction on natural resources

The result showed that the tourists receiving information on ecotourism was moderate – high level had satisfaction on natural resources more than the tourists receiving information was less. But after analyzed on statistic found that there was no statistical significance. Thus, it can be explained that receiving information on ecotourism did not affect tourists' satisfaction on natural resources which was inconsistent with hypothesis that was hypothesized that the tourists receiving higher information on ecotourism would have satisfaction on Homestay was also higher.

Perceiving information on ecotourism with satisfaction on various services

The study showed that the tourists receiving less information on ecotourism had more satisfaction on various services than the tourists receiving information were moderate – high levels. But the results of statistical analysis showed that there was no statistical significance that was receiving information on ecotourism did not affect tourists' satisfaction that it was accordance to hypotheses that hypothesized that the tourists receiving more information on ecotourism would have more satisfaction also.

By the study that was consistent with Thawatchai Sudprasert (1996: 115) studied idea of member of Provincial, Municipality Council and Sanitation Committee to problem and obstacle on rubbish eradication in area of Samutprakan Province. The study showed that the sample receiving information on rubbish had idea were not different although receiving information on ecotourism will be an intermediary or instrument to make the tourists knew about Homestay. Thus, they would have more indirect experience and information would be one factor that assisted making decision and it was able to assess advance decision. Although natural resources or various services would affect tourists' satisfaction if they had direct experience when they had

experience they were able to decide to available service or received adequately information. Thus, receiving information on ecotourism among the tourists did not affect their satisfaction.

5.2.9 Knowledge on Ecotourism

Knowledge on ecotourism with satisfaction on natural resources

The results revealed that the tourists having less knowledge about ecotourism had satisfaction on ecotourism was high and moderate levels. But after analyzed on statistic showed that there was no statistical significance. Thus, it can be explained that knowledge about ecotourism did not affect tourists' satisfaction on natural resources which was inconsistency with hypothesis. Thus, it can be explained knowledge about ecotourism did not affect tourists' satisfaction on natural resources which was inconsistent with hypothesis that was hypothesized that the tourists having higher knowledge about ecotourism would have satisfaction on Homestay tourism was also higher.

Knowledge on ecotourism with satisfaction on various services

The results showed that the tourists having less knowledge about ecotourism had satisfaction on various services more than the tourists having more knowledge and moderate level. But by the results of statistical analysis showed that there was no statistical significance that was the knowledge about ecotourism did not affect tourists' satisfaction which was accordance with hypotheses: Tourists having more knowledge about ecotourism would have more satisfaction Homestay also.

By the results that was inconsistent with the study of Ratthawut Jearmsriphong (1999, 84) studied tourists' satisfaction on environment management around Bangsan beach, Chonburi Province. The study showed that the tourists had knowledge about tourism resource preservation were different and had satisfaction on environmental management were different with statistical significance namely the tourists having less knowledge about preservation had satisfaction on environmental management around the beach more than the tourists having knowledge were moderate and high levels. All this derived from assessment of those satisfactions by using feeling and sense that the tourists could contact by feeling such as feature, smell, sound, touching. Thus, this knowledge would not affect tourists' satisfaction on Homestay tourism.

CHAPTER 6

CONCLUSION AND RECOMMENDATION

A study of satisfaction on Homestay tourism among foreigner tourists in Royal Project Development Center Teen – Tok, Chiang Mai Province. The study aimed to investigate factors affecting satisfaction on Homestay tourism among foreigner tourists. The instrument for data collection among foreigner tourists was a questionnaire that was checked by the experts and examined difficulty, discrimination and reliability. The procedure was operated among the sample numbering 161 cases and interviewed person relating Homestay tourism in the area. The data was analyzed by using SPSS for windows version 10.0. The results were presented by mean, standard deviation, minimum, maximum, analysis of variance and multiple classification analysis. As for the conclusions and recommendations had details as following:

6.1 Conclusion

6.1.1 General Characteristic of the Tourists

General characteristic of the tourists consisted of gender, age, education level, occupation and domicile of the tourists. The data was explained that most of Homestay tourists were female aged ranging 15 – 61 years, age averaged 35.81 years, education was bachelor degree level, most of them were agriculturist workers and came from Europe especially Netherlands.

6.1.2 Characteristic of Tourism among the Tourists

Data on characteristic of tourism consisted of objective of journey, characteristic of tourist group, period of traveling, and expense of tourism. The data was explained that most of objectives of the tourists were they required to travel/ rest.

They would travel with Tourism Company, period of traveling and expenses were total prices that the tourists had to pay for Homestay; 2 days 1 night included 3 meals for 1,000 baht per person.

6.1.3 Experience on Tourism among the Tourists

Experience on tourism in various places of Chiang Mai Province, traveling in area of Royal Project, Homestay tourism and other ecotourism. These of tourists' experiences were explained that most of tourists never had experience prior and they never traveled in area of Royal Project in Chiang Mai Province or other ecotourism. Thus, tourists' experience on traveling would be low.

6.1.4 Perceiving Information on Ecotourism among the Tourists

Perceiving information on ecotourism among the tourists was summarized following; most of the tourists never received ecotourism information thus, they would have less information whereas, most of the tourists who ever received ecotourism information would receive from internet followed by magazine/ tourism journal and majority of these tourists never also known about Homestay tourism. But the tourists who required get information on Homestay tourism would receive it by internet were most.

6.1.5 Knowledge on Ecotourism among the Tourists

Knowledge assessment form about ecotourism consisted of question about meaning, Homestay tourism, principle, objective, type, providing, education, creating conscious of ecotourism, participation of community to ecotourism management and environment with ecotourism. These activities were explained that most of the tourists had knowledge about ecotourism were moderate level. They had lowest score about 6 scores, highest score were 18 scores and averaged score were 11.48 scores of 20 total scores.

