THE TOURISTS' BEHAVIOR

AT KHAO CHAMAO - KHAO WONG NATIONAL PARK
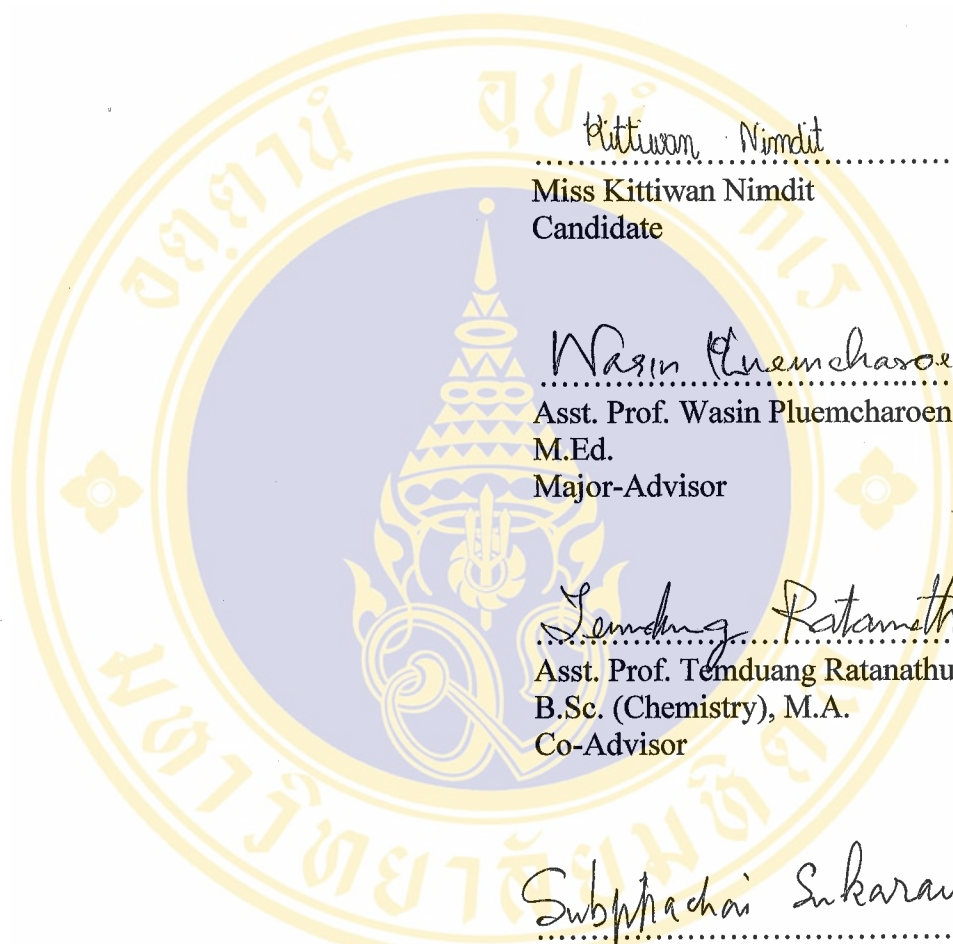
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Thesis

Entitled

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AT KHAO CHAMAO - KHAO WONG NATIONAL PARK

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was submitted to the Faculty of Graduates Studies, Mahidol University
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THE TOURISTS' BEHAVIOR AT KHAO CHAMAO- KHAO WONG NATIONAL PARK

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ABSTRACT

The objectives of this research were to study tourists' behavior in Khao Chamao - Khao Wong National Park and the factors that related to tourists' behavior, and study the problems, obstacles and tourists' suggestions on tourism. The sample of this research was 400 Thai tourists in Khao Chamao - Khao Wong National Park older than 15 years of age. Data were collected by using questionnaires. Methodologies used were survey-based research and was analyzed with SPSS for Windows Application Statistics, percentage, standard deviation, mean and testing of relationship between tourism behaviors and factors by using Chi-square test.

The results of the research showed that tourists in Khao Chamao - Khao Wong National Park were at a moderate level regarding age, occupation, income, knowledge about tourism, belief in tourism, value on tourism, attitude towards tourism, and perception on tourism. But levels were not related to gender, educational level, perception of tourism news and expense of tourism.

The suggestions of this research were that it would be possible to apply to tourists in other tourism areas in order to improve and lead to sustainable development and study in the establishment of a nature interpretation program for tourists which would encourage proper behavior in tourism and set up a training program for park officials.

KEY WORDS :   TOURISTS / BEHAVIOR / KHAO CHAO MAO - KHAO WONG
                       NATIONAL PARK

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พฤติกรรมการท่องเที่ยวของนักท่องเที่ยวในเขตอุทยานแห่งชาติเขาชะเมา-เขาวง
(THE TOURISTS' BEHAVIOR AT KHAO CHAMAO - KHAO WONG NATIONAL PARK)

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ศษ.ม. (สิ่งแวดล้อมศึกษา)

คณะกรรมการควบคุมวิทยานิพนธ์: วศิน ปลื้มเจริญ,ศษ.ม., เต็มดวง รัตนทัศนีย, M.A., ศุภชัย ศุกรวรรณ, พบ.ม.

บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาพฤติกรรมการท่องเที่ยวของนักท่องเที่ยวในเขตอุทยานแห่งชาติเขาชะเมา-เขาวงและศึกษาปัจจัยที่มีความสัมพันธ์กับพฤติกรรมการท่องเที่ยวและศึกษาปัญหา อุปสรรค และข้อเสนอแนะของนักท่องเที่ยวต่อการท่องเที่ยว กลุ่มตัวอย่างคือนักท่องเที่ยวชาวไทยที่มีอายุ 15 ปีขึ้นไปที่เดินทางเข้ามาท่องเที่ยวในเขตอุทยานแห่งชาติเขาชะเมา-เขาวง เก็บข้อมูลโดยใช้แบบสอบถาม วิเคราะห์ข้อมูลโดยใช้โปรแกรมสำเร็จรูปสำหรับการวิจัยทางสังคมศาสตร์ (SPSS) ใช้ค่าสถิติ การแจกแจงความถี่ ร้อยละ ค่าเฉลี่ยเลขคณิต ค่าความเบี่ยงเบนมาตรฐาน และทดสอบความสัมพันธ์ระหว่างพฤติกรรมของนักท่องเที่ยวกับปัจจัยต่างๆโดยใช้ค่าไคสแคว์ (Chi-Square)

ผลการวิจัยสรุปได้ว่า ระดับพฤติกรรมการท่องเที่ยวของนักท่องเที่ยวในเขตอุทยานแห่งชาติเขาชะเมา-เขาวง อยู่ในระดับปานกลาง โดยระดับพฤติกรรมการท่องเที่ยวของนักท่องเที่ยวนั้น มีความสัมพันธ์กับ อายุ อาชีพ รายได้ ความรู้ด้านการท่องเที่ยว ความเชื่อด้านการท่องเที่ยว ค่านิยมด้านการท่องเที่ยว ทัศนคติด้านการท่องเที่ยว และการรับรู้ด้านการท่องเที่ยว ส่วนเพศ ระดับการศึกษา การรับรู้ข่าวสารด้านการท่องเที่ยว ค่าใช้จ่ายในการท่องเที่ยว ไม่มีความสัมพันธ์กับระดับพฤติกรรมการท่องเที่ยวของนักท่องเที่ยวในเขตอุทยานแห่งชาติเขาชะเมา-เขาวง

ข้อเสนอแนะจากการวิจัย ควรมีการนำแนวคิดและผลการวิจัยไปประยุกต์ใช้ในการศึกษาพฤติกรรมการท่องเที่ยวของนักท่องเที่ยวในแหล่งท่องเที่ยวอื่นๆ เพื่อหาแนวทางแก้ไขและนำไปสู่การพัฒนาที่ยั่งยืน ศึกษาเกี่ยวกับการสร้างสื่อโปรแกรมการสื่อความหมายสำหรับนักท่องเที่ยว เพื่อเป็นการสร้างเสริมพฤติกรรมที่ถูกต้องในการท่องเที่ยว และจัดฝึกอบรมเจ้าหน้าที่อุทยานแห่งชาติ

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CHAPTER 1
INTRODUCTION

1.1 Historical Background

At present, the need of tourism was growing rapidly. Traveling was more convenient, whether transportation factor, communication, development of facilities including development of some patterns of tourism in which tourists could get closer to the nature. A natural resource was considered as raw material in attracting tourists to visit tourist areas such as mountains, waterfalls, forests and wildlife. The continuity of tourism development created negative effect on natural resources. Relentless development of tourism without realizing the significance of natural resources led to deplete natural resources. Deterioration of flora and fauna, water resources, climate and geographical areas were resulted from human-beings.

Thailand had various tourism areas, but the most important areas were natural tourist areas. According to the study of Manus Suwan (1987:167-169) found that tourist areas with aesthetic natural resources could attract tourists more than any other types of tourist areas. Therefore, the effects on this kind of tourism areas were severe than other areas. It took time to recover them or otherwise loose them (Niwat Ruengpanich 1994:2). This was because natural areas were very fragile.

National park in Thailand was a popular tourist destination. The parks were used as recreational centers and nature study. Its vast areas were full of aesthetic nature and valuable natural resources. At national park, tourist had a chance to access nature, so the parks were flooded of tourists in every season. Sometimes, scenery had been changed or destroyed.   All kinds of trespassing and destruction of natural areas were resulted from tourists because of lacking of understanding in the rules in visiting the park.

In the East, Khao Chamao – Khao Wong National Park was very fertile. Its areas consisted of Ang Rue Nai Wildlife Sanctuary, Khao Soi Dao Wildlife Sanctuary, Khao Chamao – Khao Wong National Park, Khao Kitchakut National Park, the surrounding areas were reserved forests. It was a joint area between Indo-China Biounit and South Indo-China in which we could see species of flora and fauna. It was also the headwater of Prasae River, Pangrad River and Klong Ta-nod that were the main river of Chantaburi and Rayong. The areas and environment were reserved and protected for research, recreation and tourist purposes. Number of tourists who visited the park had increased every year. The forecast for the number of tourists each year were as follows:

Table 1 Number of tourists in Khao Chamao – Khao Wong National Park

Year	Number of Tourists (person)
1997	331,519
1998	348,865
1999	367,119
2000	386,327
2001	406,541
2002	427,812
2003	450,197
2004	473,752
2005	498,541
2006	524,626

Remark: Number of tourist data in 1997 – 2006 (estimated numbers)
Source: Khao Chamao – Khao Wong National Park

There was variety of tourism activities in Khao Chamao – Khao Wong National Park such as waterfall tour, swimming, bird watching activity, trekking for nature study and cave tour. That made the park was very attractive to the tourists who admired the nature. Looking up the national park' s top-ten income statistic in year 2001, Khao Chamao – Khao Wong Nation Park was the number eight of the list with

total income of 4,816,880 baht. (Khao Chamao – Khao Wong National Park, 2001) With variety of activities in the park during tourism season, the number of tourists exceeded the park's capacity to service in tourism areas. This was the result of natural resources destruction such as trampling plants and small animals, increase amount of garbage, trespassing the forest for camping, drawing on the rock and cave walls including annoying wild animals by making a loud noise. (National Park's Master Plan for Khao Chamao – Khao Wong National Park, Chantaburi-Rayong 2001-2005) Due to various tourists activities in high season and the great number of tourists that were over the caring capacity of the space. Hence, touring with knowledge, wisdom, realizing the value of journey and what behaviors would cause less effect on natural resources were a major concern. If tourists were aware and holding full responsibilities on the right behavior that they should perform in the tourist areas, each traveling would be valuable tour itself. (Suda Worapol, 1995 : 24)

For the above mentioned reasons, the research study was aiming to study the tourists' behaviors at Khao Chamao – Khao Wong National Park in order to learn tourists' behavior in tourist areas. This could be used as the fundamentals for policy management, support and step to change for the better of the tourists' behaviors. Moreover, it encouraged the tourists' consciousness and responsibilities that would affect their behaviors in the right direction.

1.2 Objectives of the Studied

1. To study the tourists' behavior in Khao Chamao - Khao Wong National Park.

2. To study factors that related to the tourists' behaviors during visiting Khao Chamao - Khao Wong National Park.

3. To study problems, Obstacles and suggestions of tourism at Khao Chamao - Khao Wong National Park.

1.3 Research Questions

1.   What was the tourists' behavior in Khao Chamao - Khao Wong National Park?

2.   Did the tourists' behaviors relate to the studied variables?

3.   What were the tourism problems, obstacles and suggestion at Khao Chamao - Khao Wong National Park ?

1.4 Research Hypothesis

The tourists' behaviors at Khao Chaomao - Khao Wong National Park related to variables such as gender, age, occupation, income, educational level, information received on tourism news, expenses on tourism, knowledge about tourism, belief in tourism, value on tourism, attitude towards tourism and perception on tourism.

1.5 Scope of the Studied

This research studied about the behavior of Thai tourist who were over 15 years old and traveled to Khao Chamao - Khao Wong National Park. Because they could read, understand questionnaire, communicate about tourism, and they should know and understand about tourism.

1.6 Conceptual Framework

- Gender
- Age
- Occupation
- Income
- Educational Level
- Information received on tourism news
- Expense on tourism
- Knowledge about tourism
- Belief in tourism
- Attitude towards tourism
- Value on tourism
- Perception on tourism

→ **The Tourists' Behavior at Khao Chamao- Khao Wong National Park**
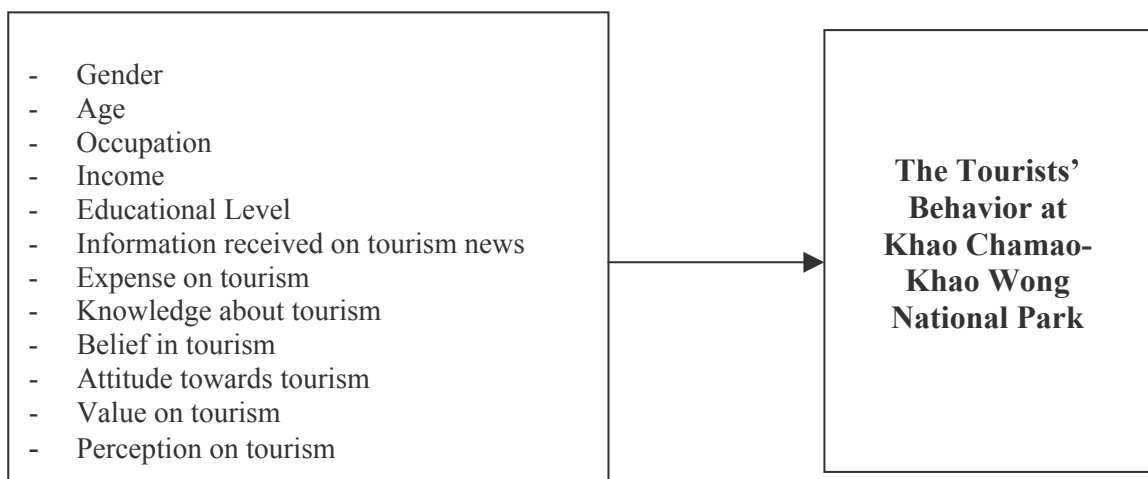
1.7 Operational Definition

Tourist' Behavior was defined as the actions or activities of tourists that appeared during traveled at Khao Chamao - Khao Wong National Park.

Tourist was defined as over 15 years old Thai people traveled at Khao Chamao - Khao Wong National Park.

Information received on tourism news was defined as the information about tourism from various source of information such as TV, radio, newspaper or printed matter. Included, information from other persons for example, friends and family.

Expense on tourism was defined as the amount of money was expensed approximately during this journey by per person per day.

Knowledge about tourism was defined as the state of fact or general information about tourism that people received from studying, observation or experience and this data were use when they were traveling.

Belief in tourism was defined as the acceptation about tourism. It was occurs from a result or confidence. This thing do not result to accept.

Value on tourism was defined as the opinion about tourism that the person showed by making decision, practice, action to tourism at Khao Chamao - Khao Wong National Park.

Attitude towards tourism was defined as the opinion or consciousness about tourism at Khao Chamao - Khao Wong National Park that result from learning and experience.

Perception on tourism was defined as the knowledge and comprehension of the individual tourist on tourism at Khao Chamao - Khao Wong National Park from research study, observation and experience. The tourist could communicate to other person.

1.8 Advantage from the Studied

1. To be able identify the tourists' behavior in Khao Chamao - Khao Wong National Park.

2. To be able identify what variables were related to tourists' behavior in Khao Chamao - Khao Wong National Park.

3. Study result would help to determine how to prevent problem and effects to tourists sites resulting from tourist' behavior.

4. Finding from the study would be useful in policy planning, laying out corrective measures for improvement of administration by concerning responsible units or related organizations.

CHAPTER 2
LITERATURE REVIEW

This research was the study of the tourists' behavior in Khao Chamao – Khao Wong National Park. The researcher had studied the ideas; theories and others related researches and using them as the basic guidelines for this research. The basic guidelines were divided as follows:

2.1   Concept of Behavior

2.2   Concept of Tourism

2.3   Concept of Knowledge

2.4   Concept of Belief

2.5   Concept of Value

2.6   Concept of Attitude

2.7   Concept of Perception

2.8   Study Areas Data

2.9   Related Researches

2.1 Concept of Behavior

2.1.1 The meaning of Behavior

Munn (Munn 1962:5) had given the definition of behavior as follows: Behavior meant the human beings' activities or actions, which had been conducted.

Longman Dictionary (Longman 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 observed. The acts or activities had been scrutinized before taking actions including the actions or activities that had been unconsciously acted.

Lalita Pochamaphan (1996:10) had given the meaning of behavior as follows: Behavior was an individual's action whether it was explicitly expressed or hidden in his (her) mind. They could be a conscious or conscious or unconscious expression and it could be observed or checked by the others.

Saowaluck Navacharoenkul (1998:19) had given the following meaning: Any human beings' actions that had been consciously or unconsciously conducted by aiming to respond to any situations, whether the actions could be observed or not.

Referring to the above-mentioned meanings of behavior, it could be said that behavior meant any actions or activities the individuals had expressed in any circumstances and whether the expressions could be noticeable or not.   For this research, the researcher had given the meaning of behavior as follows: Behavior was the tourists' actions or activities conducted during traveling in Khao Chamao – Khao Wong National Park.

2.1.2 Types of Behavior

Somchit Supanathad (1983:98) had divided the behavior, according to her observations which were   in accordance with the concept of Preeyaporn Wongbutrararoj (1981:14-15), 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 Elements of Behavior

Prapapen Suwan (1983:15-17): Behavior was the result of reciprocal reactions between human beings and environments as referred Benjamin S. Bloom' s theory which was stated that the behavior consisted of 3 elements:

1. Cognitive Domain consisted of ability, knowledge, thinking and intellectual developments, which were categorized into 6 steps; those were knowledge, comprehension, application, analysis, synthesis and evaluation.

2. Affective Domain was the interesting, ideas, feelings, like or dislike, valuing, cognition, adoption or changing or changing in value held in each individual's mind which was difficult to explain. The behavior consisted of 5 steps; those were perception or attending, responding, valuing, grouping or organizing and characterization by a value.

3. Psychomotor Domain was the behavior that could be explicitly expressed and observable in any circumstances or it could be prolonged behavior in which an individual would not simultaneously respond but expected to express it in the future. This kind of behavior was the final behavior that was the target of the study. All the above-mentioned behaviors (No. 1 and 2) were to be used as the supplementary factors in aiding evaluation. The process that motivated expression of certain behaviors was the time-consuming process and many steps were to be taken before reaching final decision.

For this research, the researcher was interested in studying the behavior concerning knowledge, beliefs, value, perception and conduct only. Those behaviors were expressed by the individuals and could be observed.

2.1.4 Behavioral Process

Vimolsith Harayangkul (referred to Songphol Saengprakai, 2001:25) 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 the 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 amid environment. The relationship between individuals and environments could be observed from the actions.

2.1.5 Influence on Behavior

Narong Sinsawat (1976:20) had stated that there were many kinds of influences that affected on human beings' behaviors which could be divided into 2 types:

1.   Individuals' 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, and reading and imagination.

1.2   Value meant something people held in their minds and it was aiding in making decision.

1.3   Attitude was the crucial power that had influence on behavior and that power was considered to be the pivot of psychology in the present society. Attitude was a sensitive issue, complicated and it needed explicitly verbal expressions or overt behavior.

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

2.   Unrelated things to human beings' behaviors

2.1   Stimulus Object and the degree of stimulus object were the principal in pressing people to express any of their behaviors such as hungry, instruction and sound of gun shot etc.

2.2   Situation meant something surrounding people; it could be human beings or the other things. An individual was about to express his/her behaviors such as queuing to buy movie tickets etc.

Stimulus factors empowering behaviors
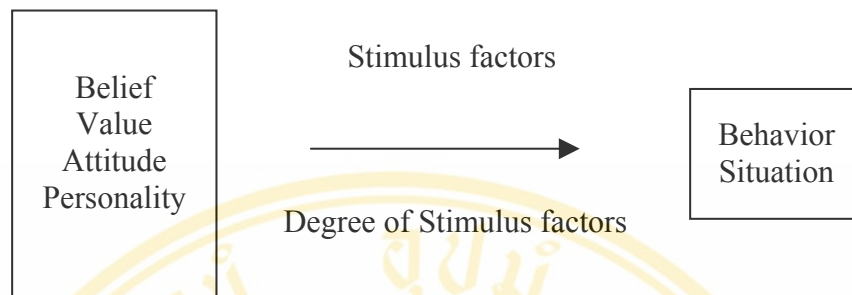
2.1.6 Measurement of Behavior

Somjit Supanathad (referred to Suntharee Gintham, 1988:24) had mentioned 2 types of behavioral study as follows:

1. The study of Direct Observation could be done into 2 types:

1.1 Direct Observation such as the teachers observed the students' behaviors in the class by informing the students that they would observe all activities being done in the class. This observation might prevent the students to express their actual behaviors.

1.2 Naturalistic Observation was the way an individual observed the behaviors of other people without annoying them and those people were unaware of the observation. This type of observation, the observer would experience the actual behaviors of people and being able to evaluate those behaviors. The limitation of this type of observation was that the observer had to do it repeatedly.

Summary whether people were aware or unaware that they were being observed, the observation had to be neatly done and recorded systematically. The observer had to avoid bias in order to get the correct and reliable results.

