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**TOURISTS' BEHAVIOR TO PROMOTE CONSERVATION
TOURISM IN KO KRET, PAK KRET DISTRICT,
NONTHABURI PROVINCE**

CHARUWAN SAENGJUN
2

**With compliments
of**

บัณฑิตวิทยาลัย มหาวิทยาลัยมหิดล

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Thesis

Entitled

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TOURISM IN KO KRET, PAK KRET DISTRICT,
NONTHABURI PROVINCE**

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NONTHABURI PROVINCE**

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The purpose of this research is to study the levels of behavior, as well as factors and obstacles, which promote conservation tourism in Ko Kret, Pak Kret district, Nonthaburi province. The study looked at both quantitative and qualitative data. The samples for qualitative research were tourists who have traveled in Moo 1, 6 and 7 areas for 15 years or more. This involved 400 cases. In addition, the samples for quantitative research were taken from sub-district officers, community leaders, tourism business operators, and the local people (13 People). The results found that the samples had behavior to promote conservation tourism at a high level. Behaviors, which were shown to promote conservation tourism were: access to conservation tourism information, at 0.001; and aims of trip and knowledge on conservation tourism, at 0.05. Age and income were positively related to behaviors, which promote conservation tourism.

Problems and obstacles related to conservation tourism are that tourists have limited opportunities to select tourism services and participate in activities or environmental conservation projects; some tourists lack awareness in maintaining environmental conservation; and insufficient budget and personnel for maintenance of the environment around tourist areas. Besides these, the officers and people in the community also lack knowledge and understanding about the management of conservation tourism. Therefore, they lack useful information for the tourists.

The suggestions from this research are: the community should encourage business enterprise operators, local people in the communities and tourists to cooperate in taking care of the environment; manage the tourist areas so they are free of pollution; promote using natural materials; arrange environmental conservation activities or programs involving the tourists and community people, directly; and arrange training for officers and local guides, so that they understand and have the ability to give useful information to tourists. There should also be an information center for conservation tourism. This center could make simple and understandable media available. In addition, there should be a variety of conservation tourism activities, so that the tourists can have more opportunities to make selections.

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จรรยาบรรณ แสงจันทร์ : พฤติกรรมของนักท่องเที่ยวเพื่อส่งเสริมการท่องเที่ยวเชิงอนุรักษ์ในชุมชนเกาะเกร็ด อำเภอปากเกร็ด จังหวัดนนทบุรี (TOURISTS' BEHAVIOR TO PROMOTE CONSERVATION TOURISM IN KO KRET, PAK KRET DISTRICT, NONTHABURI PROVINCE).

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การวิจัยครั้งนี้ มีวัตถุประสงค์เพื่อศึกษาพฤติกรรม ปัจจัยที่มีผลต่อพฤติกรรมของนักท่องเที่ยว เพื่อส่งเสริมการท่องเที่ยวเชิงอนุรักษ์ในชุมชนเกาะเกร็ด อำเภอปากเกร็ด จังหวัดนนทบุรี รวมทั้งศึกษาสภาพปัญหา อุปสรรคที่เกิดจากการท่องเที่ยว และข้อเสนอแนะในการส่งเสริมพัฒนาการท่องเที่ยวเชิงอนุรักษ์ในชุมชนเกาะเกร็ด อำเภอปากเกร็ด จังหวัดนนทบุรี ใช้วิธีการศึกษาเชิงปริมาณและเชิงคุณภาพ โดยกลุ่มตัวอย่างที่ใช้ศึกษาในเชิงปริมาณคือ นักท่องเที่ยวที่มีอายุ 15 ปีขึ้นไปที่มาเที่ยวในพื้นที่หมู่ 1,6 และ7 จำนวน 400 ราย กลุ่มตัวอย่างที่ใช้ศึกษาในเชิงคุณภาพ คือ เจ้าหน้าที่ฝ่ายปกครองระดับตำบล ผู้นำชุมชน ผู้ประกอบการธุรกิจท่องเที่ยว และประชาชนในและนอกพื้นที่ รวม 13 ราย ผลการศึกษาพบว่า กลุ่มตัวอย่างมีพฤติกรรมการท่องเที่ยวเพื่อส่งเสริมการท่องเที่ยวเชิงอนุรักษ์ในระดับสูง และปัจจัยที่มีผลต่อพฤติกรรมของนักท่องเที่ยวเพื่อส่งเสริมการท่องเที่ยวเชิงอนุรักษ์ในชุมชนเกาะเกร็ด อำเภอปากเกร็ด จังหวัดนนทบุรี คือ การรับรู้ข่าวสารเกี่ยวกับการท่องเที่ยวเชิงอนุรักษ์ มีผลต่อพฤติกรรมการท่องเที่ยวเพื่อส่งเสริมการท่องเที่ยวเชิงอนุรักษ์แตกต่างกันอย่างมีนัยสำคัญทางสถิติที่ระดับ 0.001 วัตถุประสงค์หลักการเดินทาง ความรู้เกี่ยวกับการท่องเที่ยวเชิงอนุรักษ์ มีพฤติกรรมการท่องเที่ยวเพื่อส่งเสริมการท่องเที่ยวเชิงอนุรักษ์แตกต่างกันอย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05 นอกจากนี้ยังพบว่า อายุและรายได้เฉลี่ยต่อเดือน มีความสัมพันธ์เชิงบวกกับพฤติกรรมการท่องเที่ยวเพื่อส่งเสริมการท่องเที่ยวเชิงอนุรักษ์

ปัญหาอุปสรรคเกี่ยวกับการท่องเที่ยวเชิงอนุรักษ์ในชุมชน คือ นักท่องเที่ยวมีโอกาสเลือกใช้บริการธุรกิจท่องเที่ยว และมีส่วนร่วมในกิจกรรมหรือโครงการอนุรักษ์สิ่งแวดล้อมน้อย นักท่องเที่ยวบางคนขาดจิตสำนึกในการร่วมรักษาสิ่งแวดล้อม ชุมชนขาดงบประมาณและบุคลากรในการดูแลสภาพแวดล้อม บริเวณแหล่งท่องเที่ยว นอกจากนี้เจ้าหน้าที่และประชาชนในชุมชนยังขาดความรู้ความเข้าใจในการจัดการท่องเที่ยวเชิงอนุรักษ์ จึงทำให้ขาดข้อมูลที่เป็นประโยชน์สำหรับนักท่องเที่ยว

สำหรับข้อเสนอแนะในการวิจัยครั้งนี้คือ ชุมชนควรส่งเสริมให้ผู้ประกอบการธุรกิจ ประชาชนในท้องถิ่น นักท่องเที่ยวร่วมกันรักษาสภาพแวดล้อม จัดการท่องเที่ยวให้เป็นพื้นที่ปราศจากมลพิษ ส่งเสริมการใช้วัสดุธรรมชาติ ควรจัดกิจกรรมหรือโครงการอนุรักษ์สิ่งแวดล้อมโดยให้นักท่องเที่ยวและชุมชนมีส่วนร่วมโดยตรง ควรจัดฝึกอบรมเจ้าหน้าที่หรือมัคคุเทศก์ท้องถิ่นให้เข้าใจเกี่ยวกับการท่องเที่ยวเชิงอนุรักษ์และสามารถให้ข้อมูลที่เป็นประโยชน์แก่นักท่องเที่ยว และมีศูนย์ข้อมูลการท่องเที่ยวเชิงอนุรักษ์ประกอบการจัดทำสื่อที่เข้าใจและพบเห็นได้ง่าย นอกจากนี้ควรจัดกิจกรรมการท่องเที่ยวเชิงอนุรักษ์ที่หลากหลายเพื่อให้นักท่องเที่ยวมีโอกาสเลือกใช้บริการได้มากยิ่งขึ้น

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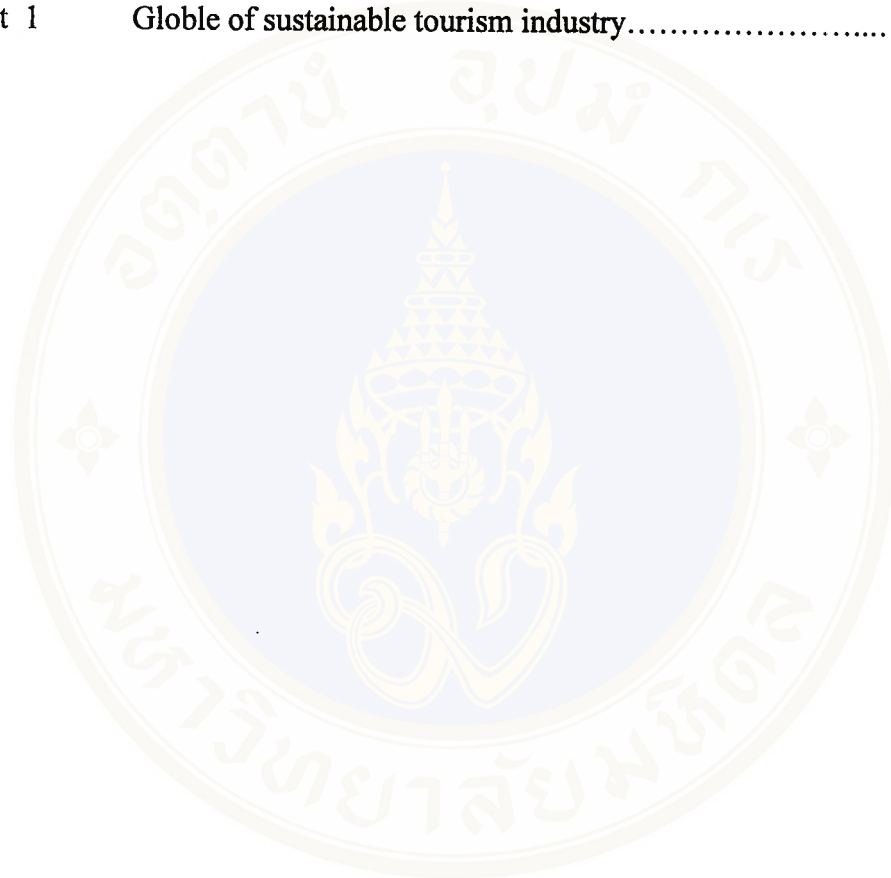
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CHAPTER I

INTRODUCTION

1.1 Background

Tourism is very important to economy improvement of the country, social, and culture. Promoting tourism will affect on making a lot of circulated income to the nation. This is consider to be positive toward overall economic of the country. In developed countries, 75-80% of tourists are inbound tourist and these tourists invented many kind of tourist activities, which generated lot of income to the country.

The above factor appeal more tourist to come to visit Thailand more and more every year. In the same time, there are more problems that happened from tourism in Thailand likes the natural pollutions, and cultural pollutions. Tourism industries need to have good natural environment, cultural environment, culture and tradition that show the unique of the country. (Numchai Tanuphon as cited in Punsak Chuthong, 1998:1)

Under the country policy and needs in balancing of development and conservation, conservative tourism is a new way to improve quality of tourism. After the Earth Summit Conference at Rio de Janeiro in Brazil, there is more effect to support conservation tourism. Conservation tourism needs the government organization and non-government organization to co-corporate and work together to success in sustainable tourism and reach tourist satisfaction. (The Tourism Authority of Thailand, 2000)

Sustainable tourism is a new concept of tourism development that interested by many countries in the world. Many countries are using and applying this idea to improve their tourism business and environments.

Sustainable tourism is focus on tourism way that not destroys environment, cultural, way of life of each attraction and uses all facilities to worst their best ability.

Tourists also know more and support the idea of sustainable tourism. There are many sustainable tourism activities available right now. For example; rural tourism or village tourism, home stay, agroculture tourism.

These new tourism way express more rural intellectual, community support, relationship of the people, management skill and ability of local people, and also resources manage skills to improve local tourism by local people.

Marketing is the way of the success Thailand Tourism Campaign Boost up. Especially, in 1997-1999 were years of tourism marketing year, which called "Amazing Thailand 1997-1999" To promote the tourism of Thailand increases the

amount of both inbound and outbound tourists, increases cash flow within the country that is good for economy. Besides, the government promotes more idea of conservation tourism in the year 2002. There is a campaign called "Travel into Thailand, you can make it every month" (The Tourism Authority of Thailand, 2002).

The forecast said that there would be 567,000 million baht in 2003 (The Tourism Authority of Thailand, 2001). From the study of Science and Technology Research Institution of Thailand (1997:4-2) Shown that Thailand has 2,579 tourist attractions in the country. From 2,579 tourist attractions, consist of 1,385 natural tourist attractions and 1,194 cultural tourist attractions. These tourists attraction attract more and more inbound tourists and outbound tourists to visit Thailand every year.

There is one more supportive factor that makes tourism effective. Thailand is located on an appropriate area. It is a center of many merchant airlines of South East Asia. It is convenient to reach and has many tourism resources and varieties. For example, Thailand has many natural resources such as sand and beach or forest and mountain. Also, Thailand has many historical and cultural resources such as ancient places, tradition, Thais way of life that can be used to promote, distribute and advertise in the tourism market. Thais has many characteristics that impress tourists such as friendly, generous, smile. These are factors that make high effectiveness in tourism. (The Tourism Authority of Thailand, 2001)

Ko Kret is a very unique place in Nonthaburi from the past until now. Especially, Ko Kret is the location for Thai Mon society. Thai Mon houses are normally build by riverside. There are many historical places since Ayudthya era till Rattanakosin Era. Some of the temples in the areas are showing Thai Mon architectural too. Moreover, Thai Mon people in Ko Kret are trying to conserve their own culture and tradition such as in Thai Mon Songkran Festival, Khao Chae Parade Festival, Syrup Parade Festival, Mon Traditional Dance, Mon Pray and Pottery Making.

Ko Kret has many unique characteristics that support to boost sustainable tourism so that Pak Kred District Government Department has been promoted and supported Ko Kret to be a new sustainable tourist attraction. There was an official tourist attraction opening in 2000 (Nonthaburi City Hall, 2000). The fact that Ko Kret is not far from Bangkok is also attracted more tourists to come to visit.

From the last 5 years of tourists marketing campaign, there are many problems happened from changing of environment that effected from tourism such as garbage, waste, density, damage of the tourism resources. These problems happened from lack of good spirit and responsibility of tourists. Most of tourists still have bad travel behaviors that only concern about themselves and their own satisfaction (Pak Kret City Hall, 1997).

Tourists' behavior is also main factor that will help sustainable tourism and tourism resources to exist. Tourists are able to reduce the amount of garbage and

conserve the environment by performing good tourism behavior. In order to make Ko Kret a tourism resource that has least environmental effect, and still be able to maintain its cultural unity, the researcher determined to study tourists' behavior. The result of the study will make us know conservation tourists' behavior that cause less environmental pollution, tourists' problem and suggestions that benefit for using as basic information for development plan of sustainable development.

1.2 Objectives of the study

1.2.1 To study the levels of tourists' behavior to promote conservation tourism in Ko Kret, Pak Kret District, Nonthaburi Province.

1.2.2 To study the factors affecting the tourists' behavior to promote conservation tourism in Ko Kret, Pak Kret District, Nonthaburi Province.

1.2.3 To study the problems, obstacles of the tourists and suggestions to develop for conservation tourism.

1.3 Scope of the study

This research emphasizes the education about the tourists' behaviors in Ko Kret Pak Kret District, Nonthaburi Province. Sampling the domestic tourists that travel area in moo 1,6 and 7. The age of the sampling group is 15 years or more. Total of sampling is 400 samples that are the tourists that travel to Ko Kret during regular days and weekend at 9.00 a.m.-17.00 p.m.

1.4 Variables of the study

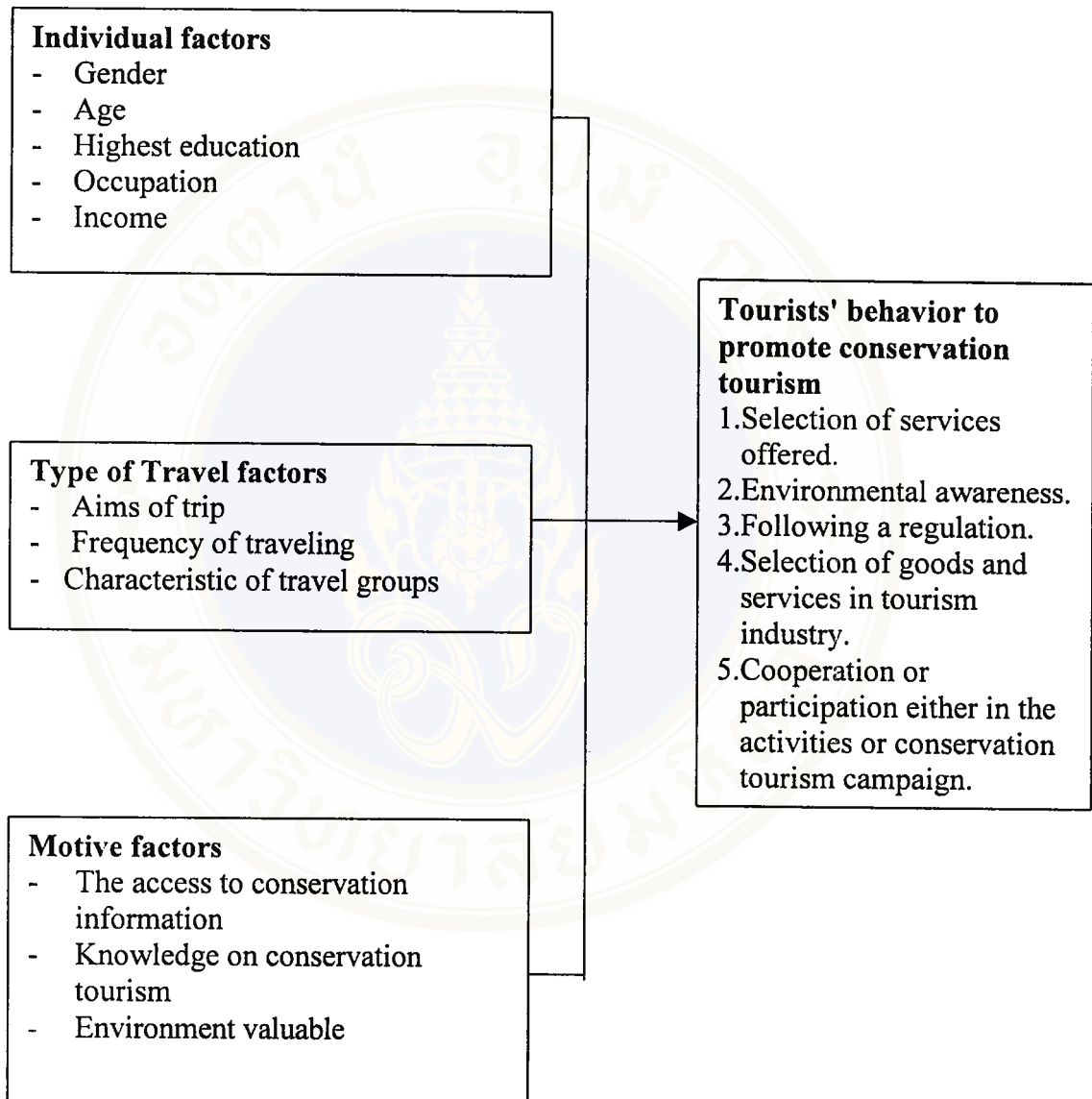
1.4.1 Independent variables

- Individual factors include the access to gender, age, highest education, occupation, income
- Type of tourism factors include aims of trip, frequency of traveling and characteristic of travel groups.
- Motive factors include the access to conservation information, knowledge on conservation tourism, environment valuable.

1.4.2 Dependent variables

Tourists' behavior to promote conservation tourism.

1.5 Conceptual Framework



1.6 Hypotheses

In this study, hypotheses are put forward as follow:

1. Tourists in Ko Kret, Pak Kret District, Nonthaburi Province has the behavior to promote conservation at a moderate level.

2. The individual factors comprising make different of behavior to promote conservation tourism divided by the followings variables:

2.1 Female and male tourists have different conservation tourism behavior.

2.2 Tourists that have different ages have different behavior to promote conservation tourism.

2.3 Tourists that have different level of highest education have different behavior to promote conservation tourism.

2.4 Tourists that have different occupation have different behavior to promote conservation tourism.

2.5 Tourists that have different income have different behavior to promote conservation tourism.

3. Different type of tourism make different of behavior to promote the conservation tourism divided by the followings variables:

3.1 Tourists that have different aims of trip have different behavior to promote conservation tourism.

3.2 Tourists that have different frequency of traveling have different behavior to promote conservation tourism.

3.3 The different characteristic of travel groups have different behavior to promote conservation tourism.

4. The Motive factors make different of behavior to promote conservation tourism divided by the followings variables:

4.1 Tourists that have different access of conservation tourism information have different behavior to promote conservation tourism.

4.2 Tourists that have different knowledge of conservation tourism have different behavior to promote conservation tourism.

4.3 Tourists that have different environment valuable have different behavior to promote conservation tourism.

1.7 Benefits of the study

1.7.1 To realize the behaviors and action of tourist to conservation environment and resources in Ko Kret, Pak Kret District, Nonthaburi Province.

1.7.2 To realize the factors affecting Tourists' behaviors for conservation tourism in Ko Kret, Pak Kret District, Nonthaburi Province.

1.7.3 To realize the problems, obstacles and suggestions about tourism in Ko Kret, Pak Kret District, Nonthaburi Province for solving problems and improving the tourism projects.

1.8 Definition

1.8.1 **Tourist** refers to Thai citizen who has 15 ages up and travel to Ko Kret where is not the residence for entertainment, relaxation, health, education, religion, sports, not for earning a living or looking for a job.

1.8.2 **Tourists' behavior** refers to the action of tourist performs during their trip with knowledge, understanding and thinking over. However, that action can occur in the right or wrong way.

1.8.3 **Conservation Tourism** refers to the natural and cultural tourism that the least effect to the environment or in controllable level, as well as giving the advantage back to the nature.