6.1.6 Tourists' Satisfaction on Homestay Tourism

Data on tourists' satisfaction on Homestay tourism was divided into 2 parts; 1) tourists' satisfaction on natural resources and 2) tourists' satisfaction on various services that were explained that most of the tourists had satisfaction on natural resources and various services were most level followed by moderate level and found

that both of satisfactions were satisfaction on natural resources and various services were not found among the tourists.

6.1.7 Factors associating with Tourists' Satisfaction on Natural Resources

Transformation analysis showed that gender and education level affected tourists' satisfaction on natural resources with statistical significance and remaining variables were age, occupation, domicile of the tourists, group of the tourists, experience, perceiving ecotourism information and knowledge about ecotourism did not affect to tourists' satisfaction on natural resources.

The study showed that the male tourists had satisfaction on resources more than female tourists and the tourists having education were lower than bachelor degree had satisfaction on resources more than the tourists having education were higher than bachelor degree and found that gender had association with tourists' satisfaction on resources were most.

The analysis Multiple Discrimination showed that the tourists having optimal score on satisfaction were the tourists; 1) male 2) aged ranging 15 – 29 years old 3) education levels were lower than bachelor degree 4) professional/ freelance/ physician/ nurse/ engineer 5) came from Europe 6) traveled with families/ friends/ alone 7) had experience on tourism were moderate – high level 8) perceived ecotourism information were low and 9) had knowledge about ecotourism were low but they had more satisfaction on natural resources than the others.

6.1.8 Factors associating with Tourists' Satisfaction on Various Services

The result of transformation analysis revealed that there was only variable of gender affecting tourists' satisfaction on various services with statistical significance. Whereas, remaining variables were age, education level, occupation, domicile of tourists, group of tourists, experience on tourism, perceiving ecotourism information and knowledge about ecotourism did not affect tourists' satisfaction on various services.

The study revealed that the male tourists had satisfaction on various services more than the female tourists.

By the result of multiple discrimination showed that most of the tourists had score on satisfaction on various services were most. These tourists consisted of 1) male

2) aged ranging 15 – 29 years old 3) education levels were higher bachelor degree 4) occupations were salesman/ business / service worker/ laborer / agricultural Workers /housewife/student 6) came from Europe 7) traveled with tourism company 8) had experience on tourism were moderate – high levels 9) received ecotourism information were low and 10) had knowledge about ecotourism were low. These tourists would have satisfaction on various services more than other groups.

6.2 Recommendation

6.2.1 Recommendation for this Study

1. The results showed that experience on tourism and perceiving ecotourism information among the tourists were in a low level. Moreover, the two variables were specified that most of the Homestay tourists have not been experienced service Homestay tourism and they also rarely received ecotourism information. Thus they were unable to know real information about Homestay. Because they received information only by the tourism company, they would receive less information, however; they still had the satisfaction on Homestay tourism, and services proving in a moderate to high level. This study found that, although Homestay tourism in Royal Project Development Center of Chiang Mai Province, especially Teen – Tok Royal Project, Mae Kampong Village had no public relation, this area was popular among the tourists to travel and they yet had high satisfaction level.

Therefore, if it was supported from involved unit regarding widely public relations, the various tourists from various places such as Europe, America and soon would come to travel here. Thus, the Homestay tourism in this area will be improved.

2. Satisfaction on natural resources revealed that most of the tourists were satisfied from natural resources in a moderate to highest levels, but there was only the satisfaction on the cave on which the tourists had lowest satisfaction. That maybe because the cave in the area is only a small one with a flowing – through stream which was very far from the tourists' imagine. Thus, the tourist would be disappointed.

Therefore, to build satisfaction among the tourists and prevent them from the disappointed to the tourism resources in Royal Project, the author conceived that there should provide the information to Homestay tourists in ordered to make them understand the addition of the tourism resources in each area before making a decision to travel there.

3. Entire of the tourism planning of the village, the government unit e.g. National Park or Thailand Authority Tourism should participate in development planning to build a new vision to manage preservative tourism under the pattern of Homestay for community.

4. There should develop potential of tourism management regarding providing services and information to the tourists especially, foreign language which makes most of the villages unable to communicate with foreigner tourists. Hence, the villages would dependent guide for translation. This study indicated that, although the tourists had satisfaction on villagers' temperament (73.3%) but it also found the problem on communication between the villagers and tourists including providing service and information. Consequently, the tourists would unable to exchange the tradition and culture with the villagers.

Hence, there should be the cooperation with education institution to support various medias for training, including the principal of providing service, to the villagers. Thus, the villagers were able to develop more standard and created satisfaction on the tourists.

5. There should encourage knowledge and standard criteria for guest house in the area by the unit that supported and managed tourism in the village such as Thailand Authority Tourism in Northern region. The criteria aimed to develop Homestay residence in each area was under the same criteria and stimulated the tourists to have most satisfaction on the guest houses.

6. There should coordinate with nearby community to build the network of tourism in area. Because each community had nearby territory thus natural resources would be benefit to the tourism, some line way that connected to another village had beautiful nature thus, the tourists were able to travel throughout those ways such as the

tourists were able to travel at Muang - On cave and continued to San Kamphang Hot Spring before they reached to Mae Kampong guest house.

7. There should have more public relation or marketing to publish about this area worldwide both in and out countries. There should make website about Homestay in Thailand to announce about number of Homestay by requesting Tourism Authority of Thailand to create website consisting of the Homestay tourism information. Moreover, these information would be database for the Homestay tourism management in the future.

