

**TOURIST'S BEHAVIOR IN ECOTOURISM ATTRACTION,
CASE STUDY IN KHAO SAM ROI YOT NATIONAL PARK,
PRACHUAPKHIRIKHAN PROVINCE**



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**TOURIST'S BEHAVIOR IN ECOTOURISM ATTRACTION, CASE STUDY IN
KHAO SAM ROI YOT NATIONAL PARK PRACHUAPKHIRIKHAN PROVINCE.**

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SHUTIMA SAENGERN, M.A., Ed.D.**ABSTRACT**

The objectives of this research were to determine the levels of tourist's behavior and other factors affecting participation including, problems, obstructions, and approaches to the tourist's behavior in Khao Sam Roi Yot National Park. Data were collected by questionnaires from 306 Thai tourists, 15 years of age and up whom visiting in Khao Sam Roi Yot National Park. The people for qualitative research comprised the officers in Khao Sam Roi Yot National Park and businessmen outside The National Park. Data were collected by in-depth interviews. Data analysis was by descriptive statistics such as mean, percentage, standard deviation, T-Test analysis, and One-way analysis of variance.

The results of this study found that the tourist's behavior in the ecotourism attraction in Khao Sam Roi Yot National Park was at a moderate level. Factors affecting the tourist's behavior in the ecotourism attraction in Khao Sam Roi Yot National Park were age, occupation, average income, home, traveling size, education level, knowledge about ecotourism, and value placed on natural resource and environment. These factors were at a 0.05 level of significance. Sex, education level, perception of ecotourism and joining with activities about environment did not affect the tourist's behavior in Khao Sam Roi Yot National Park. The qualitative study found that inadequate service personnel significantly affected tourists' behavior at Khao Sam Roi Yot National Park. The Park should develop plans to improve tourist's security and infra-structure to support tourists. The important thing is to spread the knowledge about ecotourism and knowledge about tourism attraction in Khao Sam Roi Yot National Park to more people especially youth as much as possible.

One of the recommendations was to seize good behavior groups as models for implement. The government sectors that were involved in ecotourism such as Ministry of Education, Natural Park, Wildlife and Plant Conservation Department, The Tourism Authority of Thailand, and Local Administration Authority should cooperate more on planning and policy for ecotourism to keep Khao Sam Roi Yot National Park an ecotourism attraction forever.

**KEY WORDS : BEHAVIOR/NATIONAL PARK/ ECOTOURISM/TOURIST
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บทคัดย่อ

การศึกษานี้ มีวัตถุประสงค์เพื่อศึกษาระดับของพฤติกรรมนักท่องเที่ยว ปัจจัยที่มีผลต่อพฤติกรรม
 การท่องเที่ยว รวมทั้งสภาพปัญหา อุปสรรคในการท่องเที่ยวของนักท่องเที่ยวในเขตอุทยานแห่งชาติเขาสามร้อย
 ยอด จังหวัดประจวบคีรีขันธ์ ทำการเก็บรวบรวมข้อมูลโดยใช้แบบสอบถาม กับกลุ่มตัวอย่างนักท่องเที่ยวชาว
 ไทย จำนวน 306 ตัวอย่างนอกจากนั้นได้ทำการศึกษาเชิงคุณภาพโดยใช้เทคนิควิธีการสัมภาษณ์แบบเจาะลึก กับ
 เจ้าหน้าที่และพนักงานของทางอุทยานแห่งชาติเขาสามร้อยยอดและผู้ประกอบการบริเวณภายนอกพื้นที่อุทยาน
 แห่งชาติเขาสามร้อยยอด นำข้อมูลที่ได้มาวิเคราะห์โดยใช้สถิติ อัตราส่วนร้อยละ ค่าเฉลี่ยเลขคณิต ค่าเบี่ยงเบน
 มาตรฐาน สถิติทดสอบทีและการวิเคราะห์การผันแปรทางเดียว

ผลการศึกษา พบว่า พฤติกรรมของนักท่องเที่ยวต่อแหล่งท่องเที่ยวเชิงนิเวศ ในเขตอุทยานแห่งชาติเข
 สามร้อยยอด อยู่ในระดับ ปานกลาง ปัจจัยที่มีผลต่อพฤติกรรมของนักท่องเที่ยวต่อแหล่งท่องเที่ยวเชิงนิเวศ ในเขต
 อุทยานแห่งชาติเขาสามร้อยยอดได้แก่ อายุ อาชีพ รายได้เฉลี่ยต่อเดือน ที่อยู่ปัจจุบัน ขนาดของกลุ่มเดินทาง
 ลักษณะของกลุ่มบุคคลที่ร่วมเดินทาง วัตถุประสงค์หลักในการเดินทาง ความรู้เกี่ยวกับการท่องเที่ยวเชิงนิเวศ และ
 การให้คุณค่าต่อสิ่งแวดล้อมและทรัพยากรธรรมชาติ โดยปัจจัยดังกล่าวมีผลต่อพฤติกรรมนักท่องเที่ยวของ
 นักท่องเที่ยวอย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05 ส่วน เพศ ระดับการศึกษา การรับรู้ข่าวสารเกี่ยวกับการ
 ท่องเที่ยวเชิงนิเวศ และการเข้าร่วมกิจกรรมเกี่ยวกับสิ่งแวดล้อม ไม่มีผลต่อพฤติกรรมนักท่องเที่ยวของ
 นักท่องเที่ยวอย่างมีนัยสำคัญทางสถิติ และจากการศึกษาเชิงคุณภาพ ด้วยเทคนิควิธีการสัมภาษณ์แบบเจาะลึก ผล
 การศึกษาพบว่า อุทยานแห่งชาติเขาสามร้อยยอด ยังขาดแคลนบุคลากรที่จะให้บริการแก่นักท่องเที่ยว และต้องทำ
 การปรับปรุงเรื่องความปลอดภัยของนักท่องเที่ยวเมื่อเดินทางท่องเที่ยวในเขตอุทยานแห่งชาติเขาสามร้อยยอด
 ปรับปรุงสาธารณูปโภคสาธารณูปการให้เพียงพอที่สามารถรองรับนักท่องเที่ยวได้ และสิ่งที่สำคัญคือการ
 ประชาสัมพันธ์เผยแพร่ความรู้เกี่ยวกับการท่องเที่ยวเชิงนิเวศ และความรู้เกี่ยวกับสถานที่ท่องเที่ยวภายในอุทยาน
 แห่งชาติให้มากขึ้นด้วย เพื่อเป็นประโยชน์ในการปฏิบัติตัวอย่างถูกต้องเหมาะสมของนักท่องเที่ยว

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 กลุ่มของเยาวชน ที่มีอายุน้อย และควรส่งเสริมสนับสนุนกลุ่มที่มีพฤติกรรมเหมาะสมดี เช่นกลุ่มเกษตรกร กลุ่ม
 ผู้ใหญ่ เพื่อให้เป็นตัวอย่างในการปฏิบัติต่อไป และหน่วยงานราชการที่เกี่ยวข้องกับการท่องเที่ยวเชิงนิเวศ ได้แก่
 กระทรวงศึกษาธิการ กรมอุทยานแห่งชาติสัตว์ป่าและพันธุ์พืช การท่องเที่ยวแห่งประเทศไทย และองค์การบริหาร
 ส่วนตำบล ควรร่วมมือกันเพื่อวางแผนและนโยบายการท่องเที่ยวเชิงนิเวศเพื่อให้อุทยานแห่งชาติเขาสามร้อยยอด
 เป็นแหล่งท่องเที่ยวเชิงนิเวศที่สมบูรณ์ต่อไป

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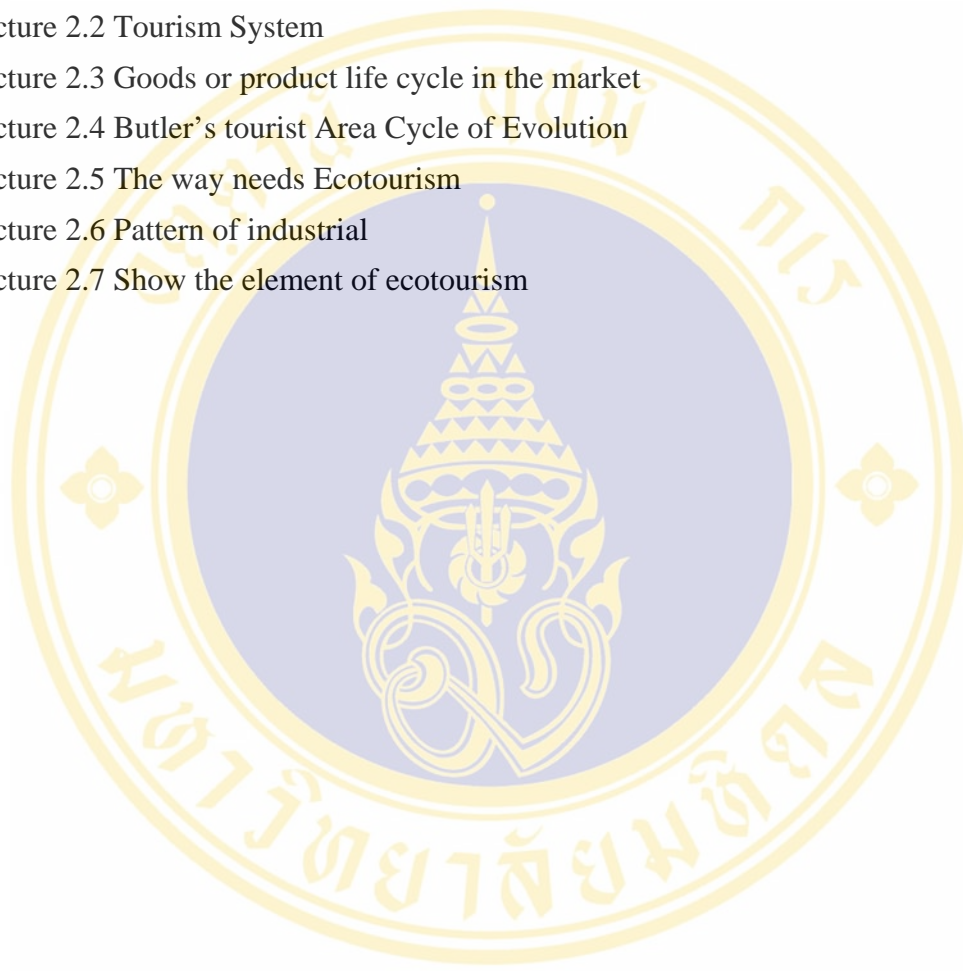
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CHAPTER 1 INTRODUCTION

1.1 Introduction

It is a blessing that Thailand is located in the prime location for tourism, in terms of natural attractions, culture and historical sites, which reflect the glory of the Thai civilization. Therefore, there are a great number of foreign and Thai tourists visiting Thailand each year and the number of tourists has shown tendency to rise continuously.

Tourist industry has an one-side-serve kind industry that is significant which, there is the character of the procedure produces like the general industrial. (King Monkut's Institute of Technology, 2838) as follows:-

1. Factory ,for example, the area that a tourist travels to come to visit , be the area where come-in can arrive at ease, having the place rests and services that being convenient for resting
2. Raw material, for example, tourism resources that induce tourists to visit.
3. The Infrastructure's investment, such as, road, electricity, water supply, and others. There is an investment in many facilities, such as, accommodation, restaurant and park, etc.
4. Using labor for building the public utilities, goods' production, and service.
5. Productivity, for example, business services which comprises of tourism industry, such as, hotel, restaurant, Tourist Company, etc.
6. Sale Promotion, there is advertisement to push the productivity's demand both domestic and international.

The tourism investment is low at cost with high expectation to gain high revenue in short-term. As long as, the raw material of the tourist industry still is

worthy for contentment to a tourist, the tourism industry is still rising continuously. Therefore, tourism development is based on a good planning and administration, prepare physical readiness of the tourist attraction with the full support of information and public relation. Just lack of some readiness in other factors will reflect tourist resources in long term.

Throughout the past couple years. The Government has attached importance to the development of tourism as seen in the sustainable development policy aiming to:

1. Correct the Balance of Payment in favor.
2. Distribute income to local areas and the establishment of a tourism development network.
3. Conserve and protect natural resources, environment, art and cultural, customs and traditions, ancient way history remains, that benefit to the social development.

Thailand has achieved great success in terms of revenue earning from tourism and tourism development as well. The revenue earned from tourism became the highest among other exports. There is a strong tendency to lead the foreign currency to the country that has earned more than million hundred thousands baht to circulate within country. Being a tool to spread income, the civilization to the provincial by increasing employment and occupation to the local community, this has good effects to the economy and the society of the Country.

Because of environmental repercussions, the attempt was made to put together the expensive lessons learned and come up with a concept of a sustainable development plan.

On the other hand, the rapid growth of the tourism industry has resulted in the deterioration of the environmental condition of the country's tourism resources, especially in waste and disposal management and negative attitude toward the tourism industry by the general public. Then, problems have been arising in opposite directions between environment natural conservation and the social development. (Tourism Authority of Thailand, 2538:6)

The concept of sustainable tourism has focused on the management of the entire tourism industry in order to bring it in line with the global trend toward sustainable development. Besides other forms of tourism in Thailand, the ecotourism has emerged as a strategy of sustainable tourism management in natural areas. It emphasized on nature-based low impacts tourism activities, benefit distribution to local communities, and nature education and interpretation as fundamental tourism experiences.

An issue of particular concern is the coordination between the Government and the local people to raise awareness on the safety of tourists and their non-exploitation.

The idea of the tourism aforementioned straight with English word that “Sustainable Tourism, Green Tourism, Bio Tourism” but the most well known wording is “Ecotourism”

Ecotourism is responsible travel in areas containing natural resources that possess endemic characteristics and cultural or historical resources that are integrated into the area’s ecological system. Its purpose is to create awareness among all parties concerned of the need for and the measures used to conserve ecosystems and as such are oriented towards community participation as well as the provision of a joint learning experience in sustainable tourism and environmental management.

The subject of ecotourism was then taken into consideration. The Tourism Authority of Thailand, as the responsible agency, pushed for the study projects for development of guidelines for appropriate ecotourism management in Thailand which can be considered as the start point of the ecotourism development in Thailand.

The prevailing situation has aroused great awareness among many agencies from the public and private sectors to take actions to achieve appropriate ecotourism development.

Ecotourism is now popular to be one of the ways to solve Tourism problem about increasing country’s income on the dilapidation of the environment of tourist

attraction. The definition of Ecotourism is” the travel goes to visit tourist nature attraction , aiming to learn the culture and the history with carefulness that not change or destroy the ecology, meanwhile, giving the Economic opportunity to benefit the locality from Natural conservation. (Yuvadee Nirattakun, 2538:52)

From Assessment of Ecotourism Site Potential project found that Prachuapkhirikhan is a province where has readiness to have tourist attraction’s development, and have the high efficiency to support tourist according to the Provincial Tourism of National Ecotourism Action Plan (2002-2006).

Its objective is to assess the potentiality of ecotourism sites in Thailand in terms of its resource attraction and other four aspects of management capabilities in response to ecotourism principles: facilities and services, interpretation and awareness building, environmental and socio-economic impact control, and local community involvement and benefit distribution.

Ecotourism is a form of sustainable tourism which plays significant role in the overall travel industry of the country in terms of economy, environmental conservation and boosting the living standard of local people in the nearby areas of tourism attractions.

For this reason, the Committee for Ecotourism Promotion and Development sees the necessity to set the certain action plans for ecotourism development especially in Prachuapkhirikhan about the careful management of natural resources. The event is of great importance as the international community has paid greater attention to the course of environmental and cultural protection.

The plans are expected to be the guidelines for relevant agencies and the local communities to implement properly and lead to cooperation among each other in order to bring the efficiency and reach maximum mutual benefits.

Khao Sam Roi Yot National Park located in the west of Thai Gulf, in the territory of Kuiburi District, Sam Roi Yot Sub District, Prachuapkhirikhan Province. Khao Sam Roi Yot National Park is Thailand’s first coastal National Park in 1996, covering the area of approximately 98.8 sq.kms. The landscape is high steep limestone

mountains by the beautiful coast, matching with plain area stand by the sea, which are marshy beach and shallow sea pond that attract the tourist to visit.

In order to avoid the problem that might occur, we have to realizing the impact on culture; for instance, avoiding to cause cultural disintegration by behaving in accordance with the local culture, by presenting the genuine culture to tourists, being aware of accurate knowledge with approval of the local community, and particular rules of behavior within the framework of culture and rites; in addition, inappropriateness in the change of the culture and rites to suit the marketing directions, or only to please tourists.

In this case, the researcher was interested to study about the Tourist Behavior in Khao Sam Roi Yot National Park. The objective of this research aims to study the tourist's behavior to improve and development the trouble to meet the ecotourism plan.

Table 1.1 Khao Sam Roi Yot national Park's Tourists (2543-2546)

	Thai Tourist (pax.)	Foreign Tourists (pax.)	Total (pax.)
2543	65,887	25,246	91,133
2544	80,936	6,465	87,401
2545	68,402	14,283	82,685
2546	74,606	12,873	87,479

Source: National park, Wildlife and Plant Conservation, 2003

1.2 Learning Objective

1. Evaluating the level that affect Tourist behavior in eco travel to Khao Sam Roi Yot National Park.
2. Evaluating the main factors that affect Tourist behavior in traveling and tourism to tourist attraction in Khao Sam Roi Yot National Park.
3. To study problem and obstacle of Ecotourism to Khao Sam roi Yot National Park.

1.3 Concept Definition

This case study was aiming to study about Tourist's behavior to ecotourism attraction in Khao Sam Roi Yot National Park. Evaluated from 306 of Thai tourists that visit Khao Sam roi Yot National Park in period of June- July 2005.

1.4 Research's Definition

Tourist: Thai Population aged older than 15 years old, which came to visit in Khao Sam Roi Yot National Park, Prachuapkirikhan province.

Ecotourism: is responsible to travel in areas containing natural resources that possess endemic characteristics and cultural or historical resources that are integrated into the area's ecological system. Its purpose is to create awareness among all parties concerned of the need for and the measures used to conserve ecosystems and as such are oriented towards community participation as well as the provision of a joint learning experience in sustainable tourism and environmental management with satisfaction results.

Tourist Behavior: is Tourism activity to carry out in a relatively undisturbed natural setting. Negative impacts of tourism activity are minimized to conserve natural and cultural heritage of Khao Sam Roi Yot National Park.

All actively involves with local community's rules in the process, providing benefits to them by contributes to sustainable development.

Education/appreciation/interpretation component (of both natural and cultural heritage) must be present.

Ecotourism attraction: is Khao Sam Roi Yot National Park, Pra Chuab Khiri Khan

Monthly income: is monthly salary or net income before expenses.

Residential area: is present residence by form into groups to follow the system of the Department of Local Administration.

Grouping size: The quantitative tourist members in one group to Khao Sam Roi Yot National Park, Prachuabkhirikhan province.

Tourist Categories: mean, a kind of the group travels in Khao Sam Roi Yot National Park, by divided to each category as travel alone, with friend/ relative/ family, local groups guide/ Tour Group, travel with company/ institute/ organization / foundation /temple or travel with seminar or training group, etc.

Travel Motivation: The reason of the main factors that affect tourist behavior in travel and tourism, such as leisure, cousin visit, camping, seminar, religion etc.

Ecotourism facts : This concept emphasizes the experiences visitors should receive a fact or necessary information about the concept , knowledge of sustainable Ecotourism from research, observation, the experience take keep the memory then to apply the benefit of their travel in future.

Ecotourism acknowledgement: All the organizations concerned have to promote education by disseminating weekly information and understanding in ecotourism through various media, both inside and outside the formal education system to the youth, people in general, and community leaders.

Environment activity participation: Tourism enterprises may be organized into the form of a club, an organization, or a co-op to collaborate in mapping the recommendations of development and conservation, as well as to strengthen the power in marketing negotiations, also including the number of participation of that tourist.

Environment and natural resources respectively: Pay attention to develop a sustainable tourism industry, to maintain a healthy natural and social environment and to foster self-reliance of local communities.

1.5 Research factors

1. Independent Variables is comprising of

- **Tourist Individual Factors** such as age, gender, occupation, education, Monthly income, location address.

- **Tourist styles** such as grouping size, tourist group’s personality, tourism Objective.
- **Motivation factor**
Such as Ecotourism knowledge, ecotourism acknowledgement, environment activity’s participation and environment and natural resources’ respectfully.

2. Dependent Variables

Tourist behavior in Khao Sam Roi Yot National Park

1.6 Varieties and evaluation

1. Independent Variables

Individual factor

- Age
- gender
- Occupation
- Education
- Monthly Income
- Location Address

Evaluation

- Group/ period
- Group
- Group
- Group
- Group/ Period
- Group

Tourism styles

- Grouping size
- Tourist group’s personality
- Tourism objective.

- Group
- Group
- Group

Motivation factor

- Ecotourism knowledge
- Ecotourism acknowledgement
- Environment activity’s participation
- Value placed on natural resource and environment

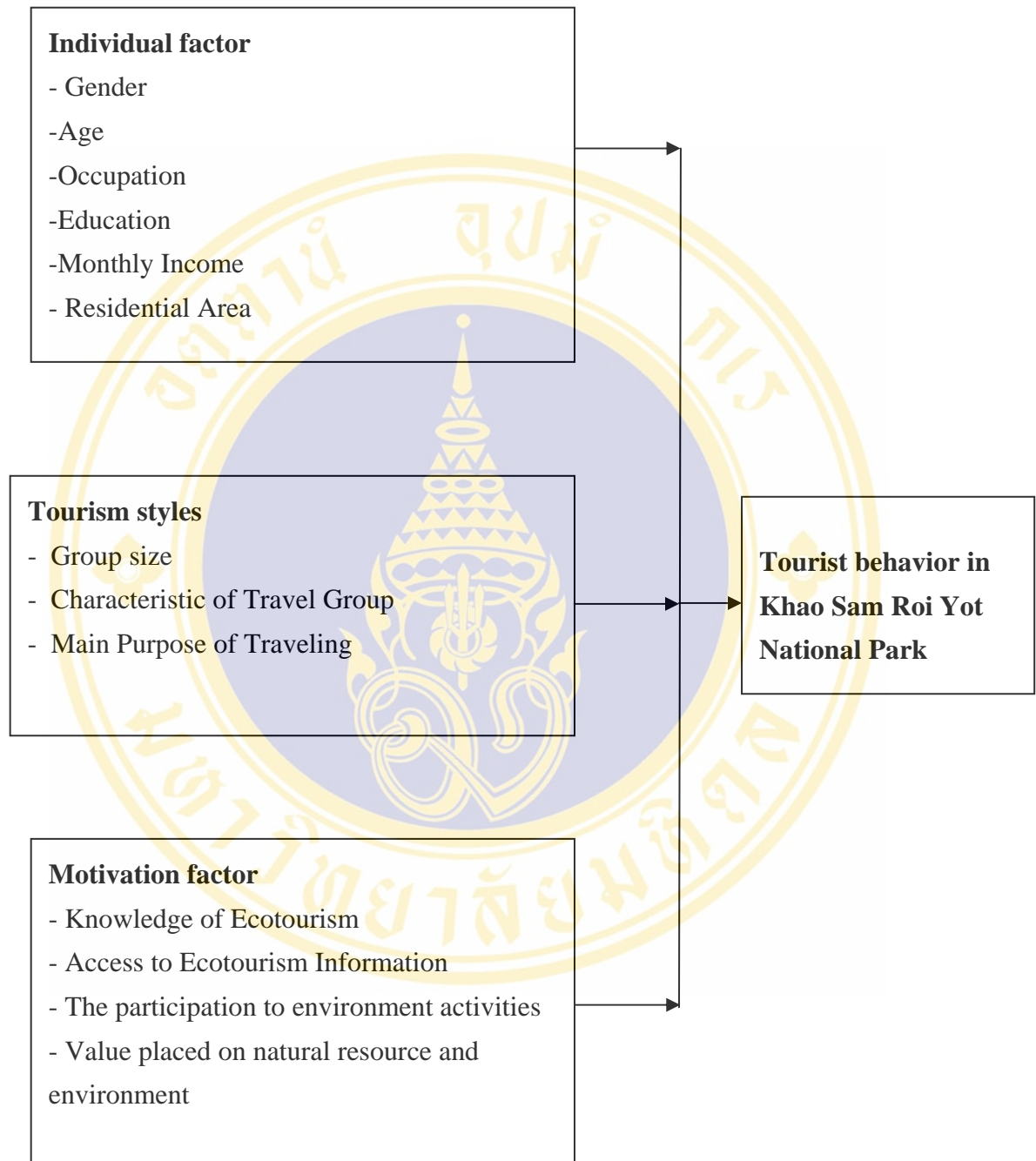
- Group/Period
- Group/Period
- Group
- Group/Period

2. Dependent Variables

Tourist’s behavior in Khao Sam Roi Yot National Park

Group/Period

1.7 Concept Definition



1.8 Research hypothesis

1. Tourist in Khao Sam Roi Yot National Park had moderate behavior.
2. The different individual factors affect the ecotourism behavior, as follows:-
 - 2.1 Different gender has different way of Ecotourism behavior
 - 2.2 Different age has different way of Ecotourism behavior
 - 2.3 Different occupation has different way of Ecotourism behavior
 - 2.4 Different education has different way of Ecotourism behavior
 - 2.5 Different monthly income has different way of Ecotourism behavior
 - 2.6 Different location address has different way of Ecotourism behavior
3. The different Tourist styles affect the ecotourism behavior, as follows:-
 - 3.1 Different Group size has different way of Ecotourism behavior
 - 3.2 Different tourist group's personality has different way of Ecotourism behavior.
 - 3.3 Different tourist objective has different way of Ecotourism.
4. The different Motivation factors affect the ecotourism behavior, as follows:-
 - 4.1 Different Ecotourism knowledge has different way of Ecotourism behavior
 - 4.2 Different Ecotourism acknowledgement has different way of Ecotourism behavior.
 - 4.3 Different Environment activity's participation has different way of Ecotourism behavior.
 - 4.4 Different environment and natural resources' respectfully has different way of Ecotourism.

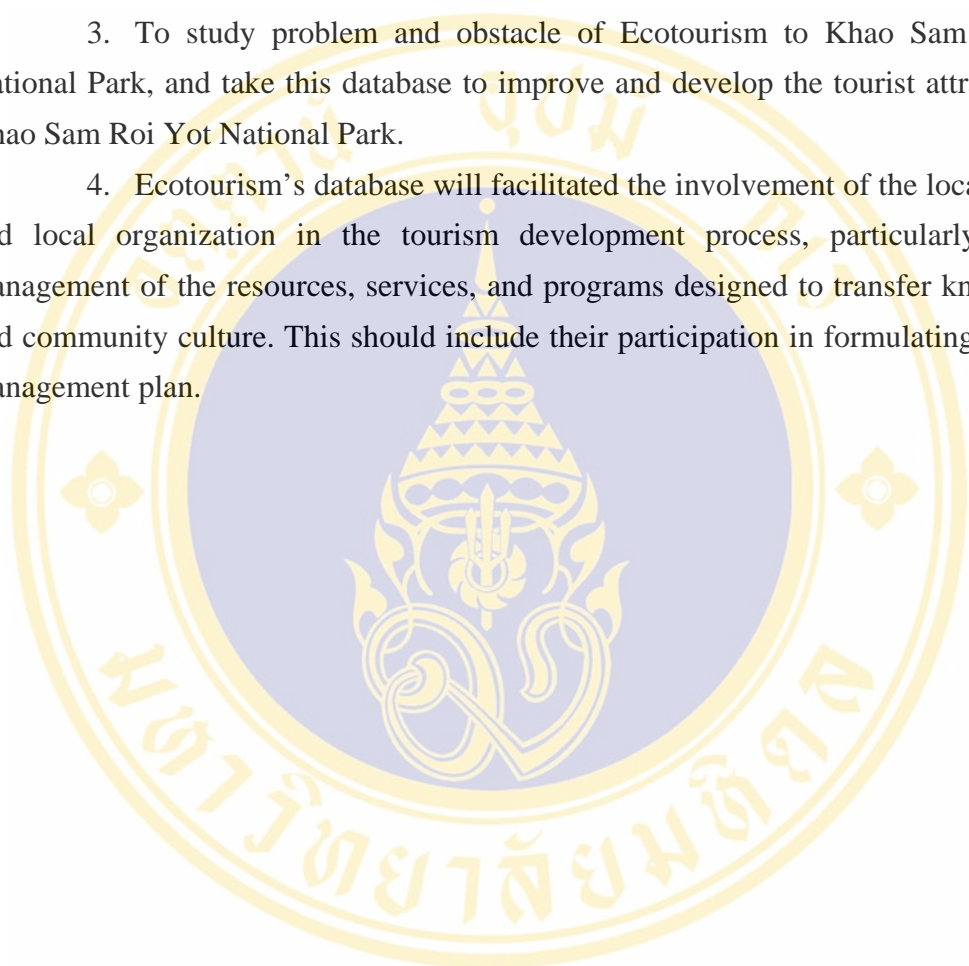
1.9 The benefits of research

1. Evaluating the level of Tourist behavior in eco travel to Khao Sam Roi Yot National Park.

2. Evaluating the main factors that affect Tourist behavior in travel and tourism to tourist attraction in Khao Sam Roi Yot National Park.

3. To study problem and obstacle of Ecotourism to Khao Sam roi Yot National Park, and take this database to improve and develop the tourist attraction in Khao Sam Roi Yot National Park.

4. Ecotourism's database will facilitated the involvement of the local people and local organization in the tourism development process, particularly in the management of the resources, services, and programs designed to transfer knowledge and community culture. This should include their participation in formulating tourism management plan.



CHAPTER 2

LITERATURE REVIEW

Tourist's Behavior in Ecotourism Attraction, Case Study in Khao Sam Roi yot National Park Prachuapkhirikhan Province consisted of many items as follows:

- 2.1 Concept of Behavior
- 2.2 Concept of Tourism
- 2.3 Concept of Ecotourism
- 2.4 Related ecotourism policy and ecotourism plan
- 2.5 Related Researches
- 2.6 Related variables
- 2.7 Study Area Data

2.1 Concept of behavior

2.1.1 The meaning of Behavior

Longman Dictionary (Robert M. Goldenson 1984: 90) had given the definition of the behavior as an action or psychological response of each individual. It was the Relationship between internal and external stimulus factors including activities or actions conducted for certain purposes and those activities or actions could be abserved. The acts or activities had been scrutinized before taking actions including the actions or activities that had been unconsciously acted.

Munn (Munn 1972:5) had given the definition of behavior as follows: Behavior meant the human beings' activities or actions, which had been conducted.

Prapapen Suwan (1983:15) and Chaiporn Wichawut (1980:1) had similar concepts as Munn's. They explained that behavior was actions or activities of human intentionally or not. Behavior included actions that other people might see or might not see such as walking, speaking, listening, understanding, thinking, to be angry, rhythm of heart, muscle working.

Pralart Issarapreda gave the definition that behavior meant every action or activity of humans or animals. That action or activity might be specific or not specific, or activities could be overt behavior or invert behavior such as feeling, memory, thinking, etc.

