

Ratchaneewan Chamchote 2011: Evaluation of Community-based Ecotourism Management at Klong Rua Village, Chumphon Province. Master of Science (Resource Management), Major Field: Resource Management, Interdisciplinary Graduated Program. Thesis Advisor: Associate Professor Patsi Prasomsin, Dr.rer.nat. 129 pages.

The objectives of this study were to study the economic and social conditions, determine indicators and evaluate the community-based ecotourism management at Klong Rua Village, Chumphon Province with questionnaire survey of 89 households, in-dept interviews of the members of Klong Rua community-based ecotourism committee, and 10 resource persons were employed, as ecotourism management experts in the study. The researcher first determined preliminary indicators from the four components of community-based concept for ecotourism management. The weighting scores of indicators were ranked from 1 to 5, the lowest importance to the highest. The indicators and their weighting scores were then evaluated and revised by 10 resource persons. The data were analyzed using descriptive statistics in terms of percentage and arithmetic mean. The weighting score method was applied to evaluate the community-based ecotourism management. The rating score of each indicator was given from 0 to 5, the lowest effectiveness of ecotourism management to the highest.

The study found that the educational level of the most members of Klong Rua Village was at elementary education. Agriculture was their main occupation while ecotourism was minor occupation with the proportion of 100.0 and 62.9 percent respectively. The average annual household income was ranked from 100,001 to 200,000 baht. The members of Klong Rua Village intend to participate in and have concern with ecotourism management. Concerning indicators for evaluating the community-based ecotourism management, the highest score indicators from four components of community-based concept for ecotourism management at Klong Rua Village, Chumphon Province were selected as follows: sustainable use of natural resources and environment, maintenance natural and unique characteristics of site, avoidance of activities disturbing natural resources and environment, and allocation of benefits to community members. The evaluation found the overall of community-based ecotourism management of Klong Rua Village was high with the evaluation score of 4.18.

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Thesis Advisor's signature