8. In the area of Royal Project Development Center Teen – Tok and the area of the village was found that there was variety of biology and plants. The author conceived that there should have the unit or institution relating plants and forest giving knowledge to the villagers in order to enable them to provide the correct information about biological and plants in each area to the tourists.

9. There should act on various regulations which were formulated for preservative tourism. All tourists should act on when they traveled in that area to maintain and preserve natural resources including beautiful ceremonies in the community.

6.2.2 Recommendation and Further Study

1. This research was aimed to study only foreigner tourists traveling Homestay in Royal Project area and did not study among Thai tourists due to this group was less when compared to foreigners. Thus, in further study, the author conceived that there should also study among Thai tourists to compare the difference and to be the database for developing Homestay tourism as well.

2. Royal Project Development Center Teen – Tok was a target area which was used for study. While gathering data, there was many centers of the Royal Project were operating Homestay tourism. In the future, if other Royal Project Development Centers were able to arrange Homestay tourism, those centers should study the satisfaction on Homestay tourism among the tourists in those areas and utilize the study result to develop and operate in each area as well.

3. There should take research to study eligible pattern of Homestay tourism or other issues such as the standard of providing various services that comprises of providing house or general services.

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APPENDIX

APPENDIX A

รายนามผู้เชี่ยวชาญในการตรวจสอบเครื่องมือวิจัย

1. นายศุภมิตร เอกวรรณัง

อาจารย์ประจำภาควิชาการท่องเที่ยวและการโรงแรม คณะศิลปกรรมศาสตร์ มหาวิทยาลัย
ธุรกิจบัณฑิต

2. นางสาวยุวดี นิรัตน์ตระกูล

ผู้ช่วยผู้อำนวยการกองวิชาการ การท่องเที่ยวแห่งประเทศไทย

APPENDIX B

RESEARCH TOOLS

QUESTIONNAIRE

FOREIGNER TOURIST SATISFACTION ON HOMESTAY SERVICES IN ROYAL PROJECT DEVELOPMENT CENTER *TEEN – TOK*, CHIANG MAI PROVINCE

.....

This questionnaire is only a part of the research about foreigner tourist satisfaction on Homestay services in Royal Project Development Center Teen – Tok, Chiang Mai province. It is used for collecting the data of the thesis submitted in partial fulfillment of the requirements to the degree of Master of Science (Environmental Planning for Community and Rural Development); Faculty of Graduate studies Mahidol University. The result of the study may be used as the basic information for Homestay in the Royal Project planning and development.

This questionnaire consists of 6 parts.

- Part 1 General Information
- Part 2 Travelling Pattern
- Part 3 Travelling Experience
- Part 4 Information Receiving of the tourist about Ecotourism
- Part 5 Knowledge about Ecotourism and Homestay Evaluation
- Part 6 Tourist Satisfaction Evaluation

Please give a truth answer because it will be important to the research. Thank you for your cooperation.

Chaiwatchara Promjittiphong

Researcher

Part I General Information

1. Gender 1. Male 2. Female

2. Age..... Years.

3. Nationality.....

4. Education Level

- | | |
|--|---|
| <input type="checkbox"/> 1. Uneducated | <input type="checkbox"/> 5. Diploma |
| <input type="checkbox"/> 2. Elementary education | <input type="checkbox"/> 6. Bachelor's degree |
| <input type="checkbox"/> 3. Junior high school | <input type="checkbox"/> 7. Higher than Bachelor's degree |
| <input type="checkbox"/> 4. Senior high school | <input type="checkbox"/> 8. Other (please specify)..... |

5. Occupation

- | | |
|--|---|
| <input type="checkbox"/> 1. Professionals / Freelance | <input type="checkbox"/> 6. Laborer/Production/Service Worker |
| <input type="checkbox"/> 2. Government/State enterprise | <input type="checkbox"/> 7. Housewife/Unpaid Family Worker |
| <input type="checkbox"/> 3. Administrative & Managerial | <input type="checkbox"/> 8. Student |
| <input type="checkbox"/> 4. Clerical/Salesman/Commercial Personnel | <input type="checkbox"/> 9. Retired / Unemployed |
| <input type="checkbox"/> 5. Agricultural Workers | <input type="checkbox"/> Others (please specify)... |

6. Annual Personal income (before tax)..... US \$

7. Residence (Country).....

Part II Travelling Pattern

1. What is your main purpose of this trip? (Please chooses only one choice.)

- | | |
|---|---|
| <input type="checkbox"/> 1. Travel/Recreation | <input type="checkbox"/> 7. On duty |
| <input type="checkbox"/> 2. Business | <input type="checkbox"/> 8. Sightseeing/Work Visitation |
| <input type="checkbox"/> 3. Honeymoon | <input type="checkbox"/> 9. Education/Short-term Course |
| <input type="checkbox"/> 4. Meeting/Seminar | <input type="checkbox"/> 10. Incentive Travel |
| <input type="checkbox"/> 5. Visit relatives | <input type="checkbox"/> Others (please specify)..... |
| <input type="checkbox"/> 6. Meditation/Merit-making | |

2. Traveling characteristic. (Please chooses only one choice.)

- | | |
|---|---|
| <input type="checkbox"/> 1.Individual (alone) | <input type="checkbox"/> 4.With colleagues |
| <input type="checkbox"/> 2.With family/Relative | <input type="checkbox"/> 5.With tour company |
| <input type="checkbox"/> 3.With Friends | <input type="checkbox"/> Others (please specify)..... |

3.The time spent on this Homestay trip.....days

4.Your expenditure for this Homestay trip..... Baht

Part III Traveling Experience

1.Have you ever visited other tourist places in Chiang Mai?