Wimolsit Horrayangkol (1992:35) gave the definition of human's behavior that human had both overt and invert behaviors. Human had feeling in touching, learning, memory, thinking, making decision including emotion with outside environment in routine activities. These mental behavior were related with behavior in outside behavior. Mental behavior might involve directly with human but human social had to occur in physical surrounding, so that mental behavior also unavoidable. involved with physical surrounding. Information received, accumulative knowledge and concepts were very useful for develop mental process.

Researcher summarized the meaning of behavior that it was every personal action no matter what the actor behaved while he was conscious or unconscious. No matter what other people might see or might not see, that action could make human behave by using knowledge understanding and attitude received.

2.1.2 Types of Behavior

Tui Chumsai (1965:123) explained behavior or action was the action that show off everyday. Many people were doing research about human behavior that we could conclude about source of behavior as:

1. Inborn behavior meant the behavior received before birth. Inborn behavior was an automatic reaction or response to stimuli such as Tropism , and Reflex action.

2. Learned behavior meant behavior that was more or less permanently altered as a result of the experience of the individual organism. These behaviors were in human and animal that almost of human behavior were response from learning.

Somchit Supanathad (1983:98) had divided the behaviors into 2 types as follows:

1. Covert Behavior was the individuals' actions or activities being commanded by their nerve centers in the brains expressed in form of concrete evidences such as heartbeat, squeezing of intestine or abstract evidences such as ideas,

feelings, attitudes, beliefs, values existed in human beings' brains and could not be observed.

2. Overt Behavior was an individual's reactions or activities appeared in form of verbal expressions, actions and gestures such as speaking, laughing, eating, cleansing, planting. Overt behavior was a crucial factor of human beings for living and getting along with other people including supporting the world or conserving environment.

For this research, the researcher was interested in studying the tourists' overt behaviors that were explicitly expressed and those behaviors were resulting from learning.

2.1.3 Behavior's Pattern

John B. Watson, who was often referred to as the true father of behaviorism. He learned about behavior and observed overt behavior of organism in different situation. The behavior occurred from organism was called "stimulus" and action that showed off was called "response" that could be written in pattern as:



S is stimulus

O is organism

R is response

Explain in each factor as:

1. stimulus meant environment that had influence or affect with organism, which could be divided into 2 types as

1.1 outside stimulus

1.2 inside stimulus

2. Organism meant a life being ,such as human and animal, although we were doing research about human behavior but the research about other animal could make more completion

3. Response meant behavior that showed off by body

2.1.4 Behavioral Process

Vimolsith Haeayangkul (1983:9-7) had classified the behavioral process into 3 sub-processes:

1. Perception was the process of receiving information from surrounding sources through an individual's senses. Sensation was also included in process.

2. Cognition was the process relating to an individual's soul that included learning, memory, and thinking. The psychological process included developments, so perception process could be classified as intellectual process.

Perception and cognitive processes would create emotional response and effect. Perceptive and emotional processes were the covert behavior.

3. Spatial Behavior was the process in which an individual's behavior was conducted amidst environment. The relationship between individuals and environments could be observed from the actions.

2.1.5 Factor and Determination of Behavior

The human's behavior in negative or positive could be happened with everyone every time and every situation. These behavior were up to many factors:

1. Body Factor was biological basic of human. It was an important stimulus that differed basic behavior from complex behavior.

2. Environmental Factor stimulated people to show behavior and behavior was different from surrounding.

3. Social Factor : Because human could not live alone so they had to live together or called "Social". When we had social the people set the deal that called "Social's structure" for peace and useful in social.

4. Attitude Factor was about feeling that determine human behavior. The meaning of attitude was the feeling that could response to stimulus that could be people, animal or things and many situation in social.

Kanchana Kumsuwan, Nittaya Saomanee(1981:25) said in Basic Physhology that the evolution and behavior could help people and animal to adapt themselves with

environment that changing all the time. The behavior that could adapted, it could be served but the behavior that could not adapted ,it would be erased.

Chuda Jitpitak (1972:58-77) said that the determined human behaviors could be divided into 2 types as

1. Individual’s behaviors such as

1.1 Belief meant the right to think about the facts whether it was correct or incorrect. Belief might come from seeing, being told, or reading and imagination.

1.2 Value meant something people held in their minds and Value enable people to make decision.

1.3 Attitude of a person would have relationship to its behavior. Attitude is important for determination of behavior in society.

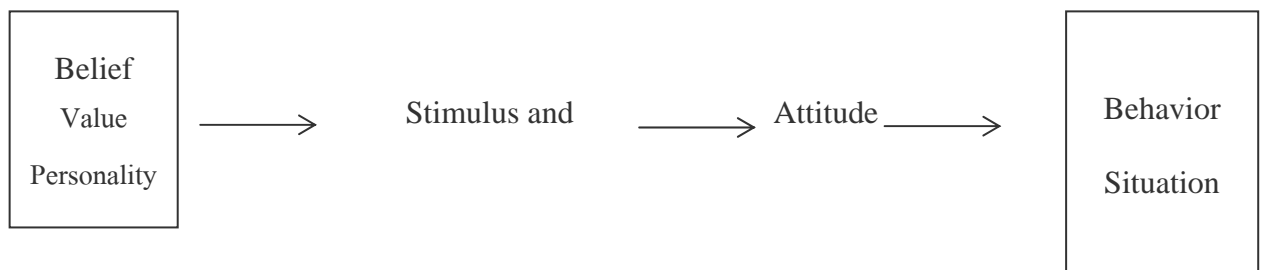
1.4 personality was a part of characteristics and an instrument in determining behavior.

2. Unrelated things to human beings’ behavior

Personal habit is belief, value, attitude, personality are influence in behavior but the behavior was not appear if nothing stimulus behavior. That is collecting knowledge, experience that get from information or tale.(Prasan Tungsikabud 1984:25)

Situation meant something surrounding people that could be human beings or the other things.

In summary, the determined human behavior could be written in chart like this picture 2.1



Picture 2.1 show the determined human behavior

Phat Sujumnong (1979:80-82) said that the influent element to human behavior was

1. Social Group
2. Identification Figure such as parent, teacher, the famous man in society etc.
3. Status such as sex, age, religion, rank, position etc. If we have different status, the behavior should be different too.
4. The advanced technology
5. Law: some of behaviors are controlled by law.
6. Religion
7. Tradition, belief
8. Environment
9. Attitude
10. Psychology Studying

2.1.6 Criterion of suitable behavior

The principle or criterion of suitable behavior (Doungkamon Wechbunyarat and other 1986:81) devided into 3 principle as

1. Pleasure Principle : the overt behavior that show highest pleasure with less investment.
2. Reality Principle :It was reality that changed in the day and era from his/her role. The reality was to learn about the need or things that we should know about suitable deeds.
3. Social System Norms : the behavior must be on criterion of society which consisting of value, rule, culture, tradition, law, morality, religion, or others.

2.1.7 Related of Theory

2.1.7.1 Lewin (1951) presented concept about human behavior that, it was a function of the field that exists at the time the behavior occurred. Analysis began with the situation as a whole from which were differentiated the component parts and the concrete person in concrete situation could be represented mathematically.

Lewin's Field Theory presents about relation between behavior and environment as:

$$B = f(P,E)$$

B is Human Behavior

P is Population

E is Environment

F is The result of reaction between two parts

The behavior was upon the relation between people's power and environment that people could accept, so this environment was not only physical environment but included social and cultural too.

2.1.7.2 Diffusion of Innovation

Innovation was an idea, practice, or object that was perceived to be new by an individual or other unit of adoption. Communication was a process in which participants created and shared information with one another to reach a mutual understanding

Diffusion of Innovation Theory could show the decision process of adoption in to system by communication process. Normally innovation process in the social was the process of social change that consisted of 3 processes as:

1. Invention meant innovation that could develop itself or imported from other country. Innovation was not new or strange. It might be discovered new things.

2. Diffusion or Communication was back step after innovation had happened and wanted to bring it into society and community.

3. Result of accept innovation The diffusion would be success or not. It was not up to the sender but it was up to the receiver that he would accept or reject that innovation. So the result of innovation had to go with assessment.

The elements of innovation spreading are like communications:

The elements of communication S-M-C-R	Sources (S)	Mass (M)	Communicate (C)	Reciver (R)	Result of communication (E)
The element of innovatin diffusion	Inventor - Leader of changing - Developer - Official academician - etc.	Innovation (qualification of reciver as - Reused - The complex - Useful) etc.	Communicate (mass communication or individual)	The member of social system	The result in term that may - Changing attitude - Changing behavior

E.M. Rogers and F.F. Shomaker have seen the process of innovation diffusion as:

1. In the process of innovation decision making, the people had to pass all the steps from the first step to the acceptance or reject step.
2. The quickness in personal innovation acceptance
3. The ratio of accept innovation in social system could be measured by the amount of member who accepted the innovation.

The characteristic of innovation that had influenced with acceptance was divided into 5 characteristics as:

1. Relative Advantage meant the man who accept innovation as a better, more useful thing than the former thinking or former ways.
2. Compatibility : People accepted innovation that it could get along well with value, experience in the past and their needs.
3. Complexity meant people who accept innovation though that the innovation was hard to understanding and hard to apply.
4. Trainability means the man who accept innovation could try to use the innovation in little quantity.
5. Observability means the result of innovation could be seen by the member in social system.

The innovation diffusion to people which caused acceptance to that innovation had to use support communication for success in each step. The mass medias that used for innovation communication could be divided into 4 types

1. Mass Communication as radio, television, printed matter played great role in widely information diffusion, they were suitable for advertising to get knowledge, understanding because the mass medias emphasized diffusion to widely receivers and easy to understanding.

2. Personal Communication as the leader in community, political, official, teacher, village headman, influence person or cousins, friends, close persons.

3. Government Sectors that had responsibility or involved with ecotourism innovations were Tourism Authority of Thailand, The Forestry Department and others involved sections..

4. Individual Institute as foundation, company, other shops

2.1.7.3 Adception Process

The Acceptance Process was important process to comply behavior with innovation. The innovation acceptance was a process that needed time. It could be divided into steps as:

1. Awareness was the first step in process that when the innovation was diffused to receiver, they could learn about thinking or new practice, so this step is only acknowledgement innovation but not try to absorb innovation.

2. Interesting was the next step from awareness that when the receiver has already got innovation some of them might be more confused with innovation. They would seek more information and news in order to response curiously about it.

3. Evaluation was the next step to consider to use or not use the innovation after had learned or paid attention with innovation for period of time.

4. Trial was the next step after making decision that receiver has considered to try to use a part of innovation or by the whole structure of innovation. This trial was temporary acceptance before deciding whether to accept it permanently or not .

5. Adoption was the last step to build behavior for receiver to accept innovation for full scale implementation and continuity.

Awareness and Interesting steps were individual's knowledge to innovation, Evaluation and Trial step were attitude to innovation, Adoption step was practice that changing from acceptance innovation.

The knowledge is first step of innovation process. The important thing for making knowledge was mass media which had suitable structure, duty and role. In the part of building up attitude was the easier step to persuade than other masses. The behavior derived from acceptance innovation often to use the same mass with attitude step but individual experience was supporting factor that not less important than individual mass to make more easy acceptance.

2.2 Concept of Tourism

2.2.1 The factors that motivated the tourism

McIntosh and Goeldner (refer in Somkeart Kunnawat 1996:38) indicated that the tourism motivation meant anything that motivates tourists to travel in order to respond to their desires. Normally, traveling or not traveling of tourists will depend on 4 important motivations as follows:

1. Physical motivation such as physical relaxation, playing sports, recreation on beaches, relaxation by entertainment and other motivations relating to health care.
2. Cultural motivation such as wishes to know other persons, e.g. stories of music, art, dramatic performance, and religion etc.
3. Interpersonal motivation such as wishes to know new persons.
4. Status and prestige motivation such as desires to improve himself/herself, and to show him/her own importance, e.g. traveling for business, meetings, and education.

Lloy Hudman (referred in Seri Wangpajit 1989:24) stated that push and pull factors affecting the tourism motivation were:

1. Push factor such as health and sanitation, curiousness, satisfaction of traveling and impression of anything being seen or met, religion, business and academe, friends, relatives, and esteem.
2. Pull factor such as art, culture, and tradition (e.g. traditional festivals, art-handicrafts-language), physical features (e.g. climate, scenery), biological features(e.g. wildlife), and entertainment places.

John A. Thomas (referred in Vinij Verayangkul 1989:36-38) explained about the cause of tourism follows:

1. for education and culture

to educate people in other country, other nationality, how to live, work and play.

to see something that interesting.

to see the real and understanding about present situation.

2. for recreation

to avoid routine work.

For private life.

to seek new sexual relation.

3. for visiting

to visit home town, institution that used to learned.

For travel in the place that the member in family was study or your friend used to go or recommended to travel.

4. Others

For escaping cold weather.

For health.

For sport.

For economic reasons.

For adventure.

For a job training.

For following others.

To attend historical activities

For social reasons.

Tourism occurs from motivation and suppress factor. Motivation factor was to stimulate tourist to travel according to their needs. Suppress factor was to decide to travel to escape from something that you did not want.

2.2.2 Element of tourism

Element of tourism was an important factor to develop tourism in many country. The element could stimulate tourism industry and good for tourist. Normally tourism activities had to use many elements. (Wanna Wongvanij 1996:19) as follows:

1. Tourist
2. Tourism Attraction
3. Transportation
4. Information and Service

5. Safety and Immigration expdience
6. Infrastructure
7. Other support

Nopparat Surarug (1987:13) stated that an important element of tourism industry was tourism resource. It could be devided into 3 types:

Type 1 Natural meant the physical status of nature which was beautiful or interesting .

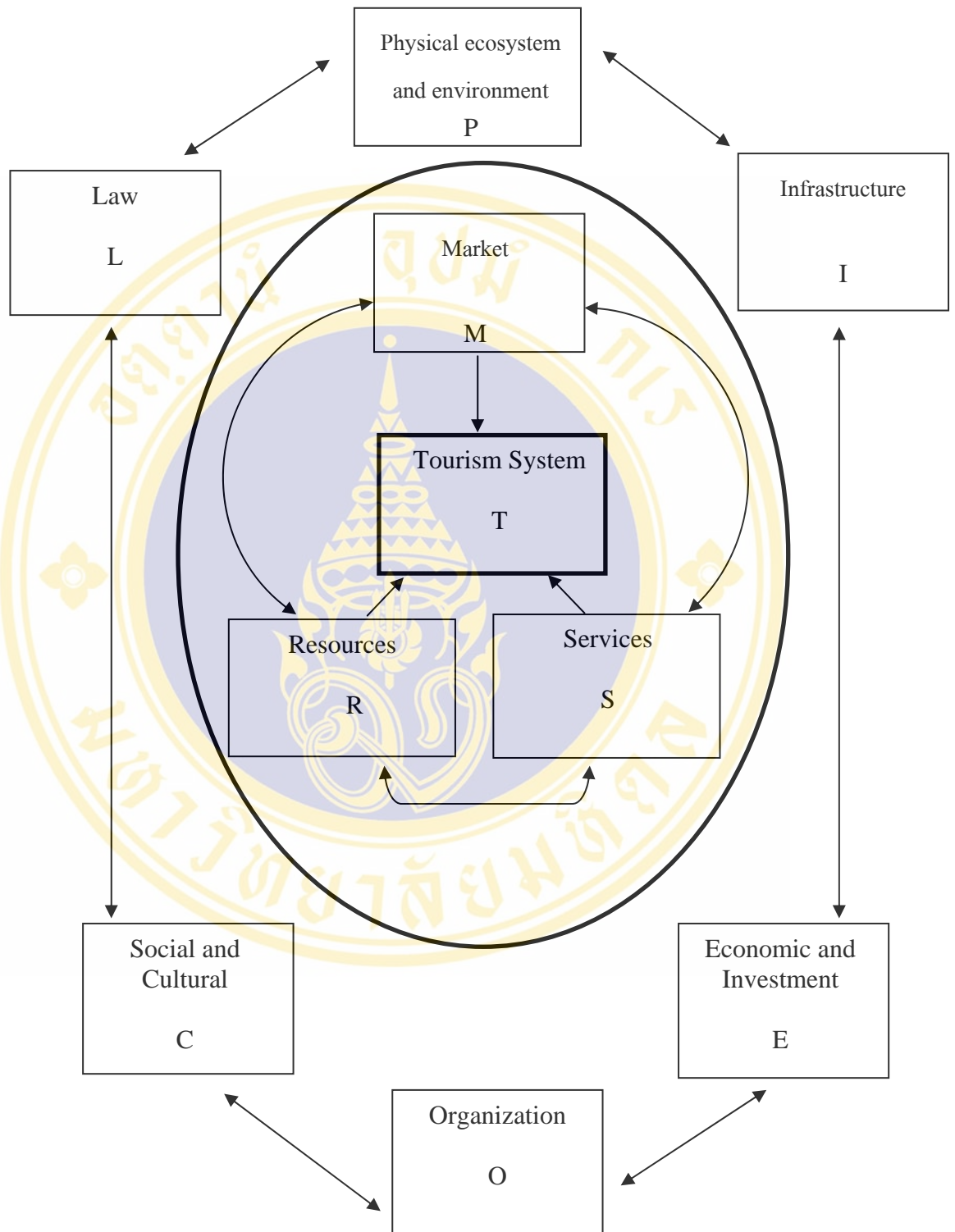
Type 2 Historical archaeological site and religion meant something that was made to human used.

Type 3 Art and cultural tradition and activities meant the pattern of life in social and the action that carried on for long time and activities that motivate visitting.

In the development of tourism attraction in natural, historical, art and cultural elements in order to response people's needs should develop with ecology surrounding. When we considered about effect on natural resources and surrounding from development or expanding tourism resources, we could see natural resources affected ecology more than others because of the development and expanding of this type was involve with natural resources and surrounding widely. It could have a chance to slow disintegration of resources and surrounding.

Thailand Institute of Scientific and technological Research (1997:7-2) had summarized the system and factors of the tourism as follows:

The tourism was the social process and economics which consisted of 3 parts those were Tourism Resources, Tourism Services and Tourism Markets or Tourists. Each part consisted of sub-factors, which were interrelated to each other's. The difference of each types of tourism depended upon the difference on each sub-factor and its relationship. The relationship among 3 sub-systems occurred as the tourists had had the benefits from making use of the tourism resources and relevant services for recreation or study-tour such as picture 2.2.



Picture 2.2 Tourism System

Source : Thailand Institute of scientific and technological Research,1997

Dumnernk (1990:54-55) divided the element of tourism into 3 types as

1. Attraction meant something that could attract and persuade to visit in that tourism attraction. Tourism Attraction means the area that tourist were visiting and should have attractive things. The attractive things for visit were important for tourism attraction. One area might have one or more attractive things. The attractive things for visiting could be divided into 2 types as

A. Natural attraction factors were the natural beauty that could attract people to visit.

B. Historical and Cultural attraction factors were anything that were created by human for tourist attraction.

2. Facility means anything that could support travelling for convenient. The major importance was accommodations, the second importance was consumption so restaurant should be made available to give services to tourist and together with an information center to give tourists the information as needed. The guide tour services were also to be provided for convenience of tourists.

3. Accessibility meant accessible to tourism attraction. That meant good transportation to tourism attraction was very important. The accessibility to the tourism attraction were consisting of land transportation, water transportation and air transportation.

2.2.3 Tourism Attraction

Tourist Attraction meant the place existing by nature or man-made for traveling purpose, activities, tradition and cultural heritage that attracted tourist.(Wanna Wongwanij,1996)

Wanna Wongwanij(1996:58-61) divided tourism attraction type by character and tourist's needs into 2 types:

1. Natural Attraction or natural places consisted of climate, scenery, wildlife, climate and Natural Phenomenons. Natural attraction was the most attracting to tourists. These tourism attraction had to be well preserved.

2. Manufacture Attraction was opposite to Natural Attractions. All big city could attract tourist to visit the structure, historical architecture, religion area, governmental place, places, old buildings and local tradition.

2.2.4 Type of Tourists

World Tourism Organism, WTO and The Tourism Authority of Thailand (1992) were divided tourism's type taken from travel purpose into 3 types

1. Business Tourist : tourist who traveled for business or held a meeting or exhibition.
2. Specific Tourist : tourists who traveled for specific aim as field trip.
3. Leisure Tourists : tourists who traveled for satisfaction or non reason especially only in holidays.

2.2.5 The tourism pattern

The tourism pattern could be divided by using variables were:
(<http://www.geocities.com/CapeCanaveral/Hangar/2809/index/ecotour.html>.)

Sustainable tourism : could be traveling to any place such as natural resources, arts, historical places, amusement and sport. This was to keep the tour life as long as possible. It was top concept of tourism management.

Conservation tourism : was the tourism management with conservation in the attraction place. This pattern led to "sustainable tourism".

Ecotourism or Ecological tourism : was the way of travelings that intended to to change tourist behavior with knowledge about ecotourism relation in natural resources and how the activities should disturb ecology system. This could lead to suitable behavior and non impact with nature. This pattern was the strategy of conservation tourism and could develop sustainable tourism.

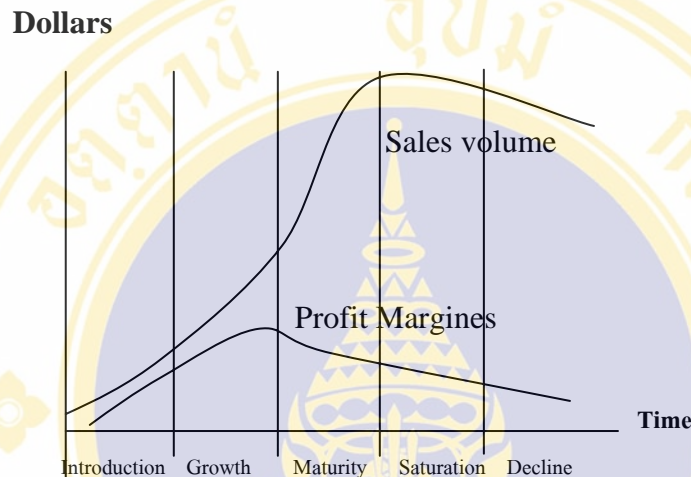
Adventure tourism : was the adventurous traveling such as rafting, hiking, scuba driving. This pattern was created for interesting.

Cultural tourism : was to take tourists to some important places deposited by historical heritage or to observe arts and, community tradition. This pattern was in the part of "conservation tourism"

Agricultural tourism : was to take tourists to visit agricultural sites to get knowledge about agriculture, the way of farmer's life, to build house in Traditional Thai style as well as activities that relate to farming.

2.2.6 The evolution of tourism attractions

Dr. Stanley C. Plog presented concept about life cycle of tourism attraction. The hypothesis was tourism attraction should be popular or declined up to touring group's feeling. This concept was related to product life cycle. It starts with introduction stage, growth, maturity, saturation and decline in picture 2.3



Picture 2.3 Goods or product life cycle in the market

Source : Seri Wangpaijit 1991:48

Dr. Plog (Mc Intosh,1990) stated that tourism attraction life cycle would be related with tourist's psychology. That was the new tourism attractions which would attract allocentrics, which were tourists who looked for adventure, and excitement in a new attraction. (The Tourism Authority of Thailand,2001:8) This allocentrics would be the first group in Innovation of tourism attraction in taking off period. The Mid-century was the tourist who was in the middle between allocentric and psychocentris. This group should be found in middle comfortable level tourism attraction. (The Tourism Authority of Thailand,2001:75)

Plog said that during the time that this group was paying attention to tourism attraction, the tourism attraction should be in fully grown stage of touring life cycle. This tourism attraction can attract attention of most market but finally the time was passed and this group will decrease attention in that place. Psychocentrics were tourists who liked convenient life. They did not like adventure and did not need to find

new tourist attraction. This group had high income. (The Tourism Authority of Thailand ,2001:91)

Wiwatchai Boonyapuk (1989:43) divided step of evolution into 6 steps as

Step 1 Exploration : start when tourists traveled to tourism attraction by accident. This step tourism attraction's environment was not changed by tourists.

Step 2 Involvement : this step tourists and local people were more involved with the attraction., infrastructure development was increased at this stage.

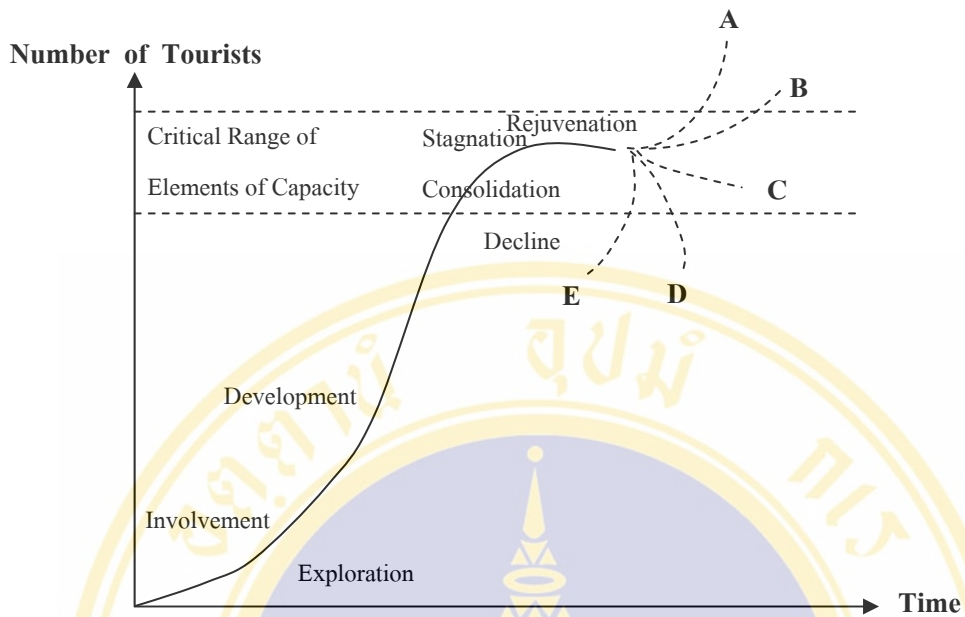
Step 3 Development : most development were set at this step. There were more modern infrastructures to support tourism market and more physical changing.

Step 4 Consolidation : more business, the area in resource of tourism industry was divided very well and clearly. The old infrastructures were almost changed completely.

Step 5 Stagnation : this step had the most tourists in area and sometime might cause climate change in tourism attraction and cause environment, economic, and social problem in tourist attraction.

Step 6 Decline or Rejuvenation : natural environment was destroyed, infrastructure and services were obsoleted. Tourism were disappeared, accommodate was changing to be for permanent settlement not for tourism.

Butler (Butler's tourist Area Cycle of Evolution) defined in each step as in picture 2.4. The definitions of each step were "Exploration", "Involvement", "Development", "Consolidation", "Stagnation" and final was "Decline" or "Rejuvenation"



Picture 2.4 Butler’s tourist Area Cycle of Evolution

Source : Butler, R.W. 1980. “The Concept of a Tourism Area Life Cycle of Evolution; Implications for Management of Resources.” *The Canadian Geographer* 24(1),(p.8).

The “Exploration” step did not have tourism facilities. Tourist have to use local facilities. The high local participation would get positive experience. However, tourist visiting did not have influence with the local life. In the economy the tourism was not boom because of small number of tourists.

The “Involvement” step local people gave more participation in finding tourist facilities. They presented more things to tourists that caused that place more famous . The local area started to develop facilities to attract tourists. The communication between two groups still be at high level and tourism had influence with local life and tourism season started in this step.

The “Development” step, had fully advertisement. Tourism groups were change to be Mid-centric. The community grew bigger and modernized. The accommodations that local people used to be the owner were change and replaced by outlanders. In this step,tourism was out of control because the outlander business owner had more management skill as well as more income. This phenomenon was said to be center-periphery conflict. The landscape was changing especially from the structural developments. At this step, some local people were prejudiced with

changing. Because of the highest tourist number, the shop owners might hire non-local labor for service and continuous business such as laundry.

Then next step was “Consolidation” step. According to Butler’s hypothesis, the ratio of tourism would be decreased in this step. Number of all tourists would be higher than local people and almost the whole economy depended upon tourism. However reliability with tourism was significance to local people especially with someone who were not involved with tourism, should be pungent about tourist.

The next step was “Stagnation”. It happened when the number of tourist were more than capacity. That tourism attraction was well known but not popular for long time so the society needed to set up meeting to keep up number of tourists. The structures were more attractive than natural and cultural

The last step may be “Decline” or “Rejuvenation” if there was “Decline” the tourism attraction could not save market share. Tourists were not spend the holiday here anymore.

2.2.7 Tourism’s barrier

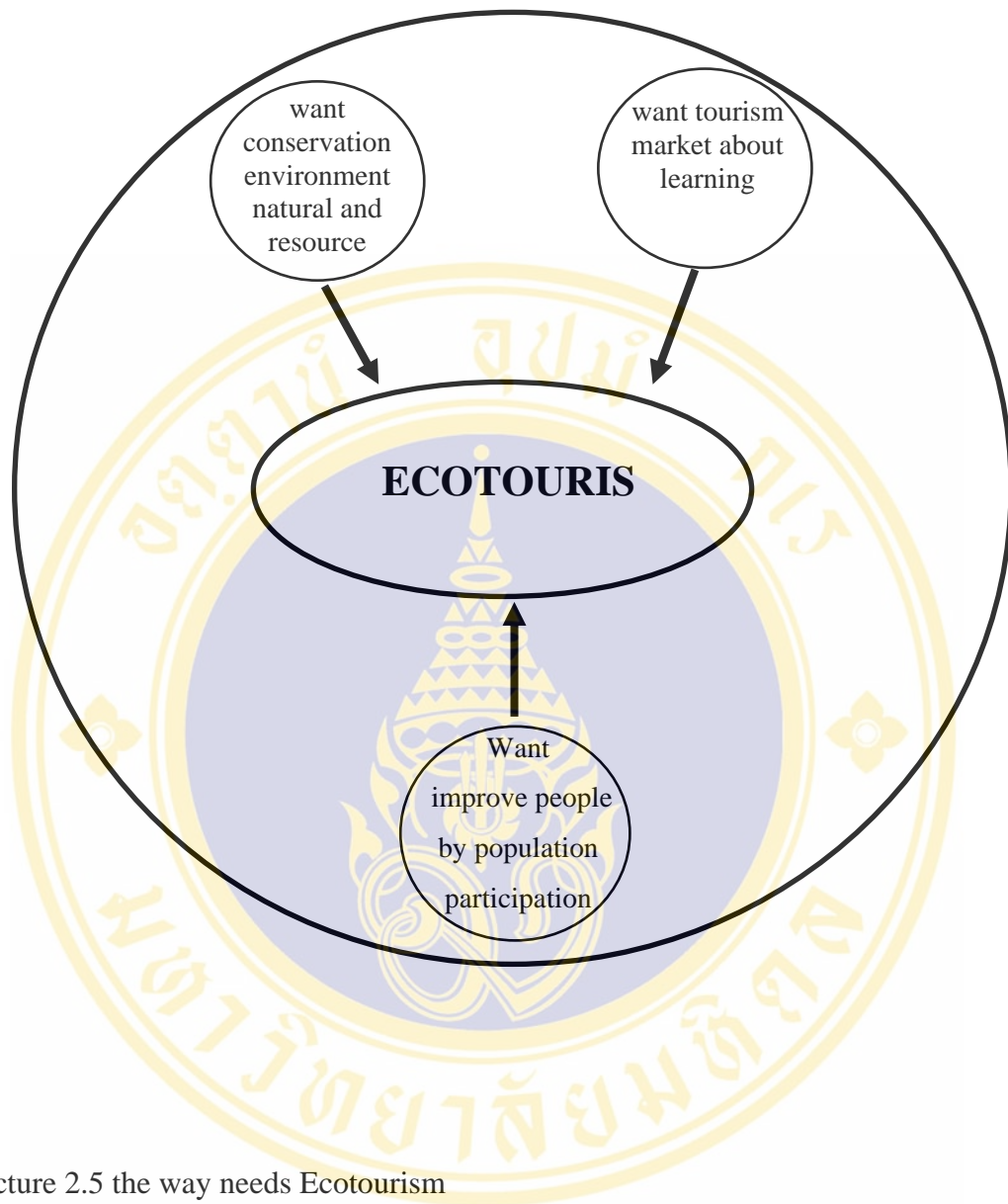
J.B. Lansing and D.M. Blood (1964:11) stated about tourism’s barrier in 6 types which were:

1. Expense
2. Lack of time
3. Physical Limitations
4. Family Circumstances
5. Lack of interest
6. Psychological deterrents

2.3 Concept of Ecotourism

2.3.1 History

From the “Earth Summit”. There were performance and “Agenda 21” that involved with travel and tourism industry. It concerned the way to improve tourism in 3 ways as picture 2.5



Picture 2.5 the way needs Ecotourism

1. Need for conservation on environment and natural resources that have network around the world about local conservation, protection and solving the world critical.
2. Need of tourism market about learning or experience in environment and natural resource was very popular in tourism group and in every part of society for official's knowledge and realizing in natural conservation.
3. Need to improve people by population participation from grass root to have suitable share income.