2. Indirect Observation could be done in many ways such as:

2.1 Interview was a process in which the interviewer questioned people or groups of people. The interview could be done on face-to-face basis or might be done through interpretation such as using translators in case the interviewees were foreigners and speaking different languages. The interview aiming to know the individuals' behaviors could be divided into 2 types, those were Direct Interview was

a process in which interviewers questioned interviewees on certain issues. Indirect Interview or informal interview, the interviewees were unaware what the interviewers wanted to know. The interviewer was doing talking and the certain questions were included in the conversation. This type of interview, the interviewers were able to get a lot of information from interviewees but sometimes the interviewees would not disclose some certain issues.

2.2 Questionnaire was suitable for studying the behaviors of a group of people who were able to read and write. The questionnaire was able to reveal some of behaviors that were likely to conduct in the future. The strong point of questionnaire was that the respondents were able to give information about their covert behaviors or the behaviors that had never been unfolded to the others by any means. The respondents were confident that it was confidential. The questionnaire could be studied at any time.

2.3 Experiment was the study of people's behaviors and the learner was able to control those people. Actually, the control would be done only in the experimental room. There was a remote possibility in studying the behaviors of certain communities by controls various variables. But the experiment in the experimental room produced only the limited information in which it could not be applied in some certain situations. This type of experiment was very useful in studying the medical staff's behaviors.

2.4 Memorandum. Each individuals were requested to write their own memorandums, which could be routine memorandums or studying about the types of behaviors such as eating habit, working behaviors, health behaviors and environmental behaviors etc.

According to the above-mentioned study, it could be summarized that human beings' behaviors could be measured whether they were covert or overt behaviors. Human beings' covert behaviors were unable to be observed. The measurement could be conducted by Indirect Observation method such as interview, questionnaire, experiment and memorandum. The overt behaviors could be directly observed such as direct observation and naturalistic observation.

For this research, the researcher had studied the tourists' behaviors in Khao Chamao – Khao Wong National Park on how they behaved.

2.2 Concept of Tourism

2.2.1 The meaning of tourism

Holloway (Holloway 1983:3) had given the meaning of tourism as follows: people traveled from their residence or office to other places in the short period of time. They were doing various activities during their temporary stay in the tourism areas. The purposes of traveling were to visit relatives or tourism.

Nikom Jarunee (1993:1) had given the meaning of tourism as follows: tourism was a journey under 3 universal conditions:

1. Traveling from residence to other places temporarily.
2. Voluntary traveling.
3. Traveling on certain purposes except for earning.

Wanna Wongvanich (1996:17) had given the following meaning: tourism meant the people traveled to the places for certain purposes and during their journeys various activities were conducted including visiting beautiful places or picturesque scenery or doing shopping.

Science and Technology Research Institution of Thailand (referred to Prommate Nathomthong, (1997:11) had summarized the tourism as the collective phenomenon's and relationship between the tourists, business and various services. That included the government, hosting countries and local people in the communities, which were the tourism areas that related to the activities or the processes of tourist attraction by offering warm welcome to the tourists or visitors.

Ploysri Porananond (2001:41) had given the following meaning: tourism meant one of the activities that had been conducted during leisure times. It was different from recreation on the condition that recreation was the activities doing at leisure time at home or adjacent areas. The tourism was a journey in which the distance was involved and the activities were conducted at the final destination.

Regarding the captioned meanings of the tourism, it could be stated that the tourism meant any activities conducted during the journey in which the distance was involved. The journey from one place to another place was considered the tourism.

2.2.2 Factors of tourism

Karuna Dechatiwong na Ayudhaya (2001:1) Tourism consisted of at least 3 factors:

1. A temporary journey from permanent residence to the other places.

2. The journey had to be conducted on voluntary basis.

3. The journey had to be conducted for any purposes except for earnings.

Science and Technology Research Institute of Thailand (referred to Prommate Nathomthong, 1997:12) 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.

2.2.3 The factors that motivated the tourism

Cohen and Taylor (Cohen and Taylor: 1976), Crompton (Crompton: 1979), and Mathieson and Wall (Mathieson and Wall: 1982) (referred to Ploysri Polananond, 2544: 51-53) had mentioned about motivation that encouraged the needs for tourism, which could be summarized as follows:

1. The escape motivation was a desire to get away from society and familiar environment.

2. Relaxation was the need to rehabilitate his/her body and mind.

3. Play was the way the adults mingled themselves with the children in playing games. It made them recalled the good old days when they were young.

4. Strengthening family bonds. The present situation in which the parents had full-time jobs so the holidays became the time of family reunion.

5. Prestige. An individual's social status indicated an ability to select the places for holidays. Sometimes, selection of the places for holidays was fashionable. The fashionable selection of the places for holidays or new recreational

places indicated the status of the holiday-creators. The tourism destination became something that could reveal an individual's way of life. It proved the individuals' prestige.

6. Social Interaction. Holidays were the crucial social representatives for the groups of people who paid no attention to the cultures or backgrounds of the other people. These groups of people had something in common that was spending leisure times to do some hobbies or traveling. They shared their experiences and had the feelings that they were parts of the groups and they were not alone in their journeys.

7. Sexual Opportunity. In a view of socialization, there was an opportunity for people to build up sexual relationships. That relationship could be visible or expressed in form of physical or emotional need. People were free to do anything they wanted during their journeys. There was no limitation like they were at homes. Their needs in love and sexuality were easily fulfilled.

8. Educational Opportunity. The main point of tourism was an opportunity to see novelty or interesting places in the world, talking to the people with different cultures and ideas, seeing historical places and famous works of art of well-known artists. Many people traveled for educational purposes.

9. Self-fulfillment. Searching to fulfill their desires was the travelers' objectives such as selection of experiences to be gained from tourism.

10. Wish fulfillment. Sometimes the holidays and tourism became the answers to the individuals' dreams. The dreams that they wanted to maintain as long as they could. The wishes of the nature-lover were the visiting to the most beautiful natures.

11. Shopping. Actually, shopping was not the most popular activity but it was possible when people temporarily left their homes such as leaving for foreign countries.

2.2.4 Effects from tourism

Sukothaithamathiraj University (2001:74-76) stated that tourism created the following effects on the natures:

1. Impact on floras and forests: Floras and forests were the most important resources of tourism. Most of the famous tourism areas in the world were abundant of beautiful floras and forests or interesting places such as parks and national parks. The number of the tourists pouring into   famous parks or national parks created the effects such as

1.1   Picking flowers, breaking branches and trample on floras.

1.2   Carelessly putting the camping fire out might cause wildfire.

1.3   Some areas were contaminated due to littering. Germs generated from garbage dumping site might cause serious damages to the trees and flowers.

1.4   The ecological system was affected by trample on plants and driving into the forests.   Trees and wildlife living underground were affected as well.

2. Impact on wild animals: The tourists' activities caused the decrease of wild animals and changing of behaviors. Starvation, disturbance and shortage of living areas were the causes of distinction of some wild animals. Sometimes, wildlife attacked the tourists while searching for foods left behind by the tourists and finally, the animals were killed. The frequent taking photograph of wildlife had interrupted their reproductions. The tourists' activities were the causes of changing of behaviors for some wildlife. The collection of wild animals' products encouraged hunting for some kind of wildlife for sale.

3. Impact on Air Resources : The transportation was the popular means of traveling. People relied on transportation for their journeys and Carbon Monoxide emitted from vehicles' exhaust pipes had direct effects on the air and the animals' growth.

4. Impact on Water Resources : Wastewater drained into canals, rivers, seas or other water sources was a cause of water quality deterioration such as

4.1 Wastewater from toilets, washings, restaurants or the tourists' accommodations.

4.2 Littering into water sources caused water contamination.

4.3 Chemical substances used in golf course to grow grasses might be washed into the water sources.

4.4 Discards or chemical substances released from vessels transporters might have effects on water quality.

5. Impact on Geological Resources : The effects were difficult to solve and it also damaged the ecological balance such as cutting trees for road constructions or buildings. The current washed away the earth into rivers or canals making them shallow. The physical geography and ecological balance were damaged.

6. Impact on tourism areas: Paintings on the caves' walls, breaking branches of trees, stalagmite and stalactite and littering were the causes of tourism areas' deterioration. The tourism areas became polluted areas with stink odor and garbage spread all over the places.

7. Impact on Public Lands Uses : The problems came from trespassing and made used of public lands for the benefits of tourism such as trespassing the mountainous areas or reserved forests, building food and soft drink stalls or souvenir shops in the tourism areas both on the beaches and waterfalls.

Once the places became tourism areas, the environment would be modified or changed to facilitate the tourists. The developments of government agencies and private sector created the effects on natural resources.

2.3 The concept of knowledge

2.3.1 The meaning of knowledge

Bloom (Bloom, 1971:271) had given the meaning of knowledge as follows: knowledge was something that related to memory of certain events or general events including remembrance of processes and the places by memory.

Thawatchai Chaijirachayakul (1984:45) had given the meaning of knowledge as follows: knowledge meant learning that emphasized on necessity and memory of ideas, objectives and phenomenon. The memory began with something that was independent to each other's to something that was complicated and related to each other.

According to the above-mentioned meanings of knowledge, the researcher had given the meaning of knowledge for this research as follows: knowledge about

tourism meant the facts or information about tourism in which each individual had received from studying or researches, observations or collective experiences and used that knowledge whenever tourism activities occurred.

2.3.2 The type of knowledge

Bloom and Associates (1956:79-88) had divided knowledge into 3 steps as follows:

1. Knowledge of Specific things was the ability to recall or memory about

      1.1 Terminology

      1.2 Specific facts

2. Knowledge of Ways and Means of Dealing with Specific things was the knowledge of the ways and processes of:

      2.1 Conventions

      2.2 Trends and Sequences

      2.3 Classification and Categories

      2.4 Criteria

      2.5 Methodology

3. Knowledge of the Universals and Abstracts in a Field was the knowledge of plans and type of crucial structures, theories and conclusion such as the knowledge about

      3.1 Principle and Generalizations

      3.2 Theories and Structures

2.3.3 The measurement of knowledge

Boontham Kijpreedaborisuth (1991:70) The test was different in the types and applications. The objectives of establishment this type of the test were divided, as per the types of answering, into 3 types:

1. Performance Test was the real performing test such as dramatization, workmanship's and typing.

2. Paper-Pencil Test was the most popular test that had been widely used. Paper and pencil were used as the instrument in answering the questions. The respondents had to answer all the questions by writing.

3. Oral test was the test that the respondents had to answers the questions by words instead of writing. The test was emphasized on talking between the interviewers and interviewees such as interviewing.

For this research, the researcher had collected all data by using questionnaires. The questions about knowledge were the open-ended questions with 4 choices of answers. The content of the questions were about the knowledge of the tourists concerning the tourism.

2.4   The concept of beliefs

2.4.1   The meaning of beliefs

Scheibe (Scheibe1970:1-40) had stated that belief was the individuals' conducts or the things that they had considered it was the truth. Therefore, belief was something that embedded in the individuals' minds and understandings or it might be some kind of knowledge that could direct the individuals to conduct according to their beliefs.

According to the above-mentioned meanings of the belief, this research had given the meaning of the belief about tourism as the acceptance of something about tourism that might originate from intellectuals, reasons or faith without any back up rationale.

2.4.2   The type of beliefs

Suthep Sunthornprasart (1968:58) had divided the belief according to magnitude or a number of people into 2 types as follows:

1.   Individual belief meant the belief of an individual, in general, the belief depended on foundation, desires and faith.

2.   Group belief meant the belief that as the cultures of villages and that culture had influences on the villagers' attitudes as a whole.

2.4.3 The influence of beliefs

Chiraporn Pattranupatara (1985: 6) had stated "Once people believed in something, they were likely to express some behaviors in order to respond to that beliefs. The change in beliefs might change the behaviors.   The beliefs in something of people in certain societies might have influences on their behaviors. The behaviors might obviously reflect the prohibition, popular guidelines in leading the ways of life."

For this research, the researcher had collected all data by using questionnaires as an instrument. The questions about the beliefs were the close-ended evaluation questions. The contents of the questions were about the tourists' beliefs on tourism.

2.5 The concept of value

2.5.1   The meaning of value

Encyclopedia of Sociology (Encyclopedia of Sociology 1974:304) had given the meaning of value as the ideas of the individuals or the group of people towards something that they perceived as the desirable things and it was worth for their sentiment.   The individuals' expressions might be cultures or social standard. The value had influences and worth for selection and it was the final destination of performances after evaluation. The individuals' goals or actions were occurred after their evaluation.

Rokeach (Rokeach 1968:55) had given the following meaning: value meant a permanent belief. People believed that some of their practices or goals of life were acceptable to the society and they would adhere to those practices or the goals of life more than anything else.

According to the above-mentioned meanings of the value, for this research, the researcher had given the meaning of the value as the ideas and beliefs in tourism expressed under selective decision, the conducts or actions towards tourism took place in the Khao Chamao – Khao Wong National Park.

2.5.2   The elements of the value

Rokeach (Rokeach 1968:13-33) stated that the value consisted of 3 crucial elements:

1. Cognitive was an individual's awareness of the right that he or she had selected to conduct or to acknowledge the right goal of life for further proceeding.

2. Affective was the individuals' feelings about like or dislike, agreed or disagreed and good or bad of the value whether they accepted it or not.

3. Behavior was the individuals' value or beliefs embedded in their minds. The value was the guideline of the individuals' behaviors. Once the individuals were stimulated by stimulus factors, they would express their behaviors according to the value held in minds.

2.5.3   The measurement of the value

Nunnally (Nunnally 1967:514) stated that the device being used to measure the value was similar to the device being used to measure the interests or attitude or characteristics that consisted of observation, interview or direct report. Each element had the crucial characteristics as follows:

1. Observation was the collection of data to be used for study the value. It was the easy and thrifty ways and being considered as the effective process to understand the individuals' behaviors. The observation could be done in many ways such as global observation in which the researcher participated with the group of people for analytical purposes about the individuals' behaviors and trait special observation was the observation about the individuals' behaviors at certain times.

2. Interviewing was the effective process in collection of data about the interests, attitudes, feelings, and value and could be used with all type of people. The interview had 2 types; structured and unstructured interviews.

3. Direct report was the process in collection of data about the interest, attitudes, feelings and value that could be used as the substitution of the observation and interview. There were many types of direct report such as

3.1 Adjective Checklists: The checklist consisted of the adjectives such as talkative, grumble, socialized or indignant etc. The respondent would read the checklists and marked the answers that they believed it was like their personalities or behaviors or the persons being studied.

3.2 Descriptive Rating Scales was the process in which the statements and questions had been given as the examples in studying about attitudes,

personalities or value according to the degree of admiration such as most appreciation, ignorance or most dislike. There were many types of descriptive rating scales such as yes any, or well known multiple choices of Likert or Therstone.

3.3 Rating Scale was the comparative process concerning the importance of persons, objects, events or behaviors according to the level of signification from least to the most or vice versa. This type had a well-known measuring device that was Milton Lokeach's rating scale that was used to study the value and practices.

3.4 The Q-Sort process was the sorting of object, persons, events or behaviors ranking from most appreciation to least admiration or vice versa. For this research, the researchers had used the self-reported device following Likert Summated Rating Scale. It was close-ended questions and was divided into 3 levels.

2.6 The concept of Attitude

2.6.1 The meaning of attitude

Prapapen Suwan (1983:14) had summarized that attitude was an opinion that was stimulated by emotion and it encouraged people to do something. The attitude played a significant role in helping people to improve and protect themselves in order to be able to express the various values including aiding individuals to understand the world surrounding them. The individuals' past experiences generated the attitudes and regulated their attitudes.

Ravewan Angkanurakphan (1990:12) had given the meaning of attitude as follows: attitude meant the internal ability of individuals who had tendency to express positive, negative or neutral behaviors.

Regarding the said meanings of the attitude, for this research, attitude meant the tourists' opinions or feelings toward tourism in Khao Chamao, Khao-Wong National Park resulting from learning and experiences.

2.6.2 The Element of attitude

Schermerhorn, Hunt and Osborn, (1988:80-81) in general, attitude had 3 important elements those were

1. Cognitive Component

Cognitive Component was the beliefs and values of an individual toward something. The beliefs and values existed before generating attitudes.

2. Affective Component

Affective Component was the specific feelings of an individual toward something resulting from the beliefs and values. The individuals' feelings were their genuine attitudes.

3. Behavioral Component

Behavioral Component was the individuals' wishes in expressing any of their feelings. The wishes of individuals were resulting from their attitudes.

2.6.3   The measurement of attitude

Kanokratana Sukatungka (1995:82) stated that the measurement of attitude was to be conducted by the following methods:

1. Interviewing: It was an easy and straight way to conduct the measurement. The weak point was the interviewer might not be able to get the real answers from the respondents due to discouragement or having sympathized the individuals who were the target of the measurement.

2. The pattern of attitude measurement consisted of a number of questions inquiring about the individuals' feelings toward something or events and required the respondent to evaluate themselves in form of "agreed" or "disagreed" or "like" or "dislike" something or the events. This was the popular type of measurement because the researchers were likely to get   more reliable information than those of other types.

For this research, the researcher had used Likert's Summated Scale which was close-ended questions and were divided into 3 levels to be selected by the respondents.

2.7 The concept of perception

2.7.1 The meaning of perception

Bartley (Bartley, 1972:22-23) said that perception meant the reality of substances in the world the individual had accumulated and becoming his or her experiences. Those experiences affected the individuals' behaviors and personalities.

Chamnien Chuangchote and associates (1983:86) stated that perception meant a process in which the individuals brought the things they saw, heard or felt from the stimulus surrounding them and rearranged those things in order and given the meaning for understanding and knowledge.

Kamomratana Larsuwong (1984: 22) stated that perception was a process of interpretation of the stimulus derived from sense organs and it needed past experiences or learning or thinking.

According to the above-mentioned meanings, for this research, the researcher had given the meaning of perception about tourism as knowledge and understanding of each tourist toward tourism in Khao Chamao - Khao Wong originated from study, observation and experiences that could be transmitted to the others.

2.7.2 The factors that affected perception

Chamnien Chuangchote and associates (1973:177) stated that there were a number of factors that affected perception but only 2 types would be summarized:

1. Various characteristics of the stimulus could create the different perception such as stimulus that repeatedly changed would rapidly stimulate perception.

2. The factors that related to an individual could be divided into 2 types:

2.1 Physical factors such as a defect on an individual's sensation such as ears, eyes, nose, tongue and other senses leading to fault perception.

2.2 Psychological factors: perception was an acknowledgement of a selection. People would touch whatever they chose and interpreted that thing according to their satisfaction. The interpretation was influenced by past knowledge, need, attitude, emotion and the type of cultures. An individual's perception was different due to his/her own characteristic and social factors.

2.7.3 The measurement of perception

As perception was a process in which the brain interpreted and translated the things an individual had sensed. The interpretation needed past knowledge or experiences. Therefore, it was necessary to measure knowledge and understanding resulting from interpretation or translation whenever the stimulus factors had stimulated an individual's senses. The process being used was the questionnaire.

For this research, the researcher had used the questionnaire as the measuring device to collect data and information. The questions were the median in measuring the tourists' behaviors on how they perceived the tourism. The questionnaire was close-ended with 3 levels of answer.

2.8 Information about study areas

2.8.1 Location

Khao Chamao – Khao Wong National Park area covered 83.68 square kilometers or 52,300 rai. It situated between latitude 12 degree 52 libda north to 13 degree north and longitude 101 degree 41 libda east to 101 degree 50 libda east by divided into 2 parts with 3 kilometers distance. The vast area covered 79.28 square kilometers or 49,550 rai. The small area covered 440 square kilometers or 2,750 rai. The vast area was called "Khao Chamao Forest" situated in Tambon Tung Kwai Kin, Klang district, Rayong province and Tambon Khang Hang Maew, Tha Mai district, Chantaburi province. The small area was called "Khao Wong Forest" situated in Tambon Kong Din, Klang district, Rayong province and Tambon Na Yi Arm, Tha Mai district, Chantaburi province.

2.8.2 Surrounding areas

North	Huey Tab Mon, Tambon Pawa, Kang Hang Maew District, Chantaburi province
South	Huey Nam Nai Paen, Tambon Nam Paen, Khao Chamao sub-district, Rayong province
East	Klong Phra Chao, Tambon Nam Paen, Khao Chamao sub-district, Rayong province

West   Klong Nam Sai, Tambon Nam Paen, Khao Chamao

sub-district, Rayong province.

The features of the study areas

Khao Chamao – Khao Wong National Park was the last area in Rayong province in which natural resources remained in original condition. It was abundant with forests covered with steep and sloping mountains, beautiful waterfalls and cliffs, various well-known caves in Chantaburi province. The forest was the sanctuary of wild animals and various kind of birds such as elephant, deer, barking deer, bear, boar, antelope and tiger etc. The area was suitable for study and research in various fields. The majority of local people were farmers living around the national park. Khao Chamao – Khao Wong National Park was an important water source of the areas. The weather was suitable for agricultures. It was beneficial to the communities' economy and the country resulting from the presence of the tourists in the national park.

2.8.3 History of establishment

Khao Chamao – Khao Wong forest had been proclaimed the national park in B.E. 2518. The purposes of establishment were to keep the areas and natural resources for the benefits of people. In the mean time, it had been developed to be recreational areas and to be used for study and research, particularly, nature study and archaeological research. The government wanted to conserve the areas.

The Park Administration Division, which was under jurisdiction of the Royal Forestry Department, has conducted a survey Khao Chamo – Khao Wong forest and had upgraded to National Park as per Royal Decree dated December 20, 2518 and had been published in Royal Gazette Book no. 92 section no. 267 on December 31 2518. It was the thirteenth national park of the country.

2.8.4 The purposes of establishment

1. To protect the natural resources in Khao Chamao – Khao Wong forest which was occupied with montane evergreen forests and to preserve heredity of plants and wild animals, ecological phenomenon and beautiful scenery.

2. To be the research and study areas for ecological and archaeological purposes.

3. To promote tourism by taking advantage of natural resources in Khao Chamao – Khao Wong.

Figure 1 : Khao Chamao – Khao Wong National Park Map

2.8.5 Topographic

2.8.5.1 Geological conditions

Khao Chamao – Khao Wong National Park was about 50 – 1,029 meters above sea level. It consisted of 2 parts; Khao Chamao forest covered 79.28 square kilometers (49,550 rai). The areas consisted of complex steep and sloping mountains; its summit was 1,029 meters above sea level. Khao Wong area was located in the southeast of Khao Chamao, about 3 kilometers from Khao Chamao. The area covered 4.40 square kilometers (2,750 rai). There were many limestone mountains circled around the areas. At the foot of the hill was plateau and in the middle of the area was lowlands. Khao Chamao consisted of Igneous rocks in Carboniferous period which was the fifth era of PaleoZoic Era existed between Devonian Period and Permian Period. It was about 345 to 280 million years ago. It was an era the seedy plants such as pine, fern and the first species of reptiles including insects had been found for the first time. Coals were abundant, so it was called Coal Era. The rocks found in the areas were Biotite Muscovite Granite with light and dark colors, rough and mild surface. Some were Pegmatite vein and Quartz dike.