- 1.No
- 2.Yes

2.Have you ever visited the Royal Project areas in Chiang Mai before?

- 1.No
- 2.Yes, About..... Time(s)/year

3.Have you ever gone for Homestay in other places?

- 1.No
- 2.Yes, About..... Time(s)/year

4.Have you ever tried other types of Ecotourism?

- 1.No
- 2.Yes, About..... Time(s)/year

Part IV Information receiving of the tourists about the Ecotourism.

1.Have you ever received the information about the Ecotourism?

- 1.No
- 2.Yes

2.If the answer above is “Yes”

Source of Information	Frequency of the Information receiving					Never
	Always	Usually	Sometimes	Ooasionally	Rarely	
Newspaper						
Travel Magazine						
Radio						
Television						
Friend / Relatives						
Official document						
Tour company						
Internet						
Others (please specify)						

3.Do you want the Information about Homestay tourism to be promoted? By what way?

- () 1.No
- () 2.Yes, by.....

Part V Knowledge about Ecotourism and Homestay evaluation

Please mark your **only one** answer in space provided for each question.

1.Ecotourism is.....

- () 1.A travel to the nature in order to admire, enjoy and study the scenery, plants and wild animals.
- () 2.A type of travel which puts an emphasis on environment and natural resources preservation by tourists.
- () 3.A responsible travel in areas containing natural resources that possess endemic characteristics and cultural resource with the purpose to create an awareness among all concerned parties to conserve ecosystems.
- () 4.A nature tourism with slight negative environmental impacts from the tourists.

2. Which is the best description of Homestay?

- 1. A travel to the unique characteristic community in order to learn the culture, tradition and lifestyle of its member.
- 2. A type of housing for tourists to stay with the house owner with the purpose to learn culture and lifestyle of the host who is willing to transfer and exchange culture and provide accommodation and meals for tourists and receive suitable remuneration.
- 3. A nature tourism which regards a stay in natural sites as its main activity to study about the environmental ecosystem.
- 4. A travel to study the customs and lifestyle of the local community by doing some activities with its members, the tourists can choose either to stay in that community or not.

3. What should be most considered in Ecotourism management?

- 1. Tourist satisfaction.
- 2. Raising awareness of natural conservation.
- 3. Sustainable attraction management.
- 4. Being on the basis of nature, culture and community.

4. Which objective has the least relationship with Ecotourism?

- 1. To preserve the quality of local tourist attraction environment.
- 2. To improve the lifestyle of the local people from the tourism among tourists.
- 3. To raise awareness and understanding of environmental conservation among tourists.
- 4. To create tourism services and bring income to the community.

5. What characteristic that Ecotourism attraction should have?

- 1. Must be a local community where tourists can learn only the relating lifestyle, culture and tradition.
- 2. Have natural condition together with the unique lifestyle, culture and tradition of local community.
- 3. Have some facility improvement to make the place be more convenient.
- 4. Must be a natural area without any modification and preserved to be in the original condition.

6. Which tourist' character can cause problems to the environment?

- 1. Focus on travel equipment.
- 2. Prefer travelling to natural site.
- 3. Follow the rule if they think it suitable.
- 4. Willing to pay for environmental conservation.

7. Which is not the Ecotourism activity?

- 1. Trekking.
- 2. Bird watching.
- 3. Community lifestyle study.
- 4. Sight seeing.

8. What should be most considered in Ecotourism accommodation?

- 1. Merge with environment by using natural construction material.
- 2. Represent the original condition of the area and has basic facilities.
- 3. Located in the area which has almost nearly natural condition.
- 4. Located in the natural area of that tourist attraction place.

9. What is the most important role of a travel agency and a tour guide in Ecotourism?

- 1. Acting as an intermediary to bring tourists to the attraction.
- 2. Education and building understanding of the attraction to the tourists.
- 3. Facilitating the tourists and giving remuneration to the local community.
- 4. Controlling the tourists' behavior to make them follow the Ecotourism instruction.

10. Why is learning process important to Ecotourism?

- 1. For efficiency and effectiveness of tourism.
- 2. To develop skill, attitude and responsibility for the environment.
- 3. To improve the Ecotourism service in order to meet the tourist satisfaction.
- 4. People will have an ability to manage the local and provincial tourism.

11. Who has a major role in Ecotourism Learning Process?

- 1. Local tourism operator.
- 2. Tourists.
- 3. Local community.
- 4. Tour guide.

12. Which is the most efficient way to learn about Ecotourism?

- 1. Using nature study handbook.
- 2. Studying natural trail.
- 3. Learning with the local people.
- 4. Training by the professional.

13. How can the local people take part in Ecotourism activity?

- 1. Selling firewood to the tourists.
- 2. Providing information to the tourists.
- 3. Being a tour guide.
- 4. Building a resting place for tourists by using local resources as construction materials.

14. Which is the most benefit for the community from Ecotourism?

- 1. The growth of local community, the public utility may be developed.
- 2. Raise of the income of local people by creating a job in tourism.
- 3. A change of original way of life
- 4. More Formal Social contact

15. Which has the least negative impact on the community from Ecotourism?

- 1. The community may be too much grown and become out of control due to many tourism factors but has poor management.
- 2. The administrative structure of the community may be changed, be more complicate, which can affect the local resource management.
- 3. The job relating to tourism may be created and replace the original one.
- 4. The Original culture or tradition of the community may be affected or influenced by other cultures from the tourists.

16. What is the advantage of Ecotourism for the environment?

- 1. Plant diversity is promoted.
- 2. The negative impact on environment is reduced to the lowest level.
- 3. Natural resource especially nearly extinct wild animals are conserved.
- 4. Natural and environmental condition is frequently adjusted.