Gail Nash ,the researcher from The Ecotourism Society was present basic principles on 7 things

1. The ecotourism should avoid to make negative impact, destroy natural environment and culture.
2. The ecotourism should give knowledge to tourism.
3. The income from ecotourism should bring to conservation on natural environment.
4. The local community and community nearby should get profit from ecotourism.
5. The ecotourism should emphasize about importance of sustainable tourism planning and growth.
6. The most of income from ecotourism should go to Country, so the ecotourism is emphasized to use product and service from local area in community.
7. The ecotourism should get importance by using basic structure that develop from concept that emphasize the important of the sustainable ecotourism management to reduce to use fuel, conservation on local plants and management tourism based on natural resources.

From basic principles on 7 things of ecotourism although covered important things, but did not covered role and participation of local people. (Ringkasan Eksekutif 1995 refered in The Tourism Authority of Thailand,1999:2-4)

2.3.2 The meaning of Ecotourism

Ceballos-Lascurain (Refer in Forest researcher,1985:2-3) International Union for the Conservation of Nature and Natural Resources – IUCN stated that the ecotourism was one of pattern that involved with natural travel for learning with scenery, flora and wildlife, culture in that place.

The Ecotourism Society (1991 Refered in Forest Research Center 2528:3) private organization with directly role about planning education and diffusion ecotourism knowledge , determined meaning of ecotourism in the first step “the travel to visit natural resource for learning about culture with careful attention about changing or destroy value of ecosystem and get a change in economic factors that affect with natural conservation and useful with local people.”

Lascurain (reder in Jacobson and Roble 1992:701) said the meaning was the travel that not make pollution, disturb, or destroy natural resource by purpose to learn

and recreation in natural resources, plant and animal include art and cultural heritage in the past and present that could see in tourism attraction.

Gunn (1994:245) stated that it was one pattern of sustainable tourism development through given priority to natural resources, local cultural environment and economy.

Wanna Wongwanij(1996:74) gave the meaning of ecotourism that it was the tourism that had purpose for learning and understanding natural resources and local cultural heritage and held principle of respect for prestige of ecology system.

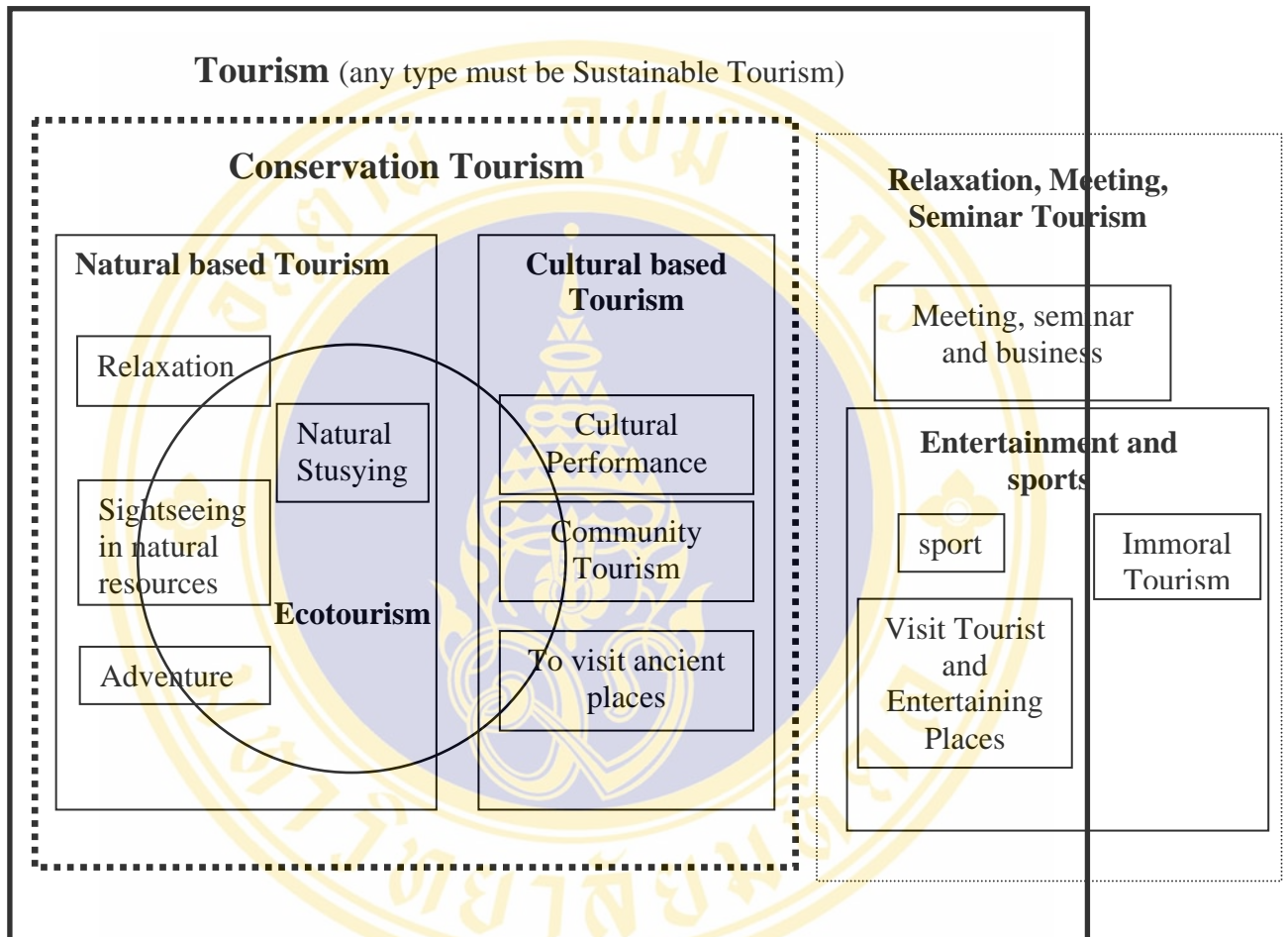
Thailand Institute of Scientific and Technological Research (1997) stated that the responsible tourism in the natural identity area and the cultural link to the ecology area. By the process of learning of related organizations in order to participation of local and environment management for stimulates the consciousness of conservation ecological system.

The Tourism Authority of Thailand (1995-1996:11) defined ecotourism as a visit to any particular tourism area with the purpose to study, enjoy, and appreciate the scenery both natural and social – as well as the life style of the local people, based on the knowledge about responsibility for the ecological system of the area. The TAT thus concluded that tourists will go on group tours in search of the following:

- activities that help to enhance their experiences;
- experiences from visiting natural attractions and/or from being exposed to a culture and social life different from their own;
- chances to learn natural characteristics and cultures which differ from one region to another ;
- attempt to conserve the natural condition and cultural heritage of the place they visit.

The format of conservation tourism was different from other kind of tourism. It was a travel that focus on admiration of art, cultural resources. It was a travel that served both cultural and natural admiration. It gave importance to natural resources, environment and community economy as shown in the first chart.(picture 2.6)

From picture 2.6, Ecotourism was the part of Conservation Tourism. These patterns was developed to Sustainable Tourism. If considered tourism’s pattern, the ecotourism was in the part of Conservation tourism group.



Picture 2.6 Pattern of tourism industrial

Source: Thailand Institute of Scientific and Technological Research,1997

Thus, conservation tourism focused on the importance of economy altogether with environmental conservation. It determined to control the quality of tourism resources, gave knowledge about tourism resources to tourist, and provided services to tourists. It was a good way to create a balance between developing and conservation tourism ideas.

Yuwadee Nirattakun (1995:50-57) stated that the conservation tourism was from “Ecotourism” that was the combination between Ecology and Tourism. The definition and meaning of conservation tourism was defined from many group of

person as Hector Ceballos – Lascurain (1990) (Internation Union for the Conservation of Nature Resources – ICUN) was the first person who defined that conservation tourism was a pattern of tourism that involved with natural travel for learning and enjoyed with scenery planty and wildlife and culture in that natural resource.

Boonlert Jittangwatthana (1997:75) stated that ecotourism means the responsible tourism in the natural area. By the process of learning of related organizations in order to participation of local people and environment management for community benefits and stimulates the consciousness of conservation ecological system.

Pharadech Phayakwichian difined that the ecotourism was the traveling in natural area to see local culture that limit by pattern and place.

Kasart University, faculty of forestry defined Ecotourism as

1. The conservation tourism was involve with natural place and included history, archaeology, and cultural resource in that natural place by focus as dominant feature that was identity of tourism attraction but was not elaborated natural resources or improvement facilities.
2. The conservation tourism was traveling that everybody were responsible with natural environment of eco-system and local cultural heritage. There was sustainable tourism it was not destroy and/or decadent natural environment.
3. The conservation tourism emphasize tourism were learning or getting experience with natural surrounding directly. That could reinforce positive environmental moral aspects.
4. The conservation tourism turned benefit back to nature and conservation and gave the profit to local community both directly and indirectly.

Kittiwat Rattanadilok (Tourism pamphlet,1998:42) compiled from Elizabeth Boo(1991) defined that ecotourism was “The natural tourism that be useful with conservation caused increasing in income, take care of area, make a job with local community and make environmental concious”

Summary, The Ecotourism was tourism of natural historical and cultural impacts. Everybody had consciousness and responsibility to eco-system of tourism

attraction that was not declining. Tourists had attention to learning from tourism and make a benefit with local economy. Local people had to give participation with tourism management.

From study on the Ecotourism meaning and its policy, we knew that the Ecotourism was a part of conservation tourism, that was a pattern of conservation on environmental tourism. It was tourism management that had quality in natural-based tourism and cultural-based tourism. It would be sustainable tourism to response necessity in economy both social and cultural and aesthetics for use resource for more useful can keep identity natural and cultural for long time and less impact.

2.3.3 The cause of the ecotourism concept

The ecotourism occurred from 2 tendency which were conservation tendency and tourism tendency. that could be concluded main point as follows (Boo,1991 referred in Forestry Research Center 1995:1-3)

1. Conservation Tendency

The population growth and deteriorated economy in many country and many development activities such as forestry, mining and cultivating occurred around conservation area. The most of them gave seriously impact to eco-system that decline natural resources. As the result, the economy is not sustainable.

In decade, many countries especially developing countries were trying to combine conservation with economy development by using old conservation areas and newly set for conservation areas to be a location of economy and social development together with eco-system conservation. By supporting the tourism in conservation area such as natural park, they believed that the tourism in natural conservation and natural resource was a good choice to give a chance to increase hiring labour and increase income both to local and national levels. That attracted local people interest and made them realized that to support natural conservation and natural resource was important for Tourism Tendency.

Tourism tendency was rather clear ten years ago. Human was changing the way they traveled to be more tendency to participate in adventure travel with really close to nature. Furthermore, tourists wanted to learn about eco-system, plant and/or rare or extinct animal. That changing had important cause from being alert and paying

attention to environmental quality and natural conservation that were problem in many countries around the world.

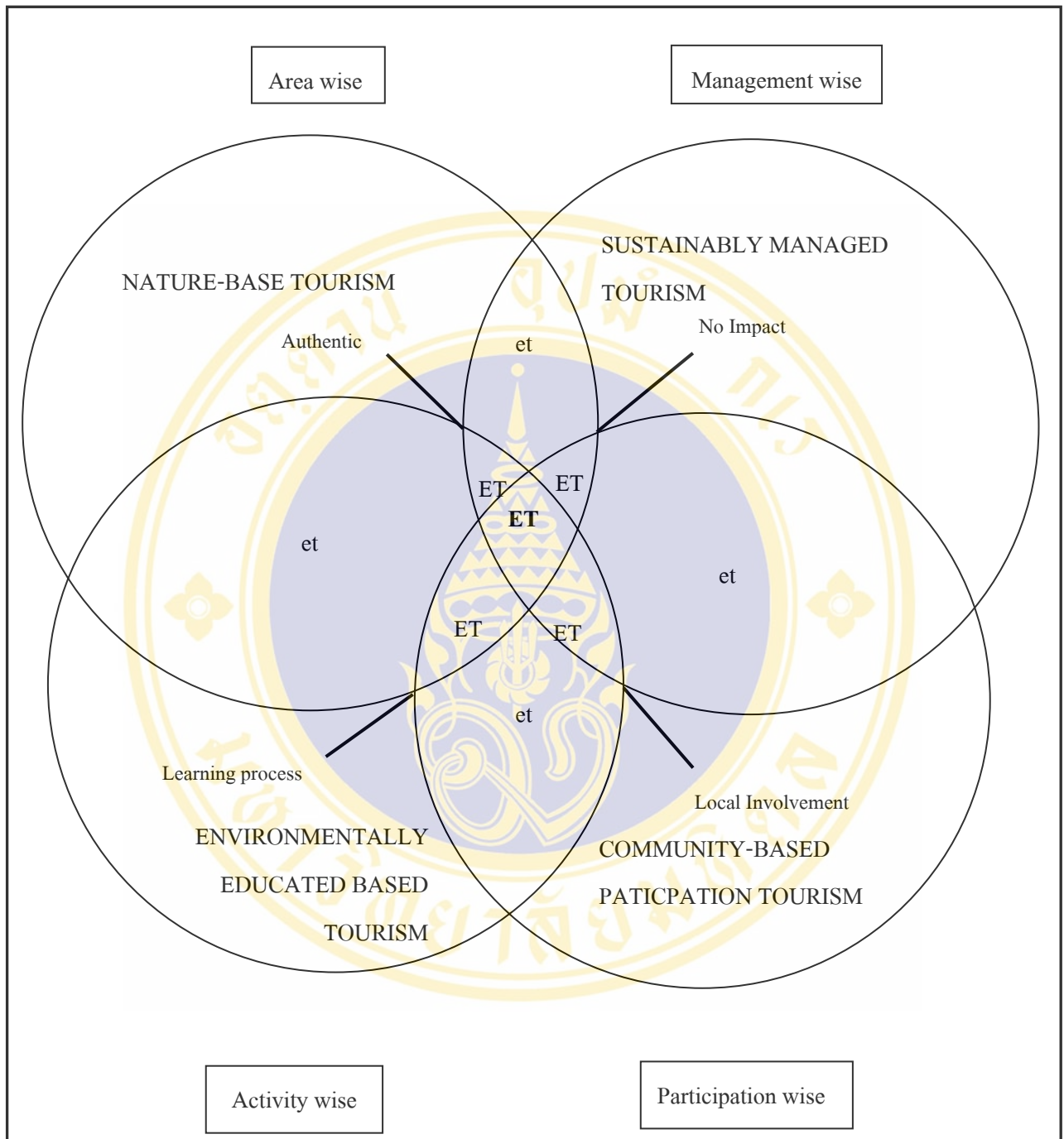
2.3.4 Elements of Ecotourism

Thailand Institute of Scientific and Technological Research (1997) stated that elements of the ecotourism divided into 3 sections as tourism is that the pleasure and amusement for rising the quality of life, tourism is the process of learning, and tourist must have the responsible in natural, social and cultural conservation which tourism give economic benefits back into social and community.

Unless Thailand Institute of Scientific and Technological Research hadstated 4 key elements of ecotourism as

1. Element of area wise: it is a nature-based tourism. It is identical of authentic or endemic or unique. This must includes cultural and historical tourist attractions that are affiliated to the area ecosystem.
2. Element of management wise: there is a sustainable management tourism that will bring about responsibility travel that has no or low impact to the environment and society.
3. Element of activity wise: it is a learning process by giving education about environment and ecosystem of the tourist attractions. It is done to increase level of knowledge, experience and appreciation on to build realization and consciousness for the tourist, local people and involving business.
4. Element of participation wise: it deals with involvement of local community or people participation to attain local benefit. This means distribution of income, improvement on life quality, and benefits to come back to maintain and manage tourist attractions.

The clear principle of the ecotourism is depending on the completement of basic structure on 4 parts, If any tourism have completed compound of that structure that is completed the ecotourism but lack of one principle, that will decrease completement untill becoming other tourism pattern.



picture 2.7 Show the element of Ecotourism

source : Ralf Buckley,1994 refer in Thailand Institute of scientific and Technological Research (2540)

ET, ET, et Show the condensity of Ecotourism

The particularities of the ecotourism was focused on natural tourism attraction for linking tourism with satisfaction to learning and close with eco-system that clearly different from interesting in history, culture and development human civilization to overcome nature. This particularities made the ectourism not cultural tourism and historical tourism even if it had overlap in area in the same way. Natural tourism was not all ecotourism so that it depended on purpose of the management of tourism.

From that structure, ecotourism should be defined as

1. The ecotourism was a new tourism that different from a normal or an traditional one that was main focus on tourism sastisfication and focus on support income in economy.
2. The ecotourism was not opposite to mass tourism because the ecotourism was not limited to the size of tourism but limited to activity's pattern and suitable size in area. The small group tourism could destroy environment or destroy more than mass tourism if it did not have suitable management.
3. The ecotourism did not need to easy management, cheap expense, trouble tourism pattern, less income from tourism but only the suitable management, efficiency in taking care of environment, link understanding with tourism would be suitable and useful. The eoutourism might response to every group of tourism and every income level.
4. The ecotourism gave more important to learning and making consciousness than making unlimited sastisfication of tourism. Tourism with link suitable understanding for all processes was expected.

2.3.5 Purpose of Ecotourism

From the principle and concept of ecotourism that make the different of tourism purpose from old tourism pattern. Ecotourism was explained about its purpose as follows:

Kasetsart University, Faculty of forestry by The Forestry research center stated that ecotourism purpose was the ecotourism which differ from convention tourism. The ecotourism scoped in deep consideration and gave precedence in conservation.

Yuwadee Nirattakun (1995:53-55) stated that the purpose of ecotourism could be identified by 4 aspects as

1. Awareness and Understanding of tourism about making a benefit with environment and economy.
2. For improve quality of experience or high value for tourism or visitor.
3. For improve quality of life in community on tourism attraction site.
4. To take care and maintainance of environment quality in tourism attraction.

Moreover, the ecotourism was focused on tourism supporting that would involve in the way of life. It was indigenous attraction in natural tourism attraction to give a chance to learn and make a satisfaction about diversity and cultural evolution of that group.

Summary, the purpose of ecotourism was the tourism that support natural and cultural conservation. Moreover it is important tool to develop sustainable tourism.

2.3.6 Ecotourist

The ecotourist was the group of tourism that had desire or interesting to learn about natural landscape through natural resource that made trouble for traveling and challenged. They were not worried about inconvenience. The ecotourism group wanted more services and facilities that gave the knowledge and understanding about natural environment.

Thailand Institute of Scientific and Technological Research (1997) divided the type of ecotourism tourist into 4 types as follows:

1. Hard-Core Natural Tourism
2. Dedicated Natural Tourists
3. Mainstream Nature Tourists
4. Casual Nature Tourists

Sirikul Bunpong gave opinion that ecotourism could be divided from natural interesting level into 4 groups as (referred in Sriporn Somboonthum, 1993:30)

1. Naturalist who had main purpose of traveling for research about plant, animal, and environment in one eco-system.
2. Nature Tourist who had main interest in the beautiful natural and indigenous attraction.
3. Mainstream Nature Tourists who seeked exciting and exotic in natural status that far from civilization and trouble in access.
4. Casual Tourists who wanted to see natural resource for increasing variety in their tourism experience.

Further more, Dowling determined the styles of Ecotourism by the reason. That the ecotourism management had to consider from many various as

The natural features that tourist wanted.

The feature of touching range and direct involvement with natural environment.

The size of involved tourist group.

The usefulness and private communication with guide tour.

The satisfactory and tourists' experience.

The Tourism Authority of Thailand divided tourists by their behavior into 2 types

1. Intensive ecotourism tourists were the tourist who had natural learning, trekking, animal/bird watching, cave, camping, scuba diving, rafting, and canoeing.
2. Semi ecotourism tourists were the tourist who had semiecotourism activities that may not have eco-system learning as Sky Interpreter/Astronomy, Mountain climbing, Bicycling, and fishing

The two types of activities are the most of tourism activities in National Park in these area which have potentials and development to be the main supporting ecotourism in Thailand.

2.3.7 The measurement of ecotourists

The ecotourists can be considered from these factors

1. Interesting in tourism attraction, considered from type and the tourism pattern that was popular. It gave precedence in tourism attraction that supported knowledge, conservation, keeping environment and realized about sustainable development. The level of interestings were

- interesting in natural tourism attraction or identity natural that were complete diversity and many activities that were different from normal.
- activities for learning, studying, touching and take care natural and eco-system as natural learning, trekking, diving, animal/bird watching etc.

2. To prepare before traveling, ecotourist should

- Seek for knowledge and/or train before traveling or ask for more information about that place.
- Prepare the tool for traveling by himself or from suggestion that not destroyed environment and not littering while traveling.

3. Before traveling

- follow criterion in that tourism attraction or suitable
- be enthusiastic for keeping environment
- interesting to learn between traveling, gave important to information, activities meant of communication or others there were reinforce knowledge and good realizing.
- willing to pay for helping to keep environment (paying direct in tourism area as donation, service fees, supporting suggest etc.)

- interesting to join activities and to participate with others

4. After traveling

- have love and cherish in resources by getting more learning after traveling.

- have continuous learning

- help media to expanding, diffusion about information that get from others.

The process of measure ecotourism that tourist could be considered by themselves for increase and make conscious for them. However tour service may use these rule for sale support, admire and support to have quality tourist.

The ecotourist were considered from 4 criterions as size of tourist group, race or expenses. Thus the mass tourists, the tourist who spend a lot of money, The tourist who want convenience might be ecotourist.

2.3.8 Activities of ecotourism

The Tourism Authority of Thailand (1999:43) devided the objectives of conservation tourism to be 19 activities as follows:

1. Ecology Activities in Natural Resources: hiking, trekking, walking, nature educating, animal/bird watching, cave/waterfall exploring, canoeing, kayak, sailing, wind surfing, snorkeling, scuba driving, tent camping, rafting, horse/elephant riding, photograohing, sky interpretating, terrain/mountain biking, rock/mountain climbing, fishing.

2. Activities related to culture and history : To admire the beauty, the ancient, the characteristic of historical resources, to learn, the history of the ancient resource, to admire art and culture, to participate in activities to learn people behavior, to learn how to make souvenir and local products.

Activities should be considered to develop the management to support conservation tourism such as: boat sightseeing, nature viewing, packing, swimming/sun bathing, to pray by own belief or to make a pilgrimage, photography, watch/play sports, meeting, seninar, entertainment.

All activities had their own specific characteristic that suit some area and some tourist group that had different objectives in traveling, have different needs for utilities or tools, and different level of effect to environment.

However, The activities in natural area might be considered to be other activities that were not focus in nature/environment learning together for attract tourist and more pleasure in. These activities could do in natural area and could control number of tourist in one activities for not impact with natural environment. The activities were appreciative recreational activities and adventurous recreational activities.

2.3.9 Patterns of Ecotourism

ERM Mitchell Mc.Cotter (1995:91) stated that there are 3 patterns of ecotourism as follows:

1. Frontier Ecotourism

This type of tourism is ecotourism dealing with the personal tourism not exceed 10 persons and using non-motor vehicles (such as walking floating with tides) to remote natural area where few tourists have visited. Normally, these tourists will highly rely on themselves, rely on few utilities, prefer the challenge, and have expertise for survival such as jungle walk, floating a raft down the river, going down by boat.

2. Small Group Ecotourism

This type of tourism is the personal tourism or the small-group tourism (approximately 15 persons or less) and usually using motor vehicles to visit areas where most people do not visit. Such ecotourism is appropriate for tourist group with different ages that may not have special knowledge or capabilities for survival like first ecotourism mentioned above Such ecotourism involves touring the forest by bicycling.

3. Popular Ecotourism

This type of tourism usually involves the motor vehicles such as bus, big boat that can load a lot of tourists who have little reliance on them and do not desire any challenge, but the great extent of utilities and services (services center for tourists, food, beverage, and toilets). Such ecotourism will cover the variety of tourists, both age and health efficiency.

2.3.10 Advantage and Disadvantage about the ecotourism

Satid Sukpongsri (2000) said about advantage and disadvantage of the ecotourism were

Advantage

1. It was one chosen for the combination of economy benefit and conservation
2. It was one pattern of tourism that made conscious about environment conservation.
3. It increased income and made more job for local people.
4. It increased quality tourist to visit our country.
5. It was pattern of tourism that can image of our country to be the destination that was beautiful and perfect in natural environment and culture.

Disadvantage

If the authorities did not have discreet plan and effective examine system, it might have bad effect to environment and eco-system.

2.4 Policies and Plan concerning ecotourism

Agenda 21

WTO and UNEP adapted agenda 21 concept to determine purpose of ecotourism as

1. Encourage the government sector, public sector and citizen to be more conscious for conservation and improved standard living.
2. Promotion method and technique for planning, administration, discipline and checking ecotourism for security in long term.
3. Supporting to exchange the ecotourism's experience for success.
4. Increasing the chance in efficiency market, support attraction and product in the international market.(Conservation, The Tourism Authority of Thailand,2002)

The Review and make a planning Ecotourism of Thailand 2005-2006

Office of Tourism Development (2004:2-2) has assigned Rungsit University to do major ecotourism plan as follows ;

1. Development of ecotourism needs control, maintenance, and management of natural resources based on the original existance as much as possible. Tourist locations where are sensitive and difficult to be restored, must be avoided or prohibited for visits.

2. For the development of ecotourism, the potential of existing resources must be concerned. Tourist activities should be arranged properly and adjusted to balance them with existing activities to avoid any severe conflict to others should be emphasized. There is an emphasis on interpretation of the benefit on management of ecotourism to the overall tourism management.

3. For the development of ecotourism, providing the knowledge and creating good consciousness in joint conservation of the ecological system must be concerned more than the economic growth and increasing in income.

4. For the development of ecotourism, participation by local people and local organizations regarding resource management, providing services, knowledge sharing and community culture in tourism procedures including the participation in planning for development or the general public's delegation in all levels of boards must be emphasized.

5. Focusing on the management of ecotourism is the primary necessity for long-lasting tourism development. However, many organizations must set up their role of promoting the ecotourism clearly by allocating the budget and personnel and setting up proper management methods.

6. Taking development plans for ecotourism to all levels of development plans, namely local development plans, provincial development plans, and regional development plans. In addition, budget allocation and distribution must be done thoroughly and adequately.

7. Supporting researches and evaluation of the outcome of development in all facets in order to establish guidelines on management, solutions, and improvements of plans step by step.

8. Exercising laws to control, maintain, and conserve the environment of tourist attractions strictly by focusing on giving advice, warning, together with establishing tourist disciplines.

9. Preparing practice guidelines or management manuals for related person so that they all have the participation in ecotourism rightly.

10. Setting up the ecotourism network, both the vertical and horizontal levels, for the coordination of information and joint management in all levels.

The 9th National Economic and Social Development Plan 2002-2006

The 9th National Plan (A.D. 2002 – 2006)
(http://www.nesdb.go.th/plan/menu_new.html) which is the present national

development framework, adopts H.M. the King's principle ; “ Sufficient Economy”, to be the country's development and management philosophy. Importance is given to the balanced state of people, society, economy and environment. Equally important is the adoption of the “middle path” strategy to steer the country through a series of crisis to the sustainable and quality presence in the world community.

This sustainable development direction is seen in various national strategies which are: the strategy on natural resource and environmental management, the strategy to increase national competitiveness, the strategy on human development and social protection, the strategy to achieve sustainability of rural and urban development through participation of all social sectors. These strategies are elaborated as follows;

1) The Development of Natural Resources and Environment for Sustainability.

The strategy emphasizes on conservation, revival and sustainable utilization of natural resources. Projects under this strategy are the conservation and revival of forest and coastal lines, holistic management of water basins, revival of degraded natural resources, resolving and protecting pollution problems, and improving the effectiveness of natural resource and environment management by allowing participation from locals and all social stake holders.

2) Economic Development for Sustainability

Emphasis is given to the continuity of economic stability, growth that benefits the majority of population, the production and consumption that responds to need and improves life quality and, in the same time, does not jeopardize environment nor create pollutions which shall turn into investment costs and limitations to effective economic development.

3) Social Development for Sustainability

Importance is given to the consumption that is suitable and within nature's tolerant level to revive to its healthy state, and community waste within the level absorbable and completely destroyable by ecosystem. A mechanism is set up to allow participation from all social sectors, and create good partnership among individual manufacturing units so that there will be fair product distribution, which will lead to the production of goods that is safe to consumers and harmless to environment, as well as responds to people's basic need. The end result is to eliminate poverty and gap of social differences.

4) Promotion of Social Participation for Sustainable Development

People and all stake holder sectors are given roles to participate in the development of natural resources, environment, economy and society so that all voices are heard and balanced.

Thailand's Policy on Tourism Promotion B.E. 2003-2006

The Tourism Authority of Thailand established the policies for the period of B.E. 2003-2003 to be the operation framework as described below:

1. To promote tourism as an important instrument for resolving economical problems, creating more work for the general people, and increasing the country revenues. Tourism will also be promoted to play a permanent role for improving the general public quality of life in every part of the country in pursuance to the government policies.