1.8.4 **The behavior to promote conservation tourism** refers to the tourist action with their knowledge, understanding, and responsibility to the environment are as follows:

1. Tourists should select a service of travel agency that shows its coordination with promotion in conservation tourism.
2. Tourists should have awareness about environment when traveling. Should not destroy tourism resources either by intention or by chance. Should be careful not to do anything that cause negative effect to local culture and environment.
3. Tourists should follow strictly the rules, regulations and guidance of the tourism resources. Tourist should study the information of the tourism resources in advance in order to conserve the tourism resource to be sustain as long as possible.
4. Tourists should not buy products or services that destroy the ecology and culture of the local community.
5. Tourists should coordinate with the government and travel agencies in projects or activities that promote conservation tourism of the community.

1.8.5 **Income** refers to the sum of money earning from working or income before debiting.

1.8.6 **Aims of trip** refers to the aim of tourists traveling which can be separated into traveling for relaxation, cultural admiration, natural study, and religion reason.

1.8.7 **Frequency of traveling** refers to the frequency of tourists traveling to Ko Kret

1.8.8 **Characteristic of travel groups** refers to the kind of group members who join the trip to Ko Kret. It may be traveling alone, friend group traveling, family/relative traveling, travel agency group traveling, or organization.

1.8.9 **Access to conservation tourism information** refers to an information source and receiving information about conservation tourism, which get from a mass media, personal media, printed media or electrical media.

1.8.10 **Knowledge of conservation tourism** refers to an information, facts, or detail involved with conservation tourism that comes from research, observation, or learning both direct and indirect way.

1.8.11 **Environment valuable** refers to the expression in the form of attitude, believe, value, including giving the important to the natural environment, culture, and historical places in Ko Kret.

CHAPTER II

LITERATURE REVIEW

The concepts, theories including the relevant researches obtained with respect to the comprehensive literature review of tourists' behavior to promote conservation tourism in Ko Kret, Pak Kret District, Nonthaburi Province are introduced as follows:

- 2.1 Concepts and theories relevant to behavior
- 2.2 Concepts and theories relevant to tourism
- 2.3 Concepts and theories relevant to conservation tourism
- 2.4 General information about tourism in Ko Kret
- 2.5 Relevant researches
- 2.6 Variables related to this study

2.1 Concepts and theories relevant to behavior

2.1.1 Definitions of behavior

According to **Longman Dictionary** (1993:90) "Behavior" refers to the actions or activities of organism, including overt, physical action, internal physiological, emotional process and implicit mental activity.

Norman L. Munn (1972:5) explains that behavior refers to actions or activities of human intentionally or not. Behavior includes actions that other people might see or might not see it such as walking, speaking, listening, understanding, thinking, to be angry, rhythm of heart, muscle working.

Siriporn Sripalakij (1997:11) explains that behavior is an action or performance that human acts by knowledge, understanding, attitude. They cause human to react. The other people may see or may not see that reaction.

Teechawan Yanudom (2001:11) explains that human behavior either perceptible and measurable action or the way that people act and respond by having knowledge, comprehension, outlook and performance. It may be observe or not which can use the instrument to check it.

So the researcher summarized the meaning of behavior is personal action that reflect what is in his/her mind through his/her knowledge, understanding and awareness. It can be either right or wrong.

2.1.2 Theories relevant to human behavior

Benjamin S. Bloom Theory or The three domain of the Taxonomy (as cited in Siriporn Sripalakit 1997:13-14) notes that behavior is human activity, contain 3 domains as follows:

2.1.2.1 Cognitive Domain : Objectives which emphasize remembering or reproducing something which has presumably been learned, as well as objectives which involve the solving of some intellectual task for which the individual has to determine the essential problem and then reorder given material or combine it with ideas, methods, or procedures previously learned. Cognitive Domain consisting of knowledge, comprehension, application, analysis, synthesis and evaluation.

2.1.2.2 Affective Domain : It includes objectives which change in interest, attitudes, and values, and the development of appreciation and adequate adjustment

2.1.2.3 Psychomotor Domain : Objectives which emphasize some muscular or motor skill, some manipulation of material and objects, or some act which requires a neuromuscular co-ordination.

Lewin's field Theory (1951) assumes that behavior of human occurs from the relationship between the influence in person and outside, which each person can touch it. A person who has many different behaviors is not depended on the demand of oneself or on the outside stimulus but person always depends on many influences both inside and outside which relate to the experience of each person.

Lewin proposed the formula $[B = f(P, E)]$ (B= behavior, P= population, E= environment, f= the result from relation of two components) to express behavior as a function of personality and environmental (extra individual) factors. Behavior depends on relationship among human factors and environment. These environments include also social environment and culture.

2.1.3 The types of behavior

Tui Chumsai, Abbr. (as cited in Siriporn Sripalakij 1997:11) divided behavior into 2 types as follows:

1. Unlearned Behavior means behavior that body can act without previous learning.
2. Learned Behavior means behavior that body acts after learning or imitates from other people in the social. We call this behavior "Social Behavior".

According **Pricha Vihokto** (2000:5), human behavior was divided into 2 types. It's classified as covert behavior (thinking, feeling) and overt behavior (talking, crying, walking etc.).

1. To use notice technique. There are 2 types of behavior:
 - Behavior that other people can notice or overt behavior such as walking, running, reading.

- Covert Behavior such as interesting, thinking, memorizing, decision making, that are in one's mind. Only the person who does that behavior knows. Other people will know when that person tell or react.

2. To use awareness technique. There are 2 types of behavior:

- Behavior that perform with awareness or intention such as smiling, talking. Freud called this behavior "Conscious Behavior".

- Unconscious Behavior such as dreaming or people who always say "you know, you know" without conscious. Psychologist called this behavior "Unconscious Behavior".

3. To use social acceptance. There are 2 types of behavior:

- Desirable Behavior such as behavior that social accepts as good, correct and appropriate. For example, to be responsible, to follow the traditions.

- Undesirable Behavior such as behavior that social accused as bad, wrong or false or inappropriate. For example, to kill people, to against the laws.

2.1.4 The components of behavior

Cronbach, L. Joseph (1972:14) explains that behavior contains 7 domains as follows:

1. Goal is a desire to do something. Human have much more different demands in the same time, so human always choose the immediate demand first.

2. Readiness means level of qualification or the capability to do some activities.

3. Situation is the evidence, which gives a chance to choose activities to do for response oneself.

4. Interpretation before doing some activities, human has to consider first and then human choose the method that they like the most.

5. Response is doing some activities for response by the chosen method in the sequence of translation the meaning.

6. Consequence means the results according to both confirm and contradict.

7. Reaction to Thwarting means if human can not get the demand, it can say that human will get the disappointment. In this case, human may turn back to translate the meaning off the status again or choose the new method for response.

Pat Soujumnong (1979:80-82) explains components that influence human behavior as follows:

1. Social Group such as neighbor group, school mate group, institute mate group.

2. Identification Figure such as father and mother, sister, teacher, famous people in social.

3. Status: may be a status that social determine such as gender, age, religion or statuses that person achieves by him/herself such as rank, position, etc. When people have different status, their behavior will be different also.

4. Development of Technology: nowadays people like to use all labor saving devices that make people's behavior change.

5. Laws: Some behavior of human is control by laws such as to smoke a

cigarette on a public transportation in Bangkok is illegal. So the behavior is decreased by laws.

6. Religion : Each religion has different taboo. So in the same situation, people who have different religion might behave differently.

7. All tradition, culture and beliefs influence human behavior.

8. Environment: People who live in different environment have different behavior such as people who live in town and people who live in rural.

9. Attitude influence human behavior such as student who has bad attitude toward teacher might behave strangely by not pay attention in class, always absent from school without reason.

10. Learning : psychologist believes that most of human's behaviors are from learning. It is a continuous procedures from kids to adults such as kid imitates adult.

2.1.5 The relation between human and environment

Vit Visvet (as cited in Tummanoonrat Thavikul, 1987:17) has discriminated the relation between human and environment into 2 forms namely:

1. The relation of human and environment is in the form of a master and a servant. In this form, the environment is lower than human and being for human. Human has a right to adapt, force, and take benefits from the nature completely and will do so as much as possible.

2. The relation of human and environment is in the form of friendship. It's mean that the environment rank as a human. Human should live with the environment harmoniously and should consume the beauty, the great, and the secret of the nature more than change and force. However, human living is rely on the nature, human should use it at the least.

Moreover, Vit Vesvit has stated to human behavior to the environment that has 3 kinds as follows:

1. Action behavior such as improvement, change, creation, controls, and economy is counted as the behaviors that control, conserve, and degrade the environment.

2. Emotion behavior such as maintenance, attention, realization in the elegance of arts and nature, and collection is counted as the behaviors that show the relation between human and environment.

3. Believe behavior such as praying to the holy things and believing in fate and luck is counted as the relation between human and superior natural phenomenon to the environment.

Therefore, wrong behavior of human should be improve so a to harmonize to the nature as much as possible. There are matters for consideration as follows (Educational Technique Department as cited in Lalita Pochapan 1996:15):

1. Everyone gains something from the society, and must pay something back too. Thing that gain from the society are such as education, public services, etc. Things that need to pay back to the society are such as responsibility, laws respect, environment conservation, etc.

2. Everyone should preserve and promote the nature for oneself and living things.
3. Carelessly Taking benefits from the nature causes the damage to all livings.
4. If we want to live happily, we need to improve and change our thought and feelings for living with the nature harmoniously.
5. Worldwide resources belong to all livings, not only for human being.
6. The way of human life must realize to the environmental effect from using resources and others activities.
7. Whatever activities we act, we should think of the relation of environmental element that concerns systematically such as forest destruction causes the barrenness and flood disaster which will affect to the living of all.
8. Only economic living will make human compatible with the environment happily such as riding bicycle will save fuel, not cause air pollution, be healthy, and reduce the accident.
9. Whatever action that affects to the environment, we should think of the long term effect that will affect the next generation such as forest destruction and fuel and mineral resource using which will bring about the lack of resources in the future.
10. For all environmental problems come from human, human must do the solution and prevention. That's mean one must realize, practice personally, and pool efforts in solving social problems.

2.1.6 Measurement of behavior

Human behaviors consist of internal and external. To study human behavior can be in many methods. If it is an overt behavior must use direct and indirect notice. It is a covert behavior must use in direct way by interviewing, testing, testing in a laboratory or community. So tools to be used in measuring behavior might be questionnaire, observation form used with interview. Or use other tools such as blood pressure equipment, heart rhythm equipment, etc.

There are 2 approaches for behavior study:

2.1.6.1 Direct Way of Studying Behavior

- Direct Observation such as a teacher observes students' behavior in class by telling the students. Some students might not show his/her real behavior.

- Naturalistic Observation: The person who is observed is not interfered by the observer. The observer doesn't show that he/she is observing. We can see many real behavior by using this kind of observation. The observer can explain the result with other situation that is similar. It must be done continuously and in many times because some behavior needs 10 or 50 for observation.

However, the observer must be very detail. He/she must use systematic observation and must record the behavior observed. Besides, the observer must have no bias so the result will be accurate and trustable.

2.6.1.2 Indirect Way of Studying Behavior

- Interviewing : To ask for an information from people or group of people. It can be done by face by face interviewing or having a middle man to interview for such as use an interpreter to interview local people. There are 2 ways of interviewing, direct interview and indirect interview. Direct interview can be done by the interviewer asks the interviewee by topic and by objective. Indirect or informal interview is to talk in general and include the topic the interviewer wants to know when having a chance. The interviewee will not know the that the interviewer wants to know the behavior. The interviewer gets a lot of information but there is a limitation if the interviewee doesn't want to share the information.

- Questionnaire : It is an appropriate way to study a big group behavior and also the people who are literate. Or to ask for information from the people who are far away and separately. Besides, we are able to ask the past behavior or the norm of behavior in the future. One good point is the interviewee is able to share secret behavior when he/she is sure that it will be secret. Questionnaire can be used at anytime.

- Experiment : The people who are observed are in a control condition set by the observer. In fact, the controlling is done in a laboratory. In the community to study the community's behavior by controlling all variables is less possible. To experiment in a laboratory will give a limit information which sometime can not be used in a real situation. This way benefits in studying medical behavior.

- Recording : Individual records own behavior in the form of diary. Or study type of behavior such as eating behavior, working behavior, health behavior, environmental behavior.

For studying tourists' behavior in order to promote conservative tourism in Ko Kret Community, Nonthaburi province, the researcher uses indirect observation by using questionnaire altogether with interviewing as a tool of research.

2.2 Concepts and theories relevant to tourism

2.2.1 Difinitions of tourism

The Dictionary of Tourism (1986: 101) Tourism is variously. Umbrella term for the variety of products and services offered and desired by people while away from home. Included are restaurants, accommodations, activities, natural and man-made attraction, travel agencies, government bureaus, transportation. Includes an awareness the this myriad of products and services are interrelation and interdependent.

McIntosh and Goeldner (1984:54) have classified the tourism into 4 differences which can be distinguish and must know before describe the meaning of Tourism and Tourist namely:

1. Tourist
2. Business and Service
3. Government or Community

4. Owner and owner attractions

Therefore, tourism is the total of all events and the relations that come from tourist and business and services. The host government and citizen in tourist attractions will concern to the activities, attraction process, and warm welcome to the visitors.

In **Websters Dictionary**(1995:1248) defines tourism is 1. The practice of traveling for recreation 2. The guidance or management of tourist 3. A: The promotion or encouragement of touring B: the accommodation of tourists.

In summary, tourism means traveling from the residence or domicile to another places willingly for leisure or pleasure of touristic activities. There are many forms of tourism such as seeing the beautiful places, shopping or changing from the environment or atmosphere, but this not for career or earning incomes.

2.2.2 Tourism Determinants

Tourism consists of many kinds of organizations and business that serve the tourist. Liper N. (1979:404) described that tourism is not an industry, but the system. It begins from the tourist's need in traveling with different reason and activation such as relaxation, avoiding from daily life, learning, and other reason. Tourist starts to search an information about the tourist attraction from the tourist agency and other concerning public relation. After that tourist will travel to the target by transportation and he will learn and experience from participating in activities. Hence, organization will be generally responsible in customer's satisfaction and experience.

Nopparat Suralueak (1987:13) stated that the important components of tourism is tourism resources which can divided into 3 groups as follows:

Group I: Natural tourism resource means physical condition of natural that is beautiful and interesting for tourism such as the mountain, the forest, the waterfall, the beach, the island, etc.

Group II: Historical and religious tourism resource means created things made for human being's benefit both the heritage and the new which are impressing to travel such as the palace, religious places, antiques and ancient remains.

Group III: Cultural, tradition, and activities tourism resource means the way of people's life including the old tradition and the activities that attract tourist's attention such as the riverside life, the floating market, the floating house, the hill tribe village, and other festival.

Science and Technology Research Institution of Thailand (1997:2-7) stated to the components of tourism that tourism is a social and economic process with 3 main components which are tourism resource, tourism service, and tourism market or tourist. Each component has its sub-components that related and is reasonably. The difference of tourism style is depend upon the difference of sub-component and its relation.

Tourist is considered one part of the tourism market that is the important factor for tourism development. Tourist will express his tourism demand. It is the desire to travel from one place to the other others for participation of the leisure and other activities.

2.2.3 Difinitions of tourist

The Dictionary of Tourism (1986:103) defines Tourist is 1. someone who has traveled at least 100 miles from home. 2. Who stays overnight away from home. 3. Who is traveling away from home primarily for pleasure visitor staying at least 24 hours in a country visited for the purpose of leisure or business.

Nikom Jarumane (1992:85) defined that tourist is visitor who stays at the visited country more than 2 hours with the aim of seminar, family, friend, health, vocation, assignment, sports, relative visit, religious affairs, education and entertainment.

Science Research Institution and Technology of Thailand (1972-9) defined the meaning of tourist who travel to another place with different objectives, but not for permanent job, education. Moreover, he is not local person who is domiciled or having the permanent job or studying in that area. This traveler need to have at least one day for staying overnight. The objective of traveling may be for using leisure (recreation weekend, heath treatment, studying-learning, religion and sports), business, visit relatives, performing duty and attending the meeting.

Tui Chumsai, Abbr. (1984:49) defined that tourist means to temporary visitor who stays at the visited country at least 24 hours, and the tourist's motivation is for entertainment, relaxation, health, education, religion, sports, business management, family, duty, and meetings.

Therefore, researcher concludes that tourist is one who visits where is not the residence for entertainment, relaxation, health, education, religion, sports, not for earning a living or looking for a job.

2.2.4 Tourism Motivation

McIntosh and Goeldner (as cited in Noavarat Plainoi and group, 1995:9) stated that Tourism motivation means to the motivation that activates the tourist to travel to response the need. Normally, the reason of tourism depends on 4 important motivations as follows:

1. Physical Motivation such as the motivation concerned relaxation, playing sports, entertainment, and health.
2. Cultural Motivation, i.e. wanting to know people such as music, dramatics, religion, etc.
3. Interpersonal Motivation such as the desire of meeting new people.
4. Status and Prestige Motivation, i.e. wanting to self-develop and self-important such as business affairs, meeting, education, etc.

Lloyd Hudman (as cited in Wittaya Kiatiwat, 2000:18) said that push and pull factors that cause the tourism motivation are as follows:

1. Push Factor such as health, curiosity, tourism satisfaction, impression, religion, business and academic affairs, relatives, friends, and esteems.
2. Pull Factor, i.e. cultural custom and tradition such as traditional festival, manufacture, language. Physical state is about climate and scenery, and biological state is about wildlife and entertainment.

2.2.5 Tourism attractions

with 3 main of the attractions :

2.2.5.1 Natural Attractions or natural places consist of climate, scenery, and wildlife. Natural attraction is the most successful in attracting the tourist. These tourism attractions must be well preserved, for unaware tourists may destroy these graceful places.

2.2.5.2 Manufactured Attractions is opposite to Natural Attractions. All big city can attract tourists to visit the structure, historical architecture, religion area, governmental place, palace, and old buildings.

2.2.5.3 Cultural Attractions are to say that there are some tourists interesting in the prosperity of ancient civilization, the way of life, including ceremony, celebration, performance, music, folk song, Thai classical dance, amusement, and also manufacture.

2.2.6 The relationship between social tourism and environment

After the concept of sustainable tourism development has created, the interesting to the environmental affect of human activities is increased. Thus, there is the consideration concerned to the environmental affect of tourism. Even though tourism will afford the advantages to both economic and society, tourism activities may cause the danger to the environment.

The environmental affect of tourism will be extremely or not depending on the volume of activities, concerning to the environment of tourism area, and the nature of activities. However, we cannot avoid the environmental affect of tourism, we can decrease the severe affect by applying the sustainable tourism development concept which means to the environmental responsibility of tourism.

Wherever has the tourism, its influence will be both good and bad to the tourism resources of the society that can be divided into 3 principal groups namely (Ratthawut Chiemsripong, 1999:17-18):

1. Tourism without planning and well-controlling will degrade the local environment such as scenery, architectural style, and culture. Tourism is the cause of dirty and strange, including the new culture. Although the environmental disadvantages are aware and well understanding in the tourism development, it is able to protect those disadvantages from seriously resulting to the environment.

2. Tourism with planning and well-controlling will save the environment by supporting the good tourism behavior to the people, activate the interesting and realization of the local and the concerned authorities in the good value of local environment until there is some measure to manage, protect, and increase the environment worth by using the income from tourism. The environmental prevention and improvement will bring more tourism income to the society.

2.3 Concepts and theories relevant to conservation tourism

2.3.1 Definitions of conservation tourism

When the idea of environmental conservation is the main topic of the world, there is a plan of development and conservation tourism. The Tourism Authority of Thailand set up a work group in order to study "Ecotourism". The Tourism Authority of Thailand had an agreement to use the word "Ecological Tourism" for the definition of Ecotourism. To have Thais understand the style of conservation tourism, The Tourism Authority of Thailand used environmental traveling style to make Thais understand conservation tourism.

The Commonwealth Department of Tourism of Australia (as cited in Wichnupan Wanichchapiwong, 2000:24) defines conservation tourism as a traveling to nature to study and understand nature and environment. There is a management for sustainable ecology system. The word nature and environment cover local tradition. For the word to sustain ecology system means to distribute all benefits back to the local community and also to conserve natural resources.

Dutchanee Empun and Surachet Chettamas (1996:3) give the meaning of conservation tourism as follows:

1. Conservation tourism about natural land and might included historical places and cultural resources shown in that land. Determine to give value to nature and the unique of the tourism resource in order to attract the tourists. Not focus on modernizing or utilizing the place.
2. Conservation tourism is tourism that every part has responsibilities to conserve environment, ecology system and local culture. It is a sustainable tourism not to destroy or ruin the environment or nature.
3. Conservation Tourism emphasis on having tourists learn or experience with natural environment directly. Also to give a chance for tourists to study natural environment. Besides the satisfaction that they will get, it also promote a moral of positive environment.
4. Conservation tourism must be a travel that pays back benefits to the nature and the conservation of nature. At the same time it will both direct and indirect benefit the local community.

The Ecotourism Society (1991:1) means to visit natural resources by aiming at carefully studying culture and history of nature, to be careful not to make changes or destroy the value of ecology system. At the same time, creates an economy opportunities that benefits the local people from conserving natural resources. At the

same time creates an economy chance that effects the conservation of natural resources to be beneficial to the local people.

Elizabeth Boo (1991 as cited in Yuwadee Nirattrakul, 1995:3) gave definition of conservation tourism as it is a traveling to natural resources that benefits to conservation by creating income from maintaining the area, create more jobs to communities or local area and create awareness of environment.

Hector Ceballos – Lascurain (as cited in Yuwadee Nirattrakul, 1995:50-57) is the first person who determined the meaning of conservation tourism. It is a traveling style that related to an admiration of natural resources as an aim. To study, learn and enjoy the natural scene, wild plants, wild life and the characteristic of culture in those natural resources.

Sheldon, Ian (1999:8) definition Ecotourism is tourism that involves traveling to natural areas with the specific objective of studying, admiring and enjoying the scenery and its wild plants and animals (as well as any existing past and present cultural manifestations found in these areas) while conserving the natural condition of the environment and improving the welfare of local people.