17. Who has the most effect on the environment from Ecotourism?

- 1. Tourists
- 2. Local people
- 3. Travel agency
- 4. Local tourism operator

18. Which tourists' behavior is not appropriate for Ecotourism?

- 1. Not leave any waste in the travel site.
- 2. Collect the ruined parts from the ancient building to show other tourists.
- 3. Ask the local people about their lifestyle.
- 4. Take picture of the daily life of local people.

19. Who has a responsibility for natural resources and environment preservation?

- 1. Government officer and private business.
- 2. Tourist, government officer and private business.
- 3. A village headman and local people.
- 4. Tourists, government officer, private business and local people.

20. What is the basic way that the local people have to do in Ecotourism management?

- 1. Improving the quality of family lifestyle.
- 2. Having participation in tourism management.
- 3. Improving the residential area condition.
- 4. Developing the tourism service skill.

Part VI Tourist Satisfaction evaluation

This part divide in two parts; Satisfaction in natural resource and Satisfaction in services.

Satisfaction in Natural Resource	Satisfactory Level				
	Excellent	Good	Fair	Low	Very low
<i>The scenery</i>					
1. Waterfall					
2. Cave					
3. Forest					
4. Viewpoint					
<i>The atmosphere</i>					
5. Tranquil / Greenery					
6. Peace of accommodation					
<i>Geographical features of place</i>					
7. For nature studying					
8. For bird watching					
9. For trekking					
10. For taking/drawing pictures					
<i>Cultural tourism resource</i>					
11. Way of life					
12. Dress					
13. Tradition					
14. Local activity					
15. Local food					
16. Local handicrafts					
<i>Agricultural tourism resource</i>					
17. The beauty of plant					
18. Plant diversity					
19. Agricultural products					

Satisfaction in services	Satisfactory Level				
	Excellent	Good	Fair	Low	Very low
<i>Human relations of the host</i>					
1. Host's friendliness					
2. Cultural exchange with the host					
<i>Accommodation</i>					
3. Host's service					
4. Compartment					
5. Sleeping equipment cleanliness					
6. Toilet cleanliness					
7. Safety					
<i>Food and Drink</i>					
8. Taste of food/drink					
9. Quantity of food/drink					
10. Cleanliness					
<i>Community regulation</i>					
11. Community regulation					
12. Rubbish bins					
13. Community cleanliness					
<i>Information</i>					
14. Information provided for tourists					
15. Tour guide service					
16. Tour guide					
17. Interpretative sign					
<i>General service</i>					
18. Tourism activities in Homestay					
19. Souvenir					
20. Fee					
21. Service sufficiency					

APPENDIX C

การหาประสิทธิภาพแบบสอบถามที่ใช้ในการวิจัย

1. การหาค่าความยากง่าย และค่าอำนาจจำแนกของแบบวัดความรู้เกี่ยวกับการท่องเที่ยวเชิงนิเวศ

ข้อที่	จำนวนคนถูกใน กลุ่มสูง (Ph)	จำนวนคนถูกใน กลุ่มต่ำ (Pc)	(Ph+Pc)	(Ph-Pc)	ค่าความยากง่าย $P = (Ph+Pc)/2n$	ค่าอำนาจจำแนก $R = (Ph-Pc)/n$
1	8	4	12	4	0.75	0.5
2	6	4	10	2	0.625	0.25
3	8	4	12	4	0.75	0.5
4*	2	2	4	0	0.25	0
5*	6	6	12	0	0.75	0
6	8	4	12	4	0.75	0.5
7*	6	6	12	0	0.75	0
8*	2	2	4	0	0.25	0
9	6	4	10	2	0.625	0.25
10*	4	6	10	-2	0.625	-0.25
11	8	2	10	6	0.625	0.75
12*	8	8	16	0	1	0
13	6	2	8	4	0.5	0.5
14	6	4	10	2	0.625	0.25
15*	2	1	3	1	0.187	0.125
16	6	4	10	2	0.625	0.25
17	8	2	10	6	0.625	0.75
18	8	4	12	4	0.75	0.5
19	7	5	12	2	0.75	0.25
20*	2	1	3	1	0.187	0.125

เกณฑ์การเลือกข้อคำถามที่นำไปใช้จริง ผู้วิจัยเลือกข้อคำถามที่มีค่าความยาก – ง่าย ในช่วง 0.20 – 0.80 และค่าอำนาจจำแนกตั้งแต่ 0.20 ขึ้นไป ส่วนข้อคำถามที่ไม่ผ่านเกณฑ์ (ข้อที่มีเครื่องหมาย *) ผู้วิจัยได้รับคำแนะนำจากกรรมการควบคุมวิทยานิพนธ์ให้ปรับปรุงแก้ไข ก่อนนำไปใช้จริง

2. การหาค่าความเชื่อมั่นของแบบวัดความรู้เกี่ยวกับการท่องเที่ยวเชิงนิเวศ

นำข้อที่อยู่ในเกณฑ์ใช้ได้มาหาค่าความเชื่อมั่นของแบบวัดความรู้ จากสูตร KR 20 ดังนี้

ข้อที่	จำนวนคนทั้งหมดที่ ตอบถูก (Y)	จำนวนคนทั้งหมดที่ ตอบผิด	$p = Y / 30$	$q = 1 - p$	pq
1	23	7	0.77	0.23	0.18
2	17	13	0.57	0.43	0.25
3	19	11	0.63	0.37	0.23
6	15	15	0.5	0.5	0.25
9	19	11	0.63	0.37	0.23
11	21	9	0.7	0.3	0.21
13	13	17	0.43	0.57	0.25
14	17	13	0.57	0.43	0.25
16	19	11	0.63	0.37	0.23
17	15	15	0.5	0.5	0.25
18	25	5	0.83	0.17	0.14
19	21	9	0.7	0.3	0.21
ผลรวม pq					2.68