2. To promote and develop the aggressive marketing operation, increase new tourist markets and specific tourist markets to persuade quality foreign tourist to visit the country, and to encourage Thai tourists to have domestic visits, including to set-up clear selling points of the country.

3. To promote the cooperation of all related parties, both in domestic and international levels, for promoting and developing tourist markets in order to jointly eradicating obstacles of tourism and paving the way to be The Asian Tourism Center.

4. To place the emphasis on upgrading the organization, management system, and preparing the personnel to have tourist marketing skills and capabilities so that The Tourism Authority of Thailand becomes the driving-force organization that is full of efficiency for operation, and international competitive potential under good governance principles, as well as the organization strength is developed to have academic roles and knowledge concerning the marketing.

5. To speed up the improvement of information technology system for tourism in order to support transaction in the internet system, and operation of e-commerce, including marketing operation performed by the information technology system containing the mechanism for controlling and preventing to be happening problems.

National Promotion and Preservation Environmental Quality Policy and Plan 1997 - 2016

Department of Environment Quality Promotion was plan about National Promotion and Preservation Environmental Quality Policy and Plan 1997-2016

(<http://www.onep.go.th/policy/policy1.asp>) have goal to natural resource management and promotion and preservation on environmental quality together with economic and social development that is resulted to sustainable development and support population quality. They have determine policy and promotion and preservation environmental quality for 20 years from 1997 to 2016. Because of solution in environmental must use long term and continue for succession process.

The relate policy in ecotourism as Natural Resource Policy

Natural Resource Policy

1. Increasing efficiency for the use of natural resource in harmony with useful and deserase conflict problem. Including accelerated and recovered natural resources that decline to basic factor of sustainable development.
2. Increasing efficiency on administration and natural resource management by diffusion administration and centralization of management to local areas. Including promotion co-operation between government, private, non-government organization and population.
3. Promotion to use principle of economic environment for increasing efficient environmental management and make moral in social administration.
4. Improving laws, rule for promotion administration and efficiency on natural resource management. Including support rights and duty of natural resource owner.
5. Promotion studying, research and basic data natural resource system network to be same criterion.
6. Promotion to increase consciousness and spirit of conservation to administrators in government sectors, politicals, private sectors, and population.

2.5 Related Researches

Kamala Supan(1996:abstract) studied “The young Thai tourists’ behaviors in Bangkok Metropolitan towards environment in tourism areas.”, it was found that the sampling group had moderate behavioral tourism. The different in gender, educational achievement including their attention to the environment and perception about environmental conservation had effects behavioral tourism differently.

Metta Swetlek (1996:abstract) studied “Satisfaction of tourists in recreation tourism attraction : case study Dusit Zoo”, it was found tourists were sastisfied in

Dusit Zoo at moderate level. When satisfaction deviated was in many parts, it was found that tourist satisfaction level in distance between near group, physical surrounding and facilities was at moderate level. From analysis, it was found that the difference of level of education, age, and term in recreation were significantly different.

Lalita Phochanaphan (1996:abstract) studied “The ecotourism behavior of tourist in Khao Yai National Park”, found that, in the most level of the ecotourism behavior of tourist was suitable. The ecotourism behavior was depended on number of traveler, tourism style, tourist type group, traveling main purpose at 0.05 level of significance.

Somsakul Alfred (1997:126-131) had studied “Local people’s behaviors in natural conservation, case studies of Khao Lan, Pattaya”, it was found that local people in Khao Lan, Pattaya had moderate behavioral tourism. The different gender, age, have been receiving news about natural resources conservation from radio, knowledge about natural tourism conservation and attitude towards natural tourism conservation of local people, Khao Lan, Pattaya made them behaved differently in natural tourism conservation.

Somkert Kunnawat (1997:abstract) had studied “The student knowledge of conservation tourism :case study the student in government university at Nakornpathom Province” found that, the student in government university at Nakornpathom Province has level of knowledge about conservation tourism in moderate level.

Saowaluck Navacharoenkul (1998) had studied “Thai Eco-tourists’ behaviors in Sai Yoke National Park, Kanchanaburi province.” It was found that Thai tourists had right moderate behaviors on eco-tourism. The different gender, age, education, attention to environment and natural resources, average monthly income, knowledge about eco-tourism, occupation, objective of traveling, perception of eco-tourism news were the factors that affected tourists’ behaviors concerning eco-tourism differently.

Nipon Chuamuangphan (1999:Abstract) studied on “Guidelines for tourism site management in accordance with principles of ecotourism : A case study of PhuChee Fah forest park in Chiangrai Province”. The finding of this study was as follows: The area still lacks management due to its new set-up, lacks knowledge provision and communication for tourists and local people indicated that local people earn some benefit from tourism whereas decision making, implementation and assessment participation do not exist. Guidelines for tourism site management such as management should be decentralized so that local communities have participation in accordance with principles of ecotourism, the emphasis should be trained in service provision and ecotourism knowledge, participate in tourism site management, and local people should benefit from tourism while relevant authorities should take roles as helpers and advisors.

Wilailuk Chompusri (2001:abstract) had studied “The acceptance on information, knowledge, attitude and ecotourism behavior of thai tourist” found that, objective of study was studying about tourist quantity acceptance ecotourism information from others mass such as mass media are radio, television, newspaper, journal, and people are friend, cousin, teacher, touring agencies, government officer, to include knowledge test, attitude, and ecotourist behavior, and studying relation between variables. Results of study was sample group were most acceptance ecotourist information from television. The level of acceptance ecotourism information from other mass had moderate level, the level of ecotourism knowledge and attitude had high level, and the level of tourism behavior had moderate level.

Daraporn Chairat (2001:abstract) had studied in “The acceptance and behavior in environmental impact of tourist and touring agencies: case study Koh Samet Rayong Province” found that, most tourist accept about environmental impact in high level, while touring agencies had accepts about environmental impact in moderate level. Tourist and touring agencies had environment conservation behavior in moderate level.

From the concept , theory and Related research , researcher was concluded to conceptual frame work in “Tourist’s Behavior in The Ecotourism Attraction, case study in Khao Sam Rou Yot National Park, Prachuapkhirikhan Province”. Studing relate factors with the problem in this research were personal factor as sex, age,

occupation, level of education, average income, and stimulate factors as knowledge, acceptance ecotourism information, participation to environment improvement activities, and value placed on natural resource and environment. There were factors could be supporting by determination variables in this studying.

2.6 Variable Related Research

Lalita Phochanaphan (1996:abstract) studied “The ecotourism behavior of tourist in Khao Yai National Park ”, found that the ecotourism behavior most had moderate level.

Saowaluck Navacharoenkul (1998:abstract) had studied “Thai Eco-tourists’ behaviors in Sai Yoke National Park, Kanchanaburi province.” It was found that thai tourist had ecotourism behavior correctly at moderate level.

Wilailuk Chompusri (2001:abstract) had studied “The acceptance on information, knowledge, attitude and ecotourism behavior of thai tourist” found that, sample group had acceptance on ecotourism information from many mass average at moderate level, knowledge and attitude with ecotourism at high level, and ecotourism behavior at moderate level.

So, the researcher set a hypothesis that the tourists have ecotourism behavior in tourism attraction at moderate level.

2.6.1 Personal Factors

Age

The majority of sample group 21-30 years old (46.4%), 31-40 years old (22.2%) that were survey results of The Thailand Development Research Institute (1996) that matched with results of Chulalongkorn University (1988) half of tourist in Khao Yai National Park was 15-25 years old approximate 45%, 26-35 years old was 27%, and 36-45 years old was 12% in the older. Tourist who was under 15 years old, was only 9% , and over 46 years old was 11%.

Wittaya Kieatwiwat (2000:132) had studied, “The quality of Thai ecotourists : a case study Umphang district, Tak province” found that, the old age (over 31 years old) was better quality of Thai ecotourists than the younger in order.

But from related test with quality of ecotourists, found the different age were quality of ecotourists significantly difference. Even if, The older had better quality ecotourists because they had more experience in living that make higher quality ecotourisms than younger. But the different was little can not make different quality ecotourism significantly different.

Therefore, the researcher makes hypothesis about this study that tourist in different age will have different ecotourism behavior.

Gender

Gender is one of variables that affect to the behavior caused by the nature of men and women which had different structure in body and mind. The development of body and mind were proceeding in particularly specific channel.(Supanit Wattanathada,1983:102)

Wittaya Kieatwiwat (2000:132) had studied, “The quality of Thai ecotourists : a case study Umphang district, Tak province” found that, male had a little bit better quality ecotourism than female. In the present, female had many roles as male to have the rights to get information, study, work, earning same the income as male. Therefore, gender did not have much effect on quality ecotourist.

Kamala Supan (1996:abstract) had studied, “A study of the environmental conservation behavior of Bangkok youth tourists in various tourism sites in Thailand” found that, sample group was female had better the environmental conservation behavior in various tourism sites than male. The different gender will have different environmental conservation behavior in various tourism sites at 0.001 level of significance.

Therefore, the researcher makes hypothesis about this study that tourist in different gender will have different ecotourism behavior.

Occupation

People who have differences in occupation, will be different in knowledge, experience and practicing. According to Jersile(referred in Teechawan Yanudom,2001:28) believed that people who have different opportunity must have

different personality too because of the duties and responsibilities of each occupation. In 1987 the Thailand Institute of Scientific Research and Technology studied the situation of tourism and result indicated that group of Thai conservation tourists consisted of 3 main group; government officers, students/university student and employee.

Wittaya Kieatwiwat (2000:132) had studied, “The quality of Thai ecotourists : a case study Umphang district, Tak province” found that different occupation will have different quality ecotourist. By the occupation, government officer/ State Enterprises had higher quality ecotourist than other occupation. So that the government officer/State Enterprises were close with ecotourism information sources and had promotion, training and participate in environment activities.

Therefore, the researcher makes hypothesis about this study that tourist in different occupation will have different ecotourism behavior.

Education Level

An education is an essential factor of capability to get more knowledge. Consequently, the higher-level education would result more change in traveling. The most was Bachelor degree and upper (Chulalongkorn University, 1998), (Thailand Development Research Institute, 1996), and high education level would have deciding power in tourism including expenses per a day than other group (Naowarat Plainoi and others, 1994)

Wittaya Kieatwiwat (2000:133) had studied, “The quality of Thai ecotourists : a case study Umphang district, Tak province” found that the high education level or equivalent would have better quality ecotourist than low education level. That was the bachelor's degree or equivalent and higher would have highest quality tourists than the low education level.

Daraporn Chairat (2002:142) had studied, “acknowledgement and Behavior about environment impact of tourist and private enterprises: case study Kao Samet Rayong Province.” Found that, highest level, in education of tourist had significant relation with acknowledgement in positive environmental impact that was the tourist who had high education level had more acknowledgement about environment impact because high education level would have technology in many part

including environment knowledge that make environmental knowledge and understanding. Upon any change in environment, they would be more aware than tourist who had low education level.

Therefore, the researcher makes hypothesis about this study that tourist in different education level will have different ecotourism behavior.

Monthly income

Income has show economic status that gave influence to ecotourist behavior.

Wittaya Kieatwiwat (2000:133) had studied, “The quality of Thai ecotourists : a case study Umphang district, Tak province” found that, tourist who had high income would become a better quality ecotourist than low income group. Because of tourist who had high income could have more chance to accept information from many mass.

Therefore, the researcher makes hypothesis about this study that tourist in different average income will have different ecotourism behavior.

Residential Area

Wittaya Kieatwiwat (2000:133) had studied, “The quality of Thai ecotourists : a case study Umphang district, Tak province” found that, different residence/location where the tourist comes from will make different in ecotourist. The test has reffected on the difference of that from a province and, in the municipal area or rural area.

Therefore, the researcher makes hypothesis about this study that tourist in different home will have different ecotourism behavior.

2.6.2 Tourism styles

From documents and academic essays collection that could summarized general traveling behavior and ecotourism. In the part of ecotourism behavior,all documents would collect data from tousirts who travel in natural ecotourism attraction to criterion measure tourist practice. It had detail in many titles like :

Group size

Thailand Development Research Institute (1996) studied tourist behavior in 3 National Park as Khao Yai National Park, Intanon National Park, and Suthep-Phui National Park more than 90% travel in group but group size would different in area. That consonance with Naowarat Plainoi and others (1994) found that, tourists would like to travel with group, mainly, among friends.

Siriporn Sripalakij (1997:abstract) had studied “Tourists' sanitary behaviors at Damnoen Saduak Floating Market, Damnoen Saduak District, Ratchaburi province” found that, the different numbers of tourist group would have different sanitary behaviors, at 0.001 level of significant. A small numbers of tourist group could make less gabage than large members.

Surasak Khunnarong (1996:abstract) had studied “Tourists' opinion about ecotourism : a case study of caves Ratchaburi ” found that, sample group that had different of group size had different opinion about ecotourism at 0.05 level of significant. By the sample group that had 10 or less than 10 members agree more with ecotourism than 11 or more than members.

Therefore, the researcher makes hypothesis about this study that tourist in different numbers of group size will have different ecotourism behavior.

Characteristic of Travel Group

The good behavior tourists and social group was a part of element that effect behavior (Supat Sujumnong,1979). Chulalongkorn University has devided characteristic of tourist in 5 patterns as freedom traveling, group traveling, family recreation traveling, group tour traveling, and meeting and seminar traveling. The result at Khao Yai National Park (1988) found that, equally the number of tourist who traveling with family and with group tour was about 32%, with cousin was about 18%, with field trip group was about 15%, alone was about 9% and with member of meeting or seminar was only 2%.

Kamala Supan (1996) had studied “The young Thai tourists' behaviors in Bangkok Metropolotan towards environment in tourism areas.”. She had mentioned about an educational tour, camping as well as a tour for religious activities. It was

found that, the different groups of tours had different tourism behaviors towards environment in tourism areas at 0.05 level of significant.

Therefore, the researcher makes hypothesis about this study that tourist in different characteristics of travel groups will have different ecotourism behaviors.

Main Purpose of Traveling

Kamala Supan (1996) had studied “The young Thai tourists’ behaviors in Bangkok Metropolitan towards environment in tourism areas.”, it was found that, the sample group was traveling for field trip, camping, religion had most correct tourism behaviors towards environment in tourism areas. The result of ststistic test found that, the different main purpose of traveling was different tourism behaviors towards environment in tourism areas at 0.05 level of significant.

Therefore, the researcher makes hypothesis about this study that tourist in different main purpose of traveling will have different ecotourism behavior.

2.6.3 Motivation Factors

Knowledge of Ecotourism

Knowledge of ecotourism was one factor that should have influenced to ecotourism behavior. That was tourists had less or much knowledge of ecotourism that would have effect with different ecotourism behavior from the knowledge level.

Daranee Auitrakul (1990:abstract) studied “Knowledge and opinion of people about natural conservation in Khao Keaw-Kao Chompoo Conservation Wildlife.” found that, knowledge of natural conservation was related to opinion of national conservation at 0.001 level of significant that was positive relation.

Kamala Supan (1996:abstract) had studied “The young Thai tourists’ behaviors in Bangkok Metropolitan towards environment in tourism areas.”, it was found that sample group who had high level of environment conservation knowledge would extend the most appropriate behaviors towards environment in tourism areas. The result of statistics was that different conservation knowledge would have different tourism behavior towards environment in tourism area at 0.05 level of significant.

Wanpen Aungkasirisub (2000:119) had studied “Association between tourism behaviors and coral reef degradation : a case study of Tao islands (Koh Tao) Suratthani province” found that, different knowledge was at different association with coral reef degradation behavior at 0.05 of significant. It was followed as hypothesis that was tourist who had moderate education level would have more behavior than low education level.

Therefore, the researcher makes hypothesis about this study that tourist in different knowledge of ecotourism will have different ecotourism behavior.

Access to Ecotourism Information

Bale and others (referred in Saowaluk Nawajaroenkul.1998:106) had presented idea in “Environment Psychology” that when human get danger from environment or themselves would have influence with their adaptation. They would be more careful and afraid of harmness with themselves. They have influence with their behavior change, The changing was occurred by getting information in trust and acceptance by society. But if this information had shown decreasing trend in reliability and importance, they would have impact with their new changing behavior again.

Darane Auitrakul (1990:abstract) studied “Knowledge and opinion of people about natural conservation in Khao Keaw-Kao Chompoo Conservation Wildlife.” found that, different dissemination in information would get difference in opinion of natural information at 0.01 level of significant. The sample group were getting information everyday, had best opinion in natural conservation and second was followed by often, seldom and lastly no information.

Wittaya Kieatwiwat (2000:136) had studied, “The quality of Thai ecotourists : a case study Umphang district, Tak province” found that, high acceptance in information group level would have high quality ecotourist and low acceptance in informatin group level would have low quality ecotourist.

Wanpen Aungkasirisub (2000:119) had studied “Association between tourism behaviors and coral reef degradation : a case study of Tao islands (Koh Tao) Suratthani province” found that, tourist who got different information would be at

different behaviors in relation with coral reef degradation at 0.05 level of significant that follow the hypothesis.

Therefore, the researcher makes hypothesis about this study that tourist in different access to ecotourism information will have different ecotourism behavior.

The participation to environment activities

Danai dumrongsakul (2000:53) had studied “Knowledge attitude of technical agriculture students in Rajamangala institute of technology toward environmental pollution problems.” found that average knowledge score of technical agriculture students who were members of environmental club and not members of environmental club were different at 0.05 level of significant.

Wittaya Kieatwiwat (2000:136) had studied, “The quality of Thai ecotourists : a case study Umphang district, Tak province” found that, The participation to environment activities at different levels was in different ecotourism behavior at 0.001 level of significant. The group which was at high participation in environmental activities, would be at high quality ecotourist. In the other way, the group was low the participation in environmental activities would have low quality ecotourist too.

Therefore, the researcher makes hypothesis about this study that tourist in different participation in environmental activities will have different ecotourism behavior.

Value placed on natural resource and environment

Nicolau Harman (quoted in Arhunsri Nakawisut,2000:19) said “value” is the real worth that differs from other objects. All objects and activities have value in themselves but not disclosed, we can realize it directly from the feeling of consciousness toward value.

DH Parker (quoted in Arhunsri Saowaphak’s, 2000:20) gives her opinion about “value” that it is about an experience, not an object. We can place the value on everything but an item itself is not the real value. Therefore, we can see that giving these definitions of the word “value” depends on each person. Human is an important

factor to place the value on something by only showing the interest or the satisfaction. Therefore, an object becomes that of value, appreciation and beauty for person placing the value on it. The human's factor of placing the value on something is the environment perception from symbolic meaning that has some specific conditions and differences depending on the environment. However, in one environment, there is one stable perception symbol that can organize human's activity.

Willam (referred in Arunsri nakawisut, 2000:20) said human would get value to anything depend on surrounding acknowledge from symbolic meaning that different identity in surrounding. Therefore in a surrounding would have stable symbolic meaning and could determination human activities.

Darane Auitrakul (1990:abstract) studied "Knowledge and opinion of people about natural conservation in Khao Keaw-Kao Chompoo Conservation Wildlife." found that, difference of Value placed on natural resource and environment would have different in natural conservation opinion.

Darane Arpornpattana (1990:100) studied "Knowledge and awareness of the people regarding environmental conservation of a local monument and site : a case study of Phra Pathom Chedee, Nakorn Pathom province." Found that, the sample group who had high level of value monument local had more awareness of art environmental conservation than other group.

Jirawan Phisedsakonkij (1991:85) studied "Public opinion regarding the environmental surroundings of an ancient monument : a case study of Pom Mahakarn Metropolis." found that, the sample group was at high value in Pom Mahakarn had better opinion of environmental surroundings of Pom Mahakarn management than the low value group.

Kamala Supan(1996) had studied "The young Thai tourists' behaviors in Bangkok Metropolitan towards environment in tourism areas.", it was found that, the sample group who was at high value of environment level, would have best behavior in environmental conservation for tourism attraction. The result of statistic test found different in the value of environment, would have different behavior in environmental conservation for tourism attraction at 0.001 level of significant. The value in natural

resource and environment meant personal feeling that shows perception, importance, attention and impression in natural resource value and environment.

Therefore, the researcher makes hypothesis about this study that tourist in different value placed on natural resource and environment, will have different ecotourism behavior.

2.7 Study Area Data

Prachuap Khiri Khan is a seaside province located some 278 kilometers south of Bangkok. Its history dates felt back to the Ayutthaya period. Its original name was Bang Nangrom or Muang Na Rang. It is on the bank on Nang Room Canal called by the villagers Khlong I-Rom. It was abandoned during the fall of Ayutthaya. Later in the second a new town was established at the mouth of Khong I-Rom and the name was changed to Prachuap Khiri Khan during the reign of King Rama IV in the year 1845. Prachuap Khiri Khan is now divided into seven Amphoe Muang, Kui Buri, Bang Saphan, Thap Sakae, Hua Hin, Pran Buri and Bang Saphan Noe, occupying an area approximately 6,767.6 square kilometers.

Sam Roi Yot National Park

Located in the west of Thai Gulf, in the territory of Kuiburi District, Sam Roi Yot Sub District, Prachuap Khiri Khan Province. Khao Sam Roi Yot National Park is Thailand's first coastal National Park in 1996, covering the area of approximately 98.8 sq.km. The landscape is high steep limestone mountains by the beautiful coast, matching with plain area stand by the sea, which are marshy beach and shallow sea pond. There are limestones islands nearby the coast e.g., Sattakut Island, Kho Ram Island, Nom Sao Island, Rawing Island, Rawang Island and Khi Nok Island. The flat area with stagnant water through the year on the west of the park is Thung Sam Roi Yot, which is the large freshwater marsh, covering around 36.8 sq.km.

The name Khao Sam Roi Yot can be translated into "The Mountain With Three Hundred Peaks", a series of magnificent grey limestone mountains, which rise dramatically from the Gulf of Thailand and adjacent coastal marsh to a maximum height of 605 m.

The wooded mountains make it a site of outstanding natural beauty, but it is the freshwater marsh and coastal habitats (an important stopover and breeding area for

birds), that gives the park great ecological significance. Khao Sam Roi Yot National Park also has great recreational and educational value. It offers the visitor a tremendous variety of attractions. These include fine sandy beaches, spectacular caves, superb mountain viewpoints, offshore islands, forest trails, boat.

Khao Sam Roi Yot National Park contains a diverse array of habitats: ten distinctive habitat zones in all. One of the most interesting is the dry limestone mountains. These are sparsely covered by dwarf evergreen and deciduous trees and shrubs which grow in the thin soils and on the barren rock. The average rainfall is just over a metre, falling mainly between August and November. This quickly drains away so plants have had to adapt to this unique environment. A mixed deciduous forest, including areas of secondary growth and bamboo grows on the foothills and in the valleys.

Thung Sam Roi Yot, the largest freshwater marsh in Thailand, provides an important environment for a large number of birds, amphibians, reptiles, and small mammals. The World Conservation Union (IUCN) has recognized these fragile wetlands as a site of global importance. Other areas of habitat include scrub, salt pan, cultivated areas, mudflats, brackish waters, mangroves, sand beaches, offshore islets, and open sea.

Topography

The geological characteristic here is very high steep limestone that becomes the high steep cliffs as well as the deep abyss. The highest peak of the hills is 605 meters above the mean sea level. The most fascinating are Khao Yai, Khao Tham Prathun, Khao Daeng, Khao Khan Ban Dai and etc. The limestone land had been worn away by natural impact till became caves or abyss such as Tam Kaeo, Tam Sai, Tam Phraya Nakhon Cave and etc.

Tourist Attractions

Khao Daeng Viewpoint

400 meters on the asphalt street from the headquarter and another 300 meters going up to the hill, taking around 30 minutes, there is a viewpoint at the peak that stands 157 meters above the mean sea level. The time for a very good view is in early morning about 5.30 am. because we could see the sun rise from the rim of the sea at Ban Khao Daeng as well as the other beautiful surrounding. And also birds, sam crab-

eating macaques, monkeys and semnopithecus that come out to find foods in the early morning too.

Activities : - View

Khlong Khao Daeng Canal

1.5 kilometers from the headquarters, the popular activity for tourists is a boat trip by rent a boat from Ban Khao Daeng along the canal around 3-4 kilometers, approximately 1 hour taken per round. During the boat tripping with a mangrove forest view, the tourists would see various kinds of birds. The most appropriated time for this trip is 16.30-17.30 because this is the sunset time.

Activities : - Rafting-Canoeing-Kayaking - View - Bird Watching - flowers admiring.

Sam Phraya Beach

5 kilometers to the north from the headquarters, there is a clam and fascinating beach in the middle of casuarina vegetation, 1 kilometer of the length that tourists can bring their own tent for overnight stay and food services are available.

Activities : - Camping - Activities on Beach

Sai Cave

Located in the bush of Tanot, 9 kilometers far from the headquarters of the park. It is not too far to visit up to the cave. Tourists are able to park cars at base of the hill and walk up to the hill for 280 meters, taking approximately 30 minutes. It is rather dark inside the cave, in the weekend, there are flashlights and lamps services and on the weekday, there is lamp rental service for tourists at Ban Khung Tanot. The cave inside has very beautiful stalactites and stalagmites. It is approximately 1 hour for touring inside the cave.

Activities : - Cave/Geological Touring

Kaeo Cave

Located in the Chan Valley, 16 kilometers far from the headquarters to Bang Pu. It is a beautiful cave that has clear and translucent stalactites and stalagmites. Walking in the cave is quite hard because of the dark and unsmooth floor with full of

small and big stones, so that pressure lantern or flashlight will be needed and the park's officers have to be guide leaders in the cave tour trip approximately 2 hours.

Activities : - Cave/Geological Touring

Phraya Nakhon Cave

This vast cavern high on a hill with a royal history is a favourite destination for visitors to the park. The cave is actually two large sinkholes, the roofs of which have collapsed allowing sunlight & rain to reach the floor, where trees have rooted reaching for the ceiling.

The cave was named for Phraya Nakhon, a former ruler who discovered it over 200 years ago after being forced ashore by a violent storm. The central focus within the cave is a four-gabled roofed pavillion bathed by natural light, which was built for the visit of King Rama V on June 20th, 1890.

This royal pavillion has become the symbol of the province of Prachuap Khiri Khan. King Rama VII visited the cave in June 1926, and one can view the signatures left by both kings on the walls. King Bhumipol (King Rama IX), the present King of Thailand has twice visited Phraya Nakhon continuing the royal legacy.

Phraya Nakhon Cave can be reached from Laem Sala Beach, by a steep rocky trail, 430 m. long and rising to a height of 130m., taking about 30 minute to climb. Caution should be used and proper footwear worn as the rock is sharp and can be slippery.

Activities : - Historical Sight Seeing - Cave/Geological Touring

Sam Roi Yot Freshwater Marsh

A kind of wetland that is the wide plain area naturally occurred with either holding water or flooding throughout the year. It has both fresh and brackish water. It is the source of biological and physical components, and also the symbol of the system, which has various kinds of plants, animals and food's elements. Thung Sam Roi Yot is the living place of many kinds of birds, both residents and seasonal migrant birds, so this is the one of the important places for birdwatching.

Activities : - Bird Watching

Laem Sala Beach

This cape has a fine sandy beach protected on three sides by limestone hills, and when approached from the sea it appears to be an island. Amongst the plantation of casuarina (a pine like tree), you will find a restaurant, bungalows, a camping area, a small visitor center, a picnic shelter, and washrooms. Laem Sala is accessible either by land or water.

A boat, holding up to 10 persons, can be hired from Bang Pu Village for the trip, which takes about 30 minutes. Laem Sala Beach can also be reached by taking a steep, but well constructed trail, starting near the seashore about 200 m. from the village's temple. This 20 minutes walk offers a splendid views of the coast and offshore islands.

Activities : - Cave/Geological Touring - Activities on Beach - Camping - Nature trail study

Varieties of Plants and Wild Animals

Khao Sam Roi Yot has a variety of ecology system, composing of sea, beaches, mangrove forests, freshwater, marsh land, and limestone mountain, which make the areas are appropriated to be living place of any kind of animals, particularly birds.

Plant community: found are beach forests, mangrove forests, limestone-hill forests and hydrophobic plant social. General plants found in the park are *Casuaria equisetifolia* (Sea oak), *Thepesia populnea*, *Calophyllum inophyllum*, *Manilkara hexandra*, *Diospyros mollis* (Ebony tree), *Wrightia tomentosa* (Ivory), *Dracaena loureiri*, *Diospyros bejardii*, *Azalia xylocarpa*, *Rhizophora mucronata* (Red mangrove), *Rhizophora apiculata*, *Ceriops decandra*, *Xylocarpus granatum*, *Avicennia marina*; whereas social plants found in fresh pond are *Cyperus* spp., *Neyraudia reynaudiana*, *Arundo donax*, *Themeda arundinacea*, *Hymenachne pseudointerrupta*, *Leersia hexandra*, *Nymphaea* spp., *Marsilea creuata* (Water clover) *Alocasia* sp., Water chestnuts and etc.

Wildlife Treasures: Due to the steep and relatively inaccessible nature of its mountainous interior, the park still supports a population of Serow, a blackish goat-antelope now rare in Thailand. To catch a glimpse of the Serow, try scanning the

rugged mountain crags with a pair of binoculars in the early morning, or evening when it is active.

The park also supports populations of three species of primate: Dusky, or Spectacled Langur, Crab-eating, or Long-tailed Macaque, and the Slow Loris. The visitor is virtually guaranteed views of the delightful Dusky Langur as the park is one of the best spots in the world to observe this amusing primate, which is easily recognized by its distinctive spectacle eye patches.

The Dusky Langur and the less retiring Crab-eating Macaque are often seen in the vicinity of the park bungalows at the headquarters or the forested sloped behind. More difficult to see is the shy, nocturnal Slow Loris. To see the Slow Loris try searching the tree canopy at night with a flashlight which will pick up its eye reflection.

Other mammals found here are the Barking Deer, Malayan Pangolin, Fishing Cat, Common Palm-Civet, Malayan Porcupine, Javan Mongoose, Siamese Hare, & the Grey-bellied Squirrel. Dolphins can occasionally be observed in the coastal waters.

Khao Sam Roi Yot National Park has become a popular spot with bird watchers due to the approximately 300 recorded species found here and the park's accessibility. The large number of species found within a relatively small area can be attributed to the unique diversity of habitat, and because the park is located on the East Asian/Australian Flyway. Migratory visitors account for half of all the listed species.

The park is reportedly one of the best locations in Thailand to observe shorebirds. Between September and November hundreds of migratory shorebirds from Siberia, China, and Northern Europe arrive at the mudflats to feed and rest, before continuing their southern journey. Some will spend the winter months (November to March) here. These birds will begin the long return journey to their northern breeding grounds between March and May.

The freshwater marsh near the village of Rong Jay provides a good opportunity to view a number of large waterbirds, songbirds and raptors. The marsh is one of only two sites in Thailand where the Purple Heron breeds. The area around the headquarters also makes an ideal location to see birds associated with deciduous woodland, scrubland, and mangrove. Persons interested in birds can pick-up a "Check List and Guide to Bird Finding" available for a small fee, from the Visitors' Center at the Headquarters.

