

Suttinee Pornpunpaibool 2011: Local National Park Conservation Committee's Opinions Toward The Outreach Programme of Obluang National Park, Chiang Mai. Master of Science (Parks, Recreation, and Tourism), Major Field: Parks, Recreation, and Tourism, Department of Conservation. Thesis Advisor: Assistant Professor Dachanee Emphandhu, Ph.D. 174 pages.

The objectives of this research were to study types of the outreach programs provided by Obluang National Park, opinions of Local National Park Conservation Committee (LNPCC) on the outreach programs provided by Obluang National Park, and factors related to the opinions on the outreach program. Questionnaire was employed with simple random sampling technique to collect data from 170 members of the LNPCC living in and around Obluang National Park. Data was analysed by descriptive statistics, t-test and F-test for hypothesis testing at statistical significance level of .05.

The results showed that the outreach programme of Obluang National Park had 3 components 1) the public relations, 2) the participation of local people, and 3) the services provided to help and facilitate local people welfare upon requested during public relation and people participation tasks. Majority of LNPCC tended to agree with the outreach programme at high level with average score of 4.02 out of 5. The LNPCC also ranked the highest score at 4.29 on roles of the LNPCC on outreach programme and the lowest on the outreach programme steps and process at score 3.78. For the hypothesis testing, the results showed that there were 4 variables that constituted differences in LNPCC' opinions toward the outreach programme of Obluang National Park. Those variables included age ($F=3.971$; $Sig=0.021$), income ($F=4.091$; $Sig=0.018$), reason of being the LPCC ($F=2.853$; $Sig=0.039$), and length of being the LNPCC ($F=2.532$; $Sig=0.023$).

Student's signature

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