ค่าความเชื่อมั่น

$$(r_{tt}) = \frac{k}{k-1} \left\{ 1 - \frac{\sum pq}{S_x^2} \right\}$$

$$= 12 / (12-1) \{ 1 - (2.68/7.79) \}$$

$$= 0.7194$$

ดังนั้น ค่าความเชื่อมั่นของแบบวัดความรู้เกี่ยวกับการท่องเที่ยวเชิงนิเวศมีค่าเท่ากับ 0.72 ซึ่งมากกว่า 0.70 แสดงว่าเป็นแบบวัดที่มีความเชื่อมั่นใช้ได้

APPENDIX D

สรุปผลประเมินเนื้อหาแบบสอบถามโดยผู้เชี่ยวชาญ

เนื้อหา	เหมาะสม	ควรเพิ่มเติม/แก้ไข
ส่วนที่ 1 ข้อมูลลักษณะทั่วไปของนักท่องเที่ยว		
-เพศ	/	
-อายุ	/	
-สัญชาติ	/	
-ระดับการศึกษา	/	
-อาชีพหลัก		เพิ่มตัวเลือกให้มากขึ้น
-รายได้		ระบุว่าเป็นรายได้จากอาชีพหลัก
-ที่อยู่ปัจจุบัน		เปลี่ยนเป็นมาจากที่ใด
ส่วนที่ 2 ข้อมูลลักษณะการท่องเที่ยว		
-วัตถุประสงค์หลักในการเดินทางมาท่องเที่ยว	/	
-ลักษณะกลุ่มท่องเที่ยว		แก้ไขข้อความในตัวเลือก
-ระยะเวลาในการท่องเที่ยวแบบโฮมสเตย์		แก้ไขข้อความในคำถาม
-ค่าใช้จ่ายในการท่องเที่ยว		แก้ไขข้อความในคำถาม
ส่วนที่ 3 ประสบการณ์ในการท่องเที่ยว		
-ประสบการณ์การท่องเที่ยวในจังหวัดเชียงใหม่	/	
-ประสบการณ์การท่องเที่ยวโครงการหลวง		แก้ไขข้อความในคำถามให้ชัดเจน
-ประสบการณ์การท่องเที่ยวโฮมสเตย์		แก้ไขข้อความในคำถามให้ชัดเจน
-ประสบการณ์การท่องเที่ยวเชิงนิเวศอื่นๆ		แก้ไขข้อความในคำถามให้ชัดเจน
ส่วนที่ 4 การได้รับข่าวสารเกี่ยวกับการท่องเที่ยวเชิงนิเวศ		
-การได้รับข่าวสารเกี่ยวกับการท่องเที่ยวเชิงนิเวศ	/	
-แหล่งที่มาของข่าวสาร		เพิ่มตัวเลือก Internet
-การเผยแพร่ข่าวสารเกี่ยวกับการท่องเที่ยวแบบโฮมสเตย์		แก้ไขข้อความในคำถาม

เนื้อหา	เหมาะสม	ควรเพิ่มเติม/แก้ไข
ส่วนที่ 5 แบบวัดความรู้เกี่ยวกับการท่องเที่ยวเชิงนิเวศ		
แนวคิดเกี่ยวกับการท่องเที่ยวเชิงนิเวศ		
-ความหมายของการท่องเที่ยวเชิงนิเวศ (1)	/	
-ความหมายของการท่องเที่ยวแบบโฮมสเตย์ (2)	/	
-หลักการท่องเที่ยวเชิงนิเวศ (3)		ปรับแก้ตัวเลือกให้ชัดเจนกว่าเดิม
-วัตถุประสงค์ของการท่องเที่ยวเชิงนิเวศ (4)	/	
องค์ประกอบของการท่องเที่ยวเชิงนิเวศ		
-ลักษณะของแหล่งท่องเที่ยวเชิงนิเวศ (5)		แก้ไขข้อความในตัวเลือก
-ลักษณะของนักท่องเที่ยวเชิงนิเวศ (6)		ปรับแก้ตัวเลือกให้ง่ายกว่าเดิม
-ลักษณะกิจกรรมการท่องเที่ยวเชิงนิเวศ (7)	/	
การบริการการท่องเที่ยว		
-สถานที่พักเชิงนิเวศ (8)		เพิ่มข้อความในตัวเลือก
-บริษัทนำเที่ยวและมัคคุเทศก์ (9)	/	
การให้การศึกษาและสร้างจิตสำนึก		
-ความสำคัญของการให้การศึกษา (10)		แก้ไขข้อความในตัวเลือกให้ชัดเจน
-ผู้เกี่ยวข้องในการจัดการ (11)	/	
-รูปแบบและวิธีการให้การศึกษา (12)	/	
ชุมชนกับการมีส่วนร่วมของชุมชน		
-การมีส่วนร่วมของชุมชน (13)	/	
-ประโยชน์ที่ชุมชนได้รับ (14)	/	
-ผลกระทบที่เกิดขึ้น (15)	/	
สิ่งแวดล้อมกับการท่องเที่ยวเชิงนิเวศ		
-ผลดีต่อสิ่งแวดล้อม (16)	/	
-ผลกระทบที่เกิดขึ้น (17)		ปรับแก้คำถามใหม่
การจัดการการท่องเที่ยวเชิงนิเวศ		
-แนวทางปฏิบัติของนักท่องเที่ยว (18)	/	
-ผู้รับผิดชอบแหล่งท่องเที่ยว (19)	/	
-แนวทางปฏิบัติของชุมชนท้องถิ่น (20)	/	