CHAPTER 3 METHODOLOGY

This Thesis “Tourist's Behavior in the Ecotourism Attraction, Case Study in Khao Sam Roi Yot National Park, Prachuapkhirikhan Province” used questionnaires as a tools for collecting data for quantitative research, while qualitative research used in-depth interview for data collecting. The researcher had determined the research method as follows:

3.1 Quantitative Research

Target Population

The target population in this research was Thai’s tourists who visited Khao Sam Roi Yot National Park with age over 15 years old.

Sample Size

The researcher determined the sample size from the number of Thai’s tourists that visited Khao Sam Roi Yot National Park in 2003 which were 74,606 persons and set the rate of sampling error not over 5 percents. The Taro Yamane’s formula (1973:727) was applied to determine a sample size of the population as follows:

$$n = \frac{N}{1 + N e^2}$$

When N = Population.

e = Sampling error (rate not over 5 percents.)

n = Sample size.

$$n = \frac{74,606}{1 + [74,606 \times 0.05^2]}$$

$$n = 397.8 \text{ (398)}$$

From the above formula, the result of sample size is 398 cases. However, according to a lack of time, data were collected in the low season and monsoon period. Therefore, the actual sample size for this research was only 306 cases.

Random Sampling

This research used cluster random sampling to do random sampling from a group of Thai's tourists that visited Khao Sam Roi Yot National Park during June - July 2005. The planned sample sized was 398 cases. But due to the data collecting time was in rainy season which was a low season for traveling to Khao Sam Roi Yot National Park. Therefore, the actual data of tourists who visited Khao Sam Roi Yot National Park was only 306 cases.

3.2 Qualitative Research

Target Population

Target populations in this research were:

- The officers in charge such as the head officer of Khao Sam Roi Yot National Park.
- People who lived nearby Khao Sam Roi Yot National Park area.

Sample Size and Sampling Method

Researcher has set the target population for qualitative research in two groups, which were: The officers in charge such as head officer of Khao Sam Roi Yot National Park and people who lived nearby Khao Sam Roi Yot National Park area. These two groups used in-depth interviewing were with less structured interviews formation. (Wichean Keatsingh,1998) The results will be describes in a form of research outcome and recommendations.

From the fact that the number of residents who live nearby Khao Sam Roi Yot National Park area were 21,636 persons, from 3,625 household and from 20 villages. (Khao Sam Roi Yot National Park, 1999) which were very large numbers. Therefore, the purposive sampling and specific occupations sampling method of population who live nearby National Park area concerning travel of the population in National Park area were chosen to be used in this research. The sampled were 10 persons from restaurant, convenient stores, car and boat rental drivers around the Khao Sam Roi Yot National Park including Ban Bang Pu, Ban Phu Noi, Ban Mai, district Sam Roi Yot Amphoe Pran Buri, Ban Kao Dang, Ban Kao Dang district Amphoe Kui Buri.

3.3 Methodology

3.3.1 Primary Data

The primary data in this research was collected in Khao Sam Roi Yot National Park. The data collecting method were:

1. Quantitative: using questionnaires by interviewing tourists for tourist's data.
2. Qualitative: using in-depth interview interviewing government officers in charge such as head officer of Khao Sam Roi Yot National Park and people who lived nearby Khao Sam Roi Yot National Park.

3.3.2 Secondary Data

The secondary data in this research were document researches such as related documents and researches, news and information etc. These data have been searching in The Tourism Authority of Thailand's library, Government Department, Mahidol University's library, National library and many websites on the internet.

3.4 Instruments

The instruments in this research were divided in two categories (depend on type of research) as follows:

3.4.1 Instrument for Quantitative Research

The questionnaire was used as a tool for data collecting as follows:

- part 1 Tourist's personal factors including age, gender, occupation, education, income and a place for living.
- part 2 Tourism Pattern including size of travel groups, characteristic of people in tourism groups and purpose of travel.
- part 3 Access to Ecotourism Information including information source and frequency.
- part 4 Knowledge of Ecotourism.
- part 5 Activities attended concerning environment and environment conservation including member experienced, activities attended, activities benefit, activities appropriate and other activities outside Khao Sam Roi Yot National Park.
- part 6 Value of Environment and Natural Resources.
- part 7 Tourist's behavior in Khao Sam Roi Yot National Park.

- part 8 Problems and Recommendations of Ecotourism at Khao Sam Roi Yot National Park.

3.4.2 Instrument for Qualitative Research

Researcher used in-depth interview interviewing head officer and officer of Khao Sam Roi Yot National Park and people who lived nearby Khao Sam Roi Yot National Park. The purpose of the interview was to study the change of Khao Sam Roi Yot National Park by studying its history and finally summarized problems and recommendations.

3.5 Instruments Testing

3.5.1 Instruments testing for tourist

- The questionnaires were verified by thesis advisors for accuracy and covered the content validity.
- Researcher checked the questionnaires before use according to the thesis advisors recommendations.
- Researcher bring checked questionnaires to try out with tourists who visit Khao Sam Roi Yot National Park for 40 cases before actual data collecting and analyzed the reliability of the questionnaires.
- Testing the instruments again and propose to the thesis advisors.
- The questionnaire was final tested and ready for data collecting at Khao Sam Roi Yot National Park.

3.5.2 Reliability of the Questionnaires

Knowledge of Ecotourism

Reliability test for part of knowledge of ecotourism is Split Half Method of Spearman Brown's Correlation Factor Formular.(Pungrat Taweerat,2000:125)

$$r_{tt} = \frac{2r_{hh}}{1 + r_{hh}}$$

When r_{tt} refers to Reliability of the questionnaires
 r_{hh} refers to Reliability of the half of the questionnaires

The reliability from knowledge on ecotourism quatnaire is 0.78

$$r_{hh} = \frac{N\sum XY - \sum X\sum Y}{\sqrt{[N\sum X^2 - (\sum X)^2][N\sum Y^2 - (\sum Y)^2]}}$$

- X refers to score from even numbers
- Y refers to score from odd numbers
- N refers to number of member in a group

The reliability of the half of the questionnaires is 0.64

Tourist’s Behavior in Khao Sam Roi Yot National Park and Value of Environment and Natural Resources

Researcher used rating scale for calculation to Reliability test for tourist’s behavior in Khao Sam Roi Yot National Park and value of environment and natural resources were coefficient Alpha Formula by Cronbach.(Nisarat Silapadech,1999)

$$\alpha = \frac{n}{n - 1} \left[1 - \frac{\sum S_i^2}{S_t^2} \right]$$

- When α refers to coefficient alpha
- n refers to number of items
- S_i^2 refers to Variance of single item
- S_t^2 refers to Variance of total item

From the above formula, the reliability of questionnaires for value of environment and natural resources equal 0.71 and the reliability of questionnaires for tourist’s behavior in Khao Sam Roi Yot National Park is 0.89.

3.5.3 Scoring Standard

Access to Ecotourism Information

The frequency of access to ecotourism information consisted of close-ended questions. The evaluation was dividing into 5 levels as shown below:

Frequency of Access to Ecotourism Information	Score
Everyday	5
1-2 time a week	4
1-2 time a month	3
Less than once a month	2
Never	1

The level of access to ecotourism information consider from average score (\bar{X}) and standard deviation (S.D.) from target population and divide into three groups which are high, moderate and low.

Access to ecotourism information at a low level. = 18 score and lower

Access to ecotourism information at a moderate level. = 19 - 34 score

Access to ecotourism information at a high level. = 35 score and higher

The level of access to ecotourism information has mean equal 26.72 and S.D. equal 8.47

Knowledge of Ecotourism

The questions for knowledge of ecotourism are a yes – on questions as shown below:

Right answer given 1 score

Wrong answer given 0 score

The level of knowledge of ecotourism consider from average score (\bar{X}) and standard deviation (S.D.) from target population and divide into three groups which are high, moderate and low.

The Knowledge of Ecotourism at a low level. = 8 score and lower

The Knowledge of Ecotourism at a moderate level. = 9 – 12 score

The Knowledge of Ecotourism at a high level. = 13 score and higher

The level of Knowledge of Ecotourism has mean equal 10.50 and S.D. equal 2.34

Value of Environment and Natural Resources

The questions for value of environment and natural resources used rating scale for calculation and divided into three levels which have two types of statement, which are: positive statement and negative statement. (Boontum Kitpredaborisut, 1997:16)

Positive Statement

Agree	given	3	score
Uncertain	given	2	score
Disagree	given	1	score

Negative Statement

Agree	given	1	score
Uncertain	given	2	score
Disagree	given	3	score

The level of value of environment and natural resources considered from average score (\bar{X}) and standard deviation (S.D.) from target population and divide into three groups which are high, moderate and low.

Value of Environment and Natural Resources at a low level. = 42 score and lower

Value of Environment and Natural Resources at a moderate level. = 43 – 52 score

Value of Environment and Natural Resources at a high level. = 53 score and higher

The level of Value of Environment and Natural Resources has mean equal 47.55 and S.D. equal 5.22

Tourist’s behavior in Khao Sam Roi Yot National Park

The statement to measure tourist’s behavior in Khao Sam Roi Yot National Park used rating scale for calculation and divided into three level which have two type of statements, which are: positive statement and negative statement.(Boontum Kitpredaborisut,1994:16)

Positive Statement

Always	given	3	score
Sometimes	given	2	score
Never	given	1	score

Negative Statement

Always	given	1	score
Sometimes	given	2	score
Never	given	3	score

The level of tourist's behavior in Khao Sam Roi Yot National Park consider from average score (\bar{X}) and standard deviation (S.D.) from target population and divide into three groups which are high, moderate and low.

Tourist's Behavior in Khao Sam Roi Yot National Park at a low level. = 41 score and lower

Tourist's Behavior in Khao Sam Roi Yot National Park at a moderate level = 42 – 50 score

Tourist's Behavior in Khao Sam Roi Yot National Park at a high level. = 51 score and higher

The level of tourist's Behavior in Khao Sam Roi Yot National Park has Mean equal 45.99 and S.D. equal 5.32

3.6 Data collection

3.6.1 Quantitative Research

- The researcher requested the official documents from the faculty of Social Sciences and Humanities, Mahidol University in order to ask for permission from head officer of Khao Sam Roi Yot National Park for collect the data and information.

- Researcher explains about research detail and statement in the questionnaires to research assistant before collect the data.

- Researcher collects the data with research assistant during 1 June - 31 July 2005. (61 days.)

3.6.2 Qualitative Research

The researcher requested the official documents from the faculty of Social Sciences and Humanities, Mahidol University in order to ask for permission from head officer of Khao Sam Roi Yot National Park for collect the data and information.

3.7 Data analysis

After data collection, it was checked for correctness and completeness by the following procedures:

Step 1 Check the data for accuracy and completeness.

Step 2 Systemized the data and created code instruction. Coding and adjust data in form of nominal scale and other appropriate forms.

Step 3 The data were analysis by using SPSS PC⁺(Statistics Package for Social Sciences) computer program and other statistic techniques as follows:

Statistics used for Quantitative Research

- Analysis data sample population about personal factors, travel form and motivational factors are statistically analyzed by utilizing percentage, mean and standard deviation.
- To analysis the correlation between personal factors, travel form and motivational factors and tourist's behavior in Khao Sam Roi Yot National Park area used T-Test in case that those independent variables are separate into 2 groups.
- To analysis the correlation between personal factors, travel form and motivational factors and tourist's behavior in Khao Sam Roi Yot National Park area used One Way Analysis of Variance: ANOVA in case that those independent variables separate more than 2 groups.

Statistics used for Qualitative Research

Descriptive approach analysis by in-depth interviews data in analyzing.

CHAPTER 4 RESULTS

The study of Tourist's behavior to ecotourism attraction, case study at Khao Sam Roi Yot National park, the data was collected from 306 persons. The presentation sequences of the findings are as follows:

Part I: Found personal factors and motive factors of samples by using percentage, mean and standard deviation.

Part II: The analysis of correlation of the independent variables and dependent variable. One Way Analysis of Variance was used.

Part III: Problems, obstacles and recommendations of samples.

Part I: Personal factors and motive factors of samples

1. Personal factor

Personal factors were provided in Table 4.1, the results were:

Gender: 59.5 % of the samples were male and 40.5 % were female.

Age: 66.0% of the samples were between 18-26 years old. 22.2% were 27-35 years of age, 5.9% were 36-44 years of age, 4.6% were 45-53 years of age and 1.3% was 54-61 years of age. The average age was 26 years old. The maximum age was 61 years old and the minimum age was 18 years old.

Occupation: 41.8% of the samples were students/university, 34.7% were employees/private company employees, 9.8% were government officers/state enterprise personnel, 7.8% were commerce/private enterprise, 2.6% were unemployed, 2.0% were farmers and 1.3% were others e.g. municipal staff , local authority staff, Respectively.

Monthly income: 48.4% of the samples had monthly income less than Baht 5,000. 19.6% had monthly income between Baht 5,001-10,000, 12.4% had monthly income Baht 10,001-15,000 and 19.6 had monthly income more than Baht 15,000

respectively. The average monthly income was Baht 15,242.80. The maximum monthly income was Baht 85,000 and the minimum monthly income was Baht 1,000.

Educational level: 68.6% were bachelor's degree, 11.7% were high school/vocational certificate, 9.5% were higher than bachelor's degree, 5.9% were higher vocational certificate/diploma, 2.0% were secondary school, 1.3% were primary school, and 1.0% were non educated respectively.

Residential area: Most samples 83.6% lived in Central area, 5.9% in Eastern area, and 4.6% in Northern area, 3.3% in Southern area, and 2.6% in North Eastern area respectively.

Table 4.1 Number and percentage of personal factors of samples

	Personal factors	Percentage	Number
Total		100.0	306
Gender			
	Male	59.5	182
	Female	40.5	124
Age			
	18-26 years	66.0	202
	27-35 years	22.2	68
	36-44 years	5.9	18
	45-53 years	4.6	14
	54-60 years	1.3	4
	$\bar{X} = 25.9477$ S.D = 8.2261 Max = 61 Min = 18		
Occupation			
	Farmer	2.0	6
	Government officer/State enterprise personnel	9.8	30
	Employee/Private company employee	34.7	106
	Commerce/Private enterprise	7.8	24
	Unemployed	2.6	8
	Student/university	41.8	128
	Other	1.3	4

Personal factors	Percentage	Number
Monthly income		
5,000 baht and less	48.4	148
5,001-10,000 baht	19.6	60
10,001-15,000 baht	12.4	38
15,001 baht and more	19.6	60
$\bar{X} = 15242.80$ S.D = 15598.93 Max = 85000 Min = 1000		
Educational level		
Non-educated	1.0	3
Primary school	1.3	4
Secondary school	2.0	6
High school/Vocational certificate	11.7	36
Higher vocational certificate/diploma	5.9	18
Bachelor's degree	68.6	210
Higher than Bachelor's degree	9.5	29
Residential area		
Northern	4.6	14
Central	83.6	256
North East	2.6	8
Southern	3.3	10
Eastern	5.9	18

2. Tourism styles

From the study of tourism styles of the samples, it was found that the most samples 72.5% had experience in ecotourism attraction and 27.5% had never traveled in ecotourism attractions in table 4.2.

The favorite ecotourism resorts were Khao Sam Roi Yot National park, Huay Kha Kaeng Forest, Kho Soi Dao, Phu Kra Deung, Phu Rua, Khao Yai, Tarutao Island, Kaeng Krajang Dam, Eravan National park, Kao Hin Sorn Developing Center, Poo Hin Rong Kla National park, Nam Nao National park, Sea Edge Forest Pran Buri, Pran Buri National park. Most of the samples (75.8%) traveled to Khao Sam Roi Yot National park for the first time. The second time 13.1%, the fourth time and more 5.9% and the third time 5.2% respectively.

Types of group tour: 47.7% traveled with groups of friends,16.3% were training or seminar groups,16.3% were groups of business firms, organizations and foundations,9.8% were family groups,7.8% were school students, 5.2% were guided group tour and local group tours.

The size of group tour: 35.3% of the groups were larger than 20 peoples, 33.3% were 1-10 peoples and 35.3% were 11-20 peoples respectively.

The main purposes of sample’s traveling were as following: 29.4% traveled for recreation, 28.1% on tour, 27.4% for sight seeing and holiday camping, 9.2% for seminars, 2.0% for religion activities ,1.3% Just coming to see friends and cousins and 2.6% had others objectives

Staying Over night: staying over night 51.0%, not staying overnight 49.0%

The duration of stay: one night 68.0%, 2 nights 28.0% and 3 nights 4%

Types of staying: 85.3% of group tours stayed at the provided housed in the Khao Sam Roi Yot National park. Tents 13.3% and Home stay 1.4%

Table 4.2 Types of Ecotourism

Tourism Style	Percentage	Number
Experience in ecotourism		
totals	100	306
experienced	72.5	222
inexperienced	27.5	84
Number of times in ecotourism at Khao Sam Roi Yot National park		
totals	100	306
1 times	75.8	232
2 times	13.1	40
3 times	5.2	16
4 times or more	5.9	18

Table 4.2 Types of Ecotourism (Cont.)

Tourism Style	Percentage	Number
Characteristic of Travel Group		
Total	100	306
Groups of friend	47.7	146
Training and seminar groups	16.3	50
Groups of workmen ,organization, Foundations	13.1	40
Groups of cousins or families	9.8	30
Groups of teachers and students	7.8	24
Group tour and local group tour	5.2	16
Number of visiting		
Totals	100	306
1-10 peoples	33.3	102
11-20 peoples	31.4	96
More than 20 peoples	35.3	108
$\bar{X} = 25.20$ S.D = 26.27 Max = 100 Min = 2		
Main objectives of Traveling		
Totals	100	306
Recreations	29.4	90
Touring	28.1	86
Sight seeing, camping	27.5	84
Seminars	9.2	28
Religion activities	2.0	6
See cousins or friends	1.3	4
others	2.6	8
Staying over night		
Totals	100	306
Not staying over night	51.0	156
Staying over night	49.0	150
Duration of staying		
Totals	100	150*
1 night	68.0	102
2 night	28.0	42
3 night	4.0	6

Table 4.2 Types of Ecotourism (Cont.)

Tourism Style	Percentage	Number
Type of staying:		
Totals	100	150**
Provided house	85.3	128
Tents	13.3	20
Home stayed	1.4	2

* number of tourists who stayed overnight

** Over night stay only

3. The access to ecotourism information

In table 4.3 shows the media through which the samples had ecotourism information including their frequency.

Through television: 28.1% of the samples have got information once-twice a month, 24.5% have got information less than once a month, 23.2% once-twice a week, 18.0% everyday and 6.2% have never had any information, respectively.

Through radio programs: 27.1% of them have got information less than once a month, 25.2% never had any information, 21.2% once-twice a month, 13.4% once-twice a week, and 13.1% everyday, respectively.

Through newspaper: 22.2% of the samples have got information once-twice a month, 21.9% have got information once-twice a week, 19.0% less than once a month, 18.6% never had any information and 18.3% everyday, respectively.

Through Magazines/Journals: 30.7% have got information once-twice a month, 24.8% once-twice a week, 20.3% have never had any information, 18.3% less than once a month and 5.9% everyday, respectively.

Through Formal publication /Documents from The Tourism Authority of Thailand: 36.9% have got information less than once a month, 26.5% have got information once-twice a month, 18.0% have never had any information, 16.3% once-twice a week and 2.3% everyday, respectively.

Through Pamphlets/Brochures/Poster: 32.7% have got information less than once a month, 27.4% have got information once-twice a month, 23.9% have never had any information, 14.4% once-twice a week and 1.6% everyday, respectively.

Through Family/Cousin: 29.4% have never had any information, 25.2% have had information once-twice a month, 22.5% less than once a month, 17.0% once-twice a week and 5.9% everyday, respectively.

Through Friends: 35.3% have got information once-twice a month, 21.3% have had information less than once a month, 19.9% once-twice a week, 18.3% have never had any information and 5.2% have had information everyday, respectively.

From Government Officers/ The Tourism Authority of Thailand Officer: 35.3% have never had any information, 28.1% once-twice a month, 23.9% less than once a month, 10.4% once-twice a week and 2.3% have had information everyday, respectively.

From internet: 29.7% have got information once-twice a month, 22.9% have never had any information, 19.9% once-twice a week, 15.7% less than once a month and 11.8% have had information everyday, respectively.

The researcher considered the frequencies of the access to ecotourism information. It was found that the most frequency of media of samples was newspaper 18.3%, television program 18.0%, radio 13.1%, internet 11.8%, family/cousin, Magazines/Journals, friend 5.2%, formal publication /Document from The Tourism Authority of Thailand, Government Officers/ The Tourism Authority of Thailand Officer 2.3% and Pamphlets/Brochures/Poster 1.6%, respectively.

The least frequency of media of samples was Government Officers/ The Tourism Authority of Thailand Officer 35.3%, family/cousin 29.4%, radio 25.2%, Pamphlets/Brochures/Poster 23.9%, internet 22.9%, Magazines/Journals 20.3%, newspaper 18.6%, friend 18.3%, formal publication /Document from The Tourism Authority of Thailand 18.0% and television programs 6.2%, respectively.

Table 4.3 Number and percentage of access to ecotourism information**N = 306**

Media	Frequency				
	Everyday (%)	1-2 times a week (%)	1-2 times a month (%)	Less than once a month (%)	Never (%)
Television	55(18.0)	71(23.2)	86(28.1)	75(24.5)	19(6.2)
Radio	40(13.1)	41(13.4)	65(21.2)	83(27.1)	77(25.2)
Newspapers	56(18.3)	67(21.9)	68(22.2)	58(19.0)	57(18.6)
Magazines/Journals	18(5.9)	76(24.8)	94(30.7)	56(18.3)	62(20.3)
Formal publication /Document from the Tourism Authority of Thailand.	7(2.3)	50(16.3)	81(26.5)	113(36.9)	55(18.0)
Pamphlets/Brochures/ Poster	5(1.6)	44(14.4)	84(27.4)	100(32.7)	73(23.9)
Family/Cousins	18(5.9)	52(17.0)	77(25.2)	69(22.5)	90(29.4)
Friends	16(5.2)	61(19.9)	108(35.3)	65(21.3)	56(18.3)
Government Officers/ The Tourism Authority of Thailand Officers	7(2.3)	32(10.4)	86(28.1)	73(23.9)	108(35.3)
Internet	36(11.8)	61(19.9)	91(29.7)	48(15.7)	70(22.9)

4. Levels of access to ecotourism information

Mean (\bar{X}) and Standard Deviation (S.D.) were used in categorizing touring group by the levels of access to ecotourism information, table 4.4 reported that 60.1% of samples had the access to information at a moderate level, 20.3% had the access to information at a low level and 19.6% had the access to information at a high level. The average score of access to information was 26.72. The maximum score was 46 and the minimum was 11.

Table 4.4 Number and percentage of samples as classified by the levels of access to ecotourism information

Levels of access to information	Percentage	Number
Total	100.0	306
Low level	20.3	62
Moderate level	60.1	184
High level	19.6	60
$\bar{X} = 26.72$ S.D. = 8.47 Max = 46 Min = 11		

The interesting thing was the access of ecotourism information of low and high level has not been much differentiates. That was meant that, the samples groups had not enough ecotourism information for good understanding that led to good behavior when traveling in ecotourism attractions.

The finding (Table 4.5) found that most samples 92.2% required the additional ecotourism information and 7.8% did not required because they have already had sufficient information. The samples required additional information through television 43.1%, magazines/journals 10.5%, internet 9.2%, Government Officers/ The Tourism Authority of Thailand Officer 5.9%, newspaper, formal publication /Document from The Tourism Authority of Thailand, friend 5.2%, pamphlets/brochures/poster 4.6%, and radio 1.3%.

Table 4.5 Number and percentage of requirement of additional ecotourism information

Requirement of additional information	Percentage	Number
Total	100.0	306
Accept	92.2	282
Refuse	7.8	24
Media		
Television	43.1	132
Radio	1.3	4
Newspaper	5.2	16
Magazines/Journals	10.5	32
Formal publication /Document from the Tourism Authority of Thailand.	5.2	16
Pamphlets/Brochures/Poster	4.6	14
Family/Cousin	2.0	6
Friends	5.2	16
Government Officers/ The Tourism Authority of Thailand Officers	5.9	18
Internet	9.2	28
Refuse to access information	7.8	24

5. Knowledge about ecotourism

The study of knowledge about ecotourism, the knowledge measurement used the closed-ended questionnaires that had two choices of answer: yes-no for total eighteen items shown at Table 4.6

Item 1. ‘The ecotourism turns beneficial things back to natural.’ Most samples 88.2% were right and 11.8% were wrong.

Item 2. ‘The ecotourism gives more attractions, facilities improvement for tourism.’ Most samples 75.2% were right and 24.8% were wrong.

Item 3 ‘The present ecotourism attraction does not need any improvement.’ The samples 54.2% were right and 45.8% were wrong.

Item 4 ‘The ecotourism is a small group tourist about 2-3 persons.’ The samples 66.7% were right and 33.3% were wrong.

Item 5 ‘The ecotourism characteristic is not different from general tourism.’ The samples 50.3% were wrong and 49.7% were right.

Item 6 'The ecotourism attraction is natural and cultural conservation area.' Most samples 86.3% were right and 13.7% were wrong.

Item 7 'It is also a duty of other related officer from other surrounding government organization to take responsibility of ecotourism attraction.' The samples 58.8% were right and 41.2% were wrong.

Item 8. 'The ecotourism gives tourist chance for learning natural surrounding.' Most samples 89.5% were right and 10.5% were wrong.

Item 9 'There are many information services that have done the job to increase knowledge about ecotourism attraction to tourist and visitors.' Most samples 91.5% were right and 8.5% were wrong.

Item 10 'The ecotourism attraction give tourist chance to be close with natural by using document manual.' Most samples 77.8% were right and 22.2% were wrong.

Item 11. 'The ecotourism attraction does not emphasize local people to take participation in tourism management.' Most samples 84.0% were right and 16.0% were wrong.

Item 12. 'Tourist should buy souvenir that made from a part of plant or wildlife.' The samples 69.3% were right and 30.7% were wrong.

Item 13 'The number of tourists has impact on capacity of tourism attraction.' Most samples 76.5% were right and 23.5% were wrong.

Item 14 'The ecotourism is limited to tourist group size.' The samples 51.6% were wrong and 48.4% were right.

Item 15. 'The accommodations or restaurants at ecotourism attraction that release waste water will not be threatened by law enforcement' The samples 60.8% were right and 39.2% were wrong.

It was clearly seen that most of the samples could not give the right answer to the questionnaires. It meant that the samples still lack of the knowledge in ecotourism characteristic, behavior to ecotourism attraction, and local participation. That knowledge had tremendous effect to tourists on ecotourism behavior.

Table 4.6 Number and percentage of samples as classified by knowledge about Ecotourism.

Question	Right		Wrong	
	%	Number	%	Number
1. The ecotourism turns beneficial things back to nature	88.2	270	11.8	36
2.* The ecotourism gives more attractions, facilities improvement for tourism.	75.2	230	24.8	76
3. * The present ecotourism attraction doest not need any improvement	54.2	166	45.8	140
4.* The ecotourism is a small group tourist about 2-3 persons.	66.7	204	33.3	102
5. The ecotourism characteristic is not different from general tourism.	49.7	152	50.3	154
6. The ecotourism attraction is natural and cultural conservation area.	86.3	264	13.7	42
7. * It is also a duty of other related officer from other surrounding government organization to take responsibility of ecotourism attraction.	58.8	180	41.2	126
8. The ecotourism gives tourist chance for learning natural surrounding.	89.5	274	10.5	32
9. There are many information services that have done the job to increase knowledge about ecotourism attraction to tourist and visitors.	91.5	280	8.5	26
10 ecotourism attractions give tourist chance to be close with natural by using document manual.	77.8	238	22.2	68
11. * The ecotourism attraction does not emphasize local people to take participation in tourism management	57.5	176	42.5	130
12. Tourist should buy souvenir that made from a part of plant or wildlife.	69.3	212	30.7	94
13. The number of tourists has impact on capacity of tourism attraction.	76.5	234	23.5	72
14. * The ecotourism is limited to tourist group size.	48.4	148	51.6	158
15. * The accommodations or restaurants at ecotourism attraction that release waste water will not be threatened by law enforcement.	60.8	186	39.2	120

Note: * Negative items

6. Levels of knowledge about ecotourism

Mean(\bar{X}) and standard deviation(S.D) were used to categorize the samples in the levels of knowledge about ecotourism, table 4.7 reports that 49.7% of samples had the knowledge about ecotourism at a moderate level, 25.5% had the knowledge about ecotourism at a low level and 24.8% had the knowledge about ecotourism at a high level respectively. The average score of knowledge about ecotourism was 10.50. The maximum score was 15 and the minimum was 5. (Table 4.7)

Table 4.7 Number and percentage of samples as classified by the levels of knowledge about ecotourism.

	Levels of knowledge	Percentage	Number
Total		100.0	306
	Low level	25.5	78
	Moderate level	49.7	152
	High level	24.8	76
$\bar{X} = 10.50$ S.D. = 2.34 Max = 15 Min = 5			

7. Environment activity's participation

About participation to club/associate/group that involve with environmental conservation, it was found that the most samples (90.8%) had never been member of any club/associate/group that involve with environmental conservation individually, but 9.2% still have been member of club/associate/group that involve with environmental conservation, respectively. The mentioned club/associate/group was conservation clubs of universities or schools, the club of people who love forest, National Park and Wildlife Ass USA., Think Earth Project. (Table 4.8)

The samples' participation to club/associate/group that involve with environmental conservation as in group: 93.5% of the samples have never been member of club/associate/group that involve with environmental conservation and 6.5% have ever been member of club/associate/group that involve with environmental conservation as in group

For those samples that have ever joined Khao Sam Roi Yot National Park activities, it was found that the 59.8% of samples has not joined any Khao Sam Roi Yot National Park activity and 40.2% has joined Khao Sam Roi Yot National Park

activities, respectively. The activities were activities on the beach, cave exploring, nature educating and seeing the sun set/rise.

Samples' opinion about the beneficial activities at Khao Sam Roi Yot National Park were as following :34.6% was recreation, 33.3% helped in developing environmental conservation perception, 27.5% was studying nature and more understanding about nature,22.2% was to spend time for most valuable things, mutual activity between family members or friends , 20.6% the community had participation with tourist activities, 0.7% got more knowledge about historical in area and to build up group unity 0.7% respectively

81.3% of the samples thought that Khao Sam Roi Yot National Park activities were suitable and 18.7% thought that they were still unsuitable. 69.9% of them thought that the activities should be increased and 30.1% said that they should not be increased.

Table 4.8 Number and percentage of environment activity's participation

Environment activity's participation	%	Number
About participation to club/associate/group that involve with environmental conservation,		
The samples' participation as individual	100.0	306
Total	9.2	28
Ever	90.8	278
Never		
The samples' participation as group		
Ever	6.5	20
Never	93.5	286
The samples' participation to Khao Sam Roi Yot National Park activities	100.0	306
Ever	40.2	123
Never	59.8	183

Table 4.8 Number and percentage of environment activity's participation (Cont.)