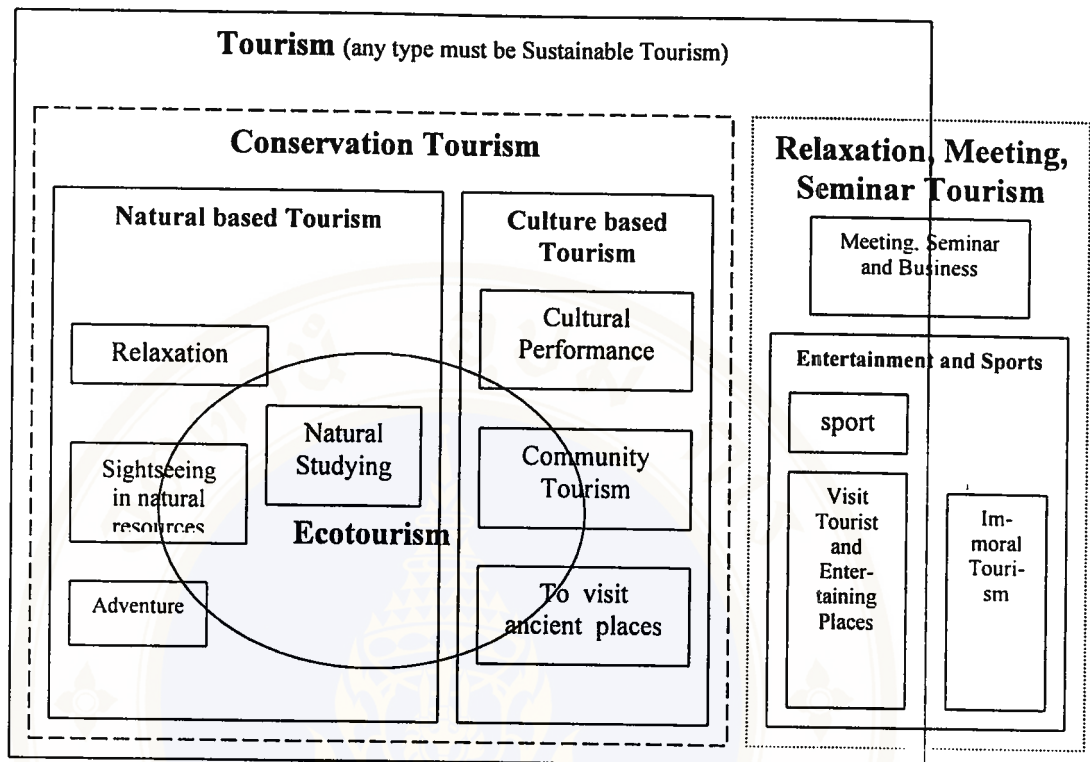
The Tourism Authority of Thailand (1995-1996:11) defines ecotourism as a visit to any particular tourism area with the purpose to study, enjoy, and appreciate the scenery – natural and social – as well as the life style of the local people, based on the knowledge about responsibility for the ecological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

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

From a study of a work group of Thailand Tourism Authority, explains the meaning of conservation tourism is to set a travel style that maintain quality both in Natural Based Tourism and Cultural Based Tourism to be a Sustainable Tourism.

So the researcher see that conservation tourism means to travel in natural based tourism and cultural based tourism by causing least effect to environment or is able to prevent or solve when there is damages. At the same time pay back benefits to local community both directly and indirectly.

The format of conservation tourism is different from other kind of tourism. It is a travel that focus on admiration of art, cultural resources. It is a travel that serves both cultural and natural admiration. It gives importance to natural resources, environment and community economy as shown in the first chart.



Source: Thailand Institute of Scientific and Technological Research, 1997

Chart 1 Global Picture of Sustainable Tourism Industry

Thus, conservation tourism focuses on the importance of economy altogether with environmental conservation. It determines to control the quality of tourism resources, give knowledge about tourism resources to tourist, and provide services to tourists. It is a good way to create a balance between developing and conservation tourism ideas.

2.3.2 The Importance of Conservation Tourism

Conservation Tourism is a new option for tourism industry. It should be promoted to be developed Thailand tourism in this decade. Many countries are applying the idea of sustainable development and environmental protection in new era of tourism industry. They focus on promoting tourism without destroying environment and complicated culture.

Karuna Daechattiwong Na Ayudhaya (1986:15) gave the important characteristic of conservation tourism as follows:

1. It is a tourism that has main focus on natural environment or pure and original culture, remote from modernization in big city.
2. It is a tourism that responsible for social, environment, natural and wild creature.
3. It is a tourism that controls the amount of tourist to be balance with the capacity in welcoming the tourists of each place.
4. It is a tourism that determine the local people to participate in

activities that benefit them the highest.

2.3.3 Main policies concerning ecotourism

The Tourism Authority of Thailand that have been officially announced, cover the subjects and important issues concerning the overall image of tourism, the details to which are as follow:

1. Promotion of visits by foreign tourists to Thailand to acquire foreign currency to generate the overall economy of the country.
2. Expansion of the tourism sites to local areas to create income distribution to the people of all regions.
3. Conservation and renovation of cultural heritage, natural resources, and the environment so as to maintain the Thai identity.
4. Development of facilities and services on tourism in order to keep high standards to create a favourable impression on tourists.
5. Provision of safety measures, in life and property, to both Thai and foreign tourists to ensure that they can safely reach the destination of their tours in Thailand.
6. Promotion of domestic tourism, as part of the social benefits among the Thais, particularly the low income earners and the youth.
7. Strengthening the tourism by encouraging more Thais to enter this field.
8. Supporting public participation in activities related to the development of tourism.

After considering eight policies, it found out the following: there are three policies related to conservation tourism, which is the second and the third policy. For the eighth policy, it is the responses to the approach of sustainable tourism in Thailand.

Besides, **the Tourism Authority of Thailand** (1997:12-13) has also addressed about the main purpose of sustainable tourism that can be considered from the four factors as follows:

1. Must pursue within the limit of natural capacity, community and tradition and ways of life for tourism process
2. Must realize the participation of people, community, culture and tradition for tourism process
3. Must accept that people from all parts will receive equal economic benefit from tourism
4. Must provide suggestions according to the need of people, culture in that tourism

Conservation tourism is considered an approach or a way trying to move forward to sustainable development. Therefore, there are three factors of conservation tourism we should consider: to develop positive awareness about conservation and environment, tourists' satisfaction and participation of community and income decentralization.

Yuwadee Nilratrakul (1995:11) said that the objective of conversation tourism could be specified into four areas as follows:

The first area : To develop positive awareness and tourists' understand about the useful practice for environment and economic.

The second area : To increase quality or high value of environment to the tourists or people who visit tourism resources.

The third third area : To increase the quality of life the community where tourism resources are located.

The forth area : To take care and maintain the quality of tourism resources.

2.3.4 Characteristics of Conservation Tourist

10 Tips for Ecotourism was modified from 1996 Southern Delaware Visitor Guide 'The Ten Commandments of Ecotourist'

1. Leave only footprints, take only photographs and memories
2. Take the time to learn the customs, manners and culture of the area. Learn more about the environment of the area and its relationship with the culture and economy. Support and utilize environmentally friendly business.
3. Carry in carry out. Never litter. Always carry a bag for trash and help keep the place you visit cleaner than when you found it. This is a great way to say 'Thank you for visit'
4. Learn about the local conservation originations and support their efforts. Take the time to volunteer during you stay. You may learn more in one day of volunteering than during your whole stay. Ask to see their 'Wish list'. You may have something at home or at work that they could use that you don't need.
5. Respect the frailty of the environment. Realize that others will follow and that it takes all of us to preserve wildlife and habitats for future generations.
6. Always remain on designated trails. Do not disturb animal, plants and habitats. Always keep your distance from animals, they need their privacy and will leave areas if they are disturbed to much. Never try to touch wild animals.
7. Ask travel agents, tour operators, resorts and attractions to adopt and put into practice American Society of Travel Agent's Environmental Guidelines or other conseration codes, including recommendations for special regions like polar, desert and mountain regions.
8. Respect and support local culture (religions, traditions, crafts, services and cuisine). Become part of the culture you are visiting instead of imposing your culture. Besides endangered species, loss of habitats and decrease biodiversity, the worlds diversity of human culture are also in peril. Respect the privacy and dignity of residents, especially when taking photographs.
9. Do not buy products made from endangered and threatened species, such as ivory, whale bone, turtle shell, animal skins, feather and food. Read 'Know Before You Go' from the U.S. Customs, a list of products that cannot be imported.
10. Remember we only have one planet and we must care how we treat it. For what is good for the planet is good for the human race. If we mistreat the planet we only mistreat ourself.

2.3.5 The Rule of tourists for conservation tourism

Tourists is able to promote tourism as **Boonlert Jittungwattana** (1989:39) gives and idea about the tourist role as follows:

1. Tourists should select a service of travel agency that shows its coordination with promotion in conservation tourism
2. Tourists should have awareness about environment when traveling. Should not destroy tourism resources either by intention or by chance. Should be careful not to do anything that cause negative effect to local culture and environment.
3. Tourists should follow strictly the rules, regulations and guidance of the tourism resources. Tourist should study the information of the tourism resources in advance in order to conserve the tourism resource to be sustain as long as possible.
4. Tourists should not buy products or services that destroy the ecology and culture of the local community.
5. Tourists should coordinate with the government and travel agencies in projects or activities that promote conservation tourism of the community.

So, tourists have different roles in promoting conservation tourism that will have a positive effect to the tourism in the community or tourism resources.

2.3.6 Activities of tourism

In the tourism process, tourists' activities in each resource are important factors that will make the tourists' satisfaction, pleasant and enjoyment from tours or leisure beyond working time. Therefore, conservation tourism then is suitable because it emphasizes on studying about conservation system and local culture along with having pleasant. Especially, these activities will make the minimum affect.

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

2.3.6.1 Ecology Activities in Natural Resources : Hiking, trekking, walking, nature educating, animal/bird watching, cave/waterfall exploring, canoeing, kayak, sailing, wind surfing, snorkeling, scuba driving, tent camping, rafting, horse/elephant riding photographing, ske interpreting, terrain/mountain biking, rock/mountain climbing, fishing.

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

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

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

2.3.7 Environmental impact from tourism

Science Research Institution and Technology of Thailand (1997:3-58-59) has categorized the affects from conservation tourism s follows:

1. Problem Resource is people or activity that can create damage or declination toward anything or anyone who involves himself at the particular time and place. The two groups of affect makers are:

-Tourists and tourism activities: Tourists from all countries, genders and ages are interested in studying knowledge in the tourism resources they visit. There is a variety of activities such as natural study, for forest hiking, photo taking, recording, boat tour, sight seeing, biking, antique objects and ancient remain tour, worship, praying according to their believes, learning about the community life, buying souvenirs and the like.

-Tourism services: They are food shops (These are in the form of local food shops with informal services) and accommodation.

2. Affected areas:The affected areas, especially the negative affect, both directly and indirectly from the tourists' practices are tourism places and routes and communities.

Although, the concept of conservation tourism tended toward nature and environment conservation and all the activities, but they should have minimum pollution or they should be at the level that we could solve the problem. If the tourists were lack of the awareness and responsibility to the tourism resources, this might have behavior that may affect the environment and could be categorized according to conservation tourism as in Table 1

Table #1: Conservation Tourism Activities and the possible effects to environment

Tourism Activities	Possible Effects
Tourism Activities in Natural Resources	
1. Trekking	Garbage, loud noise, step on plants,
2. Natural Studying	Garbage, loud noise, write on sign,
3. Animal/Bird Watching	Disturb animal laying egg and
4. Cave/waterfall	Garbage, write on cave wall
5. Canoeing	Safety, garbage, crowd, disturb
6. Diving	Coral Reef are destroy. oil
7. Camping	Garbage, loud noise
8. Rafting	Tree, garbage, safety
9. Riding Elephant/Horse	Step on trees
10. Photography, picture/sound recording	Garbage
11. Sky Interpreter/Astronomy	Garbage
12. Bicycling	Garbage, loud noise, safety
13. Mountain Climbing	Safety, cut wood
14. Fishing	Garbage disturb ecology, oil, safety
History and Cultural Tourism	
15. Admire the beauty, the ancient and	Garbage, crowd
16. Study the resources background	Garbage, loud noise
17. Admire art and culture	Write, touce, loud noise, crowd.
18. Participate in activities and learn	Culture changing, incomplete
19. Study and purchase souvenir	Garbage, loud noise, crowd
Other Activities	
20. Scenic Spot	Garbage, loud noise
21. Picnic	Garbage, loud noise
22. Swimming/sun bathing	Garbage
23. Pray by own belief	Garbage, loud noise
24. Photography	Garbage, loud noise
25. Watch/Play Sports	Sports in natural resources destroy
26. Meeting/Seminar	Loud noise
27. Entertainment	Loud noise, drugs.. immoral

Source: Applied from Thailand Institution of Scientific and Technological Research, 1996.

2.4 General Information about Tourism in Ko Kret

In the past, Ko Kret was a land that stretch from Pak Kret Sub-district of Nonthaburi Province. The Chao Phraya River flowed to curve of cape then it was named "**Ban Lam**" (Cape Village). King Thay-Sa of the Ayutthaya Period dig canal for shortcut afterwards then it was named "**Klong Lud Kred**" (Lud Kred canal). The people used it for agriculture and consumption. But the current changed flowing direction, canal enlarged then Lud Kred canal had changed to "Lud Kred River ". Ban Lam had changed to island (surrounded by water). Then it was named "**Ko Salakool**" followed temple's name on island. When Pak Kret District was organized, Ko Salakool had changed to Ko Kret Sub-district.

The people have lived in this island since the last Ayutthaya Period. The Mon is the old nationality that prospects over 3,000 years. It has language, literature and various cultures that still preserved and inherited it to the present.

The first, they migrated to Pak Kret District from 1767 to 1782 of King Taksin, the first King of he ChaKri dynasty, Rama I. They scattered in Muang District in Nonthaburi Province to Samkok Distirct in Pathum Thani Province. The second , they migrated in 1815 of Rama II again and settled at Sao Thong Tong temple to Chim Plee temple.

The communication and accessibility on this island is accessed by travel to Pak Kret Port by bus ; No. 32, 51, 52, 150, 104, 356, 367 and Airbus ; No.5, 6 and 32 or by Chao Phraya Express Boat that destination is Pak Kret Port too. Next, transfer to ferry boat at Sanam Nua temple or Kang Kret temple Port or long-tail boat at Pak Kret Port.

You are travel by foot inside this island. The walk ways/paths are about 1.5-3 meters in wide, built about in 1977 that paralleled with the Chao Phrya River and very close the riverside in Moo.1,5,6 and 7 then the motor car cannot drive except bicycle and motorcycle. Most local people will go to the places on this island by foot.

Tourist Attractions

1. Poramai Yikawat Temple

It is one of ancient temple of Mon people,over 200 years old. Sacred objects that were built in the Ayutthaya period such as sleeping Buddha, pulpit, movable pavilion with pointed roof and Raman Pagoda that Mon people copied from Shawedagong Pagoda in Burma. Raman Pagoda is located at riverside, the North of Temple.

Sacred objects that were built in the reigns of King Rama V such as Buddhist Sabbath (Ubosot) that has mural painting, principal Buddha image sitting cross-legged with it right hand on the lap. Great Raman Pagoda is at the back of Ubosot, copied from Mutal Pagoda in Burma in order to contain relics of Buddha.

2. Pailoam Temple

The beautiful Ubosot was built in the Ayutthaya period that has flower carven pattern of garble, sustained stand and the head of a pillar lotus that were repaired and renovated in part. The Mon Style Pagoda is at the back of Ubosot. The 2 medium Mon style pagodas are in front of Ubosot. Its have strange shape, square base and 12 angles.

3. Sao Thong Tong Temple

The old name's temple is "Suan Mak". The biggest pagoda of Pak Kret Didtrict is at the back of Ubosot that has 12 angles. The 2 great pagodas are side of Ubosot: round bell shape and strange shape. Ubosot was repaired until it was not original, especially arched door and window. The ceiling design inside of the Ubosot is made of the gold with conical designs the edge that it is very beautiful. The chapel and monk's cells are made of wood that scrollwork in Mon Temple Style. Moreover, there are beautiful mural paintings, windows and door of temple that lacquer with China doorkeeper. The first secondary school of Pak Kret District ever been located this temple in 1904. The first school building was built in 1908 that it is public library now.

4. Chim Plee Temple

It was built in the Ayutthaya period and renovated in the reigns of King Rama III. The old name's temple is "Pa Fay". The historic sots inside of this temple have an influence from China. There are beautiful small Ubosot that base band like junk, flower carven pattern of garble, arched window. This Ubosot is still orginal condition. There is a big pagoda in the North of Ubosot that has strage shape and 12 angles. It is surround by 4 small pagodas and decorated with color glass. Al pagoda are on square base. There 2 big China dolls (doorkeeper), big stone pillar and ancient tree in this temple.

5. Palelai Temple

Now, it is deserted monastery and combined with Chimplee Temple. There are one Ubosot and two pagoda. The ceilling and door design of Ubosot were made of the gold that disappears now.

6. Salakool Temple

It was an old temple. But all buildings are modern now. There is a big pearl altar-table, glassware and pearl coffin in this temple.

7. Pottery Village

It is located on the left and right side of Poramai Yikawat Temple at Moo.1 and 7. It is biggest and oldest pottery production source of Nonthaburi Province.

7.1 Ko Kret Cultural Center : It is call “Kwan Aman Pottery Center” that located the left side of Poramai Yikawat Temple , about 100 meters from this temple. It is a place that showing ancient Mon style pottery and molding method. Moreover, tourists can purchase artistic pottery.

7.2 Pod Moon House: Some ancient Mon style pottery is collected here. The tourists can purchase artistic pottery, visit pottery production procedure and ancient kiln that not use.

7.3 Mortar House : The tourists can purchase cheap mortar and visit mortar production procedure. Moreover, there is artistic pottery too.

7.4 Flowerpot House : It is big flowerpot house that produces only flowerpot. The tourists can visit flowerpot production procedure.

7.5 Pot House : It produces various pottery, normal and artistic pattern. The tourists can purchase anything and visit production procedure.

8. Orchard

Most area of Ko Kret is orchard because original occupation of local people is agriculture. In the past, there are many durian fields on this island. But there are few now because flooding in 1995. Then they grow other plants such as bananas, mangoes and coconuts. So this island is covered with green vegetation, suit for tour and entertainment.

Culture and Tradition

Songkran Tradition

The Songkran Festival of Ko Kret begins on April 13 and ends on the early May. The first tree days are devoted to religious rites and a merit-making ceremony called “Hoong Khao Chae”. The rite is considered the highest form of worship. Each household selects the best rice for “khao chae” which is given as alms to monks. The rice is brushed and rinsed seven times before being drained.

End of the Buddha Lent Tradition of Mon People

Mon people are strict Buddhists and believe in a religion very much. Then they arrange great end of the Buddha Lent, annual festival. They will stir Krayasart , brew flour of khanomgene (Thai vermicelli eaten with peppery curry) , decorate and clean house and temple. The Pagoda is wrapped with a piece of red cloth.

The end of Buddha Lent Tradition stars on the 15 day of the waxing moon of the 11 lunar month (November) and ends on the first day of the waxing moon of the 11 lunar month. They will give alms, cover with gold leaf and prostrate oneself before the Buddha by rotation 1 temple per day. After they gave alms in the morning, they

will arrange food tray to the temple to give to the monks. After the monks ate food, they will go to Ubosot. The local people will give joss stick to them.

Chao-Khao Song

Chao-Khao is native song of Mon people in order to invite people give alms together, particularly in perform the ceremony of presenting yellow robes to the Buddhist monks at the end of the Buddhist Lent. They will invite by boat and singing.

Mon Dance

It is an ancient dramatic art of Mon people in joyous occasion, celebration ceremony as well as funeral arrangement of monk. They will prevail dancing in front of corpse because boundless beneficence. In funeral arrangement, the head of a family will dance too.

Suggested Itineraries on Ko Kret:

1. Take a ferry from Wat Sanam Nua Pier to Wat Poramai Yikawat, pay respect to the Buddha image that symbolises Nonthaburi and visit the Rama V Museum;
2. Walking tour from Wat Poramai Yikawat to Moo 6 and Moo 7 to purchase pottery or visit earthen pottery manufacturers and visit the earthen pottery museum;
3. Rent a boat from Wat Sao Thong Thong to the south of Ko Kret around Wat Yai Sawang Arom, Tambon Om Kret. One goodwill activity is feeding fish in front of the temple where fishing is prohibited. Donations are given to the temple. Afterwards, you can enjoy sweet coconut juice.
4. Rent a boat to the south of Ko Kret, turn right to Bang Bua Thong canal or Khlong Khanom Wan. Visit traditional Thai dessert villages along the canals. Lovely desserts can be sweet souvenirs.
5. Travel upwards to the canal's mouth to see the first fire-resistant brick factory in Thailand, en route to Kret Trakan village to Wat Chim Phli Pier to see various agricultural produce. Continue walking to the local makers of earthenware in Mu 1 where there are pottery carving demonstrations. The unique style of pottery here make it great souvenirs. Round up the trip by taking a ferry to Wat Klang Kret on the return. Renting a boat is a fine way to experience the lovely island.

The price ranges from 350 baht to 3,000 baht depending on the distance and the boat size.

2.5 The relevant researches

Lalita Photchanapun (1996: abstract) study of "Ecotouristic behavior of the tourists at Khao Yai National Park" found that, the behavior on learning from environment and nature was significantly depended a characteristics of trip, types of

tourist group, major aim of trip and the existing of environmental tourist guides along the trips at the level of 0.05 . The behavior on keeping the place clean and in waste management during trip was significantly depended on sizes of tourist group at the level of 0.05

The behavior on natural conservation within the park was significantly depended on sizes of tourist group, characteristics of trip, major aim of trip and the existing at the level of 0.05 .