เนื้อหา	เหมาะสม	ควรเพิ่มเติม/แก้ไข
ส่วนที่ 6.1 แบบวัดความพึงพอใจของนักท่องเที่ยวต่อทรัพยากรธรรมชาติ		
ทัศนียภาพความสวยงามของแหล่งธรรมชาติ		
-น้ำตก	/	
-ถ้ำ	/	
-ป่าไม้	/	
-จุดชมวิวิทิวทัศน์	/	
บรรยากาศตามธรรมชาติ		
-ความร่มรื่นบริเวณโดยรอบ	/	
-ความสงบของที่พัก	/	
สภาพภูมิประเทศ		
-เพื่อการศึกษาธรรมชาติ	/	
-เพื่อการดูนก	/	
-เพื่อการเดินป่า	/	
-เพื่อการถ่ายรูป/เขียนรูปธรรมชาติ	/	
ทรัพยากรการท่องเที่ยวทางวัฒนธรรม		
-วิถีชีวิตความเป็นอยู่	/	
-การแต่งกาย	/	
-ประเพณี/พิธีกรรม	/	
-การละเล่นประจำถิ่น	/	
-อาหารพื้นถิ่น	/	
-หัตถกรรมประจำถิ่น	/	
ทรัพยากรการท่องเที่ยวทางการเกษตร		
-ความสวยงามของพรรณไม้	/	
-ความหลากหลายของพรรณไม้	/	
-ผลผลิตทางการเกษตร	/	

เนื้อหา	เหมาะสม	ควรเพิ่มเติม/แก้ไข
ส่วนที่ 6.2 แบบวัดความพึงพอใจของนักท่องเที่ยวต่อการให้บริการด้านต่างๆ		
มนุษย์สัมพันธ์ของเจ้าของบ้าน		
การมีธัชชาติไม้ตรีของเจ้าของบ้าน	/	
การมีโอกาสแลกเปลี่ยนความรู้กับเจ้าของบ้าน		เพิ่มคำว่าความคิดเห็นหลังความรู้
การให้บริการสถานที่พัก		
-การให้บริการที่พักของเจ้าของบ้าน	/	
-ความเป็นสัดส่วนของที่นอนนักท่องเที่ยว	/	
-ความสะอาดของเครื่องนอน	/	
-ความสะอาดของห้องน้ำ/ห้องสุขา	/	
-ความปลอดภัยในชีวิตและทรัพย์สิน	/	
การให้บริการอาหาร/เครื่องดื่ม		
-รสชาติอาหาร/เครื่องดื่ม	/	
-ปริมาณอาหาร/เครื่องดื่ม	/	
-ความสะอาด		เพิ่มเรื่องความสะอาดเข้ามา
ความเป็นระเบียบของชุมชน		
-ความเป็นระเบียบของชุมชน	/	
-ที่ทิ้งขยะ	/	
-ความสะอาดของชุมชน	/	
การให้บริการข้อมูลข่าวสาร		
-การบริการข้อมูลข่าวสารแก่นักท่องเที่ยว	/	
-การบริการนำเที่ยว	/	
-มัคคุเทศก์	/	
-ป้ายสื่อความหมาย	/	
การให้บริการทั่วไป		
-ของที่ระลึก	/	
-กิจกรรมการท่องเที่ยวที่มีในโฮมสเตย์	/	
-ค่าบริการที่เรียกเก็บจากนักท่องเที่ยว	/	
-ความเพียงพอของการให้บริการด้านต่างๆ	/	

APPENDIX E

ระเบียบการท่องเที่ยวเชิงอนุรักษ์ “บ้านเล็กในป่าใหญ่” บ้านแม่กำปอง หมู่ที่ 3 ต.ห้วยแก้ว กิ่ง อ.แม่ออน จ.เชียงใหม่ โทร.(053) 229526

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1.การเข้ามาเที่ยวแบบโฮมสเตย์ มีระเบียบดังนี้

- 1.1 ติดต่อแจ้งล่วงหน้าให้คณะกรรมการรับทราบก่อน (053 – 229526)
- 1.2 กรอกใบสมัครข้อมูลและชำระเงินค่าใช้จ่าย ก่อนเข้าพักอาศัย มีรายละเอียด คือ
 - ค่าอาหาร มื้อละ 50 บาท /คน
 - ค่าที่พักโฮมสเตย์ คืนละ 100 บาท/คน
 - ค่าบริการเจ้าของบ้าน วันละ 100 บาท /วัน
 - ค่าบำรุงกิจกรรมที่พาชม 100 บาท/คน
 - ค่าผู้นำเที่ยว กลางวันๆละ 200 บาท เลยเข้าถึงช่วงกลางคืน(กรณีพักในป่า) เพิ่มอีกคืนละ 100 บาท
 - ค่าเช่าเต็นท์รวมทั้งบำรุงสถานที่ 150 บาท /วัน แต่นำเต็นท์มาเองคิดค่าบำรุงสถานที่ 50 บาท/วัน
 - ค่าชมการแสดงและร่วมพิธีบายศรีสู่ขวัญ ชุดเล็ก ชุดใหญ่ ชุดละ 600-1,500 บาท/ครั้ง
 - ค่าชมการแสดงดนตรีพื้นเมือง ครั้งละ 1,000 บาท/ครั้ง
 - ค่าชมการแสดงศิลปการฟ้อนพื้นบ้าน(ฟ้อนเล็บ ฟ้อนเทียน) ครั้งละ 1,000 บาท
 - ค่าเช่าพาหนะ 100 - 1,000 บาท/วัน (ตามประเภทที่ใช้บริการ)