Environment activity's participation	%	Number
The benefit of Khao Sam Roi Yot National Park activities.		
Total	100.0	306
helped in developing environmental conservation perception	33.3	102
Recreation	34.6	106
studying nature and more understanding about nature	27.5	84
spend time for most valuable things	22.2	68
the community had participation with tourist activities	20.6	63
mutual activity between family members or friends	22.2	68
Others	0.7	2
The opinion on Khao Sam Roi Yot National Park activities.		
Total	100.0	123*
Suitable	81.3	100
Unsuitable	18.7	23
The opinion about the suitability of activities in Khao Sam Roi Yot National Park. Should they be increased		
Total	100.0	123*
Should	69.9	86
Should not	30.1	37

Note: * tourist who joined Khao Sam Roi Yot National Park activities.

8. Value placed on natural resource and environment.

Value placed on natural resource and environment measurement used the twenty-one items closed-ended question that has three choices of answer: absolutely agree, agree not agree showed at Table 4.9. The result was found that:

Item 1 'If you have a chance, you will join environmental activities.' The samples 58.8% agree, 23.5% strongly agree, 17.6% disagree.

Item 2 'The nature will adjust and make balance by itself so if the tourists take natural product home as souvenirs. It will not course any problem to the environment.' The samples 48.4% agree, 28.1% strongly agree and 23.5% disagree.

Item 3 'The present enforced measure and penalties to tourists who abuse the regulations are suitable.' The samples 60.8% strongly agree, 32.7% agree and 6.5% disagree.

Item 4 'To put more emphasis on giving the public information in order to enhance the proper ecotourism can resolve ecotourism problems.' The samples 47.7% agree, 30.7% strongly agree and 21.6% disagree.

Item 5 'You agree with the natural campaign (K.U.) in using food containers that can be dissolved in all of National Park.' The samples 47.7% agree, 32.0% strongly agree and 20.3% disagree.

Item 6 'You use container that can be dissolved by nature when visit at Khao Sam Roi Yot National Park.' The samples 42.5% agree, 37.3% strongly agree and 20.3% disagree.

Item 7 'Tourists should not make loud noises while staying in Khao Sam Roi Yot National Park.' The samples 57.5% agree, 34.6% strongly agree and 7.8% disagree.

Item 8 'You agree with of government's electric and water saving measures.' The samples 62.7% strong agree, 29.4% agree and 7.8% disagree.

Item 9 'You have received public information about proper ecotourism from many Medias.' The samples 60.8% agree, 25.5% strongly agree and 13.7% disagree.

Item 10. 'Throwing garbage on to the ground is not bad behavior because there are not enough garbage bins.' The samples 41.2% disagree, 34.0% agree and 24.8% strongly agree.

Item 11 'Tourist has to strictly follow the rule, discipline or measure of Khao Sam Roi Yot National Park.' The samples 58.2% strongly agree, 35.9% agree and 5.9% disagree.

Item 12 'The facilities in Khao Sam Roi Yot National Park are necessary to tourists who visit there.' The samples 53.6% agree, 24.2% disagree and 22.2% strongly agree.

Item 13 'The information signs in Khao Sam Roi Yot National Park are very important to tourist.' The samples 60.1% strongly agree, 32.0% agree and 7.8% disagree.

Item 14 'If you find injured wild animals in Khao Sam Roi Yot National Park, you should report to the park officer immediately.' The samples 61.4% strongly agree, 27.5% agree and 11.1% disagree.

Item 15 'The campfire activity is one of the promotion tourism activities of National Parks or natural tourism attractions.' The samples 39.9% agree, 34.0% disagree and 26.1% strongly agree.

Item 16. ‘If you found dangerous or poison animals in Khao Sam Roi Yot National Park, you would kill them immediately.’ The samples 52.9% disagree, 34.6% agree and 12.4% strongly agree.

Item 17 ‘Feeding animals in Khao Sam Roi Yot National Park was good hospitable deed.’ The samples 41.2% agree, 40.5% disagree and 18.3% strongly agree.

Item 18 ‘If you want to have good remembrance to the place you used to visit, you may take something in that place back home as souvenir.’ The samples 55.6% disagree, 32.7% agree and 11.8% strongly agree.

Item 19 ‘Maintenance and up keeping natural attraction are the responsibility of involving government section only.’ The samples 41.8% agree, 35.9% disagree and 22.2% strongly agree.

Item 20 ‘Temporarily Closing some National Park is not suitable. It will make some shortage of income from tourist.’ The samples 49.7% agree, 35.9% disagree and 14.4% strongly agree.

Item 21 ‘You are sure that you play a part of natural conservation and environment in Khao Sam Roi Yot National Park.’ The samples 46.4% strongly agree, 43.1% agree and 10.5% disagree.

Table 4.9 Number and percentage of Value placed on natural resource and environment

Item	N=306					
	strongly agree		agree		disagree	
	%	number	%	number	%	number
1. ‘If you have a chance, you will join environmental activities	23.5	72	58.8	180	17.6	54
2.* The nature will adjust and make balance by itself so if the tourists take natural product home as souvenirs. It will not course any problem to the environment.	28.1	86	48.4	148	23.5	72
3. The present enforced measure and penalties to tourists who abuse the regulations are suitable	60.8	186	32.7	100	6.5	20

Table 4.9 Number and percentage of Value placed on natural resource and environment (Cont.)

Item	N=306					
	strongly agree		agree		disagree	
	%	number	%	number	%	number
4. To put more emphasis on giving the public information in order to enhance the proper ecotourism can resolve ecotourism problems	30.7	94	47.7	146	21.6	66
5. You agree with the natural campaign (K.U.) in using food containers that can be dissolved in all of National Park..	32.0	98	47.7	146	20.3	62
6. You use container that can be dissolved by natural when visit at Khao Sam Roi Yot National Park	37.3	114	42.5	130	20.3	62
7. Tourists should not make loud noises while staying in Khao Sam Roi Yot National Park.	34.6	106	57.5	176	7.8	24
8. You agree with of government's electric and water saving measures.	62.7	192	29.4	90	7.8	24
9. You have received public information about proper ecotourism from many Medias.	25.5	78	60.8	186	13.7	42
10.* Throwing garbage on to the ground is not bad behavior because there are not enough garbage bins.	41.2	126	34.0	104	24.8	76
11. Tourist has to strictly follow the rule, discipline or measure of Khao Sam Roi Yot National Park.	58.2	178	35.9	110	5.9	18
12.* The facilities in Khao Sam Roi Yot National Park are necessary to tourists who visit there.	24.2	74	53.6	164	22.2	68
13. The information signs in Khao Sam Roi Yot National Park are very important to tourist.	60.1	184	32.0	98	7.8	24
14. If you find injured wild animals in Khao Sam Roi Yot National Park, you should report to the park officer immediately.	61.4	188	27.5	84	11.1	34
15.* The campfire activity is one of the promotion tourism activities of National Parks or natural tourism attractions.	34.0	104	39.9	122	26.1	80

Table 4.9 Number and percentage of Value placed on natural resource and environment (Cont.)

Item	strongly agree		agree		disagree	
	%	number	%	number	%	number
16. * If you found dangerous or poison animals in Khao Sam Roi Yot National Park, you would kill them immediately.	52.9	162	34.6	106	12.4	38
17.* Feeding animals in Khao Sam Roi Yot National Park was good hospitable deed.	40.5	124	41.2	126	18.3	56
18. * If you want to have good remembrance to the place you used to visit, you may take something in that place back home as souvenir.	55.6	170	32.7	100	11.8	36
19. * Maintenance and up keeping natural attraction are the responsibility of involving government section only.	35.9	110	41.8	128	22.2	68
20. * Temporarily Closing some National Park is not suitable. It will make some shortage of income from tourist.	35.9	110	49.7	152	14.4	44
21. You are sure that you play a part of natural conservation and environment in Khao Sam Roi Yot National Park.	46.4	142	43.1	132	10.5	32

Note: * Negative items

From the table 4.9 We will see that the samples pay less attention to the environment and natural resources, in giving participation to ecotourism activities (in item 1) forest items (in item2) environmental problems in ecotourism area (items 4,6,10) Khao Sam Roi Yot National Park's policy in up keeping good surrounding environment (items 5,20) tourists' behaviors (in items 7,15,17,19,21,) information accessing in ecotourism (in item 9) and facilities in ecotourism (in item12). Paying less attention to ecotourism aspect means so much to tourist's behavior in Khao Sam Roi Yot National Park's area.

9. Levels of Value placed on natural resource and environment

To determine levels of value placed on natural resources, the mean (\bar{X}) and standard deviation (S.D.) techniques were chosen. The levels of value placed on natural resources were divided in to three categories: High, Moderate, and Low

From the results of the table 4.10 reports that 59.5% of samples had the value placed on natural resource and environment at a moderate level, 20.9% had the value at a high level and 19.6% had the at a low level respectively. The average score of value was 47.55. The maximum score was 60 and the minimum was 39.

Table 4.10 Number and percentage of samples as classified by the levels of value placed on natural resource and environment

Levels of value placed on natural resource and environment	Percentage	Number
Total	100.0	306
Low level	19.6	60
Moderate level	59.5	182
High level	20.9	64
$\bar{X} = 47.55$ S.D = 5.22 Max = 60 Min = 39		

10. Tourist’s behavior in the ecotourism attraction.

The tourist’s behavior in the ecotourism attraction was explored by twenty close-ended questionnaires. Each item had three choices of answer: regularly, sometimes and never. The results of the study were as following. (Table 4.11)

Item 1 “You choose to travel to tourism attraction such as Khao San Roi Yot National Park because of eco-system abandon and natural resource diversity.” The samples 65.4% sometimes, 29.4% practiced regularly and 5.2% never practiced.

Item 2 “You understand the rule, discipline, and regulations of Khao Sam Roi Yot National Park, and follow them strictly. 56.2% of the samples chose ‘sometimes’, 35.3% chose ‘regularly’ and 8.5% chose ‘never’.

Item 3 ‘When you know about rule, discipline, and regulations of Khao Sam Roi Yot National Park, you follow them strictly’. 53.6% of the samples practiced regularly, 37.9% practiced sometimes and 8.5% never practiced.

Item 4 ‘You took documents, brochures, or get information about Khao Sam Roi Yot National Park at Tourist Service Center before traveling’. 5.36% of the samples practiced sometimes, 26.8% never practiced and 19.6% practiced regularly.

Item 5 'If you don't know about meaning of signs or other symbols, you would ask officer or other tourist.' 45.8% of the samples practiced sometimes, 43.1% practiced regularly and 1.1% never practiced.

Item 6 'If Khao Sam Roi Yot National Park had natural conservation campaign, you would give cooperation immediately'. 53.6% of the samples practiced regularly, 41.8% practiced sometimes and 4.6% never practiced.

Item 7 'If you found some beautiful flower or strange fruit, you would keep them for souvenirs'. 62.7% of the samples practiced regularly, 26.8% practiced sometimes and 10.5% never practiced.

Item 8 'You have met and have spoken with local people about cultural, traditional, the way of life and the belief at Khao Sam Roi Yot National Park'. 66.0% of the samples practiced sometimes, 24.2% practiced regularly and 9.8% never practiced.

Item 9 'You brought food in foam, plastic or can container to Khao Sam Roi Yot National Park for comfortable' 46.4% .of the samples practiced sometimes, 36.6% practiced regularly and 17.0% never practiced.

Item 10 'When you finish eating food, you usually take remnants along to feed animal at Khao Sam Roi Yot National Park'. 51.0% of the samples practiced regularly, 38.6% practiced sometimes and 10.5% never practiced.

Item 11 'While staying at Khao Sam Roi Yot National Park, you usually keep garbage or waste with you until you have found the garbage bin.' 60.8% of the samples practiced regularly, 28.8% practiced sometimes and 10.5% never practiced.

Item 12 'While traveling to Khao Sam Roi Yot National Park, you usually categorize garbage or waste before dropping them to the garbage bin.' 52.3% of the samples practiced sometimes, 30.1% practiced regularly and 9.2% never practiced.

Item 13 'When you find some garbage on the ground at Khao Sam Roi Yot National Park, you usually keep them and drop into the bin.' 53.6% of the samples practiced sometimes, 37.3% practiced regularly and 9.2% never practiced.

Item 14 'If you find pieces of branches or vine left on the way, you will pull them away or broke them immediately for safety sake.' 53.6% of the samples practiced sometimes, 36.6% practiced regularly and 9.8% never practiced.

Item 15 'You would like to buy some local products which consist of plant or parts of rarely animal or close extinct at Khao Sam Roi Yot National Park as souvenirs.' 53.6% of the samples practiced regularly, 37.3% practiced sometimes and 9.2% never practiced.

Item 16 ‘You are willing to join the local touring programs to express your cooperation and to support natural conservation at Khao Sam Roi Yot National Park.’ 57.5% of the samples practiced sometimes, 36.6% practiced regularly and 5.9% never practiced.

Item 17 ‘You are willing to support local people’s occupations at Khao Sam Roi Yot National Park by buying local product or hiring local people as your guides.’ 58.2% of the samples practiced sometimes, 32.7% practiced regularly and 9.2% never practiced.

Item 18 ‘You would like to have some food that made from wild animals at Khao Sam Roi Yot National Park to get along with the forest atmosphere and to give more income to local people.’ 51.0% of the samples practiced regularly, 34.6% practiced sometimes and 14.4% never practiced.

Item 19 ‘When you return home, you think that you will learn more about Khao Sam Roi Yot National Park.’ 67.3% of the samples practiced sometimes, 24.8% practiced regularly and 7.8% never practiced.

Item 20 ‘You will bring up your touring experience as a conversation topic and advise your friends to travel at Khao Sam Roi Yot National Park.’ 57.5% of the samples practiced sometimes, 37.3% practiced regularly and 5.2% never practiced.

Table 4.11 Number and percentage of samples as classified by tourist’s behavior in the ecotourism attraction

Content	N = 306					
	Regularly		Sometimes		Never	
	%	n	%	n	%	n
1. You choose to travel to tourism attraction such as Khao Sam Roi Yot National Park because of eco-system abandon and natural resource diversity.	29.4	90	65.4	200	5.2	16
2. You understand the rule, discipline, and regulations of Khao Sam Roi Yot National Park.	35.3	108	56.2	172	8.5	26

Table 4.11 Number and percentage of samples as classified by tourist's behavior in the ecotourism attraction (Cont.)

N = 306

Content	Regularly		Sometimes		Never	
	%	n	%	n	%	n
3. When you know about rule, discipline, and regulations of Khao Sam Roi Yot National Park, you follow them strictly.	53.6	164	37.9	116	8.5	26
4. You took documents, brochures, or get information about Khao Sam Roi Yot National Park at Tourist Service Center before traveling.	19.6	60	53.6	164	26.8	82
5. If you don't know about meaning of signs or other symbols, you would ask officer or other tourist.	43.1	132	45.8	140	11.1	34
6. If Khao Sam Roi Yot National Park had natural conservation campaign, you would give cooperation immediately.	53.6	164	41.8	128	4.6	14
7.* If you found some beautiful flower or strange fruit, you would keep them for souvenirs.	62.7	192	26.8	82	10.5	32
8.You have met and have spoken with local people about cultural, traditional, the way of life and the belief at Khao Sam Roi Yot National Park .	24.2	74	66.0	202	9.8	30
9.* You brought food in foam, plastic or can containers to Khao Sam Roi Yot National Park for comfortable.	36.6	112	46.4	142	17.0	52
10. * When you finish eating food, you usually take remnants along to feed animal at Khao Sam Roi Yot National Park.	51.0	156	38.6	118	10.5	32
11. While staying at Khao Sam Roi Yot National Park, you usually keep garbage or waste with you until you have found the garbage bin.	60.8	186	28.8	88	10.5	32
12 While traveling to Khao Sam Roi Yot National Park, you usually categorize garbage or waste before dropping them to the garbage bin.	30.1	92	52.3	160	17.6	54
13 When you find some garbage on the ground at Khao Sam Roi Yot National Park, you usually keep them and drop into the bin.	37.3	114	53.6	164	9.2	28

Table 4.11 Number and percentage of samples as classified by tourist’s behavior in the ecotourism attraction (Cont.)

N = 306

Content	Regularly		Sometimes		Never	
	%	n	%	n	%	n
14. * If you find pieces of branches or vine left on the way, you will pull them away or broke them immediately for safety sake.	36.6	112	53.6	164	9.8	30
15. * You would like to buy some local products which consist of plant or parts of rarely animal or close extinct at Khao Sam Roi Yot National Park as souvenirs.	53.6	164	37.3	114	9.2	28
16. You are willing to join the local touring programs to express your cooperation and to support natural conservation at Khao Sam Roi Yot National Park.	36.6	112	57.5	176	5.9	18
17. You are willing to support local people’s occupations at Khao Sam Roi Yot National Park by buying local product or hiring local people as your guides	32.7	100	58.2	178	9.2	28
18.* You would like to have some food that made from wild animals at Khao Sam Roi Yot National Park to get along with the forest atmosphere and to give more income to local people	51.0	156	34.6	100	14.4	44
19. When you return home, you think that you will learn more about Khao Sam Roi Yot National Park.	24.8	76	67.3	206	7.8	24
20. You will bring up your touring experience as a conversation topic and advise your friends to travel at Khao Sam Roi Yot National Park.	37.3	114	57.5	176	5.2	16

Note: * Negative items

The study results stated that most of the samples had improper ecotourism behavior (1,7,9,10,12,13,14,15,18,19,20) low level of recognition to the rule or Park’s regulations (item2) low level of ecotourism information access (items 4,5) The participation of local population (items 8,17) insufficiency of Khao Sam Roi Yot National Park’s policy (item 16)

11. Levels of tourist's behavior in the ecotourism attraction

Levels of the tourist's behavior in the ecotourism was explored by using Mean (\bar{X}) and Standard Deviation (S.D.). The levels of samples' proper behavior in the ecotourism were categorized into three groups: high, moderate, and low.

By categorizing the levels of tourist's behavior in the ecotourism attraction, table 4.12 reports that 49.7% of samples were in the moderate level, 26.1% of samples were in a high level and 24.2% of samples were in low level. The average score of tourist's behavior in the ecotourism attraction was 45.99. The maximum score was 57 and the minimum was 32.

Table 4.12 Number and percentage of samples as classified by the levels of tourist's behavior in the ecotourism attraction

	Levels of behavior	Percentage	Number
Total		100.0	306
	Low level	24.2	74
	Moderate level	49.7	152
	High level	26.1	80
$\bar{X} = 45.99$ S.D = 5.32 Max = 57 Min = 32			

Part II: The analysis of the correlation of personal factors, Tourism styles and motive factors with Tourist's behavior in Khao Sam Roi Yot National Park. (One Way Analysis of Variance)

To analyze the correlation of personal factors, tourism's styles and motive factors with tourist's behavior in Khao Sam Roi Yot National Park., the researcher divided analysis result into 2 patterns: the result from T-Test and the result from one way analysis of variances.

1. The result of the correlation of personal factor and motive factor with Tourist's behavior in Khao Sam Roi Yot National Park by use T-Test statistic.

The results of the correlation of personal factor such as gender, motive, environment conservation activity's participation and tourist's behavior in Khao Sam Roi Yot National Park were as in table 4.1.3

Gender: Female ($\bar{X} = 2.02$) and male ($\bar{X} = 2.02$). It was found that gender had no significant difference in ecotourism behavior.

Environment activity’s participation: the samples who have never joined the environmental conservation activities had more ecotourism behavior ($\bar{X} = 2.30$) than who have ever joined ($\bar{X} = 2.00$). Based on statistical test, environment activity’s participation had no significant difference in ecotourism behavior.

Table 4.13 the result of the correlation of personal factor and motive factor with Tourist’s behavior in Khao Sam Roi Yot National Park by use T-Test statistic.

N = 306				
Variables	N	\bar{X}	S.D	Sig. Of F
Gender				0.943
male	182	2.02	0.73	
female	124	2.02	0.69	
The samples group who have ever joined environmental conservation activities.				0.145
Ever	286	2.00	0.72	
Never	20	2.30	0.47	

Note: * P-Value < 0.05

2. the result of the correlation of personal factor, Tourism style and motive factor with Tourist’s behavior in Khao Sam Roi Yot National Park by use ANOVA statistic (One Way Analysis of Variance).

The analysis of correlation of personal factor, tourism style and motive factor such as age, occupation, education level, monthly income, residential area, group size, tourist group’s personality, ecotourism information and acknowledgement and value placed on natural resource and environment with tourist’s behavior in Khao Sam Roi Yot National Park as table 4.14. The results were as following:

Age: The samples with ages between 45-53 years ($\bar{X} = 2.28$) had more proper ecotourism behavior than those who were 27-35 years ($\bar{X} = 2.15$) 54-61 years ($\bar{X} = 2.02$) 36-44 years ($\bar{X} = 2.00$) and 18-26 years ($\bar{X} = 1.94$) respectively. Based on statistical test, age had a significant difference in ecotourism behavior. (At $p < 0.05$)

Occupation: The samples who were farmers, commerce/private enterprise ($\bar{X} = 2.33$) had more proper ecotourism behavior than those who were employees/private company officer ($\bar{X} = 2.21$) government officers/state enterprise officers, unemployed, others ($\bar{X} = 2.00$) and students/university ($\bar{X} = 1.80$) respectively. Based on statistical test, occupation had a significant difference in ecotourism behavior. (At $p < 0.05$)

Educational level: The samples with primary school had more proper ecotourism behavior than those who were un-educated, Higher vocational certificate/diploma ($\bar{X} = 2.33$), Bachelor degree higher ($\bar{X} = 2.14$), High school/Vocational certificate ($\bar{X} = 2.11$), Secondary school ($\bar{X} = 2.00$) and Bachelor degree ($\bar{X} = 1.95$) respectively. Based on statistical test, educational level made no significant difference in ecotourism behavior.

Monthly income: The samples earning 10,001-15,000 bath ($\bar{X} = 2.26$) had more proper ecotourism behavior than those who earned 15,000 bath and higher ($\bar{X} = 2.13$) 5,001-10,000 bath ($\bar{X} = 2.00$) and 5,000 bath and less than ($\bar{X} = 1.92$) did respectively. Based on statistical test, monthly income had a significant difference in ecotourism behavior. (at $p < 0.05$)

Residential area: The samples living in the Northern part of Thailand had more proper ecotourism behavior ($\bar{X} = 2.05$) than those who living in Eastern ($\bar{X} = 2.00$) North East ($\bar{X} = 1.75$) and Southern ($\bar{X} = 1.40$) respectively. Based on statistical test, residential area had significant difference in ecotourism behavior. (at $p < 0.05$)

Group size: The samples with moderate size (11-20 persons) ($\bar{X} = 2.17$) had more proper ecotourism behavior than small size (1-10 persons) ($\bar{X} = 2.08$) and big size (20 persons and more) ($\bar{X} = 1.83$) respectively. Based on statistical test, group size had significant difference in ecotourism behavior. (at $p < 0.05$)

Characteristic of Travel Group: The samples who traveled in groups/join the local group tour ($\bar{X} = 2.35$) had more proper ecotourism behavior than those who traveled with group of friends ($\bar{X} = 2.07$), cousins/families ($\bar{X} = 2.00$), business groups/organization/foundations ($\bar{X} = 1.88$), training groups/seminars ($\bar{X} = 1.87$) or

school teachers/students ($\bar{X} =$) respectively. Based on statistical test, tourist group's personality had significant difference in ecotourism behavior. (at $p < 0.05$)

Main Purpose of Traveling: The samples who had the main objective for traveling ($\bar{X} = 2.50$) had more proper ecotourism behavior than those for training/seminar ($\bar{X} = 2.39$), to see cousins/friends ($\bar{X} = 2.00$), recreations ($\bar{X} = 1.96$), sight seeing/camping ($\bar{X} = 1.79$), religious activities ($\bar{X} = 1.71$) and others respectively. Based on statistical test, Main Purpose of Traveling had significant difference in ecotourism behavior. (at $p < 0.05$)

Access to ecotourism information: The samples with low level of ecotourism information accessing ($\bar{X} = 2.10$) had more proper ecotourism behavior than those with moderate level ($\bar{X} = 2.02$) and high level ($\bar{X} = 1.95$) respectively. Based on statistical test, access to ecotourism information had no significant difference in ecotourism behavior.

Knowledge level about ecotourism: The samples with a high level of knowledge ($\bar{X} = 2.18$) had more proper ecotourism behavior than those who had moderate level ($\bar{X} = 1.99$) and a low level ($\bar{X} = 1.92$) respectively. Based on statistical test, knowledge about ecotourism had a significant difference in ecotourism behavior. (at $p < 0.05$)

Value placed on natural resource and environment: The samples with a high level of good attitude towards natural resource and environment ($\bar{X} = 2.47$) had more proper ecotourism behavior than those who had a moderate level ($\bar{X} = 1.97$) and a low level ($\bar{X} = 1.70$) respectively. Based on statistical test, good attitude towards natural resource and environment had a significant difference in ecotourism behavior. (at $p < 0.05$)

From results of the research, it could bring to conclusion that factors that affected tourists' behavior in Khao Sam Roi Yot National Park were ages, occupations, average monthly income, present residential area, size of the touring group, characteristics of traveling groups, the main objective of traveling, knowledge about ecotourism and good attitude towards ecotourism.

Table 4.14 The correlation analysis of personal factors, tourism style and motive factors with the ecotourism behavior. (One Way Analysis of Variance)**N=306**

Factors	N	\bar{X}	S.D	Sig. of F
Age				0.006*
18-26 years	202	1.94	0.73	
27-35 years	68	2.15	0.61	
36-44 years	18	2.00	0.69	
45-53 years	14	2.28	0.73	
54-61 years	4	2.02	0.00	
Occupation				0.000*
Farmer	6	2.33	0.52	
Government officer/State enterprise officer	30	2.00	0.64	
Employee/Private company officer	106	2.21	0.69	
Commerce/Private enterprise	24	2.33	0.76	
Unemployed	8	2.00	0.76	
Student/university	128	1.80	0.67	
Other	4	2.00	1.15	0.147
Educational level				
Un-educated	3	2.33	1.15	
Primary school	4	2.50	0.58	
Secondary school	6	2.00	0.89	
High school/Vocational certificate	36	2.11	0.82	
Higher vocational certificate/diploma	18	2.33	0.69	
Bachelor's degree	210	1.95	0.69	
Higher educations	29	2.14	0.64	

Table 4.14 The correlation analysis of personal factors, tourism style and motive factors with the ecotourism behavior. (One Way Analysis of Variance)(Cont.)

N=306

Factors	N	\bar{X}	S.D	Sig. of F
Monthly income				0.028*
5,000 baht and less	148	1.92	0.69	
5,001-10,000 baht	60	2.00	0.74	
10,001-15,000 baht	38	2.26	0.65	
15,001 baht and more	60	2.13	0.72	
Residential area				0.047*
Northern	14	2.14	0.86	
Central	256	2.05	0.69	
North east	8	1.75	0.46	
Southern	10	1.40	0.52	
Eastern	18	2.00	0.84	
Group size				0.002*
1-10 persons	102	2.08	0.77	
11-20 persons	96	2.17	0.63	
21 persons and more	108	1.83	0.69	
Tourist group's personality				0.002*
Group of friends	146	2.07	0.77	
Group of trainings/seminars	30	1.87	0.63	
Group of workers/ organizations/ foundations	50	1.88	0.66	
Group of cousins/families	16	2.00	0.52	
Group of school teachers/students	24	1.67	0.64	
Touring group/local group tour	40	2.35	0.58	
Main Purpose of Traveling				0.000*
recreations	90	1.96	0.73	
touring	4	2.50	0.58	
sight seeing/camping	84	1.79	0.64	
training/seminar	86	2.39	0.66	
religious activities	28	1.71	0.60	

Table 4.14 The correlation analysis of personal factors, tourism style and motive factors with the ecotourism behavior. (One Way Analysis of Variance)(Cont.)

N=306

Factors	N	\bar{X}	S.D	Sig. of F
come to see cousins/friends	6	2.00	0.89	
others	8	2.00	0.00	
Access to ecotourism information				0.530
Low level	62	2.10	0.72	
Moderate level	184	2.02	0.73	
High level	60	1.95	0.65	
Knowledge level about ecotourism				0.005*
Low level	78	1.92	0.70	
Moderate level	152	1.99	0.72	
High level	76	2.18	0.69	
Value placed on natural resource and environment				0.000*
Low level	60	1.70	0.70	
Moderate level	182	1.97	0.67	
High level	64	2.47	0.62	

Note: *P-Value < 0.05

Part III: Problems, obstacles and recommendations

From the study result, problems, obstacles and recommendations for tourist's behavior in ecotourism attraction at Khao Sam Roi Yot National Park were as followed:

1. Problems and obstacles for tourist's behavior in ecotourism attraction at Khao Sam Roi Yot National Park.

Because of the broad aspects of samples' opinions, the data has been divided into 2 parts, as followings:

Tourism attraction

- The traveling to another tourism attraction was uncomfortable because of long distance. The feasible tourism attractions by car were only some places near the main area such as Prayanakorn Cave, Sampraya Beach, Sam Roi Yot Freshwater Marsh. Limited tourist group could afford that because cars or buses were needed for this purpose. There were only 1 round bus trip in local area started at 8.00 a.m. from Khao Sam Roi Yot National Park to Sam Roi Yot market and 11.00 a.m. from Sam Roi Yot market back to Khao Sam Roi Yot National Park. Or else the travelers had to hire a light truck at the sky high rate (about 800 baths) to travel to only a few places near Khao Sam Roi Yot National Park. One could say that the transportation itself was one of barriers to ecotourism.

- Safety enforcement also one factor that retard the growth of ecotourism at Khao Sam Roi Yot National Park. No one cared about wearing life Jacket or life buoy when traveling by boat.

- There were no enough light in the tourist's accommodation area. This was dangerous for tourists because there might be some poison animals or thieves around and no one could notice because of the darkness.

- There were not enough information signs in Khao Sam Roi Yot National Park areas. The tourists were usually confused about the directions to go to where they want.

- The garbage bins were also not enough. Most of the tourists did not like to carry their garbage for a long way. They just threw it away anywhere they want. A good excuse was not their false because there were no garbage bins provided for them.

- Khao Sam Roi Yot National Park had very specific capacity of accommodations. Lots of tourists had to stay out side the Khao Sam Roi Yot National Park.

- The unpredictable weather condition in monsoon season was also one of barriers to ecotourism. Touring in Khao Sam Roi Yot National Park needed traveling by boat, so it would be impossible to travel in a storm.

Personal side

- There were only a few convenient stores at Khao Sam Roi Yot National Park at the main office of Khao Sam Roi Yot National Park and Praya Nakorn Cave. They had a limit working time. So tourists had to go to the shop outside Khao Sam Roi Yot National Park which usually had unsatisfied conditions about cleaning, price and bad manner of the entrepreneurs.

- The Price of food and drink was very expensive because the private entrepreneurs outside Khao Sam Roi Yot National Park were not under control of Khao Sam Roi Yot National Park.