Two types of rocks had been found in Khao Wong area such as

1. Ratburi Group in Permian Era that was the latest era of PaleoZoic Era existed between 280 – 230 million years ago. In PaleoZoic Era, the amphibians were abundant, sometimes, it was called Amphibian Era. The Ratburi Group consisted of light and dark grey limestone with thin and thick layers including Bryozoa, Crinoid, Fusulinid. Some were crystallized limestone mingled with shale with brownish-yellow and greenish-brown color. The sandstone's layers were brownish-red granular that found on the east side of Khao Wong.

2. Kanahanaburi Formation, Tanaosi Group, Silurian-Devonian Ear which was the third and fourth eras of PaleoZoic Era, existed between Ordovivian Period and Carboniferous Period or about 435 – 345 million years ago. It was the primitive era of plants and various species of fish. Kanchanaburi Formation consisted of Quartz, Quartzmicaschist and quartzite. Medium size brownish-yellow sandstone mixed with Tuffaceous sandstone, Chert and Nautiloid.

2.8.5.2 Hydrological Resource

Due to geographical conditions of Khao Chamao – Khao Wong, the areas were complex steep and sloping mountains and abundant with virgin forests. The areas had high capacity in absorbing the rain and later gradually flowed into lower areas. Therefore, Khao Chamao – Khao Wong became the important headwater of Prasae River and farmers in Klang district. It also consisted of various small creeks, particularly, on the west side; there were many creeks such as Klong Nam Sai, Klong Pla Kang, Klong Hin, Klong Samrong and Klong Plu etc. Klong Nam Sai was the important tourism area of this national park. Klong Nam Sai had permanent stream and the water was flowing all year.

The other water sources such as Huay Ta Mon which flew from North to West before reaching Klong Ploow. On the East side, it consisted of Klong Pawa Plu flowed into Klong Tanode in Chantaburi province including Klong Juk and Klong Lod etc. Some creeks were dried during dry season but some of them were full of water all year. Those creeks were branches of Klong Ra Oak which flowed down to Prasae River in the southeast. In the south of Khao Chamao, there were many short creeks such as Klong Sathon which was full of water all year and some part became a beautiful waterfall. There were Klong Nam Paen, Klong Ta Pin and Klong Koak Kiang that were dried during dry season. These creeks were branches of Klong Nam Paen, which flowed into Klong Ra Oak respectively.

The water in the canals was clear. There was no limestone in the canals. It consisted of many hillocks and some parts became amazing waterfalls. In summer, due to clear water, we could see the fishes swimming in the canals. Even though, in rainy season, we still could see clear water. Due to unspoiled conditions of the forests with many creeks and canals, the areas were the living quarters of some fishes, particularly, Pa Plueng at Wang Mussha. Khao Wong was not a high mountain but it had many creeks which was the important water sources such as Klong Khao Wong which was situated in the north of Khao Wong, flowed to the north and flowed back to the south. Water derived from Khao Chamao was the important headwater of Prasae River. Prasae River was the life line of farmers in Klang district, Rayong province including some parts of Tha Mai district in Chantaburi province.

2.8.5.3 Flora

In Khao Chamao – Khao Wong National Park area, the flora could be classified into 3 types, those were:

    1. Natural Plant Community, which could be divided into:

        1.1 Dry Evergreen Forest. It was found about 100 – 800 m. above sea level covered with various trees spreading over the areas. The natural plant community in Khao Chamao – Khao Wong could be divided into 3 layers: the upper layer consisted of big perennial plants and the elevation was about 25 – 30 meters, lower layer covered with brushes and small trees such as Dipterocarpus Alatus, Eugenia Cumini, Schoutenia Hypoleuca, Lagerstroemia Calyculata, Anisoptera Costata, Aphanamixis Polystachya, Sterculia Ornata, Garcinia Hanburyi, Litsea Pierei, Memecylon Garciniodes, Scaphium Marcropodum, Irvingia Malayana, Vitex Pinnata etc. For the ground area consisted of Eupatorium Odoratum, Capparis Spp., Salacca Rumphii, Musa Acuminata, Bamnusa spp., Calamus spp. Including Lianas and Epiphytes.

        1.2 Hill Evergreen Forest. It was about 900 meters and upper above sea level with high level of moisture. The vegetation consisted of Castanopsis Diversifolia, Steculia Foetida, Aquilaria Malacceniss, Dillemia Hookeri, Baccaurea Ramiflora. The ground area consisted of various species of fern including grasses and Zingiberaceai. Moreover, there were Mosses, Lichen and Epophytes.

    2. Man-made Plant Community such as an agricultural area which was found in the lowlands of national park. Some areas had been occupied by people before proclaimed the national park. Some areas were recently trespassed. Several tropical plants were Cassava (Manihot esculenta), Durian (Durio Zibethinut), Jackfruit (Artocarpus Heterophyllus), Hevea Brasiliensis, Lambutan (Nephelium) and Mango (Mangifera Indica)

2.8.5.4 Fauna

The Khao Chamao – Khao Wong National Park was abundant with evergreen forest in Rayong and Chantaburi provinces. Farmers occupied the surrounding areas. There was only a small piece of forest left. Wild animals living in

the areas fled into national park. So, Khao Chamao – Khao Wong National Park was abundant with various species of wild animals that could be classified as follows:

1. Malmals consisted of wild elephant (Elephas Maximus), guar (Bos Gaurus), black bear (Selenarctos Thibetanus), tiger (Panthera Tigris), deer (Cervus Unicolaor), barking deer (Muntiacus Muntjak), antelope (Capricornis Sumatrawnsis), wild boar (Sus Scofa), gibbon (Hylobates Lar). Moreover, there were several small mammals but had not been clearly classified such as squirrel, ground squirrel, civet cat and rat etc.

2. Birds (Avian Fauna) could be found in the areas including exotic birds which consisted of long-tailed parrot (Psittacula Alexandri), dove (Streptopelia spp.), singing myna (Ampelicaps Coronatus), talking myna (Gracula Religiosa), woodpeck (Picus spp.), magpie (Dicrurus Paradiseus), D. Remifer, crow-pheasant (Centropus sp.), red jungle fowl (Gallus Gallus), pheasant (Lophura sp.) and other birds such as Muscicapa spp., Ficedula spp.

3. Reptiles consisted of Draco spp., Physignathus, gecko (Gekko spp.), Varanus Rudicollis, king cobra (Ophiophagus Hannah), cobra (Naja Naja Kaouthia), Agkistrodon Rhodostoma, krait (Bungarus sp.) and Russel's viper (Vipera russellii Siamensis) etc.

4. Amphibians had not been evidently classified. Only frogs, toads, bullfrogs, greenfrogs and treefrogs were found.

5. Fishes had not been classified. Only Tor Soro was found at Wang Mussha and Wang Morakot at Khao Chamao waterfall.

2.8.5.5 Ecological and Genetic Significances

Khao Chamao – Khao Wong National Park was the area situated on the west side of Chantabul hill (Cardamon Range) and the park was regularly facing annual southwest monsoon. The area was the most humid areas in Thailand. There were gibbon and various rare animal species in dry evergreen forest including rare vegetation such as Hom wood and Samrong wood etc. It considered an important high humidly genetic place of Chantabul Hill.

2.8.5.6 Cultural and Historical Resources

Archeological Remains. Khao Wong had 83 caves. Therefore, in the ancient time, it was the living place for human and animals. The concrete evidences found by Archeological Division, the Fine Arts Department were axes, stones, pots but the agency had not identified the historical period.

2.8.6 Climate

Khao Chamao – Khao Wong was closely situated to the equator, the areas were montane evergreen forests with steep and sloping mountains. The weather was tropical monsoon climate. The rainfall was abundant and annual humidity was high due to influences of two annual monsoons; the northeast and southwest monsoons. The rainy season began in April and last until October or about 7 months. At the beginning of rainy season, there was rainfalls and severe thunderstorm due to influences of the southeast monsoon. The heavy rainfall period was in May, June and July but in November the rainfall was light. During September and October the area was still under influences of the southwest monsoon. In winter, the weather was relatively cold because of high humidity and high mountains. The temperature was low in December. The dry season began from mid of February to the end of April or about 3 moths. The weather was not too hot due to sea breeze blowing across the area. The average annual rainfall was 2,800 – 3,000 mm. The average annual rainy day was 107 days. The average annual humidity was 75 – 80 percent and the average temperature was 26 – 28 degree Celsius. The evaporation rate was about 800 - 1,000 mm/year.

2.8.7 Zonification in Khao Chamao – Khao Wong National Park
(Master Plan: Khao Chamao – Khao Wong National Park Administration, Chantaburi – Rayong provinces, B.E. 2544 – 2548: 5 – 10 – 5 – 14)

Zonification

In order to administer and preserve the natural balance of Khao Chamao – Khao Wong forests to remain as tourism area and living place for animals including conserving the headwater of Prasae River, the national park was divided into 6 zones as follows:

1.1   Intensive Use Zone

This particular place was arranged for people and the national park officials to make use of the areas. The facilities had been developed to facilitate the visitors and to promote tourism included the national park's administration. At the national park office area, there was only a small amount of natural resources that were prone to be destroyed.

1.2 Outdoor Recreation Zone

The highlight of the area was the beautiful natural resources that were preserved for the benefits of visitors and for the study purposes. The area was closely situated to Intensive Use Zone despite far away from the facilities but it was easy to access. The visitors could appreciate the natural system when they visited the park. It was also a Buffer Zone aiming to reduce the violence and impacts on nature between Intensive Use Zone and Primitive Zone. The area covered Khao Chamao waterfall, Klong Nam Sai, Klong Pla Kwang and Khao Wong cave.

1.3 Primitive Zone

This zone was deserved to be preserved and conserved for the benefits of the other surrounding natural resources. The nature in this zone was preserved in original conditions for recreational and study purposes. The primitive zone was all the areas surrounding the hills at elevation of 100-300 m.

1.4 Strict Nature Reserve Zone

The most important natural resources in the national parks were in this zone and those natural resources were prone to be destroyed. They were strictly conserved. All human activities in this area were prohibited. Only safety activities and inspection activities of the national park officials were allowed to conduct in the area. The strict nature reserve zone was in the middle of Khao Chamao forest which was dense forest and the wild animals' sanctuary included an important headwater.

1.5 Recovery zone

Recovery zone was the areas around Khao Chamao – Khao Wong which were occupied by local residents before official proclamation the national park. They trespassed and doing various form of agriculture such as cassava and rubber plantations. The natural condition had been deteriorated. Reforestation

had been conducted to substitute deforestation and to protect trespassing into the areas.

<div align="center">1.6   Special Use Zone</div>

This zone covered all areas where people's activities occurred or the activities of the government agencies that were not under the national park's umbrella. Those activities might be in conflict with the national park's administration such as Air Surveillance Unit of The Royal Thai Air Force.

<div align="center">**2.8.8 Tourism in Khao Chamao – Khao Wong National Park**</div>

The characteristics of tourists who visited Khao Chamao – Khao Wong National Park could be divided into 2 types, those were one-day trip in which the tourists had lunch and roamed in the park to appreciate nature and overnight trip. For overnight trip, people visited the park for study purposes such as study about flora and fauna or doing certain supplementary activities such as Boy Scout, member of Junior Red Cross, Girl Guide and students. The activities were a hike or relaxation in the mid of nature. The tourism areas in which the tourists were able to access consisted of Khao Chamao waterfall, various caves at Khao Wong area, trekking routes located in the back of the national park's office.

<div align="center">**2.8.9 Interesting places in Khao Chamao – Khao Wong National Park**</div>
<div align="center">**1. Khao Chamao waterfalls** (Tan Nam Sai)</div>

The waterfall was about 900 m from the national park' s office. The water derived from seven levels of the waterfall. Each level had a beautiful basin that was the living area of fish such as Wang Nueng, Wang Mussha, Wang Morakot, Wang Sai Ngam, Pa Kluey Mai, Chong Kab and Hok Sai. Wang Mussha was a big basin and housed many Pla Plueng (a kind of fish). Wang Mussha was the tourist attraction and a symbol of Khao Chamao waterfall. Hok Sai waterfall that was the last layer of Khao Chamao waterfall was very beautiful. During rainy season, six lines of water flowed down which could be clearly visible. In order to reach the waterfall, visitors had to walk. The distance was about 2.6 km from the national park's office. In rainy season, the route was very slippery and an army of leech could be found along the route.

2. Klong Pla Klang waterfall

The waterfall was about 5 km. from the national park's office. It was the most beautiful waterfall of the national park. There were various species of wild orchids, bulb plants, fern and mosses along the route. There was Wang Chang Kam which was the big waterfall in the mid of evergreen forest. Sometimes, tourists might see the footprints of wild animals such as elephant, barking deer, wild boar and wild peasant or bird.

3. Klong Hin Plueng waterfall

The waterfall was about 5 km. from the national park's office. It was a small beautiful waterfall and during May to July, the water run fast. The forest was in perfect condition. Fern and flora could be found along the route to the waterfall, particular orchids such as Paphiopedilum and Dendobrium etc. Along the route, the peasant and squirrel would be found including various species of birds but the tourists had to walk for many hours in order to see the birds.

4. Pa Sawan

It was a viewpoint, located about 1.5 km from the national park's office. It situated above Than Nam Sai waterfall. On the route there was dry evergreen forest. The tourists would experience bamboo forests and cycad on the way to the waterfall. In the sunny day, if the tourist was standing on Pa Sawan, they could see the view of Khao Laem National Park and Samet Islands.

5. Khao Wong Cave

Khao Wong area was not so vast. It was under the Khao Wong National Park Protection Unit's responsibilities. As the areas were surrounding with Limestone Mountains and the lowlands were in the middle of the area. There were beautiful sloping mountains and beetling cliffs on Chantaburi side. Khao Wong's stony shed characteristics   had created natural phenomenon such as ravine, stalagmite and stalactite in about 83 caves of which only 16 caves were allowed to access. The interesting caves were Tham Phet consisted of glittering stalactite and stalagmite, Tham Lakorn, Tham Singto, Tham Chang and Tham Sammitr. Some caves were the living place of bat. Antelope that was one of nine reserved wild animals could be found around Khao Wong forest.

2. Trekking route in Khao Chamao

   The routes were prepared for the tourists who were interested to study the nature. The trekking routes were divided into 2 routes:

   Route No. 1 The beginning and the end of the route were at Khao Chamao Village 8 and 9. The distance was about 2 km. There were interesting areas along the routes such as Granite yard which was a vast yard, Nam Sap Dong Ra Kam was the area where water seeped from underground. Hin Loy was the natural phenomenon in which the stone in mushroom shape protruded from the ground. Pong Sat was the place where the animals came to eat salt lick. Pa Maka and Pa Tam were the viewpoints. The tourists would experience variety of flora in dry evergreen forest along the way. The prominent floras were Yang Daeng, Wood Apple, and KhemPong. Other floras on the lowlands were moss, fern and konjac and tourists might have a chance to see footprints of wild boars.

   Route No. 2 The distance was about 3 km. The area was dry evergreen forest. The route passed through Sallacca wallichiana and Rattan forests. The ground was humid. Sometimes, the tourists might have to climb up steep hills and waterfalls such as Wang Mussha and Wang Neung including big rubber tree in Rayong province with 575 meters trunk. The tourists might see the Bottle Monument which was a trash site collected from various places in the national park. The Bottle Monument was built up in order to remind the tourists about the significance of environmental conservation.

3. Trekking route in Khao Wong areas

   Trekking routes in this area were divided into 3 routes with different characteristics:

   Route No 1. The tourists could roam around by taking about 45 min. The features of the route were the caves with various shapes of stalagmite and stalactite such as cabbage and stone coral. The colors of the walls were brownish- yellow and brownish-green colors. The caves on this route were Tam Lakorn that was the house of bats, Tam Singto Yai – Singto Noi, Tam Sammitr, Tam Mungkorn and Tam Tao.

   Route No. 2 The route was relatively difficult for tourists to pass, taking about 3 hours. Along the way, the tourists had to climb up the hill and dipped down in the canals. Sometimes they might encounter some wild animals such as squirrel,

monkey, and antelope. The forests in the areas were mostly bamboo forests. The caves on this route were Tam Jed Chan, Tam Tan Rod, Tam Rong Bon, Tam Chumsaeng, Tam Archan Ong, Tam Bung Urn and Tam Pla.

Route No. 3. The route number three was the most difficult route. The tourists might have to climb up the mountains from back to front continuously. The distance was about 5 hours by walking. The prominent caves were Tam Chang and Tam Phet.

2.9 Related Researches

Regarding the study of related researches on the issue of human beings' behaviors, so far, many aspects had been studied and the researcher had brought that related researches as guidelines in doing this research.

Naowaratana Plainoi (1995:145) had studied "Thai Tourists' behaviors in their own country". At present, tourists spent 2.7 times a year on tourism, 3-4 days for each trip. Average day for tourism is 7.2 days a year and each person spent about 624 baht. It was found that the different in economic, society and population would have resulted in different objectives, behaviors, needs and tastes in tourism.

Kamala Supan (1996:Abstract) had 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.

Somsakul Alfred (1997:Abstrsct) 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 of gender, age, 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.

Saowaluck Navacharoenkul (1998:Abstract) 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 of 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.

Wanpen Angkasirisaap (2000:Abstract) had studied "Tourists' behaviors that related to deterioration of coral reefs, case study Koh Tao, Suratthani province", it was found that knowledge, attitude and behavior were related to deterioration of coral reefs at statistical significance level 0.01. For tourists, it was found that the different of gender, channel of receiving news and knowledge about coral made them behaved in different ways about deterioration of coral reefs.

Mc Cormack (1979:Abstract) had studied and found that tourist were willing to spent as much less as they could for recreation. They wanted to travel to the jungle or take adventure in natural forests more than spending time in the tourism areas that were tremendously altered.

Young and Flower (1982:Abstract) had studied the tourists' behaviors in Cook Country forest Preserve District (CCFPD) which was National Reserve Areas of the United States of America and found that tourists were satisfied with the area, nature and its tranquility. They did not want to see alterations of nature in every area such as construction of facilities for recreation. Tourists needed to stay in natural resorts.

According to the above-mentioned studies, it could be summarized that; for the whole picture, the majority of tourists' behaviors, wherever they were, were different and behaved in moderate level. Gender, age, occupation, income, educational level, knowledge of tourism, belief in tourism, goodwill in tourism, attitude towards tourism perception of tourism and expense on tourism were essential to create differentiation on tourists' behaviors.
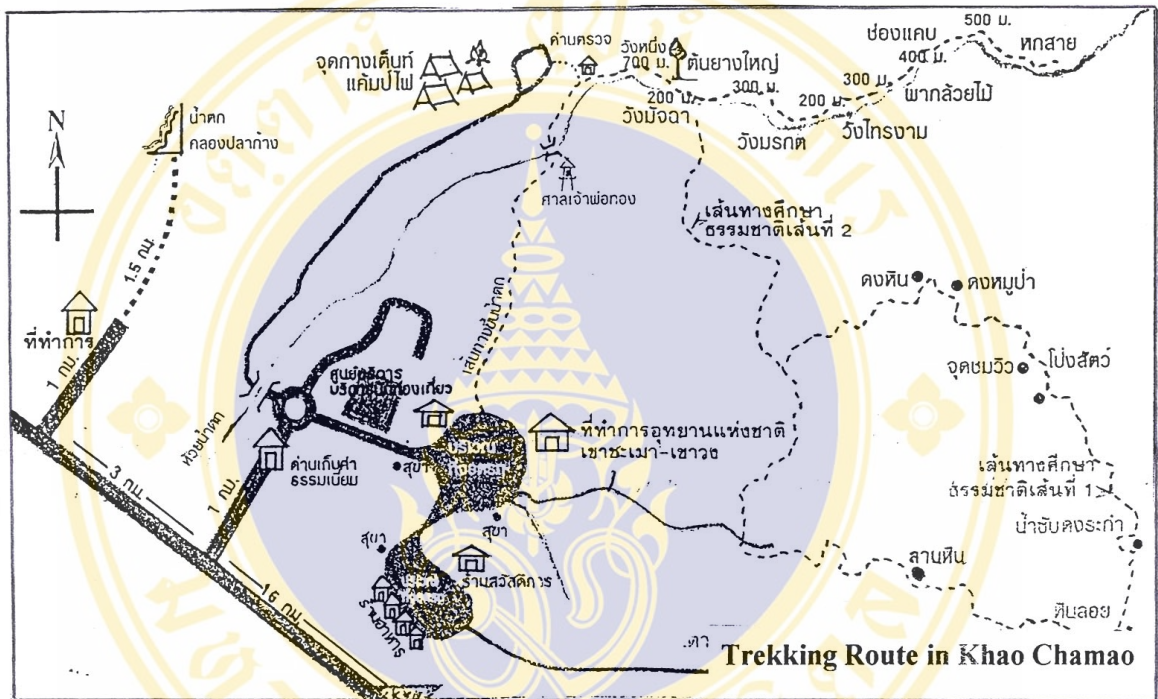
Figure 2 : Trekking Route in Khao Chamao
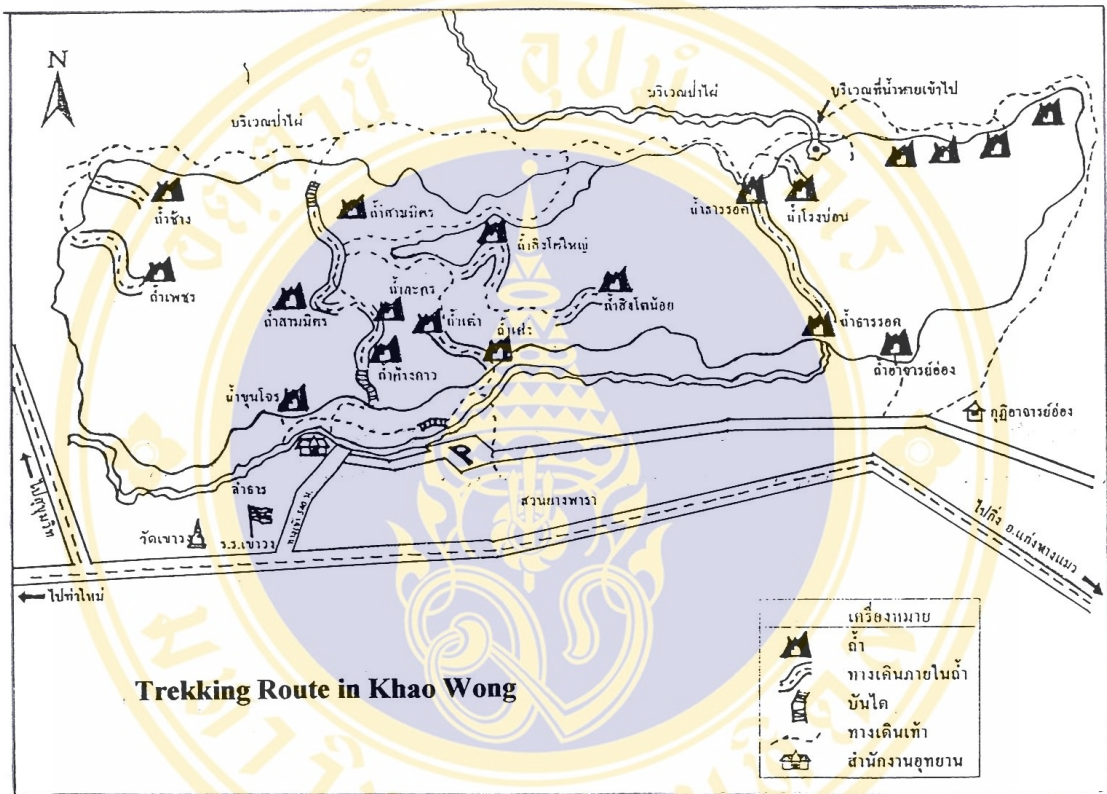
Figure 3 : Trekking Route in Khao Wong

CHAPTER 3
RESEARCH METHODOLOGY

This research was to study the survey research that data collected from sampling of tourists' behavior in Khao Chamao - Khao Wong National Park. Questionnaire was an instruments for collecting data which the guidelines of study were:

3.1 Population and selection of sample

3.2 Instruments for research

3.3 Questionnaire test

3.4 Data collection

3.5 Data analysis

3.1 Population and selection of sample

3.1.1 The target group of population was Thai tourists over 15 years old who visit Khao Chamao-Khao Wong National Park.

3.1.2 Size of group sample

The number of tourists in 2001 is 314,075. (Reference on October 2000- September 2001) Details as below:

Month-Year	The number of visitors
October 2000	28,748
November 2000	12,702
December 2000	35,188
January 2001	31,266
February 2001	18,311
March 2001	20,132
April 2001	50,796
May 2001	32,731
Jun 2001	18,547
July 2001	18,667
August 2001	26,622
September 2001	20,371
Total	**314,075**

Table 2 The number of visitors of Khao Chamao-Khao Wong National Park in 2001
Source: Khao Chamao-Khao Wong National Park

   3.1.3   Number of group sample

     The determination of population sample in this research depends on the formula of Taro Yamane (Reference to Puangrat Taweerat: 2000:284)

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

     n   =   The size of sample populations
     N   =   The number of studied populations
     e   =   The error value of sample on the level 0.05
Replacement of formula
     n   = $\dfrac{314{,}075}{1 + 314{,}075}$

Therefore; the calculation will result to be 400 sample of populations.