หมายเหตุ ทุกอย่างชำระเงินตามที่ท่านใช้บริการจริง เพราะกิจกรรมการท่องเที่ยวนี้เป็นของชุมชนต้องการให้มีการ กระจายรายได้ให้ชุมชนอย่างทั่วถึงและเป็นธรรมแก่ทุกฝ่าย

- 2.ให้ใช้ผู้นำเที่ยวของหมู่บ้าน เป็นมัคคุเทศก์ อัตรา 1 ต่อนักท่องเที่ยว 5 คน และใช้เส้นทางตามที่กำหนดไว้ ทั้งนี้ก็เพื่อป้องกันความปลอดภัย การพลัดหลง และคอยดูแลรักษาผลกระทบที่อาจจะเกิดกับธรรมชาติ
- 3.ตลอดเส้นทางไม่ทิ้งขยะโดยเด็ดขาด ให้นำไปทิ้งตามจุดที่กำหนดไว้
- 4.ไม่ยิงปืน ทำเสียงดัง เป็นการรบกวนสัตว์ป่า และนักท่องเที่ยวอื่น
- 5.ไม่ก่อไฟก่อนได้รับการอนุญาต และต้องดับสนิทเมื่อเสร็จภารกิจแล้ว
- 6.ต้องดับบุหรี่ให้สนิทก่อนทิ้งตามจุดที่กำหนดไว้

7. ไม่อนุญาตให้ขีดเขียน ทำสัญลักษณ์อื่นใดที่เป็นการทำลายธรรมชาติ และสภาพแวดล้อม
8. ไม่อนุญาตให้นำสิ่งของอื่นใดในป่าออกจากพื้นที่
9. พ่อค้าแม่ค้าที่นำของมาขาย ต้องเสียค่าบำรุงสถานที่ วันละ 20 - 100 บาท และต้องขายในจุดที่กำหนดให้ ตลอดทั้งดูแลความสะอาดในบริเวณของตนเอง
10. เก็บบัตรค่าบำรุงสถานที่ท่องเที่ยว เด็ก 5 บาท ผู้ใหญ่ 10 บาท
 - ค่าบริการห้องน้ำ 2 บาท / คน
 - บริการที่จอดรถ จักรยานยนต์ 5 บาท/คัน รถยนต์ 10 บาท/คัน
11. ไม่กระทำการอันใดที่ผิดจารีตประเพณีอันดีงามของท้องถิ่น
12. เมื่อนักท่องเที่ยวจะเดินทางกลับออกจากหมู่บ้าน ต้องได้รับการตรวจสอบเพื่อมิให้นำทรัพยากรธรรมชาติ หรือสิ่งอื่นใดออกจากพื้นที่ก่อนได้รับการอนุญาต
13. เพื่อความปลอดภัยของบุคคลนักท่องเที่ยว และทรัพยากรอันมีค่า ผู้ที่จะเข้ามาท่องเที่ยวในหมู่บ้านทั้งก่อนและเข้าและออกไปต้องได้รับการตรวจสอบซักถาม จากคณะกรรมการฯ ณ จุดด่านตรวจของหมู่บ้านก่อนทุกครั้ง
14. นักท่องเที่ยวทุกคนต้องช่วยกันเสียสละเงิน เพื่อเป็นการบำรุงรักษา และพัฒนาแหล่งท่องเที่ยวของหมู่บ้านให้ยั่งยืนต่อไป ตามอัตราค่าธรรมเนียมที่ประกาศไว้
15. ไม่ให้พกพาอาวุธต้องห้ามตามกฎหมาย
16. โปรดขับรถด้วยความเร็วไม่เกิน 35 กม./ชั่วโมง เนื่องจากถนนคดเคี้ยวและคับแคบ
17. ไม่กระทำการอันใดให้เป็นที่รบกวน ผู้คน นักท่องเที่ยว หรือสัตว์ป่าทุกชนิด
18. ไม่ทิ้งขยะเรี่ยราด
19. ไม่ประพฤติผิดศีลธรรม จารีตประเพณีอันดีงามของท้องถิ่น
20. การเดินทางท่องเที่ยวเข้าไปในเขตป่า ต้องมีคฤเทศก์ของหมู่บ้านนำไปทุกครั้ง
21. จัดตั้งร้านค้ารับประทานอาหารตามเขตบริเวณที่กำหนดเท่านั้น มิให้นำติดตัวเข้าไปกินในเขตหวงห้าม
22. การจัดทำธุรกิจท่องเที่ยวทุกชนิดขอสงวนสิทธิ์ ให้เป็นของหมู่บ้านเท่านั้น
23. การเข้ามาตั้งเต็นท์พักผ่อน เช่าบ้านพัก หรือพักแบบโฮมสเตย์ ในที่สถานที่ต่างๆ ต้องมาติดต่อคณะกรรมการฯ และต้องได้รับการอนุญาตก่อนทุกครั้ง

BIOGRAPHY

NAME	Mr. Chaiwatchara Promjittiphong
DATE OF BIRTH	24 January, 1978
PLACE OF BIRTH	Bangkok, Thailand
INSTITUTION ATTENDED	Srinakharinwirot University, 1997 – 2001 Bachelor of Art (Urban Community Development) Mahidol University, 2001 – 2005 Master of Science (Environmental Planning for Community and Rural Development)
HOME ADDRESS	1 / 198 Soi Athibet 4/1 Rattanathibet Village, Rattanathibet Rd., Bangrak – Pattana Sub-District, Bangbuathong District, Nonthaburi Province 11110 Thailand
E-MAIL	nid_noi24@yahoo.com