- There were not enough public relation officers to give tourists the needed information.

- Tourists were lack of good ecotourism attitude. That brought about improper behaviors such as littering, did something nuisance to other tourist by making loud noise, carrying weapons, write and engrave the rock in caves.

- The officer of Khao Sam Roi Yot National Park did not share enough roles in tourism promotion program such as giving necessary information to tourist who visiting Khao Sam Roi Yot National Park, set up mass information to the public.

- Boat fee price was not standard, the price was up to the boat owners who usually were fisherman and not under control of Khao Sam Roi Yot National Park .

2. Recommendations for tourist's behavior in ecotourism attraction at Khao Sam Roi Yot National Park of samples

The samples revealed that

Tourist Attraction side

- Should have sign for show or explain tree's name. That was increase knowledge to tourist who visits Khao Sam Roi Yot National Park. Beside natural meaning sign, tourist would like to accept information about tourism attraction history, eco-system character, natural surrounding character, knowledge about see/waterfall/mangrove, knowledge about ecotourism attraction in Thailand. These information were useful for tourist who travel for eco-system study at Khao Sam Roi Yot National Park.

- Tourism attraction was far from the other one, Tourist service center was open only one point and far from the other tourism attractions. That should open tourist service center at each tourism attraction for tell distance between tourism

attractions and advice tourist activities that Khao Sam Roi Yot National Park was setting.

- The traveling to some tourism attraction could go by boat but traveling by boat must pass the temple so that not suitable to pass the temple for traveling because not suitable and could make noise, garbage, waste water pollution in temple.

- Khao Sam Roi Yot National Park had less public relation so people can not get basic information of Khao Sam Roi Yot National Park. That should more public relation pass radio or television. The topic of public relation was about basic information of Khao Sam Roi Yot National Park, the advice before traveling, preparing themselves before traveling, preparing tourism equipment before traveling and the suitable practice during traveling.

Personal side

- The law enforcement should be strictly performed.
- The officers of Khao Sam Roi Yot National Park should give advice to tourists including explain about routes in each tourism attraction.
- Khao Sam Roi Yot National Park should establish more security measures, including security guards at some risky or solitary areas such Kaeo Cave or Laem Sala Beach or sun rise watching point that tourist had to wait for sun rise till early morning.
- Work effectiveness of officers of Khao Sam Roi Yot National Park was very low. They usually worked very slowly.

3. Information from In-depth Interview

The 2 groups of samples were In-depth Interviewed

1. The officers of Khao Sam Roi Yot National Park.
2. Private enterprises and surrounding populations.

3.1 The subject in the interview was what make the surrounding environment change.

The officers of Khao Sam Roi Yot National Park

From the in-dept interview with the officers of Khao Sam Roi Yot National Park, it was found that in 2519 B.E. Khao Sam Roi Yot National Park had 86.53 square kilometers of forest. The forest area was decreased continuously, because a lot of people trespassed and turned some of the forest area into shrimp farms and pine apple farms (analysis from LANDSAT TM5). In 2530 B.E. Khao Sam Roi Yot

National Park forest has reduced to 81.93 square kilometers. Besides, the fresh water swamp areas were expanded. There were two assumptions about this phenomenon. The first one was the level of fresh water was increased and flooded the surrounding area. The second assumption was the increasing of abandoned rice fields and farm crops made the plain deserted area suitable for raising shrimp farms. The shrimp farms area were spread so rapidly that nowadays they reached the middle part of Sam Roi Yot plains. They consisted of the mouth of Pran River's area, Bangpoo canal area, Bann Kao Daeng area and Bann Don Yai Noo area. Further more, there were also some fish farms in some areas.

The problems in this area were to clearly set the limit of Khao Sam Roi Yot National Park. Before the setting declaration of the Park, there were quite lots of people had been settling in the area. Some have already had the title deed to piece of land, and some haven't. Until after 2509-2525 B.E., Sam Roi Yot plain area was announced to be one of the Housing projects of the Ministry of Interior (Dec 16,1970). Further more, the Sam Roi Yot plain area developing plan was set up (Jun 4,1980) by the Ministry of Interior, and so the Sam Roi Yot plain area developing plan of Department of Irrigations (1961). There were so many programs arranged for the people here, but lack of good coordination between each department. It brought about some conflict between them. The reason was that the one who had had the title deed to piece of land before 1982 should have the right to own and use their land, but some of them have not.

After 1982, the Government registered the increase of the park's area limit law with an attached reference map, but unfortunately it was not clear enough. So the problems about the people's right to own the land still existed. Even more the new immigrant from other regions came to stake out their claim to squat in Khao Sam Roi Yot National Park. There were some efforts to make use of satellite images to attach to the registered law. But it still faced the obstacles, which were the shortage of expertise and budget.

In the social, cultural, traditional and existence aspects, there were some changes such as some changes in occupations from agricultures or fishery to industry. There were some changes in existence because people had more income. There were more facilities and lodgings. But cultures and traditions still are the same as before.

Private enterprises and surrounding populations.

From the in-dept interview with samples who were private enterprises and surrounding populations of Khao Sam Roi Yot National Park about the changes of this area. The results were as followings.

In the past, the surrounding environment of Sam Roi Yot plain areas was very rich and fertile, lots of birds and wild animals. But nowadays so many people came to live and make use of the resources and destroyed the existing forest. The richness of the surrounding environments was then destroyed.

People's occupations have been changed from agriculture to manufacturing and had more modern life styles. But some of the farmers still have their faith in the agricultural occupations and try to expand their drifting farms. There were a lot of dwelling houses that turned to be the home stay house for tourists. Every house had electricity and tap water installed. Some of the fishermen gave service to tourists in their part time.

Culture and tradition patterns still existed firmly such as Songkran festival and the Buddhist Lent etc.

2.2 Policy and Ecotourism Promotion programs of Kao Sam Roi Yot National Park

From the in-dept interview with group of samples who were the officers of Khao Sam Roi Yot National Park about policies and ecotourism programs of Kao Sam Roi Yot National Park. The results were as followed.

Khao Sam Roi Yot National Park has set up an Operation Plan 2003 that consisted of:

1. The Khao Sam Roi Yot National Park Touring Resource Reform and Development Plan faze two. This was the continuation to the first phase which operated under the National monetary loan for developing tour and work promotion, Social Investment Project (SIP).

2. The Khao Sam Roi Yot National Park boundary setting and increasing forest protection Plans.

3. The Khao Sam Roi Yot National Park sea edge forest restoration and reformation plan.

4. The Khao Sam Roi Yot National Park sea shore forest restoration and scenery reformation plan.

5. The Khao Sam Roi Yot National Park main office and touring attractions development and reformation plan. (Income)

These plans were set up to support the annual increasing tourism. They put more emphasis on touring activities, the former touring resource developments such as .Kao Daeng canal touring and Phaya Nakorn staircase improvement to suit the aged people.

The Khao Sam Roi Yot National Park areas were divided into 6 zones according to their area limits, value, resource importance, and resource conservation as followed.

- Intensive Use Zone
- Outdoor Recreation Zone
- Primitive Zone
- restrict Nature Reserve
- Recovery Zone
- Special Use Zone

Private enterprises and surrounding populations.

From the in-dept interviewing to the neighborhood shop keepers about The Khao Sam Roi Yot National Park's policy and touring management programs, it was found that

In the past, most of The Khao Sam Roi Yot National Park policies and operating measures were emphasized on suppressing the trespasses. That was the reason why neighboring people had bad attitude towards the Park and did not give any cooperation to any activity held by the Park.

But nowadays The Khao Sam Roi Yot National Park tried to put more emphasize on the touring promotion and surrounding environment development which

gave the neighborhood lots of benefit. Now The Khao Sam Roi Yot National Park has got tremendous of cooperation from the neighborhood. But anyway, the neighborhood still had not any chance to take part in mutual planning.

3.3 The local people's cooperation with The Khao Sam Roi Yot National Park

The officers of Khao Sam Roi Yot National Park

From the in-dept interview with the officers of Khao Sam Roi Yot National Park about the cooperation of the local people, it was found that

The Khao Sam Roi Yot National Park has received very good cooperation from the local people, no matter what activities or what level or scale they held. But the Park has still not permitted any local people to do any business in the Park area. Their business had to exist only in the surrounded area. Most of their businesses concerned have rendered their services to tourists such as sea food cuisines, home stay, convenience store and transportation services.

Most of the policies and planning held by the Khao Sam Roi Yot National Park were the derived plans from the existing problem solving or developing and natural resource conservation plans. These plans were set up by the committee that consisted of park' staff only, no neighborhood representatives concerned. These plans were then sent to the department of National Parks, Wild lives and Ancestry to request for the budget.

Private enterprises and surrounding populations.

From the in-dept interviewing to the neighborhood shop keepers about the cooperation to the Khao Sam Roi Yot National Park, it was found that they did not know about any content in the plans. They only knew when the Park declared about activity held.

3.4 Tourists to the Khao Sam Roi Yot National Park

The officers of Khao Sam Roi Yot National Park

From the in-dept interview with the officers of Khao Sam Roi Yot National Park about the tourist's behavior, it was found that

Most of the tourists had good ecotourism behavior good attitude towards environment conservation, but there still had some tourists that neglected them. The Khao Sam Roi Yot National Park was one of the ecotourism parks. That was why there were not much facilities for tourists' convenient. The ones who traveled to Khao Sam Roi Yot National Park usually had ecotourism minded, they wanted to close to the nature. For this reason, the Khao Sam Roi Yot National Park has set up a tourists information center to give necessary knowledge such as the history of Khao Sam Roi Yot National Park, surrounding environment, activities held by the Park and the ecotourism behavior. This information did not provided for public mass information outside the Park.

Private enterprises and surrounding populations.

From the in-dept interview with samples who were private enterprises and surrounding population of Khao Sam Roi Yot National Park about the tourists. The results were as followings:

The number of tourists has increased continuously. Most of them came in groups or families by cars or hired mini buses. There were some foreigners. Most of them came by touring coaches or hired vans.

The Khao Sam Roi Yot National Park areas were very wide. Each natural ecotourism attraction was very far apart. So the tourists usually visited only few main touring attractions. There was no problem caused by tourists' behavior.

CHAPTER 5 DISCUSSION

This research is the survey research of Tourist's behavior to ecotourism attraction, case study at Khao Sam Roi Yot National Park, the data was collected from 306 persons. The explanation sequences of the findings are as follows:

5.1 Explanation from the Objective of research

Objective 1 to evaluate the level of ecotourism behavior in Khao Sam Roi Yot National Park

From the Study research, it was found that The tourist's behavior in Khao Sam Roi Yot National Park had the moderate ecotourism behavior at 49.7% which has the result as the former hypothesis that, a tourist in Khao Sam Roi Yot National Park has moderate ecotourism behavior concerning to the insufficiency of information acknowledgment, 60.1 percentages. The information still was not enough to cause good tourist behavior, and although, they have taken news or information from many sources, for example, newspaper, television, radio but they still have not enough with the requirement of a tourist.

From the data, tourist requested for more ecotourism information at 92.2 percentages, and they needed to know the information mostly from television at 43.5 percentage. Besides, from the research, it was found that, the information should emphasize to the preparation before the travel, general knowledge while travel and information of eco-tourism in that tourism attraction, to increase the correct behavior when they will have next travel in the future.

Objective 2 To study the factor that was affected the tourism behavior in Khao Sam Roi Yot National Park.

From result of research, it was found that the factors that affected to tourist behavior were age, gender, occupation, monthly income, residential area, group size,

group personality, travel proposal and the respect of environment and natural resources following the former hypothesis, which can describe as

Gender

From the statistic's signification, it was found that age was the factor that caused differences in eco-tourist behavior, as the statistics data at 0.05 which according to the hypothesis that, different age would cause differences to eco-tourism manners. In order that, the older samples had more experiences, information and had good sub consciousness much more than the younger one.

Occupation

From the statistic signification, it was found that occupation was the factor that caused differences in eco-tourist behavior, as the statistics data at 0.05 which according to the hypothesis that, different occupation would cause different eco-tourism manner because of experience and subconscious occupation. From the case study, the agriculture samples had better behavior than the other groups. It might be the nature of their occupation that work closely with nature, seeing lots of changes and natural disasters that brought about good understanding of ecology circle, whenever they traveled, they would not disturb the nature.

Average monthly Income

From the statistic signification, it was found that monthly income was the factor that caused differences in eco-tourist behavior, as the statistics data at 0.05 which according to the hypothesis that, different monthly income would cause differences to eco-tourism manner. It might be that from the high income; sample group had more chance to get the information and knowledge from many sources and had good opportunity to travel to the better natural places than other samples so they would have much more good behaviors than the lower income samples.

Residential Area

From the statistic signification, it was found that residential area was the factor that caused differences in eco-tourist behavior, as the statistics data at 0.05 which according to the hypothesis that, different residential area would cause differences to eco-tourism manners. It might be that the samples traveled from different areas, different cultures, traditions, way of life that affected their believes or the folk wisdom about the environment preservation. In the prosperous areas that

have fertile natural resources, the way of life there were close to the nature, it would cause better behavior than the other groups.

Sizes of the tourist groups

From the statistic signification, It was found that group's size was the factor that caused differences in eco-tourist behaviors, as the statistics data at 0.05 which according to the hypothesis that, different group's size would cause different eco-tourism manners.

This probably because it would be more convenient to set up better eco-tourism activities and more sufficiency information for moderate size of tourist group than the larger size group. The large size touring group naturally had more limitation about time, place and ability to look after them.

Group Personality

From the statistic signification, it was found that personality of tourist group was the factor that caused differences in eco-tourist, as the statistics data at 0.05 which according to the hypothesis that, different personality of tourist group would cause differences to eco-tourism manners. This probably came from the styles of tourism activities such as touring group would have good information and knowledge from their guides while they were traveling but the group of friends put more emphasis on personal leisure so the different tourist groups would affect the level of eco-tourism behaviors.

The proposal of tourism

From the statistic signification, it was found that travel proposal of tourist group was the factor that caused difference to eco-tourism behavior, as the statistics data at 0.05 which according to the hypothesis that, different proposal would cause different eco-tourism manners.

The tourist who had the intention to travel would find more information about the tourist attractions then they would have knowledge about the places they intended to go and had better performance of action than the other groups.

Knowledge about ecotourism

From the statistic signification, it was found that eco-tourism information was the factor that caused differences in eco-tourist behaviors, as the statistics data at 0.05 which according to the hypothesis and literary work's revision, that different

information level would cause different eco-tourism manners. The tourist behavior would present following the level of knowledge they had.

Good attitude towards environment and natural resources

From the statistic signification, it was found that good attitude towards environment and natural resources was the factor that caused differences in eco-tourist behaviors, as the statistics data at 0.05 which according to the hypothesis, that different respect level would cause different eco-tourism manners.

From the way that the tourists have better attitude towards environment, it showed that they realized about the importance of the environment. This caused better ecotourism behavior accordingly.

The factors that did not have important significance to eco-tourism behavior were gender, education level, eco-tourism acknowledgement and environment activity's participation which could be described as follows:

Gender

From the statistic's result, it was found that different gender affected the eco-tourism behavior as non statistic significant and not following the hypothesis and literary work revision. Therefore, at the present, female and male did not have any social limitation. They had the equal role of social aspect, had the same capacity in education, the same opportunity for acknowledge the information. The samples had the same number of genders then the different gender does not affect the eco-tourist behavior.

Education Level

From the statistic's result, it was found that different education level affected the eco-tourism behavior as non statistic significant and not following the hypothesis and literary work revision. Therefore, many kind of broad brand of media, information and knowledge were now easy to access. The tourist could search and get information as much as they required thus they could use that information to benefit their travel and finally had the good tourism behavior.

Eco-tourism acknowledgement

From the statistic's result, it was found that different Eco-tourism acknowledgement affected the eco-tourism behavior as non statistic significance and not following the hypothesis and literary work revision. Concerning to media nowadays was easy to access and receive the variety information but the eco-tourism information still the minority part of them. The tourist who received the ecotourism information did not have serious intention to use that information for their trip. It meant that the subconscious of tourist had more affected to behavior than information acknowledgement. Thus the information acknowledgement did not affect to tourist behavior.

Environment activity's participation

From the statistic's result, it was found that different environment activity's participation affected the eco-tourism behavior as non statistic significance and not following the hypothesis and literary work revision. Concerning to any environment activities could not change the tourist behavior, could not build up the good sub consciousness about environmental reservation even though they would participate to the activity but they still chose to travel their own way and not concern about the right way for nature reservation. Thus, activity's participation or not participation did not affect to tourist behavior.

Objective 3 to study the problem, obstacles and recommendations of tourist in Khao Sam Roi Yot National Park

Problems, obstacles of tourist in Khao Sam Roi Yot National Park

From case study's result, it was found that the majority of sample had moderate eco-tourism level at 49.7 Percentage from the problem and obstacles as follows:-

Tourist attraction

1. The presentation of Khao Sam Roi Yot

It was not attractive to the younger and teenager groups because of their old presentation style by slide show with brief. This caused the teenage boring and neglects the information.

2. The safety in the life and property of tourist

- Water transportation

The safety of water transportation was still not meeting the standard. Some piers did not have the standard information for tourist such as the capacity loading of weight and passenger. The quantity of life jacket was less than the passenger number which was very important for life saving especially for children and old passenger. The water transportation should improve to meet the standard.

- The light during night time

The places provided for overnight tourists in Khao Sam Roi Yot National Park were mostly at beach area. There were some tents in camping area but not popular like near the beach. The light then was necessary in doing activity of a tourist. Although, in some area which did not have a tourist but, they still needed the sufficient light to prevent from any danger especially in area that far from the main road.

- The security guard

Khao Sam Roi Yot National Park should increase the number of guards during night time to enable to secure the safety of tourists. In case of accident occurred, tourist could receive the security informed immediately when accident occurred and could solve the problem in time.

3. Facilities in Khoa Sam Roi Yot National Park

- Dustbin in tourist attraction area, there were few and not enough to support the rubbish from a tourist and a dustbin was not recycle types and no separation on kind of the garbage. Therefore, the number of dustbin should be increased and use the recycle type stead of the existing one.

- The signal in Khao Sam Roi Yot National Park was not enough for tourist and each signal had in distance from each other. This can make the tourist confuse about direction.

- The rest room in Khao Sam Roi Yot was not clean and did not have enough quantity to meet the requirement of tourists.

- Accommodation did not enough to meet the requirement of tourist.

- Convenient store was few and not enough to meet requirement of a tourist, thus a tourist had to go to stores outside the national park area where did not meet hygiene standard, but unreasonable price and bad manners of the entrepreneur.

- The Tourist Information Service can not open every place then when tourist travel to that area, they can not have any further information.

Khao Sam Roi Yot National Park's officer, entrepreneur and tourist's behavior

1. Khao Sam Roi Yot National Park's officer

- Insufficiency number to serve the tourist then some of tourist could not afford the knowledge information.

- Participation between officer and tourist was flow very slow from not enough officers to meet the requirement of tourist.

- The penalty of Khao Sam Roi Yot's regulation was not strict as it should be, when the tourist infringe or act forbidden the rules, the officer never punish or fine as the regulation.

2. Enterprises outside of national park did not meet the hygiene standard, and have price control and service mind.

3. Some tourist did not act in appropriate manner, such as making loud noise, bearing weapon in national park and the officer did not take action on as guilty or punishment. In the cave there were the scraping scratches, writing on partition cave wall, destroying the nature and identity destruction of the tourist attraction.

Recommendation for travel in Khao Sam Roi Yot National Park

From the case study of tourist behavior, the tourist was proposed the suggestion for improvement and development as follows:-

1. Information signal improvement

To increase the number of natural information signal for the tourists such as name of tree, their benefit, tourist attraction history, wild animal in that area etc.

2. Additional Information

To increase the knowledge information, for example, the nature in Khao Sam Roi Yot National park, the preparation data before trip and the practice while visit the

national park and eco-tourism attraction. The Mangrove forest conservation, Sea and natural resources conservation, suitable time for travel etc. The information and public relation are still not effective to meet the target group of tourist.

3. To increase seminars on sea resource conservation and activity concerned to eco-tourism cycle in Khao Sam Roi Yot National Park. Must consider the ecology of national park, not give rise to any bad effect to the nature. Thus the activity arrangement must receive careful considerations to the advantage of tourist as well as the effect on the ecology of national park.

4. Khao Sam Roi Yot National park has a lack of income, depending on the official budget mainly. So they could not develop, encourage and support the eco-tourism activity to make it success and well known.

They should find the additional income to National Park by cooperating with the authority sectors which related to the national park by joining hands to set up the activity, public relation and improve the tourist attraction to meet the standard and attractive activity for tourist.

5. To conserve the sensitive area in Khao Sam Roi Yot National Park. Should delegate the area for example the area of eco-tourist attraction, the recovery area that had the effect until the ecology was damaged, the habitant for Wild life or even to close the National park in some period to gave the time for nature recover to their origin.

6. The officer of Khao Sam Roi Yot National Park should increase their instruction and advice to the tourists about rules and the regulations of National Park. The enforcement of rules and regulations of National Park are to be applicable strictly to all. Any violation against these rules and regulations by any tourist is to be punished on case by case basis.

7. The related authority sector

The Tourism Authority of Thailand played an important role for tourism public relation and increased the number of tourist through all media, such as a magazine, radio, television, leaflets, brochure and website. Thus the information should be updated as often as possible concerning to the tourist attraction information. The practice during travel should include more seminars to tourist agency and guides regarding to the eco-tourism too.

Ministry of Education should add the knowledge about eco-tourist into the course of Ministry both of the theory and practice to educate the children since primary school level up. The Ministry should arrange a field trip to make children understanding, practice until familiar with the eco-tourism behavior. And in the special occasion day of the environment, should set up the environment activity to the youth concerning to have a good understand of nature resources.

National Park, wild life and plant conservation Department had the responsibility about the National Park directly. They should have the infrastructure and service plan in Khao Sam Roi Yot National Park to meet the requirement of tourist that had increase every year. Improve and increase the Information channel to reach the tourist group such as increase the updated and interested information to the website.

To increase the tourist impression by providing them with the good services and information in order to expect the return of tourists to Thailand and also convey the information to the others. Increase the security in National Park to enhance the confidence to a tourist and encourage the local people to participate to the tourism industry such as to be a guide to tourist, produce the local products that had identity of the national park to integrate eco-tourism industry.

The local (Tambol) administrative organization, should coordinate and cooperate with national park to monitor all business to upgrade themselves to meet the standardization concerning to price of food and goods, hygiene and freshness of the food, manners of the entrepreneur to a tourist including recycle garbage, separation before eradicate and waste water treatment etc.

Encourage the eco-tourism information to the local residents in the border national park area to enhance the understanding and be a good representative to a tourist.

CHAPTER 6

Conclusion and Recommendation

Tourist's behavior to ecotourism attraction: The case study at Khao Sam Roi Yot National park was an objective study research in tourism behavior level of Thai tourists, tourist's behavior factors, situations and obstacles in tourism area. Questionnaires and qualitative approach technique were used in this study. The in-depth interview was chosen in this case.

6.1 Conclusion

6.1.1 Personal factor

The sample size was 306 Thai tourists. 59.5% of them were male, 66% aged between 18-26 years old. The levels of education were 68.6% bachelor's degree and 41.8% of lower level, with 48% average income lower than 5,000 baths. 83.6% of the samples lived in Central regions of Thailand.

6.1.2 Tourism Type

72.5% of the samples chose ecotourism to be the type of their tour this time, 75.8% of them traveled to Khao Sam Roi Yot National park for the first time, 47.7% traveled with groups of friends, 35.3% of the groups were larger than 20 peoples 29.4% traveled for recreation, 51.0% stayed out of the tourism area. 68.0% chose short duration of one night staying at Khao Sam Roi Yot National park. 85.3% of group tours stayed at the provided housed.

6.1.3 Stimulated factor

60.1% of samples had moderate level of information perception, but 92.2% of them still needed information about ecotourism, 43.1% needed to know information from television. 49.7% of them had moderate level about ecotourism perception, 90.8% had never been in group that related with ecotourism, 93.5% had never been in related activities with environmental conservation, 59.8% had never joined any activity prepared by Khao Sam Roi Yot National park. 34.6% of the samples had already had acknowledgement about usefulness and recreation activities prepared by

Khao Sam Roi Yot National park. 81.3% of them satisfied with the activities, but 69.9% of them still gave recommendation about more additional activities. Anyway The Khao Sam Roi Yot National park was rated to be a quite good environmental and natural resort.

6.1.4 Tourist's behavior in Khao Sam Roi Yot National park

Tourist's behavior in Khao Sam Roi Yot National park was considered to be at moderate level in ecotourism area.

6.1.5 One-way analysis of variance to tourism behavior in Khao Sam Roi Yot National park and T-Test Method.

From the One-way analysis of variance to tourism behavior in Khao Sam Roi Yot National park and T-Test Method, we found that, the result of factor that effect to tourism behavior in Khao Sam Roi Yot National park Age, occupations, level of education, average income, present address, size of tourism group, information concept in ecotourism and environmental value and tourism behavior in Khao Sam Roi Yot National park had significant at 0.05

The Samples were different in gender, level of education, knowledge in ecotourism and information concept in ecotourism. No statistical significant found in tourism behavior at Khao Sam Roi Yot National park.

6.2 Problems, obstacles and solutions.

From this research, the researcher found problems and obstacles as in the following tables.

Table 6.1 Problem, obstacles and solutions.

Problems and obstacles	Recommendations	Organizer
<p>Tourism Area</p> <p>1. Transportation</p> <p>Transportation in Khao Sam Roi Yot National Park was inconvenient. Because of the long distances between each touring areas made the tourist felt uncomfortable to travel to and fore.</p>	<p>Should provide enough information about transportation to tourists in order to make necessary itineraries.</p>	<p>Khao Sam Roi Yot National Park.</p>
<p>2. Safety in life and property</p> <p>- By Boat</p> <p>Lack of needed safety facilities in passenger boats to tourism attraction, no life vest for children or old people not even specified maximum capacity for passengers. This might caused accident.</p> <p>- Lighting</p> <p>There were not enough light in the tourist's accommodations, this might cause accident from dangerous animal or thieves.</p>	<p>Add more necessary policies and law enforcement in safety area when travel by boat such as forcing each boat to have more life vests, specified maximum capacity passengers. Establish coast guard to rise up law enforcement.</p> <p>Should increase light in tourist's accommodations during the night especially in the main road and some areas that might cause accident from dangerous animal or thieves. Should specify some area to be none trespassing during the night.</p>	<p>Local private boat owners</p> <p>Khao Sam Roi Yot National Park.</p>

Table 6.1 Problem, obstacles and solutions. (Cont.)

Problems and obstacles	Recommendations	Organizer
<p>- Guards</p> <p>There was not enough guard for security in Khao Sam Roi Yot National Park. If the emergency case was happen with tourist, they could not help in time. It's a problem that make unconfident in life's and property safety to tourist.</p>	<p>Should have guards at night to give assistance to tourists when accidents occur.</p>	<p>Khao Sam Roi Yot National Park.</p>
<p>3. Facilities</p> <p>- Trashcan</p> <p>Not enough trashcans in most areas. This brings about the dirtiness because of the garbage.</p> <p>- Sign</p> <p>Not enough information signs. The distances between each sign were so far.</p> <p>- Toilet</p> <p>Not enough toilets for tourists and not clean enough.</p> <p>- Accommodation</p> <p>Not enough accommodations in Khao Sam Roi Yot National Park. Then some tourists had to stay outside of Khao Sam Roi Yot National Park Area.</p>	<p>Should have prepared more enough trash can for tourist and separate type of garbage to tourist.</p> <p>Should prepare English and Chinese signs in main road. These signs should be in bigger size for ease of seeing especially during the night time.</p> <p>Should build more toilets and bathrooms and hire some workmen to do the cleaning job for the toilets.</p> <p>Put up more accommodations for tourists and advertise in other tourism attractions.</p>	<p>Khao Sam Roi Yot National Park</p> <p>Khao Sam Roi Yot National Park</p> <p>Khao Sam Roi Yot National Park</p> <p>The Tourism Authority of Thailand, Khao Sam Roi Yot National Park</p>

Table 6.1 Problem, obstacles and solutions. (Cont.)

Problems and obstacles	Recommendations	Organizer
<p>- Gift Shop and convenient store Not enough gift shops and convenient store in certain areas in Khao Sam Roi Yot National where there were lots of tourists.</p> <p>- Tourist service center There were not enough Tourist customer service personnels in Khao Sam Roi Yot National Park</p>	<p>Should have more convenient stores especially in busy areas and should state open-close time. Should have store that open 24 hours near the departing area.</p> <p>Should appoint more Tourist customer service personnels</p>	<p>Khao Sam Roi Yot National Park.</p> <p>Khao Sam Roi Yot National Park. Authority of The Tourism Thailand</p>
<p>In Human Resource</p> <p>1. National Park officer</p> <p>- Coordinator Coordination between officers and tourists was very weak. Because of the lack of personnel officers, customer services there was far below standard</p> <p>- Role in tourism promotion The officer in Khao Sam Roi Yot National Park did not share enough roles in ecotourism promotion activities or media to promote Khao Sam Roi Yot National Park.</p>	<p>Should train Park's personnel to have more abilities to give necessary information to tourist in most areas.</p> <p>Develop plan of activities in The Tourism Authority of Thailand, Khao Sam Roi Yot National Park that suit tourist from various groups especially students/university groups.</p>	<p>Khao Sam Roi Yot National Park</p>

Table 6.1 Problem, obstacles and solutions. (Cont.)

Problems and obstacles	Recommendations	Organizer
<p>2. Private entrepreneurs or shop keepers</p> <ul style="list-style-type: none"> - Price <p>Private entrepreneurs or shop keepers in surrounding areas didn't show price of goods and food. Therefore the price of goods and food were usually sky high</p> <ul style="list-style-type: none"> -The Quality of foods <p>The foods and dishes in most restaurants out side Khao Sam Roi Yot National Park didn't meet standard in quality and cleanliness.</p>	<p>Khao Sam Roi Yot National Park should cooperate with local authority to improve the standards of surrounding restaurants.</p>	<p>Khao Sam Roi Yot National Park , The Sam Roi Yot Local Authority</p>
<p>3. Tourist</p> <ul style="list-style-type: none"> - Lots of tourists still had bad behaviors: - did not pay any attention in keeping the area clean. They still left garbage and litter on the ground. - Weapons <p>Some of tourist took along weapons into Khao Sam Roi Yot National Park</p> <ul style="list-style-type: none"> - Noise pollution <p>Some of them nuisance the neighborhood by making loud noises continuously.</p>	<p>Law enforcement for proper tourism behavior should be legislated. Enforced measure and penalties should be released to the general public.</p> <p>Giving information through the channel of internet, newspapers, television, radio, magazines and training programs may help gaining the responsibility of tourists and children,. Especially children, setting up exhibitions of ecotourism</p>	<p>Khao Sam Roi Yot National Park , The Tourism Authority of Thailand, The Ministry of Education.</p> <p>Khao Sam Roi Yot National Park</p>

Table 6.1 Problem, obstacles and solutions. (Cont.)

