

as well as organizing or participating in activities was low. Therefore, as a result, the total mean represented the overall students' access on ecotourism information though people media was low at 1.50.

Table 6 Students' level of access to source of information on ecotourism by peer media

							(N = 170)
Ways of Access to Sources of Information	Levels of Access -----			Never	Mean (μ)	σ	Results
	High	Medium	Low				
Conversation medium	42 (24.9%)	45 (26.6%)	69 (40.8%)	13 (7.7%)	1.83	.83	
Training/Meeting/ Seminar/Observation/ Participating in activities	11 (6.6%)	12 (7.2%)	72 (43.4%)	71 (42.8%)	1.36	.68	low
Education	5 (3.0%)	22 (13.3%)	84 (50.6%)	55 (33.1%)	1.29	.55	low
	22 (13.3%)	30 (18.1%)	91 (54.8%)	23 (13.9%)	1.52	.75	low
Total mean					1.50	.59	low

Part 3 Attitude of Students toward Ecotourism

The figure from Table 7 shows that most students had a highest level of attitude on both the information that the exhaustibility of tourism resources effected by inappropriate uses (Item # 2), and the idea that the cooperation between government and private sectors was required to support stable ecotourism (Item # 10), with the mean value at 4.34 and 4.28 respectively. While, the lowest level of the students' attitude towards ecotourism (Mean = 3.14) was medium or moderate on the information that ecotourism management was a kind of investment with chances of