

Puttarat Sookpongthai 2007: Agrotourists' Opinions to the Service of Agrotourism in Chanthaburi Horticultural Research Center. Master of Science (Agricultural Extension), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Associate Professor Somsri Pattaratuma, M.S. 137 pages.

The objectives of this research were to study basic information of the tourists visited Agro-touring places of Chanthaburi Horticultural Research Center, their opinions to the services, including their problems and suggestions. The data were collected from 315 tourists by using questionnaire and statistically analyzed by computer for percentage, arithmetic mean and t-test.

The results were revealed that 59.40 % of the tourists were female, with the average age of 19.31 years, 34.60 % obtained junior high school, 80.30 % being student/college student, 70.80% living in Chanthaburi Province.

For their opinions, it was shown that the tourists were most satisfied with the 5 agro-touring places, which were fragrant tree garden, walking pathway along the Canal Samet, various variety of durian orchard, salacca longkong lugu orchard and rambutan orchard. And they also revealed that the agro-touring places were most useful and application. Besides, it was found that the agricultural product shop and toilets were also most satisfied. For their problems, they were lack of convenience and safety of the walking pathway along the Canal Samet. So they suggested to improve the condition of the agro-touring environment.

The hypotheses were proved that the tourists with different gender, age, education level, occupation and domicile had different opinions, usefulness and application of some items of the agro-touring places statistically significant at the level of .05.

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Thesis Advisor's signature

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