Piyaporn Rattanhchesada (1998:abstract) study "The comparative study of tourists' and excursionists' behaviors on ecotourism at Kaeng Krachan national park". The results showed that tourists' and excursionists' behaviors on ecotourism were significantly different at 0.05 level. The mean of tourists' behavior was higher than the mean of excursionists' behaviors. Tourists'and excursionists' behavior on ecotourism and related factors were significantly different according to information received from television radio and newspaper or magazine, participation in environmental activities, levels of the interest on environment and opinions on ecotourism at 0.05 level.

Saowaluck Nawajaroenkul (1998: abstract) study of "Ecotouristic behavior of the Thai tourists at Sai Yoke National Park, Kanchanaburi Province" found that, the level of correct ecotouristic behavior by the Thai tourists at Sai Yoke National Park was at intermediate level. The results of analysis indicate that age, level of education, value placed on environmental nature resources were significant factors which affected the ecotouristic behavior at the statistical level of 0.001. A average income per month, knowledge of ecotourism were significant factors which affected the ecotouristic behavior at the level of 0.01, and occupations, purpose of traveling, information received about ecotourism were significant factors which affected the touristic behavior at the level of 0.05.

Sureporn Padtrapornnan (1998:abstract) study of "Tourists' attitude towards ecotourism : a case study of the National Park in Kanchanaburi Province." The results reveal that majority of the sample group had moderate level of knowledge about ecotourism. Results of the independent test revealed that attitudes towards ecotourism of tourists who visit the National Park in Kanchanaburi Province were different based on marital status, education and knowledge of ecotourism but were not different based on domicile, sex, occupation, income, news and information receiving, number of trips per year, participation in environmental activities and type of trip at 0.05 level of significance.

Wittaya Kiatiwat (2000: abstract) study "The quality of Thai Ecotourists : a case study of Umphang District, Tak Province" found that, behavior of tourists, knowledge of ecotourism were at moderate level. The analysis of variance showed that, education, income, trip duration, trip cost, favour in travel activities, information received and participation in environmental activities are significantly ($p < 0.001$) related to quality of Thai ecotourists and experience are significantly ($p < 0.01$). However, sex, age, martial status, source of tourist, vehicle, types of tourist group, place of camping and experience in Umphang are not related.

The behavior on the promotion of cultural and local communities' folkway learning and also in income generating for local communities were significant on characteristics of trip and types of tourist group at the level of 0.05 .

2.6 Variables related to this study

Factors of behavior measurement of tourists determined from gathering documents

Gender

From a survey of **Thailand Institution of Scientific and Technological Research** in the year 1987, found that there is a significant difference between Thai conservation tourist and foreign conservation tourist. There are more women in Thai conservation tourist while there are more men than women in foreign conservation tourist.

Noavarat Plainoi (1985:24) studied Thai tourists' behavior and found that Thai men travel for relaxation, seminar, business higher than Thai women. Thai women travel to visit relatives and to join religion ceremony higher than men.

So, the researcher set a hypothesis that female and male have a difference conservation behavior.

Age

Nakom Theerasuwannajak (1988:152) studied "Local communities' opinions about their participation in ecotourism : a case study in Suanpueng district Ratchaburi province" found that, different ages of people have a statistic significant different ideas toward the participation of ecotourism at 0.05 level.

In the year 1987, **the Thailand Institution of Scientific and Technological Research** surveyed the situation of conservation tourism and found that the ages of Thai tourists are between 15 – 24 years old and 35 – 44 years old and it had similar ratio. Half of the foreign conservation tourists have 25 – 34 years old. The ratio of the elder foreign conservation tourists is higher than the ratio of Thai tourists. The ratio of teenagers in Thai conservation tourists is higher than the ratio of foreign conservation tourists.

Wannaporn Wanichanukorn (1987:14) said that the ages of the conservation tourists normally are higher than the mass tourism. Most of them have 45 – 64 years old. They have more than 1 period of vacation in one year. They are middle class up so they have good financial status and have real interest in conservation issue. They like to travel to the attractive natural tourism places in all underdeveloped countries.

So the researcher set a hypothesis of the research that the difference of the tourist's age cause the difference behavior to promote conservation tourism.

Occupations

Institution of Thailand Scientific Research and Technology (1987:4-47) reported that the Thai group of conservation tourists consisted of main 3 groups; government officers, students and university student and employee.

Rattawut Jiamsripong (1999:81) studied "Tourists satisfaction regarding the environmental management of Bangsaen beach Chonburi province" found that, the sampling groups of traders or personal business have more satisfaction in management of Bang Saen Beach than the sampling groups of agriculture and unemployed or government officers or company employee/labor. From a statistical test found that there is a statistic significant difference of the satisfaction of environmental management of Bang Saen Beach between different careers at 0.05 level.

Siriporn Sripalakij (1987:88) studied "Tourists' sanitary behaviors at Damnoen Saduak Floating Market, Damnoen Saduak District, Ratchaburi province" found that, the sampling group that is unemployed, has a correct way about cleanness more than other groups. The second groups are the group of company employee, trader, government officers, state enterpirze employee, personal business, student or university student and general labor respectively. From a statistical test found that, there is a statistic significant difference between different careers in cleanness behavior at 0.001 level.

So the researcher set a hypothesis of the research that the difference occupation have difference behavior to promote conservation tourism.

Highest Education Level

Rattawut Jiamsripong (1999:81) studied "Tourists satisfaction regarding the environmental management of Bangsaen beach Chonburi province" found that, the sampling group of university certificate or equivalent have more satisfaction toward environmental management of Bang Saen Beach than the sampling group of high school or equivalent, the group of secondary/primary level, the group that has no education, the group of bachelor or higher. From the statistical test found that different level of education has statistic significant different level of satisfaction toward environmental management of Bang Saen Beach at 0.001 level.

Thailand Institution of Scientific and Technological Research (1987:4-47) reported that most of the conservation tourists both Thai and foreigner are bachelor graduated. For the Thai tourists, most of them are under graduate and higher than bachelor degree.

Yaowaree Charoensawasde (2000:79) studied "The tourist satisfaction in Khao Yai National park for recreation purposes" found that, there are more bachelor graduated tourists willing to come back for camping in the national park than the tourists that are under graduated. It showed that different level of education is a variable that made the difference between the expectation to come back for camping in Khao Yai National Park in the future. There is a statistical significant difference at 0.05 level.

So the researcher set a hypothesis of the research that the difference highest education level have difference behavior to promote conservation tourism.

Income

Saowaluck Nawajaroenkul (1998:153) studied "Ecotouristic behavior of the Thai tourists at Sai Yoke National Park, Kanchanaburi" found that, there is a significant relationship between average monthly income and conservation tourism behavior at level 0.01.

Siree Siriwan (1989:163) studied "Satisfaction of tourists and local people in Chainat municipal ares with Chainat Bird Park" found that, the sampling group that has 2,000 baht. of income or lower has satisfaction toward facilities provided in the bird garden more than other groups that have different income. From the statistical test found that there is a statistic significant difference between different level of income at 0.05 level.

Wittaya Kiattiwat (2000:105) studied "Conservation tourism of Thai tourist: case study in Umphang District, Tak Province" found that, average monthly income has significant relationship with conservation tourism behavior at level 0.001.

So, the researcher set a hypothesis of this research that the tourists that have different income have different behavior to promote conservation tourism.

Aims of Trip

Apiwan Kiangkwa (1991:abstract) studied "Tourists' idea toward improving and development of accommodation of Khao Yai National Park" found that, different aim of tourists affect their idea of improving and developing the accommodation of Khao Yai National Park. There is a statistic significant level at 0.05.

Lalita Photchanaphun (1996 : 81) Studied "Ecotourism behavior of the tourists at Khao Yai National Park" it was found out that, the learning behavior about the condition of tourism resources would depend on the main objectives of the travelling, which having its implication of statistic at the level 0.05.

Pongjit Jamjumrus (1985:122) studied "Environmental values of tourists and the local inhabitants towards the conservation and improvement of Cha-am resort" found that, the tourists that determine to travel and to have relaxation has higher value about conservation than the tourists that have other determination.

So the researcher set a hypothesis of the research that the difference aim of trip have difference behavior to promote conservation tourism.

Frequency of Traveling

Institution of Thailand Scientific Research and Technology (1998:165) studied in order to determine the style of sea ecotourism: case study Koh Chang, found that, most of the tourists used to visit Koh Chang and determine to go back to Koh Chang because they are attracted to the atmosphere. 29.4 % has visited Koh Chang more than 6 times.

Sureporn Padtrapornnan (1998:113) studied "Tourists' attitude toward ecotourism: case study National Park in Kanchanaburi Province" found that, attitude toward ecotourism, case study: National Park in Kanchanaburi Province, are different base on the amount of traveling per year.

So the researcher set a hypothesis of the research that the difference frequency of traveling have difference behavior to promote conservation tourism.

Characteristic of Travel Groups

Sakonwan Parueng (1987:94) studied "Components that Support Conservation Tourism Behavior of University Student in Bangkok" found that, most of the type of traveling is not with family. Most of the population are interested in traveling in Thailand more than traveling abroad. The most favorite places are in Bangkok and perimeter. The types of places are general natural tourism places, the places that are full of good food and ancient places.

Tongyod Suantong (1996:87) studied "The opinions of tourist regarding Talingchan Floating Market" found that, the touring style of the tourist is a group of friend. To travel among friend made the tourist has more freedom in traveling, purchasing consumable products because they don't have to be worry about the other tourists. They have full convenience in touring the floating market. That made them have full and positive idea toward the floating market more than the other groups. So, the different style of touring affect the idea toward Taling Chun Floating Market. There is a statistic significant different at level 0.001.

Wittaya Kiatwiwat (2000:105) studied about The quality of ecotourists : a case of Umphang District , Tak Province. It found out groups that came with friends has the highest of conservation behavior. Next, groups came with family, groups came with family and friends, which the characteristics of traveling group, were related with the environment conservation with implication of statistic at the level 0.05.

So the researcher set a hypothesis that the tourists that have different characteristic of the tourism groups have different behavior to promote conservation tourism.

Access to Conservation Tourism Information

Rattawut Jiamsripong (1999:83) studied "Tourists satisfaction regarding the environmental management of Bangsaen beach Chonburi province" found that, the sampling group that perceives news about consevation of natural tourism places has more satisfaction with environmental management of Bang Saen Beach than the group that perceives less information and medium information. From the statistical test found that different level of perceiving information of conservation of natural tourism places affect the different level of satisfaction. There is a statistic significant difference at level 0.001.

Saowaluck Nawajaroenkul (1998:157) Studied of " Ecotouristic behavior of the Thai tourists at Sai Yoke National Park, Kanchanaburi" it was found out that,



receiving conservation environment information were related to behavior of conservation tourism which having its implication of statistic at the level 0.05.

Surasak Khunnaron (1996:136) studied about Tourists' opinion about ecotourism : a case study of caves Ratchaburi, it found out the sampling groups with different conservation tourism would have different opinions toward conservation tourism differently with implication of statistic at the level of 0.05.

Wittaya Kiatwat (2000:111) Studied "The quality of ecotourists : a case of Umphang District , Tak Province" it was found out that, receiving information about conservation tourism were related to behavior of conservation tourism which having its implication of statistic at the level 0.05.

So the researcher set a hypothesis that the tourists that have different access to conservation tourism information have different behavior to promote conservation tourism.

Knowledge on Conservation Tourism

Nakom Theerasuwannajak (1998:154-155) studied "Local communities' opinions about their participation in ecotourism : a case study in Suanpueng district Ratchaburi province" found that, there is a statistic significant difference between people who have different level of knowledge of ecotourism at level 0.001. People who have more information about ecotourism will know well about good and bad results of ecotourism altogether the benefits they will gain from ecotourism in the future.

Rattawut Jiamsripong (1999:84) studied "Tourists satisfaction regarding the environmental management of Bangsaen beach Chonburi province" found that, the sampling group that has low knowledge about beach conservation, has more satisfaction with environmental management of Bang Saen Beach than the sampling group that has medium level of education and high education. From the statistical test found that the difference of beach conservation knowledge affect the difference level of satisfaction. There is a significant difference at level 0.001.

Sureeporn Padtrapornnan (1998:115) studied "Tourists' attitude toward ecotourism: case study National Park in Kanchanaburi Province" found that, most of the sampling groups have knowledge of conservation tourism at the medium level. From the test found that the different level of knowledge about conservation tourism affects the tourist's attitude toward conservation tourism in National Park in Kanchanaburi Province. There is a statistic significant difference at level 0.05.

So the researcher set a hypothesis that the tourists that have different knowledge on conservation tourism have different behavior to promote conservation tourism.

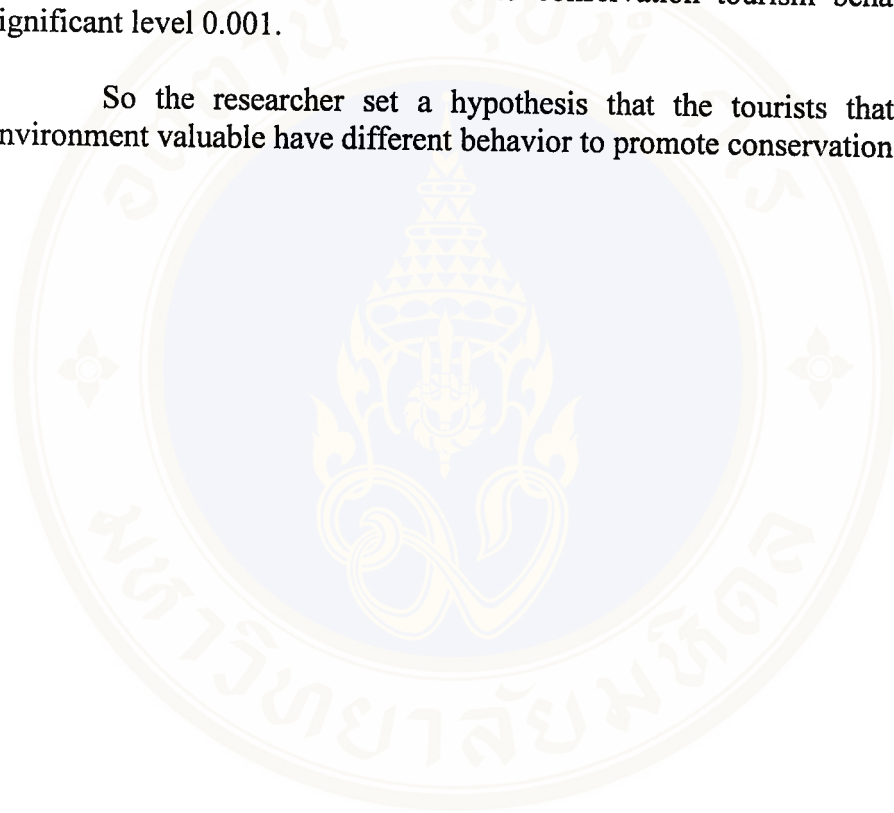
Environment Valuable

Kommala Supan (1996:147-148) studied "A study of the environmental conservation behavior of Bangkok youth tourists in various tourism sites in Thailand" found that, the sampling group that gives different value to environment has different

conservation tourism behavior. There is a statistic significant difference at level 0.001. The sampling group that gives high value to environment has higher tourism behavior of environmental conservation than the sampling that gives value to environment at medium and low level.

Saowaluck Nawajaroenkul (1998:158) studied " Ecotouristic behavior of the Thai tourists at Sai Yoke National Park, Kanchanaburi" found that, the group that gives high value to environment and natural resources has better behavior of conservation tourism than the group that give medium and low value to environment and natural resources. It is related to conservation tourism behavior at statistic significant level 0.001.

So the researcher set a hypothesis that the tourists that give different environment valuable have different behavior to promote conservation tourism.



CHAPTER III

MATERIALS AND METHODS

In this study, survey research with questionnaire investigations and in-depth interviews were used to analyze Tourists' behavior for conservation tourism in Ko Kret, Pak Pret district, Nonthaburi province. The study composed of Quantitative Research by using interview method and qualitative research by using in-depth interview. It is determined to study tourists' behavior in order to promote conservation tourism in Ko Kret, Pak Kret District, Nonthaburi province.

3.1 Quantitative research

3.1.1 Population

Population in this research is a person who has travel to Ko Kret Moo 1, 6 and 7, Pak Kret district, Nonthaburi province. He or she must be 15 years or more. We defined the group of 15 years old as a person who has knowledge and understanding about conservation. The Ministry of Education determined to have the lesson of environmental conservation in the secondary level's curriculum (Ministry of Education, 2001:4). Therefore, the mentioned group are able to analyze the information. From interviewing the boat composers about the amount of tourists in Ko Kret for the year 2000 – 2001, the average of tourists per month is 12,500.

3.1.2 Sample size and Sampling

3.1.2.1 Sample size

Sample size: In this study, the researcher fix the sample from Taro Yamane's formula (as cited in Boontham Kijpreedaborisut, 1992:126)

Formula:

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

When: n = Size of sampling population

N = Average amount of tourists in Ko Kret 12,500 persons per month

e = Sampling error, acceptable at 95% equal to 0.05

We were able to collect 388 samples. The norm of tourists is continuously increased. The researcher predicted that the amount of the tourists might be more than 12,500 per month. Therefore, the researcher increased the size of sampling group for using in the research to be 400 samples in order to cover the increasing amount of tourists.

3.1.2.2 Sampling

From asking the boat assemblers and the temple public relation found that most of the tourists came to travel during Saturday and Sunday, long holidays. So the researcher use the Multi-Stage sampling procedures as follows:

Step 1: Determine the village for purposive sampling by choosing only Moo 1, 6 and 7 that are important tourism places and have tourism promotion activities.

Step 2: Determine accidental sampling by ratio of tourists that travel at the weekend and during work day 20:80. The researcher collected 20% sampling, total 80 samples. And on Saturday and Sunday, holidays the researcher collected 80% samples, total 320 samples. Grand total of samples is 400.

3.2 Qualitative research

For qualitative research the researcher used In-depht interview method to collected data and made perfect information on environment problem from tourism, Tourists' behavior on Ko Kret.

3.2.1 Sampling

Determined the villages for interview and sampling group by using purposive sampling. Selected the community leader only from Moo 1, 6 and 7 because there are tourism promotion there. The community leaders composed of monk, Ko Kret Deputy Administrative Office, President of Ko Kret Tumbon Administrative Office, Ko Kret Tumbon Leader, Villages Leader to choose the population in the area that have career about tourism from souvenir shop, boat assembly shop guide and who have no career about tourism government officer, housewife by using accidental sampling. The result is total of 13 people to be representatives for an interviewing.

3.3 Instruments

This research used questionnaire to be main instrument in data collecting. The researcher studies information of conservation tourism in many ways from textbook and other related researches in order to create a tool that contain all parts as follows:

3.3.1 The questionnaire used in quantitative research consist of 7 parts as follow:

Part I: The question is about individual factor information such as gender, age, highest education, occupation, income,

Part II: The question is about aims of trip, frequency of traveling, and characteristic of travel groups.

Part III: Access to conservation tourism information includes source and require of the information.

Part IV: Closed-ended question concerning knowledge on conservation tourism. The rating scores are;

Correct answer	= 1	score
Incorrect answer	= 0	score

Grouping the level of knowledge by using a standard of the Ministry of Education, primary level, 1977 B.E. as follows;

Total score 80% upper	means	has an excellent knowledge
Total score 70-79%	means	has a good knowledge
Total score 60-69%	means	has a pretty good knowledge
Total score 40-59%	means	has fair knowledge
Total score lower than 40%	means	must be improved

From the mentioned standard of the Ministry of Education, the researcher applied the standard in a test of knowledge about conservation tourism as follows:

Total score 61% up	means	has a high knowledge
Total score lower than 60%	means	has a low knowledge

Part V: Closed-ended question concerning environment valuable. The rating scores are;

	Positive	Negative	
Yes	3	1	score
Neutral	2	2	score
No	1	3	score

From the mentioned standard of the Ministry of Education, the researcher applied the standard with prioritizing the value of environment as follows:

Total score 80% up	means	has a high environment valuable
Total score 61-79%	means	has a moderate environment valuable
Total score lower than 60%	means	has a low environment valuable

Part VI: Closed-ended question concerning Tourism behavior .The rating scores are;

Practice	Positive	Negative	
Every time	3	1	score
Sometime	2	2	score
Never	1	3	score

From the mentioned standard of the Ministry of Education, the researcher applied the standard with a behavior test of conservation tourism promotion as follows:

Total score higher than 80%	means	has a high level behavior to promote conservation tourism
Total score 66-76%	means	has a moderate level behavior to promote conservation tourism
Total score lower than 65%	means	has a low level behavior to promote conservation tourism

Part VII: Open-ended questions concerning problem, obstacles and suggestions of Tourists' behavior in Ko Kret, Pak Pret district, Nonthaburi province.

3.3.2 The In-depth interview form used in qualitative research. The questions point to main concept as follow:

1. About environment at the past and the present time in Ko Kret
2. The environment problem from tourism
3. The tourists' behavior to promote conservation tourism
4. The ways to solve the problems of environmental damaged
5. The ways of promoting conservation tourism

3.4 Instruments Validity

3.4.1 After the composition of questionnaires and approval of the content validity by thesis supervisor committees.

3.4.2 The pre-test was done with the 40 tourists in Ko Kret

3.4.3 Reliability test for the part of knowledge on conservation tourism is Split Half Method of Spearman Brown's Correlation Factor Formula.(as cited in Boomtham Kitpredaborisut 1992:205)

Formula:
$$r_{11} = \frac{2r_{1/2 \ 1/2}}{1 + r_{1/2 \ 1/2}}$$

When: r_{11} = Reliability of the whole questionnaire
 $2r_{1/2 \ 1/2}$ = Reliability from half of questionnaire

The reliability from knowledge on conservation tourism questionnaire is 0.76

For the past of behavior to promote conservation tourism and environment valuable is coefficient Alpha Formula by Cronbach. (as cited in Boomtham Kitpredaborisut 1992:206-207)

Formula:
$$r_{tt} = \frac{K}{K-1} \left[1 - \frac{S_i^2}{S_t^2} \right]$$

When: r_{tt} = coefficient alpha
 K = number of items
 S_i^2 = Variance of Single Item
 S_t^2 = Variance of Total Item

The reliability from environment valuable questionnaire is 0.62

The reliability from behavior to promote conservation tourism questionnaire is 0.80

3.5 Data Collection

3.5.1 For quantitative data collection, a letter from Faculty of Social Sciences and Humanities, Mahidol University to the guides asking for their favor for of collect data. The researcher and trained assistants went to collected data within June -July 2002.