   3.1.4   Sample

     The sampling would be done sample only Thai tourists over 15 years old who participate would do accidental sampling by survey questionnaire.

3.2 Instruments for research

    This study, the researcher used questionnaire to be an instrument for collecting data. Documents and related research were taken to be the guidelines of managing the questionnaire. It was compressed of open-ended and close-ended question.

    Part 1 General Data: It was composed of sex, age, occupation, income and educational level and expense on tourism. The questionnaire is open-close ended.

    Part 2 Knowledge about tourism: The characteristic of question measures the knowledge of tourists. They could choose only correct choice in four choices.

Part 3 Belief in tourism: The questionnaire was open-ended in rating-scale of three level; agreed, unsure and disagreed.

Part 4 Value on tourism: The questionnaire was open-ended in rating-scale of three level; agreed, unsure and disagreed.

Part 5 Attitude towards tourism: The questionnaire is open-ended in rating-scale of level; agreed, unsure and disagreed.

Parts 6 Perception on tourism: This question was for measuring the perception of tourists. It was a close-ended question by choosing the answer; yes, unsure and no.

Parts 7 Information received on tourism news: This question was designed about the perception of tourism from some communications, interpersonal communication including in the frequency of perception of tourism news. The answer was chosen of everyday, 1-2 times per week, 1-2 times per month, less than once a month, seldom and never.

Part 8 Behavior of tourism: The designed question was close-ended according to the behavioral measurement of Likert Scale. The answer is decided to be 3 levels ; everytimes, sometimes and never.

Part 9 the question was about problems, obstacle and some suggestions of tourism. The characteristic of question is open-ended.

The quality test of the research instrument

1. Take the finished instrument to present the research control committee and experts to examine the correct of language, the subjective correct including of recommendation about used of questionnaire for improvement.

2. Take improved equipment to experiment 30 is visitors at Khao Chamao - Khao Wong National Park for finding insufficiency of equipment.

3. Take questionnaire to be examined and improved again and present the committee with experts to examine again, too.

4. The questionnaire is correctly improved.

3.3 Questionnaire test

Knowledge

1. Take the knowledge of questionnaire examine the difficulty by using The formulary; (Pungrat Taweerat, 2000: 129)

$$P = \frac{R}{N}$$

When	P	=	Index of difficult measurement.
	R	=	The number of right answers in each choice.
	N	=	The number of right answers in each choice.
	n	=	The number of all answers in high group and low group.

After we knew the easiness and difficulty in each question of knowledgeable test, then the knowledgeable measurement test with difficulty and easiness value between 0.20-0.80 were applied. For those of values that were inconsistent with the improved criteria would be reused until we found the easiness and difficulty values that we were looking for.

It was found that the knowledgeable measurement test had 9 out of 12 of easiness and difficulty values that could be used and for another 3 questions the easiness and difficulty values higher than 0.80 were considered too easy. The research had improved those questionnaires to make easiness and difficulty values justified to be used before collection of genuine data.

2. Take the knowledge of questionnaire examine the distributive power by using the formula; (Pungrat Taweerat, 2000 : 130)

$$r = \frac{R_u - R_e}{n/2}$$

When	r	=	Distributive power
	R_u	=	The number of right answers in high group
	R_e	=	The number of right answers in low group
	n	=	The number of all answers in sampling group

For the criterion of choosing the question

Which is finding the distributive power, make by using.

2.1 Take the knowledge of questionnaire to test with example group. Use technique of 27% by examining ordinal number of marks from high to low or divide the group of high mark 27% of all answer and 27% of low mark of all answer to be high group and low group.

2.2 Separate 2 groups of questionnaire by using high mark group and low mark group.

2.3 Find number of people who answer correctly in each group and take to use formula.

2.4 Choose the question that have distributive power is over 0.2.

The values of distributive power of knowledgeable measurement test is found, and 8 distributive power values of the test which were in line with the criteria were used. Another 4 questions had distributive power value lower than 0.02, the researcher had improved those questions for preciseness and properness before utilizing.

3. Take knowledge calculate the value of reliability by use of the formula KR-20 (Kuder-Richardson Formula 20). (Pungrat Taweerat, 2000 : 125)

$$r_{tt} = \frac{n}{n-1} \left[1 - \frac{\Sigma pq}{S^2_t} \right]$$

When r_{tt} =   The value of reliability of questionnaire

n   =   The number of questionnaire

S^2_t =   Variability of the total number

p   =   The number of answer in each correct number

q   =   The proportion of answers in each incorrect number

The value of reliability approximate is over 0.70

According to results of finding, the belief value is 0.7389. It meant that we could use the value for data collection purpose.

Belief in tourism, value on tourism, attitude towards tourism, perception on tourism and behavior of tourism.

1. Take belief about tourism, value about tourism, attitude about tourism, perception about tourism and behavior of tourism fined the distributive power in each question by using the formula t-test; (Pungrat Taweerat, 2000: 132)

$$t = \frac{\overline{X}_H - \overline{X}_L}{\sqrt{\dfrac{S^2_H}{n_H} - \dfrac{S^2_L}{n_L}}}$$

When
$\overline{X}_H$ = Mean of high group number.
$\overline{X}_L$ = Mean of low group number.
S^2_H = The variable value of high group number.
S^2_L = The variable value of low group number.
n = The number of answers.

For the criterion of choosing the question

Which is finding the distributive power, make by using.

1.1   Take the belief about tourism, value about tourism, attitude about tourism, perception about tourism and behavior of tourism to test with example group. Use technique of 27% by examining ordinal number of marks from high to low or divide the group of high mark 27% of all answer and 27% of low mark of all answer to be high group and low group.

1.2   Find frequency in each question for finding mean and variable.

1.3   Take mean of high mark, low mark and variable of high mark and low mark represent for finding t.

1.4   Choose question that has high of t which Edward (Edward, Reference to Lun saiyos, 2000: 305) said that the distributive power from exam t form will be over 1.75.

t would be the value of distributive power in each number by selecting the number at the value of over1.75 because its number highly has the value of distributive power. (Reference to Wichean Ketsingh, 1987: 115).

Value t is distributive power value of each question. The ten questions with value of 1.75 upward had been chosen because it had high distributive value. The remaining 2 questions with distributive power value were less than 1.75 were improved for preciseness and properness before utilizing.

The results that we found about the distributive power value being used to measure goodwill in tourism revealed that 9 questions had acceptable distributive power value the rest 3 questions had distributive power value lower than 1.75. The researcher had improved those three questions to make it more precise and proper for utilizing.

The results of the distributive power value being used to measure attitude towards tourism found that attitude towards tourism measurement form had eleven acceptable distributive power value that could be utilized. Only one 1 question had distributive power value lower than 1.75. The researcher had improved that one question to make it more precise and proper before utilizing in collection of genuine data.

The results of the distributive power value being used to measure perception of tourism found that measurement of perception of tourism had acceptable eight distributive power values that could be utilized. The reaming 4 questions had distributive power value lower than 1.75. The researcher had improved those 4 questions to make them more precise and proper before utilizing in collection of genuine data.

The results of the distributive power value being used to measure behavioral tourism found that measurement of behavioral tourism had acceptable nine distributive power value that could be utilized. The reaming 3 questions had distributive power value lower than 1.75. The researcher had improved those 3 questions to make them more precise and proper before utilizing in collection of genuine data.

The result of finding reliable value of belief in tourism measurement form had reliable value at 0.7247, it revealed that it could be used for collecting genuine data.

The result of finding reliable value of goodwill in tourism measurement form had reliable value at 0.7252, it revealed that it could be used for collecting genuine data.

The result of finding reliable value of attitude towards tourism measurement form had reliable value at 0.7361, it revealed that it could be used for collecting genuine data.

The result of finding reliable value of perception of tourism measurement form had reliable value at 0.7232, it revealed that it could be used for collecting genuine data.

The result of finding reliable value of behavioral tourism measurement form had reliable value at 0.7871, it revealed that it could be used for collecting genuine data.

Sequentially take it to calculate for reliability by use of coefficient of Alpha of Cronbach. (Pungrat Taweerat, 2002 : 125)

$$\alpha = \frac{n}{n-1}\left(1 - \frac{\Sigma S_i 2}{S_t 2}\right)$$

When α =   Reliable value of questionnaire.

n   =   The number of questionnaire.

S_i2 =   The variable value of total marks in each number.

S_t2 =   The variability of all total marks.

3.4 Data collection

For the collection of data, the research would the questionnaire to be an instrument for collecting all data by distributive a Questionnaire to tourist 15 years old or more who visit to Khao Chamao - Khao Wong National Park. The answers of questionnaire would returned by own answers until they are totally 400 questionnaires. It is the last data collection.

3.5 Data analysis

Take all collection data of questionnaire to examine of collection and completion of answers in each group of sampling. The proceeding would n steps by following:

1. Take data to order and put the code for compiling by statistical Package For Social Science/ Personal Computer: SPSS/PC

2. Statistic for analyzing are:

2.1 General data, there are sex, age, occupation, income and education Level and expense on tourism. The presentations are the Percentage and Standard Deviation.

2.2 Knowledge about tourism, the questionnaire was multiple-choice divide to be 4 selections. It had 12 choices, the higher was 12 mark and the lower was 0 mark. Correct answer gave 1   mark and incorrect gave 1 mark

Height knowledge level	9 -12	mark
Medium knowledge level	5 - 8	mark
Lower knowledge level	0 - 4	mark

2.3 Belief in tourism had 12 choices. The higher was 36 mark and the lower was 12 mark. The characteristic of questionnaire to measure belief was close-ended for rating scale in 3 levels. The principles of mark are:

	Positive statement	Negative statement
Agreed	3	1
Unsure	2	2
Disagreed	1	3

High belief level	29-36	mark
Medium belief level	21-28	mark
Low belief level	12-20	mark

2.4 Value on tourism, had 12 choices. The higher was 36 marks and the lower was 12 marks. The characteristic of questionnaire to measure value was close-ended for rating scale in 3 levels. The principles of mark are:

	Positive statement	Negative statement
Agreed	3	1
Unsure	2	2
Disagreed	1	3

High value level	29-36	mark
Medium value level	21-28	mark
Low value level	12-20	mark

2.5   Attitude towards tourism had 12 choices. The higher was 36 marks and the lower was 12 marks. The characteristic of questionnaire to measure attitude was close-ended for rating scale in 3 levels. The principles of mark are:

	Positive statement	Negative statement
Agreed	3	1
Unsure	2	2
Disagreed	1	3

High attitude level	29-36	mark
Medium attitude level	21-28	mark
Low attitude level	12-20	mark

2.6   Perception about tourism had 12 choices. The higher was 36 marks and the lower was 12 mark. The characteristic of questionnaire to measure perception was close-ended for rating scale in 3 levels. The principles of mark are:

	Positive statement	Negative statement
Yes	3	1
Unsure	2	2
No	1	3

High perception level	29-36	mark
Medium perception level	21-28	mark

Low perception level   12-20   mark

2.7 Information received on tourism news the principle classifies marks as Everyday = 5 mark, 1-2 times per week of perception = 4 mark, 1-2 times per month of perception = 3 mark, Less than once a month = 2 marks, Seldom = 1 mark and Never = 0 mark. The classification of the perception of perception of tourism news was dividing to be 3 levels that its criterion makes a mark on:

High perception of tourism news level   29-36   mark
Medium perception of tourism news level   21-28   mark
Low perception of tourism news level   12-20   mark

2.8   Behavior of tourism had 12 choices. The higher was 36 mark and the lower was 12 mark. The characteristic of questionnaire to measure perception was close-ended for rating scale in 3 levels. The characteristic of questionnaire was for rating scale having 4 levels. The criterion marks a mark on:

	Positive statement	Negative statement
Everyday	3	1
Sometimes	2	2
Never	1	3

High Behavior of tourism level   29-36   mark
Medium Behavior of tourism level   21-28   mark
Low Behavior of tourism level   12-20   mark

2.9   Test the relations between factors of tourists' behavioral tourism by use of Chi-Square Test.

CHAPTER 4
RESEARCH RESULTS

The study of tourists' behavior in Khao Chamao – Khao Wong National Park, the researcher collected data by using questionnaire. The data was collected from 400 tourists. The ready-for-use program SPSS was used to analyze the data collected from the tourists. The results of the study were divided into parts as follows:

4.1 General Data

The details of the study of sample group from 400 persons were as follows:

4.1.1 Gender: The results of analysis found that 64 percent of the tourists who visited Khao Chamao – Khao Wong were female and the rest 36 percent was male. See Table 3

Table 3 Number and percentage of sample group, classified according to gender

Gender	Number (person)	%
Male	144	36.00
Female	256	64.00
Total	400	100.00

4.1.2 Age: The results of analysis collected from sample group who visited National Park revealed that the majority of tourists ranges of age were between 21 – 30 years old. It represented 51.25 percent. The age of second group was between 31 – 40 years old that represented 20.75 percent and between 15 – 20 years old represented 17.25 respectively. The youngest tourist from selected group was 15 years old and the oldest tourist was 65 years old. The average tourists' age was 28 years old (Mean = 28.45) See Table 4

Table 4 Number and percentage of sample group, classified according to ages

Age	Number (person)	%
15-20	69	17.25
21-30	205	51.25
31.40	83	20.75
41-50	31	7.75
Older than 51 years old	12	3.00
Total	400	100.00

Max = 65, Min = 15, Mean 28.45, S.D. = 9.460

4.1.3 Occupation: The results of analysis revealed that the majority of the sampling group was student, representing 40.50 percent while the other groups were government officials and employees that represented 19.00 percent. See Table 5

Table 5 Number and percentage of sample group, classified according to occupation

Occupation	Number (person)	%
Student	162	40.50
Farmers	3	0.75
Government Official	76	19.00
Laborer	27	6.75
Employee	76	19.00
Entrepreneur	56	14.00
Total	400	100.00

4.1.4 Income: The results of analysis suggested that monthly income of sampling groups was less than 5,000 baths that represented 43.00 percent. The monthly income between 5,001 – 10,000 baht represented 24.75 percent and between 10,001 – 15,000 baht representing 13.00 percent respectively.

Table 6 Number and percentage of sample group, classified according to monthly income

Monthly Income (Baht)	Number (person)	%
0-5,000	172	43.00
5,001-10,000	99	24.75
10,001-15,000	52	13.00
15,001-20,000	42	10.50
Higher than 20,000	35	8.75
Total	400	100.00

4.1.5 Educational Level: The results of analysis revealed that the majority of the sampling groups' educational level was bachelor degree representing 65.25 percent; the second group was diploma represented 15.25 percent and secondary school level represented 11.00 percent respectively. See Table 7

Table 7 Number and percentage of sample group, classified according to educational level

Educational Level	Number (person)	%
Primary School	3	0.75
Secondary School	44	11.00
Diploma/Vocational School	61	15.25
Bachelor Degree	261	65.25
Higher than Bachelor Degree	31	7.75
Total	400	100.00

4.1.6 Information received on tourism news: The result of analysis found that the majority of sampling group used to received tourism news representing 95.75 percent as per Table 8.

Table 8 Number and percentage of sample group, classified according to perception
about tourism news

Information received on tourism news	Number (person)	%
High (higher than 29 points)	87	21.25
Moderate (21 – 28 points)	232	58.00
Low (12 – 20 points)	83	20.75
Total	400	100.00

The result of analysis concerning sources of information and frequency of
Information received on tourism news from various sources found that:

Television: It was found that the majority of sample received news daily
from television representing 36.75 percent. The second group received news twice a
week representing 29.50 percent and twice a month representing 14.25 percent
respectively.

Radio: The analysis suggested that the majority of sample group received
news through radio twice a week, representing 22.50 percent. The others received
news once in a while, representing 20.75 percent. The last two groups received news
daily and none representing 16.50 percent equally.

Newspaper: The analysis suggested that the majority of sample group
received news from newspaper twice a week representing 29.50 percent. The rest
received news daily, representing 26.00 percent and 13.75 percent received news from
newspaper once in a while.

Journal/Magazine: The analysis suggested that the majority of sample
group received news from journal and magazine twice a month representing 31.25
percent. The rest-received news from journal and magazine once in a while was
representing 21.50 percent and16.25 percent received news less than once in a month.

Conversation with relatives and friends: The analysis suggested that the
majority of sample group received news from talking to relatives and friends twice a
month representing 24.75 percent. The rest received news twice in a week representing
21.25 percent and 19.25 percent received news infrequently.

Table 9 Number and percentage of sample group, classified according to sources of news/information and frequency of receiving news about tourism

Source of News/Frequency	Daily		Twice/ week		Twice/ Month Less than		Once a month		Rarely		Never	
	N	%	N	%	N	%	N	%	N	%	N	%
Television	147	36.75	118	29.50	57	14.25	16	4.00	30	7.50	32	8.00
Radio	66	16.50	90	22.50	59	14.75	36	9.00	83	20.75	66	16.50
Newspaper	104	26.00	118	29.50	53	13.25	29	7.25	55	13.75	41	10.25
Journal/Magazine	24	6.00	81	20.25	147	36.75	48	12.00	64	16.00	36	9.00
Printing Articles	16	4.00	55	13.75	125	31.25	65	16.25	86	21.50	53	13.25
Conversation with relative/friend	33	8.25	85	21.25	99	24.75	56	14.00	77	19.25	50	12.50

All scores were rearranged into 3 new groups and those were; groups with high, moderate and low information received on tourism. The study found that the sample group that scored highest point was 30 points and lowest score was 0. An average score was 17 points. After grouping, it was found that the majority of sample group had moderate perception of tourism, representing 65.25 percent. The second group had low information received representing 20.75 percent and the last group had high information received representing 14.00 percent. See Table 20

Table 10 Number and percentage of sample group, classified according to level of perception on news about tourism

Level of perception	Number (person)	%
High (higher than 29 points)	56	14.00
Moderate (21 – 28 points)	261	65.25
Low (12 – 20 points)	83	20.75
Total	400	100.00

Min. = 0, Max = 30, Mean = 16.63, S.D. = 7.069

4.1.7 Expenses on tourism in Khao Chamao – Khao Wong National Park

The analysis suggested that the majority of tourists' expenses was not higher than 500 baht representing 29.75 percent. The rest expenses between 501 – 1,000 baht representing 27.25 percent and expenses more than 2,000 baht representing 19.50 percent respectively. The highest expenditure on tourism was 10,000 baht and lowest was 40 baht. An Average expenditure was about 1,484 baht. See Table 11

Table 11 Number and percentage of sample group, classified according to expenditure on tourism

Expenditure on Tourism	Number (person)	%
0-500	119	29.75
501-1,000	109	27.25
1,001-1,500	35	8.50
1,501-2,000	60	15.00
More than 2,000	78	19.50
Total	400	100.00

Min = 40, Max = 10,000, Mean 1483.69, S.D. = 1282.24

4.2 Knowledge about tourism: The twelve questions were multiple-choice. It was found that

1. "**Was there anything we could be classified as a symbol of the National Park**?"

The correct answers represented 32.50 percent and incorrect answers represented 67.50 percent.

2. "**Did you know what were the causes of the decrease in number of wildlife in National Park?**"

The correct answer represented 73.5 percent and incorrect answer represented 26.5 percent.

3. "What kind of garbage that in the future posed less effect on natural resources in National Park?"

