

Kanokwan Kaewuthai 2012: Experience – based Management of Community Based Ecotourism Sites. Master of Science (Parks, Recreation, and Tourism), Major Field: Parks, Recreation, and Tourism, Department of Conservation. Thesis Advisor: Assistant Professor Noppawan Tanakanjana Phongkhieo, Ph.D. 197 pages.

The objectives of this study were to study tourism pattern, desired recreation experience, actual experience and visitors' opinions toward site management, to compare desired experience and actual experience in visiting the community based ecotourism sites and to test the influence of actual experience and visitors's opinions toward site management with quality experience and need for revisit the sites. Questionnaires were used to collect data from 425 visitors to 4 community based ecotourism sites including Nongmaena, Prednai, Zazom and Leeled communities. The survey data were analyzed by descriptive statistics, factor analysis, analysis of variance and multiple regression analysis.

The study found that most visitors had no past experience in visiting the community based ecotourism sites. Getting nice weather was their most important desired experience and actual experience. The factor analysis grouped desired experience into 6 groups and actual experience into 5 groups. The analysis of differences between desired experience and actual experience found that 13 pairs from 30 pairs of recreation experiences were significantly different. Analysis of variance found that the desired experience and actual experience visitors gained from each community were significantly different in 4 experience groups. Actual experience and visitor's opinions significantly influenced quality experience and need for revisit the sites of visitors ($F=12.380$; $P\text{-value} = 0.000$; $R^2 = 0.152$ and $F = 6.841$; $P\text{-value} = 0.000$; $R^2 = 0.090$, respectively).

Student's signature

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