

Kobchai Lorpenphob 2006: Tourism Company Administrators' Opinions on Agro Tourism Management. Master of Science (Agriculture), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Associate Professor Somsri Pattaratuma, M.S. 187 pages  
ISBN 974-16-2760-2

The objectives of this research were to study basic information of the Tourism Company administrators, their opinions on agro tourism management, including their problems and suggestions. The data were collected from 119 administrators by using mailed questionnaires, and statistically analyzed for percentage, arithmetic mean and t-test.

The results were revealed that 68.1% of the studied administrators were male, with the average age of 40 years, 58.8% obtained bachelor's degree, 34.5% having less than 5 years of working experience, 42.0% being managers, 91.6 % having English language ability. For the Tourism Company information, it was shown that 43.7% being less than 4 years of establishment, the average number of company employees and guides were 14 and 11 persons respectively. It was also found that tourism management was planned, domestic and foreign traveling schedule were set by using evaluated results, and also doing evaluated for Tourism Company management.

According to the administrators' opinions, it was clear that they most agreed that the ready agro tourism places needed to have expert farmers to transfer knowledge and technology to tourists clearly. Their problems were unreadiness of the agro tourism places, and lack of public relations. They also suggested that agro tourism public relations should be increased and readiness of agro tourism places should be developed every aspect.

The hypotheses were proved that Tourism Company administrators with different sex, age, educational level and working experience had some different opinions on agro tourism management statistically significant at the level of .05 and it was found that administrators of Tourism Company with different established time, number of employees and guides had also same different opinions statistically significant at the level of .05

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Student's signature

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