Chatuphon Sawasdee 2011: The Analysis of Bird Conservation Behavior of Local People in the Communities around Khao Sam Roi Yot National Park. 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. 125 pages.

The objectives of this research were to study bird conservation behavior of local people in the communities around Khao Sam Roi Yot National Park and to determine factors influencing that behavior. The local people were surveyed by using designed questionnaire and 297 people participated in the survey. The survey data was analyzed by using descriptive statistics, correlation analysis and multiple regression analysis.

The study results revealed that the local people's average score of bird conservation behavior was good. Correlation analysis found 5 independent variables from 8 variables significantly correlated to intention. These include attitude toward bird conservation behavior ($r = 0.48$, P-value = 0.00), subjective norm ($r = 0.24$, P-value = 0.00), perceived behavioral control ($r = -0.24$, P-value = 0.00), knowledge toward bird conservation behavior ($r = 0.30$, P-value = 0.00), and educational background ($r = -0.19$, P-value = 0.00). However, multiple regression analysis found only 4 independent variables significantly influenced the intention and accounted for 37.00% of variances in the intention (F = 21.02, P-value = 0.00, $R^2 = 0.37$). These include attitude toward bird conservation behavior (beta = 0.41, P-value = 0.00), perceived behavioral control (beta = -0.32, P-value = 0.00), subjective norm (beta = 0.017, P-value = 0.00), and educational background (beta = 0.13, P-value = 0.01). Moreover, there were no independent variables significantly influenced bird conservation behavior (F = 1.65, P-value = 0.12, $R^2 = 0.04$).

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