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PIYAPORN RATTANACHESADA : THE COMPARATIVE STUDY OF
TOURISTS' AND EXCURSIONISTS' BEHAVIORS ON ECOTOURISM AT KAENG
KRACHAN NATIONAL PARK. THESIS ADVISOR : TIPPAN NAVAWONGS, C.A.S.,
SIRICHAJ CHINATANGUL, Ph.D., VINAI VEERAVATTANANOND, Ph.D., 146 p. ISBN
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The objectives of this research were to compare tourists' and excursionists' behaviors on ecotourism at Kaeng Krachan National Park, and to test the association between tourists' and excursionists' behaviors on ecotourism and some factors such as age, occupation, educational level, information received, participation in environmental activities, levels of interest in environment and opinions on ecotourism. Data were collected by questionnaires from 100 subjects representing each group, and focus group discussion of 3 tourist groups and 3 excursionist groups.

The results showed that tourists' and excursionists' behaviors on ecotourism were significantly different at 0.05 level. The mean of tourists' behaviors was higher than the mean of excursionists' behaviors. Tourists' behaviors were more appropriate than excursionists' behaviors. Tourists' and excursionists' behaviors on ecotourism and related factors were significantly different according to information received from television radio and newspaper or magazine, participation in environmental activities, levels of the interest on environment and opinions on ecotourism at 0.05 level, but no statistical differences on other factors were found. The focus group discussions revealed that tourists' behaviors on ecotourism were more appropriate than excursionists' behaviors, which supported the results found from data analysis by using questionnaire.