

Petcharat Sittirak 2010: Tourists' Opinions on Readiness of Ko Kred for Tourism Attraction, Nonthaburi Province. Master of Science (Agricultural Extension), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Associate Professor Savitree Rangsihaht, Ph.D. 93 pages.

The objectives of this research were to study socio-economic factors, tourists' opinions on readiness of Ko Kred for tourism attraction, differences in tourists' opinions on readiness of Ko Kred for tourism attraction due to socio-economic differences including problems, constraints and suggestions. Population was tourists at 6 tourism attraction in Ko Kred. Data were collected from 381 samples by using interview schedule and data was statistically analyzed by percentage, arithmetic mean and t-test.

Research results revealed that 59.8% were females. The average ages were 30.89 years old, completed Bachelor degree (53.6%), resided at the province in the greater Bangkok (50.2%), employed by the private company (40.2%) and had been in Ko Kred 3 times on average.

For opinions on readiness illustrated that 6 Small and Micro Community Enterprise (SMCE) for tourism attraction were ready for their physical settings, products, personnel, infrastructure and service for tourism at the high level. SMCE of felicitous dessert were ready for its products at the very high level (mean=4.24). Problems of Ko Kred for tourism attraction were that product packing was not attractive (16.3%) and the roads to the tourism attraction were inconvenience (11.5%). Suggestions included having attractive packing by using natural products (6.6%) and having billboards to publishing tourism attraction (2.1%). Besides, problems of readiness of Ko Kred for infrastructure and service for tourism were lack of billboard for illustrating tourism locations (18.6%), inadequate toilets (13.9%) and lack of brochures for public relation (4.5%).

The hypotheses proved that tourists with different educational level, residence and experience on Ko Kred for tourism had different opinions on readiness of Ko Kred for tourism attraction at 0.01 level of significance.

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Student's signature

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Thesis Advisor's signature