3.5.2 For qualitative data collection, a letter from Faculty of Social Sciences and Humanities, Mahidol University to the samples and asking for their favor to in-depth interview. Make and appointment for interview.(the same period with quantitative research).

3.6 Data Analysis and Statistics used

3.6.1 Quantitative Data Analysis

After data collecting, all data will be checked for correctness and completeness by the following procedures:

3.6.1.1 Keep data in system and create code instruction. Coding the data and adjust some part of the data in the form of nominal scale and other appropriate forms.

3.6.1.2 After coding the data, use computer to evaluate the result by using SPSS (Statistics Package for the Social Sciences) for Windows and Statistical used as follows:

1. The percentage, mean and standard deviation were used to describe the personal charecteristics of the respondents.

2. One-Way Analysis of Variance was used to analyze the correlation between the independent variable (with nominal measurement) and the dependent variable (with interval measurement).

3. Analysis of Variance ANOVA and Multiple Classifination Analysis: MCA by Breakdown Dependent Variable.

3.6.2. Qualitative Data Analysis

Use descriptive approach analysis by Typology and Taxonomy used for in-depth interview data in analyzing the data collected from in-depth interview.

CHAPTER IV

RESULTS

The data presentation from the study on tourists' behavior to promote conservation tourism in Ko Kret, Pak Pret district, Nonthaburi province can explain by this follow:

4.1 Characteristic factors and Motive Factors

- 4.1.1 Individual factors
- 4.1.2 The access to conservation information
- 4.1.3 Knowledge on conservation tourism
- 4.1.4 Environment valuable
- 4.1.5 Behavior to promote conservation tourism

by percentage mean and standard deviation

4.2 The analysis correlation of characteristic factors and motive factors with the behavior to promote conservation tourism by One Way Analysis of Variance

4.3 The analysis correlation of characteristic factors and motive factors with the behavior to promote conservation tourism by Analysis of Variance and Multiple Classification Analysis

4.4 Problems, obstacles and suggestions

4.5 The presentation of In-depth Interview

4.1 Characteristic factors

4.1.1 Individual factors

The result from this study shown individual factors of tourists as follow: (Table 2)

Gender the majority of sample size were female 65.0 %, and the remainder were male 35.0%.

Age had three response categories: between 15-24 year and 25-34 year 34.5%, 35 year and upper 31.0 %. The average was 31 year. The maximum was 74 year. The minimum was 15 year.

Highest education had Five response categories: bachelor degree or higher 59.5 %, high school 19.2 %, diploma 13.8%, secondary school 5.0% and primary school 2.5 %.

Occupation had five response categories: officer / employee 40.3 %, student 23.1 %, government official / state enterprise employee 20.8 %, merchant / self-employed 11.5 %, unemployed / housewife 4.3 %.

Income had three response categories: earned 7,001-17,000 baht 37.5% , 7,000 baht and lower 35.8 % earned 17,001 baht and upper 26.7 %. The average income was 17,035 baht.

Aims of trip had four response categories: recreation 51.2 %, cultural trip 36.5 %, natural study and observation trip 8.3 % and religious 4.0 % respectively .

Frequency of traveling almost of tourists at 63.0 % have a first time, 2-4 time 27.5 % and the remainder have 4 time or upper 9.5 %.

Nature of travel group had five response categories: with friend 48.7% with family / relative 41.0%, with organization 4.3 %, alone 4.0 % and the remainder with travel agency 2.0 %.

Table 2 Number and Percentage of characteristic factors

Characteristic factors	Number	Percentage
Gender		
Male	140	35.0
Female	260	65.0
Age		
15-24 year	138	34.5
25-34 year	138	34.5
35 year and upper	114	31.0
$\bar{X} = 31.04$ S.D.= 11.11 MAX.=74 MIN.= 15		
Highest education		
Primary school	10	2.5
Secondary school	20	5.0
High school	77	19.2
Diploma	55	13.8
Bachelor degree or higher	238	59.5
Occupation		
Government official / state enterprise employee	83	20.8
Merchant / Self-employed	46	11.5
Officer / Employee	161	40.3
Student	93	23.1
Unemployed	17	4.3

5. Bad smell of the exhaustion and some oil is floating in the river from tour boats.

4.4.1.4 Safety Concern

1. Old & small ferry boats with broken floor, unsafe chairs and carry passenger over their capacity.
2. Inadequate lifejackets for tourists while they are cruising along the island.
3. Old and unsafe pier and some holes on the floor.
4. No security staff at the pier and around the tourists area.
5. Rent boats cruise too fast around the pier.

4.4.2 Direction to solve these problems

4.4.2.1 Management Program

1. Should provide different styles of tourism on both environment and cultural tourism such as natural study activities; riding bicycles around the island; walk through fruit gardens, set up the area for preservation of antique Thai-Mon House. Therefore, the local people can participate more in the tourism management.
2. Encourage and support training to local guides. Thus they can give the correct information about history , culture and tradition to the tourists while they travel around the community.
3. Management program should form the village board for manage tourism under the supervision of the province. So this board can manage tourism practically such as set up a regulation for vendors and food shops. Putting goods, products on the walk path is prohibited. Prices should be imposed for goods and food selling so that they are in line with the standard. The co-operation of the stores should be organized as well.
4. Make the information signs both Thai and English so that the tourists can learn about the tourism route around the island by themselves.

4.4.2.2 Facilities Program

1. There should be co-operation with Sanam nua temple or the communities on the opposite side for arranging enough parking space for tourists' vehicles with safety. The parking fees should adjust suitable to time tourists use the service as well.
2. Provide seats like tables, chairs under the trees or small park for tourists at different areas while they are having tours.
3. Provide enough numbers of public telephones along the path walk in the community.

4.4.2.3 Cleanliness Management

1. Government agency should co-operate with the owners of private tourism enterprise and local people about the hygiene around stores, pier and the front part of local people and the business sectors to campaign about keeping clean for such the shop areas, ferries and walk paths at the front of the houses clean.

2. And should make a sign to encourage people about the environment value. Not only that they should have staff to take care of hygiene of restrooms, stores, restaurants.

3. They should have staff to take care of hygiene of restrooms, stores, restaurants. And they should have a regulation about services and collect fees of the usage of these services.

4. There should be prohibited regulation with certain punishment to those who do not put the trash at the designated place.

5. For rental boats and tour boats, they should have a rule for them to reduce the pollution from these boats and these boats should check their engines regularly.

4.4.2.4 Safety Concerns

1. Should fix and maintain the pier for safety concerns and improve the condition of the boats so that they are strong and can handle lot of weight. Because there many people, both tourists and local people in the community crossing the sides.

2. There should be security staff and tourists police to inspect safety around the area of the pier. Also, provide enough life jackets for tourists who are on the boats.

3. They should improve boat condition or damaged boats for safety concerns. Also, provide enough life jackets for numbers of people who are on the boats.

3. Should provide suggestions before getting on the boat on how to perform selves when the ferry is facing the emergency.

4.4.3 Another Recommendations

For the past tourism promotion at Ko Kret, there were many government agencies such as Pak Kret District, the Office of Cultural Committee, Nonthaburi Province, Tourism Authority of Thailand put the efforts together to promote public relations and develop facilities so that Ko Kret will be the important tourism place of Nonthaburi province. The community will have role in cultural conservation and artistic handicraft. This is to attract the tourists' interest. Because this tourism place is not far from Bangkok, travelling can be done within a short time i.e. leaving Bangkok in the morning and come back in the evening. Therefore, there are many tourists' travels there on the weekends. The environment changes in the community, most are garage and cleanliness which are required cooperation from many parts. Especially, the people in the community, local offices and tourists themselves. This cooperation will provide Ko Kret tourism having the approach of sustainable management.

Government agency should encourage the local people to manage the tour by themselves. And it should be under the supervision of the province. Give training to local guides, teenagers and local people who can give a tour around the island. Provide an information center about conservation tourism. Coordinate with private enterprise to plan the tour that does not cause pollution such as using natural material for food containers, introducing the project of no styrofoam, used plastic bag area. Set

Table 2 Number and Percentage of characteristic factors (continue).

Characteristic factors	Number	Percentage
Income		
7,000 baht and lower	143	35.8
7,001 – 17,000 baht	150	37.5
17,001 baht and upper	107	26.7
X = 17034.68 S.D.= 28666.31 MAX.=316000 MIN.= 0		
Aims of trip		
Recreation	205	51.2
Cultural trip	146	36.5
Natural study and observation trip	33	8.3
Religious	16	4.0
Frequency of traveling		
First time	252	63.0
2-4 time	110	27.5
4 time or upper	38	9.5
Nature of travel groups		
Alone	16	4.0
With friend	195	48.7
With family / relative	164	41.0
With travel agency	8	2.0
With organization	17	4.3

Ko Kret is conservation tourism resource. There is a limitation numbers of tourists. From statistics above, we have found that tourists who came to visit are student groups which high education background. They came for the tour because they would like to study about art and culture, local people intellectual. Tourists are impressed in tourism resource and the come to visit again.

4.1.2 The access to conservation tourism and the additional requirement of information

4.1.2.1 The access to conservation tourism information

The result of access to conservation tourism information by tourists, 400 cases can explain as follows: (Table 3)

The study shown that, 90.5 % of tourists got conservation tourism information while the rest at 9.5 % never. Most of tourists got conservation tourism information from mass media 45.5 %, from printed media 23.0 %, from personal media 17.0 %, from electronic media 4.2 %, from other media 0.8 % respectively.

Table 3 Number and Percentage of tourists as classified by source of access to conservation tourism

Source of information	Number	Percentage
Received	362	90.5
Mass media	182	45.5
Personal media	68	17.0
Printed media	92	23.0
Electronic media	17	4.2
Other media	3	0.8
Never	38	9.5

4.1.2.2 The additional requirement of conservation tourism information

The additional requirement of conservation tourism information can explain as follows: (Table 4)

Almost of tourists require information 89.3% was from mass media 37.5 %, television was the most popular media 31.0 %, radio 6.5 % respectively.

From printed media 36.3 %, journal was the most popular media 11.3 %, newspaper 12.3 %, magazine 6.0 %, brochure 5.2 % and advertisement 1.5 % respectively.

From electronic media 9.5 %, internet was the most popular 7.0 % and web site 2.5 % respectively.

From personal 6.0 %, friend was the most popular person 4.7 %, relative 1.0 %, colleague 0.3% respectively and 10.7% denied additional information.

Table 4 Number and Percentage of tourists as classified by type of media
N = 400 cases

Type of media	Number	Percentage
Require	357	89.3
Mass media	150	37.5
Television	124	31.0
Radio	26	6.5
Personal media	24	6.0
Friend	19	4.7
Relative	4	1.0
colleague	1	0.3

Table 4 Number and Percentage of tourists as classified by type of media (continue). N = 400 cases

Type of media	Number	Percentage
Printed media	145	36.3
Journal	45	11.3
Magazine	24	6.0
Newspaper	49	12.3
Brochure	21	5.2
Advertisement	6	1.5
Electronic media	38	9.5
Internet	28	7.0
Web site	10	2.5
No	43	10.7

4.1.3 Knowledge on conservation tourism

The 10 questions about knowledge on conservation tourism answered by 400 cases include topics as follows: (Table 5)

1. "Conservation tourism is a kind of travel to study in nature, social, culture based on your knowledge and social responsibility." 99.2 % got correct answers while 0.8 % got incorrect ones.

2. "For conservation tourism, tourists will focus on a direct experience". 96.8 % got correct answers and 3.2 % got incorrect ones.

3. "Nature Study is one of conservation tourism activities." 95.8 % got correct answers while 4.2 % got incorrect ones.

4. "Main objective of conservation tourism is to develop spirit/ conscious and understanding of tourists concerning beneficial activities to environment". 96.0 % got correct answers while 4.0 % got incorrect ones.

5. "Local people and tourists are the key factor of tourism promotion to be lasting". 96.2 % got correct answers and 3.8 % got incorrect ones.

6. "Good characteristic of conservation tourists is to follow the defined regulation in each touristsic area. The information is an important part. Traveler should enthusiast to enhance their knowledge and environment awareness". 97.8 % got correct answers while 2.2 % got incorrect ones.

7. "Activities of cultural-historic tourism are to become esthetics, to study history of the historic area including a community's way of life". 88.8 % got correct answers while 11.2 % got incorrect ones.

8. "Activities of natural tourism are trekking, nature study, animal watching, cave exploration, rafting, mountain-biking, climbing and fishing". 88.5 % got correct answers 11.5 % got incorrect ones.

9. "The main aim is a conservation and conscious of culture.

resources and environment. " 96.5 % got correct answers 3.5 % got incorrect ones.

10. "Activities play an important role in creating tourists' satisfaction, fascination and lead to traveler's pleasantness" . 95.0 % got correct answers while 5.0 % got incorrect ones.

Table 5 Number and Percentage of tourists as classified by knowledge on conservation tourism

Content	Correct		Incorrect	
	(N)	Percentage	(N)	Percentage
1. Conservation tourism is a kind of travel to study in nature, social, culture based on your knowledge and social responsibility.	380	99.2	3	0.8
2. For conservation tourism, tourists will focus on a direct experience.	387	96.8	13	3.2
3. Nature Study is one of the conservation Tourism activities.	383	95.8	17	4.2
4. Main objective of conservation tourism is to develop spirit/conscious and understanding of tourists concerning beneficial activities to environment .	384	96.0	16	4.0
5. Local people and tourists are the key factor of Tourism promotion to be lasting.	385	96.2	15	3.8
6. Good characteristic of conservation tourists is to follow the defined regulation in each touristsic area. The information is an important part. Traveler should enthusiast to enhance their Knowledge and environment awareness.	391	97.8	9	2.2
7. Activities of cultural-historic tourism are to Become esthetics, to study history of the historic area including a community's way of life.	355	88.8	45	11.2
8. Activities of natural tourism are trekking, nature study, animal watching, cave exploration, rafting, mountain-biking, climbing and fishing.	354	88.5	46	11.5
9. The main aim is a conservation and conscious of culture, resources and environment.	386	96.5	14	3.5
10. Activities play an important role in Creating tourists' satisfaction, fascination and lead to traveler's pleasantness .	380	95.0	20	5.0

When combining the result of the knowledge on conservation tourism and categorized by comparing them with adapted specification of Department of Education, we can divide it into 2 levels, tourists had knowledge on conservation

tourism at a high level 98.0 % and at a low level 2.0 % respectively. The average score was 9.5050. (Table 6)

Table 6 Number and Percentage of tourists as classified by the levels of knowledge on conservation tourism.

Knowledge on conservation tourism	Number	Percentage
A low level (min - 6 scores)	8	2.0
A high level (7 – max scores)	392	98.0
$\bar{X} = 9.5050$ $S.D. = 0.8700$ $MAX. = 10$ $MIN. = 5$		

When we consider the knowledge on conservation tourism's information. The sampling group have a high level of education background. Because the sampling group have known the style of tourism on Ko Kret which it is a conservation tourism. And this sampling group have a high level of education background. Even though they are student group who came for research. They will study and prepare themselves about tourism information before they made a tour. And they have an intention to get more knowledge. So it makes the score of the knowledge at the very high level.

4.1.4 Environment valueable

The 7 questions about environment valueable answered by 400 cases include topics as follows: (Table 7)

1. "Ko Kret's inhabitants have not been affected from water-pollution of Chao Praya River because they were provided water from the other source". 72.8 % disagree, 19.7 % neutral and 7.5 % agree.
2. " Should provide fishing game all around the island. " 71.2 % disagree, 21.0 % neutral and 7.8 % agree.
3. " There is no harm for any life all around the island from littering waste into the river." 90.8 % disagree, 7.5 % agree and 1.7 % neutral.
4. " Wasted water from community, such as restaurant, shop, must do water treatment." 92.0 % agree, 5.0 % disagree and 3.0 % neutral.
5. " Most of an area could provide more facilities development e.g. bridges, ferry and the community won't be affected." 58.0 % agree, 26.0 % neutral and 16.0 % disagree.
6. "Cultures of Thai Mon at Ko Kret continue to be significant toward conservation tourism promotion." 89.8% agree, 9.2% neutral and 1.0% disagree.
7. " It's not unnecessary to preserve the unique earthenware of Ko Kret to be lasting . 91.5 % disagree, 6.0 % agree and 2.5 % neutral.

Table 7 Number and Percentage of tourists as classified by environment valueable.

Content	Agree		Neutral		Disagree	
	(N)	Percentage	(N)	Percentage	(N)	Percentage
1. Ko Kret's inhabitants have not been Affected from water-pollution of Chao Praya River because they were provided water from the other source.	30	7.5	79	19.7	291	72.8
2.*Should provide fishing game all around the island.	31	7.8	84	21.0	285	71.2
3.* There is no harm for any life all around the island from littering waste into the river	30	7.5	7	1.7	363	90.8
4.Wasted water from community, such as restaurant, shop, must do water treatment.	368	92.0	12	3.0	20	5.0
5.*Most of an area could provide more Facilities development e.g. bridges, ferry and the community won't be affected.	232	58.0	104	26.0	64	16.0
6. Cultures of Thai Mon at Ko Kret continue to be significant toward conservation tourism promotion	359	89.8	37	9.2	4	1.0
7.*It's not unnecessary to preserve the unique earthenware of Ko Kret to be lasting.	24	6.0	10	2.5	366	91.5

*Negative items

We combined the score of environment value together. Categorized and measured the level of environment value. Then compared it with adapted specification of Department of Education. We can categorized them into 3, tourists had environment valueable at a high level 74.5 %, at a moderate level 24.0 % and at a low level 1.5 % respectively. The average score was 18.3175 (Table 8)

Table 8 Number and Percentage of tourists as classified by the levels of environment valueable

Environment valueable	Number	Percentage
A low level (min – 12 scores)	6	1.5
A moderate level (13-17 scores)	96	24.0
A high level (18 – max scores)	298	74.5
$\bar{X} = 18.3175$ S.D.= 1.9094 MAX.=21 MIN.= 10		

The sampling groups have a high level of environment value. Because the tourists have received an information of culture and tradition of Mon people. That is the special characteristic of this community. And also it is a conservation tourism which have activities in natural, historical and cultural tourism. Tourists came here and they have to pay attention to the importance of environment, nature and culture.

4.1.5 Behavior to promote conservation tourism

In the study, 400 cases were asked to check a list to indicate their practices of behavior to promote conservation tourism topic as follows: (Table 9)

1. "You will travel with a company focusing on environmental conservation". The majority of tourists 38.0 % never practiced, 36.8 % practiced sometime and 25.2 % practiced every time respectively.

2. "You're always well prepared before starting a trip such as information, history". 47.8 % practiced every time, 27.8% never practiced and 24.4 % practiced sometime respectively.

3. "Before starting a trip, you're always picking up a brochure or information leaflet for additional Study". 62.0 % practiced every time, 27.0 % practiced sometime and 11.0 % never practiced respectively.

4. "You're always inquiring about environment of a community from the concerned official or information counter". 44.0 % practiced every time, 28.0 % practiced sometime same as never practiced.

5. "You're always pay attention to the broadcast of a community". 54.0 % practiced every time, 32.0% practiced sometime and 14.0 % never practiced respectively.

6. "You're always following the instruction of that place". 92.2 % practiced every time, 6.3 % practiced sometime and 1.5 % never practiced respectively.

7. "You always pay attention". 95.5 % practiced every time, 4.3 % practiced sometime and 0.2 % never practiced respectively.

8. "You will strictly follow official or tour guide's instruction during participate in an activity to promote conservation tourism". 93.2 % practiced every time, 5.8 % practiced sometime and never practiced equally at 1.0 %.

9. "After your meal was finished you left the garbage behind e.g. styrofoam or plastic container by allowing self-degradation". 85.5 % never practiced, 9.2 % practiced every time and 5.3 % practiced sometime respectively.

10. "For sake of your memory you engrave or write on the wall, gate or Chedi". 96.4 % never practiced, 2.3 % practiced sometime and 1.3 % practiced every time.

11. "You always throw all kind of waste during your river trip". 93.7% never practiced, 5.5 % practiced sometime and 0.8 % practiced every time respectively.

12. "You did not feed the animal e.g. fishes, birds in touristsic area with their own food". 90.5 % never practiced, 17.2 % practiced sometime and 2.3 % practiced every time respectively.

13. "You prefer closely study in an ancient place by touching or

handle them". 72.5 % never practiced, 19.0 % practiced sometime and 8.5 % practiced every time respectively.

14. * " You're always make a loud noise during walking around a community just for a sake of fun". 67.5 % never practiced , 24.5 % practiced sometime and 8.0 % practiced every time respectively.

15. " You're always avoiding step on a variety of small trees". 68.0 % practiced every time, 17.3 % practiced sometime and 14.7 % never practiced respectively.

16. " If you found an environment in the community were destroyed, you always warning the destroyer". 37.5 % practiced every time, 33.5% never practiced and 29.0% practiced sometime respectively.

17. " If you found any damage happened to an ancient place, you always inform the authorized person". 42.8 % practiced every time, 34.2 % never practiced and 23.0 % practiced sometime respectively.

18. "You participated in conserving environment of touristsic area such as collecting waste, garbage sorting, feeding, and forestation". 59.5 % practiced every time , 21.8 % practiced sometime and 18.7 % never practiced respectively.

19. "You visit or join the demonstration part of local products center of the community". 70.0 % practiced every time, 22.2 % practiced sometime and never practiced equally at 7.8 %.