The correct answer represented 66.75 percent and incorrect answer represented 33.25 percent.

4. "**What was the benefit of forest for traveling in the National Park**?"

The correct answer represented 83.50 percent and incorrect answer represented 16.50 percent.

5. "**What kind of tourists' behaviors that would have less affect on natural resources in National Park?**"

The correct answer represented 82.00 percent and incorrect answer represented 18.00 percent

6. "**What kind of souvenir you should buy in National Park**?"

The correct answer represented 82.80 percent and incorrect answer represented 17.20 percent.

7. "**What kind of tourism in National Park would be encouraged in the future?**"

The correct answer represented 80.30 percent and incorrect answer represented 19.70 percent

8. "**Was there anything in National Park that convinced the tourists to realize an important of environmental conservation?**"

The correct answer represented 23.75 percent and incorrect answer represented 76.25 percent.

9. "**What type of tourism that would render the most benefit to tourists?**"

The correct answer represented 78.25 percent and incorrect answer represented 21.75 percent.

10. "**Which was the best correct answer?**" The answer was: lodging in the tourist areas should be built by pondering on surrounding environment and should not over the carrying capacity of tourist resources.   64 percent of sampling group gave correct answer and 36 percent gave incorrect answer.

11. "What was the first thing that would be done if the amount of tourists in National Park increased?"

The correct answer was 64.00 percent and the incorrect answer was 36.00 percent.

12. "**Which one was not an affect of tourism on natural resources in National Park**?"

The correct answer was 52.75 percent and the incorrect answer was 46.75 percent.

Table 12 Number and percentage of sample group, classified according to knowledge
about tourism

Knowledge No.	Correct Answer		Incorrect Answer	
	Number (Person)	%	Number (Person)	%
1. Was there anything we could be classified as a symbol of the National Park?	130	32.50	270	67.50
2. Did you know what was the cause of the decrease in number of wildlife in National Park?	294	73.50	106	26.50
3. What kind of garbage that, in the future, posed less effected on natural resources in National Park?	267	66.75	133	33.25
4. What was the benefit of forest for traveling in the National Park?	334	83.50	66	16.50
5. What kind of tourists' behaviors that would have less affected on natural resources in the National Park?	328	82.00	72	18.00
6. What kind of souvenir in the National Park you should buy?	331	82.80	69	17.20
7. What kind of tourism in the National Park would be encouraged in the future?	321	80.30	79	19.70
8. Was there anything the officials in the National Park convinced the tourists to realize the important of environmental conservation?	95	23.75	305	76.25
9. Which type of tourism that would render most benefit to tourists?	313	78.25	87	21.75
10. Which was right?	256	64.00	144	36.00
11. What was priority that would be done if the amount of tourists in the National Park increased?	226	56.50	174	43.50
12. "Which one was not an affect of tourism on natural resources in National Park?"	211	52.75	189	47.25

After that, all individuals' scores were rearranged into 3 levels of knowledge
and those were high level, moderate knowledge group and low level. The study found
that sample group with highest score was 12 points and lowest score was 0. The
average score was 8 points. After grouping, it was found that the majority of sample
group had moderate level of knowledge (5– 8 points) which represented 47.50 percent,

low knowledge (0 – 4) represented 27.00 percent and highest level of knowledge (higher than 9 points), represented 25.50 respectively. See Table 13

Table 13 Number and percentage of sample group, classified according to level of knowledge about tourism

Level of Knowledge	Number (person)	%
High (higher than 9 points)	102	25.50
Moderate (5 – 8 points)	190	47.50
Low (0 – 4 points)	108	27.00
Total	400	100.00

Min = 0, Max = 12, Mean = 7.78, S.D. = 2.329

4.3 Belief in tourism: The results of analysis, concerning the sample group's belief in tourism from12 questions which was Rating Scale consisting of 3 levels; agreed, uncertain and disagreed, it was found that:

1. It was beliefs that "Plunge" fish dwelling in the Khao Chamao - Khao Wong National Park was sacred fish so nobody dared to catch them." The majority of sample group representing 41.75 percent, 38.50 percent was uncertain and 19.75 percent disagreed.

2. "Water was available natural resources as long as we needed, so conservation water resources in National Park was unnecessary." The majority of sample group or 69 percent disagreed. The rest or 23 percent agreed and 8.00 percent was uncertain.

3. "Water from waterfall in the National Park would flow all years because it was natural phenomenon." The majority of sample group represented 51.00 percent agreed. The rest 35.25 percent was uncertain and 14.75 percent disagreed.

4. "Results from tourism promotion had partially deteriorated the resources in tourism areas" The majority of sample group representing 60.00 percent agreed, the rest representing 26.50 percent was uncertain and 13.50 percent disagreed

5. "Natural resources in the National Park would not deplete, so everybody could use it freely. The majority of sample group representing 74.50 percent disagreed. The rest 18.50 percent was uncertain and 7 percent of sampling group agreed.

6. Tourists' positive consciousness had direct effects on tourism in the areas. The majority of sample group, representing 84 percent, agreed. About 11 percent was uncertain and the rest 5 percent disagreed.

7. "In order to avoid doing something against the beliefs in National Parks so studying culture and beliefs before traveling were highly recommended." The majority of sample group, representing 63.50 percent, agreed. About 11 percent of sample group was uncertain and the rest representing 5 percent disagreed.

8. "Conservation of headwater in National Parks would lead to full-year availability of water." The majority of sample group, representing 85.50 percent, agreed. The rest, representing 11.00 percent was uncertain and 6.75 percent disagreed.

9. "Without controlling of using natural resources in National Parks, it would lead to depletion of those natural resources." The majority of sample group, representing 88.00 percent, agreed. About 8.25 percent was uncertain and the rest 3.75 percent disagreed.

10. "Herbs in National Park's forest were genuine since those herbs were coming directly from nature. It was far better than herbs that were grown. So you should reach it for using." The majority of sample group, representing 69.25 percent, disagreed, and 18.50 was uncertain and the rest 12.25 percent agreed.

11. "Malaria was still rampant in dense jungle; cutting trees would reduce spreading of the disease." The majority of sample group, representing 68.25 percent disagreed, 23.50 percent was uncertain and the rest 8.25 percent disagreed.

12. "Tourists would make the most into legation of resources in tourist areas for their enjoyment and fun." The majority of sample group, representing 69.00 percent, disagreed, 15.50 percent was uncertain and the rest 15.50 percent agreed.

Table 14 Number and percentage, classified according to belief in tourism

Belief No.	Belief Number (person)/Percentage					
	Agreed	%	Uncertain	%	Disagreed	%
1. "Plueng" fish in Khao Chamao-Khao Wong National Park were sacred fish, nobody dared to catch them.	167	41.75	154	38.50	79	19.75
2. Water was available natural resource, as long as we needed, so conservation of water resource in the National Park was not necessary.	92	23.00	32	8.00	276	69.00
3. Water from waterfall in the National Park would flow all years because it was natural phenomenon.*	204	51.00	137	34.25	59	14.75
4. Results from tourism promotion had partially Deteriorated the resources in tourism areas.*	240	60.00	106	26.50	54	13.50
5. Natural resources in the National Park would not deplete so everybody can use it freely.*	28	7.00	74	18.50	298	74.50
6. Tourists' positive consciousness had direct effects on tourism in the areas.	336	84.00	44	11.00	20	5.00
7. In order to avoid doing something against the beliefs in National Parks. Studying cultures and beliefs before traveling were highly recommended.	254	63.50	119	29.75	27	6.75
8. Conservation of headwater in National Park would lead to full-year availability of water.	342	85.50	44	11.00	14	3.50
9. Without controlling of using natural resources in National Park would lead to depletion of those national resources.	352	88.00	33	8.25	15	3.75
10. Herbs in National Park were genuine since those herbs were coming directly from nature. It was far better than herbs that were growing.*	49	12.25	74	18.50	277	69.25

Table 14 Number and percentage, classified according to belief in tourism(cont.)

	Belief Number (person)/Percentage					
Belief No.	**Agreed**	**%**	**Uncertain**	**%**	**Disagreed**	**%**
11. Malaria was still rampant in dense jungle; cutting trees would reduce spreading of the disease.*	33	8.25	94	23.50	273	68.25
12. Tourists would make the most use of resources in tourism areas for their enjoyment and fun.*	62	15.50	62	15.50	276	69.00

Remarks: ***** referred to negative statement

Each individual's score was degrees of into 3 new groups and those were the groups with strong, moderate and less beliefs. The study found that the sample group scored highest at 35 points and lowest at 18 points, average score was 29 points. According to 3 new groups, it was found that the majority of sample group had moderate belief (21 – 28 points), representing 66.00 percent. The rest had less belief (12 – 20 point), representing 21.25 percent and strong belief (higher than 29 points) representing 12.75 percent respectively.

Table 15 Number and percentage of sample group, classified according to level of belief in tourism

Level of Belief	Number (person)	%
High (higher than 29 points)	51	12.75
Moderate (21 – 28 points)	264	66.00
Low (12 – 20 points)	85	21.25
Total	400	100.00

Min = 18, Max = 35, Mean = 29.25, S.D. = 3.406

4.4 Value on tourism : The results of analysis, concerning value on tourism 12 point, was Rating Scale with 3 levels; those were agreed, uncertain and disagreed. It was found that

1. "You visited National Park because facilities were available" The majority of sample disagreed, representing 41.00 percent. The rest 32.50 percent agreed and 26.50 percent was uncertain.

2. "You admired lodgings in National Park because they were built in harmony with the nature." The majority of sample group or 65.50 percent agreed. The rest 24.75 percent was uncertain and 9.75 percent disagreed.

3. "You did not appreciate the nature in tourist areas because of public signs were contrasted with aesthetic scenery." The majority of sample group representing 47.25 percent disagreed. The rest 35.25 was uncertain and 17.50 percent disagreed.

4. "The Park should promote Nature Study tour, because it made people impressed with aesthetic nature." The majority of sample representing 80 percent agreed. The rest 17.25 percent was uncertain and 2.75 percent disagreed.

5. "You would rush to buy rare species of floras from flora stall in National Park because you admired those rare native floras." The majority of sample group representing 72.50 percent disagreed. The rest 16.00 percent was uncertain and 11.0 percent agreed.

6. "Parking lot in the park was huge and close to tourist areas, it was convenient for you and this was a reason you visited the park." The majority of sample group representing 61.00 percent agreed. The rest 24.25 percent was uncertain and 14.75 percent disagreed."

7. "You chose to visit the park because there were roads that you could easily reach tourist areas and that allowed you to appreciate nature closely" The majority of sampling group representing 41.50 percent agreed. The rest 33.00 percent disagreed and 25.50 percent was uncertain."

8. "You visited this park because Khao Chamao waterfall was attractive to you." The majority of sample group representing 87.00 percent agreed. The rest 11.25 percent was uncertain and 7.50 percent disagreed.

9. "You chose adventurous tour because you wanted to experience new kinds of tourism." The majority of sample group representing 69.25 percent agreed. The rest 23.25 percent was uncertain and 7.50 percent disagreed.

10. "In order to stay close with nature as much as you could, you preferred to camp in the deep jungle without notifying the park's officials." The majority of sample group representing 76.00 percent disagreed. The rest 12 percent was uncertain and 12 percent agreed.

11. "You preferred to raise wild animals getting from tourist areas for breeding in order to protect them from extinction." The majority of sample group representing 78.50 percent disagreed. The rest 13.50 percent was uncertain and 8.00 percent disagreed."

12. "You would not use the ways or areas other than that provided by the park." The majority of sample group representing 60.75 percent agreed. The rest 26.25 percent disagreed and 13.00 percent was uncertain.

Table 16 Number and percentage classified according to value on tourism

Value No.	Value Number (person)/Percentage					
	Agreed	%	Uncertain	%	Disagreed	%
1."You visited the National Park because facilities were available"*	130	32.50	106	26.50	164	41.00
2. You admired lodgings in National Park because they were built in harmony with the nature."	262	65.50	99	24.75	39	9.75
3. You did not appreciate the nature in tourism areas because of public signs were contrasted with scenery."	70	17.50	141	35.25	89	47.25
4. "The park should promote Nature Study tour because it made people impressed with aesthetic."	320	80.00	69	17.25	11	2.75
5. "You would rush to buy rare species of floras from flora stall in National Park because you admired those rare native floras."*	46	11.50	64	16.00	290	72.50
6. Parking lot in the park was huge and close to tourist areas, it was convenient for you and this was a reason you visited the park."	244	61.00	97	24.25	59	14.75
7. "You chose to visit the park because there were road that You could easily reach tourist areas and that allowed you to appreciate nature closely."*	166	41.50	102	25.50	132	33.00

Table 16 Number and percentage classified according to value on tourism (cont.)

Value No.	Value Number (person)/Percentage					
	Agreed	%	Uncertain	%	Disagreed	%
8. "You visited this National Park because Khao Chamao waterfall was attractive to you."	384	87.00	45	11.25	7	1.75
9. "You chose adventurous tour because you wanted to experience new kinds of tourism."	277	69.25	93	3.25	30	7.50
10. "In order to stay close with nature as much as you could, you preferred to camp in the deep jungle without notifying the park's officials."*	48	12.00	48	12.00	304	76.00
11. "You preferred to raise wildlife getting from tourist areas for breeding and to protect them from extinction."*	32	8.00	54	13.50	314	78.50
12. "You would not use the ways or areas other than that provided by the park."	243	60.75	52	13.00	105	26.25

Remark: * referred to negative statement

Each individual's score was regrouped into 3 new levels, moderate and low level. The study found that the sample groups who was scored highest at 35 points and lowest at 18 while an average score was 29 points. According to the three new groups, it was found that the majority of sample group had moderate level (21 – 28 points), representing 58.00 percent. The rest at low level (12 – 20 points), representing 16.75 percent and high level (higher than 29 points) representing 25.25 percent respectively. See Table 17

Table 17 Number and percentage, classified according to level of value on tourism

Level of value	Number (person)	Percent
High (higher than 29 points)	101	25.25
Moderate (21 – 28 points)	232	58.00
Low (12 – 20 points)	67	16.75
Total	400	100.00

4.5 Attitude towards tourism: The results of analysis of sample group, concerning attitude towards tourism, were standard Rating Scale with 3 levels agreed, uncertain and disagreed. The study revealed that:

1. "Trekking and nature tours in National Park were recreation." The majority of sample group representing 91.75 percent agreed. The rest 8.00 percent was uncertain and 0.25 percent disagreed.

2. "Craving the trees or drawing on cave walls in National Park was for fun and memorable action so it was not supposed to be wrong" The majority of sample group representing 78.25 percent disagreed. The rest 11.75 percent was uncertain and 10.00 percent agreed.

3. "The experienced tourists should study information about National Parks before kicking off their journey." The majority of sample group representing 87 percent agreed. The rest 11.25 percent was uncertain and 1.75 percent disagreed."

4. "The National Park's officials must be available and ready to service tourists." The majority of sample group representing 87.00 percent agreed. The rest 12.25 percent was uncertain and 0.75 percent disagreed.

5. "Tourist areas in National Park were recreation area and also study nature study resources." The majority of sample group representing 93.25 percent agreed. The rest 5.75 percent was uncertain and 1.00 percent disagreed.

6. "Trespassing forest for a living of villagers was partly damage to natural resources. It did not affect all natural resources in the park because it was irrelevant." The majority of sample group representing 66.25 percent agreed. The rest 18.50 percent was uncertain and 15.25 percent agreed.

7. "The tourist area environment had the tendency to deteriorate because the effect of tourism promotion policy" The majority of sample group representing 50.75 percent agreed. The rest 36.00 percent was uncertain and 13.25 percent disagreed.

8. "Paying the entrance fee before entering National Park was the best way that you could do to support preservation of natural resources in the park." The majority of sample group representing 58.50 percent agreed. The rest 30.25 percent was uncertain and 11.30 percent disagreed."

9. "The National Park already had good environment, but additional development was unnecessary." The majority of sample group representing 57.50 percent agreed. The rest 29 percent was uncertain and 13.50 percent disagreed."

10. "It was appropriate to expand tourist areas in order to accommodate the tourists." The majority of sample group representing 36.25 percent was uncertain. The rest 35.50 percent agreed and 28.25 percent disagreed.

11. "Food Inspection Unit was purportedly a supporting unit for distinction of wildlife in the park." The majority of sample group representing 40.25 percent was uncertain. The rest 35.00 percent disagreed and 24.75 percent agreed.

12. "Making souvenirs by using natural materials was beneficial to the producers, in the meantime, it increased their incomes." The majority of sample group representing 39.75 percent

Table 18 Number and percentage, classified according to attitude towards tourism

Attitude No.	Attitude Number (person)/Percentage					
	Agreed	%	Uncertain	%	Disagreed	%
1. "Trekking and nature tours in National Park recreation."	367	91.75	32	8.00	1	0.25
2. "Drawing on trees or cave walls in National Park was for fun and memorable action so it was notsupposed to be wrong."*	40	10.00	47	11.75	313	78.25
3. "The experienced tourists should study information about National Parks before kicking off their journey."	348	87.00	45	11.25	7	1.75
4. "The National Park's officials must be available and ready to service tourists."	348	87.00	49	12.25	3	0.75

Table 18 Number and percentage, classified according to attitude towards tourism (cont.)

Attitude No.	Attitude Number (person)/Percentage					
	Agreed	%	Uncertain	%	Disagreed	%
5."Tourist areas in National Park were recreation area and also study nature study."	373	93.25	23	5.75	4	1.00
6."Trespassing forest for a living of villagers was partly damage to natural resources. It did not effected all natural resources in the park because it was irrelevant."*	61	15.25	74	18.50	265	66.25
7. "The tourists area environment had the tendency to deteriorate because the effect of tourism promotion policy.	203	50.75	144	36.00	53	13.25
8. "Paying the entrance fee before entering National Park is the best way you could do to support preservation of natural resources in the park."	234	58.50	121	30.25	45	11.30
9. "The National Park already had good environment, but additional development was unnecessary."*	230	57.50	16	29.00	54	13.50
10. "It was appropriate to expand tourist areas in order to accommodate the tourists."*	142	35.50	145	36.25	113	28.25
11. "Food Inspection Unit was purportedly a supporting unit for distinction of wildlife in the park."*	99	24.75	161	40.25	140	35.0
12. "Making souvenirs by using natural materials was beneficial to the producers, in the meantime, it increased their incomes."	159	39.75	101	25.25	140	35.00

Remark: * referred to negative statement

Each individual's score was rearranged into 3 new levels, strong, moderate and low attitude. The study found that the sample group scored highest at 35 points and lowest at 21 points, average score was 28 points. According to 3 new level, it was found that the majority of sample group had moderate attitude (21 – 28 points), representing 56.25 percent. The rest had low attitude (12 – 20 points), representing 22.00 percent and strong attitude (higher than 29 points) representing 21.75 percent respectively. See Table 19

Table 19 Number and percentage of sample group, classified according to level of attitude towards tourism

Level of Attitude	Number (person)	%
High (higher than 29 points)	87	21.75
Moderate (21 – 28 points)	225	56.25
Low (12 – 20 points)	88	22.00
Total	400	100.00

Min = 21, Max = 35, Mean = 28.48, S.D. = 2.663

4.6 Perception on Tourism: The result of analysis of 12 questions which were used as Rating Scale consisting of 3 levels; agreed, uncertain and disagreed, found that :

1. "Watching birds with silence during Nature Study tour was a good tourism." The majority of sample group representing 87.50 percent gave positive response. The rest 11.00 percent was uncertain and 1.50 percent gave negative answer."

2. "A decrease in a number of wildlife in National Park stemmed from a decrease in food areas and their habitat were threatened by tourists." The majority of sample group representing 67.50 percent gave positive response. The rest 26.00 percent was uncertain and 6.50 percent gave negative response.

3. "When you heard or saw the word "National Park", you thought about tourism and recreational places." The majority of sample group representing 64.25 percent gave positive response. The rest 21.75 was uncertain and 14.00 percent gave negative response.

4. "The best solution to cope with natural tourism areas in National Park being destroyed was that tourists had to help protecting those natural resources. The

majority of sample group representing 84.00 percent gave positive response. The rest 9.00 percent was uncertain and 7.00 percent gave negative response.

5. "Keep the National Park clean was the best way to promote tourism." The majority of sample group representing 84.00 percent gave positive response. The rest 13.25 percent was uncertain and 2.75 percent gave negative response.

6. "The damage in Khao Wong Cave was originated from nature rather than tourists such as climbing the cave and littering." The majority of sample group representing 47.50 percent gave negative response. The rest 28.25 percent was uncertain and 27.25 percent gave positive response.

7. "Tourists realized the usefulness of forest after they gained knowledge from touring in National Park". The majority of sample group representing 84.00 percent gave positive response. The rest 14.25 percent was uncertain and 1.75 percent gave negative response.

8. "The damage on tourism areas had been minimized due to some certain tourism areas had been reserved for special purposes". The majority of sample group representing 66.50 percent gave positive response. The rest 26.50 percent was uncertain and 7.00 percent gave negative response.

9. "The National Park was one of government's agencies who played an important role in conserving flora and fauna." The majority of sample representing 81.25 percent gave positive response. The rest 16.00 percent was uncertain and 2.75 percent gave negative response.

10. "To destroy forest and wildlife was also damage tourism." The majority of sample group representing 74.75 percent gave positive response. The rest 18.75 percent was uncertain and 6.50 percent gave negative response.

11. "Littering into Klong Pa Kang waterfall would not pollute the water because it was running all the times." The majority of sample representing 72.25 percent gave negative response. The rest 15.75 percent was uncertain and 12 percent gave positive response.

12. "This National Park was a cultural and historical resource because ancient stone axes and pots had been found." The majority of sample group representing 56.25 percent gave positive response. The rest 38.75 percent was uncertain and 5.00 percent gave negative response.

Table 20 Number and percentage of sample group, classified according to perception on tourism

Perception No.	Perception Number (person)/Percentage					
	Agreed	%	Uncertain	%	Disagreed	%
1. "Watching birds with silence during nature study tour was a good tour."	350	87.50	44	11.00	6	1.50
2. "A decrease in a number of wildlife in National Park stemmed from a decrease in food areas and their habitat were threatened by tourists."	270	67.50	104	26.00	26	6.50
3. "When you heard or saw the word "National Park", you thought about tourism and recreational places."*	257	64.25	87	21.75	56	14.00
4. "The best solution to cope with natural tourism areas in National Park being destroyed was that tourists had to help protecting those natural resources."	336	84.00	36	9.00	28	7.00
5.."Keep the National Park clean was the best way to promote tourism."*	336	84.00	53	13.25	11	2.75
6."The damage in Khao Wong Cave was originated from nature rather than tourists such as climbing the cave and littering."	97	24.25	113	28.25	190	47.50
7."Touristsrealized the usefulness of forest after they gained knowledge from touring in National Park."	336	84.00	57	14.25	7	1.75
8. "The damage on tourism areas had been reduced due to some certain tourism areas had been reserved for special purposes."	266	66.50	106	26.50	28	7.00

Table 20 Number and percentage of sample group, classified according to perception
on tourism (cont.)

