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SAOWALUCK NAWAJAROENKUL : ECOTOURISTIC BEHAVIOR OF THE THAI TOURISTS AT SAI-YOKE NATIONAL PARK , KARNCHANABURI PROVINCE. THESIS ADVISOR : WILASINEE ANOMASIRI, B.Ed.,M.A., (ENVIRONMENT), PANNIPA BURAPPHACHEEP, LL.B. (2nd CLASS HONS), LL.M., PRAKAIRAT SUKUMALCHART, B.A.,M.S., 231 p. ISBN 974-589-906-2

Traveling in the past has been affected the natural resources. The attitude about ecotourism has been for the sustainable use of the tourist attractions. So the purposes of this research are to study the level of correct ecotouristic behavior of the Thai tourists at Sai -Yoke National Park , the factors which affect the ecotouristic behavior and the problems, obstacles and recommendations from the Thai tourists about ecotourism. The study was carried out by using both quantitative and qualitative research. The sample of quantitative research was 300 Thai tourists in Sai -Yoke National Park, with data collected by using questionnaires. The sample of qualitative research was 6 persons who the officers of government sector and private sector concerned with the tourism in Sai -Yoke National Park, with data collected by using in-depth interview.

The results of this research show that : 1) The level of correct ecotouristic behavior by the Thai tourists at Sai -Yoke National Park was at intermediate level ; 2) the results of ANOVA analysis indicate that age , level of education , value placed on environment and natural resources were significant factors which affected the ecotouristic behavior at the statistical level of 0.001. A average income per month , knowledge of ecotourism were significant factors which affected the ecotouristic behavior at the statistical level of 0.01, and occupations, purpose of traveling, information received about ecotourism were significant factors which affected the ecotouristic behavior at the statistical level of 0.05 .

The problems and obstacles are : 1) Most of the Thai tourists are not interested in the tourist attractions ; 2) have little consciousness of environmental conservation ; 3) have little knowledge of ecotourism ; 4) do not follow the rules of Sai -Yoke National Park ; 5) the rules of Sai -Yoke National Park are not enforced. Recommendations for this research are : 1) Organizations which are concerned with be made conscious of environment ; 2) should provide the knowledge of ecotourism to the tourists , the persons who are concerned with tourism and the public by using simple media which are easy to understand and perceive , such as television ; 3) should manage ecotourism ; 4) using the laws strictly for punishment of those who ruin nature ; 5) and also let the local people get involved in looking after the environment in Sai-Yoke National Park, such as local Non-government Organizations.