20. " You're always discussing w ith local people about a way of life, culture and tradition". 52.5 % practiced every time, 30.0 % practiced sometime and 17.5 % never practiced respectively.

21. " During your trip you never buy any local products from a community". 56.5 % never practiced, 24.7 % practiced sometime and 18.8 % practiced every time respectively.

22. * " You'd like to buy the natural products that is unfriendly to an environment e.g. seashell etc. and they were not sold by the local". 64.2 % never practiced, 27.5 % practiced sometime and 8.3 % practiced every time respectively.

23. " You support for local product or souvenir producing in a community". 65.7 % practiced every time, 29.8 % practiced sometime and 4.5 % never practiced respectively.

24. " You're always buying the stuffs from an environment friendly company". 73.8 % practiced every time, 22.2 % practiced sometime and never practiced equally at 4.0 %.

25. " You will donate for supporting conservation program of the ancient places in a community". 49.5 % practiced every time, 43.0 % practiced sometime and 7.5 % never practiced respectively.

Table 9 Number and Percentage of tourists as classified by the levels behavior to promote conservation tourism

Content	Practice		
	Everytime	Sometime	Never
1. You will travel with a company focusing On environmental conservation.	101 (25.2)	147 (36.8)	152 (38.0)
2. You're always well prepared before starting a trip such as information, history.	191 (47.8)	98 (24.4)	111 (27.8)
3. Before starting a trip, you're always picking up a brochure or information leaflet for additional study.	248 (62.0)	108 (27.0)	44 (11.0)
4. You're always inquiring about environment of a community from the concerned official or information counter.	176 (44.0)	112 (28.0)	112 (28.0)
5. You're always pay attention to the broadcast of a community.	216 (54.0)	128 (32.0)	56 (14.0)
6. You're always following the instruction of that place.	369 (92.2)	25 (6.3)	6 (1.5)
7. You always pay attention.	382 (95.5)	17 (4.3)	1 (0.2)
8. You will strictly follow official or tour guide's instruction during participate in an activity to promote conservation tourism.	373 (93.2)	23 (5.8)	4 (1.0)
9. After your meal was finished you left the garbage behind e.g. styrofoam or plastic container by allowing self-degradation.	37 (9.2)	21 (5.3)	342 (85.5)
10. For sake of your memory you engrave or write on the wall, gate or Chedi.	5 (1.3)	9 (2.3)	386 (96.4)
11. You always throw all kind of waste during your river trip.	3 (0.8)	22 (5.5)	375 (93.7)
12. You did not feed the animal e.g. fishes, birds in touristsic area with their own food.	9 (2.3)	29 (7.2)	362 (90.5)

Table 9 Number and Percentage of tourists as classified by the levels behavior to promote conservation tourism (continue).

Content	Practice		
	Everytime	Sometime	Never
13. You prefer closely study in an ancient place by touching or handle them.	34 (8.5)	76 (19.0)	290 (72.5)
14. You're always make a loud noise during walking around a community just for a sake of fun.	32 (8.0)	98 (24.5)	270 (67.5)
15. You're always avoiding step on a variety of small trees.	272 (68.0)	69 (17.3)	59 (14.7)
16. If you found an environment in the community were destroyed, you always warning the destroyer.	150 (37.5)	116 (29.0)	134 (33.5)
17. If you found any damage happened to an ancient place, you always inform the authorized person.	171 (42.8)	92 (23.0)	137 (34.2)
18. You participated in conserving environment of touristsic area such as collecting waste, garbage sorting, feeding, and forestation.	238 (59.5)	87 (21.8)	75 (18.7)
19. You visit or join the demonstration part of local products center of the community.	280 (70.0)	89 (22.2)	31 (7.8)
20. You're always discussing with local people about a way of life, culture and tradition.	210 (52.5)	120 (30.0)	70 (17.5)
21. During your trip you never buy any local products from a community	75 (18.8)	99 (24.7)	226 (56.5)
22. You'd like to buy the natural products that is unfriendly to an environment e.g. seashell etc. and they were not sold by the local.	33 (8.3)	110 (27.5)	257 (64.2)
23. You support for local product or souvenir producing in a community.	263 (65.7)	119 (29.8)	18 (4.5)

Table 9 Number and Percentage of tourists as classified by the levels behavior to promote conservation tourism(continue).

Content	Practice		
	Everytime	Sometime	Never
24. You're always buying the stuffs from an environment friendly company.	295 (73.8)	89 (22.2)	16 (4.0)
25. You will donate for supporting conservation program of the ancient places in a community.	198 (49.5)	172 (43.0)	30 (7.5)

* Negative items

When we combine the score of promotion to conversation tourism together and categorized and measured a behavior. And compare it with adapted specification of Department of Education, we can divide them into 3 levels, tourists had behavior to promote conservation tourism at a high level 68.2 %, at a moderate level 29.8 % and at a low level 2.0 % respectively. The average score was 63.3925 (Table 10)

Table 10 Number and Percentage of tourists as classified by levels of behavior to promote conservation tourism.

Level of the behavior to promote conservation tourism	Number	Percentage
A low level (min - 49 scores)	8	2.0
A moderate level(50-60 scores)	119	29.8
A high level (61 – max scores)	273	68.2
$\bar{X} = 63.3925$ S.D.= 6.3561 MAX.=75 MIN.= 44		

From the primitive information, the sampling group has a positive reaction to promotion of conservation tourism. Because the sampling groups who have a high level of education understand, conservation tourism and they have a respect to the regulation of the tourism area. They have a high concern to the public. Therefore, it makes them have a high level to the value. Under the limited form activity at Ko Kret community and the limit area, then the sampling groups sometimes demonstrated their behaviors on service selection. They also like to participate in environment conservation activities.

4.2 The analyses of the correlation of characteristic factors and motive factors with the behavior to promote conservation tourism by One Way Analysis of Variance.

The analyses the correlation of characteristic factors with the behavior to promote conservation tourism as follows: (Table 11)

Gender: Female had the behavior to promote conservation tourism better than male. Based on statistical test, gender made an insignificant difference to behavior to promote conservation tourism.

Age: Tourists who were 35 year and upper had more behavior to promote conservation tourism than 25-34 year and between 15-24 year respectively. Based on statistical test, age made a significant difference to behavior to promote conservation tourism. (at $p < 0.001$)

Highest education: Tourists who were secondary school had more behavior to promote conservation tourism than tourists who with primary school, diploma high school and bachelor degree or higher respectively. Based on statistical test, education made an insignificant difference to behavior to promote conservation tourism.

Occupation: Tourists who were unemployed or housewife had more behavior to promote conservation tourism than merchant / self-employed, government official/state enterprise employee, officer / employee and student respectively. Based on statistical test, occupation made a significant difference to behavior to promote conservation tourism. (at $p < 0.001$)

Income: Tourists earning 17,001 baht and upper had behavior to promote conservation tourism more than who earned 7,001- 17,000 baht and 7,000 baht and lower respectively. Based on statistical test, income made a significant difference to behavior to promote conservation tourism. (at $p < 0.001$)

Aims of trip: Tourists who having cultural trip had behavior to promote conservation tourism more than natural study and observation trip, recreation and religious respectively. Based on statistical test, aims of trip made a significant difference to behavior to promote conservation tourism. (at $p < 0.01$)

Frequency of traveling: Tourists who having a first time had behavior to promote conservation tourism more than who had 2-4 time and 4 time and upper respectively. Based on statistical test, frequency of traveling made an insignificant difference to behavior to promote conservation tourism.

Characteristic of travel groups: Tourists who coming with travel agency had behavior to promote conservation tourism more than who coming with family / relative, with organization, with friend and alone respectively. Based on statistical

test, nature of travel group made a significant difference to behavior to promote conservation tourism. (at $p < 0.05$)

The access to conservation tourism information: Tourists who receiving conservation tourism had behavior to promote conservation tourism more than never. Based on statistical test, the access to conservation tourism made a significant difference to behavior to promote conservation tourism. (at $p < 0.01$)

Knowledge on conservation tourism: Tourists who having knowledge on conservation tourism at a high level had more behavior to promote conservation tourism than who had knowledge at a low level. Based on statistical test, there was a significant difference between knowledge on conservation tourism with the behavior to promote conservation tourism. (at $p < 0.05$)

Environment valueable: Tourists who having environment valueable at a high level had more behavior to promote conservation tourism than those, had environment valueable at a moderate and at a low level. Based on statistical test, there was a significant difference between environment valueable with the behavior to promote conservation tourism. (at $p < 0.05$)

Summarily, age, occupation, income, aims of trip, nature of travel groups, the access to conservation tourism, knowledge on conservation tourism and environment valueable made a significance to behavior to promote conservation tourism.

Table 11 The analyses of the correlation of characteristic factors and motive factors with the behavior to promote conservation tourism by One Way Analysis of Variance.

Variables and Categories	\bar{X}	S.D.	N	Sig of F.
Gender				0.351
Male	2.63	0.55	140	
Female	2.68	0.49	260	
Age				0.000**
15-24 year	2.50	0.58	138	
25-34 year	2.65	0.51	138	
35 year and upper	2.85	0.35	124	
Highest education				0.756
Primary school	2.70	0.48	10	
Secondary school	2.80	0.52	20	
High school	2.67	0.47	77	
Diploma	2.67	0.55	55	
Bachelor degree or higher	2.64	0.52	238	

Table 11 The analyses of the correlation of characteristic factors and motive factors with the behavior to promote conservation tourism by One Way Analysis of Variance (continue).

Variables and Categories	\bar{X}	S.D.	N	Sig of F.
Occupation				0.000**
Government official / state enterprise employee	2.71	0.48	83	
Merchant / self-employed	2.72	0.50	46	
Officer / employee	2.70	0.47	161	
Student	2.47	0.60	93	
Unemployed / housewife	2.94	0.24	17	
Income				0.000**
7,000 baht and upper	2.56	0.58	143	
7,001 – 17,000 baht	2.63	0.51	150	
17,001 baht and upper	2.84	0.36	107	
Aims of trip				0.003*
Recreation	2.60	0.52	205	
Cultural trip	2.77	0.45	146	
Natural study and observation trip	2.70	0.53	33	
Religious	2.37	0.72	16	
Frequency of traveling				0.659
First Time	2.68	0.51	252	
2-4 Time	2.64	0.49	110	
4 Time and upper	2.60	0.55	38	
Charecteristic of travel groups				0.030***
Alone	2.56	0.63	16	
With friend	2.59	0.53	195	
With family / relative	2.75	0.46	164	
With travel agency	2.87	0.35	8	
With Organization	2.64	0.60	17	
The access to conservation tourism information				0.005*
Never	2.39	0.59	38	
Received	2.69	0.50	362	
Knowledge on conservation tourism				0.022***
At a low level	2.25	0.46	8	
At a high level	2.67	0.51	392	
Environment valueable				0.033***
At a low level	2.33	0.82	6	
At a moderate level	2.57	0.58	96	
At a high level	2.70	0.48	298	

* p< 0.01 ** p<0.001 *** p<0.05

4.3 The analyses of the correlation of characteristic factors and motive factors with the behavior to promote conservation tourism by Analysis of Variance and Multiple Classification Analysis: MCA

Model

Dependent variables (Explained)

The behavior to promote conservation tourism

Independent variables (Main Effects)

Gender

Highest education

Occupation

Aims of trip

Frequency of traveling

Characteristic of travel groups

Access to conservation tourism information

Knowledge on conservation tourism

Environment valuable

Covariates

Age

Income

According to the analysis of variance (Table 12) was found that the main effects (Independent variables) consist of gender, highest education, occupation, aims of trip, frequency of traveling, nature of travel group, access to conservation tourism information, knowledge on conservation tourism and environment valueable had a significance related to the behavior to promote conservation tourism. (at $p < 0.01$)

In the consideration of each main effect, the access to conservation tourism information had a significance related to the behavior to promote conservation tourism. (at $p < 0.001$), aims of trip and knowledge on conservation tourism had a significance related to the behavior to promote conservation tourism. (at $p < 0.05$) and the rest of main effect : gender, highest education, occupation, frequency of traveling, charecteristic of travel groups and environment valueable had an insignificance related to the behavior to promote conservation tourism.

Following the analysis of variance (Table 12) was found that the covariates consist of age and income had a significance related to the behavior to promote conservation tourism. (at $p < 0.001$)

In the consideration of each covariate age had a significance related to the behavior to promote conservation tourism. (at $p < 0.001$) and income had an insignificance related to the behavior to promote conservation tourism.

Based on statistical test, both main effect and covariates in the model had explained a significance related to the behavior to promote conservation tourism. (at $p < 0.001$)

Table 12 The analyses of the correlation of characteristic factors and motive factors with the behavior to promote conservation tourism

Source of Variation	Sum of Square	DF	Mean Square	F	Sig of F.
Main Effects	11.018	22	0.501	2.185	0.002*
Gender	0.862	1	0.862	3.762	0.053
Highest education	1.133	4	0.283	1.235	0.295
Occupation	1.081	4	0.270	1.179	0.320
Aims of trip	2.347	3	0.782	3.413	0.018*
Frequency of traveling	0.176	2	0.008	0.384	0.681
Charecteristic of travel groups	0.507	4	0.127	0.553	0.697
Access to conservation tourism information	3.251	1	1.004	14.182	0.000*
Knowledge on conservation tourism	1.004	1	1.004	4.380	0.037*
Environment valueable	0.658	2	0.329	1.435	0.239
Covariates	8.471	2	4.235	18.480	0.000**
Age	8.189	1	8.189	35.727	0.000**
Income	0.282	1	0.282	1.232	0.268
Explained	19.489	24	0.812	3.543	0.000***
Residual	58.949	375	0.229		
Total	105.437	399	0.264		

According to the multiple classification analysis of factors which had related to the behavior to promote conservation tourism by tourists found that the grand mean was 2.60. The result of the multiple classification analysis as follows: (Table 13)

Gender: Unadjusted for factors was found that male and female had behavior to promote conservation tourism equivalence. After adjusted for factors the result was found that female had behavior to promote conservation tourism more than male. Thus, gender was able to predict the behavior to promote conservation tourism at a low level 4% (Beta = 0.04).

Highest education: Unadjusted for factors was found that tourists having high school had behavior to promote conservation tourism more than those who having secondary school, primary school, diploma and bachelor degree or higher. After adjusted for factors the result was found that tourists having secondary school had behavior to promote conservation tourism more than those who having high school, diploma and bachelor degree or higher and primary school. Thus, highest education was able to predict the behavior to promote conservation tourism at a low level 9% (Beta =0.09).

Occupation: Unadjusted for factors was found that tourists having unemployed/housewife had behavior to promote conservation tourism more than those who having government official / state enterprise employee, merchant / self-employed, officer / employee and student respectively. After adjusted for factors the

result was found that tourists having unemployed/housewife had behavior to promote conservation tourism more than those who having officer / employee, merchant / self-employed, student and government official / state enterprise employee. Thus, occupation was able to predict the behavior to promote conservation tourism at a low level 11%(Beta=0.11).

Aims of trip: Unadjusted for factors was found that tourists having cultural trip had behavior to promote conservation tourism more than those who having natural study and observation trip, recreation and religious respectively. After adjusted for factors the result was still the same. Thus, aims of trip was able to predict the behavior to promote conservation tourism at a low level 17 % (Beta =0.17).

Frequency of traveling: Unadjusted for factors was found that tourists having a first time had behavior to promote conservation tourism more than those who having 2-4 time and 4 time and upper respectively. After adjusted for factors the result was result was found that tourists having a first time had behavior to promote conservation tourism more than those who having 4 time and upper and 2-4 time. Thus, frequency of traveling was able to predict the behavior to promote conservation tourism at a low level 1 % (Beta =0.01).

Nature of travel group: Unadjusted for factors was found that tourists having with travel agency had behavior to promote conservation tourism more than those who having with family / relative, alone, with organization and with friend respectively. After adjusted for factors the result was found that tourists having with family / relative had behavior to promote conservation tourism more than those who having with travel agency, with friend, with organization and alone. Thus, nature of travel group was able to predict the behavior to promote conservation tourism at a low level 7%(Beta =0.07).

The access to conservation tourism information : Unadjusted for factors was found that tourists having access to conservation tourism information had behavior to promote conservation tourism than who never. After adjusted for factors the result was still the same Thus, the access to conservation tourism information was able to predict the behavior to promote conservation tourism at a low level 16%(Beta =0.16)

Knowledge on conservation tourism: Unadjusted for factors was found that knowledge on conservation tourism at a high level had behavior to promote conservation tourism than those who had knowledge on conservation tourism at a low level. After adjusted for factors the result was still the same. Thus, knowledge on conservation tourism was able to predict the behavior to promote conservation tourism at a low level 9% (Beta =0.09).

Environment valuable: Unadjusted for factors was found that environment valuable at high level had behavior to promote conservation tourism than those who had environment valuable at moderate level and low level. After adjusted for factors the result was still the same. Thus, environment valuable was able to predict the behavior to promote conservation tourism at a low level 8%(Beta =0.08).

According to the model without covariates was found that all of independent variables can explained the behavior to promote conservation tourism 16.2 % (Multiple $R^2 = 0.162$) and the multiple coefficient of correlation was 0.401 (Multiple $R = 0.401$). The model with covariates was able to increasingly explained the behavior to promote conservation tourism 18.5 % (Multiple $R^2 = 0.185$) and the multiple coefficient of correlation was 0.430 (Multiple $R = 0.430$).

In conclusion, the behavior to promote conservation tourism by tourists was found that female who had secondary school, had unemployed/housewife, had cultural trip, had a first time in Ko Kret, had with family or relative , had the access to conservation tourism information, had knowledge on conservation tourism at a high level and had environment valuable at a high level had the highest behavior to promote conservation tourism.

Table 13 The analyses of the correlation of characteristic factors and motive factors with the behavior to promote conservation tourism by multiple Classification Analysis: MCA

Variables + Categories	N	(Grand Mean =2.60)		
		Unadjusted Dev'n Eta	Adjusted for Independents Dev'n Beta	Adjusted for Independents + Covariated Dev'n Beta
Gender				
Male	140	.00	-.03	-.03
Female	260	.00	-.01	-.01
			.04	.04
Highest education				
Primary school	10	.00	-.37	-.14
Secondary school	20	.02	.13	.12
High school	77	.03	.01	.04
Diploma	55	.00	.01	.02
Bachelor degree or higher	238	-.03	-.02	-.04
			.06	.11
Occupation				
Government official / state enterprise employee	83	.07	.04	-.07
Merchant / self-employe	46	.04	.05	.01
Officer / employee	161	.03	.03	.02
Student	93	-.18	-.18	-.01
Unemployed / Housewife	17	.29	.27	.22
			.22	.19
				.11

Table 13 The analyses of the correlation of characteristic factors and motive factors with the behavior to promote conservation tourism by multiple Classification Analysis: MCA (continue).

(Grand Mean =2.60)

Variables + Categories	N	Unadjusted Dev'n Eta	Adjusted for Independents Dev'n Beta	Adjusted for Independents + Covariates Dev'n Beta
Aims of trip				
Recreation	205	-.05	-.05	-.05
Cultural trip	146	.10	.10	.08
Natural study and observation trip	31	-.01	.03	.08
Religious	16	-.28	-.28	-.30
			.18	.17
Frequency of traveling				
A first time	252	.02	.01	.01
2-4 Time	110	-.03	-.01	-.01
4 Time and upper	38	-.04	-.05	.00
			.04	.01
Nature of travel group				
Alone	16	-.03	-.10	-.13
With friend	195	-.08	-.07	-.02
With family / relative	164	.09	.08	.04
With travel agency	8	.28	.21	.03
With organization	17	-.07	-.15	-.05
			.16	.14
Access to conservation tourism information				
Never	38	-.31	-.26	-.26
Received	362	.03	.02	.02
			.16	.18
Knowledge on conservation tourism				
At low level	8	-.47	-.41	-.35
At high level	392	.01	.01	.01
			.11	.10
Environment valueable				
At low level	6	-.26	-.32	-.10
At moderated level	96	-.08	-.08	-.06
At high level	298	.03	.03	.02
			.13	.07
Multiple R Squared			0.162	0.185
Multiple R			0.401	0.430

4.4 Problems, obstacles and suggestions

From the study of tourists' idea about problems from tourism industry at Ko Kret, Pak Kret district, Nonthaburi province and how to solve these problems and obstacles are as follow:

4.4.1 Problems during the tourism in the community

4.4.1.1 Management Program

1. Limitation of different ways of the tour and activities. Tourists would like to participate in different styles of environment tourism like bicycle riding, observe the nature by walking.

2. Uncleared information of the history of the importance tourism place. Lack of information about restaurants and facilities at the tourism area.

3. Unorganized system in the area of Poramai yikawat temple.

4. If the tourists came by himself, there is no information in English for him.

5. Problem about environment management. There is the problem of hygiene and cleanliness along the area, especially the area with having many restaurants.

6. The area in front of Poramai yikawat temple and the stop at the community having unorganized system.

4.4.1.2 Facilities Management

1. There are no restrooms along the path walk. The restrooms are only the area of Poramai yikawat temple.

2. Parking space for tourists along the area of Sanam Nua temple which it's opposite to Poramai yikawat temple. There is less safety and area to provide parking. In addition, the parking rate is more expensive than the appropriateness.

3. Inadequate seats like tables, chairs under the trees or small park for tourists. While they are walking in the community.

4. Narrow walk path to walk around because of many goods and product are sold along the bank of the river, walk paths. These caused the paths be so crowded when having the large group of tourists.

5. Very limited public telephones. Along the path walk in the community, there is no public telephone available.

4.4.1.3 Cleanliness Management

1. Lot of garbage, dog waste along the path walk, which these are not impressive to the tourists. They do not provide inconvenience for the tour walking.