Perception No.	Perception Number (person)/Percentage					
	Agreed	%	Uncertain	%	Disagreed	%
9. "The National Park was one of government's agencies who played an important role in conserving flora and fauna."	325	81.25	64	16.00	11	2.75
10. "To destroy forest and wildlife was also damage tourism."	299	74.75	75	18.75	26	6.50
11. "Littering into Klong Pa Kang waterfall would not pollute the water because it was flowing all the times."*	48	12.00	63	15.75	289	72.5
12. "This National Park was a cultural and historical resource because the ancient stone axes and pots had been found."	225	56.25	155	35.75	20	5.00

Remark * referred to negative statement

Each individual's score was rearranged into 3 new groups and those were high perception group, moderate perception group and low perception group. The study found that the majority had highest score at 36 points and lowest 20 points; an average score was 29 points. After rearranged into 3 groups, it had been found that the majority of sample group had moderate perception on tourism (21 – 28 points) representing 58.00 percent. The second group had low perception (12 – 20 points) representing 20.75 percent and highest perception (higher 29 points) was 21.25 percent respectively.

Table 21 Number and percentage of sample group, classified according to level of perception on tourism

Level of Perception	Number (person)	%
High (higher than 32 points)	85	21.25
Moderate (28 – 31 points)	232	58.00
Low (0 – 27 points)	83	20.75
Total	400	100.00

Min = 20, Max = 36, Mean = 29.26, S.D. = 2.707

4.7 Tourists' behaviors in Khao Chamao – Khao Wong National Park

The results of analysis, resulted from 12 questions, was Rating Scale which was divided into 3 levels, those were; always did, occasionally did and never did. The results of study were as follows:

1. "you had already studied information about National Park before journey." The majority of sampling groups occasionally did representing 56.00 percent. The rest representing 37.25 percent   always did and 6.75 percent never did.

2. "You had studied information from Tourist Information Service Center before touring in National Park." The majority of sampling representing 57.00 percent occasionally did. The rest representing 34.00 percent always did and 9.00 percent never did.

3. "You always read signs when you were in National Park." The majority of sampling group representing 55.75 percent always did. The rest representing 42.25 percent occasionally did and 2.00 percent never did.

4. "You walked only on the way that National Park had arranged for nature tour." The majority of sample group representing 68.75 percent always did. The rest representing 25.75 percent occasionally did and 5.50 percent never did.

5. "You always requested National Park's officer to guide you on nature tour and asked questions about nature in the park." The majority of sample group representing 49.75 percent occasionally did.   The rest representing 44.25 percent always did and 6.00 percent never did.

6. "During your tour in National Park, when you heard the bird sung you normally rushed to the tree to get a clear voice of the bird." The majority of sample

group representing 47.75 percent occasionally did. The rest representing 34.75 percent never did and 17.50 percent always did.

   7. "After finished your meal in the park, you always left food scattered in that area because wild animals could eat it and the food was easily dissolved." The majority of sample group representing 64.25 percent never did. The rest representing 23.25 percent occasionally did and 12.50 percent always did.

   8. "If you found some kinds of garbage such as can, plastic bag or paper in National Park, you picked those garbage up and put them in garbage bin provided by the park." The majority of sampling group representing 55.25 percent occasionally did. The rest representing 36.25 percent always did and 8.50 percent never did.

   9. "You always made a loud noise while performing activities in the National Park." The majority of sampling group representing 54.50 percent never did. The rest 35.25 percent occasionally did and 10.25 percent always did.

   10. "While you were traveling in the National Park, you saw someone was writing on the park's signs, drawing on cave wall and on the rocks at waterfall, you paid no attention to that kind of behaviors because it was not your business". The majority of sample representing 58.75 percent never did. The rest representing 30.00 percent occasionally did and 11.25 percent always did.

   11. "While you were traveling in the National Park, you were impressed by aesthetic nature located outside the route provided by the park. You walked away from the route to take a closer look at them." The majority of sample group representing 50.50 percent never did. The rest representing 34.75 percent occasionally did and 14.75 percent always did.

   12. "The color of your dress was harmonized to the nature, never used the bright color during traveling in the park" The majority of sample group representing 55.75 percent occasionally did. The rest representing 34.25 percent always did and 10.00 percent never did.

Table 22 Number and percentage of sample group, classified according to tourists' behavior

Behavior No.	Behavior Number (person) / Percentage					
	Always	%	Occasionally	%	Never	%
1. " You had already studied information about the National Park before journey."	149	37.25	224	56.00	27	6.75
2. "You had studied information from Tourist Information Service Center before touring in National Park."	136	34.00	228	57.00	36	9.00
3. "You always read signs when you were in National Park."*	223	55.75	169	42.25	8	2.00
4. "You walked only on the way that National Park had arranged for nature tour."	275	68.75	103	25.75	22	5.50
5. "You always requested National Park's officer to guide you on nature tour and asked questions about nature in the park."	177	44.25	199	49.75	24	6.00
6. "During your tour in National Park, when you heard the bird sung you normally rushed to the tree to get a clear voice of the bird."*	70	17.5	191	47.8	139	34.8
7. "After finished your meal in the park, you always left food scattered in that area because wild animals could eat it and food was easily dissolved."	50	12.50	93	23.25	257	64.25
8. "If you found some kinds of garbage such as can, plastic bag or paper in National Park, you picked those garbage up and put them in garbage bin provided by the park."	145	36.25	221	55.25	34	8.50
9. "You always made a loud noise while performing activities in the National Park."*	41	10.25	141	35.25	218	54.50

Table 22 Number and percentage of sample group, classified according to tourists'
behavior tourism (cont.)

Behavior No.	Behavior Number (person)/Percentage					
	Always	**%**	**Occasionally**	**%**	**Never**	**%**
10. "While you were travelling in the National Park, you saw someone was writing on the park's signs, drawing on cave wall and on the rocks at waterfall, you paid no attention to that kind of behaviors because it was not your business."*	45	11.25	120	30.00	235	58.75
11. "While you were travelling in the National Park, you were impressed by aesthetic nature located outside the route provided by the park. You walked away from the route to take a closer look at them."*	59	14.75	139	34.75	02	50.50
12. "The color of your dress was harmonized to the nature, never used the bright color during traveling in the park"	137	34.25	223	55.75	40	10.00

Remark * referred to negative statement

All scores were rearranged into 3 new groups and groups with high, moderate
and low behaviors. The study suggested that the majority group's highest score was 34
points and lowest score was 18 points. The average score was 28 points. After divided
into 3 groups, it was found that the majority of sampling group had moderate behavior
(21 – 28 points) representing 60.00 percent. The rest had low behavior (12 – 20 points)
representing 20.50 percent and 19.50 percent had high performance (higher than 29
points).

Table 23 Number and percentage of sample group, classified according to level of
behavior

Level of Behavior	Number (person)	%
High (higher than 29 points)	78	19.50
Moderate (21 – 28 points)	240	60.00
Low (12 – 20 points)	82	20.50
Total	400	100.00

Min = 18< Max = 34, Mean = 27.52, S.D. 3.157

4.8 Analysis of relationship between behaviors and variables

The analysis of relationship between tourists' behaviors in Khao Chamao –
Khao Wong National Park and variables such as gender, age, occupation, income,
educational level, information received on tourism news, expenses on tourism,
knowledge about tourism, belief in tourism, value on tourism, attitude towards tourism
and perception on tourism using Chi-square (X^2). The results of the study were as
follows:

1. Gender   The relationship between gender and behavioral tourism, it was
found that both female and male sampling group had moderate behaviors. When doing
statistical test, it was found that gender was not related with level of behavioral
tourism of tourists. It was inconsistent with established hypothesis. See Table 24

Table 24 Relationship between gender and tourists' behavioral level

Gender	Behavioral Level			
	High (%)	Moderate (%)	Low (%)	Total (%)
Male	35 (8.75)	84 (21.00)	25(6.25)	144(36.00)
Female	43(10.75)	156(39.00)	57(14.25)	256(64.00)
Total	78 (19.75)	240 (60.00)	82 (20.50)	400 (100.00)

(X^2) = 3.850 df = 2 P-Value = 0.146 P>0.05

2. Age The relationship between age and behavioral tourism, it was found
that the majority of sampling group's all level of ages had moderate behaviors. When
doing statistical test, it was found that age was related to behavioral level at statistical
significance level at 0.001 that was consistent with established hypothesis. See Table 25

Table 25 Relationship between age and tourists' behavioral level

Age	Behavioral Level			
	High (%)	Moderate (%)	Low (%)	Total (%)
15-20	5(1.25)	35(8.75)	29(7.325)	69(17.25)
21-30	47(11.75)	117(29.25)	41(10.25)	205(51.25)
31-40	17(4.25	59(14.75)	7(1.75)	83(20.75)
41.50	6(1.50)	23(5.75)	2(0.50)	31(7.75)
More than 51 years	3(0.75)	6(1.50)	3(0.75)	12(3.00)
Total	**78 (19.75)**	**240 (60.00)**	**82 (20.50)**	**400 (100.00)**

(X^2) = 35.621 df = 8 P-Value = 0.000 P < 0.001

3. Occupation The relationship between occupation and behavioral tourism, it was found that the majority of sampling group at all occupations had moderate behavioral tourism. When doing statistical test, it was found that occupation was related to behavioral tourism level at statistical significance level 0.001. It was consistent with established hypothesis. See Table 26

Table 26 Relationship between occupation and tourists' behavioral level

Occupation	Behavioral Level			
	High (%)	Moderate (%)	Low (%)	Total (%)
Student	24(6.00)	83(20.75)	55(13.75)	162(40.50)
Farmer	1(0.25)	1(0.25)	1 (0.25)	3(0.75)
Government Official	18(4.50)	54(13.50)	4(1.00)	76(19.00)
Labor	3(0.75)	21(5.25)	3(0.75)	27(6.75)
Employee	11(2.75)	28(7.00)	14(3.50)	53(13.25)
Entrepreneur	5(1.25)	17(4.25)	4(1.00)	26(6.50)
Others	16(4.00)	36(9.00)	1(0.25)	53(13.25)
Total	**78 (19.50)**	**240 (60.00)**	**82 (20.50)**	**400 (100)**

(X^2) = 47.957 de = 12 P-Value = 0.000 P<0.01

4. Income The relationship between income and tourists' behavioral tourism, it was found that the majority of sampling group, notwithstanding of their level of income, had moderate behaviors. When doing statistical test, it was found that income

was related to behavioral tourism at statistical significance level 0.01. It was consistent with established hypothesis. See Table 27

Table 27 Relationship between income and tourists' behavioral level

Income	Behavioral Level			
	High (%)	Moderate (%)	Low (%)	Total (%)
0-5,000	24(6.00)	89(22.25)	59(14.75)	172(43.00)
5,001-10,000	23(5.75)	66(16.50)	10(2.50)	99(24.75)
10,001-15,000	11(2.75)	33(8.25)	8(2.00)	52(13.00)
15,001-20,000	11(2.75)	28(7.00)	3(0.75)	42(10.50)
Higher than 20,000	9(2.25)	24(6.00)	2(0.50)	35(8.75)
Total	**78 (19.50)**	**240 (60.00)**	**82 (20.50)**	**400 (100)**

$(X^2) = 37.939$ de $= 8$ P-Value $= 0.000$ P<0.01

5. Educational Level The relationship between educational level and behavioral tourism, it was found that the majority of sampling group, notwithstanding their educational levels, had moderate behaviors. When doing statistical test, it was found that educational level was not related to behavioral tourism. It was consistent with established hypothesis. See Table 28

Table 28 Relationship between educational level and tourists' behavioral level

Educational Level	Behavioral Level			
	High (%)	Moderate (%)	Low (%)	Total (%)
Primary School	1(0.25)	1(0.25)	1(0.25)	3(0.75)
High School	4(1.00)	28(7.00)	12(3.00)	44(11.00)
Diploma	11(2.75)	35(8.75)	15(3.75)	61(15.30)
Bachelor of Science (B.S.)	53(13.30)	156(39.00)	52(13.00)	261(65.25)
Higher than B.S.	9(2.30)	20(5.00)	2(0.50)	31(7.75)
Total	**78 (19.50)**	**240 (60.00)**	**82 (20.50)**	**400 (100)**

$(X^2) = 9.718$ de $= 8$ P-Value $= 0.285$ P > 0.05

6. Information received on tourism news The relationship between level of perception of tourism news of sampling group and level of behavioral tourism, it was found that the sampling group with high perception of tourism news, representing 7.50 percent, mostly had moderate behavior. The rest representing 22.00 percent had high behavior. The sampling group with moderate perception of tourism news had moderate behavior, representing 39.50 percent. The rest representing 13.25 percent had high level of behavior. The sampling group with low perception had moderate behavior, representing 13.00 percent. The rest representing 4.75 percent had low behavior. When doing statistical test, it was found that perception of tourism news was not related to level of behavioral tourism that was inconsistent with established hypothesis. See Table 29

Table 29 Relationship between level of information received on tourism news and tourists' behavioral level

Level of information received on tourism news	Behavioral Level			
	High (%)	Moderate (%)	Low (%)	Total (%)
High	13.(3.25)	30(7.50)	13(3.25)	56(14.00)
Moderate	53(13.25)	158(39.50)	50(12.50)	261(65.25)
Low	12(3.00)	42(13.00)	19(4.75)	83(20.75)
Total	78 (19.50)	240 (60.00)	82 (20.50)	400 (100)

(X²) = 2.723 df = 4 P-Value =0.605 P < 0.5

7. Expenses on tourism The relationship between expense on tourism of sampling group and behavioral tourism level, it was found that the majority of sampling group regardless of expenditure level had moderate behavior. When doing statistical test, it was found that expenses on tourism was not related to behavioral tourism level that was inconsistent with established hypothesis. See Table 30

Table 30 Relationship between expenditure for tourism and tourists' behavioral tourism level

Level of Expense on tourism	Behavioral Level			
	High (%)	Moderate (%)	Low (%)	Total (%)
0-5,000	20(5.00)	67(16.75)	32(8.00)	119(29.75)
5,001-10,000	23(5.75)	64(16.00)	22(5.50)	109(27.25)
10,001-15,000	4(1.00)	21(5.25)	9(2.25)	34(8.50)
15,001-20,000	11(2.75)	40(10.00)	9(2.25)	60(15.00)
More Than 20,000	20(5.00)	48(12.00)	10(2.5)	78(19.50)
Total	78 (19.50)	240 (60.00)	82 (20.50)	400 (100)

(X^2) = 10.070 df = 8 P-Value =0.260 P > 0.05

8. Knowledge about tourism The relationship between knowledgeable level of sampling group and behavioral tourism was found that the majority of sampling group with higher knowledge had moderate behavior representing 17.25 percent and 7.25 percent had high behavior. The sampling group with moderate knowledge had moderate behavior representing 29.00 percent and the rest had low behavior representing 10.75 percent. The sampling group with low knowledge mostly had moderate behavior representing 13.75 percent and the rest representing 11.75 percent had low behavior. When doing statistical test, it was found that level of knowledge about tourism was related to the level of behavioral tourism at statistical significance level 0.01. It was consistent with established hypothesis. See Table 31

Table 31 Relationship between level of knowledge about tourism and behavioral level

Level of Knowledge about tourism	Behavioral Level			
	High (%)	Moderate (%)	Low (%)	Total (%)
High	29(7.25)	69(17.25)	4(1.00)	102(25.00)
Moderate	43(10.75)	116(29.00)	31(7.75)	190(47.50)
Low	6(1.50)	55(13.75)	47(11.75)	108(27.00)
Total	78 (19.50)	240 (60.00)	82 (20.50)	400 (100)

(X^2) = 61.621 df = 4 P-Value = 0.000 P < 0.01

9. Belief in Tourism The relationship between level of belief of sampling group and behavioral tourism, it was found that the sampling group with strong belief in tourism had mostly moderate behavior representing 9.25 percent, the rest had strong belief representing 3.25 percent. The sampling group with moderate belief had moderate behavior representing 43.00 percent, the rest had high behavior representing 14.75 percent. The sampling group with low belief had low behavior representing 12.00 percent, the rest had moderate behavior representing 7.75 percent. When doing statistical test, it was found that level of belief in tourism was related to level of behavioral tourism at statistical significance level 0.01 which was consistent with established hypothesis. See Table 32

Table 32 Relationship between level of belief in tourism and tourists' behavioral level

Level of Belief in tourism	Behavioral Level			
	High (%)	**Moderate (%)**	**Low (%)**	**Total (%)**
High	13(3.25))	37(9.25)	1(0.30)	21(12.75)
Moderate	59(14.75)	172(43.00)	33(8.25)	264(66.00)
Low	6(1.50)	31(7.75)	48(12.00)	85(21.25)
Total	**78 (19.50)**	**240 (60.00)**	**82 (20.50)**	**400 (100)**

(X^2) = 89.575 df = 4 P-Value =0.000 P < 0.01

10. Value on tourism The relationship between level of value of sampling group and behavioral tourism level, it was found that the sampling group with high level of value had mostly moderate behavior representing 15.325 percent, the rest had high level of behavior, representing 5.75 percent. The sampling group with moderate level of value had mostly moderate behavior, representing 38.25 percent, the rest had high level of behavior representing 12.75 percent. The sampling group with low level of value had low level of behavior representing 9.25 percent, the rest had moderate behavior representing 6.50 percent. When doing statistical test, it was found that level of value in tourism was related to behavioral tourism level at statistical significance level 0.01 which was consistent with established hypothesis. See Table 33

Table 33 Relationship between level of value on tourism and tourists' behavioral level

Level of Value on tourism	Behavioral Level			
	High (%)	Moderate (%)	Low (%)	Total (%)
High	23(5.75)	61(15.25)	17(4.25)	101(25.25)
Moderate	51(12.75)	153(38.25)	28(7.00)	232(58.00)
Low	4(1.00)	26(6.50)	37(9.25)	67(16.75)
Total	78 (19.50)	240 (60.00)	82 (20.50)	400 (100)

(X^2) = 62.079 df = 4 P-Value =0.000 P < 0.01

11. Attitude towards tourism The relationship between level of attitude of sampling group and level of behavioral tourism, it was found that the sampling group with high attitude had moderate behavior, representing 15.25 percent. The rest representing 6.00 percent had high level of behavior. The sampling group with moderate attitude had moderate behavior, representing 12.75 percent. The sampling group with low level of attitude representing 11.75 percent had low attitude. The rest representing 9.50 percent had moderate attitude. When doing statistical test, it was found that level of attitude towards tourism was related to level of behavioral tourism at statistical significance level 0.01 which was consistent with established hypothesis. See Table 34

Table 34 Relationship between level of attitude towards tourism and tourists' behavioral level

Level of Attitude towards tourism	Behavioral Level			
	High (%)	Moderate (%)	Low (%)	Total (%)
High	24(6.00)	61(15.25)	2(0.50)	87(21.75)
Moderate	51(12.75)	141(35.35)	33(8.25)	225(55.25)
Low.	3(0.75)	38(9.50)	47(11.75)	88(22.00)
Total	78 (19.50)	240 (60.00)	82 (20.50)	400 (100)

(X^2) = 85.942 df = 4 P-Value =0.000 P < 0.01

12. Perception on tourism The relationship between level of perception of sampling group and level of behavioral tourism, it was found that the sampling group with high level of perception had moderate level of behavior, representing 13.25 percent. The rest representing 7.50 percent had high level of behavior. The sampling group with moderate level of perception had moderate behavior, representing 37.50 percent. The rest representing 11.00 percent had high level of behavior. The sampling group with low level of perception had low level of behavior, representing 10.50 percent. The rest representing 9.25 percent had moderate behavior. When doing statistical test, it was found that level of perception of tourism was related to tourists' behavioral tourism level at statistical significance level 0.01 that was consistent with established hypothesis. See Table 35

Table 35 Relationship between level of perception towards tourism and tourists' behavioral level

Level of Perception on tourism	Behavioral Level			
	High (%)	Moderate (%)	Low (%)	Total (%)
High	30(7.50)	53(13.25)	2(0.50)	85(21.25)
Moderate	44(11.00)	150(37.50)	38(9.50)	232(58.00)
Low	4(1.00)	37(9.25)	42(10.50)	83(20.75)
Total	78 (19.50)	240 (60.00)	82 (20.50)	400 (100)

(X^2) = 76.552 df = 4 P-Value =0.000 P < 0.01

Table 36 Regarding the above-mentioned studies, the relationship between variables and tourists' behavioral level had been statistically tested and came up with the following table:

Independent Variable	Variable	P-Value	Significant at (X = 0.01 – 0.05)
1. Gender	Behavioral tourism	0.146	Non – Sig.
2. Age	Behavioral tourism	0.000	Sig.
3. Occupation	Behavioral tourism	0.000	Sig.
4. Income	Behavioral tourism	0.000	Sig.
5. Educational Level	Behavioral tourism	0.285	Non – Sig.

Table 36 (continued) Regarding the above-mentioned studies, the relationship between variables and tourists' behavioral level had been statistically tested and came up with the following table:

Independent Variable	Variable	P-Value	Significant at (X = 0.01 – 0.05)
6. Information received on Tourism News	Behavioral tourism	0.605	Non- Sig.
7. Expense on Tourism	Behavioral tourism	0.260	Non- Sig.
8. Knowledge about Tourism	Behavioral tourism	0.000	Sig.
9. Belief in Tourism	Behavioral tourism	0.000	Sig.
10. Value on Tourism	Behavioral tourism	0.000	Sig.
11. Attitude towards Tourism	Behavioral tourism	0.000	Sig.
12. Perception of Tourism	Behavioral tourism	0.000	Sig.

4.9 Problem, Obstacle and Suggestion on tourism in tourist area.

Regarding to open-ended questionnaire, the sampling group expressed their opinion on problems, obstacles and suggestions concerning tourism in Khao Chamao – Khao Wong National Park as follows:

1. Problems arising from tourism in Khao Chamao – Khao Wong National Park

1.1　The majority of tourists had less responsibilities of tourism areas, never kept the areas clean as possible such as littering, craving the trees, drawing on the rock, eating foods around waterfall areas.