Problems and obstacles	Recommendations	Organizer
<p>- Write on cave wall</p> <p>Many tourists wrote their names or other text on the cave wall and big rocks. This would pollute the ecotourism atmosphere.</p>	<p>environment during the holiday or vacation should be of good help.</p>	

6.3 Recommendation for Future Research

1. Should restudy again in April and May in tourism behavior at Khao Sam Roi Yot National Park. This period is a tourism season at Khao Sam Roi Yot National Park. The variety of tourist groups will give more accuracy to the result of the research.
2. Should bring the existing ecotourism policy and ecotourism information of all government organizations such as The Tourism Authority of Thailand (TAT), The Local Authority, Khao Sam Roi Yot National Park officer and the Ministry of Education in to consideration for further improvement.
3. Should also use qualitative approach study on surrounded local population at Khao Sam Roi Yot National Park.

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แบบสอบถาม

เรื่อง พฤติกรรมของนักท่องเที่ยวต่อแหล่งท่องเที่ยวเชิงนิเวศ
กรณีศึกษา : อุทยานแห่งชาติเขาสามร้อยยอด จังหวัดประจวบคีรีขันธ์

คำชี้แจง : แบบสอบถามชุดนี้สร้างขึ้นเพื่อใช้ในการเก็บรวบรวมข้อมูลประกอบการทำวิทยานิพนธ์มหาบัณฑิต สาขาสิ่งแวดล้อม คณะสังคมศาสตร์และมนุษยศาสตร์ มหาวิทยาลัยมหิดล เรื่อง พฤติกรรมของนักท่องเที่ยวต่อแหล่งท่องเที่ยวเชิงนิเวศ กรณีศึกษา : อุทยานแห่งชาติเขาสามร้อยยอด

ในการวิจัยครั้งนี้ ผู้วิจัยใคร่ขอความกรุณาจากท่านในการให้ข้อมูล โปรดพิจารณาและขอความร่วมมือในการตอบแบบสอบถามทุกข้อตามความคิดเห็นของท่านที่เหมาะสมและใกล้เคียงความจริงมากที่สุด เนื่องด้วยคำตอบของท่านจะเป็นประโยชน์ต่อการศึกษาทางสังคมและสิ่งแวดล้อม ข้อมูลส่วนบุคคลของท่านจะได้รับการรักษาไว้เป็นความลับ ไม่มีผลผูกพันต่อท่าน รวมทั้งการนำเสนอข้อมูลการวิจัยนั้นเป็นการนำเสนอในภาพรวม

ขอขอบพระคุณเป็นอย่างสูง
นางสาวกนกวรรณ เตชะปฏิมานนท์

แบบสอบถามชุดนี้แบ่งออกเป็น 8 ส่วน ดังต่อไปนี้

- ส่วนที่ 1 ข้อมูลส่วนตัว
- ส่วนที่ 2 รูปแบบการท่องเที่ยว
- ส่วนที่ 3 การรับรู้ข่าวสารเกี่ยวกับการท่องเที่ยวเชิงนิเวศ
- ส่วนที่ 4 ความรู้เกี่ยวกับการท่องเที่ยวเชิงนิเวศ
- ส่วนที่ 5 การเข้าร่วมกิจกรรมเกี่ยวกับสิ่งแวดล้อม
- ส่วนที่ 6 การให้คุณค่าต่อสิ่งแวดล้อมและทรัพยากรธรรมชาติ
- ส่วนที่ 7 พฤติกรรมนักท่องเที่ยวต่อแหล่งท่องเที่ยวเชิงนิเวศ
- ส่วนที่ 8 ปัญหา อุปสรรค และข้อเสนอแนะ เกี่ยวกับการท่องเที่ยวในเขตอุทยานแห่งชาติเขาสามร้อยยอด

ส่วนที่ 1 ข้อมูลส่วนตัว

1. เพศ [1] ชาย [2] หญิง
2. อายุ _____ ปี
3. อาชีพ

[1] เกษตรกร	[5] ว่างาน
[2] รับราชการ / รัฐวิสาหกิจ	[6] นักเรียน / นักศึกษา
[3] รับจ้าง / พนักงานบริษัท	[7] อื่นๆ (กรุณาระบุ) _____
[4] ค้าขาย / ธุรกิจส่วนตัว	
4. ระดับการศึกษา

[1] ไม่ได้ศึกษา	[5] ระดับอนุปริญญา / ปวส. / ปวท.
[2] ระดับประถมศึกษา	[6] ระดับปริญญาตรี
[3] ระดับมัธยมศึกษาตอนต้น	[7] สูงกว่าระดับปริญญาตรี
[4] ระดับมัธยมศึกษาตอนปลาย / ปวช.	
5. ท่านมีรายได้เฉลี่ยต่อเดือน (สุทธิต่อเดือน) _____
6. ปัจจุบันท่านพักอาศัยอยู่ที่ อำเภอ/เขต _____ จังหวัด _____

ส่วนที่ 2 รูปแบบการท่องเที่ยว

7. ท่านเคยเดินทางท่องเที่ยวในแหล่งท่องเที่ยวเชิงนิเวศหรือไม่

[1] เคย	[2] ไม่เคย
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8. ท่านได้เดินทางท่องเที่ยวในแหล่งท่องเที่ยวเชิงนิเวศที่ใดบ้าง(กรุณาระบุ)

9. ท่านได้เดินทางท่องเที่ยวอุทยานแห่งชาติเขาสามร้อยยอดครั้งนี้เป็นครั้งที่

10. การเดินทางท่องเที่ยวอุทยานแห่งชาติเขาสามร้อยยอดครั้งนี้ ท่านเดินทางมากับใคร

[1] คนเดียว	[5] กลุ่มทัวร์, คนในพื้นที่จัดกลุ่มนำเที่ยว
[2] กลุ่มเพื่อน	[6] กลุ่มครู, นักเรียน
[3] ญาติพี่น้อง / ครอบครัว	[7] กลุ่มที่ทำงาน, องค์กร, มูลนิธิ
[4] กลุ่มอบรมสัมมนา	[8] อื่นๆ (กรุณาระบุ) _____
11. จำนวนสมาชิกที่ร่วมเดินทางมาท่องเที่ยวอุทยานแห่งชาติเขาสามร้อยยอดในครั้งนี้(รวมตัวท่านเอง) มีจำนวน _____ คน
12. วัตถุประสงค์หลักในการเดินทางท่องเที่ยวอุทยานแห่งชาติเขาสามร้อยยอดครั้งนี้ (ตอบได้เพียง 1 ข้อ)

[1] พักผ่อน	[5] ศึกษาดูงาน / อบรมสัมมนา
[2] เยี่ยมญาติ / เพื่อน	[6] กิจกรรมเกี่ยวกับศาสนา
[3] ทักษะศึกษา / เข้าค่ายพักแรม	[7] อื่นๆ (กรุณาระบุ) _____
[4] ท่องเที่ยว	

13. ในการเดินทางมาท่องเที่ยวอุทยานแห่งชาติเขาสามร้อยยอดครั้งนี้ ท่านพักค้างแรมในเขตอุทยานแห่งชาติเขาสามร้อยยอดหรือไม่
 [1] พักค้างแรม [2] ไม่ได้พักค้างแรม(ข้ามไปตอบส่วนที่3)
14. ถ้าท่านได้พักค้างแรม ท่านพักค้างแรมในเขตอุทยานเขาสามร้อยยอดจำนวน _____ คืน ลักษณะของสถานที่พัก ที่ท่านได้พักค้างแรม คือ _____

ส่วนที่ 3 การรับรู้ข่าวสารเกี่ยวกับการท่องเที่ยวเชิงนิเวศ

15. ท่านได้รับข้อมูลข่าวสาร เกี่ยวกับการท่องเที่ยวเชิงนิเวศ ท่านได้รับข้อมูลจากแหล่งใดบ้าง และมีความถี่มากน้อยเพียงใด

แหล่งข่าวสาร	ความถี่ในการได้รับข่าวสาร				
	ทุกวัน	1 – 2 ครั้งต่อสัปดาห์	1 – 2 ครั้งต่อเดือน	น้อยกว่าเดือนละครั้ง	ไม่ได้ดู / ฟัง / อ่าน
โทรทัศน์					
วิทยุ					
หนังสือพิมพ์					
นิตยสาร / วารสาร					
เอกสารทางวิชาการ / เอกสารจากการท่องเที่ยวแห่งประเทศไทย					
แผ่นพับ / ใบปลิว / โปสเตอร์					
ครอบครัว / ญาติพี่น้อง					
เพื่อน					
เจ้าหน้าที่ของ ของรัฐ / เจ้าหน้าที่ของการท่องเที่ยวแห่งประเทศไทย					
ข้อมูลจากอินเทอร์เน็ต					
อื่นๆ (กรุณาระบุ) _____					

16. ท่านต้องการให้มีการเผยแพร่ข้อมูลข่าวสารเกี่ยวกับการท่องเที่ยวเชิงนิเวศเพิ่มขึ้นหรือไม่
 [1] ไม่ต้องการ เพราะ _____
 [2] ต้องการ ท่านต้องการทราบข้อมูล หรือข่าวสารเกี่ยวกับการท่องเที่ยวเชิงนิเวศในเรื่องใด (กรุณาระบุ)

17. ในกรณีที่ท่านต้องการทราบข้อมูลข่าวสารเกี่ยวกับการท่องเที่ยวเชิงนิเวศ ท่านต้องการทราบข้อมูลจากแหล่งข้อมูลใดมากที่สุด (ตอบเพียงข้อเดียว)

- [1] โทรทัศน์
- [2] วิทยุ
- [3] หนังสือพิมพ์
- [4] นิตยสาร / วารสาร
- [5] เอกสารทางวิชาการ / เอกสาร
- [6] ครอบคลุม / ญาติพี่น้อง
- [7] เพื่อน
- [8] เจ้าหน้าที่ของรัฐ / เจ้าหน้าที่ของการท่องเที่ยวแห่งประเทศไทย
- [9] ข้อมูลจากอินเทอร์เน็ต
- [10] แผ่นพับ / ใบปลิว / โปสเตอร์
- [11] อื่นๆ (กรุณาระบุ) _____

ตอนที่ 4 ความรู้เกี่ยวกับการท่องเที่ยวเชิงนิเวศ

กรุณาใส่เครื่องหมาย ✓ ลงในช่องว่างด้านซ้ายข้อความเพียงหนึ่งช่องตามความเป็นจริง

ความรู้เกี่ยวกับการท่องเที่ยวเชิงนิเวศ	ใช่	ไม่ใช่
1. การท่องเที่ยวเชิงนิเวศเป็นการท่องเที่ยวที่ให้ประโยชน์กลับคืนสู่ธรรมชาติ		
2. แหล่งท่องเที่ยวเชิงนิเวศ มีการเสริมแต่ง พัฒนาสิ่งอำนวยความสะดวกแก่นักท่องเที่ยว		
3. การพัฒนาแหล่งท่องเที่ยวเชิงนิเวศ ไม่มีความจำเป็นต่อแหล่งท่องเที่ยวเชิงนิเวศ		
4. การท่องเที่ยวเชิงนิเวศ เป็นการท่องเที่ยวเฉพาะกลุ่มเล็กๆ ประมาณ 2-3 คน		
5. ลักษณะการท่องเที่ยวเชิงนิเวศไม่แตกต่างจากการท่องเที่ยวโดยทั่วไป		
6. แหล่งท่องเที่ยวเชิงนิเวศ เป็นพื้นที่ที่มีการอนุรักษ์ทรัพยากรธรรมชาติและวัฒนธรรม		
7. ความรับผิดชอบต่อสภาพแวดล้อมในแหล่งท่องเที่ยวเชิงนิเวศ เป็นหน้าที่ของเจ้าหน้าที่ที่เกี่ยวข้อง		
8. การท่องเที่ยวเชิงนิเวศเปิดโอกาสให้นักท่องเที่ยวได้สัมผัสเรียนรู้สภาพแวดล้อมธรรมชาติ		
9. แหล่งท่องเที่ยวเชิงนิเวศมีการบริการข้อมูลข่าวสารเพื่อเพิ่มความรู้แก่นักท่องเที่ยว และผู้มาเยี่ยมชม		
10. แหล่งท่องเที่ยวเชิงนิเวศเปิดโอกาสให้นักท่องเที่ยวได้สัมผัสธรรมชาติ โดยมีเอกสารคู่มือติดตัว		
11. ในแหล่งท่องเที่ยวเชิงนิเวศ เป็นแหล่งท่องเที่ยวที่ไม่เน้นการมีส่วนร่วมของประชาชนในการจัดการท่องเที่ยว		
12. นักท่องเที่ยวควรเลือกซื้อของที่ระลึกที่ทำจากส่วนประกอบ หรืออวัยวะของพืชป่า หรือสัตว์ป่า		
13. จำนวนนักท่องเที่ยวมีผลกระทบต่อความสามารถในการรองรับนักท่องเที่ยวของแหล่งท่องเที่ยว		
14. การท่องเที่ยวเชิงนิเวศถูกจำกัดเรื่องขนาดของกลุ่มที่เดินทางมาท่องเที่ยว		
15. ที่พักหรือร้านอาหารที่อยู่บริเวณแหล่งท่องเที่ยวเชิงนิเวศ สามารถปล่อยน้ำทิ้ง โดยไม่บำบัดก่อน ได้อย่างถูกต้องตามกฎหมาย		

ตอนที่ 5 การเข้าร่วมกิจกรรมเกี่ยวกับสิ่งแวดล้อม

กรุณาใส่เครื่องหมาย ✓ หรือเติมข้อความลงในช่องว่างให้ตรงกับข้อเท็จจริงเกี่ยวกับตัวท่าน

1. ท่านเคยเป็นสมาชิกชมรม / สมาคม / กลุ่ม ที่เกี่ยวข้องกับการอนุรักษ์สิ่งแวดล้อม บ้างหรือไม่
 [1] ไม่เคยเป็น (ข้ามไปตอบข้อ3) [2] เคยเป็นสมาชิก (กรณาระบุชมรม / สมาคม / กลุ่ม) _____
2. ในรอบปีที่ผ่านมาท่านได้เข้าร่วมกิจกรรมที่เกี่ยวข้องกับการอนุรักษ์สิ่งแวดล้อมหรือไม่
 [1] ไม่เคย [2] เคย (กรณาระบุกิจกรรมดังกล่าว) _____
3. ท่านได้เข้าร่วมกิจกรรมที่ทางอุทยานแห่งชาติเขาสามร้อยยอดจัดขึ้นหรือไม่
 [1] ได้เข้าร่วมกิจกรรม ได้แก่ _____
 [2] ไม่ได้เข้าร่วมกิจกรรมที่ทางอุทยานแห่งชาติเขาสามร้อยยอดจัดขึ้น(ข้ามไปตอบส่วนที่ 6)
4. ท่านคิดว่ากิจกรรมต่างๆของทางอุทยานแห่งชาติเขาสามร้อยยอด ที่จัดขึ้นมีประโยชน์แก่นักท่องเที่ยวอย่างไร (ตอบได้มากกว่า 1 ข้อ)
 [1] ช่วยสร้างจิตสำนึกให้มีการอนุรักษ์สิ่งแวดล้อม
 [2] ได้พักผ่อน
 [3] ได้ศึกษาและทำความเข้าใจธรรมชาติมากขึ้น
 [4] ใช้เวลาว่างให้เป็นประโยชน์
 [5] ทำให้ชุมชนมีส่วนร่วมกับกิจกรรมที่จัดขึ้นแก่นักท่องเที่ยว
 [6] มีกิจกรรมร่วมกันระหว่างบุคคลในครอบครัวญาติ เพื่อน หรือกลุ่มบุคคลที่เดินทางมาด้วยกัน
 [7] อื่นๆ (กรณาระบุ) _____
5. กิจกรรมต่างๆ ที่ทางอุทยานแห่งชาติเขาสามร้อยยอดจัดขึ้น มีความเหมาะสมหรือไม่
 [1] เหมาะสม เพราะ _____
 [2] ไม่เหมาะสม เพราะ _____
6. ท่านคิดว่าควรมีกิจกรรมใดๆ ที่ทางอุทยานแห่งชาติเขาสามร้อยยอดควรจัดเพิ่มเติมจากที่มีอยู่หรือไม่
 [1] ไม่ควร เพราะ _____
 [2] ควร กรณาระบุประเภทของกิจกรรมที่ต้องการให้เพิ่มเติม ได้แก่
 1. _____
 2. _____
 3. _____

ส่วนที่ 6 การให้คุณค่าต่อสิ่งแวดล้อมและทรัพยากรธรรมชาติ

กรุณาใส่เครื่องหมาย ✓ ลงในช่องว่างด้านท้ายข้อความเพียงหนึ่งช่องตามความเป็นจริง

การให้คุณค่าต่อสิ่งแวดล้อมและทรัพยากรธรรมชาติ	เห็นด้วย	เฉยๆ	ไม่เห็นด้วย
1. ถ้ามีโอกาสท่านมักจะเข้าร่วมกิจกรรมต่างๆ ที่เกี่ยวข้องกับสิ่งแวดล้อม			
2. ธรรมชาติจะมีการปรับตัว และสร้างสมดุลให้ตัวเองได้ ดังนั้น ถ้าเก็บ หรือนำผลผลิตจากธรรมชาติกลับออกไปบ้าง จึงไม่เป็นการสร้างปัญหาแก่สิ่งแวดล้อม			
3. การใช้มาตรการลงโทษผู้ทะเลาะเมิด หรือไม่ปฏิบัติตาม กฎระเบียบของทางอุทยานแห่งชาติเขาสามร้อยยอดเป็นสิ่งที่เหมาะสม			
4. ปัญหาสิ่งแวดล้อมที่เกิดขึ้นในแหล่งท่องเที่ยวเชิงนิเวศ เช่น ขยะ น้ำเสีย การเก็บของป่า มลพิษทางเสียง ฯลฯ เป็นปัญหาที่สามารถป้องกัน และแก้ไขได้			
5. ท่านเห็นด้วยกับการรณรงค์ให้ใช้ภาษาชะที่ย่อยสลายได้เองตามธรรมชาติ(KU.) ของทางอุทยานแห่งชาติต่างๆ ทั่วประเทศ			
6. ท่านเลือกใช้ภาษาชะที่ย่อยสลายได้ง่าย ในการบรรจุอาหารเมื่อเดินทางเยี่ยมชมอุทยานแห่งชาติเขาสามร้อยยอด			
7. การเดินทางเยี่ยมชมธรรมชาติในเขตอุทยานแห่งชาติเขาสามร้อยยอด ไม่มีความจำเป็นที่จะต้องส่งเสียงดัง			
8. ท่านเห็นด้วยกับมาตรการประหยัดไฟ และน้ำของทางราชการ			
9. ท่านติดตามข่าวสาร ข้อมูลที่เกี่ยวกับสิ่งแวดล้อมจากสื่อต่างๆ อยู่เสมอ			
10. การทิ้งขยะลงพื้น หรือทิ้งตามความสะดวก เป็นพฤติกรรมที่ไม่ดี เพราะทางหน่วยงานที่เกี่ยวข้องจัดหาที่ทิ้งขยะไม่เพียงพอกับความต้องการ			
11. นักท่องเที่ยวต้องปฏิบัติตาม กฎ ระเบียบ หรือมาตรการของทางอุทยานแห่งชาติเขาสามร้อยยอด ที่ได้กำหนดไว้อย่างเคร่งครัด			
12. สิ่งอำนวยความสะดวกในเขตอุทยานแห่งชาติเขาสามร้อยยอด ไม่มีความจำเป็นกับนักท่องเที่ยวที่เดินทางมาเยี่ยมชม			
13. ป้ายสัญลักษณ์ ต่างๆ ในเขตอุทยานแห่งชาติเขาสามร้อยยอดมีความสำคัญกับนักท่องเที่ยวในแง่ของการเรียนรู้			
14. ถ้าพบสัตว์ป่าได้รับบาดเจ็บในเขตอุทยานแห่งชาติเขาสามร้อยยอด ท่านจะแจ้งเจ้าหน้าที่ให้ทราบทันที			
15. การทำกิจกรรมรอบกองไฟเป็นกิจกรรมส่งเสริมการท่องเที่ยว เมื่อเดินทางมาเยี่ยมชมอุทยานแห่งชาติ หรือเยี่ยมชมแหล่งท่องเที่ยวธรรมชาติ			
16. ถ้าพบสัตว์ร้าย หรือมีพิษ ในเขตอุทยานแห่งชาติเขาสามร้อยยอด ท่านจะทำการฆ่าทันที เพื่อมิให้เป็นอันตรายต่อนักท่องเที่ยวท่านอื่น			

การให้คุณค่าต่อสิ่งแวดล้อมและทรัพยากรธรรมชาติ	เห็นด้วย	เฉยๆ	ไม่เห็นด้วย
17. การให้อาหารสัตว์ป่าในเขตอุทยานแห่งชาติเขาสามร้อยยอด เป็นสิ่งที่สมควรกระทำ เพื่อแสดงออกถึงเมตตาธรรม			
18. ถ้าท่านต้องการระลึกถึงสถานที่ที่ท่านได้เคยไปท่องเที่ยวมาแล้ว ท่านจะนำของที่เก็บจากสถานที่นั้นมาดู			
19. การดูแล บำรุง และรักษาแหล่งท่องเที่ยวทางธรรมชาติ เป็นหน้าที่ของหน่วยงานราชการที่เกี่ยวข้องเท่านั้น			
20. การปิดอุทยานแห่งชาติบางแห่งเป็นการชั่วคราว เป็นการไม่เหมาะสมเพราะทางอุทยานแห่งชาติจะขาดรายได้จากนักท่องเที่ยว			
21. ท่านมีความเชื่อมั่นว่า ท่านได้เป็นส่วนหนึ่งในการร่วมอนุรักษ์ทรัพยากรธรรมชาติและสิ่งแวดล้อม ในเขตอุทยานแห่งชาติเขาสามร้อยยอด			

ตอนที่ 7 พฤติกรรมนักท่องเที่ยวต่อแหล่งท่องเที่ยวเชิงนิเวศ

กรุณาใส่เครื่องหมาย ✓ หรือเติมข้อความลงในช่องว่างให้ตรงกับข้อเท็จจริงเกี่ยวกับตัวท่าน

พฤติกรรมนักท่องเที่ยวต่อแหล่งท่องเที่ยวเชิงนิเวศ	ทุกครั้ง	บางครั้ง	ไม่เคย
1. ท่านเลือกเดินทางท่องเที่ยวในสถานที่ท่องเที่ยว เช่น อุทยานแห่งชาติเขาสามร้อยยอด เพราะมีความอุดมสมบูรณ์ของระบบนิเวศ และมีความหลากหลายของทรัพยากรธรรมชาติ			
2. ท่านได้ทำความเข้าใจเกี่ยวกับกฎ ระเบียบ ข้อบังคับ ของอุทยานแห่งชาติเขาสามร้อยยอดมาเป็นอย่างดี ก่อนจะเดินทางท่องเที่ยว			
3. เมื่อท่านทราบกฎ ระเบียบ ข้อบังคับ ของอุทยานแห่งชาติเขาสามร้อยยอดแล้ว ท่านได้ปฏิบัติตามอย่างเคร่งครัด			
4. ท่านได้หยิบเอกสาร แผ่นพับ หรือรับทราบข้อมูลเกี่ยวกับอุทยานแห่งชาติเขาสามร้อยยอด ในศูนย์บริการนักท่องเที่ยวก่อนที่จะเดินทางท่องเที่ยว			
5. ถ้าท่านไม่ทราบความหมายหรือไม่เข้าใจป้ายหรือสัญลักษณ์ต่างๆ ในเขตอุทยานแห่งชาติเขาสามร้อยยอด ท่านจะสอบถามเจ้าหน้าที่ หรือนักท่องเที่ยวท่านอื่นที่มีความรู้			
6. ถ้าอุทยานแห่งชาติเขาสามร้อยยอด มีการรณรงค์เกี่ยวกับการอนุรักษ์สิ่งแวดล้อม ท่านจะให้ความร่วมมือทันที			
7. เมื่อท่านพบดอกไม้ หรือลูกไม้ป่า ที่แปลกและสวยงามน่าสนใจในเขตอุทยานแห่งชาติเขาสามร้อยยอด ท่านจะเด็ดหรือ เก็บไว้เป็นที่ระลึก			
8. ท่านได้พบปะพูดคุยกับกลุ่มชาวบ้านที่เข้ามาประกอบอาชีพในสถานที่ท่องเที่ยวในเขตอุทยานแห่งชาติเขาสามร้อยยอด เพื่อพูดคุยเกี่ยวกับวัฒนธรรม ประเพณี ความเป็นอยู่ และความเชื่อต่างๆ			

พฤติกรรมนักท่องเที่ยว ต่อแหล่งท่องเที่ยวเชิงนิเวศ	ทุก ครั้ง	บาง ครั้ง	ไม่เคย
9. ท่านได้นำอาหารที่บรรจุกล่องโฟม ถุงพลาสติก หรือ กระป๋อง เข้ามารับประทานในเขตอุทยานแห่งชาติเขาสามร้อยยอด เพื่อความสะดวกในการรับประทาน			
10. เมื่อท่านรับประทานอาหารเสร็จเรียบร้อยแล้วมีอาหารเหลือ ท่านจะนำไปให้สัตว์ที่อยู่ในบริเวณอุทยานแห่งชาติเขาสามร้อยยอด เพราะถือว่าเป็นการให้อาหารสัตว์			
11. เมื่อมีขยะท่านจะเก็บรวบรวมและนำไปทิ้งในที่ที่ทางอุทยานแห่งชาติเขาสามร้อยยอดได้จัดไว้ให้			
12. ก่อนจะทำกรทิ้งขยะในเขตอุทยานแห่งชาติเขาสามร้อยยอดท่านได้ทำการแยกประเภทของขยะก่อนทิ้ง			
13. เมื่อท่านพบขยะบนพื้นในเขตอุทยานแห่งชาติเขาสามร้อยยอด ท่านจะช่วยเก็บและนำไปทิ้งที่ถังขยะ			
14. เมื่อท่านพบกิ่งไม้หรือเถาวัลย์ที่ยื่นออกมาเกะกะ ขวางทางเดินท่านจะดึง หรือหักทิ้งทันที เพื่อไม่ก่อให้เกิดอันตรายต่อนักท่องเที่ยวท่านอื่นๆ			
15. ท่านจะซื้อของที่ระลึก หรือสิ่งของต่างๆที่มีส่วนประกอบที่ทำจากพืช หรืออวัยวะของสัตว์ป่าหายาก หรือใกล้สูญพันธุ์ในเขตอุทยานแห่งชาติเขาสามร้อยยอด			
16. ท่านเลือกใช้บริการของผู้ประกอบการธุรกิจการท่องเที่ยวที่แสดงให้เห็นถึงความร่วมมือ และสนับสนุนการอนุรักษ์ทรัพยากรธรรมชาติ ในเขตอุทยานแห่งชาติเขาสามร้อยยอด			
17. ท่านสนับสนุนการประกอบอาชีพของคนในท้องถิ่น ในบริเวณอุทยานแห่งชาติเขาสามร้อยยอด เช่น ซื้อสินค้าที่คนในท้องถิ่นทำเอง หรือให้คนในท้องถิ่นเป็นไกด์นำชมแหล่งท่องเที่ยว เป็นต้น			
18. ท่านบริโภคอาหารในเขตอุทยานแห่งชาติเขาสามร้อยยอด ที่ทำจากสัตว์ป่าเพื่อให้เข้ากับบรรยากาศ และเป็น การส่งเสริมรายได้แก่ชาวบ้านด้วย			
19. เมื่อกลับจากอุทยานแห่งชาติเขาสามร้อยยอด ท่านศึกษาหาความรู้เพิ่มเติมเกี่ยวกับอุทยานแห่งชาติเขาสามร้อยยอด มากขึ้น			
20. ท่านนำประสบการณ์ในการท่องเที่ยวไปบอกกล่าวแก่บุคคลอื่น และชักชวนให้บุคคลเหล่านั้นเดินทางท่องเที่ยวในอุทยานแห่งชาติเขาสามร้อยยอดด้วย			

**ส่วนที่ 8 ปัญหา อุปสรรค และข้อเสนอแนะ เกี่ยวกับการท่องเที่ยวในเขตอุทยานแห่งชาติ
เขาสาร้อยยอด**

1. ถ้ามีโอกาสท่านต้องการเดินทางมาเยี่ยมชม อุทยานแห่งชาติเขาสาร้อยยอดอีกหรือไม่ เพราะอะไร

2. ท่านมีความคิดเห็นอย่างไรเกี่ยวกับพฤติกรรมนักท่องเที่ยวของนักท่องเที่ยวในเขตอุทยานแห่งชาติเขาสาร้อยยอด

3. ท่านคิดว่าปัญหาที่เกิดขึ้นเกี่ยวกับการท่องเที่ยวเชิงนิเวศในเขตอุทยานแห่งชาติเขาสาร้อยยอด มีอะไรบ้าง และ
ท่านมีความคิดเห็นอย่างไรกับปัญหานั้น

4. ในความคิดเห็นของท่าน การจัดการท่องเที่ยวเชิงนิเวศในเขตอุทยานแห่งชาติเขาสามร้อยยอด ควรเป็นอย่างไร
ท่านมีข้อเสนอแนะ หรือคำแนะนำเพิ่มเติมอย่างไรบ้าง



APPENDIX B



ผังอุทยานแห่งชาติเขาสามร้อยยอด





บริเวณถนนเลียบริมหาดสามร้อยยอดก่อนเข้าอุทยานแห่งชาติเขาสามร้อยยอด



ร้านค้าบริเวณรอบๆอุทยานแห่งชาติเขาสามร้อยยอด



บริเวณที่ทำการอุทยานแห่งชาติเขาสามร้อยยอด



บริเวณที่ทำการอุทยานแห่งชาติเขาสามร้อยยอด



ภายในที่ทำการอุทยานแห่งชาติเขาสามร้อยยอด



ภายในที่ทำการอุทยานแห่งชาติเขาสามร้อยยอด



ผังแสดงเส้นทางศึกษาธรรมชาติ

วัน	เริ่ม	จบ	ชื่อ
จันทร์-ศุกร์	เช้า 10.00-11.00 น.	13.00-14.00 น.	ชมฟรี
เสาร์-อาทิตย์	เช้า 09.00-10.00 น.	12.00-13.00 น.	



ลักษณะชายหาดบริเวณหาดแหลมศาลา



ลักษณะชายหาดบริเวณหาดแหลมศาลา



ลักษณะชายหาดบริเวณหาดแหลมศาลา



ลักษณะชายหาดบริเวณหาดแหลมศาลา





บริเวณชายหาดสามพระยา ก่อนเดินทางเข้าถ้ำพระยานคร



บริเวณชายหาดสามพระยา ก่อนเดินทางเข้าถ้ำพระยานคร



บริเวณชายหาดสามพระยา ก่อนเดินทางเข้าถ้ำพระยานคร





BIOGRAPHY

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