2. Lot of used plastic bags, styro-foam along the area of the restaurants, drink shops and stores.

3. During tour around Ko Kret, found lot of garbage in the boat and the river.

4. Uncleanliness and inadequate staff who are in charged of cleaning the restrooms.

5. Bad smell of the exhaustion and some oil is floating in the river from tour boats.

4.4.1.4 Safety Concern

1. Old & small ferry boats with broken floor, unsafe chairs and carry passenger over their capacity.
2. Inadequate lifejackets for tourists while they are cruising along the island.
3. Old and unsafe pier and some holes on the floor.
4. No security staff at the pier and around the tourists area.
5. Rent boats cruise too fast around the pier.

4.4.2 Direction to solve these problems

4.4.2.1 Management Program

1. Should provide different styles of tourism on both environment and cultural tourism such as natural study activities; riding bicycles around the island; walk through fruit gardens, set up the area for preservation of antique Thai-Mon House. Therefore, the local people can participate more in the tourism management.
2. Encourage and support training to local guides. Thus they can give the correct information about history, culture and tradition to the tourists while they travel around the community.
3. Management program should form the village board for manage tourism under the supervision of the province. So this board can manage tourism practically such as set up a regulation for vendors and food shops. Putting goods, products on the walk path is prohibited. Prices should be imposed for goods and food selling so that they are in line with the standard. The co-operation of the stores should be organized as well.
4. Make the information signs both Thai and English so that the tourists can learn about the tourism route around the island by themselves.

4.4.2.2 Facilities Program

1. There should be co-operation with Sanam nua temple or the communities on the opposite side for arranging enough parking space for tourists' vehicles with safety. The parking fees should adjust suitable to time tourists use the service as well.
2. Provide seats like tables, chairs under the trees or small park for tourists at different areas while they are having tours.
3. Provide enough numbers of public telephones along the path walk in the community.

4.4.2.3 Cleanliness Management

1. Government agency should co-operate with the owners of private tourism enterprise and local people about the hygiene around stores, pier and the front part of local people and the business sectors to campaign about keeping clean for such the shop areas, ferries and walk paths at the front of the houses clean.



2. And should make a sign to encourage people about the environment value. Not only that they should have staff to take care of hygiene of restrooms, stores, restaurants.

3. They should have staff to take care of hygiene of restrooms, stores, restaurants. And they should have a regulation about services and collect fees of the usage of these services.

4. There should be prohibited regulation with certain punishment to those who do not put the trash at the designated place.

5. For rental boats and tour boats, they should have a rule for them to reduce the pollution from these boats and these boats should check their engines regularly.

4.4.2.4 Safety Concerns

1. Should fix and maintain the pier for safety concerns and improve the condition of the boats so that they are strong and can handle lot of weight. Because there many people, both tourists and local people in the community crossing the sides.

2. There should be security staff and tourists police to inspect safety around the area of the pier. Also, provide enough life jackets for tourists who are on the boats.

3. They should improve boat condition or damaged boats for safety concerns. Also, provide enough life jackets for numbers of people who are on the boats.

3. Should provide suggestions before getting on the boat on how to perform selves when the ferry is facing the emergency.

4.4.3 Another Recommendations

For the past tourism promotion at Ko Kret, there were many government agencies such as Pak Kret District, the Office of Cultural Committee, Nonthaburi Province, Tourism Authority of Thailand put the efforts together to promote public relations and develop facilities so that Ko Kret will be the important tourism place of Nonthaburi province. The community will have role in cultural conservation and artistic handicraft. This is to attract the tourists' interest. Because this tourism place is not far from Bangkok, travelling can be done within a short time i.e. leaving Bangkok in the morning and come back in the evening. Therefore, there are many tourists' travels there on the weekends. The environment changes in the community, most are garage and cleanliness which are required cooperation from many parts. Especially, the people in the community, local offices and tourists themselves. This cooperation will provide Ko Kret tourism having the approach of sustainable management.

Government agency should encourage the local people to manage the tour by themselves. And it should be under the supervision of the province. Give training to local guides, teenagers and local people who can give a tour around the island. Provide an information center about conservation tourism. Coordinate with private enterprise to plan the tour that does not cause pollution such as using natural material for food containers, introducing the project of no styrofoam, used plastic bag area. Set

up tourism & natural tour with out pollution such as riding bicycles, tracking, bird seeing, using paddled-boats along the community's canals, fruit garden tour. Also should support the village conservation tourism so tourists will have a chance to get involve with another group of village. It also makes more decentralization of the local people income. Also set a system for hygiene for tourists who are on tour. The communities should co-operate in tourism plan and environment.

4.5 The results of in – depth interview

The results of in – depth interview of the behavior of tourists to promote conservation tourism. Case – studier interviewed leaders of local community as Buddhist monk, leader of village moo 1,6,7 the chairman of Tambon management committee, local officers. government officials, businessmen and villagers. Those are officer of Tambon management board, owners of earthenware business, owners of tour boats, tour guides souvenir shops and local people in and outside the area. The conclusion of the interview can be classified as follow:

The Past and Present of Environment at Ko Kret

The past and present environment at Ko Kret community, the life style of local people was simple and quiet. They used Chaophaya River as main source of water that uses in the community and also the main transportation route too. The people produce earthware and have fruit garden. Nevertheless, at the present, the lifestyle has been changed from rural to be semi-urban. The housing style have been also changed, but still maintain are and traditional Mon life style. After the promotions of tourism in the community, there are many tourists come to visit here. The numbers of store are increasing and make Ko Kret more crowded. We can not expand the area because Ko Kret is an Island. For promotion of tourism, we need adequate space for the expanding of tourism industry. Thus, Ko Kret is crowded at present when there are many tourists.

The Environmental Problem

The environmental problem from tourism at Ko Kret community is used plastic bags. Because most tourists come during weekend. When they bought food and goods during boat tours, some of them dropped some waste into the river while they are waiting for ferryboats or while they are travelling along the path walk, shades of the trees and chairs. This makes numbers of used plastic bags, styrofoam increasingly. However, the local stores can solve this problem by requesting for the cooperation form terrorists and local people. Thus, it has not yet become the serious problem.

Tourism behavior for promotion of conservation tourism

1. Selection method of tourism enterprise operators.

Most tourists are interested in the services which concerns about environment value such as banana leaf for food container, earthwear pottery. However, there are

small numbers of business enterprise operators use containers or material, which is easy to recycle for containing food. Most of the stores have used plastic bag, styrofoam as food container for their convenience. Therefore, tourists have limited chances to select the services, which focuses about environment value. Most tourism boats provide services are engine type. Therefore, tourists do not have many options for other types of service.

2. The Attitude of tourists toward the environment value.

Most tourists who good attitude toward environment are foreigners. The overall Thai tourists have good behaviors that promote the conversation tourism. They have attitude on what may crate pollution to the tourism or having the behaviors that will not damage the ancient remains antiques, art objects, and the like. But some of them still have a kind of easy behavior that cleanliness matter will depend on their preferences such as do not drop the garbage the designated place, put the plastic bags under the tress or the benches or along the walk paths. These are parts of the problems to have garbage from plastic bags, styrofoam around the areas and they are difficult to dispose.

3. Tourists' behavior to the direction and regulation tourism area

Most of tourists will follow regulation in tourism area. They also accept and follow the suggestion of tourism staff like no littering sign, sanitation sign for the Chao Phraya River. Prohibition signs in King Rama V museum. But some of the tourists still do not follow the regulation and do littering

4. Way to purchase products and services

Most tourists will select products upon their need. Some of them purchase souvenir that is produced in the local community like small jar for drinks, glasses as to be souvenir. Besides, some tourists will be interested only in shops that use packages or containers and support the community products such as coconut shells and willenia and the like. For are not interested in like belt, mobile which make from shell. For souvenir that could damage the environment such as belt, mobile that made from shell; the tourists have not paid much interest.

5. Participation in promotion of conservation tourism.

Most of the tourists will come to Ko Kret during weekend for a one day tour. They do not stay over night. Local community does not have environment program in the tourism area such as trash picking up, growing pants together, and keeping the path walk clean. Therefore, they do not participate in environment activities. Presently, there is only local cultural program during religious festival.

Approaches to solve the Declination of Environment

1. People in the community, tourists and the tourism business enterprise operators should cooperate in taking care the environment by not throwing trash, waste at the tourism resources and around the community

2. Provide the tourists about free of pollution tourism. This

environment conservation knowledge would emphasize the importance on both natural and art tourism resources.

3. Promote the local people to involve in developing the sustainable tourism in the community.

4. Set up the rules and regulations so that the tourists will acknowledge the proper practices.

5. Request assistance from the government for budget and manpower for monitoring and factuality development.

Approaches or Recommendations Promoting Attitude of Conservation Tourism

Approaches and recommendations promoting attitude of conservation tourism to the tourists are as follows:

1. Provide options for tourists to select the services, which do not create pollution. Support and encourage the owners of services that do not create pollution. Therefore, this will minimize the pollution at the tourism areas.

2. Provide information and knowledge to tourists and local people about conservation tourism. In addition, it should also provide the information about the affect of the tourism toward the environment. Therefore, this will make people and tourists realize about pollution.

3. Should manage the keeping clean campaign around the tourism areas by allowing the tourists and local people participating in the activity or program. This is expected to build up the attitude toward the environment to the tourists as well.

4. Should provide activities that emphasize studying the knowledge of conservation and local culture. This is to enhance tourism experience, which focuses the importance of environment and quality of life in the community such as tourism along the water route such as paddled-boats, garden tour. As result, this will decentralize the incomes for people around the island too.

5. Government should provide budget to local government enterprise units such as board of to manage adequate and continuous tourism in the community.

CHAPTER V

DISCUSSION

In present public relation that promoting tourism in Thailand, this creates the opportunities for more damages toward the tourism consequently. Then, the concepts related to conservation tourism to promote tourism in Thailand for minimizing the damages for those areas. Therefore, this requires cooperation from other related parts such as government or private sectors. When comparing to the other related groups, the most important factor is the tourists themselves because they are the groups impact directly to the tourism areas. The tourist who has appropriate behavior is one of the factors that reduce the affect to the tourism areas.

The behavior of the tourist will occur from these three factors according to the Behavioral Theory, Benjamin S. Bloom,(1971) 1. Perception, knowledge and understanding 2. Attention, opinion and value which will lead to 3. Expression or practices that resulted from study outcome. The behavior of tourists that promotes the conservation tourists' behavior to promote conservation tourism at Ko Kret, Pak Kret district, Nonthaburi province can be described that perception, knowledge and understanding about conservation tourism and environment value will also lead to promote conservation tourism increasingly. These can be addressed the result of the research purpose as follows:

5.1 Objective 1 To analyze the behavior of tourists to promote conservation tourism at Ko Kret, Pak Kret district, Nonthaburi Province.

The result of research found that a high level of sampling group behavior to promote conservation tourism does not relate to appointed assumption. That because the access to conservation tourism is a lot faster than before. And the present, condition of the environment starts getting worse. There is a lot of pollution. People realize more about environment value. Most tourists have changed the behavior to environment value. From the research, we found that the sampling group has received the information of conservation tourism from reachable media such as television, radio. This makes them realize and understand conservation tourism that having specific form and the number of tourists is limited. Therefore the tourist who come with the group should also have an intention for pleasure and getting more information of natural resources, art, culture, special characteristics and ways of local people life. This makes the research result of sampling group at a high level of 61.5%. Tourists have a strong influence in the promotion of tourism. We can say that tourists have a positive opinion in environment value. They strictly follow the regulation and prohibition in the tourism area. Tourists support and play the importance role in the increasing of the community income. They support and purchase the product that produced in the local community. They use the services which emphasis on

environment value. And that makes a positive behavior to promote conservation tourism.

5.2 Objective 2 To analyze the factors affecting the tourists' behavior to promote conservation tourism at Ko Kret, Pak Kret district, Nonthaburi province.

In this study had 2 factors, characteristic factors and motive factors, that affecting the tourists' behavior to promote conservation tourism. The result were discussed as below:

Gender made an insignificant difference to the behavior to promote conservation tourism. This hypothesis was rejected. Because of sample groups were more than half were female at 65.5% and have high education level. With the present situation that there are a lot of information about conservation tourism from media like newspaper. Therefore, tourist of difference gender does not make a difference behavior to promote conservation tourism.

Age made a significant difference to the behavior to promote conservation tourism at <0.001 . It was a line on the hypotheses.

Highest education made an insignificant difference to the behavior to promote conservation tourism. This hypotheses were rejected. Because of the sampling groups who came with the tour to the community have different intentions in gaining more knowledge of natural resources and local cultures. Their level of education are bachelor of arts or higher at 59.5% and they used to get conservation tourism information. Therefore, this different levels of education does not make the difference of behavior to promote conservation tourism.

Occupation made an insignificant indifference to the behavior to promote conservation tourism. This hypothesis was rejected. Because Ko Kret is a tourism resource. Most of tourists come for their pleasant to see arts. However, from the result of analysis of variations and categorizes found out that the unemployed groups have behaviors to promote conservation tourism more than the other groups. Because there are lessons and classes of environment values since the primary school. Therefore, it does not make the difference in the promotion of tourism

Income made an insignificant difference to the behavior to promote conservation tourism. This hypothesis was rejected. Because Ko Kret is a tourism resource which is not far from Bangkok. Therefore, The expense of this tour is not high. Tourists do not have to pay for accommodation. They do not require much facility than what are necessary. Therefore, it does not make the difference in the promotion of tourism

Aims of trip made a significant difference to the behavior to promote conservation tourism at $p<0.05$. It was in line on the hypotheses.

Frequency of traveling made an insignificant difference to the behavior to promote conservation tourism. This hypothesis was rejected. Most of the Sampling groups came to Ko Kret as their first time is at 63.0%. Most of the tour activities are cruising along the river for natural and local people's way of life. They bought the local products such as earth ware jars, vases, glasses, plant plots and the eat the local food which has own characteristic like coconut shell cake and desserts. So there is no difference in promotion of behavior to tourism.

Characteristic of travel groups made an insignificant difference to the behavior to promote conservation tourism. This hypothesis was rejected. Because Ko Kret is a natural and tourism resource. Therefore, it makes the tourist with attention to see and learn about arts and culture. They came as groups such as with the family, relative, or friends for leisure and shopping the products. They have a lot of conservation tourism. This created the motivation to express behaviors to promote conservation tourism from the gained information and from people they came with. So there is no difference in promotion of behavior to tourism.

Access to conservation tourism information made a significant difference to the behavior to promote conservation tourism at $p < 0.001$. It was in line on the hypothesis.

Knowledge on conservation tourism made a significant difference to the behavior to promote conservation tourism at $p < 0.05$. It was in line on the hypothesis.

Environment valuable made an insignificant difference to the behavior to promote conservation tourism. This hypothesis was rejected. Because the sampling groups have a high knowledge of conservation tourism. Therefore, they have good understanding toward the objectives and purposes of conservation tourism. Especially, Ko Kret is a natural and tourism resource that has its own characteristic. Then, tourist should pay more attention to the important of the environment in the community. They should also realize and have the positive attitude to the conservation of nature and cultures of local people. Therefore, it prevents the local tradition. The sampling groups have a high environment valuable at 61.5%. Moreover, it makes them have the same behavior to promote the tourism.

5.3 Objective 3 To study the problems, obstacles and suggestions to solve the problems behavior which, promote conservation tourism in Ko Kret district, Nonthaburi province.

From the study, it was found that the sampling groups have behaviors that promote conservation tourism at a high level. However, most of the problems and obstacles towards the promotions are the tourism management in the community. The community still lack of supports to the promote behavior of conservation tourism for the tourists. Therefor there are some recommendations for tourism management and problem solving for conservation tourism as follows:

1. Selection of business enterprises for conservation tourism. From the interviews through survey questionnaires. This was found that the behavior that promote conservation tourism on the area of selection the business enterprise operators which focuses conservation tourism, the sampling groups never practice at 38.0% which is higher than the groups sometimes practice or the groups that practice every time. The in-depth interview found that the tourism business and tourism services at Ko Kret community have less focus to environment. Thus, the tourists could not choose conservation tourism because of these limited tourism activities. In addition, this is an island. Therefore, the tourists have fewer opportunities to choose the services.

Therefore, the community should coordinate with the business enterprise operators in that community to join the campaign of environment conservation. The promotion can be that the shops using the containers made from the natural material or easy to dispose such as banana leaf, paper bag or plate. There should have free plastic bag and styrofoam in the area. For rental boats, there should be a system to reduce the pollution from the boats. The boat engine should be inspected regularly or promote and support boat tours.

2. The Attitude of tourists toward the environment value. From the in-depth interview, the sampling groups gave the opinion that some Thai tourists have positive attitude to the environment. However, they are lack of mutual responsibility to take care of environment in the tourism area. From the interview through survey questionnaires, tourists of 33.5% never gave any warning to those people who destroyed the environments in the community. The sampling groups or 34.2 % never notify the officer when seeing the ancient remains or antique objects are different than usual. In addition, 19.0% of the tourist sometimes touched the antique objects.

Therefore, the community and local offices such as Tambon management committee, municipal should provide the campaign signs for environment conservation. The project environment conservation, hygiene, and keeping clean around the tourism area by having the participation of the local people in these activities directly. This is to build up more realization, attitude, and concerns to the environment for the people in the community.

3. Tourists' behavior to the direction and regulation tourism area and to provide conservation tourism in order to promote the studying of information before travelling. The tourists will receive the knowledge and practice themselves properly during the tours. It was found out that the tourists follow the regulation and suggestions from the officers according to heir knowledge and understanding related to conservation tourism. In term of providing the information prior to the travelling the community has the leaflet for the tourists. But 24.4% of the tourist sampling groups sometimes have received the information about the tour in advanced. Because there is no lecture or knowledge of conservation tourism during the tours. Therefore, the tourists do not pay attention to the distributed document. Besides, the community is also lack of officers for tourists to inquire for proper information about the tourism resources. This made the sampling group of 28.0% never inquired about the condition

of the community because there is no officer or any one who could provide the correct information.

4. Tourists' Behavior of selection goods and souvenir according to their own satisfaction rather than the goods were produced in the communities. This made it more difficult to sell community products such as pottery, decorated jar, plant pot and the like.

5. To manage the sustainable tourism in the community and a verity tourism activity, then the village committee should be arranged to manage the tourism under the supervision of the province. Such committee will be responsible for managing the concrete tourism such as making the regulation for shops and restaurants properly. Co-operatives should be established to impose the same standard of product prices. Arrange the area for conservation of Thai-Mon style houses. The houses have their characteristics that are different from other tourism resources. In addition, there should be a variety of conservation environmental and cultural activities so that the local people can participate rather than allowing the people different places coming to sell the products. The government should also support enough tourism budgets on the continuity basis.

6. Other management of facilities to promote proper behavior of the tourists, then, there should provide enough public restrooms, different types of garbage cans at the rest stops, chairs, drinking-water along the tourism route for the tourists. And also provide staff to take care of the hygiene restrooms stores, restaurants. Set up the rules for using these services and collect the fee. There should also be the security staff and tourists police to inspect the pier's area, maintain and fix the pier, floating landing, boats for safety concern, fix the damaged boats. Make sure there is a adequate life jackets for every tourists. Give suggestion and direction how to react if there is emergency case while they are cruising

7. Should encourage conservation tourism and travelling through the water route without pollution such as paddled boats so that the tourists will have the participation with the local people in another communities to decentralize the incomes around the areas.

CHAPTER VI

CONCLUSION

The purpose of this research is to study the level of behavior, factors and obstacles to the tourists' behavior to promote conservation tourism in Ko Kret, Pak Kret district, Nonthaburi province.

In this study, survey research with questionnaire investigation and in-depth interview were used to analyze tourists' behavior to promote conservation tourism.

Population in this research, person who had travel in Ko Kret (Moo 1,6 and 7) this involved 400 cases. In addition, the samples for qualitative research were the governors, at local level, people in district and other related this involved 13 people.

After the completed questionnaire were collected, each one was code and then recorded the coded data on computer. Finally, these were analyzed by SPSS/PC (Statistical Package for the Social Sciences) for Windows and statistics used as follow:

1. The percentage, mean and standard deviation.
2. One Way Analysis of Variance by Breakdown Dependent Variable
3. Analysis of Variance ANOVA and Multiple Classification Analysis: MCA by Breakdown Dependent Variable.
4. Descriptive Approach Analysis used for in-depth interview data.

6.1 Conclusion

6.1.1 Characteristic factors

More than half of tourists were male 65.0 %. Almost be 15-34 year (34.5 %). The average of age was 31 year. Most be officer or employee (40.3 %), with bachelor degree or higher (59.5 %), earned 7,001-17,000 baht (37.5%).

6.1.2 Type of Travel factors

Most of tourists had aims of trip for leisure (51.2 %). More than half have a first time in Ko Kret (63.0 %), the numbers of tourists groups are friends (48.7 %)

6.1.3 Motive factors

Most of tourists had access to conservation tourism information from mass media (45.5 %). This mass media is the most information resource that tourists needs at 37.5 % and type of media that request was television (31.0 %), had knowledge on

conservation tourism at a high level (98.0 %). The average is 9.50 score and had environment valuable at a high level (74.5 %). The average is 18.3 score.

6.1.4 Behavior to promote conservation tourism

The sampling groups have the behavior to promote conservation tourism at a high level 68.2 %. The average is 63.39 score.

6.1.5 The analyses of the correlation of characteristic factors and motive factors with behavior to promote conservation tourism by One Way Analysis of Variance.

Based on the statistic test One Way ANOVA and T-test; ages, occupation and income made a significant different to the behavior to promote conservation tourism at $p < 0.001$. Aims of trip, the access to conservation tourism made a significant different to the behavior to promote conservation tourism at $p < 0.01$. And characteristic of travel groups, knowledge on conservation tourism and environment valuable made a significant different to the behavior to promote conservation tourism at $p < 0.05$. As regards, gender, highest education and frequency of traveling made an insignificant different to the behavior to promote conservation tourism.

6.1.6 The analyses of the correlation of characteristic factors and motive factors with behavior to promote conservation tourism by Analysis of Variance and Multiple Classification Analysis: MCA.