1.2　The majority of tourists violated the National Park' s rules.

1.3　The majority of tourists lacked of awareness, understanding and right consciousness of touring in National Park in which it had effects on deterioration of tourism areas.

1.4　A small number of the park's officials could not cope with the huge amount of tourists and it also needed officials who could effectively communicate with trekking tourists.

1.5　The tourists made a loud noise during touring in the park.

1.6　Tourists destroyed the nature in the park during festive season.

1.7   Parking lots and lodgings were not enough to accommodate the tourists.

1.8   Tourism areas in the park would be made known to the public.

2.   Suggestions or advices for solving problems and obstacles

2.1   Seminar would be organized to educate the park's officials in order to giving them knowledge, understanding. The officials must be able to give correct information about all tourism areas in the park to the tourists.

2.2   Brief summary would be arranged for the tourists before starting their tour. The park's officials were responsible to provide information and knowledge about natural resources in tourism areas to the tourists.

2.3   Trekking routes and nature study tour would be improved including Tourist Information Center in order to attract tourists to visit the park.

2.4   It was recommended to control over foods and food packages brining into the park.

2.5   Rules must be strictly enforced violators must be arrested and fine.

2.6   Some tourism areas must be closed for certain period to allow the nature to resurrect them.

2.7   The number of tourists visiting the park must be limited, notably during festive season.

2.8   The tourists and park's officials would jointly organize reforestation activity.

3.   Tourists' behavior during visiting the National Park

3.1   Tourists were careless, irresponsible and made the areas dirty.

3.2   Tourists were made loud noise during touring in the park.

3.3   Tourists lacked of knowledge, understanding and good consciousness in conserving the tourism areas.

3.4   Tourists always craved the trees and drawing on the rock.

3.5   Tourists failed to heed the officials' recommendations and the park's rules.

CHAPTER 5
DISCUSSION

This research was the study of the tourists' behavior in Khao Chamao – Khao Wong National Park and relationship between gender, age, occupation, income, educational level, expense on tourism, knowledge, beliefs, attitude, value and perception on tourism, and information received on tourism news.

The researcher used questionnaire that was distributed to 400 persons. Using computer and ready-to-use program being used for Social Science, Statistical Value, Distribution of Frequency, Percentage, Standard Deviation and Chi-Square value had analyzed the data.

5.1 Tourists' behavior in Khao Chamao – Khao Wong National Park

Objective no. 1 To study the tourists' behavioral tourism in National Park.

According to the study, it was found that tourists who visited the park had right moderate behavior. The majority of tourists' reply was "occasionally did". The results were that majority of tourists paid no attention on essential in studying information about tourism areas before starting their journey. Only 37.25 percent of tourists did study information about the destined national park. A group of tourist representing 34.00 percent studied the national park's information at Tourist Service Center. The study also suggested that when tourists heard the bird sung, they would come closer to appreciate the voices. This group of tourist, representing 17.50 percent, always did. Another group of tourist, representing 14.75 percent, always left the route provided by the park to see aesthetic nature. The factors that affected tourists' behaviors were divided into 4 groups, those were; Characteristic factor, Predisposing Factor, Enabling Factor and Reinforcing Factor.

Gender, age, occupation, income and educational level. The study revealed that the majority of tourists who visited the national park, were female representing 64.00 percent and 40.50 percent was student. The age was between 21 – 30 years representing 51.25 percent. The educational level was bachelor degree representing 65.25 percent and 43 percent had monthly income lower than 5,000 baht.

Knowledge, beliefs, attitude, value and perception on tourism. Regarding knowledge about tourism, it was found that the majority of tourist had moderate educational level and lower due to they were student. Only 7.25 percent had master degree or Ph.D. The tourists had moderate and low beliefs. The tourists, who had strong belief in tourism, represented 12.75 percent. They believed that waterfalls in the park had water flowing throughout the year because it was natural phenomenon. About 51.00 percent of tourists agreed. Sixty percent of tourist agreed on the statement that stated that promotion of tourism, partially, leading to deterioration of nature in tourism areas. That was not correct. Regarding value, it was found that tourists had moderate and high value. About 80 percent agreed on the issue that nature study would be promoted to encourage people to appreciate the nature. About the tourists' value, the tourists were willing to visit the park partly due to availability of facilities and huge space of parking lots that located close to tourism areas. They preferred to visit the park where they could easily access tourism areas through the roads. The numbers of tourists who agreed and disagreed on the issue were almost equal. The most attractive tourism area in the park was Khao Chamao waterfall, in which the majority of tourists representing 87.00 percent agreed. Regarding attitude issue, it was found that the attitude towards tourism was moderate. The majority of tourists, representing 91.75 percent, agreed that trekking in the park was one the recreational activity. They also agreed that paying entrance fee was the best way to support the park in looking after natural resources in the areas and it was not necessary to take conservative tour or participating in other types of natural preservation. Level of perception, it was found that tourists' perception were moderate. They perceived that amount of wild animals had decreased due to lack of food and habitat and that resulted from threatening by tourists. The possible solution to deterioration of tourism resources was that tourists must actively participate in helping to protect nature in the

park. More importantly, after tourists had appreciated the aesthetic nature in the park, they might have more awareness of the value of forests.

According to the research, it was found that knowledge, belief, attitude, value and perception on tourism was related to tourists' behavior at statistical significance level, which was consistent with established hypothesis.

Perception on tourism, according to the study, it was found that the tourists who visited the park, representing 39.50 percent, had moderate or less perception on tourism. They needed the park to distribute to them the information about tourism. What the majority of tourists wanted to know was what kind of behavior that had less affect on the environment.

It was found that perception on tourism news was not related to the tourists' behavior in the park, which was inconsistent with established hypothesis.

Expense on tourism, according to the research, it was found that the tourists' behavior were moderate regardless how much money they spent for tourism.

According to the research, it was found that expense on tourism was not related to tourists' behaviors, which was inconsistent with established hypothesis.

5.2 The relationship between that gender, age, occupation, income, educational level, information received on tourism news, knowledge, beliefs, attitude, value, perception on tourism Expense on tourism had effects on tourists who visited Khao Chamao – Khao Wong National Park.

Objective no. 2 Studying that was related to the tourists' behaviors during visiting Khao Chamao – Khao Wong National Park.

Gender Factor The results of research suggested that gender was not related to tourists' behavioral tourism at statistical significance level 0.01, which was inconsistent with established hypothesis. The research was consistent with the study of **Thamnoon Thaweekul** (1987: excerpt) that studied behavior of people who visited Bangkok public parks concerning environmental conservation. It was found that gender had effects on people's behaviors on environmental conservation at statistical significance level.

Age Factor It was found that age was related to tourists' behavioral tourism in the park at statistical significance level 0.01, which was consistent with established hypothesis. The research was consistent with the study of **Siriporn Sripalakij** (1997: 110) that stated that age was related to people's behaviors on hygiene. The rationale was that elder tourists had experiences and met many people including exchanging their views with others. So, they had good behaviors on hygiene more than the other groups.

Occupation Factor The research suggested that occupation was related to tourists' behaviors at statistical significance level 0.01, which was consistent with established hypothesis. It was due to different people with different occupation were likely to have different lifestyle, environment and different attitude that affected their performances. Given that a group of tourists who were private companies' employees, their behaviors might not be much different.

Income Factor The results of research found that income was related to the tourists' behaviors at statistical significance level 0.01, which was consistent with established hypothesis. This research was consistent with the study of **Wanpen Ungkasirisap** (2000: 120) which stated that incomes of people in different areas had differently effected on their behaviors towards deterioration of coral reef at statistical significance level 0.05. The tourists who earned high and moderate incomes were likely to have positive relationship towards deterioration of coral reef than those of lower incomes. The major income of local people was coming from taking tourists to see coral reef. The people who earned more incomes were likely to have positive conscious in conservation of natural resources.

Educational Factor The results of research found that educational level was not related to the tourists' behaviors in national park, which was consistent with established hypothesis. The research was consistent with the study of Wanpen **Ungkasirisap** (2000: 117) which stated that the different educational level of tourists was not related to their behaviors towards deterioration of coral reef. Thus, knowledge was not coming from school only but there were several other sources of knowledge that the tourists could get news or they might get used to routine life that was resulting in changing their behavioral pattern.

Knowledgeable Factor According to the research, it was found that knowledge about tourism was related to the tourists' level of behaviors at statistical significance level 0.01, which was consistent with established hypothesis. This research was consistent with the study of **Suchart Soamprayoon** (1977: 75) which stated that knowledge and practice were closely related to each other. Practice would not independently occur without knowledge. Actually, it was mutual relationship. Enhancing knowledge would always support behavioral practice. Therefore, knowledge was related to behavior.

Belief Factor The research found that belief was related to tourist' behavioral level at statistical significance level 0.01, which was consistent to established hypothesis. This research was consistent with the study of **Green: et al**. (1980 : 72-73) which stated that belief was something that could enforced something to happen due to strong faith, trust and sincerity. Belief had strong influences on behavior. Individual's behavior originated from belief.

Attitude Factor The results of research found that attitude towards tourism was related to behavioral tourism at statistical significance level 0.01, which was consistent with established hypothesis. Attitude was something that could arouse people to express their behavior. This research was consistent with the research of **Chullada Chaihuatcharoen** (1993: 153) which stated that housewife who had positive attitude towards conservation of energy did conserve energy more than housewife who had moderate or less positive attitude towards conservation of energy.

Value Factor The results of research revealed that value on tourism was related to tourists' behavioral level at statistical significance level 0.01, which was consistent with established hypothesis. The research was consistent to the study of **Aree Sanhachavee** (1990: 1) which stated that value was a thinking that was acceptable to society for its values and could be used as a guideline for practice.

Perception Factor The research revealed that perception of tourism was related to tourists' behavioral level at statistical significance level 0.01, which was consistent with established hypothesis. This research was consistent with the study of **Bartly** (1972: 22 – 23) that stated that perception was the truth perceived by individuals and those truths were compiled to become their own experiences. These experiences had influences on individuals' behaviors and also reflected their

personality. Likewise, the research was consistent with the study of **Suwannee Prechavoravech** (1992: Excerpt) which revealed that behaviors in using ear-protection device was positively related to statistical significance level concerning perception of impaired hearing caused by working in noisy environment and external inducible factors.

Information received on tourists news It was found that perception of tourism news was not related to the tourists' behaviors, which was inconsistent with established hypothesis. This research was consistent with the study of **Kamala Supan** (1996: 145) which stated that different perception of environmental conservation of the sampling group brought about different behavioral tourism in conservation of environment without statistical significance level. This was because the sampling groups received news from identical sources and frequencies. So, the sampling group had identical behaviors and perception of tourism concerning environmental conservation would not affect the tourists' behaviors about environmental conservation in tourism areas.

Expense Factor The results of research suggested that expense on tourism was not related to tourists' behavioral tourism, which was inconsistent with established hypothesis. The reason was that the majority of tourists who visited national park were students and had monthly incomes lower than 5,000 baht. They could not spend money as much as they wanted. So, it could be summarized that expenses on tourism was inconsistent with established hypothesis.

CHAPTER 6
CONCLUSION AND RECOMMENDATION

6.1 Research Conclusion

This research was aiming at studying of tourists' behavior in Khao Chamao – Khao Wong National Park and to study the relationship between various factors and tourists' behavior in the park including problems, obstacles and suggestions. This research was survey researches with 400 samples were collected.

The instrument being used in this research was questionnaire that consisted of general questions such as questionnaire about knowledge, belief, attitude, value and perception on tourism including tourists' behavior. The ready-to-use SPSS program was utilized to analyze the data collected from sampling groups. Data was presented by using statistical values such as distribution of frequency, percentile, Standard Deviation and Chi-Square test.

6.1.1 General Factor The majority of tourists in Khao Chamao – Khao Wong National Park were female with age between 21 – 30 years and they were students who earned less than 5,000 baht a month. They were undergraduate student. Perception on tourism news was found that the majority of sampling group that represented 65.25 percent had moderate perception of tourism news. The scores were between 11 - 23 points and average value was 16.63.Expense Factor was found that the majority of sampling group that represented 29.75 percent spent less than 500 baht on each trip.

6.1.2 Knowledge Factor The majority of sampling group that represented 47.50 percent had moderate knowledge about tourism. The scores were between 7 – 9 points and average score was 7.78.

6.1.3 Belief Factor It was found that the majority of sampling group that represented 66.00 percent had moderate belief. The scores were between 27 – 32 points and average score was 29.25.

6.1.4 Attitude Factor It was found that the majority of sampling group that represented 56.25 percent had moderate attitude towards tourism. The scores were between 27 – 30 points and average score was 28.48.

6.1.5 Value Factor It was found that the majority of sampling group that represented 58.00 percent had moderate value on tourism. The scores were between 27 – 31 points and average score was 29.27.

6.1.6 Perception Factor It was found that the majority of sampling group that represented 58.00 percent had moderate perception of tourism. The scores were between 28 – 31 points and average score was 29.26.

6.1.7 Tourists' behavior in Khao Chamao – Khao Wong National Park The sampling group who had right moderate behavior represented 60.00 percent.

6.1.8 Testing of factors that related to tourists' behavior in Khoa Chamao – Khao Wong National Park. Chi-square test was used for this analysis

The study could be summarized as follows: the factors that were related to tourists' behavioral tourism in the National Park, were age, occupation, income, knowledge, belief, attitude, value and perception on tourism. Those factors were related to behavioral tourism at statistical significance level 0.01.

For gender, educational level, perception of tourism and expense on tourism; these factors were neither related to behavioral tourism nor statistical significance level.

6.2 Recommendation from the Research Finding

Regarding to opened-end questionnaire, it could be summarized over points of view on problems, obstacles and suggestions concerning tourists' behavior in Khao Chamao – Khao Wong as follows:

Problems, obstacles arising from tourisn in Khao Chamao – Khao Wong National Park

- The majority of tourists overlooked an important of tourism areas. They had less consciousness about natural resources and environmental conservation such as littering, craving the trees, taking food into the park and violation of rules and regulations of the park including making loud noise during touring.

- The majority of tourists lacked of knowledge and positive understanding about touring in the national park that might have an effect on deterioration of tourism areas.

- A small number of the park's officials could not cope with huge amount of tourists. Moreover, the park's officials were not efficient and the majority of them lacked of knowledge and understanding about tourism, so they were unable to provide correct information and advices to tourists.

6.3 Recommendation for Next Research

- Results of research and points of view about tourism would be applied for studying tourists' behavioral tourism in other tourism areas in order to find right solutions that might lead to sustainable developments.

- A researcher should study related fields such as an establishment of communicative program for tourists that could be used as guidelines for right behaviors of tourists who visited Khao Chamao – Khao Wong National Park. A researcher should study or doing research on how to train the park's officials to be knowledgeable persons who could directly provide the correct information and understanding about tourism to the tourists

- A Research should study or doing research on how to train the park's officials to be knowledgeable persons who could directly provide the correct information and understanding about tourism to the tourists.

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       สาขาสิ่งแวดล้อม บัณฑิตวิทยาลัย มหาวิทยาลัยมหิดล.

APPENDIX

OUESTIONNAIRES

THE TOURISTS' BEHAVIOR AT KHAO CHAMAO-KHAO WONG NATIONAL PARK

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คำชี้แจง   แบบสอบถามนี้เป็นส่วนหนึ่งของการศึกษาเรื่อง "พฤติกรรมการท่องเที่ยวของนักท่องเที่ยวในเขตอุทยานแห่งชาติเขาชะเมา-เขาวง" โดยมีวัตถุประสงค์เพื่อประกอบการทำวิทยานิพนธ์ตามหลักสูตรปริญญาศึกษาศาสตรมหาบัณฑิต สาขาสิ่งแวดล้อมศึกษา คณะสังคมศาสตร์และมนุษยศาสตร์ มหาวิทยาลัยมหิดล

      ในการศึกษาครั้งนี้ได้แบ่งแบบสอบถามออกเป็น 10 ส่วนคือ

ส่วนที่ 1 ข้อมูลทั่วไป

ส่วนที่ 2 ความรู้ด้านการท่องเที่ยวในเขตอุทยานแห่งชาติเขาชะเมา-เขาวง

ส่วนที่ 3 ความเชื่อด้านการท่องเที่ยวในเขตอุทยานแห่งชาติเขาชะเมา-เขาวง

ส่วนที่ 4 ค่านิยมด้านการท่องเที่ยวในเขตอุทยานแห่งชาติเขาชะเมา-เขาวง

ส่วนที่ 5 ทัศนคติด้านการท่องเที่ยวในเขตอุทยานแห่งชาติเขาชะเมา-เขาวง

ส่วนที่ 6 การรับรู้ด้านการท่องเที่ยวในเขตอุทยานแห่งชาติเขาชะเมา-เขาวง

ส่วนที่ 7 การรับรู้ข่าวสารด้านการท่องเที่ยวในเขตอุทยานแห่งชาติเขาชะเมา-เขาวง

ส่วนที่ 8 พฤติกรรมการท่องเที่ยวของนักท่องเที่ยวในเขตอุทยานแห่งชาติเขาชะเมา-เขาวง

ส่วนที่ 10 ปัญหา อุปสรรค และข้อเสนอแนะเรื่องการท่องเที่ยวในสถานที่ท่องเที่ยว

      จึงใคร่ขอความกรุณาช่วยตอบแบบสอบถามตามความเป็นจริง โดยคำตอบนี้จะไม่มีผลใดๆต่อผู้ตอบ และขอขอบคุณในการให้ความร่วมมือ

                                                    กิตติวรรณ นิ่มดิษฐ์

                                                    ผู้วิจัย

<u>**ส่วนที่ 1**</u> **ข้อมูลทั่วไป**

<u>**คำชี้แจง**</u> กรุณาใส่เครื่องหมาย ✔ หรือเติมข้อความลงในช่องว่างให้ตรงกับความจริง

1. เพศ   (   ) ชาย   (   ) หญิง

2. อายุ..............ปี

3.ระดับการศึกษาสูงสุด

         (   )ไม่ได้ศึกษา   (   ) ประถมศึกษา

         (   ) มัธยมศึกษา   (   ) อนุปริญญา/ปวช./ปวส.

         (   ) ปริญญาตรีหรือเทียบเท่า   (   ) สูงกว่าปริญญาตรี

4. ปัจจุบันท่านประกอบอาชีพ

         (   )นักเรียน/นักศึกษา   (   )เกษตรกรรม

         (   ) ราชการ   (   ) รับจ้างทั่วไป

         (   ) บริษัทเอกชน   (   ) ธุรกิจส่วนตัว

         (   ) อื่นๆ (ระบุ..............)

5. ท่านมีรายได้เฉลี่ยต่อเดือน...................บาท   (   ) ยังไม่มีรายได้

6. ค่าใช้จ่ายของท่านระหว่างการท่องเที่ยวที่อุทยานแห่งชาติเขาชะเมาเขาวงจำนวนเงินโดย

    ประมาณ.......................บาท

7. ในการเดินทางครั้งนี้ท่านเดินทางอย่างไร

         (   ) เดินทางมาคนเดียว   (   ) เดินทางมากับครอบครัว

         (   ) เดินทางมากับเพื่อน   (   ) เดินทางมากับสถานศึกษา

         (   ) เดินทางมากับบริษัทนำเที่ยว   (   ) อื่นๆ (ระบุ.................)

หมายเหตุ   :   ในกรณีที่ตอบว่าเดินทางมาคนเดียวให้ข้ามไปดูข้อที่ 9

8. จำนวนสมาชิกในกลุ่มที่ร่วมเดินทางในครั้งนี้จำนวน..............คน

9. ยานพาหนะที่ใช้ในการเดินทางมาท่องเที่ยวอุทยานแห่งชาติเขาชะเมา-เขาวงในครั้งนี้

         (   ) รถจักรยาน   (   ) รถจักรยานยนต์

         (   ) รถยนต์ส่วนบุคคล   (   ) รถประจำทาง

         (   ) รถบริษัททัวร์   (   ) รถตู้ปรับอากาศ

         (   ) รถทัวร์เช่า   (   ) อื่นๆ(ระบุ...........)

ส่วนที่ 2 ความรู้ด้านการท่องเที่ยวในเขตอุทยานแห่งชาติเขาชะเมา-เขาวง
คำชี้แจง กรุณาทำเครื่องหมายวงกลมล้อมรอบข้อที่ท่านคิดว่าถูกต้อง

1. สิ่งใดที่จัดได้ว่าเป็นสัญลักษณ์ของทางอุทยานฯ
      ก. น้ำตกเขาชะเมา   ข. ต้นยางกล่อง
      ค. ปลาพลวง   ง. น้ำตกคลองปลาก้าง

2. ปัจจุบันสัตว์ป่าในเขตอุทยานฯมีจำนวนลดลงท่านทราบหรือไม่ว่ามีสาเหตุมาจากอะไร
      ก. ด่านเก็บกักอาหารที่นักท่องเที่ยวไม่สามารถนำอาหารขึ้นไปรับประทานได้ทำให้
สัตว์ป่าขาดแคลนอาหาร
      ข. นักท่องเที่ยวขาดความรู้เกี่ยวกับสัตว์ป่าและสถานที่ท่องเที่ยวภายในอุทยานฯ
      ค. การเดินป่าศึกษาธรรมชาติโดยปราศจากเจ้าหน้าที่ของอุทยานฯ
      ง. สภาพแวดล้อมและทรัพยากรธรรมชาติถูกทำลายมากขึ้นทำให้สัตว์ป่าไม่สามารถ
ปรับตัวให้เข้ากับความเปลี่ยนแปลงได้

3. ขยะชนิดใดส่งผลกระทบต่อทรัพยากรธรรมชาติของอุทยานฯในอนาคตน้อยที่สุด
      ก. เศษอาหาร   ข. เศษกระดาษ
      ค. ขวดแก้ว   ง. กล่องโฟม

4. ป่าไม้สามารถก่อให้เกิดประโยชน์ต่อการท่องเที่ยวภายในอุทยานฯ อย่างไร
      ก. เป็นที่พักอาศัยให้กับนักท่องเที่ยว
      ข. ใช้ไม้สร้างร้านค้าเพื่ออำนวยความสะดวกแก่นักท่องเที่ยว
      ค. เป็นที่พักผ่อนหย่อนใจ
      ง. ใช้ทำถ่านเพื่อประกอบอาหารขายนักท่องเที่ยวและการตั้งแคมป์

5. พฤติกรรมใดของนักท่องเที่ยวในข้อใดที่ส่งผลกระทบน้อยที่สุดต่อทรัพยากรธรรมชาติภายใน
อุทยานฯ
      ก. การเดินป่าศึกษาธรรมชาติตามเส้นทางที่จัดไว้
      ข. การเก็บพันธุ์ไม้หายากไปขยายพันธุ์เพื่อป้องกันการสูญพันธุ์
      ค. การเลือกซื้อของที่ระลึกที่ทำจากวัสดุธรรมชาติ
      ง. การเก็บหินงอก หินย้อยมาเป็นที่ระลึกเพราะธรรมชาติสามารถสร้างขึ้นมาทดแทน
ได้

6. หากท่านมีความประสงค์เลือกซื้อสินค้าที่ระลึกเมื่อมาท่องเที่ยวในอุทยานฯท่านจะเลือกซื้อสินค้าประเภทใด

    ก. ควรเป็นสิ่งของหายากและมีเฉพาะภายในอุทยานฯ

    ข. เป็นสินค้าที่มาจากที่อื่น

    ค. เป็นผลิตภัณฑ์ของชุมชนในท้องถิ่น

    ง. พันธุ์พืช และซากสัตว์จากอุทยานฯ

7. การท่องเที่ยวในเขตอุทยานฯลักษณะใดควรสนับสนุนให้มีการพัฒนาในอนาคต

    ก. ความแปลกใหม่ ทันสมัยเทียบเท่ากับต่างประเทศ

    ข. การคงความงามตามสภาพธรรมชาติเอาไว้

    ค. การพัฒนาพื้นที่ให้สอดคล้องกับจำนวนนักท่องเที่ยว

    ง. การดัดแปลงสภาพธรรมชาติภายในอุทยานฯเพื่อใช้ดึงดูดนักท่องเที่ยว

8. สิ่งใดภายในอุทยานฯที่หน่วยงานสื่อให้นักท่องเที่ยวตระหนักถึงความสำคัญของการอนุรักษ์สิ่งแวดล้อม

    ก. เส้นทางเดินป่าศึกษาธรรมชาติ

    ข. ด่านกักอาหาร

    ค. แผ่นป้ายสื่อความหมายหรือบอร์ดของอุทยานฯ

    ง. อนุสาวรีย์ขวด

9. การท่องเที่ยวที่ก่อให้เกิดประโยชน์สูงสุดควรมีลักษณะเช่นใด

    ก. รัฐเป็นผู้บริหารจัดการ ดูแลแหล่งท่องเที่ยวทั้งหมด

    ข. ควรเป็นการท่องเที่ยวที่ทำลายทรัพยากรธรรมชาติน้อยที่สุด

    ค. ควรเป็นการท่องเที่ยวที่สามารถทำรายได้ให้มากที่สุด

    ง. ควรดำเนินการให้นักท่องเที่ยวเข้ามาท่องเที่ยวในพื้นที่ให้มากที่สุด

10. ข้อใดกล่าวถูกต้องที่สุด

    ก. เมื่อแหล่งท่องเที่ยวใดก็ตามได้รับความนิยมควรเพิ่มปริมาณที่พักเพื่อรองรับกับจำนวนนักท่องเที่ยว

    ข. การสร้างอาคาร ร้านค้าเป็นสิ่งสำคัญเพราะเป็นการอำนวยความสะดวกแก่นักท่องเที่ยว

    ค. การสร้างที่พักในแหล่งท่องเที่ยวควรสร้างตามความเหมาะสมกับสภาพแวดล้อมไม่ควรเกินศักยภาพการรองรับของแหล่งท่องเที่ยว

ง.   เมื่อแหล่งท่องเที่ยวใดก็ตามได้รับความนิยมจากนักท่องเที่ยว ควรมีการพัฒนาเพื่อ
เป็นการสนับสนุน และเพิ่มรายได้ให้กับชุมชนบริเวณใกล้เคียง

11. สิ่งใดที่จัดได้ว่าควรกระทำหากมีจำนวนนักท่องเที่ยวเพิ่มมากขึ้นภายในพื้นที่อุทยานฯ

ก.   จำกัดจำนวนนักท่องเที่ยวให้สมดุลกับพื้นที่แต่ละแห่ง

ข.   ประกาศปิดกั้นพื้นที่แหล่งท่องเที่ยว

ค.   ลงทุนด้านการบริการการท่องเที่ยวให้มากขึ้น

ง.   ขยายพื้นที่ในแหล่งท่องเที่ยวนั้นให้มากขึ้น

12. ข้อใดไม่ใช่ผลกระทบจากการท่องเที่ยวที่มีต่อทรัพยากรธรรมชาติภายในแหล่งท่องเที่ยว

ก.   สัตว์ป่าลดจำนวนลง

ข.   เกิดอาชญากรรมในพื้นที่ท่องเที่ยว

ค.   แหล่งน้ำในพื้นที่ท่องเที่ยวเน่าเสีย

ง.   การปลูกสร้างที่พักและแผงลอยในที่สาธารณะ

<u>ส่วนที่ 3</u> ความเชื่อด้านการท่องเที่ยวในเขตอุทยานแห่งชาติเขาชะเมา-เขาวง

<u>คำชี้แจง</u> กรุณาใส่เครื่องหมาย ✔ ลงในช่องท้ายข้อความเพียงช่องหนึ่งตามความเป็นจริง

ข้อความ	เห็นด้วย	ไม่แน่ใจ	ไม่เห็นด้วย
1. ตามความเชื่อของคนทั่วไป "ปลาพลวง" ภายในอุทยานแห่งชาติเขาชะเมา-เขาวงเป็นสัตว์น้ำศักดิ์สิทธิ์จึงไม่มีใครจับมาทำอาหาร			
2. น้ำเป็นทรัพยากรที่มีใช้ได้ตลอดไปไม่มีวันหมดสิ้นจึงไม่จำเป็นต้องรักษาความสะอาดของแหล่งน้ำภายในอุทยานฯ			
3. มีความเชื่อว่าน้ำตกภายในอุทยานฯมีน้ำไหลตลอดปีเป็นเพราะมาจากปรากฏการณ์ธรรมชาติ			
4. ผลของการส่งเสริมการท่องเที่ยวส่วนหนึ่งก่อให้เกิดความเสื่อมโทรมของทรัพยากรภายในแหล่งท่องเที่ยว			
5. ทรัพยากรธรรมชาติภายในแหล่งท่องเที่ยวไม่มีวันหมดไป ดังนั้นทุกคนจึงมีสิทธิ์นำมาใช้ได้อย่างเสรี			
6. เชื่อว่าจิตสำนึกของนักท่องเที่ยวที่ดีย่อมส่งผลต่อการท่องเที่ยวในแหล่งท่องเที่ยวนั้นๆ			
7. ก่อนการเดินทางไปท่องเที่ยวควรจะศึกษาประเพณีความเชื่อเพื่อไม่ทำสิ่งที่ขัดต่อความเชื่อในการท่องเที่ยวภายในอุทยานฯ			
8. เชื่อว่าการอนุรักษ์บริเวณต้นน้ำลำธารภายในบริเวณอุทยานฯนำไปสู่การมีน้ำใช้ตลอดปี			
9. เชื่อว่าหากไม่มีการควบคุมการใช้ทรัพยากรธรรมชาติภายในอุทยานฯอาจทำให้สิ่งเหล่านี้หมดไป			
10. สมุนไพรภายในป่าของอุทยานฯถือว่าเป็นของแท้ที่มาจากธรรมชาติโดยตรงดีกว่าสมุนไพรที่ปลูกขึ้นมา ดังนั้นท่านจึงควรเสาะแสวงหามาใช้			
11. เชื่อว่าในป่าทึบยังมีเชื้อไข้มาลาเรีย ดังนั้นการตัดต้นไม้เป็นการช่วยลดการแพร่กระจายของเชื้อไข้มาลาเรีย			
12. เชื่อว่านักท่องเที่ยวจำเป็นต้องแสวงหาประโยชน์จากทรัพยากรภายในแหล่งท่องเที่ยวให้มากที่สุดเพื่อความสนุกสนานเพลิดเพลิน			

<u>ส่วนที่ 4</u> ค่านิยมด้านการท่องเที่ยวในเขตอุทยานแห่งชาติเขาชะเมา-เขาวง

<u>คำชี้แจง</u> กรุณาใส่เครื่องหมาย ✓ ลงในช่องท้ายข้อความเพียงช่องหนึ่งตามความเป็นจริง

ข้อความ	เห็นด้วย	ไม่แน่ใจ	ไม่เห็นด้วย
1. ท่านเข้ามาท่องเที่ยวในอุทยานแห่งชาติแห่งนี้เพราะมีเครื่องอำนวย ความสะดวก			
2. ท่านนิยมชมชอบบ้านพักภายในอุทยานฯเพราะสร้างกลมกลืนกับ ธรรมชาติ			
3. ท่านไม่รู้สึกชื่นชมกับธรรมชาติเพราะมีป้ายสื่อความหมายขัดกับภูมิทัศน์ ในแหล่งท่องเที่ยว			
4. การเดินทางท่องเที่ยวศึกษาธรรมชาติควรได้รับการส่งเสริมเพราะทำให้ ผู้คนประทับใจในความงามของธรรมชาติ			
5. เมื่อพบเห็นพันธุ์ไม้หายากที่ขายอยู่บริเวณร้านค้าของแหล่งท่องเที่ยว ของอุทยานฯท่านจะรีบซื้อทันทีเพราะท่านนิยมชมชอบของหายาก			
6. อุทยานฯมีสถานที่จอดรถจำนวนมากและอยู่ใกล้สถานที่ท่องเที่ยวทำให้ สะดวกสบายซึ่งเป็นเหตุผลหนึ่งที่ทำให้ท่านมาท่องเที่ยวที่นี่			
7. ท่านเลือกที่จะไปท่องเที่ยวในอุทยานฯเพราะมีการตัดถนนเข้าไปใน พื้นที่แหล่งท่องเที่ยวทำให้นักท่องเที่ยวได้สัมผัสกับธรรมชาติมากขึ้น			
8. น้ำตกเขาชะเมาเป็นส่วนหนึ่งที่ดึงดูดให้ท่านเข้ามาท่องเที่ยวภายใน อุทยานฯ แห่งนี้			
9. ท่านเลือกการท่องเที่ยวแบบผจญภัยเพราะต้องการได้รับความแปล ใหม่จากการเดินทางท่องเที่ยว			
10. ท่านนิยมเข้าไปตั้งแคมป์ในป่าลึก เพื่อให้ได้ใกล้ชิดกับธรรมชาติมาก ที่สุดโดยไม่แจ้งให้ทางอุทยานฯทราบ			
11. ท่านนิยมเลี้ยงสัตว์ป่าที่ได้จากแหล่งท่องเที่ยวเพื่อเป็นการเพาะพันธุ์ ช่วยเหลือมิให้สัตว์ป่าสูญพันธุ์			
12. ท่านไม่นิยมเลือกใช้เส้นทางหรือพื้นที่นอกเหนือจากที่อุทยานฯ จัดไว้			

<u>ส่วนที่ 5</u> ทัศนคติด้านการท่องเที่ยวในเขตอุทยานแห่งชาติเขาชะเมา-เขาวง

<u>คำชี้แจง</u> กรุณาใส่เครื่องหมาย ✔ ลงในช่องท้ายข้อความเพียงช่องหนึ่งตามความเป็นจริง

ข้อความ	เห็นด้วย	ไม่แน่ใจ	ไม่เห็นด้วย
1. การท่องเที่ยวเดินป่าศึกษาธรรมชาติภายในอุทยานฯจัดเป็นวิธีการพักผ่อนหย่อนใจอีกวิธีหนึ่ง			
2. การขีดเขียนต้นไม้หรือผนังถ้ำภายในอุทยานฯเป็นการกระทำเพื่อความสนุกสนาน และสร้างความทรงจำให้แก่นักท่องเที่ยวจึงไม่ควรถือว่าเป็นความผิด			
3. นักท่องเที่ยวที่ดีควรศึกษาข้อมูลในด้านต่างๆเกี่ยวกับอุทยานฯ ก่อนการเดินทางท่องเที่ยวทุกครั้ง			
4. เจ้าหน้าที่ของอุทยานฯต้องมีความพร้อมไว้คอยบริการนักท่องเที่ยว			
5. แหล่งท่องเที่ยวในอุทยานฯเป็นสถานที่พักผ่อนหย่อนใจแล้วยังเป็นแหล่งความรู้ในการศึกษาธรรมชาติ			
6. การบุกรุกพื้นที่ป่าเพื่อการยังชีพของชาวบ้านเป็นการทำลายทรัพยากรป่าไม้เพียงบางส่วน ไม่ส่งผลกระทบต่อทรัพยากรธรรมชาติภายในแหล่งท่องเที่ยวเพราะเป็นคนละส่วนกัน			
7. สภาพแวดล้อมของแหล่งท่องเที่ยวในอุทยานฯมีแนวโน้มที่เสื่อมโทรมลงส่วนหนึ่งเป็นผลมาจากนโยบายส่งเสริมการท่องเที่ยว			
8. การจ่ายค่าธรรมเนียมก่อนเข้าสู่อุทยานฯถือว่าเป็นวิธีที่ดีที่สุดที่ท่านได้มีส่วนสนับสนุนการดูแลทรัพยากรธรรมชาติภายในอุทยานฯ			
9. อุทยานฯมีสภาพแวดล้อมดีอยู่แล้วแต่จำเป็นต้องมีการพัฒนาเพิ่มเติม			
10. การขยายพื้นที่แหล่งท่องเที่ยวเพื่อเป็นเขตบริการแก่นักท่องเที่ยวถือเป็นสิ่งที่ควรทำ			
11. ด่านกักอาหารภายในอุทยานฯถือว่าเป็นการส่งเสริมให้สัตว์ป่าภายในอุทยานฯสูญพันธุ์ด้วยวิธีหนึ่ง			
12. ของที่ระลึกที่ประดิษฐ์จากธรรมชาตินับว่าเป็นสิ่งที่มีประโยชน์และเป็นการเพิ่มพูนรายได้อีกทางหนึ่ง			

<u>ส่วนที่ 6</u> การรับรู้ด้านการท่องเที่ยวในเขตอุทยานแห่งชาติเขาชะเมา-เขาวง

<u>คำชี้แจง</u> กรุณาใส่เครื่องหมาย ✓ ลงในช่องท้ายข้อความเพียงช่องหนึ่งตามความเป็นจริง

ข้อความ	ใช่	ไม่แน่ใจ	ไม่ใช่
1. การดูนกระหว่างการเดินป่าศึกษาธรรมชาติด้วยการไม่ส่งเสียงดังถือว่าเป็นการท่องเที่ยวที่ดี			
2. จำนวนสัตว์ป่าภายในอุทยานฯลดลงเพราะแหล่งอาหารและที่อยู่อาศัยถูกคุกคามจากจำนวนนักท่องเที่ยว			
3. เมื่อท่านได้ยินหรือพบเห็นคำว่า "อุทยานแห่งชาติ" ท่านนึกถึงสถานที่ท่องเที่ยวพักผ่อนหย่อนใจ			
4. วิธีการป้องกันการทำลายทรัพยากรแหล่งท่องเที่ยวทางธรรมชาติภายในอุทยานฯที่เป็นไปได้และเหมาะสมที่สุดคือ นักท่องเที่ยวทุกคนต้องช่วยกันดูแลป้องกันการทำลาย			
5. การรักษาความสะอาดภายในอุทยานฯถือว่าเป็นวิธีที่ดีที่สุดที่ช่วยส่งเสริมการท่องเที่ยวได้			
6. ปัญหาความเสียหายภายในถ้ำเขาวงมีสาเหตุมาจากการกระทำของธรรมชาติมากกว่าที่นักท่องเที่ยวเข้าไปทำลาย เช่น นักท่องเที่ยวปีนป่ายถ้ำและการทิ้งขยะ			
7. การได้รับความรู้จากการท่องเที่ยวภายในอุทยานฯทำให้เห็นคุณค่าของป่าไม้มากขึ้น			
8. การสงวนการใช้พื้นที่ของนักท่องเที่ยวภายในอุทยานฯทำให้แหล่งท่องเที่ยวถูกทำลายน้อยลง			
9. อุทยานฯเป็นหน่วยงานหนึ่งที่ช่วยสงวนรักษาพันธุ์พืชและสัตว์ป่าให้คงอยู่ต่อไป			
10. การทำลายป่าไม้และสัตว์ป่าจัดเป็นการทำลายการท่องเที่ยวอีกวิธีหนึ่ง			
11. การทิ้งขยะลงในน้ำตกคลองปลาก้างไม่ทำให้น้ำสกปรกเพราะน้ำตกมีการไหลตลอดเวลา			
12. อุทยานฯแห่งนี้ถือว่าเป็นทรัพยากรทางวัฒนธรรมและประวัติศาสตร์เพราะมีการค้นพบขวานหินและหม้อ			

ส่วนที่ 7 การรับรู้ข่าวสารด้านการท่องเที่ยว

คำชี้แจง กรุณาใส่เครื่องหมาย ✔ ลงในช่องท้ายข้อความเพียงช่องหนึ่งตามความเป็นจริง

1. ท่านเคยได้รับข่าวสารเกี่ยวกับการท่องเที่ยวหรือไม่

        ( ) เคย   ( ) ไม่เคย

2. ท่านได้รับข่าวสารเกี่ยวกับการท่องเที่ยวจากแหล่งใดบ้างรวมทั้งความถี่ในการรับข่าวสาร

แหล่งข่าวสาร/ ความถี่	ทุกวัน	1-2ครั้ง/ สัปดาห์	1-2 ครั้ง/ เดือน	น้อยกว่า เดือนละ 1 ครั้ง	นานๆ ครั้ง	ไม่เคย
โทรทัศน์	....	....	......	....	......	......
วิทยุ	....	....	......	....	......	......
หนังสือพิมพ์	....	....	......	....	......	......
วารสาร/นิตยสาร	....	....	......	....	......	......
สิ่งพิมพ์ต่างๆ	....	....	......	....	......	......
การสนทนากับญาติ/เพื่อน	....	....	......	....	......	......
อื่นๆ (ระบุ…………………………..)	....	....	......	....	......	......

<u>**ส่วนที่ 8**</u> **พฤติกรรมการท่องเที่ยวของนักท่องเที่ยวในเขตอุทยานแห่งชาติเขาชะเมา-เขาวง**

<u>**คำชี้แจง**</u> กรุณาใส่เครื่องหมาย ✔ ลงในช่องท้ายข้อความเพียงช่องหนึ่งตามความเป็นจริง

ข้อความ	ปฏิบัติทุกครั้ง	ปฏิบัติบางครั้ง	ไม่เคยปฏิบัติเลย
1. ก่อนที่ท่านจะเดินทางท่องเที่ยวท่านได้ศึกษาข้อมูลเกี่ยวกับอุทยานฯ			
2. ท่านได้เข้าไปศึกษาหาความรู้จากนิทรรศการภายในศูนย์บริการนักท่องเที่ยวก่อนที่จะเข้าไปท่องเที่ยวภายในอุทยานฯ			
3. เมื่อท่านเข้ามาท่องเที่ยวภายในอุทยานฯท่านมักอ่านแผ่นป้ายที่ให้ความรู้ที่พบภายในอุทยานฯบางครั้ง			
4. ท่านได้เดินป่าศึกษาธรรมชาติตามเส้นทางที่ทางอุทยานฯจัดไว้			
5. ในการเดินป่าศึกษาธรรมชาติท่านให้เจ้าหน้าที่ของอุทยานฯเป็นผู้นำทางและซักถามถึงสภาพธรรมชาติภายในอุทยานฯ			
6. ขณะที่ท่านท่องเที่ยวภายในอุทยานฯท่านพบเห็นนกกำลังส่งเสียงร้องเพลงท่านรีบเดินเข้าไปใต้ต้นไม้เพื่อจะได้ฟังอย่างชัดเจน			
7. เมื่อท่านนำอาหารเข้าไปรับประทานภายในอุทยานฯท่านทิ้งเศษอาหารไว้ในบริเวณนั้นเพื่อให้เศษอาหารย่อยสลายเอง และเป็นอาหารแก่สัตว์ป่า			
8. ถ้าท่านพบขยะประเภทกระป๋อง ถุงพลาสติกหรือเศษกระดาษภายในอุทยานฯท่านช่วยเก็บมาทิ้งลงถังขยะที่ทางอุทยานฯได้จัดไว้ให้			
9. ในขณะที่ท่านท่องเที่ยวภายในอุทยานฯท่านมักประกอบกิจกรรมที่ส่งเสียงดังสนุกสนาน			
10. ขณะที่ท่านท่องเที่ยวภายในอุทยานฯท่านพบเห็นผู้อื่นขีดเขียนบนแผ่นป้ายของอุทยานฯ ผนังถ้ำและโขดหินบริเวณน้ำตก ท่านรู้สึกเฉยๆเพราะถือว่าไม่ใช่เรื่องของท่าน			
11. ขณะที่ท่านท่องเที่ยวภายในอุทยานฯเมื่อท่านพบเห็นสิ่งสวยงามประทับใจซึ่งอยู่นอกเส้นทางเดินที่ทางอุทยานฯกำหนดไว้ ท่านเดินออกนอกเส้นทางเพื่อเข้าไปชมอย่างใกล้ชิด			
12. ท่านสวมเครื่องแต่งกายด้วยสีที่กลมกลืนกับธรรมชาติไม่ใช่สีสันสดใสขณะเดินป่าศึกษาธรรมชาติ			

ส่วนที่ 9 ปัญหา อุปสรรค และข้อเสนอแนะเรื่องการท่องเที่ยวในอุทยานแห่งชาติเขาชะเมา-เขาวง

คำชี้แจง กรุณาเติมข้อความลงในช่องว่างตามความเป็นจริง

1. ท่านคิดว่าปัญหาที่เกิดขึ้นจากการท่องเที่ยวภายในเขตอุทยานแห่งชาติเขาชะเมา-เขาวงมีปัญหา
อะไร และสาเหตุเกิดจากอะไร

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2. ท่านมีข้อเสนอแนะหรือคำแนะนำในการแก้ไขปัญหาและอุปสรรคที่เกิดขึ้นอย่างไร

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3. ท่านมีความคิดเห็นอย่างไรเกี่ยวกับพฤติกรรมการท่องเที่ยวของนักท่องเที่ยวในเขตอุทยานแห่ง
ชาติเขาชะเมา-เขาวง

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ขอบพระคุณเป็นอย่างยิ่งที่ให้ความร่วมมือ

BIOGRAPHY

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