Based on the analysis of variance, main effects consist of gender, highest education, occupation, aims of trip, frequency of traveling, characteristic of travel group, the access to conservation tourism information, knowledge on conservation tourism and environment valuable had a significance related to behavior to promote conservation tourism at $p < 0.01$. In the consideration of each main effect, the access to conservation tourism information had a significance related to behavior to promote conservation tourism at $p < 0.001$, aims of trip and knowledge on conservation tourism had a significance related to behavior to promote conservation tourism at $p < 0.05$, and the rest of main effect: gender, highest education, occupation, frequency of traveling, characteristic of travel group and environment valuable had an insignificance related to behavior to promote conservation tourism.

Based on the analysis of variance in covariates consist of age and income had a significance related to behavior to promote conservation tourism at $p < 0.001$. In the consideration of each, age had a significance related to behavior to promote conservation tourism at $p < 0.001$, and the rest, income had an insignificance related to behavior to promote conservation tourism.

Based on statistic test, the model had explained a significance related to behavior to promote conservation tourism at $p < 0.001$.

6.2 The Conclusion of problem, Obstacles and Suggestion from the finding.

From the questionnaire and in-depth interview, we can conclude the suggestions to the problems, recommendations about tourism in the community, approaches to adjust the behaviors of tourists to promote conservation tourism in Ko Kret, Pak Kret District, Nonthaburi as follows:

Table 14 Conclusion of Problem, Obstacles and Suggestion from the Research Result

Problems and Obstacles	Approaches of Solving Problems	Information Resources
1. In term of behavior of tourism service selection for the business enterprise operator who has emphasized on environment conservation, tourists has limited of selection opportunity.	Campaign the business enterprise operator to use the natural materials for food packing. In addition, the area should be free from styro-foam and plastic bags. Increase the tourism activities such as paddled boat.	Qualitative and quantitative study
2. Behavior demonstrates the positive awareness of environment conservation, ancient remains and antiques cooperatively.	Make the signs or arrange the project of environment conservation in the tourism resources so that the tourists will have the realization and awareness to conserve the environment at the resources.	Qualitative and quantitative study
3. Behavior of buying selection such as goods, souvenir according to the their satisfaction	Should publicize and campaign to the tourists to buy the local made product. This is to increase the income for local people. Prohibited selling things that will destroy environment and ecology	Qualitative and quantitative study
4. Tourists had limited opportunity to participate in environment conservation tourism or environment conservation tourism board or environment conservation projects.	Community should promote more opportunities for tourists to participate in activities or environment conservation projects at Ko Kret such as picking trash tour or maintenance of Chao Praya River and Canal Tour .	Qualitative and quantitative study
5. Declined environment that has affected from numbers of shops and trashes from the tourists.	Proper areas should be arranged for souvenir shops and food shops suitable to the community condition. This is to prevent building the shops on walk path. Public relation about free-pollution tourism should also be promoted.	Quantitative study

Problems and Obstacles	Approaches of Solving Problems	Information Resources
6. Officer and local people are still lack of knowledge and understanding about conservation tourism management.	The related government sectors such as Tourism Authority of Thailand should provide knowledge to Officer and local people about roles, responsibilities. Moreover, the knowledge of being a capable local guide whom can give the accurate information. Finally, it is expected that the tourism can be managed by the community.	Qualitative and quantitative study
7. Public relation about information and conservation tourism in the community	Government and local sectors should emphasize the importance of public relation about information and conservation tourism in the community. Therefore, the tourists can study the knowledge and experience the natural by themselves. These are the Tourism Information Center, tourism maps with the history signs, signs that describe the Mon cultures and the like.	Qualitative study
8. Lack of many facilities for tourists.	Should provide facilities such as clean restrooms, public telephones, parking space, benches for the tourists and others at different areas.	Qualitative and quantitative study
9. Lack of budget for management and adjust the areas for tourism promotion.	Government should support the enough budgets for management of new free-pollution tourism styles as agricultural tourism, river tour inside and around the island.	Qualitative study

6.3 Recommendations from researcher

From this study by using the questionnaire and in-depth interview, the researcher has made some suggestions to be the approaches for solving the problems and obstacle related the tourism behaviors that will promote conservation tourism in Ko Kret as follows:

1. The tourists will have positive tourism behavior is involved these factors: First, the community should promote the local tourism business operators and the local people should cooperate in maintaining the environment. Encouraging the shop owners to use banana leaf, paper bags or plate instead of plastic bag or styrofoam. Areas should be arranged to be free of plastic bag and styrofoam. For

rented boat and tour boat, the regulation of reducing pollution should be enforced. The engines should be checked on the regular basic so that the tourists can have a variety of options and have the opportunities selecting conservation tourism. These above will increase more conservation tourism.

2. The conservation project should be arranged activities that campaign about the conservation awareness. Both tourists and business enterprise operators and local people should participate in the activities directly such as pick up trashes in the tourism resources, river and canal conservation project, pick up and separate garbage and the others. These will encourage the local people and tourists to have more realization, awareness, and senses of belonging and giving the importance to the environment.

3. The training should be provided to the officer and local people about giving conservation tourism. The tourists can also inquire questions, learn and understand about the main objective of conservation tourism and gain more knowledge so that they have better behavior after the tours.

4. here should have useful conservation available so that the tourists can study the information before making the tours. These can be done in a variety of interested mass media that can reach to the tourists easily. These media will help to make the tours more attractive such as television, newspaper, broadcasting, leaflet, journals, web side and short articles. Local people in the community and related government sectors such as The Office of Nonthaburi Province, Nonththaburi Cultural Center, Tourism Authority of Thailand or the educational institutions can contribute their cooperation in such concern.

5. The Eco-tourism should be arranged more often. Thus, the environment will be managed in accordance with the natural and emphasized more on the community life and original Mon people than the benefit of business. This is to increase the tourists satisfaction, learning about the original community, and repeat the tours.

6. Expansion of the areas or increasing the numbers of both shops and hawkers must be regulated. Now, there are many shops and hawkers at the present and the areas could not accommodate further. These have made tourism walk path along Ko Kret crowded. Therefore, it is suggested to regulate the shops to locate at the designated places.

6.4 Recommendations for the further Research

1. Should study the behavior to promote tourism of the tourism business owners and local people at Ko Kret. It is to study how conservation tourism of the tourism business owners and local people promote conservation tourism and at what level.

2. Should study the roles of the community leader on conservation tourism management. Therefore, the community leaders will realize the knowledge, understand and participate in conservation tourism.

3. Expand the research of qualitative local tourism management. Therefore, it will promote sustainable tourism, including the research about finding suitable approaches for tourism development for the other communities further.



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Questionnaire

Tourists' Behavior to Promote Conservation Tourism in Ko Kret, Pak Kret District, Nonthaburi Province

Part 1 Tourist Personal Information

Note: Please check in front of the selected answer or fill in your information

1. Gender Male Female
2. Age (over 6 months count for 1 year)
3. Highest Education

<input type="checkbox"/> not educated	<input type="checkbox"/> Primary School
<input type="checkbox"/> Junior High School	<input type="checkbox"/> Senior High School
<input type="checkbox"/> Diploma/Vocational School	<input type="checkbox"/> Bachelor degree or higher
4. Occupation

<input type="checkbox"/> Government official /	
<input type="checkbox"/> Merchant / Private business	<input type="checkbox"/> Officer / employee
<input type="checkbox"/> Student	<input type="checkbox"/> Other, please specify
5. The average income is baht / month before deduct any expenses.

Part 2 Tourism Information

Note: Please check in front of the selected answer or fill in your information

6. The aims of your trip to Ko Kret for this time.

<input type="checkbox"/> Recreation	<input type="checkbox"/> Cultural trip
<input type="checkbox"/> Natural study and observation trip	<input type="checkbox"/> Religious
<input type="checkbox"/> Other, please specify.....	
7. How often do you visit Ko Kret ?

<input type="checkbox"/> first time	<input type="checkbox"/> 2-4 time	<input type="checkbox"/> more than 4 time
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8. Most of your trip, you prefer traveling with

<input type="checkbox"/> Alone	<input type="checkbox"/> Friend
<input type="checkbox"/> Family / relative	<input type="checkbox"/> Travel agency
<input type="checkbox"/> Organization	<input type="checkbox"/> Other, please specify

Part 3 The access to information of conservation tourism

Note: Please check in the defined box for the correct answer

9. Do you get any information of conservation tourism?
 Ever never (skip to item 12)
10. If used to, What is the most media you obtained the conservation tourism information?
 mass media e.g. radio/TV etc. personal e.g. friend, relative, colleague
 publication e.g. journal, magazine, newspaper, brochure, advertisement
 Electronic media e.g. Internet, Other, please specify..... website
11. Assuming you obtained the conservation tourism information, do you follow such instruction?
 Every time never
 sometimes
12. Do you prefer to obtain more information about conservation tourism?
 No. (skip to Part IV) Yes.
 If yes, what is the most media you prefer?
 Please specify a kind of mass media
 Please specify a kind of personal
 Please specify a kind of publication
 Please specify a kind of electronic media
 other, please specify

Part 4 Knowledge on conservation tourism

Note: Please check in the defined box for the correct answer

Content	Right	wrong
1. Conservation tourism is a kind of travel to study in nature, social, culture based on your knowledge and social responsibility.		
2. For conservation tourism, tourists will focus on a direct experience.		
3. Nature Study is one of the conservation tourism activities.		
4. Main objective of conservation tourism is to develop spirit/conscious and understanding of tourists concerning beneficial activities to environment.		
5. Local people and tourists are the key factor of tourism promotion to be lasting.		
6. Good characteristic of conservation tourists is to follow the defined regulation in each touristic area. The information is an important part. Traveler should enthusiast to enhance their knowledge and environment awareness.		

Content	Right	wrong
7. Activities of cultural-historic tourism are to become esthetics, to study history of the historic area including a community's way of life.		
8. Activities of natural tourism are trekking, nature study, animal watching, cave exploration, rafting, mountain-biking, climbing and fishing.		
9. The main aim is a conservation and conscious of culture, resources and environment.		
10. Activities play an important role in creating tourist's satisfaction, fascination and lead to traveler's pleasantness.		

Part 5 Value Evaluation of Environment

Note: Please check in the defined box for the correct answer

Contents	Value Evaluation		
	Right	Neutral	Wrong
1. Ko Kret's inhabitants have not been affected from water-pollution of Chao Praya River because they were provided water from the other source.			
2. Should provide fishing game all around the island.			
3. There is no harm for any life all around the island from littering waste into the river.			
4. Wasted water from community, such as restaurant, shop, must do water treatment.			
5. Most of an area could provide more facilities development e.g. bridges, ferry and the community won't be affected.			
6. Cultures of Thai Mon at Ko Kret continue to be significant toward conservation tourism promotion.			
7. It's not unnecessary to preserve the unique earthenware of Ko Kret to be lasting.			

Part 6 Behavioral tourism to promoting the conservation tourism

Note: Please check in the defined box for the correct answer

Contents	Practice		
	Every times	Some time	never
1. You will travel with a company focusing on environmental conservation.			
2. You're always well prepared before starting a trip such as information, history.			
3. Before starting a trip, you're always picking up a brochure or information leaflet for additional study.			

Contents	Practice		
	Every times	Some time	never
4. You're always inquiring about environment of a community from the concerned official or information counter.			
5. You're always pay attention to the broadcast of a community.			
6. You're always following the instruction of that place.			
7. You always pay attention.			
8. You will strictly follow official or tour guide's instruction during participate in an activity to promote conservation tourism.			
9. After your meal was finished you left the garbage behind e.g. styrofoam or plastic container by allowing self-degradation.			
10. For sake of your memory you engrave or write on the wall, gate or Chedi.			
11. You always throw all kind of waste during your river trip.			
12. You did not feed the animal e.g. fishes, birds in touristic area with their own food.			
13. You prefer closely study in an ancient place by touching or handle them.			
14. You're always make a loud noise during walking around a community just for a sake of fun.			
15. You're always avoiding step on a variety of small trees.			
16. If you found an environment in the community were destroyed, you always warning the destroyer.			
17. If you found any damage happened to an ancient place, you always inform the authorized person.			
18. You participated in conserving environment of touristic area such as collecting waste, garbage sorting, feeding, and forestation.			
19. You visit or join the demonstration part of local products center of the community.			
20. You're always discussing with local people about a way of life, culture and tradition.			

Contents	Practice		
	Every times	Some time	never
21. During your trip you never buy any local products from a community.			
22. You'd like to buy the natural products that is unfriendly to an environment e.g. seashell etc. and they were not sold by the local.			
23. You support for local product or souvenir producing in a community.			
24. You're always buying the stuffs from an environment friendly company.			
25. You will donate for supporting conservation program of the ancient places in a community.			

Part 7 Problem and obstacle of tourism

1. During your visit at Ko Kret, did you experience any aspects of problem and obstacle?

1). Management Program

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2). Facilities Management

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3). Cleanliness Management

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4). Safety Concern

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2. Do you have any solution for such problem and obstacle?

1). Management Program

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.....
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2). Facilities Management

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.....
.....

3). Cleanliness Management

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.....

4). Safety Concern

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3. Other suggestion

1).....

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2).....

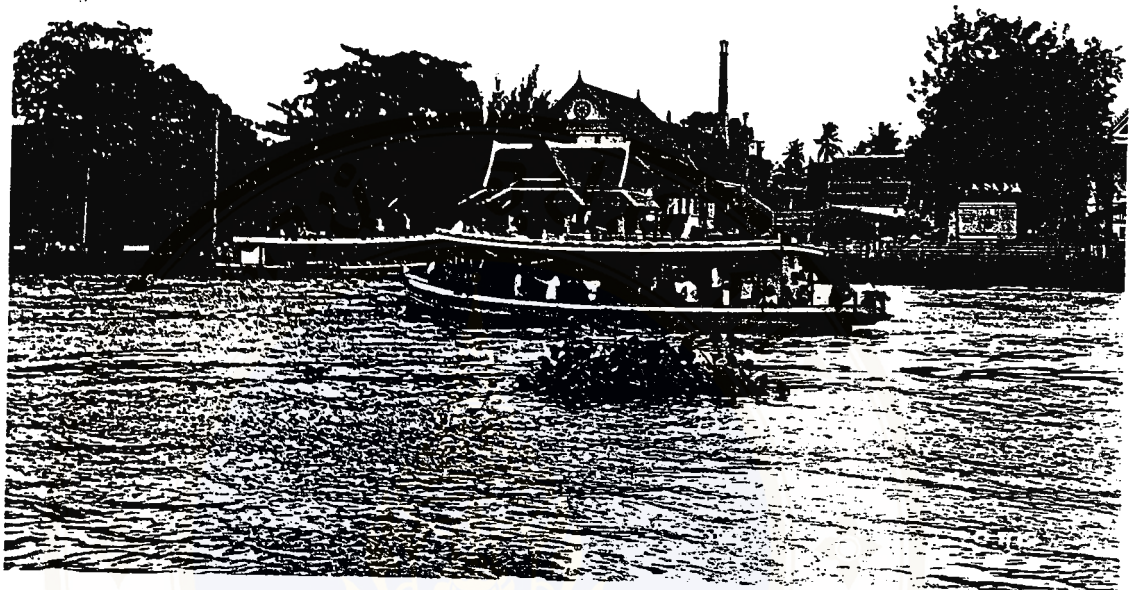
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3).....

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In-depth Interview Form
Tourists' Behavior to Promote Conservation tourism in Ko Kret,
Pak Kret Disdriect, Nonthaburi Province

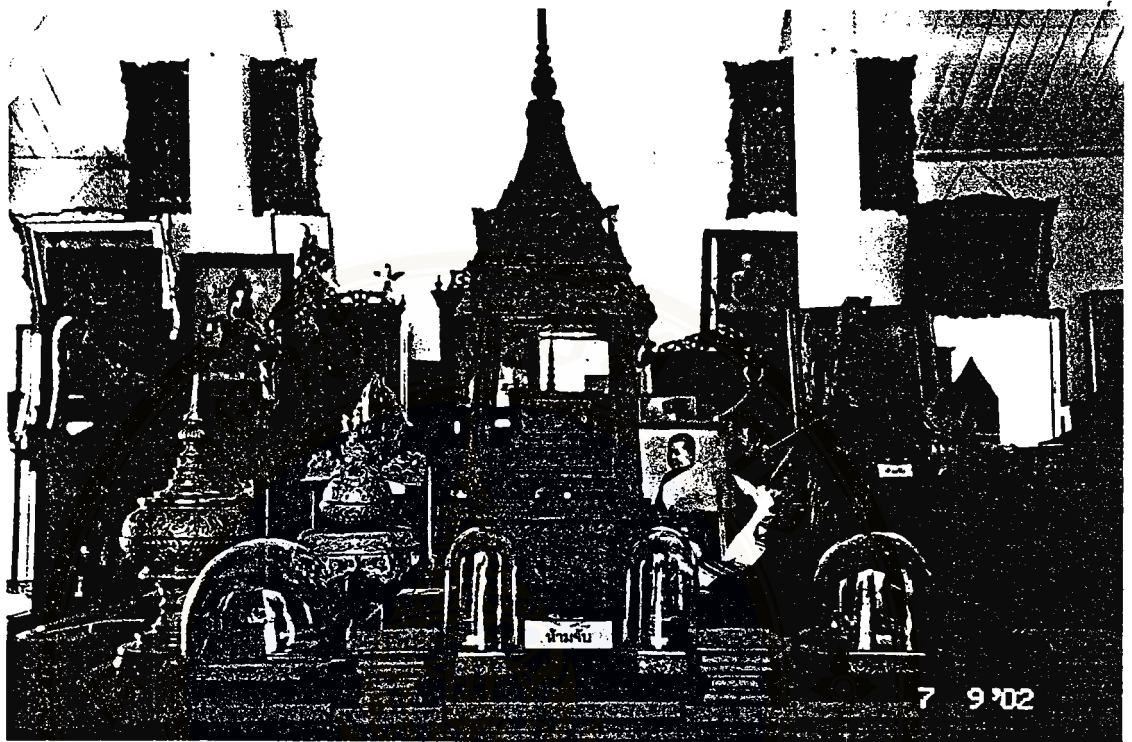
1. What is your idea about an environment of Ko Kret earlier? And at present how it has been changed whether become satisfactory or unsatisfactory? Explain what is the reason.
2. How the tourism promotion in Ko Kret may cause ecological problem. Explain what is the reason.
3. From your experience, did you ever think whether the tourists participated in promoting ecological problem? How? As following aspects:
 - 3.1 Selection of services offered by travel agency
 - 3.2 Environmental awareness
 - 3.3 Following a regulation
 - 3.4 Selection of goods and services in tourism industry
 - 3.5 Cooperation or participation either in the activities or conservation tourism campaign
4. Is Ko Kret Community obtaining either an advantage or disadvantage of conservation tourism? How?
5. What is the best solution of an environment deteriorating from tourism promotion.
6. What is your idea in promoting conservation tourism? Do you have any recommendation how to manage community tourism?



Picture 1 : Traveling by a ferry crossing from the quayside of Sanam nua temple to Ko Kret



Picture 2 : Small canals around Ko Kret community



Picture 3 : Inside the King Rama 5 museum



Picture 4 : Small parks at the front of Sao Thong Tong temple



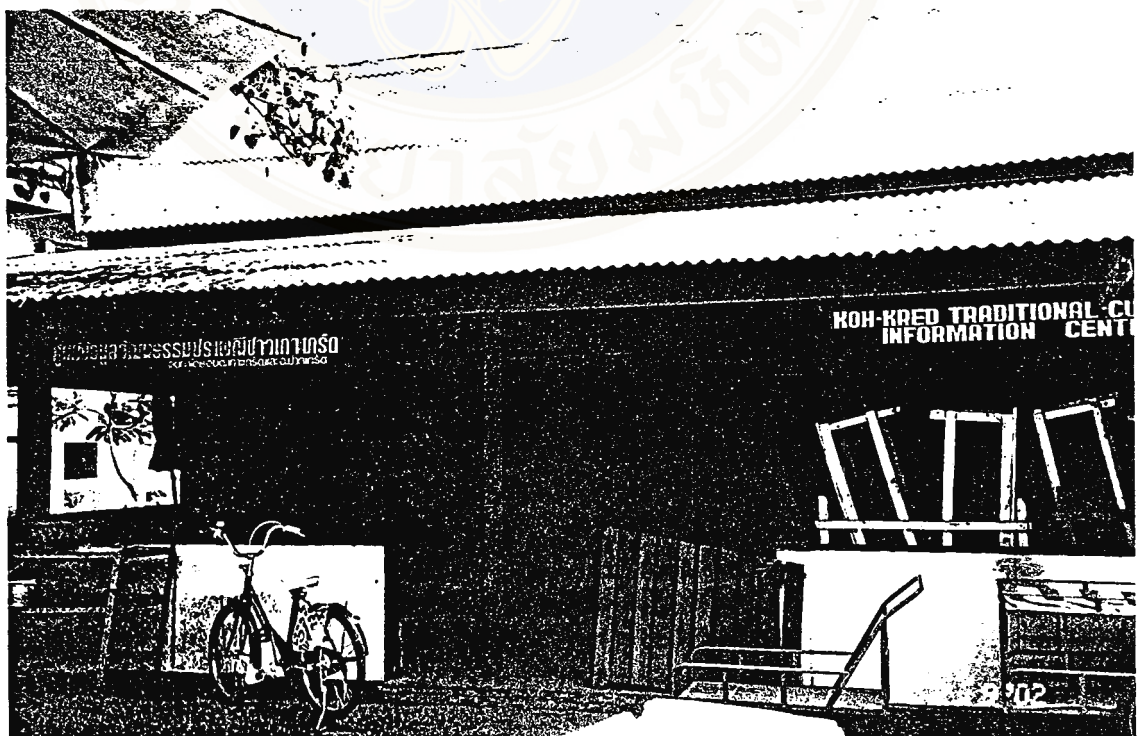
Picture 5 : Shop and food shop area for servicing the tourists



Picture 6 : Sight seeing route around Ko Kret community.



Picture 7 : Tourist's center services was ignored and there were no services available.



Picture 8 : Ko Kret Traditional and Cultural Information Center is lack of conservation tourism

BIOGRAPHY



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